



**marchadors**



#

**Built to amuse the experience economy.**

**A profitable altruistic business model,  
essential to modern life.**

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#



# A Theme Park With a Purpose.



eco-station



marchadors  
park



studios

An enchanted place that promotes the preservation of vital ecosystems. “Live-immersive” interaction with nature.

A unique park designed to provide fun & amusing experiences to the general public, plus, a premium platform for an essential cause.

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

A partnership created by a trailblazing foundation, & a media-tech group, to boost our collaboration to the well-being of society.





# The Foundation



Marchadors Felicity Foundation governs horsemanship & music programs at the park. It is dedicated to enhancing quality of life & improving physical & mental health.



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

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





# The Horses



Mangalarga Marchador has natural smooth “marching” gates, that enhance musical freestyle performances, synchronized “marching” routines, & fun live shows & entertainment.



Mangalarga marchadors’ gentle temperament makes them the ideal horse for equine-assisted activities & horsemanship programs.

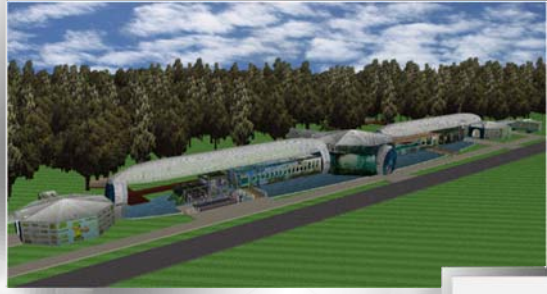
The Mangalarga Marchador is a loyal & docile friend.  
\*“The horse understands every touch,  
every look, every need”

\*Source: Haras El Far site.





# The Park



A park with a cause,  
designed to embody fun with  
memorable & restorative  
activities, & immersive  
educational experiences.



Horse & music shows, fun activities, eco-adventures,  
+3D immersive experiences.

The park also encompasses sustainability, wellbeing,  
& character building to empower old & new generations  
alike to fortify a higher quality of life.

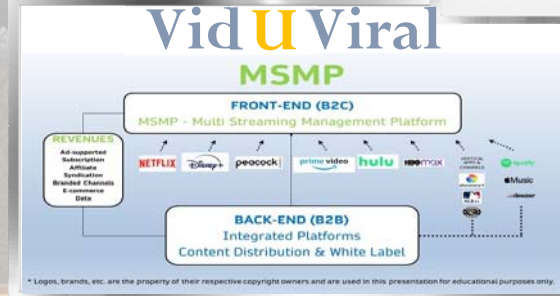




# The Studio



Content production, distribution, & monetization. Built for professionals & fans to record their own music video or animated movie.



It provides content & technology to the media & entertainment industry, plus fun shows & activities to the general public, both at the park & virtually.

- 3D animated movies • documentaries • music recording
- miniseries • digital concerts • metaverse talent





# Key Experiences & Amenities



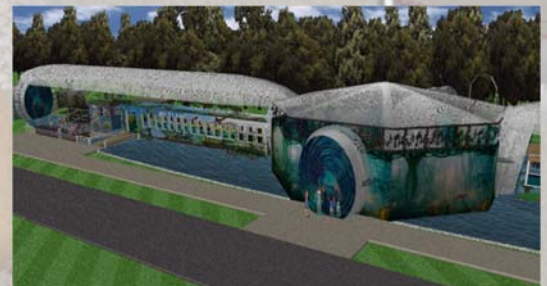
Interactive food court with music & games integrated into a fun, sharable experience.



Arena with 2,500 seats for the daily marchadors show, live concerts, & visitors' horseback riding "marching" experience.



Be the music guest in the marchadors official music videos. Record a song in the studio's green booth with "file-transfer software".



\*Multiple live-immersive 3D experiences, & interactive adventures in our precious & protected cypress forest.

A concept designed to embody fun with a cause by combining unique entertainment, memorable & restorative activities.

\*Marchadors Eco-Station is an amazing educational multi-dimensional portal to virtually explore the "FLORIDA WILDLIFE CORRIDOR"





# Studios' Assets to Promote Park's Opening.

Cost-effective / multipurpose production, tailored to both the general public & high-value audience segmentations.

A strategy that maximizes budget and attends the needs of several sectors of the operations.

Content Assets	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. 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.	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
*Educational music therapy content	Library with proprietary content for website/app, therapeutic programs.
Educational equine-assisted therapy content	Library with specialized content to service the trade, & 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.







# Partnerships, Investments, & Corporate Information.

FOR Q&A, FEEL FREE TO  
CONTACT VIA WHATSAPP:  
**+1 305 582 6869**

PLEASE SUBMIT ALL  
PROPOSALS TO:  
[contact@msmplatform.com](mailto:contact@msmplatform.com)

[marchadors.org](http://marchadors.org)

**Marchadors Enterprise, INC.**  
1560 Turkey Ln, Kissimmee,  
Florida - 34746.

Enterprise's CPA:  
Herring Certified Public  
Accountants & Consultants  
CPA/PA  
Winter Park, FL.  
(407) 647-7777

Escrow Account Mgmt. &  
Bookkeeping Services:  
Garzon & Associates, INC.  
Hialeah, FL.  
(786) 443-5656

**M. Enterprise Developer:**  
**Marchadors Felicity  
Foundation**  
9300 Conroy Windermere Rd  
#912  
Windermere, Fl. 34786

**Founder & Chairman:**  
**Rafael Monteiro**  
(305) 582-6869  
[rafa@msmplatform.com](mailto:rafa@msmplatform.com)







# Timeline

Marchadors is a thoroughly elaborated plan based on extensive research, market analysis, & industry experience.

CURRENT

## Concept

- Statement of purpose.
- Select the theme, create relevant stories, characters and the right type of interaction with the public.
- Market research – impact & benefits of music and equine activities in the lives of the general population, as well as segmented audiences.
- Create a self-sustainable economic environment by generating demand at the park, to monetize on services and synergies - memorable experiences, horse & music shows, etc. – as well as engage with the public via virtual activities, content distribution, & e-commerce.
- Define ownership structures and the Foundation's role.
- Conceptual design.

## Finalize capital raise – “investors round 1”

- State of Florida articles of incorporation.
- Capital raise among select group of investors, with board participation, or advisor roles, and/or operating partners.
- Implement proposed shares buy back program with our main financial partner, to allocate shares to the executive team, employees & associates.

## Execution

- Formalize Properties' acquisition & update zoning with Osceola County.
- Site development, & structural construction.
- Prep & jumpstart productions.
- Tech amenities setup & media-tech development.

2021

2022

2023

2024

## Project

- Project Architecture/design- plan & 3D (CAD) formats.
- Product research to identify materials with cost benefit in line with the park & studio needs.
- Macro assessment of materials & installation costs.
- in-depth property search & price estimates within ideal/or feasible land in the surrounding areas of Orlando, FL.

## Business Plan

- Conclusive research to establish proper theme park operational model & costs.
- Analyses & definition of target audience, consumer profiles, consumption behavior, trends & averages.
- Competitive cost assessment to establish the effectiveness of operating cost models (direct operation vs operating partners).
- Creation & production of trade marketing materials, presentations, RFP templates, etc.
- Updates on production costs & industry rates.

## Field work

- Properly present the Marchadors project to local government officials, with overwhelming approval & support, due to its “regional impact”, & vast list of benefits to the local economy & business community.
- Secure the acquisition of main property.
- Scouting for skilled contractors & business associates to engage on the project & successfully accommodate rates & terms to Marchadors development objectives & budgets.
- Partner with a prominent entity with 2 International Marchador horse facilities - Ocala, FL., & Sao Paulo, BR – as the operating partner for the equine division.
- Sign contracts' agreements for development phase.

## Capital raise– Phase/round 1 – main financial partner

- Corporate/shares structure & capital raise model.
- Understand & effectively meet the requirements from our financial partner's “development funding program”.

2025

Finishing, customization, implementation of park & studios programs...  
2025 season soft launch!



# Partnership Opportunity

## Executive Summary

Marchadors is a profitable altruistic business model that fits into the modern "experience economy" & media landscape.

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



Financial info & forecast spreadsheet: <https://1drv.ms/x/s!AtpldHa2LEOlq5lohEXvO8bWUWp7Dg?e=89sxUI>

Ownership Structure Current Status		Investment US Dollar	
Financial Entity	Foundation Consortium	Total Development Cost: <b>30,000,000</b>	
<b>75% equity</b>	<b>25% equity</b>	Financial Entity <b>27,000,000</b>	Foundation Consortium <b>3,000,000</b>

### Consortium Partnerships Package

#### A – Individual Partner's quota (3 of \$1M):

\$ 1 Million investment in format of convertible note. ROI of 50% at 3yrs exit option.

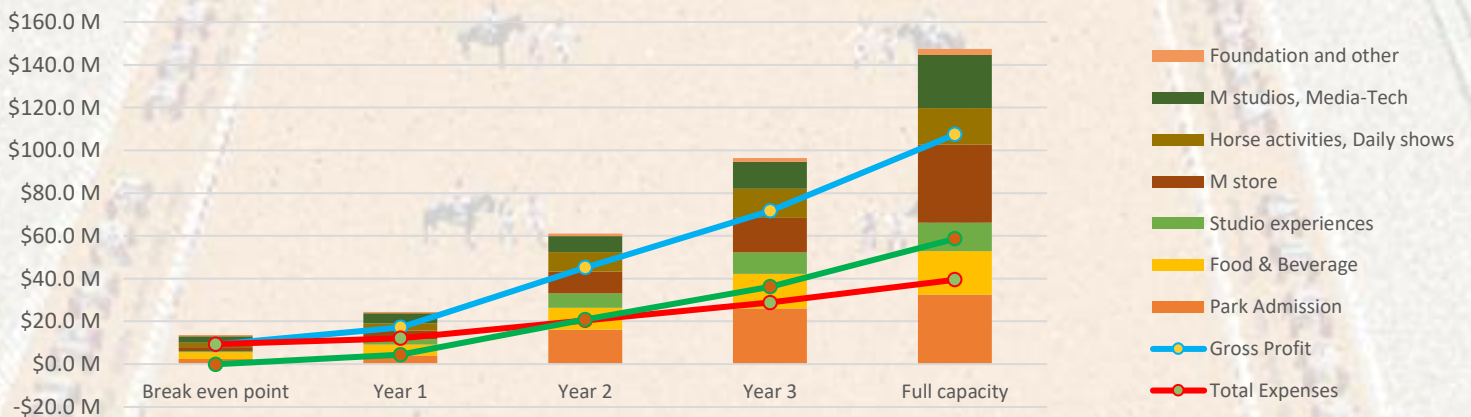
**\$1,000,000 > 3yrs ROI = \$1,500,000**

#### B – Full (all 3 quotas):

\$ 3 Million in format of convertible note. ROI of 67% at 3yrs exit option.

**\$ 3,000,000 > 3yrs ROI = \$ 5,000,000**

### Revenue / Key Categories



### Timeline / Key Events







# Forecast Marchadors Enterprise

## Profit & Loss Projection



Income						
		Break even point	Year 1	Year 2	Year 3	50% capacity
<b>Revenue</b>						
Park Admission	US \$	2,437,500	\$ 4,062,500	\$ 16,250,000	\$ 26,000,000	\$ 32,500,000
Food & Beverage	US \$	3,046,875	\$ 5,078,125	\$ 10,156,250	\$ 16,250,000	\$ 20,312,500
Park's paid studio experiences	US \$	665,600	\$ 2,496,000	\$ 6,656,000	\$ 9,984,000	\$ 13,312,000
M store	US \$	1,828,125	\$ 4,062,500	\$ 10,156,250	\$ 16,250,000	\$ 36,562,500
Park's paid horse activities - Marchadors Trooper Experience	US \$	624,000	\$ 1,248,000	\$ 3,744,000	\$ 4,992,000	\$ 4,992,000
Park's paid horse activities - Marchadors Sidekick Experience	US \$	624,000	\$ 1,248,000	\$ 3,744,000	\$ 4,992,000	\$ 4,992,000
Foundation fundraising venues at the park	US \$	450,000	\$ 450,000	\$ 675,000	\$ 900,000	\$ 900,000
M studios INC.	US \$	1,520,000	\$ 1,520,000	\$ 1,617,500	\$ 1,729,625	\$ 1,858,569
Media-Tech Division	US \$	1,103,220	\$ 1,654,830	\$ 2,758,051	\$ 4,854,169	\$ 11,032,203
Digital activities	US \$	250,000	\$ 1,500,000	\$ 3,000,000	\$ 6,000,000	\$ 12,000,000
Park's daily shows sponsorships, plus concerts/venues	US \$	880,000	\$ 880,000	\$ 1,760,000	\$ 3,520,000	\$ 7,040,000
Other	US \$	250,000	\$ 250,000	\$ 500,000	\$ 1,000,000	\$ 2,000,000
<b>Total revenue</b>	<b>US \$</b>	<b>13,679,320</b>	<b>\$ 24,449,955</b>	<b>\$ 61,017,051</b>	<b>\$ 96,471,794</b>	<b>\$ 147,501,772</b>
<b>Costs of sales/goods</b>						
Park Admission	US \$	365,625	\$ 609,375	\$ 2,437,500	\$ 3,900,000	\$ 4,875,000
Food & Beverage	US \$	761,719	\$ 1,269,531	\$ 2,539,063	\$ 4,062,500	\$ 5,078,125
Park's paid studio experiences	US \$	166,400	\$ 624,000	\$ 1,664,000	\$ 2,496,000	\$ 3,328,000
M store	US \$	457,031	\$ 1,015,625	\$ 2,539,063	\$ 4,062,500	\$ 9,140,625
Park's paid horse activities - Marchadors Trooper Experience	US \$	156,000	\$ 312,000	\$ 936,000	\$ 1,248,000	\$ 1,248,000
Park's paid horse activities - Marchadors Sidekick Experience	US \$	156,000	\$ 312,000	\$ 936,000	\$ 1,248,000	\$ 1,248,000
Foundation fundraising venues at the park	US \$	112,500	\$ 112,500	\$ 168,750	\$ 225,000	\$ 225,000
M studios INC.	US \$	1,140,000	\$ 1,140,000	\$ 1,213,125	\$ 1,297,219	\$ 1,393,927
Media-Tech Division	US \$	827,415	\$ 1,241,123	\$ 2,068,538	\$ 3,640,627	\$ 8,274,152
Digital activities	US \$	62,500	\$ 375,000	\$ 750,000	\$ 1,500,000	\$ 3,000,000
Park's daily shows sponsorships, plus concerts/venues	US \$	220,000	\$ 220,000	\$ 440,000	\$ 880,000	\$ 1,760,000
Other	US \$	62,500	\$ 62,500	\$ 125,000	\$ 250,000	\$ 500,000
<b>Total costs of sales/goods</b>	<b>US \$</b>	<b>4,487,690</b>	<b>\$ 7,293,654</b>	<b>\$ 15,817,038</b>	<b>\$ 24,809,846</b>	<b>\$ 40,070,829</b>
<b>Gross Profit</b>	<b>US \$</b>	<b>9,191,630</b>	<b>\$ 17,156,301</b>	<b>\$ 45,200,013</b>	<b>\$ 71,661,949</b>	<b>\$ 107,430,943</b>
<b>Non-Operation Income</b>						
Other	US \$	-	\$ -	\$ -	\$ -	\$ -
<b>Total Non-Operation Income</b>	<b>US \$</b>	<b>-</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Total Income</b>	<b>US \$</b>	<b>9,191,630</b>	<b>\$ 17,156,301</b>	<b>\$ 45,200,013</b>	<b>\$ 71,661,949</b>	<b>\$ 107,430,943</b>
<b>Expenses</b>						
<b>Operating Expenses</b>						
Cost of park daily shows*	US \$	2,600,000	\$ 2,600,000	\$ 2,990,000	\$ 3,438,500	\$ 3,954,275
Depreciation	US \$	-	\$ -	\$ -	\$ -	\$ -
Property taxes permits and other government responsibilities	US \$	200,000	\$ 250,000	\$ 325,000	\$ 430,625	\$ 465,075
Insurance**	US \$	750,000	\$ 750,000	\$ 900,000	\$ 1,080,000	\$ 1,296,000
Legal and Other	US \$	200,000	\$ 400,000	\$ 480,000	\$ 576,000	\$ 691,200
Personnel payroll and payroll taxes***	US \$	2,784,000	\$ 2,784,000	\$ 3,340,800	\$ 4,008,960	\$ 4,810,752
Maintenance, utilities, repair, and overhaul	US \$	250,000	\$ 250,000	\$ 287,500	\$ 330,625	\$ 380,219
Horses maintenance.	US \$	240,000	\$ 300,000	\$ 390,000	\$ 516,750	\$ 558,090
Executive management and operating partner fees	US \$	2,297,908	\$ 4,289,075	\$ 11,300,003	\$ 17,915,487	\$ 26,857,736
Interest expense on long-term debt	US \$	-	\$ -	\$ -	\$ -	\$ -
<b>Total Operating Expenses</b>	<b>US \$</b>	<b>9,321,908</b>	<b>\$ 11,623,075</b>	<b>\$ 20,013,303</b>	<b>\$ 28,296,947</b>	<b>\$ 39,013,346</b>
<b>Non-Recurring Expenses</b>						
Unexpected Expenses	US \$	-	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000
Other expenses	US \$	-	\$ -	\$ -	\$ -	\$ -
<b>Total Non-Recurring Expenses</b>	<b>US \$</b>	<b>-</b>	<b>\$ 500,000</b>	<b>\$ 500,000</b>	<b>\$ 500,000</b>	<b>\$ 500,000</b>
<b>Total Expenses</b>	<b>US \$</b>	<b>9,321,908</b>	<b>\$ 12,123,075</b>	<b>\$ 20,513,303</b>	<b>\$ 28,796,947</b>	<b>\$ 39,513,346</b>
<b>Taxes</b>						
<b>Taxes</b>						
Income Tax and other	US \$	-	\$ 650,000	\$ 3,800,000	\$ 6,650,000	\$ 9,250,000
<b>Total taxes</b>	<b>US \$</b>	<b>-</b>	<b>\$ 650,000</b>	<b>\$ 3,800,000</b>	<b>\$ 6,650,000</b>	<b>\$ 9,250,000</b>
<b>Total Net Profit</b>	<b>US \$</b>	<b>-130,277</b>	<b>\$ 4,383,226</b>	<b>\$ 20,886,710</b>	<b>\$ 36,215,001</b>	<b>\$ 58,667,596</b>

A CONSERVATIVE \*valuation exercise performed by a 3rd party accounting & financial service firm provides important insights of the business & its key assets.

Forecasted Revenue - year 1 after an estimate of 18 months development.		Year 1	Year 2	Year 3	50% 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
<b>*Projected Valuation</b>	<b>US \$</b>	<b>55,299,356</b>	<b>\$ 158,720,260</b>	<b>\$ 258,610,006</b>	<b>N/A</b>

\*Valuation provided by Garzon & Associates Inc. (accounting and financial services), based on Industry research data and average consumption reports. 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>





# Development Cash Flow

The execution of a multipurpose strategy that maximizes budget, timing.



## Marchadors Enterprise

Development Cash Flow & Setup Benchmarks

Month 1 at "breaking ground". Values in U.S. Dollars

	Initial	1 - 6 months	7-12 months	13-18 months	Park Opening	Total
Property (cash portion)	\$ 6,000,000					\$ 6,000,000
Site development - from zoning, permits, to completion	\$ 1,000,000	\$ 4,000,000	\$ 2,000,000	\$ 2,000,000		\$ 9,000,000
Surrounding area & community improvements		\$ 1,000,000	\$ 500,000	\$ 500,000		\$ 2,000,000
Landscaping & park customization including seating areas			\$ 500,000	\$ 1,000,000		\$ 1,500,000
Off-the-grid power plant demo set up and local backup units			\$ 500,000	\$ 250,000		\$ 750,000
Executives, implementation team, dev. consulting	\$ 350,000	\$ 450,000	\$ 550,000	\$ 550,000		\$ 1,900,000
Family coaster, plus playground area		\$ 250,000	\$ 250,000	\$ 500,000		\$ 1,000,000
Tech - Park's experiences backend, software development, platforms acquisitions...	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000		\$ 2,000,000
Park's Studio set up & initial assets - multi-purpose content production & rights		\$ 500,000	\$ 750,000	\$ 500,000	\$ 500,000	\$ 2,250,000
Horse & equine programs implementation (including horses acquisition, tack...)		\$ 250,000	\$ 250,000	\$ 250,000		\$ 750,000
Marketing materials & promotions (including Park's grand opening entertainment)				\$ 500,000	\$ 500,000	\$ 1,000,000
Machinery, maintenance vehicles & utility tools, plus administrative office set up				\$ 250,000	\$ 250,000	\$ 500,000
Legal, accounting, and previously delivered projects' setup & consulting services	\$ 150,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 550,000
Operating expenses, and unforeseen costs	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ 750,000
Cash flow reserve					\$ 1,000,000	\$ 1,000,000
<b>DEVELOPMENT CASH FLOW - Sub-total</b>	<b>\$ 8,150,000</b>	<b>\$ 7,200,000</b>	<b>\$ 6,050,000</b>	<b>\$ 7,050,000</b>	<b>\$ 2,500,000</b>	<b>\$ 30,950,000</b>
Reimbursement from Foundation - facilities site dev costs					\$ -1,000,000	\$ -1,000,000
<b>Total</b>						<b>\$ 29,950,000</b>





# Contractors & Operating Partners under Agreement.

From foundations to finishing, Marchadors development is ready to go!



## Marchadors Park & Studios

### Development

#### Corporate Information

**Marchadors Enterprise, INC.**  
1560 Turkey Ln, Kissimmee,  
Florida - 34746.

\*Access to Articles of Inc.

**Marchadors Enterprise CPA:**  
Herring Certified Public  
Accountants & Consultants CPA/PA  
Winter Park, FL.  
(407) 647-7777

#### **Escrow Account Mgmt. & Bookkeeping Services:**

Garzon & Associates, INC.  
Hialeah, FL.  
(786) 443-5656

#### **Osceola County Board of County Commissioners Officials & staff coordinating Marchadors Development:**

##### **Vice Chair, Commissioner District 1**

Peggy Choudhry  
(407) 742-2000

##### **County Engineer - Community Development Administrator:**

Raymond C. Stangle H, P. E  
(407) 742-6711

##### **Sr. Vice President of operations – Experience Kissimmee:**

Jason Holic, CDME  
(407) 569-4819

##### **Coordinator:**

Bethzaida Garcia  
(407) 742-6711

#### **M Enterprise Developer:**

**Marchadors Felicity Foundation**  
9300 Conroy Windermere Rd #912  
Windermere, Fl. 34786

Founder & Chairman:  
Rafael Monteiro  
(305) 582-6869  
rafa@msmplatform.com

#### **Contractors & Operating Partners Under Agreement – LOI ✓**

##### **Property Purchase:**

Main Property Purchase Term Sheet Agreement  
1560 Turkey Ln, Kissimmee, FL. 34746

##### **Park Developer - Land Development, Foundation, and Paving**

C.B.S., LLC.  
Kissimmee, FL.  
( )

##### **General Contractor**

DEC Construction, INC.  
Orlando, FL.  
( )

##### **Civil & Geotechnical Engineering Services**

Dao Consultants, INC. / Yovaish Engineering  
Orlando, FL.  
( )

##### **Buildings/Structures Contractor**

M Developments, LLC.  
Casselberry, FL.  
( )

##### **Finishing & Painting**

Central Florida Precision Painting, LLC  
Orlando, FL.  
( )

##### **Marchadors Equine Operating Partner**

C&C Bellandi, LLC.  
Ocala, FL. USA / BR  
( )





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**1560 Turkey Ln, Kissimmee,**  
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(786) 443-5656

**M. Enterprise Developer:**  
**Marchadors Felicity**  
**Foundation**  
9300 Conroy Windermere Rd  
#912  
Windermere, Fl. 34786

**Founder & Chairman:**  
**Rafael Monteiro**  
**(305) 582-6869**  
[rafa@msmplatform.com](mailto:rafa@msmplatform.com)

# Thank You

## Presentations & documents available in a secured server @ [marchadors.org](http://marchadors.org)

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.

A unique 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

