

THE BASEBALL CONVENTION EXPERIENCE

T B C E

GROWTH CAPITAL RAISE

\$1.0 - \$1.5M

Minority Equity · SAFE or Priced Round

Pre-Money Val: \$6M - \$9M

12x YoY Attendance Growth

7,000+ 2026 Attendees

The First National Experiential Platform in Youth Baseball.

Competition. Immersion. Brand Activation. Memory Capture.

One platform. Scalable nationally. Built for the \$40B youth sports market.

\$40B+

Youth Sports Market

\$2.1M+

Mature Event Revenue

\$5M

6-Market EBITDA Target

THE OPPORTUNITY

Youth sports is a \$40B+ industry — yet no one owns the experiential layer.

TBCE fills this gap.

Tournaments

Transactional — families show up, play, and leave. Zero brand loyalty or emotional connection.

Trade Shows

Lack emotional engagement — no experiential hook to create lasting memories.

Brands

Struggle to connect authentically with youth-sport families at scale.

The Gap

No dominant experiential convention platform serving youth baseball and softball. Until now.

THE SOLUTION

Not a Tournament. Not a Trade Show. An Experience.

TBCe is an integrated experiential platform built to maximize dwell time, emotional engagement, and monetization density.



Licensed Tournament Competition

Competitive play. Families show up with purpose.



Mandatory 60-Min Team Experience

Every team activates. Dwell time guaranteed.



Elite Training Sessions

Premium clinics. Justifies premium pricing.



VIP Memory Capture

Memory Capture = Repeat Attendance.



Sponsor Skill Challenges

Brands earn trust. Families remember them.



Festival Activation Zones

200-250 booths. A destination, not a venue.

Organic 12x Growth in Year Two — Zero Paid Marketing

2025

Year 1 — Proof of Concept

~500

Attendees

\$40K

Revenue

(\$210K)

Operating Loss

Founder-funded. Validated the core concept with zero external capital.

12x

2026

Year 2 — Market Validation

7,000+

Attendees

~\$500-600K

Revenue

~(\$110K)

Operating Loss

12x attendance growth. Rising vendor & sponsor interest. Loss nearly halved.

THE FOUNDER

Founder-Led. Founder-Funded. Operator-Driven.



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Co-Founder & CEO

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OPERATOR BACKGROUND

- Built TBCE from concept to 7,000+ attendees in 2 events
- Deep network across youth baseball organizations nationally
- Hands-on event execution — knows the product from the ground up

SKIN IN THE GAME

- Founder-funded Year 1 (\$210K personal capital deployed)
- No institutional crutch — organic 12x growth validates conviction
- Personally led every sponsorship, vendor, and venue relationship

WHY HIM. WHY NOW.

- First-mover advantage only holds if the operator can execute
- Relationships with coaches, programs, and brands are not replicable
- Transitioning from sole operator to scalable team — raise enables that

"I built this with my own capital because I know what this market is missing. Now I'm building it for the nation." — John Novak

Diversified, High-Density Monetization

Multiple revenue streams across every attendee and every square foot of venue.

TICKETING

- General Admission — \$25/person
- Tournament players + 2 family complimentary
- Elite Training Pass — \$49
- VIP Memory Package — \$249

EXHIBITOR BOOTHS

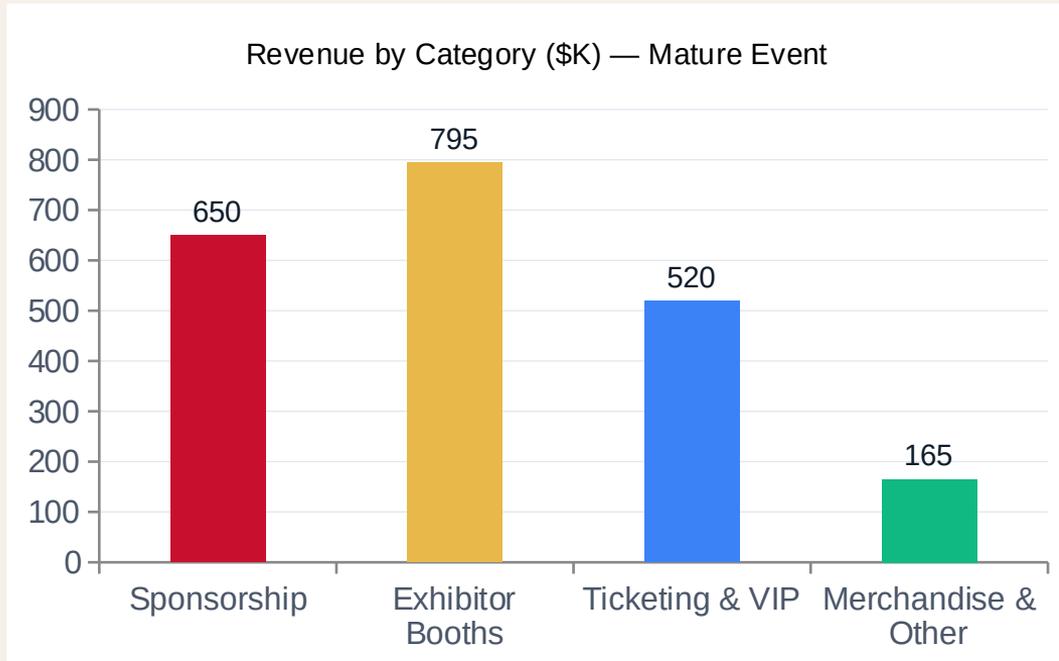
- 120 Standard · 60 Premium · 30 Large Activation
- 15 Flagship Booths
- Mature capacity: 200–250 booths
- ~\$795K projected booth revenue per event

SPONSORSHIPS

- Naming Rights Partner
- Official Bat, Glove, Ball, Sports Drink
- Official Batting Glove, Trading Card, Photography
- Category exclusivity protects pricing

Mature Event Revenue Target (18,000 Attendees): ~\$2.13M | EBITDA: ~\$830K per event

18,000 Attendees · \$2.1M Revenue · \$830K EBITDA per Event



REVENUE	
Sponsorship	\$650K
Exhibitor Booths	\$795K
Ticketing & VIP	\$520K
Merchandise & Other	\$165K
Total Revenue	~\$2.13M

EXPENSES	
Venue & Operations	\$680K
Staff & Production	\$380K
Marketing & Misc	\$240K
Total Expenses	~\$1.30M

At 6 mature markets, platform EBITDA potential approaches
via licensing model — minimal incremental capital required per new market.

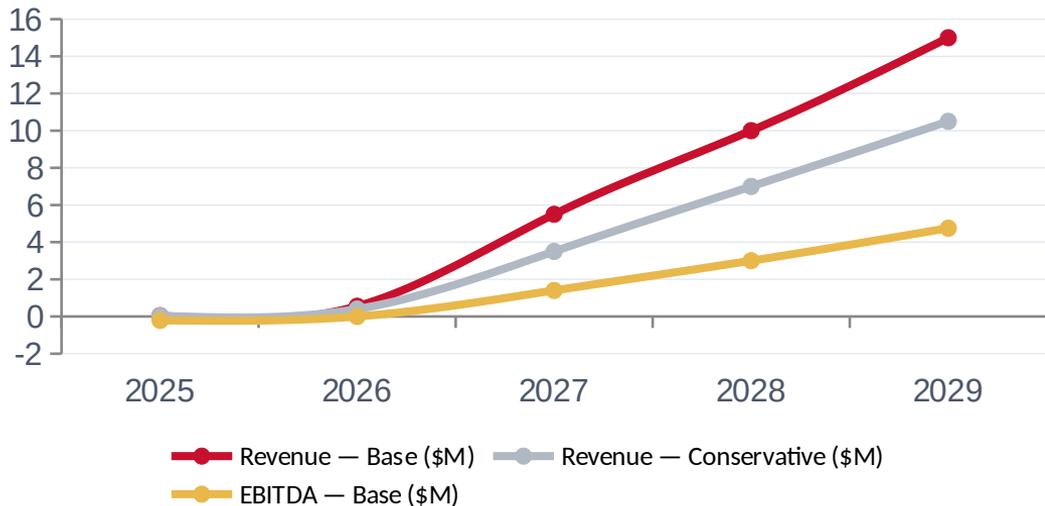
~\$5M annually

Capital-Efficient National Rollout via Licensing



Engineered for Scale — Base & Conservative Cases Modeled

Revenue & EBITDA Scenarios (\$M)



Year	Revenue	EBITDA	Markets
2025	\$40K	(\$210K)	1 (LV)
2026	\$500-600K	Break-even	1-2
2027	\$5-6M	~\$1.4M	3-4
2028	\$9-11M	~\$3M	5-6
2029	\$14-16M	~\$4.5-5M	8+

LV STANDALONE vs. LICENSED MARKETS

Las Vegas (Own)

Yr1: \$216K · Mature: \$830K

Per Licensed Market

Yr1: \$0 capex · Mature: ~\$415K net

VALUATION LOGIC

\$6M-\$9M pre-money reflects
 ~1.3-1.5x forward 2027 revenue
 at conservative ramp.

Six Moats That Protect the Business



First-Mover Advantage

No one has built this. TBCE owns the category.



Memory Capture = Loyalty

Families return for the memory. Not the medal.



Sponsorship Architecture

Category exclusivity = scarcity = pricing power.



Licensing Efficiency

Operators run it. TBCE keeps brand and revenue.



Founder Relationships

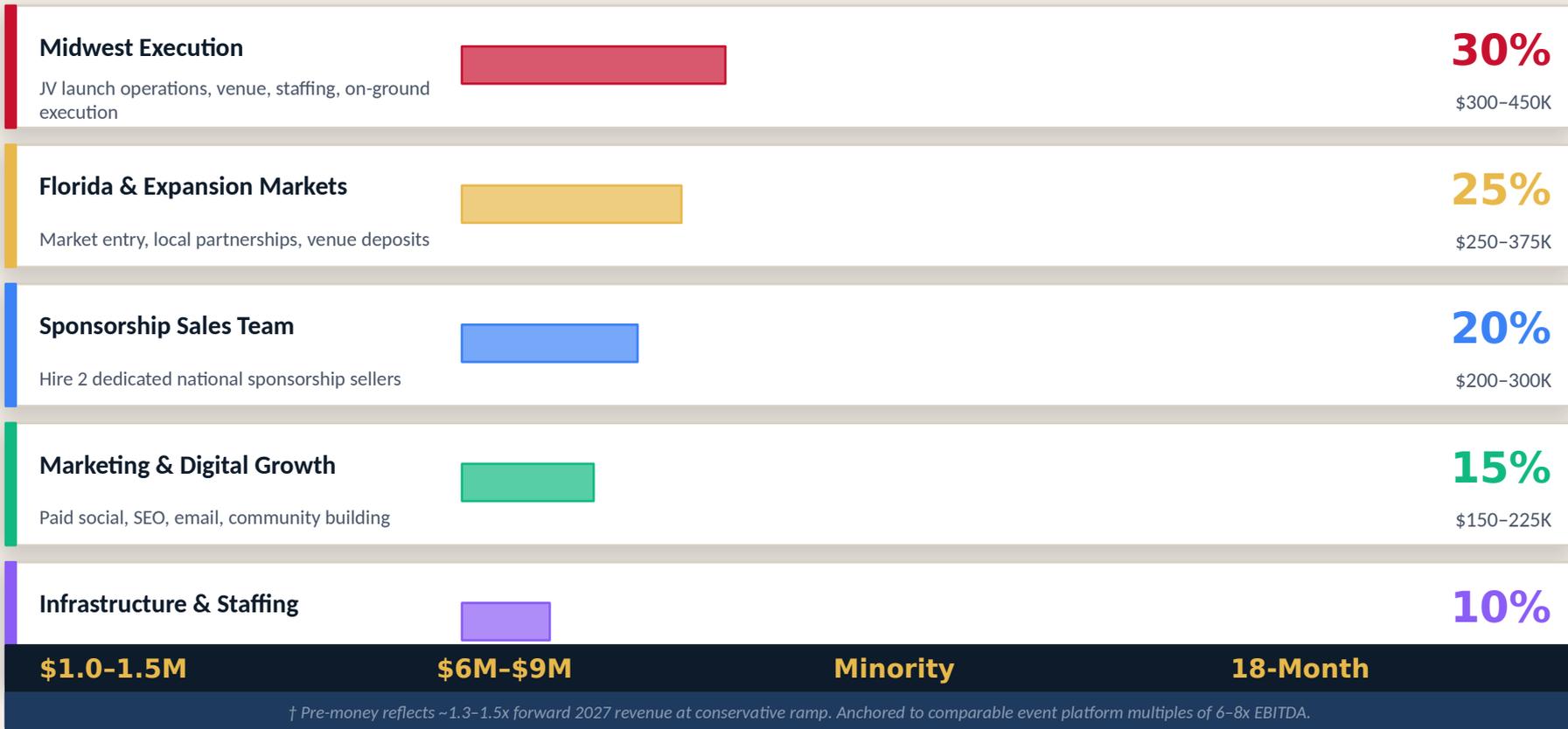
Trust built over years. Not replicable by capital.



National Brand Platform

TBCE scales to softball, basketball, and beyond.

\$1.0-\$1.5M Accelerates National Scale



EXIT POTENTIAL

\$27M-\$40M+ Enterprise Value by 2029

2029 EBITDA Target

\$4.5-5M

Event Platform Multiple

6-8x EBITDA

Implied Enterprise Value

\$27M-\$40M+

STRATEGIC ACQUISITION CANDIDATES



Youth Sports Platforms

DICK'S, BSN Sports, Perfect Game



PE-Backed Event Rollups

*Active Interest Media, Peak Rock
Capital targets*



**Media & Broadcast
Companies**

ESPN, FloSports, NBC Sports



Equipment Brands

*Rawlings, Easton, Louisville Slugger,
Mizuno*

THE BASEBALL CONVENTION EXPERIENCE

WHY INVEST NOW

✓ Validated Platform

12x organic growth. Zero institutional capital. Pure operator execution.

✓ Unclaimed Market

No dominant experiential player in \$40B+ youth sports. First-mover wins.

✓ Operating Leverage

Licensing model scales nationally without proportional capital deployment.

✓ Diversified Revenue

7+ revenue streams per event. No single-source dependency.

✓ Institutional Exit Path

\$27M-\$40M+ enterprise value. Multiple strategic acquirer categories.