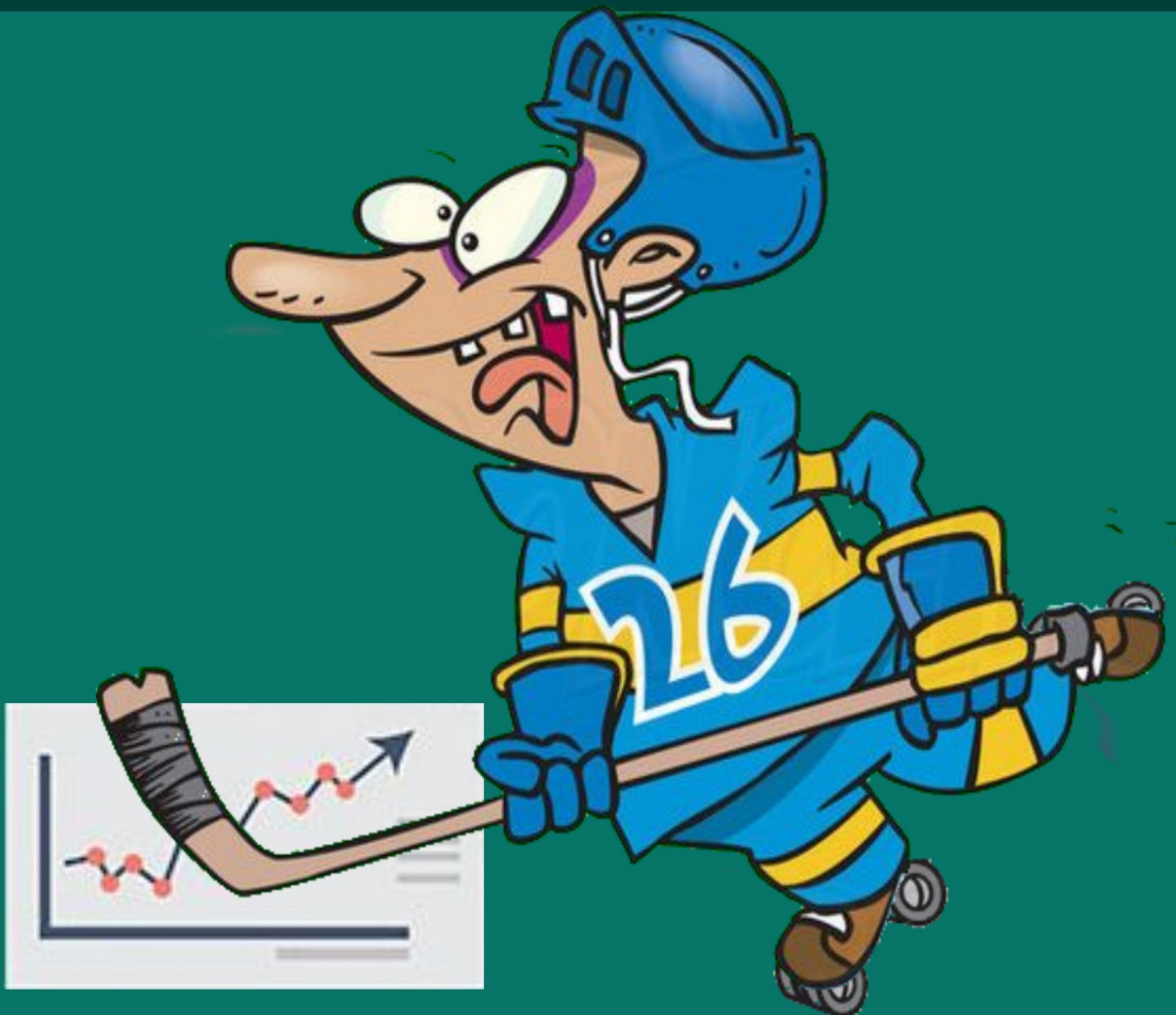


LEAGUE

STARTUP 101

HOW TO BE PART OF A MAJOR SPORTS STARTUP



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Introduction

Being a founder as part of a major sports league and managing your own conference is an important goal for many athletes, or sports entrepreneurs, many of whom feel shut out of what is currently the major leagues. Whether you're an active or retired professional athlete, employed at the community level as a coach or sponsor, if you're mainly selling sports merchandise, or even if you are an entrepreneur looking for a fun and profitable way to participate in professional sports, owning your own conference or club can bring you a huge income!

Why did we write this guide?

The NimGuerra™ Sports League is generating tons of interest, and we've noticed that folks who want to get involved and make it grow are wanting to know more about what's involved, so for would be founders, who might be interested in joining with us, we decided to paraphrase what Dr. Samuel Johnson said while presiding at the sale of of Thrales Brewery in London, 1781:

“We are not here to sell a parcel of rinks and tracks, but the potentiality of growing rich beyond the dream of avarice.”

So, while playing is fun, patenting and introducing a new sport is even more fun, and profitable.

We want to give you a chance to see what we mean, so, we've put our sports and entertainment knowledge together and created this guide. In it, we explain everything you need to know about joining with NimGuerra™ to establish your own conference in a new sports league.

Here's What You'll Learn:

- Understanding The Game and Its Rules
- How The NimGuerra™ League and Its Conferences Are Organized
- How You Can Own Your Own Sports Conference or Club
- How A League Markets and Earns Money

Four sections. That's it. Let's go.

If you're serious about wanting to be one of our founding members, we'll explain more in the series of emails that will follow this guide as part of your subscription.

Let's get started.

Understanding NimGuerra™

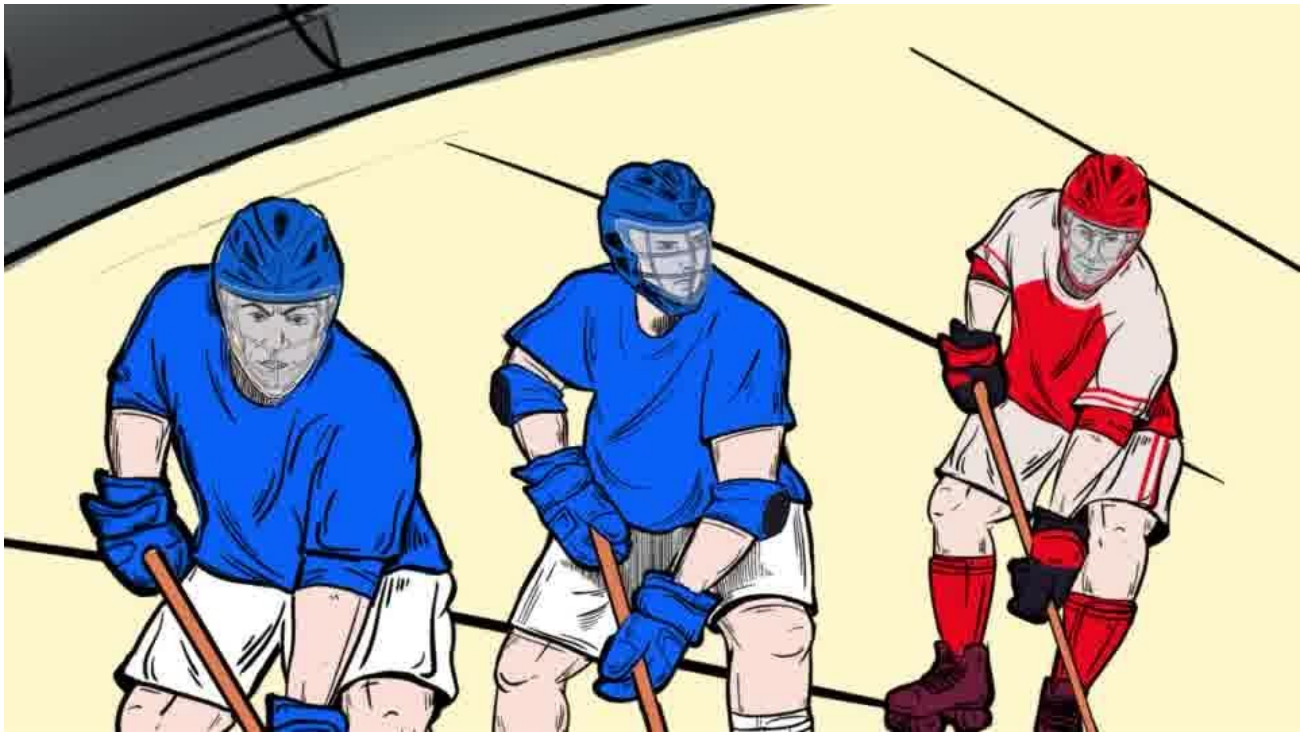
A regulation NimGuerra™ match features six to eight teams, with teams playing in a round robin format, rotating through “the lists.” Two teams are selected at random, and then as the match progresses, each losing team takes its place in the last position in the lists only to be replaced by the next team in the lists. Teams then proceed through the lists until they reach the first standby position in the lists as new losers exit and take their place at the end to wait for their turn to enter the rink and play again.

The winner of each round earns points toward the match where the winner is determined when a team scores the predetermined points.



Hard hitting action takes place on a banked roller derby style oval skating rink with a patented concave or semi-circular retaining wall. The wall has

two openings, one each at opposite exit turns of the curves at each end of the oval. These openings allow the ebonite cannonballs to be shot onto the field of play by powerful ball projection devices that shoot cannonballs out along the inside of the curved retaining wall at speeds just below 100 mph (the “cannon” is rated to shoot the balls at 95 mph).



Before each round of play begins, two teams of three players each take their positions at the starting lines, with two offensive players from one team and one defensive player of the opposing team at each of the two starting lines. Play starts when the chief referee simultaneously fires both cannons and the teams rush to secure control their teams ball, or that of their opponents.

Because both balls are in play simultaneously, with each team attempting to gain control of their ball in order to score before the other team, while at the same time attempting to prevent the other team from scoring, play gets rather hectic and violent.

And, since bodily contact is allowed, including martial arts style strikes and blows, there can be a lot of bodily contact in the form of blocking and checking. Even more than there is in the games of hockey or lacrosse as the rink provides a smaller playing area, with play starting in multiple areas, with teams fighting for control of multiple balls at the same time.



Players attempt to gain control of the balls using a “Torcido,” a device similar to that of a Plains Indian war club which can be malformed (within regulation limits) in order for the player to achieve greater control of the ball around the rink and into the curved retaining wall for scoring.



Whenever a player is able to send a ball into one of the goals, a referee or judge immediately sends another ball of the same color into play, thus keeping the action going non-stop with an ongoing competition for the different colored balls.

Because of the hard-hitting martial arts style of action, and the inclusion of heavy Plains Indian style clubs, players are outfitted in protective gear, such as worn by lacrosse players, as well as instruments that record their physical condition.

The Rules

Once you have the basics of a hard hitting action sport, with extreme action, it's time to set up some rules so that the extreme action doesn't degenerate into a free for all. There are many thoughts about writing rules, too many and you get something as boring as baseball. Too few and you have something is dangerous as mixed martial arts, before they were forced to adopt a few rules. The following excerpts may give some clarity regarding the hard hitting action potential of the sport.

NimGuerra™ is played on an enclosed rollersport track with markings specific to the rules of play. For NSL competitions, the recommended dimensions of the rink are 88 feet long and 55 feet wide, with a track that ranges from 12 feet wide at each cannon gate down to 10 feet wide around each endzone turn.

Because of the high speed players achieve on the banked track, a five to ten foot safety zone is reserved surrounding the banked rink. Two offensive players from one team and one defensive player from the opposing team line up behind each of the start lines before play begins, chasing the cannonball in a counter-clockwise direction as they attempt to gain control of the projectile after the cannonballs have been shot from the cannon.

A Blocker Line placed twenty feet before the shot line measured in a clockwise direction defines an area where the defensive player on each team is allowed to skate in a clockwise direction giving the single defenseman a chance to affect their two offensive opponents using a high speed head on block similar to those seen in American football.

A player may only use their hand to control or carry the ball while in the area between the blockers line and the shot line. The ball may not be passed hand to hand between players.

Substitutions are allowed during play, but a substitution may not cause play to halt or pause. Substitutions are initiated when a rostered player from the bench “tags” or touches a player currently on the track and playing in a round. That substitute may not enter onto the track until the player being replaced has completely exited the track and they may only enter between the point where the player currently on the track exits and the preceding set of goal nets.

Restricting substitutions to one per round forces a judicious use of players and keeps the high-speed and exhausting play moving. The player who has been relieved and has exited the track may not enter the track again until after a new round has started and play has begun, and may only enter play by tagging a player on the track in that new round.

Player ball handling equipment consists of a “Torcido” which is solid wood and has the basic shape of a Plains Indian war club. The Torcido may be shaped, subject to limitations, in order to form a small concave or “basket” on either or both faces, allowing the player to achieve greater control of the multiple balls in play.

Points toward winning a match are scored by winning a round. A round is won by placing cannonballs in the goals. Players may only score by using an indirect shot, which requires sending the cannonball careening up into the extended playing surface of the outer wall and into the goal which is facing away from the players.

Your League Structure

In order to understand the profit potential of NimGuerra™, you need to understand the league organization. No matter what sport you're in, there's some kind of structure required in order to encourage the competition and generate interest from fans.

Professional sports leagues are organized in various ways. However, there are two significant types, characterized first by the main one developed in Europe and characterized by a tiered structure using promotion and relegation in order to determine participation in a hierarchy of leagues or divisions. The model that originated in North America is characterized by its use of franchises, closed memberships, and minor leagues.

Both of these systems remain common in their area of origin, although both systems are used worldwide and NimGuerra™ borrows from both.

NimGuerra™ is composed of a series of conferences as part of the major North American league. And each of these conferences supports a series of franchised clubs.

As the league and conferences grow, each club can support multiple skill or accomplishment levels, such as the Premiere or Primero, the Medium or Media, and the Entry or Entrada levels. Promotion and relegation allow teams growth and income opportunities, as well as provide motivation and incentives to performance.

League franchises do not sponsor competitive matches which involve outside opponents, or use facilities and equipment that does not meet NimGuerra™ specifications.

NimGuerra™ conferences are generally organized around a major metropolitan area while the franchised clubs in their area support the conference much as a farm team would support a North American major league team.

The franchised clubs license one of three models of the patented rinks. Conferences generally support a fixed arena, while the top level of franchised club travels with a portable rink designed to utilize existing outdoor venues, such as football pitches, and the lower level of franchised club travels with a portable rink designed to be set up in community facilities such as high school or college basketball arenas.

Premiere level rinks are quite a bit larger than the basic rink, and not only are teams larger with seven players on the rink, but they also feature motorbikes with riders increasing the danger and spectacle.

Between events, franchised clubs make their facilities available as practice facilities to registered teams.

Teams book their appearances at matches sponsored by the various franchised clubs through the booking department of the NimGuerra™ Sports League. Due to safety considerations, unregistered teams may not compete in NimGuerra™ Sports League sanctioned events.

As privately owned entities, teams are incentivized by being allowed to sell licensed merchandise at sanctioned events when they are booked to compete. Teams are also responsible for outfitting their small group of players, and taking advantage of rink practice times that are made available at franchised clubs parking and storage facilities.

The Conferences

Conferences and the franchised clubs are the heart of the NimGuerra™ Sports League. Consider conferences as the controlling force in a geographical area, with local promoters managing franchised clubs and promoting matches to comprise the body of franchises.

Understand that clubs are not teams, but rather they are match sponsors and promoters, who guarantee the match pot and recruit top teams to compete in the NimGuerra™ matches they sponsor. The independent teams “bid” or apply for a chance to play in a particular match and win a share of the pot. All teams are booked by NimGuerra™ Sports League through an event booking system.

Teams are ranked according to a proprietary NimGuerra™ algorithm, which is used not only by clubs attempting to improve match attendance by attracting competitive teams for a match or event, but also by oddsmakers catering to the sporting crowd.

At the end of the annual season of regular play, conferences sponsor a series of playoff matches to determine which teams are eligible to compete in league championship playoffs. At the end of the playoffs, teams in each conference may be promoted or relegated, as well as bought or sold between conferences. The small independent teams manage their own payroll and player employees.

Money, Money, Money

NimGuerra™ founders and investors are excited about the “What’s In It For Me” (WIIFM) factors:

- The Large Total Addressable Market (TAM)

The global sports industry is worth up to \$620 billion today. With growth that is faster than global GDP, its long-term prospects appear strong. The sports industry today spans the field of play—from the food and memorabilia stands at the stadium, to media rights and sponsorships. All factors that NimGuerra™ built into its business model.

A country-by-country breakdown finds that the sports industry is growing faster than GDP both in fast-growing economies, such as the booming BRIC nations (Brazil, Russia, India and China), and in more mature markets in Europe and North America with an expected worldwide annual growth rate (CAGR 2022-2027) of 9.16%. The NimGuerra™ franchise model is designed to exploit each of these markets.

- Scalability

As a franchise system, NimGuerra™ has built in economies of scale; in other words, as it grows in size and value, its expenses do not grow proportionally. Thus as the business acquires additional revenue, fewer and fewer resources are required proportionally to maintain operations.

- Low Customer Acquisition Costs (CAC)

NimGuerra™ starts with a proven market and builds on the imaginary cult sport of Rollerball allowing it to grow exponentially with a low CAC, driven

by word of mouth (WoM), referrals, organic/earned press, and other factors—and therefore yields a more promising bet for investors.

- Potential for Product Market Fit (PMF)

Product Market Fit is the single most important thing for a startup to get right. It is nearly impossible to scale a business without it. NimGuerra™ has an almost perfect PMF and a much higher threshold for errors.

The sports value chain

How do sports create value? Rights owners define the structure of professional sports around the world. They set the rules, organize the events and take responsibility for generating revenues from matches, media and marketing rights. The standard sports value chain is structured around four pillars, NimGuerra™ adds a fifth:

Properties. The properties managed by rights owners are the intangible assets that draw fans and money. They include a wide range of parties, including conferences, franchises, teams and athletes. Properties also include assets extending from media to realty.

Rights management. Historically, monetization of properties was based on gate "take" (revenues) but now professional sports depend on media and marketing rights for more sources of revenues. As the rights owners, NimGuerra™ acts not only to structure the rights deals but also trade media and marketing rights.

Events. Effective rights management depends first on operating live events. An enjoyable experience for fans can create additional opportunities for revenue. NimGuerra™ works with world class event producers to create replicable events that take major productions to small community markets.

Content. The stadiums can only seat a certain number of fans, but packaging content for broadcasters' and sponsors' needs is a vital part of creating revenue in modern sports.

Data. Live events generate statistics and data that is packaged and sold to sports book oddsmakers. NimGuerra™ also publishes daily local data subscribers print locally evaluating standings and rankings for analysis.

Demand is growing, but supply won't always keep up. Increasing the amount of exposure sports properties receive is appealing to sponsors, but team sports are usually limited by a finite number of teams and games (for example, 18 to 20 in football leagues, and 16 in the NFL).

Even in individual sports such as golf and tennis, the calendar constrains how many public appearances athletes can make. Hence, even though demand is high, offers for sponsored platforms cannot match it, fueling a race for longer and more exclusive contracts.

The business of sports

The wave of new stadiums around the globe, the growing size of television contracts and the continued proliferation of sports advertising portends an industry that continues to soar, even as the global economy climbs out of the growing recession. NimGuerra™ leads the way.

Conclusion

Founding partners are the key to NimGuerra™'s success, and if you have the desire, and the skills to join in with us, you'll have a chance to be a part of something historic in the sports world, the introduction and development of a new sport. One that has only been hinted at in stories and in film. One that is built on legend, and might just decide the future of sport.

Good luck!

Resources

Here are quick links to the resources we used to write this guide:

NimGuerra™:

<https://NimGuerra.com/>

Video Explainer:

<https://NimGuerra.com/446>

Rollerball 1975:

<https://www.youtube.com/watch?v=aVUxK1mNups>

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