



# REVOLUTIONIZING SPORTS BAR ENTERTAINMENT WITH WELLNESS SERVICES

Game-Time Wellness is a groundbreaking, AI-driven platform that transforms game-day experiences at sports bars by offering on-demand massage and nail services. With scalable operations akin to Uber and a philanthropic partnership with St. Jude Children's Research Hospital, this innovative concept represents a multi-billion-dollar global opportunity poised to redefine fan engagement in the sports entertainment and wellness industries.



## PROBLEM STATEMENT

- **ENGAGEMENT LIMITATIONS:**

Sports fans spend hours at venues immersed in the excitement of live games, yet their experiences are largely passive—focused on watching games, eating and drinking—without opportunities for deeper engagement or value.

- **REVENUE GAPS FOR SPORTS VENUES:**

Sports bars face a constant challenge to enhance customer loyalty and keep patrons spending during extended game hours. Despite high foot traffic, these venues are missing significant revenue streams and underutilizing the potential of in-venue experiences during live events.

# THE SOLUTION

- **AI-POWERED INNOVATION:**

Game-Time Wellness harnesses the power of AI to seamlessly connect licensed therapists and technicians with sports bar venues and their customers, creating a dynamic, on-demand wellness experience during live games.

- **EXCLUSIVE GAME-DAY SERVICES:**

Offering quick, high-impact services like 5-minute massages and express manicures, Game-Time Wellness transforms game-day into an immersive, multi-sensory experience—where relaxation meets the excitement of live sports.

- **PURPOSE-DRIVEN IMPACT:**

In alignment with our commitment to making a difference, a portion of all proceeds from Game-Time Wellness services will be donated to St. Jude Children's Research Hospital. Every game-day experience contributes to advancing life-saving treatments and supporting families in need.





# BUSINESS MODEL

- **CORE SERVICES & PRICING:**

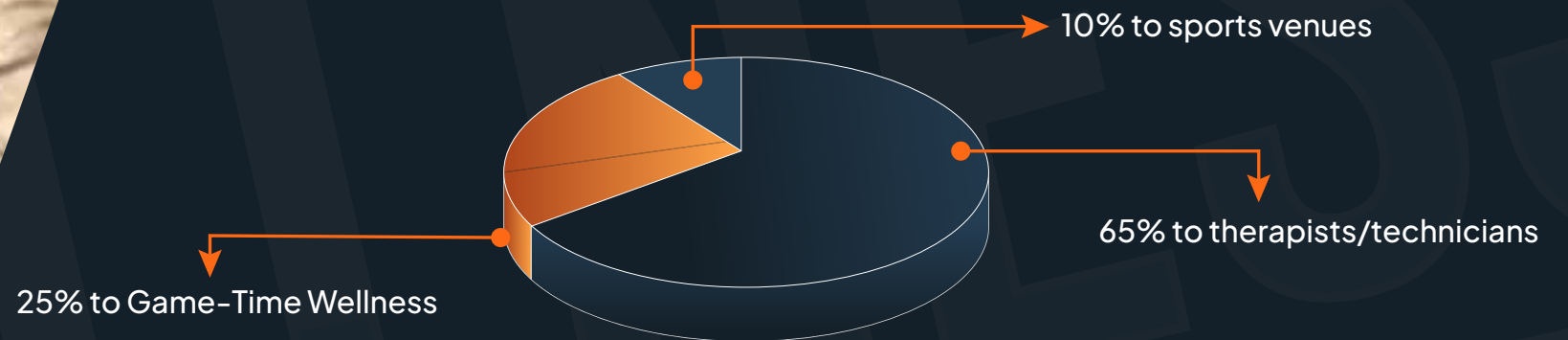
- Massage: \$17.50
- Manicure: \$22.50

- **REVENUE DISTRIBUTION:**

- 65% to Therapists / Technicians
- 25% to Game-Time Wellness
- 10% to Sports Venues

- **SCALABILITY:**

- Low overhead and high repeatability across markets.



# KEY GROWTH DRIVERS

- **U.S. MARKET POTENTIAL:**

- 17,300 sports bars nationwide, with 3–5% growth projected annually
- Increasing consumer preference for experiences that combine entertainment and wellness

- **GLOBAL OPPORTUNITIES:**

- Europe: 6,120 sports pubs catering to passionate soccer and rugby fans
- Canada: 1,009 pubs with a strong hockey and sports culture
- €20B revenue forecast for Europe's "Big Five" soccer leagues by 2027
- Expansion opportunities in emerging markets with growing sports and leisure industries
- Wellness and experience-driven services are now valued at over \$4.4 trillion globally, creating synergy with sports entertainment
- Fan engagement innovations are increasingly prioritized by venues seeking competitive differentiation

- **CROSS-INDUSTRY PARTNERSHIPS:**

- Opportunities to collaborate with beverage, food, and sports merchandise brands, driving additional revenue streams



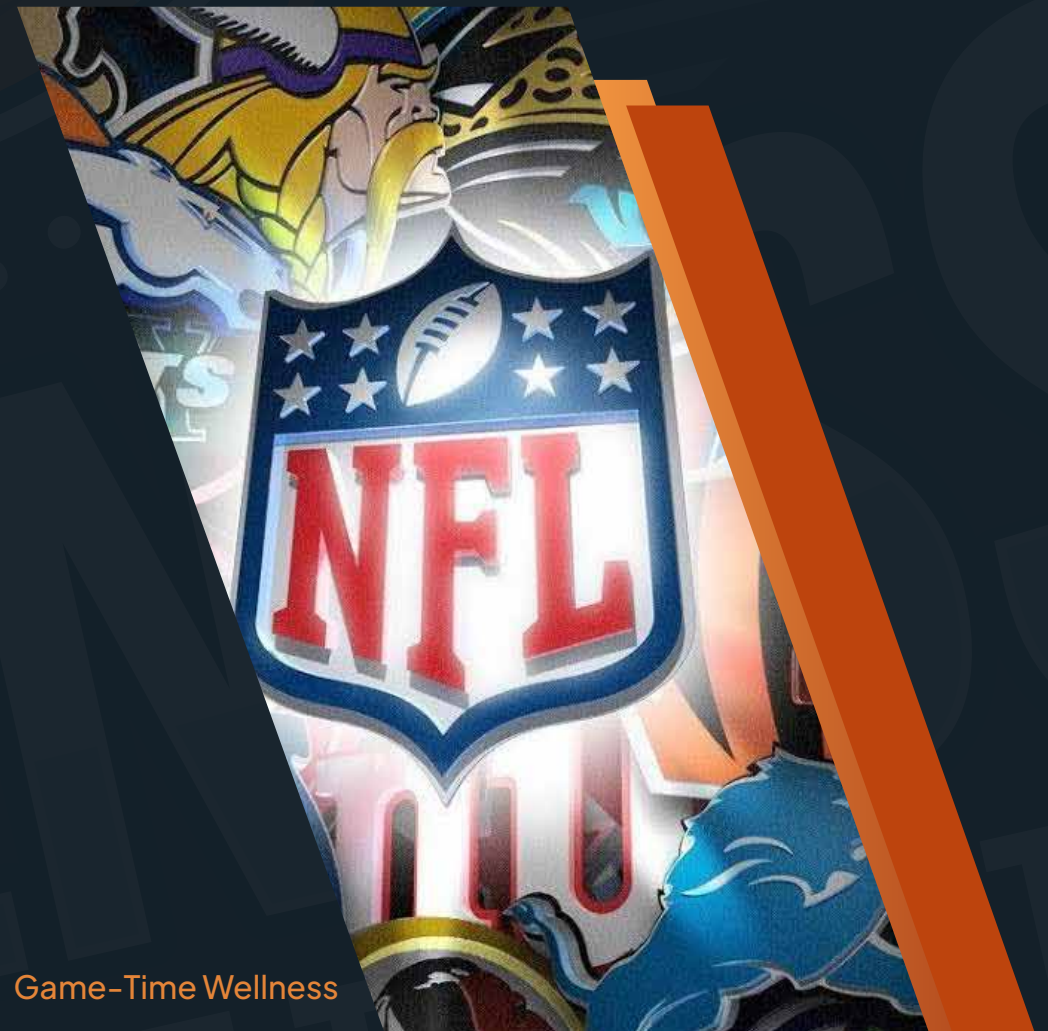
# REVENUE PROJECTIONS

- **NFL PILOT PROJECTIONS (U.S.):**

- \$5.18B massages + \$666M manicures = \$5.84B annual revenue at full adoption.

- **FUTURE OPPORTUNITIES:**

- Expansion to NBA, MLB, NHL, NCAA, MLS
- Global leagues (e.g., EPL, La Liga, Bundesliga)



# SCALING A VISION FOR GLOBAL SUCCESS

## • PHASE 1 (YEARS 1-5):

- Strategic Pilot Program: Launch during NFL games in select U.S. sports bars to validate the Game-Time Wellness concept
- Core Services: 5-minute neck & shoulder massages and express manicures
- Collect data on demand, logistics, and customer satisfaction to refine the concept for scalability
- Partnerships: Initiate collaborations with major brands like Buffalo Wild Wings and Hooters
- Revenue Target: \$5M-\$15M annually

## • PHASE 2 (YEARS 6-12):

- U.S. expansion across all sports leagues
- International pilots in Europe and Canada
- Revenue Target: \$10B-\$15B annually

## • PHASE 3 (YEARS 13-20):

- Global expansion into Asia, Latin America, and Australia
- Focus on non-traditional sports markets and adaptable bar models
- Leverage the scalability proven in Phase 1 and 2 to capture expanded global reach
- Revenue Target: \$25B-\$50B annually



# COMPETITIVE ADVANTAGE

- **FIRST-TO-MARKET CONCEPT:**
  - No direct competitors in this niche
- **AI-DRIVEN EFFICIENCY:**
  - Seamless scheduling and venue integration
- **EXCLUSIVE PARTNERSHIPS:**
  - With sports venues and sports bar franchises
- **LIMITED OVERHEAD ADVANTAGE:**
  - Strategic utilization of venues operated and owned by others, coupled with the engagement of 1099 workers







# NEXT STEPS

- **SALE PRICE (INVESTMENT ASK):**

- \$20M for the acquisition of Game-Time Wellness, including all intellectual property, business model, and scalable AI platform
- Buyer will gain full ownership of the business concept, allowing for immediate global scaling using their established infrastructure

- **FOUNDER'S COMMITMENT:**

- David Lutzke, founder of Game-Time Wellness, designed this visionary concept and is committed to its long-term success
- Will remain as a paid advisor and board member, bringing leadership, operational guidance, and expertise for sustained profitability and global success
- As a member of the board, David's high-level oversight and strategic direction will ensure the company remains aligned with its mission for innovation and growth

# FINANCIAL MODEL AND ROI ANALYSIS

## 1. HASE 1:

### U.S. PILOT + INITIAL GLOBAL EXPANSION (YEARS 1–5)

- Target Venues: 4,000–8,000
- Revenue Per Venue: \$50,000–\$200,000
- Annual Revenue Range: \$200M–\$1.6B
- Cumulative EBITDA (5 Years): \$200M–\$1.6B
- Focus: Proof of concept, partnerships with sports leagues (e.g., NFL), and brand recognition

## 2. PHASE 2:

### U.S. EXPANSION + EARLY INTERNATIONAL GROWTH (YEARS 6–12)

- Target Venues: 60,000–100,000
- Revenue Per Venue: \$100,000–\$200,000
- Annual Revenue Range: \$6B–\$20B
- Cumulative EBITDA (7 Years): \$8.4B–\$28B
- Focus: Expand U.S. presence, enter international markets, and leverage partnerships with live events and streaming platforms

## 3. PHASE 3:

### FULL GLOBAL EXPANSION (YEARS 13–20)

- Target Venues: 160,000–200,000
- Revenue Per Venue: \$150,000–\$250,000
- Annual Revenue Range: \$24B–\$50B
- Cumulative EBITDA (8 Years): \$38.4B–\$80B
- Focus: Achieve global market dominance in major sports-loving regions (e.g., Europe, Asia, Latin America)



# FINANCIAL MODEL AND ROI ANALYSIS

- **KEY OBSERVATIONS FOR SCALABILITY:**

- Initial proof of concept (Phase 1) sets a strong foundation for exponential growth in subsequent phases
- Targeted partnerships and marketing amplify scalability in Phases 2 and 3, with international expansion driving the highest revenue potential

- **ROI ANALYSIS FOR BUYER:**

- Acquisition Price: \$20M for the concept, intellectual property, and AI platform
- Break-even: Less than 1 year into Phase 1, based on EBITDA
- Cumulative EBITDA (20 Years): \$47B–\$109.6B
- ROI Multiple: Up to 5,000× acquisition price by the end of Phase 3

- **BUYER VALUE PROPOSITION:**

- Scalable Opportunity: Ready-to-deploy platform with global potential
- Strategic Partnerships: Potential collaborations with major sports leagues (NFL, FIFA) and streaming platforms (Amazon Prime, Netflix)
- Market Leadership: Dominant position in the intersection of sports entertainment and wellness, projected to create a \$50B+ industry leader



# WHY GAME-TIME WELLNESS™

- **UNTAPPED MARKET POTENTIAL:**
  - Capitalize on an innovative wellness concept for sports fans globally
- **MASSIVE REVENUE POTENTIAL:**
  - Projections suggest multi-billion-dollar revenue streams with global expansion
- **VALIDATION STRATEGY:**
  - The Strategic Pilot Programs will demonstrate feasibility and gather critical data
- **EARLY-MOVER ADVANTAGE:**
  - Be part of a first-to-market concept with scalable growth opportunities
- **WHO MIGHT ACQUIRE GAME-TIME WELLNESS?**
  - Sports Bar Franchises:  
Buffalo Wild Wings, Hooters, and similar chains seeking innovative revenue streams
  - Tech-Driven Hospitality Companies:  
Uber, DoorDash, or OpenTable, leveraging AI-driven customer engagement
  - Wellness and Fitness Industry Leaders:  
Massage Envy, Hand & Stone, or ClassPass expanding their reach into experiential venues
  - Global Media & Sports Companies:  
ESPN, Fanatics, FanDuel and DraftKings or even leagues like the NFL looking for fan engagement innovations



# BUILDING THE PERFECT PARTNERSHIP

Game-Time Wellness™ is revolutionizing fan engagement and wellness services. We're seeking a strategic buyer who shares our vision and has the infrastructure to fulfill its extraordinary potential

- **REACH OUT TODAY:**

- We believe the right partner can elevate Game-Time Wellness™ into a unicorn and a global movement. If you have the expertise, infrastructure, and vision to make this happen, we'd love to hear from you



**David Lutzke**

Founder and Innovator-in-Chief

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# THANK YOU

“ The Future of Fan Engagement and Wellness Awaits, Let’s Build It Together. ”

DAVID LUTZKE  
Founder and Innovator-in-Chief