



## Short Pitch

Coach Hilario © 2017...2022

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There are currently 30 million+ chess practitioners online in America.

An unaffiliated chess software **without** our special effects increased 6.7 million free and paid memberships from Mar. 2019 to Mar. 2020.

*King v. King*<sup>TM</sup> is an *innovative* traditional chess version unlike any other in history.

What makes *King v. King*<sup>TM</sup> worth your investment is that our patent novelties **solves** a variety of unattended **problems** in two sports' history, while providing them groundbreaking **solutions**.

**Cutting-edge** Factors;

1. *King v. King*<sup>TM</sup> is *applicable* to **every** home. No current trendy video game has the '**every**' home factor.
2. *King v. King*<sup>TM</sup> initiates and sustains human development with **every** use. Thus, maintains **time investment value** like no other video-game.

Investor '**YES**' Factors;

*King v. King*<sup>TM</sup> *transcends* the term video-game to revolutionize family-bonding, B2B platform, 24-hour sport marketing engine, universitarian league and medical device.

**We are a pre-seed start-up. Our functional prototype** on iOS and Android platforms is for investor review.

<https://apple.co/2Shy9j2>    <https://amzn.to/2sUi43A>

**We can discuss a multi year percentile ownership.**

## Introduction



**Company NAME:** *Boxing Ring Chess*<sup>TM</sup> is the first—ever traditional chess *inside* a boxing ring.

**Disruptive features:** our subsidiary *King v. King*<sup>TM</sup> novelty is a pioneering intellectual **addictive** video game that allows each household member to customize their *self-imagery* 3–dimensional Head — To —Toe Movable Shadowboxing King or Queen [ chess piece *figurine* to compete at chess ].

**What is highly undervalued:** it's a human necessity to have a healthy self-esteem and reflection in the mirror. *King v. King's*<sup>TM</sup> customizable 3–dimensional *self-imagery figurine* has an amazing capacity to improve members' self-esteem, amidst their gladiatorial-boxer-imagery-competition-record. *Within* their chess competition and rank increases.

**Easy to use:** *King v. King*<sup>TM</sup> has a competition assistance, game-play color pattern for newcomers, elderly, and neurology patients on a path to cognitive recovery. Members have optimal switching preference from 3–D to 2–D throughout competition. **CONFIDENTIAL** There are currently 30 million+ US chess practitioners online, 600 million+ globally. We are **confident** *King v. King*<sup>TM</sup> can turn that figure to *billions*. We are estimating \$29.99 USD for each King or Queen figurine customization download.

## SALES / Fundraiser Model

The graph below shows that 0.1% to 0.5% of our fundraising marketing engine that includes three types of explainer videos can earn **King v. King™ in excess** of \$100 million USD at \$29.99 each King or Queen figurine unit, on 5 most used wide-screen devices in our first 5 years.

**Massachusetts** 7 million populous. Founder, Mr. Hilario's native Brockton is a historic boxing city, legally dubbed *City of Champions*. "**Boston** is a mecca of medicine, home to some of the most prestigious hospitals and medical schools, physicians and medical scientists in the world. **Boston has continued to be such a global hub for education** because of this long established history of the title – it keeps students coming back. This continues to make Boston a very young city, a very inviting place when deciding what institute of higher education you'll choose." - Internet source.

1	Income Statement	Assumptions		Year 1	Year 2	Year 3	Year 4	Year 5
2								
3	Massachusetts Marketing Engine	5 WSD	Household	10,500,000	21,000,000	31,500,000	42,000,000	52,000,000
4	Gross margin %			0.1%	0.2%	0.3%	0.4%	0.5%
5	.01% of 7 million populous	\$29.99 USD per King / Queen		10,500,000	21,000,000	31,500,000	42,000,000	52,000,000
6	Gross margin							
7	Research and development							
8	Marketing			500,000	1,200,000	2,000,000	3,000,000	4,500,000
9	General and administrative			2,000,000	3,000,000	5,500,000	5,500,000	7,000,000

**30% of the 95K Brockton populous potential gross; \$4.2 million USD between years 1 & 2.**

**\* Due to being a home town invention and fundraiser to build the first-ever *Boxing Residency™*,** there is no question we will get support, thus 30% is a good launch figure.

**8% of the 695K Boston populous potential gross; \$8.3 million USD between years 1 to 3.**

**\* During post launch we will approach Yale, Harvard and Oxford to create a universitarian *King v. King™* Tournament rivalry. We will also seek reputable boxers and chess grandmasters to endorse by designing their classic past and present event for them to earn downloads from their *King* figurine.**

**10% of the 7 million Massachusetts populous potential gross; \$105 million USD between years 1 to 5. Carbon copy design for Pennsylvania. \*Their healthcare , chess and boxing populous will be ideal.**

**These sales approximations are from 3 gravitating explainer videos that market usage, depict our family bonding features, introduce our universitarian tournament that consist of a sweepstakes design to motivate student participation , \*and lastly to highlight fundraiser proceeds to build the first-ever *Boxing Residency™*.**

## OBJECTIVE

We are seeking 500K – \$2 million first round seed funding from one or multiple investors. When one joins *many* will join. *Consider* taking the lead to **help** us create the *King v. King*<sup>TM</sup> video game website that will allow members to *customize* their 3-D Head—To—Toe Movable Shadowboxing King or Queen chess piece figurine, payment processing, chess tutoring, 24–hour maintenance services, in-game text and video chat, customer service support, sweepstakes alerts and participation to incur global memberships, etc. Produce three *King v. King*<sup>TM</sup> explainer videos and interstate billboard advertisements. **CONFIDENTIAL**

**We solve for boxing;** *Boxing Ring Chess*<sup>TM</sup> resuscitates the fabric of boxing competition competence *as a science*. Founder Coach Hilario’s boxing acumen *pioneers* a voluminous catalogue to introduce *Boxing Residency*<sup>TM</sup>.

*Boxing Residency*<sup>TM</sup> is a universitarian boxing science syllabi for amateur to professional stages, that preserves pugilistic healthfulness *during* and post-career.

Additional *Boxing Residency*<sup>TM</sup> innovative solutions are addressed in phase two of investor participation. Including, the unpublished *Boxing Residency*<sup>TM</sup> chapter to his published eBook; Boxing University, *Spiritual Ascension*. *Boxing Residency*<sup>TM</sup> is also a docuseries transcript for network television or Netflix.

**We solve for chess;** our patent features include pioneering chess competition **Scroll Bars** *inside* a boxing arena that navigate members to new gravitational geography, on the chess battlefield. *King v. King*<sup>TM</sup> **opens** unforeseen chess stratagem windows. Whereupon, *amplify* and *insulate* commodity vitality. **CONFIDENTIAL**

## Sales Strongpoints

1. *King v. King*<sup>TM</sup> is applicable to **every** home — because **every** family *feuds*. This is the principal **ROI** for all investors.
2. *King v. King*<sup>TM</sup> **decreases** time consumptions on topical and negative video games *while* **increasing** self-esteem, family-bonding *through* members' self-imagery King and Queen figurines.
3. *King v. King*<sup>TM</sup> revives families to **communicate**, **care**, and **cultivate** camaraderie.
4. *King v. King*<sup>TM</sup> **reintroduces** the consumer's self-reflection to **support** a variety of emotional, physical, and psychological ailments, i.e., Deaf, cognitive recovery, weight loss, depression, anxiety, deceased family, and a variableness of trauma among others.



Pictured above is our **free** membership platform, without the King and Queen amenities, yet with many chess software competition newness. Including, 3D to 2D game-play options.



Pictured above is a prototype of the 3-dimensional Head — To —Toe King of *founder* Coach Hilario, bare knuckles v. Coach Hilario, gauze wrap.

Help us develop our game-play website for consumers to customize their ***Boxing Ring Chess***<sup>™</sup> 3-dimensional Head —To —Toe Movable Shadowboxing King or Queen.

## Early Childhood Development



Pictured is Coach Hilario’s Granddaughter, who at age 3 asked; “Pop, make me a **Queen** in **Boxing Ring Chess™**.” In that moment, Coach *heard* millions of children echo the sentiment. Thus, the power of *listening*. **CONFIDENTIAL**

For children under 12 years, the early childhood development King and Queen figurine will **not** be a boxer—stance figurine, but a triumphant raised-arms self-reflection and movable 3D ‘jogging in place’ imagery.



**Boxing Ring Chess™** was founded on Godly Principles Applied by Coach Hilario; according to The Holy Bible specifically in Matthew Chapters 7 & 14, 1 Corinth Chp 2, Habakkuk Chp 2, Romans 12 & Psalm 18.

The Nonpareil Hilario is the sole owner, creator, designer, author and educator of all **Boxing Ring Chess™** entities, including the **King v. King™** theme & its sister variant Solve Family Feud™.

Mr. Hilario has the exclusive worldwide rights, interest, and ownership of any and all **Boxing Ring Chess™** copyright, trademark, trade name, design patent and all other intellectual property rights in any way associated with the utility, appearance, design, or ownership of **Boxing Ring Chess™** and any symbol or copyrighted material appearing therein. Same Chess Rules & Strategies.

⊘ Not to be confused with the topical 'chess boxing.'

2013 US Patent Office, 2014 PCT (Join our app, board game or website launch.)

508 649 2070 <https://boxingringchess.com>

**Chess** is a recognized sport of the International Olympic Committee and international chess competition is sanctioned by the World Chess Federation (FIDE), which adopted the now-standard Staunton chess set in 1924 for use in all official games.

**Boxing** has been contested at every Summer Olympic Games since its introduction to the program at the 1904 Summer Olympics, except for the 1912 Summer Olympics in Stockholm, because Swedish law banned the sport at the time.

The software, mobile and physical textural **BRC™** games and all emails from Coach Hilario and any attached documents are confidential and legally privileged and may not be shared with unauthorized parties. If you received this message in error or are not the intended recipient, please destroy the e-mail message and any attachments or copies. You are prohibited from retaining, distributing, or disclosing any information contained herein. Please inform us of the erroneous delivery by return e-mail. Thank you for your cooperation.