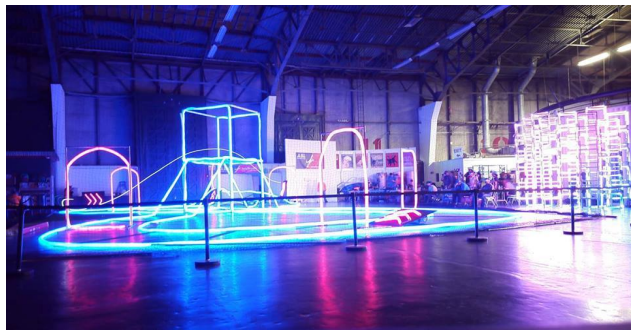


A Cultural Destination at Pier 29 on the San Francisco Embarcadero

The Museum of Future Sports at Pier 29 (MoFS) is a fully immersive and interactive destination for technology, entertainment, sports & culture — a new jewel in the San Francisco skyline that will engage the hearts and minds of neighbors and visitors alike.

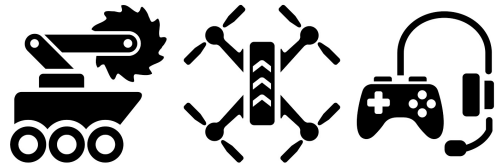


Approaching Pier 29 on the SF Embarcadero, one immediately senses they're passing through a portal into the future of sports, entertainment and culture. At night, the entire historic building pulsates as if it is alive, as permanent video projectors transforms the building's exterior into a canvas for public video art.

Once inside the museum, guests are transported into a completely immersive vision of the future of sports and entertainment. Through a combination of architecture, lighting, interactive video and projection mapping, the interior of the pier is transformed into a gleaming destination for family adventures, STEM education, entertainment, professional sports and fitness.



The MoFS Arena is a 1500+ seat venue for professional eSports, drone racing and robot combat games. Wired throughout with ultra-fast internet and WiFi, this state-of-the-art venue is capable of transforming for arena sports competitions, music concerts, trade shows and large corporate events.



Museum of Future Sports

A Cultural Destination at Pier 29 on the San Francisco Embarcadero

What Are Future Sports?



ESPORTS

eSports are organized video game competitions, and represents the fastest growing global sports of the new millennium. Games span many genres and styles, offering

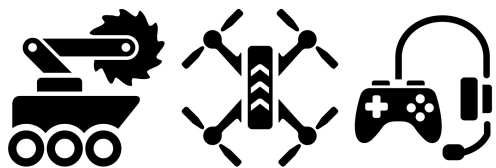
opportunities to all gamers - strategy, role-playing games, sports titles, racing & flight simulators, multiplayer, team-based and solo games. The global video game market reached \$80 billion in 2017, with 2.6 billion users. With global audiences larger than NASCAR and the Super Bowl combined, eSports have a unique connection with both millennials and traditional sports fans.

- Global eSports event revenues will reach \$906 million in 2018, a year-on-year growth of +38.2%.
- eSports audiences will reach 380 million this year
- Brands investment in eSports will grow to \$1.4 billion by 2021
- In 2017, there were 588 major eSports events earning \$59 million in ticket revenues, up from \$32 million in 2016
- The total prize money of all eSports events held in 2017 reached \$112 million



ROBOT GAMES

Robot games are fighting & engineering competitions that were pioneered in the early days of the Bay Area tech boom. What started as an underground fight club for engineers has recently emerged as



Museum of Future Sports

A Cultural Destination at Pier 29 on the San Francisco Embarcadero

(continued)

a foundation of STEM education programs. An exercise in brain AND brawn, robot games offer a level playing field to all competitors. Loud and thrilling for audiences, robot games have been an audience favorite on TV, online and in many live events throughout the Bay Area and around the globe.

- Robot Wars is a global TV franchise with more than 10 seasons, spawning BattleBots on Science Channel in the US.
- Robogames hosts over 1000 competitions in 30 nations every year

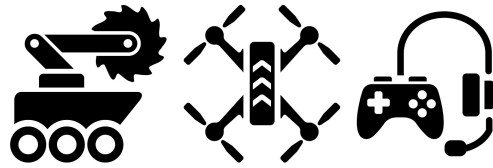


DRONE SPORTS

In more ways than one, drones represent the fastest of all future sports. With speeds up to 100 mph and a unique out-of-body flight experience, it's easy to

understand how FPV drone racing became a global phenomenon with million dollar prizes in just a few short years. Drone sports have massive STEM education appeal. With many of the world's best pro pilots still in their teens, drone sports are irresistible as a source of friendly competition, but also as the gateway to a passion for engineering and science.

- Aerial Sports League pro drone events reached over 1 million live spectators and over 400 million media impressions
- Professional drone sports payouts reached over \$2 million in prize purses since 2016
- Consumer drone sales exceed \$1 billion in 2018

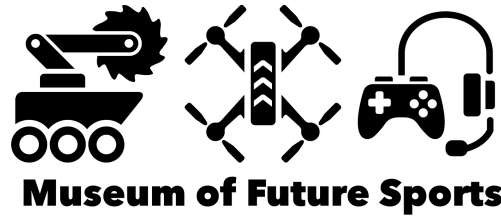


Museum of Future Sports

A Cultural Destination at Pier 29 on the San Francisco Embarcadero

Activations, Amenities and Features

- **Main Arena**
1500+ seats, flexible use for eSports, drone racing and robot competitions, concerts, corporate rentals. The modular space is entirely projection-mapped and doubles as an interactive video art gallery space.
- **Interactive Museum**
High-touch exhibits, hands-on drones & robot zones, warehouse scale VR and curated mixed-reality activations and information kiosks.
- **STEM Education Hub**
STEM classrooms and ongoing programs for K-12 and adults, focusing on tech literacy and job skills using robots, coding, drones, digital design, eSports training, intramural leagues, vocational training and mentoring.
- **Sport-Tech Innovation Lab**
Sports/technology/entertainment think-tank and R&D studio, in partnership with professional sports franchise, broadcasters, streaming media, hardware and digital technology companies.
- **Future Fitness Center**
VR gym, rock-climbing treadmill, indoor skydiving, fitness eSports events centered around “gamified” workout experiences.
- **Food & Beverage**
Automated food carts and the robotic juice bar/cafe.
- **Future Sports Pro Shop**
STEM kits, robots & drones, eSports and gaming tech, fitness tech and apparel
- **Embarcadero Video Projection Public ArtWalk**
The largest permanent video-projection public art space in California. Exterior and interior, Embarcadero facade and South shed wall, multiple interior spaces.



A Cultural Destination at Pier 29 on the San Francisco Embarcadero

Museum of Future Sports Audience Profiles

Whether attending a pro-gaming event, getting a futuristic workout at the Future Sports Fitness Center, grabbing a bite from an automated food cart, touring museum exhibits or learning to build robots, MoFS provides a unique experience for everyone.



Embarcadero Neighbors

MoFS Neighbors will find a vibrant and dynamic new social hangout and destination on the Embarcadero for families, fitness, refreshments and entertainment. The “gamified” Future Sports Fitness Center will appeal to younger demographics and be a significant draw for MoFS neighbors. With resources and services catering to the local community, MoFS will quickly establish itself as a forward-thinking hotspot and hangout for waterfront locals.

Bay Area Tech Partners

The MoFS Innovation Lab is a partnership between tech companies and local universities to create and pressure test the next generation of sports and entertainment technologies. On-site labs and workshops are focused on developing tomorrow’s sports technology and entertainment hardware and software breakthroughs. Additional business partner opportunities include mentorship, internship and direct hires from a deep pool of students immersed in future sports technologies.



San Francisco Visitors

Guests can freely explore the museum exhibits and interactive zones dedicated to fitness, robotic sports, drone racing, virtual reality and eSports as they experience fun and futuristic challenges for body and mind. Guests are guided by interactive display technologies and RFID bracelets, which they will use to navigate the MoFS space, schedule activities, track progress and scores, and find friends for socializing.

Bay Area Students

For students, MoFS is a STEM education wonderland, with innovative and exclusive programs and technologies featuring drones, robots, virtual reality, gaming and digital media creation. Based on fun and friendly competition, MoFS programs encourage students to design, build, share and publish, while training to compete at the highest levels in intramural and after-school leagues.



eSports Professionals

The MoFS eSports Dojo is a new and innovative training regimen designed to help aspiring eSports athletes train and prepare for professional competitions. Through a comprehensive program including gaming instruction & practice, physical fitness, nutrition, media training and counselling, students prepare themselves for the rigors and challenges of professional gaming.

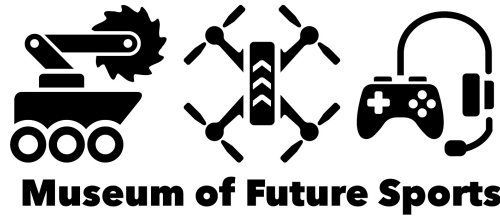
Local Schools and CBO's

Deep partnerships with local schools and community-based organizations (CBO's) weave the Museum of Future Sports into the fabric of San Francisco. MoFS educational and competitive sports programs extend directly to the school and CBO's facilities, creating lasting connections to communities throughout San Francisco. Educational programs, mentorships, internships and direct employment opportunities provide job paths for local youth. Paid positions, summer internships and retraining programs for high school, college graduates and adults create hundreds of direct employment opportunities.



Artists

With state-of-the-art video projection technology throughout the historic interior and exterior, the entire structure will serve as an unprecedented canvas for ongoing multimedia and video art exhibitions, while preserving every historic architectural detail in pristine condition. MoFS will curate and produce exhibition opportunities for both internationally recognised artists and local students, establishing an exhibition calendar of community events, art-walks and meetups.



A Cultural Destination at Pier 29 on the San Francisco Embarcadero

Multi-Phase Timeline for MoFS at Pier 29

Phase 1

Bulkhead Only

2019

In Phase 1, MoFS takes possession, undertakes build-out and moves into the Pier 29 bulkhead. Initial construction will be limited to a minimal build-out, including ADA compliance, enclosing existing port electrical equipment, bring in several “finished” shipping containers as temporary rooms, and erect a dividing wall between the bulkhead and the main shed. Occupancy would include public access through the bulkhead to the Pier 29 north skirt and to the main shed.

Phase 2

Bulkhead, Shed and Open-Air Skirt Expansion

2020-23

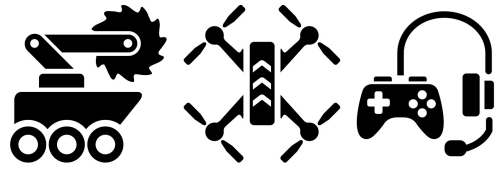
Phase 2 includes full build-out of entire Pier 29 bulkhead, shed and open-air inner lot. Specific upgrades include wiring the facility with super-fast wifi, video projection mapping on interior and exterior, the addition of multiple second-story mezzanine areas, a 1500+ seat event venue, museum exhibit galleries, STEM classrooms, fitness center, STEM-focused retail, robot food carts, cafe and administrative offices. MoFS has entered discussions with Red & White fleet to facilitate their use of Pier 29 apron for ferry berthing service.

Phase 3

Pier 29 ½ Annex (Optional)

2024+

Refurbish Pier 29 ½ for MoFS expansion, to include additional interactive space for STEM classrooms, public use and special events.



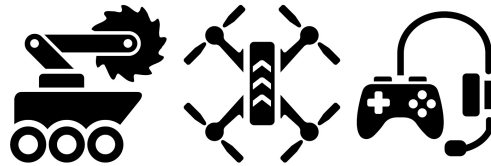
Museum of Future Sports

A Cultural Destination at Pier 29 on the San Francisco Embarcadero

Table 1: Space uses and associated square footage

| Use | Phase 1 - sq ft* | Phase 2 - sq ft* | Phase 3 - sq ft |
|----------------------|------------------|-------------------|-----------------|
| STEM Classrooms | 1,500 | 4,000 | TBD |
| Gaming Arena | 4,000 | 60,000 | |
| Event Space | 6,000 | Shared with Arena | |
| Audience Seating | Flexible use | 5,000 | |
| Staff Offices | 500 | 2,500 | |
| Fitness Center | N/A | 10,000 | |
| Innovation Lab | N/A | 5,000 | |
| Interactive Exhibits | 500 | 5,000 | |
| STEM-focused Retail | N/A | 10,000 | |
| Food / Beverage | N/A | 5,000 | |
| BOH/Restrooms | 2,500 | 5,000 | |
| TOTAL SQ FT* | 15,000 | 110,000 | |

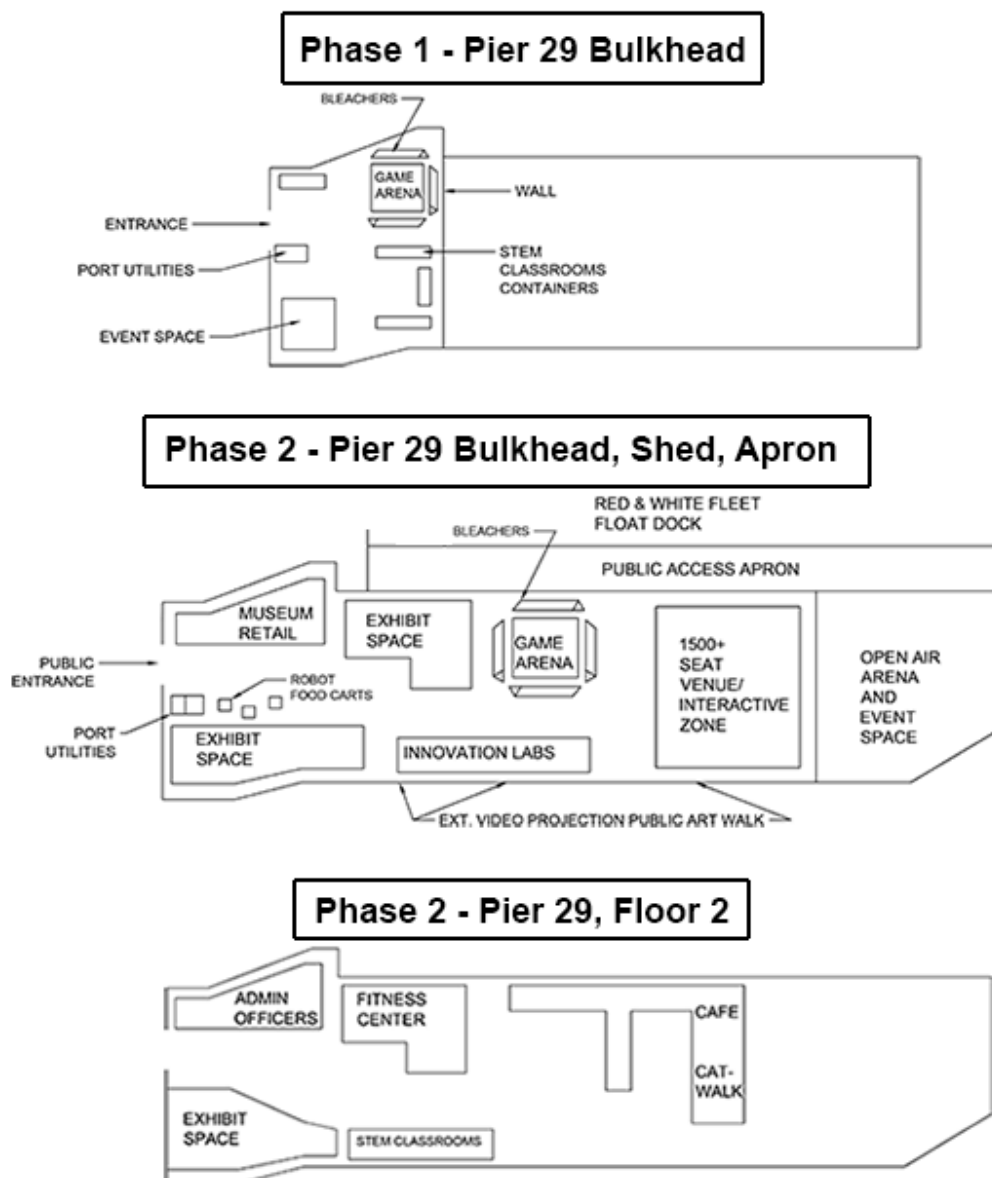
*Approximate square footage.

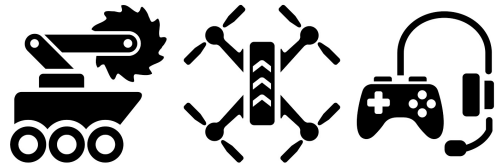


Museum of Future Sports

A Cultural Destination at Pier 29 on the San Francisco Embarcadero

Diagram 1: Museum of Future Sports Phased Build-out Plan





Museum of Future Sports

A Cultural Destination at Pier 29 on the San Francisco Embarcadero

Future Sports Industry Links & Videos

MoFS Founder TEDx Talk on Addiction, Neuroscience and Drone Racing

<https://youtu.be/FRQkrncFaUg>

Drone Education: The Pied Piper of STEM

<https://www.youtube.com/watch?v=x8CQ7o4tAhI>

eSports - What You Need to Know (USA Today)

<https://usat.ly/2D5Obny>

eSports - Video Gamers Cash In and Go Pro (CBS News)

<http://cbsn.ws/2DejZ6B>

Giant Robot Fighting: Next billion-dollar sport? (CNBC)

<http://cnb.cx/2EXx4BM>

Robot Wars is back! (Telegraph UK)

<http://bit.ly/2DS7C1g>

Production Partners

Aerial Sports League (www.aerialsports.tv)

RoboGames (www.robogames.net)

Maverick VR (www.maverickvr.com)

Ideum (www.ideum.com)

Obscura (www.obscuradigital.com)

Drone STEM education/event production

Robot STEM education/event production

VR STEM education/event production

Interactive museum exhibit design

Immersive environments, projection maps