

LEGENDARY

STAKES

SEED ROUND INVESTOR SUMMARY

\$2.5M SAFE at \$17M Valuation

Legendary Stakes is raising a \$2.5M Seed round to scale the first unified, digital-first league for western performance riding and start the bridge to becoming the ultimate media presence for western horse sport. Across two full years of competition (2024–2025), we generated \$1M+ Revenue, enrolled 477 stallion owners (making 54,532 horses eligible), and distributed \$475K in payouts at just ~0.1% participation.

The big idea: a unified league that gamifies participation across 14 disciplines, delivers real-time rankings/results, and unlocks multi-channel monetization (entries, sponsorships, media, fantasy/gaming, and more). The explosion: the unification of western performance riding opens a gateway to never-before-seen national rodeo content, competition, and fan engagement.

This Seed round builds on that early traction to drive participation, integrate more events, and unlock scalable media and sponsorship opportunities.

- **Revenue:** \$1M+ across 2024–2025, with two full seasons of competition complete and year-over-year growth
- **Supply Side:** 477 stallion owners enrolled → 54,532 eligible horses
- **Demand Signal:** At ~0.1% participation, we've already paid out \$475K through the platform.
- **Distribution & Visibility:** SEO investment (>\$150K) delivering first-page results for 54K+ horses
- **Operating Leverage:** Minimal overhead by riding on 100-year-old event infrastructure (we integrate; we don't need to build venues)
- **Founder Capital:** \$2M of our own capital invested to date, building the platform, proving the model, and de-risking the opportunity for outside investors.

- Western performance has millions of active participants across barrel racing, cutting, reining, roping, and more, yet no unified rewards engine or league structure.
- At 5% participation, internal projections indicate ~\$13M participant incentives and ~\$5M company revenue from entries alone, before sponsorships/media.
- Precedent across sports and entertainment shows strong investor appetite for scalable leagues and engagement platforms.

This market has millions of active participants, a large, under-organized base compared to many traditional US sports.

USE OF FUNDS

1. Participation Growth

- Scale from ~0.1% to 1–2%+ participation, driving incentives from hundreds of thousands to tens of millions.
- Expand presence across 14 disciplines, creating a single identity and scoreboard for owners, riders, and fans.

2. Technology & Product

- Build a mobile-first dashboard with real-time scoring, rewards, and UX improvements.
- Deliver fan-friendly storytelling and content packages that connect fragmented events into one cohesive league.

3. Sponsorship & Media

- Activate multi-event sponsorships and package content for streaming and broadcast partners.
- Create sponsor-ready narratives that merge competition footage with season-long storylines and personal profiles.

4. Event Integration & Marketing

- Onboard hundreds of independent rodeo events into a centralized system for management, ticketing, and marketing.
- Invest in paid growth campaigns to validate repeatable acquisition of participants and fans.

5. Team & Operations

- Build out a sponsorship sales function and strengthen product/engineering capacity.
- Leverage leadership with experience at Apple, UFC, Disney, Tesla, and MLB to accelerate execution.

EXIT PATHWAYS

Legendary Stakes sits at the intersection of sports, media, and gaming, an increasingly active acquisition space. Sports M&A rose 44% in 2024, fueled by private equity's appetite for scalable leagues and engagement platforms.

Exit pathways include:

1. **Strategic Sports & Media Acquirers** ESPN, FanDuel, Fox Sports, or Endeavor (UFC/WME) seeking content, rights, and engaged audiences.
2. **Gaming & Fan Engagement Platforms** DraftKings, FanDuel, and emerging sports gaming firms expanding into equine sports.
3. **Private Equity & Sports Funds** Active consolidators in sports properties seeking predictable entry, sponsorship, and media revenues.
4. **Industry Strategic Buyers** Western brands, major equine organizations, or rural lifestyle platforms looking to capture the rodeo audience.

With scalable revenues in entries, sponsorships, and media rights, the platform can support outcomes ranging from high-value strategic exits to long-term cash-yielding royalty structures.

WHY NOW

Western performance riding has millions of participants and fans, but no unifying league. Legendary Stakes is converting a fragmented, under-organized sport into a scalable business model with the structure of the NFL, the engagement of FanDuel, and the media presence of ESPN.

This round de-risks the league flywheel:

- **Supply is already proven** (54,532 eligible horses).
- **Demand is already signaling** (\$475K paid out at just ~0.1% participation).
- **Capital turns scale into revenue** (entries, sponsorships, media, gaming).

Next Step

We invite you to diligence Legendary Stakes: review product demos, participant data, and the sponsor pipeline as we structure terms for early Seed partners.

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