



marchadors

felicity foundation



marching for a great cause

An altruistic concept essential to modern life that provides amusing experiences, creates relevant content, & supports a global movement to boost our collaboration to the well-being of society.

Partnership model between a trailblazing foundation & an investment trust to build a unique theme park, & form a leading-edge production studio & media tech company to monetize on the blend between our fast-growing virtual world & physical reality.



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Marchadors structure



A media & entertainment company that monetizes on the experience economy, & the blend between our fast-growing virtual world & physical reality



marchadors park



music • video • animation



multicasting • dev • automation

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A unique theme park with a purpose, & a next generation production company with content library & tech stack.

Marchadors Felicity Foundation is the park's equine division operating partner & the entity that governs fundraising, therapeutic & music programs.



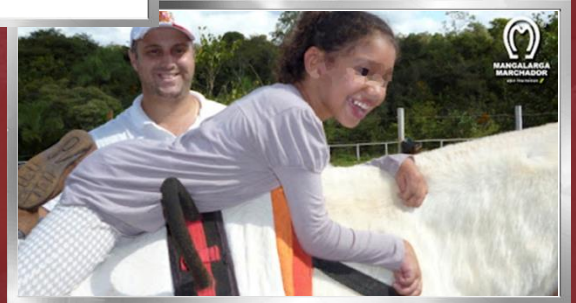
The foundation



Marchadors Felicity Foundation is the park's operating partner who oversees therapeutic programs & fundraising.



An innovative non-profit organization dedicated to enhancing quality of life & improving human physical & mental health via therapeutic horsemanship & music programs.



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Mission Statement:
Nurture the human spirit & inspire a universal shift towards goodwill.

The foundation also aims to provide resources & financial aid to local & global organizations to help enhance & significantly scale therapy programs outreach to extensive audiences worldwide.



The extraordinary horses



Mangalarga Marchador has unique natural "marching" gates that enhance all kinds of horsemanship programs, synchronized marching routines, musical freestyle performances & fun live entertainment.



Image / source:  

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Mangalarga marchadors' gentle temperament also makes them a favorite among equotherapy organizations. The perfect horse for the foundation.

The Mangalarga Marchador is a loyal & docile friend.
"The horse understands every touch, every look, every need" (quote: Haras El Far site).



Marchadors...

Perform musically choreographed
“marching” shows & formations




marchadors



Extraordinary people
& phenomenal horses
servicing the community,
entertaining the world
& “marching” for a cause:
make people’s lives better!



Lead fun horseback “marching” &
stress-relief horsemanship programs.



Support equine-assisted therapy &
music integrated programs

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An exclusive ensemble on a mission to elevate people’s spirits & provide positive experiences to
proliferate fun & well-being via the enchanted world of the marchadors.

good samaritans • dedicated • friendly • caring • talented • influential • healers



The park



Marchadors park is built to amuse the experience economy. A smart design 100% off-the-grid/green energy facility for live concerts, horse shows, fun activities, hightech rides, & environmental educational games.



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A park specifically designed to embody fun with a cause by integrating unique entertainment, memorable & restorative activities, & immersive educational experiences.

Beyond the collaboration & support to the increasing need for mental fitness, the park also encompasses sustainability, wellbeing, & character building to empower old & new generations alike to fortify a higher quality of life.



The studio



Epic recording & performing studio for professionals & fans, equipped with state-of-the-art control & mixing rooms, vocal & isolation booths, & a grand live room set up for music, broadcasting & 3D video.



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Premium content for TV, movies, radio, social media & streaming apps.
Set up for multi-artist/professional band collaborations, & for fans to record their own music video &/or a movie scene as the protagonist in a marchadors' show.
Centralized royalty accounting/management, automated rev share/split, & OBS Studio software.

Music recording & label services • animated movies • concerts & specials • shows & series • short videos

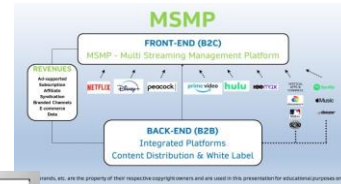


The media-tech division

Viral-VidU dashboard consolidates
SM & streaming distribution plugins



Multi-Streaming Management Platform
The new cable box is “out-of-the-box”



Content monetization, multicasting,
development & media management.
Tech assets include the MSMP a next
generation streaming app consolidation
platform, & a viral-video optimization
tool for publishers & influencers.



OBS multiple RTMP streaming
& live events multicasting



Media optimization, campaign
automation & strategy

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MSMP is the next step in the evolution of streaming media. It allows the audience to simultaneously watch, navigate, interact & manage activities across all streaming platforms/apps, channels, content libraries, & e-stores. It will also feature the marchadors streaming channel & the metaverse app listing within a 3D navigation directory.

Viral-VidU will be customized to manage all marchadors content distribution & its network of influencers. It will also be the “post & share” tool to help fans take their awesome marchadors experiences viral.



Amenities



An exclusive garden featuring the marchadors legendary amethyst purple heart, & 8 paddocks for individual & group horsemanship activities. Created as a healing space for interactivity with the public.

Beautiful traditional red barn interconnected with multipurpose stalls.



Designated therapy stations with ample room created to accommodate specialized mobility equine-assisted therapy.

Called the marchadors townhouse, each oversized stall also has a paddock and a private tack station/the cool marchadors' dressing room.



Amenities



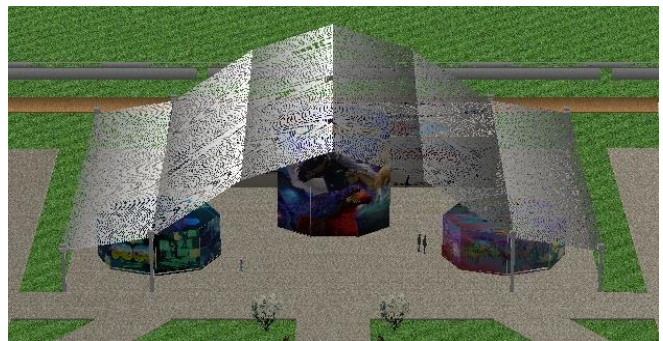
Fully equipped show arena with box accommodations for sponsors, premium sideline seats & tables, a sit-down auditorium with a stage, & a state-of-the-art digital recording & live casting/streaming set up.

To maximize comfort to park's guests, & business potential, the arena & stage audience section is covered with waterproof lightweight tension fabric structures built to Florida's High Velocity Hurricane Zone building code. A giant natural light roof over the arena, plus sequential canopy sails around the park.



The stage features a spacious sit-down auditorium overlooking the show arena. Built to house live performances.

The Enchanted World of the Marchadors 3D & VR games & fun, based on the themes & characters from the marchadors animated movie.



Amenities



Marchadors gift store with gear & merchandising.

Smart-budget modern design container food truck supply stations with refrigerated storage & food prep assembly line, plus additional outside cookout kitchen designed to maximize efficiency.



Marchadors' turnouts are spacious "country homes" with open stalls and individual full dressage size paddocks.

Encompasses the preservation of local ecosystems. Equipped for educational demonstrations, community field trips, and promoting deeper connections to nature.

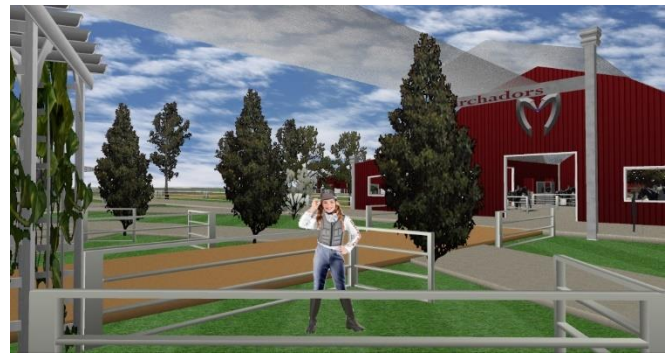


Key experiences



Be a marchador trooper/horseback “marching” at the show arena - put on the Trooper’s gear for a fun orientation session/clinic on horseback marching & get on a horse to experience the thrill of a show drill ridding/marching with synchronized music.

Sidekick horsemanship experience – team up with a sidekick team for a cool horsemanship & enjoy a bonding session with marchador horses.



Record your own music video – greenscreen vocal booth performance with “auto-transfer file” to the marchadors band. Upload it to your social media.

Star in a marchadors’ movie – greenscreen booth performance with “auto-transfer file” to the marchadors horse show video. Upload it to your social media.



Experiences included with general admission



Marchadors' marching coaster - a fun standard "flat family ride" featuring 8 real size marchador horses with "marching motion seats"/saddles.

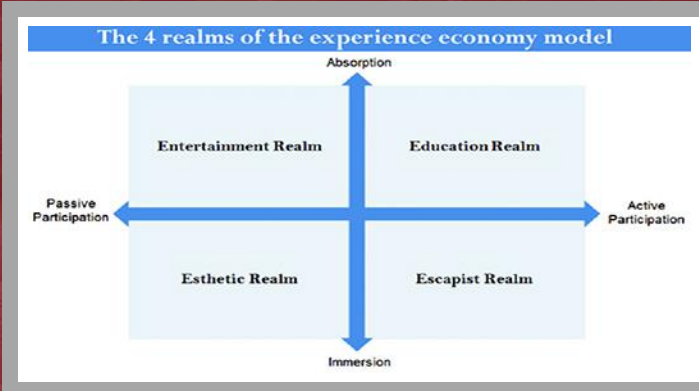
Marchadors virtual ride – 4D immersive experiences.



Entrance with programs registration & marchadors virtual/app experiences

Eco-swamp lab quiz – educational activities blending nature with virtual tools/apps to identify & preserve species & habitats.





The experience economy - An economic era in which the memory itself becomes the product.

People expenditures on experiences grows at a record pace.



74% of Americans (78% of Millennials) value experiences over material things.

“Theme parks attendance surge driven by sharing experiences on social media”

Forbes

'Experience Economy' Boosts Theme Park Spending To A Record \$45 Billion





Amusement Parks Market is expected to reach US\$ 103.39 Bn. by 2029

EBITDA margins at theme parks are high regardless of size.

Park	Margin
Disney (Domestic) Average	31%
Six Flags Average	26%
Cedar Fair Average	35%
Universal Studios Average	44%

VISITOR VOLUME TO ORLANDO

Segment	2017	2018	2019
Domestic	65,855,000	68,555,000	69,297,000
Leisure	54,980,000	57,265,000	58,119,000
Business	10,875,000	11,290,000	11,177,000
International	6,153,000	6,488,000	6,498,000
Total	72,008,000	75,043,000	75,795,000

Sources: DK Shaffer, Tourism Economics, National Travel & Tourism Office (NTTO), Visit Orlando Market Research & Insights
Detail may not add to totals due to rounding.

Over 70 Million people visit Orlando every year. Its local economy is also blooming, as Central Florida is one of the fastest growing areas in the state, with over 4.1 million residents in nine counties: Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, & Volusia.

Selena Gomez & a plethora of artists dedicate time & resources to the cause, & the value/multiples on premium content related to mental fitness & health skyrockets.

Entrepreneur

Mental Health Startup Wondermind Reaches Milestone \$100M Valuation After Series A Funding

Co-founded by Daniella Pierson, Selena Gomez, and Mandy Teefey, Wondermind aims to take the stigma out of talking about mental health.



Ownership & Operating Structure:

A leading-edge production studio & media tech company that monetizes on the blend between our fast-growing virtual world & physical reality.

- music
- video
- animation
- multicasting
- automated content monetization



marchadors



An altruistic concept essential to modern life that provides amusing experiences, creates relevant content, & supports a global movement to boost our collaboration to the well-being of society.

Please open a brief video



An amusement park designed to embody fun with a cause by integrating unique entertainment, memorable & restorative activities, & immersive educational experiences.

- 100% off-grid self-sustainable green energy facility
- +educational ecosystem center



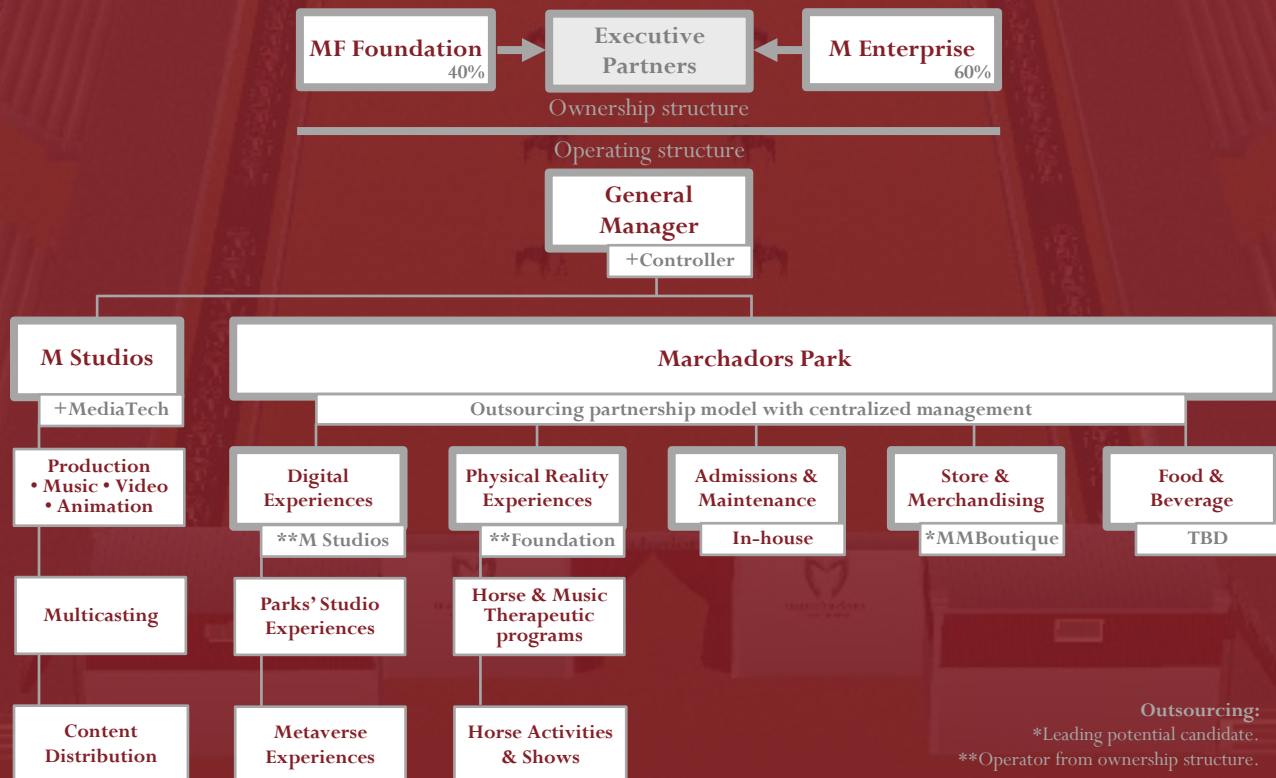
marchadors park

A unique theme park, a cool media & entertainment company, & an essential cause that is shaping the way we live.

Marchadors is a thoroughly elaborated plan based on extensive research, market analysis, & years of experience. It provides quality content & technology to the media & entertainment industry, fun shows & activities to the general public (at the park & virtually), a premium platform for therapeutic & mental fitness segments, & a profitable high margin business model to partners & investors.

Marchadors' Park & M Studios Inc. counts on the importance & appeal of a nonprofit foundation as a major partner to implement & promote essential music & equine-assisted therapeutic initiatives hand-in-hand with influential organizations, artists & sponsors.

Beyond an amusing concept & a much needed cause, the greatest idea of the marchadors project is perhaps the practicality & extreme simplicity of its structure, which expedites development & facilitates implementation & operations.



Great value & diversified portfolio

We have prepared a well-illustrated & easy to read [business plan](#) with detailed information, industry research data, & financial forecasts (access to all documents also available at the bottom of the page).

A *valuation exercise performed by a 3rd party accounting & financial service firm provides important insights, & a more in depth understanding of the marchadors business & initial assets.

Forecasted Revenue - year 1 begins at opening date, after an estimate of 18 months development & setup (open dev:	Year 1	Year 2	Year 3	Full capacity
Total projected revenue (view financial forecast spreadsheet document)	US \$ 24,449,955	\$ 61,017,051	\$ 96,471,794	\$ 147,501,772
Projected net profit (EAT - Earnings After Tax)	US \$ 4,383,226	\$ 20,886,710	\$ 36,215,001	\$ 58,667,596
*Projected Valuation	US \$ 55,299,356	\$ 158,720,260	\$ 258,610,006	N/A

*Valuation provided by Garzon & Associates Inc. (accounting and financial services). Business valuation is a set of procedures used to estimate the economic value of a business and its assets. Various valuation techniques are used by financial market participants and forecasts containing "forward-looking information", including non-historical "future-oriented financial information" and "financial outlook". <https://online.hbs.edu/blog/post/how-to-value-a-company>

Assets to be developed/acquired/produced before park's opening day.

The execution of a multipurpose strategy that maximizes budget, timing, & inventory will generate a diverse list of assets (all items already budgeted into the 18 months development [cash flow doc.](#)) and attend the needs of several sectors of the operations.

- Easy-to-install, affordable low maintenance materials will be used to build & setup the park/ranch (e.g., insulated wall panels, container stations, & high resistance translucent fabric roof structures for the arena & fun areas - [materials video playlist](#)).
- Cost-effective initiatives that generate multiple premium content tailored to both the general public & high-value audience segmentations (e.g., the foundation's ambassador "samba band" accompanied by a compact production crew assembled to record with both DD+ & mobile digital equipment, will capture a 15 days educational & recording tour as the band works on the marchadors album, & visits music therapy organizations & music history landmarks for a documentary, that will also give rise to streaming series, a visual album special, educational & therapeutic content, plus rights to music for the park, shows, promotions, & more - *list below).
- Marchadors existing CAD comparable 3D plan design, which will be adjusted to park's land survey & specifications, will also serve as the model for the 3D environment to be used for animated cartoons & park's metaverse activities.

Key assets with value already Included in the valuation report	notes
Property	Great value increase with developed land incentives & credits from green energy, plus new built amenities.
MMSMP - Multi Streaming Management Platform	Acquired media-tech (software) for multicasting, streaming management & navigation.
Viral-VidU console	Developed media-tech (plugins consolidator) for content distribution automation & rev share.
Amusement Rides & the "Enchanted World Of The Marchadors" pavilion	Mechanical family coaster, metaverse playground, & immersive 4D rides.
Commercial grade state-of-the-art green energy power plant	Solar, wind, geo-thermal, power storage & management system.
Equipment	Studio, plus park's live entertainment audio & streaming systems, food truck stations, vehicles...
Livestock - horses & tack	FYI, trained Mangalarga Marchador horses in the United States are very desired & well valued
Assets NOT YET INCLUDED in valuation report (value based on performance)	notes
*Music Documentary - [batu'kada]	The phenomena of the samba batucada as a social integration & therapeutic tool.
Horse Documentary - "Marching To Heal"	From royalty to people's horse. Mangalarga Marchadors noble history & natural therapeutic traits.
* Making of [batu'kada] docuseries for Netflix & Prime like streaming platforms	Also formatted as shorts for mini-doc series, social media stories, & promotional material.
Making of "Marching To Heal" docuseries - streaming platforms & niche TV.	Multiple formats, plus distribution to general public, footage also used for therapeutic programs.
*Music Album [batu'kada] - soundtrack for documentary.	International classic hits, played batucada style. LP, CD, digital - also released as 11 singles
*Visual Album [batu'kada]	Formatted as concert special for TV/streaming.
*Single's music videos	Also formatted for YouTube channel, vertical shorts, & fun SM challenges.
Digital streaming series "creating the marchadors"	The journey of building marchadors streamed & posted on multiple platforms & social media channels.
*Educational music therapy content	Library with proprietary content (video, audio, & text) for website/app, therapeutic programs.
Educational equine-assisted therapy content	Library with specialized content to service the trade, the public, therapeutic initiatives & affiliates.
Marchadors 3D immersive APP - a gateway to the Enchanted World Of The Marchadors.	Customized & licensed media-tech, plus virtual store / e-commerce.
*Marchadors streaming channel - premium, plus a multitude of free & sponsored content.	Cool & inspirational videos in key ad-supported monetization platforms.



Detailed Financial Information

[Please open spreadsheet](#)



Media-Tech – MSMP

[Please open site](#)



msmplatform.com

Marchadors Introductory Page + Links to all Documents

[Please open site](#)



Marchadors.org

Additional Information

Additional research links:

AMUSEMENT PARK ENTERTAINER DEMOGRAPHICS AND STATISTICS IN THE US

<https://www.zippia.com/amusement-park-entertainer-jobs/demographics/>

Theme parks demographics:

<https://redraion.com/theme-park-guests-behavior/#:~:text=To%20sum%20up%2C%20families%20are,a%20once%20a%20year%20experience.>

Enchanted world of the marchadors' cutting-edge app.

The Marchadors' app should be a wonderful experience itself. There are great cutting-edge options in the marketplace. ÆONXP™ Active Ecosystem from Falcon's Creative Group, for example, enables the type of customization we aim to have:

<https://falconscreativegroup.com/aeonxp-software-system/>

Quote from Falcon's website: "This ecosystem/technology transforms a conventional experience into a flexible and enduring ecosystem of narrative data, complete with consequential choices and customizations, character progressions, worldbuilding and an exciting infrastructure within which to cultivate organic social interaction and gaming communities."

TOKENS (NFTs) are issued as "successes & rewards that a guest earns at any time, ensuring that players feel a tangible sense of ownership and agency in their marchadors journey experience"





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Thank you.

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www.marchadors.org

