



GiD

CRS

COLLEGIATE RACING SERIES

Varsity motorsports is here

INVESTOR DECK



PROBLEM



NO COLLEGE RACING EXISTS

You have never seen 30 universities racing wheel-to-wheel on ESPN.



NO SANCTIONING BODY OF MOTORSPORTS

There are no standards or best practices for how to build a collegiate race team or university motorsports curriculum.



NO CODIFIED LADDER SYSTEM INTO MOTORSPORTS

There is no organized guide or program for students to gain full exposure into the motorsports industry.

MOTORSPORTS IS NOW COMPLETE



CURRICULUM

Over 35+ schools are using CRS curriculum to build their race team and motorsports program



LICENSING

CRS Competition and Racing Schools provide hundreds of students the opportunity to gain their racing license every month



RACE SERIES

CRS Mazda Build Program gets Mazda flagship MX-5s in the hands of school race team to practice prepare for the inaugural 2026 race season



COLLEGIATE RACING SERIES



CLASSES & COURSES



COMPETITION SCHOOL

Now
Complete



MARKET TRENDS CREATING OPPORTUNITY

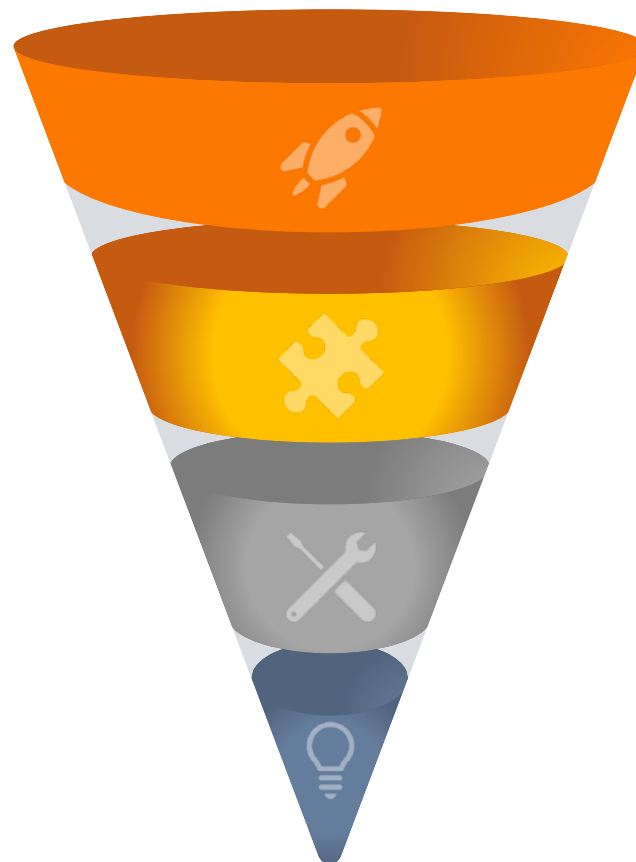
RACING IS **EXPLODING**

EXPANDING FAN BASE

Global fan base in motorsports rose by 12% adding 90M new fans with TV and digital consumption up by 10% in 2024.

SIM RACING & eSPORTS

eSports and Simracing will grow by over \$1B in 2030 reflecting a CAGR of 15.6%.



EMERGING MARKETS & EVENTS

Race attendance up 9% in 2024 over 826M attendees in major racing series with karting up 14% YoY since 2019.

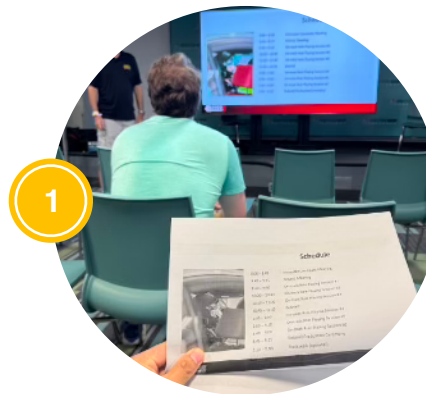
SPONSORSHIP & INVESTMENT

Sponsorship spending is up 10% YoY with broader motorsports sponsorship revenue to grow at CAGR 7.5% over next decade.



HOW IT WORKS

- 1 - **Become a CRS Member** - Get access to curriculum and weekly webinars
- 2 - **Get Licensed** - Go to our monthly 2-day Competition School
- 3 - **Build Race Car** - Students prepare Pro Spec Miata ND to race in 2026



BUSINESS MODEL

MEMBERSHIPS

\$249-499

- ✓ Per Year
- ✓ Lifetime membership with \$100,000s of savings over lifetime

CURRICULUM LICENSING

\$100K-MM

- ✓ 5-10 year contracts
- ✓ CRS targeted into accredited courses in over 600+ schools worldwide

CAR PROGRAM

\$10,000

- ✓ Per month per school
- ✓ Students build, learn, and lease car for racing season and receive discounted parts from CRS

MARKET SIZE TARGET MARKETS

TAM

The total addressable market is \$15.5B in 2023 projected to \$32.4B by 2033 (CAGR 7.5%). Racing globally is exploding!



SOM

The serviceable obtainable market for racing aged 12-25 is \$5B in the short term. Industry reach and distribution of racing content globally is set to grow by 15% YoY.

SAM

The serviceable available market is \$14B and expanding as racing categories growing into eSports and drone racing.



MEDIA, DONORS, ADS

College motorsports unlocks billions in big-box media, alumni donors, investment networks, and advertising.



Jack Hobbs
Founder



Peter Saddington
Founder



Senter Smith
Founder



Danny Wike
Partnerships

GO-TO-MARKET STRATEGY

Founded in 2025, CRS took the world by storm having representatives from over 600 universities globally at our discovery meeting. Just 4 months later CRS has 35+ collegiate teams around the USA with over 250 members.



1 - INSTALL CURRICULUM

35+ schools in the USA are in various stages of using CRS curriculum to build their race team and motorsports program, ABET accredited, backed by Mazda.



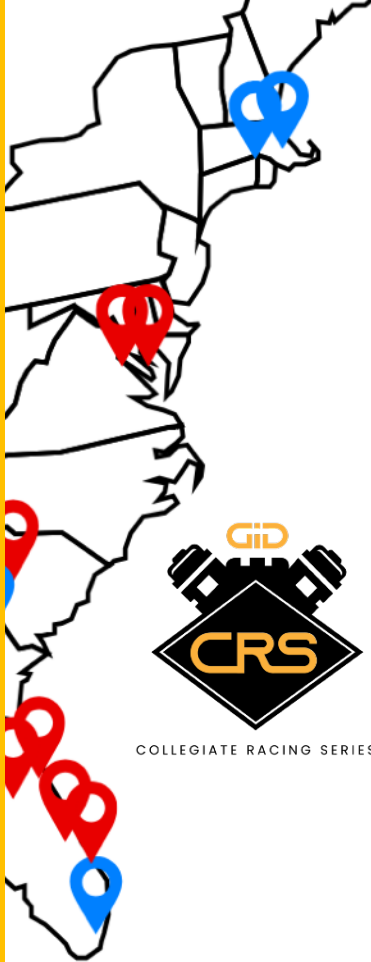
2 - LICENSE STUDENTS & BUILD RACE CAR



Hundreds of students are going through the CRS Competition School and receiving their racing license while 10+ schools are completing their cars now.



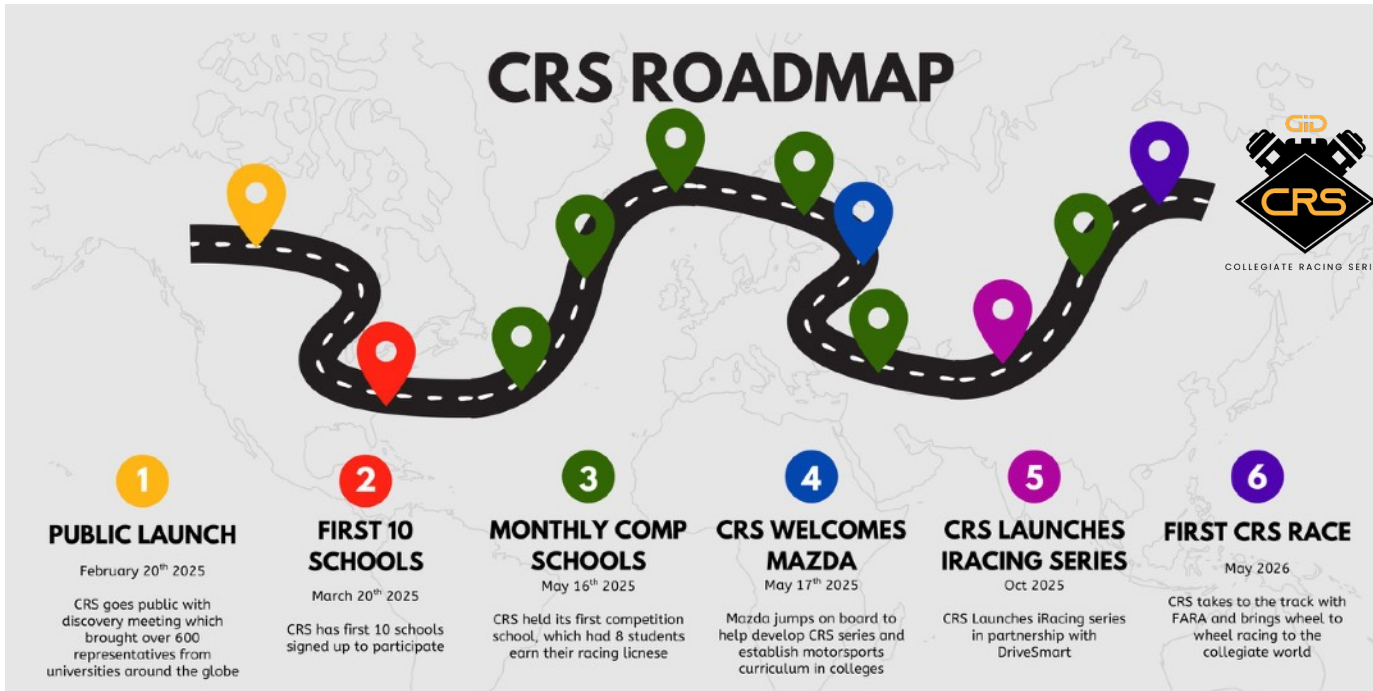
3 - DELIVER 2026 SEASON

After the dust settles and our CRS Champion crowned, the world will have witnessed the installation of college racing into the collective zeitgeist. CRS will be a global phenomenon.



-  Established Team and Members
-  In-Process for CRS Certification

Team
Clemson
Tulane
Ranken
Texas A&M
Kennesaw State
WPI
U Miami
Embry Riddle
U of SC
GT
UGA
FIU
Augusta University
WMU
Brown
IUB
Georgia Southern
Columbus State
FAU
Georgetown
CUA Motorsports
Purdue
TAMU
University of Cincinnati
Greenville Tech
LSU
University of Florida
Colorado School of Mines
FIT
Indiana University
BYU
U of Texas El Paso
University of Washington
California State Northridge



MILESTONES

HISTORICAL TRACTION

CRS has actively partnered with the best in the business to fully execute a college racing series: Mazda Motorsports, FARA USA, iRacing, JZILLA Trackdays, GARAGE iD, Bitcoin Racing US, Full Send Sims, Treis Blockchain, StaaS Fund, FSBB, and more.

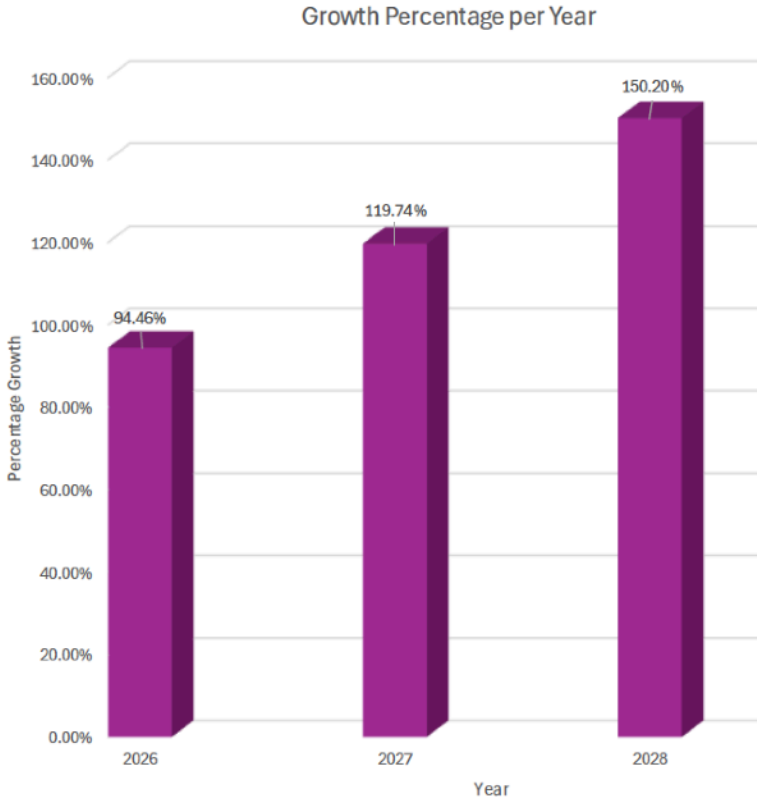
CRS reduces the costs of motorsports ensuring revenue and scalability:

- Profit margins from CRS Events at 20-30%
- Profit margins on CRS constructed HPDE & Race Cars at 50-60%
- Profit margins on parts for constructed cars 10-20%
- Annual Memberships sold at \$249-\$499 with total targeted memberships being 8 -10 thousand
- Title and tiered Sponsorship opportunities on race cars, track signage, media rights, merchandise, website, curriculum, etc.
- Ticket sales for all national title series events
- Curriculum and textbook licensing to colleges/universities



FINANCIALS

GROWTH &
REVENUE

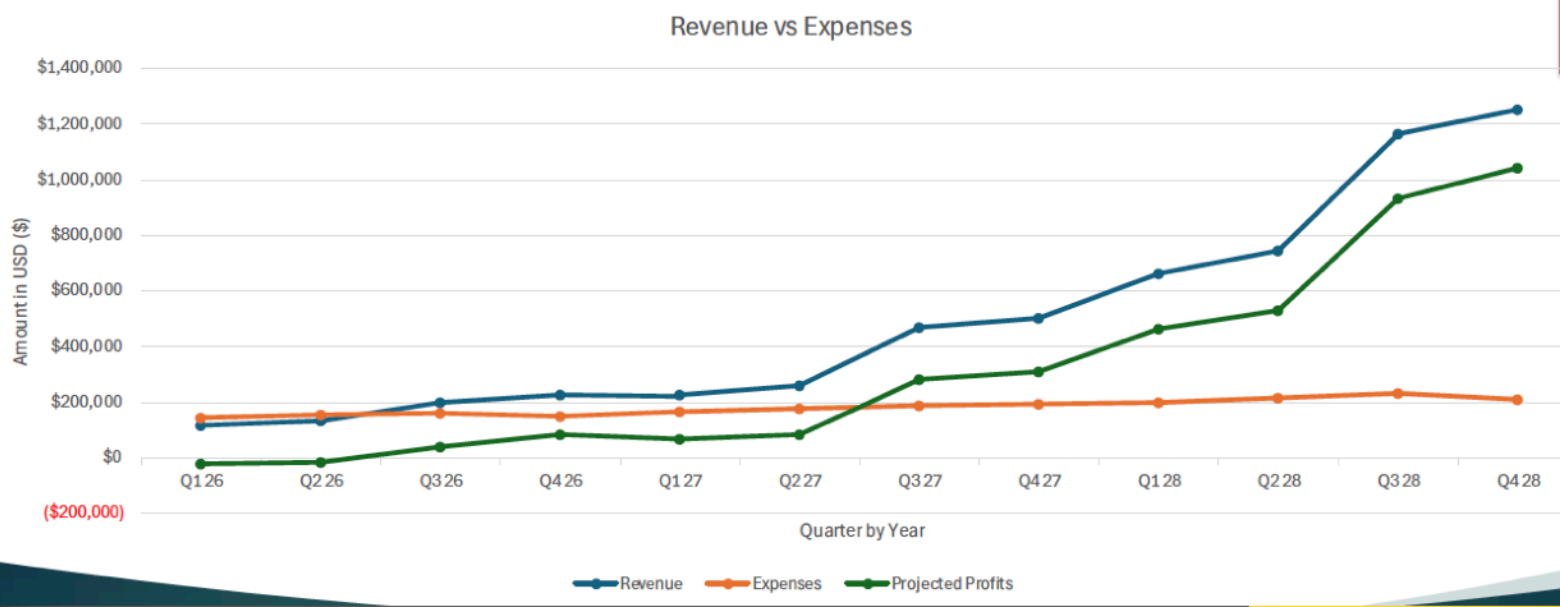


ANNUAL
MEMBERSHIPS

- Consistent membership growth at average price of \$250 annually
- Organic zero-cost lead generation via massive social media funnels
- Average monthly registrations of two teams (college/university) with average 7 members per team

EVENTS, PARTS, MARGINS,
SPONSORS, ADVERTISERS

- Endurance karting, HPDE, Drift, Time Trials, W to W racing, competition schools, part sales, iRacing series, and ticketing all produce an average of 20-30% profit
- Tiered sponsorships and advertising dollars provide cash flow





**\$5M
RAISE**



**50% Marketing
/ User
Acquisition**

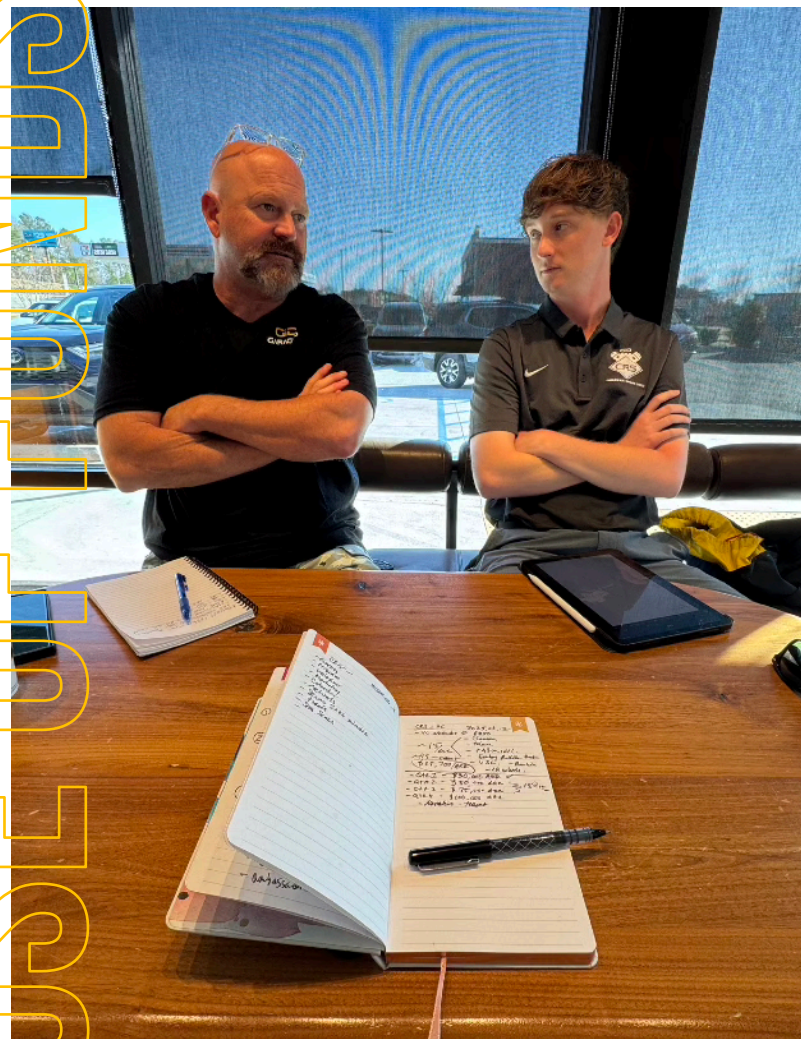


**25% Product
Development**



25% Operations

SUMMER
OFFICE



DISCLAIMER & DISCLOSURES



The Content contained herein is for informational purposes only, you should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in this document constitutes a solicitation, recommendation, endorsement, by CRS, GARAGE iD, and BTCR or any of its associates or representatives (collectively Company) to buy or sell any securities or other financial instruments in this or in any other jurisdiction in which such solicitation or offer would be unlawful under the securities laws of such jurisdiction.

All Content in this document is information of a general nature and does not address the circumstances of any particular individual or entity. Nothing in this document constitutes professional and/or financial advice, nor does any information contained herein constitute a comprehensive or complete statement of the matters discussed or the law relating thereto. Company is not a fiduciary by virtue of any person's use of or access to this document or Content. You alone assume the sole responsibility of evaluating the merits and risks associated with the use of any information or other Content on the Site before making any decisions based on such information or other Content.

Company has used best efforts to ensure all information contained herein is accurate and current, however Company makes no warranties or representations to such accuracy and by accessing this document you agree to make your own decisions without relying on information contained herein and to hold harmless Company for any actions you chose to take in relation to any future involvement or investment with or in Company. In exchange for accessing this information, you agree not to hold Company, its affiliates or any third party service provider liable for any possible claim for damages arising from any decision you make based on information or other Content made available to you.

There are risks associated with investing in securities. Investing in stocks, bonds, exchange traded funds, mutual funds, and money market funds involve risk of loss. Loss of principal is possible. Some high risk investments may use leverage, which will accentuate gains & losses. A security's or a firm's past investment performance is not a guarantee or predictor of future investment performance.

In Q2 2025, The Collegiate Racing Series (CRS) and Garage ID executed a strategic equity agreement to strengthen operational collaboration and long-term alignment.

As part of this partnership:

- CRS and Garage ID exchanged 10% equity ownership in each other's respective entities.
- This swap reflects a shared commitment to advancing collegiate motorsports and building a scalable digital infrastructure for racing nationwide.
- Both parties maintain independent operations, with voting rights to collaborate on projects.
- A portion (10%–25%) of all CRS investments are allocated into its own independent Bitcoin Treasury which provides a foundation for the overall asset value of the company for all shareholders.

This agreement is designed to accelerate co-branded initiatives, event hosting, technology integration, and the growth of the CRS ecosystem.

THANK YOU

HAVE YOUR FINGERPRINT ON A LEGACY SPORT!

