

DESIGN

PRECISION

RESULTS

***CIRCLE OF
FIFTHS***
A HAIRPIN MEDIA COMPANY

WHY DO YOU NEED GOOD DESIGN?

DESIGN-DRIVEN COMPANIES DROVE

32%

MORE REVENUE GROWTH OVER FIVE YEARS

64%

OF BUSINESS LEADERS BELIEVE THAT BETTER COMMUNICATION AND DESIGN INCREASES TEAM PRODUCTIVITY.

DESIGN WEEK

77%

OF VENTURE CAPITALISTS SAY DESIGN AND BRANDING INFLUENCE THEIR INVESTMENT DECISIONS AND PERCEPTION OF A STARTUP'S QUALITY.

McKinsey & Company

CONSISTENT BRANDING AND DESIGN CAN INCREASE OVERALL BUSINESS REVENUE BY UP TO

20%

HIGHLIGHTING FEWER MISSED OPPORTUNITIES AND STRONGER CLIENT RETENTION.

DESIGN-DRIVEN COMPANIES OUTPERFORMED PEERS BY

228%

ON THE S&P 500, LARGELY DUE TO MORE EFFECTIVE COMMUNICATION

75%

OF CLIENTS GAUGE A BUSINESS'S CREDIBILITY BASED ON ITS WEBSITE DESIGN, INFLUENCING TRUST AND THE LIKELIHOOD OF CLOSING DEALS.

OUR

We're not a studio.
We're not an agency.

We're your
DESIGN RESULTS TEAM.

BELIEF

We believe design isn't art. It's performance.

We craft business assets that convert, impress, and deliver.

Every pixel should serve a goal.

WHAT WE DO?

**DESIGN THAT
WORKS HARDER
THAN IT LOOKS.**

WHAT WE DO:

BRANDING AND VISUAL IDENTITY

WEBSITE AND PRODUCT UI/UX

BUSINESS & PITCH DECKS

SOCIAL TEMPLATES AND CAMPAIGNS

BUSINESS REPORTS & MARKETING ASSETS

WE DO THIS FOR



STARTUP FOUNDERS



CONSULTANTS & VCS



SPORTS PROPERTIES & ATHLETES



CREATIVES AND CREATORS

WE GO

**WHY WE'RE
DIFFERENT**

**BEYOND JUST
DESIGN**

We bring the experience of investors,
marketers, and growth agents.

We speak your language – Sports,
numbers, statistics, or stories.

We're not pixel pushers. We're business enablers.

We obsess over first impressions, last impressions, and the 99 in between.

THE

PROBLEM

WE

SOLVE

Marketers Should Be Building
Funnels, Not Fixing Design Files.

▶ Founders Should Be Raising Rounds,
Not Exporting Pitch Decks.

▶ You Need A Team That
Gets The Business And
The Brand.

We Step In With Fast, Reliable, And On-Brand Output

PROCESS

BRIEF

- One Call
- One Brief
- One POC

BRAIN

- Cross-Industry Brainstorms
- Multiple Perspectives

BUILD

- Speed
- Precision

BEYOND

- Revisions
- Strategy Support

// DESIGN THAT DELIVERS, IN RECORD TIME.

WHO ARE WE?

**A PIT CREW OF
DESIGN PROS,
THINKERS & DOERS.**



KNOW THE TEAM



Rishi is Co-Founder of Circle of Fifths, a Hairpin Media Company, specialising in transforming bold concepts into visually stunning creations. His versatile expertise spans brand identity development, illustrations, and motorsport-inspired design. From architectural sketches to race cars and massive trucks, his illustrations bring bold ideas to life. He combines technical precision with imaginative flair to deliver creative, impactful visuals that leave a lasting impression. Inspired by books, films, and everyday life, he channels his unique perspective into work that sparks joy and curiosity.



Sanjay is a designer, problem-solver, and co-founder of Hairpin Media - Asia's motorsport media group. After building – and breaking – his first product, he gained a sharp sense of reality and an even sharper instinct for what works. He's driven by curiosity, impact, and the thrill of tackling tough problems, no matter the sector. A true design aficionado and Co-Founder of Circle of Fifths, Sanjay uses design not just to make things look good, but to make things work better.



Ananya is the Co-Founder and CEO of Hairpin Media, a motorsport media network on a mission to make the sport more visible and culturally relevant across India and Southeast Asia. With roots in finance—spanning Goldman Sachs and impact VC—she's always been drawn to creative ventures that blend storytelling, community, and business. A motorsport fan for over 17 years and active in the scene for the last 12. Ananya brings both heart and strategy to Circle of Fifths along with her endlessly curious, impact-driven approach to design.

WHOM WE'VE WORKED WITH



& MANY MORE

WHY IT WORKS



Fast Turnarounds,
On-Brand Always



Brand Strategy
Baked Into Design



Zero
Micromanagement
Needed



Design That
Gets Stakeholder
Buy-In



Scalable For
Growing Teams

// THE CIRCLE OF FIFTHS EFFECT

OUR

WORK

// OUR WORK



PREMIER SPORTS NETWORK

Specialists In Lead Generation And Marketing For The Sports Industry

Your Gateway To The Global Sports Market

Through PSN's trusted network, your firm can be positioned as a go-to architecture partner for some of the world's most ambitious and influential sports development projects. Where vision, innovation and legacy truly matter.



Marketing Events Networking Business Development Lead Generation

Struggling To Break Into The SPORTS INDUSTRY And Connect With The Right Decision Makers?

- Large Scale Events Are Overcrowded With Sales People
- No Clear Path To Build Long-Term Relationships
- Lost In A Sea Of Sellers And Non-Buyers
- LinkedIn Feels Overcrowded And Ineffective
- Leads Go Silent After Initial Contact?
- Sales Pipeline In Sport Slower Than It Should Be
- Difficulty Getting In Front Of True Decision Makers
- Commercial Teams Are Selling To You And Not Buying?

Fed Up With Competing For Leads In A Crowded Room?



Where will you connect with potential clients?



UNITED STATES OF AMERICA MIDDLE EAST UNITED KINGDOM

Our Offices



London New York Dubai

Our Reach

PSN's global network comprises over 40,000 professionals working behind the scenes of elite sports. These individuals represent clubs, federations, player associations, agencies, governing bodies, leagues, and more, and with a strong presence across the UK, Europe, US, Australia, and the Middle East, PSN is a trusted partner of over 40 different sports worldwide.



Sporting Performance Finance and Business Operations Ownership and C-Level Management



Since inception in 2015, Premier Sports Network (PSN) has become the leading private network dedicated to fostering collaboration and innovation within the elite sports industry. By uniting professionals across various sports disciplines, PSN promotes cross-sport learning and the sharing of best practices to address critical

Meet the Team



Jordan Rockall
Director



Ali Karimi
SVP Global Partnerships



Olivia Stock
Head of Client Services

PSN's Proven Track Record

In their time with PSN, they have got

Qualified leads every month

7

Private subscriptions

Dedicated sales and customer success team

Contracts with 90% of English Premier League Teams

Clients

// OUR WORK

ATHENA ADVISERS | **PSN**

Connecting Private Clients With Residency And Investment Opportunities In Europe

ATHENA ADVISERS | **PSN**

PSN have partnered with Athena Advisers to offer it's network:

- Whole family access to live and work in Europe – Portuguese Golden Visa
- Tax efficient investment opportunities – real estate and commercial
- Property and financial services – stress-free, successful investments

Athena's offerings include luxury real estate and commercial investments across key markets such as

France

Portugal

— where the —

Golden Visa programme
allows you and your family to live, work, study, and earn citizenship.

ATHENA ADVISERS

Portugese Golden Visa Programme

Portugal's highly popular investment-for-citizenship programme.



ATHENA ADVISERS | **PSN**

Portuguese Golden Visa Details

Investment

- €500,000 Minimum Investment Into A Fund Regulated By Portuguese Securities Market Commission
- 60% Of The Fund's Assets Must Be Invested In Portuguese Companies
- Minimum Fund Maturity Of 7 Years
- Investment Is Flexible And Can Be Diversified
- Investment Can Be Made Using Pension

Portuguese Golden Visa

- Apply For Your Whole Family Under One Application
- Receive Golden Visa's Within One Year Of Application
- Live, Work, Study, And Travel Across Portugal + 26 Other EU Countries With Visa
- Your Children's Partners + Children Can Automatically Apply For Visa

ATHENA ADVISERS | **PSN**

Key Markets

France
Paris | French Alps | Côte d'Azur

Portugal
Lisbon | Comporta

Brazil

Turkey
Aegean region

Commercial Investments
Retail | Hotels | Logistics | Data Centres

ATHENA ADVISERS

Portuguese Golden Visa Details

- Invest **€500,000** into a regulated fund in Portugal.
- Apply for the **whole family** under a single application.
- Receive a **Golden Visa Card** within 1 year.
- Live and work in **Portugal** with unrestricted access across 27 EU countries.
- Apply for **EU citizenship** after 6 years.
- Low residency requirement: **7 days per year** for 5 years.
- Future generations (children/grandchildren) can also apply for Portuguese citizenship.
- Pension investment** can be used for Golden Visa.

ATHENA ADVISERS | **PSN**

Athena Advisers Property Investment



ATHENA ADVISERS

Who Are Athena Advisers

Business: International Property Investment Network

Established: 2003

Operations: Operating In 5 Countries

// OUR WORK



We are a full-service integrated marketing agency working with the world's largest sports, entertainment, consumer and lifestyle brands.

Whom we've worked with

Entertainment

BBC amazon prime NETFLIX Disney

Sports

WWE UFC MLS NHL

ALL BLACKS LOS ANGELES SPORTS & ENTERTAINMENT COMMISSION miami open HARLEM GLOBETROTTERS

We help sports organizations grow brand awareness and engagement in new regions, effectively reaching Gen Z and Alpha audiences. By breaking into new markets and expanding social media platforms, AGM drives engagement beyond matchdays and educates audiences on the brand. This comprehensive approach ultimately boosts overall revenue for these organizations.

How we do it

- Strategy & Innovation
- Creative Solutions
- Paid Media
- Earned Media
- Owned Media

Creative Solutions

Developing media & creative campaigns to reach new audiences & improve retention.

- 2D & 3D Print Design
- Brand & Campaign Development
- Copywriting
- Creative Strategy
- Presentation Materials
- Video & Content Production

Worked With

the CW **KEY CASE** TENNIS CHANNEL Mercedes-Benz STADIUM the quarterly

Developed comprehensive ongoing media and creative campaigns to **acquire new subscribers** and improve retention for Tennis Channel's subscription streaming platform, Tennis Channel+.

Then just some writing on how they did this – **creating custom video, design and copy etc.**

Strategy and Innovation

The strategy behind global expansion and growing brands – identifying new markets, assessing risks & opportunities, brand positioning, and creating compelling value propositions.

- Product & Brand Strategy
- Global/Expansion Strategy
- Market Research
- Audience Insights
- AI Tools & Workflows
- Web3 & Metaverse

Paid Media

Running paid media campaigns to increase engagement, build awareness and drive ticket sales.

- Awareness Media
- Broadcast, Cable, CTV
- Direct Mail
- Paid Social & Search
- Performance Media
- Print, OOH, Radio
- Programmatic & Site-Direct

Worked With

KEY CASE

THANK

// OUR WORK

Inheritance Tax 2025

Who pays inheritance tax and how you can prepare



Introduction

The standard rate of inheritance tax is **40%**

That's a big chunk to come out of what you can pass on. Fortunately, there are allowances and tax reliefs that can soften the blow.

This short guide looks at how to approach the inheritance tax question, what the tax is calculated on, and how much wealth you need to have before it becomes an issue. We also share some common planning strategies that can reduce the amount owed, as well as some mistakes to avoid.

INHERITANCE TAX 2025



What Is Inheritance Tax Based On?

Inheritance tax is calculated based on the value of your estate - what you own when you die.

Your estate includes things like:



The total value of cash, investments, and other possessions you have when you die.

The value of your home.

Any gifts you make to other people in the 7 years before you die.

There are some gift exemptions, including the £3,000 annual gift allowance. See the section on lifetime trusts and gifts later in this guide.

From 2027, it is also likely to include the value of your pension pot.

Your will should name one or more people as your executor(s). People typically choose someone a close family they know (e.g. member or a friend) or a professional (e.g. a solicitor or an accountant). Your executor will be responsible for paying any inheritance tax due from your estate when you die and for distributing the remainder of your estate to your beneficiaries. The tax payment must be settled within six months and is funded from your estate.

If you do not yet have a will, so have not declared who you would like your assets to pass to, then this is a good first step in your inheritance planning. Otherwise, when you die, inheritance law will determine who gets your assets.

INHERITANCE TAX 2025



What If I Own My Home?

For many people, their home will be the most valuable asset they own. They could even have nothing else to their name and there would still be inheritance tax due when they die, simply because of how much their home is worth.

People often think about giving their home away to their children, reasoning that this would mean they have fewer assets when they die and there might be no inheritance tax to pay. However, a gift is only really a gift if there are no strings attached. If you give your house to your children but continue to live in it, that isn't considered a true gift - unless you pay market rent to stay there.

You should also think very carefully about giving your home away, because not owning your own home could put you in a vulnerable position should your circumstances change.

One option to consider, especially in much later life, is taking a lifetime mortgage against your home, also called 'equity release'. You can then use that money to have some memorable experiences, make generous gifts to family, support charities, or pay for care.

All of these reduce the value of your estate, subject to the seven-year gifting rule being met, and so reduce the inheritance tax due when you die.

INHERITANCE TAX 2025



Common Strategies To Manage Inheritance Tax

STRATEGY	ADVANTAGE
Reduce your wealth by enjoying it.	You can turn your wealth into enjoyable experiences.
Make gifts during your lifetime.	If you live another seven years there will be no inheritance tax due on what you've gifted.
Leave 10% or more of your wealth to charity when you die.	This reduces the inheritance tax rate from 40% to 36%.
Move wealth into trusts.	You can keep some control over your assets, while reducing the inheritance tax bill.
Make investments that are eligible for Business Relief.	You retain control of the assets, which help manage your inheritance tax liability and could benefit from investment growth.
Take out life insurance.	This doesn't reduce the inheritance tax owed, but it does provide the money to pay for it.

INHERITANCE TAX 2025

How Do Lifetime Trusts And Gifts Work?

Giving money to family or putting it into a trust moves it out of your hands, protecting it from inheritance tax when you die, provided you live for at least seven years after making those gifts.

Trusts are useful because you can control what happens to the money in a trust during your lifetime, and also set out rules or wishes about what you want to happen to it when you've died.

There are also some small gift exemptions, including:

Do I Need To Plan For Inheritance Tax?

The first step is to work out how much (if any) inheritance tax would be due now, based on the current value of your estate and any available allowances and reliefs.

Once you know this, consider how you feel about it. Some people are comfortable paying the tax, especially if they have no children. Others are philosophically in favour of paying some tax.

Consider your age, your health, and whether you have a partner. If you have an inheritance tax liability now but you're middle aged, married, and in good health, this isn't necessarily something you have to take urgent action on.

Key Considerations For British Expats

To retire well, British expats should factor in:

Where they plan to retire (UK, Middle East, third country?)

Speak With An FCA Regulated Financial Advisor Today

If you think you could have an inheritance tax liability you need to plan for, it makes sense to speak to a financial adviser.

Common Mistakes To Avoid How To Avoid

A common mistake people make is thinking they can avoid inheritance tax when they die, without being in a partnership. That's not the case, unfortunately.

Another mistake is thinking you need to do something about it urgently. Tax planning should be proportionate, with a focus on the long term. Finally, some people think they can avoid inheritance tax by giving away assets.

// OUR WORK



TEN THSD Hours

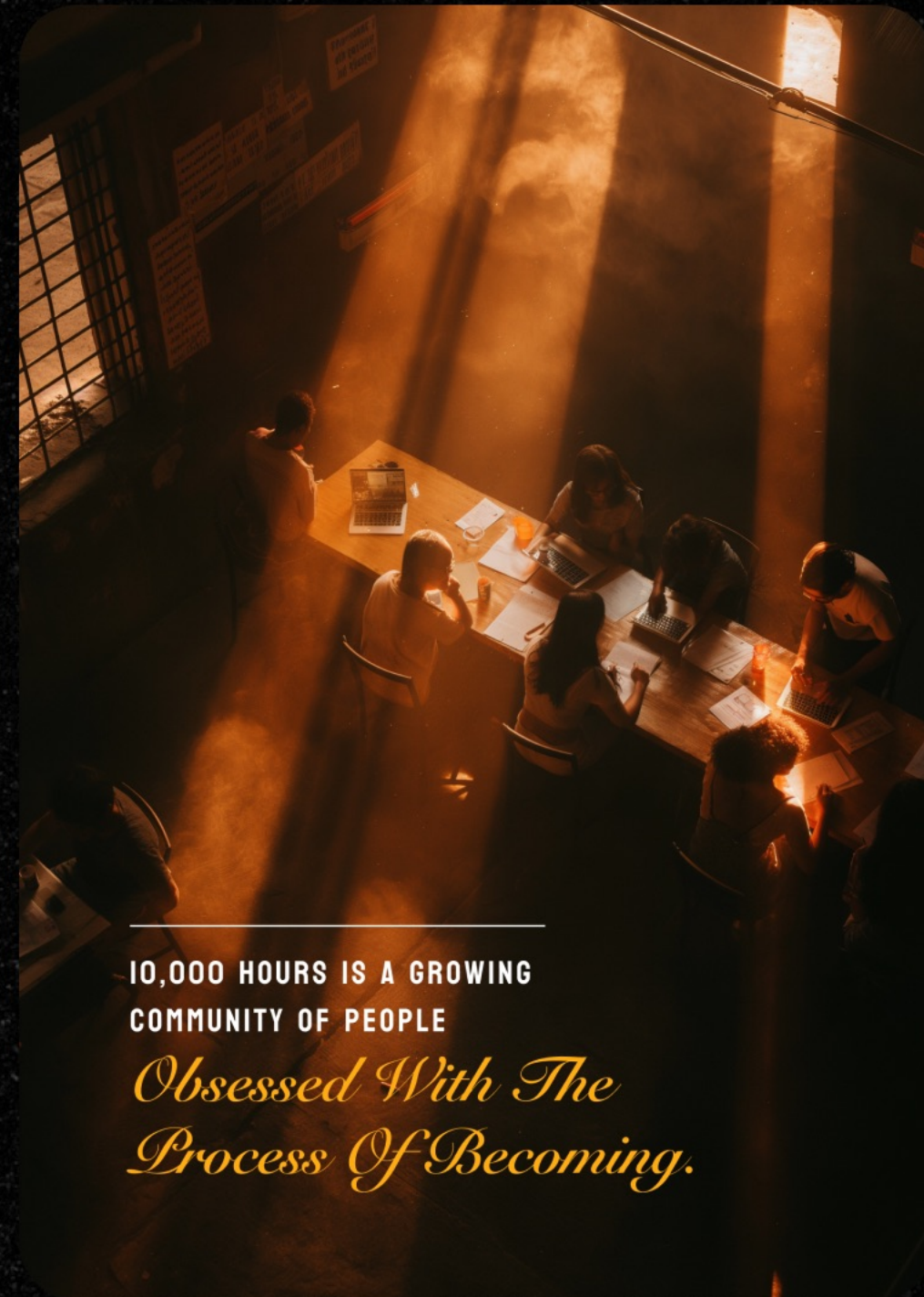
BUILT OVER TIME



We're not here to glorify overnight success.

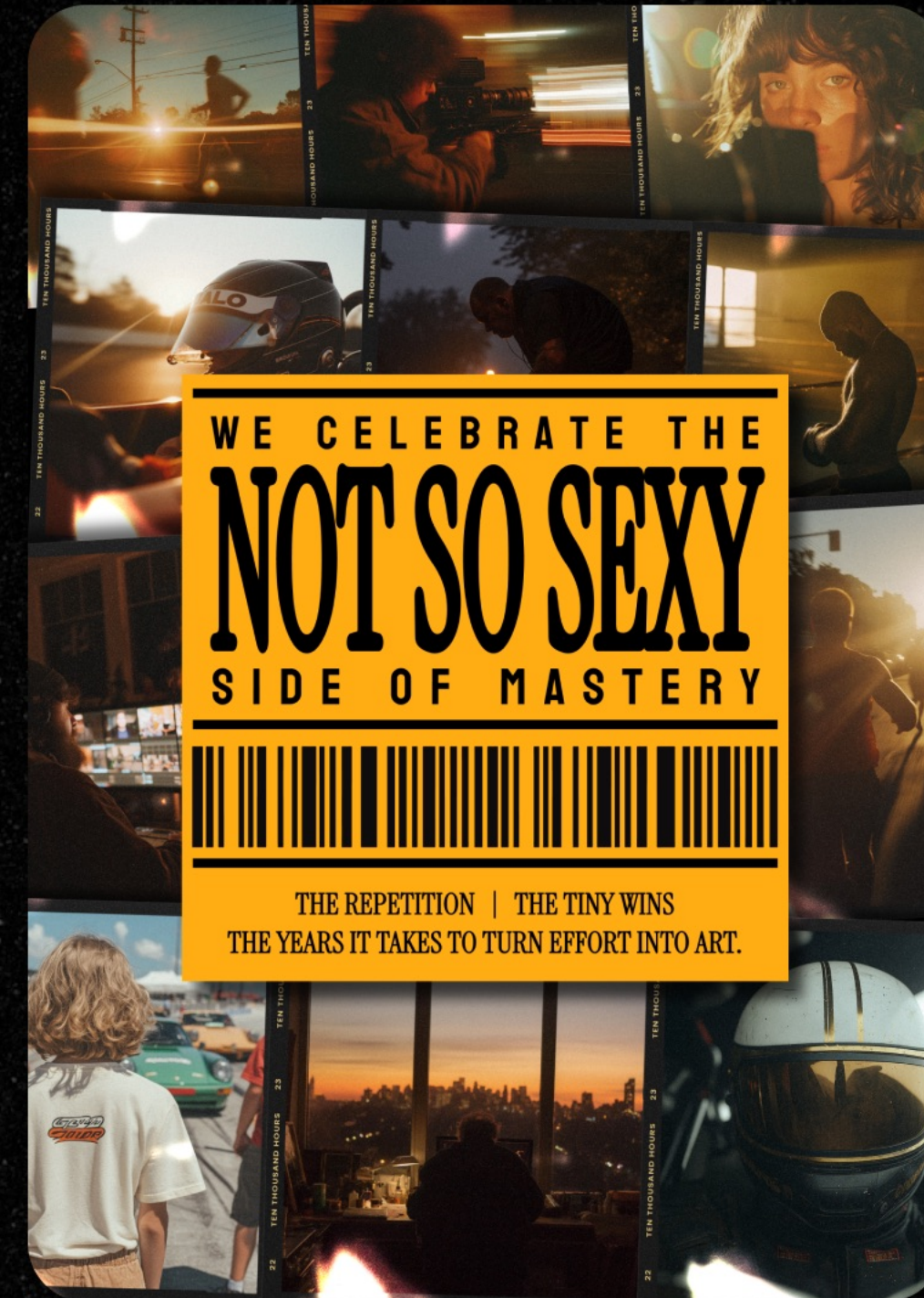
WE'RE HERE FOR THE LONG-HAUL.

For the ones who wake up early, stay up late, and quietly put in the hours when no one's watching.



10,000 HOURS IS A GROWING COMMUNITY OF PEOPLE

Obsessed With The Process Of Becoming.



WE CELEBRATE THE NOT SO SEXY SIDE OF MASTERY

THE REPETITION | THE TINY WINS
THE YEARS IT TAKES TO TURN EFFORT INTO ART.



We're About Commu

TO YOUR CR

TO YOUR ST

TO YOUR VER

OF SUCCES



Whether You're

CHASING A NATIONAL RECORD

BUILDING SOMETHING FROM ZERO



BECAUSE WE BELIEVE IN SMALL GOALS WITH

MASSIVE IMPACT.

BECAUSE WE BELIEVE GREATNESS ISN'T FOUND. IT'S EARNED



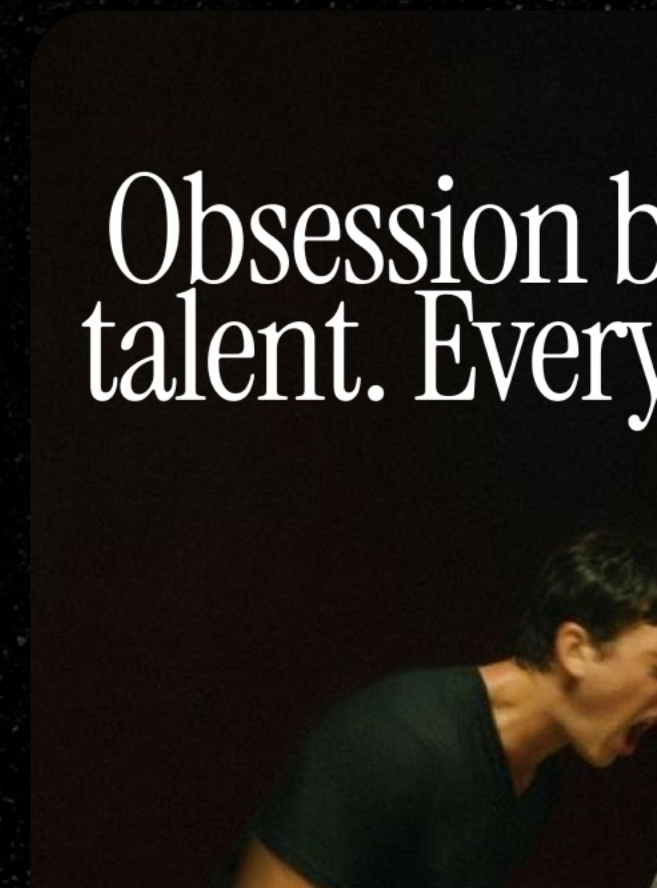
TEN THSD Hours



TEN Thousand HOURS

Think Different.

Steve Jobs



Obsession b

talent. Every

// OUR WORK

AVPN IMPACT SNAPSHOT 2022/23



IMPACT SNAPSHOT 2022/23

Our Year Long Impact in Review

SUSTAINABLE DEVELOPMENT GOALS



The AVPN Impact Snapshot reflects how we create impact as a network and ecosystem-builder in the social investment space in Asia-Pacific. This Snapshot is aligned with a refreshed AVPN strategy and Theory of Change that was completed in the 2022 - 2023 financial year, and to our mission of channelling more capital towards impact in Asia.

We are taking an agile and iterative approach to effectively capturing the breadth and depth of our engagements with our members, starting with cementing practices and processes within our organisation that capture "good enough" impact data. Our intention is to work towards the SDG Impact Standards and the Impact Management Norms as we build out our impact measurement and management processes. We aim to have deeper outcome-level data and a more in-depth report at the end of the next financial year.

As an ecosystem-builder, AVPN engages its members in a variety of activities in order to build capacity, foster connection, seed collaboration, and spur action to grow social investment in Asia-Pacific. Goal 17 of the Sustainable Development Goals (SDGs), Partnerships for the Goals, is at the heart of everything we do. Our commitment to other SDGs extends through our thematic focus areas which include Healthcare and Wellbeing, Gender Equality, Climate Action, and Youth. We also champion our members' social investment activities across these and other SDGs in pursuit of sustainable development in this region.

01

IMPACT STORIES

How AVPN's platforms enable members to deploy non-financial capital, build capacity of impact organisations, and add to the pipeline of potential deals for investment

ISSUE IDENTIFIED

Materials in Works (MIW) is a startup based in Malaysia that upcycles packaging and label waste into reusable paper products. Although it offered a promising solution, MIW founder John Ooi and his team faced challenges raising funds.



ACTIONS TAKEN

As an organisation listed on AVPN's Deal Share Platform (DSP), MIW was informed of various relevant programmes offered by AVPN members, and participated in the Green Changemaker Challenge jointly organised by HSBC Bank and Ashoka. Mentors commended MIW on its simple, creative, and feasible solution and advised the team to build demand by encouraging consumers and businesses to think more sustainably.

Through the DSP, MIW was also able to connect with Yayasan Hasanah, a leading Malaysian grant-making foundation, and was invited to showcase its work at Hasanah's Impact Marketplace as part of the Hasanah Forum at AVPN Global Conference 2023.

OUTCOMES ACHIEVED

John and his team reported that they now have a clearer understanding of how to pitch investors and are able to utilise information that they previously didn't know.

They were also able to meet numerous investors at the Conference and set up several follow-up meetings to explore potential investment.

ISSUE IDENTIFIED

Impact Organisations often do not have a platform to identify other practitioners whom they could work with or learn from. Mien R. Uno Foundation (MRUF) was having difficulty tracking the progress of participants in its Futuremakers Programme*, and in delivering their content digitally.

*Futuremakers Programme by Standard Chartered is a global programme that aims to tackle inequality by promoting greater economic inclusion, especially for disadvantaged young people under 30, girls and those with visual impairments. Futuremakers in Indonesia is conducted by MRUF and CBN Global to provide entrepreneurial training that carries the value of inclusion. The program is open to and seeks to facilitate prospective entrepreneurs through people with disabilities and entrepreneurs affected by the pandemic.

ACTIONS TAKEN

Christabel Putik, Programme Officer from MRUF used AVPN's Grab a Coffee platform to connect with Talitha Amalia, Indonesia Director of Solve Education, a non-profit organisation using technology to deliver STEM education to underserved communities.



OUTCOMES ACHIEVED

Christabel and Talitha's conversation led to a collaboration that saw MRUF offer access to its financial literacy and employability skills content through Ed The Learning Bot, a chatbot created by Solve Education.

This partnership not only helped to improve accessibility to MRUF's content, but also allows the team to monitor the pace of learning and progress of participants through the chatbot, giving the team information to improve its effectiveness.

06



A NOTE ABOUT OUTCOMES

As AVPN's work can be both wide-ranging and deep. It can take several months or even years for outcomes to surface. The work for some of the projects mentioned in this Snapshot began before 2022, but the outcomes only manifested in 2023. Similarly, much of the work undertaken by the Climate, Health, Gender, Youth, Capital Mobilisation, Policy, and Knowledge verticals in July 2022 - June 2023 will yield outcomes in 2024 and beyond. It is our aim to be able to report on those in the next edition of the Impact Snapshot.

ABOUT THE IMPACT MANAGEMENT UNIT

The Impact Management Unit was set up in 2023 with the aim of harmonising impact data collected by AVPN and empowering the organisation to use it as a strategic resource to maximise impact. It consists of a cross-functional team of self-proclaimed "data nerds" who are keen to ensure that we build sound and sustainable impact data practices. The team welcomes any manner of support from informal opportunities to exchange knowledge, to concrete partnerships.

You can reach us at data@avpn.asia.

10

THEORY OF CHANGE

AVPN will seek to increase the flow and effective use of capital deployed towards closing SDG gaps in Asia by



AVPN's Theory of Change articulates how our activities and interventions will bring about the desired outcomes for our members, which include financial and non-financial resource provision, traditional philanthropy to impact investing and blended finance, to **Connect** with members and deploy capital effectively. This confluence of activities propels AVPN to **Lead** in the field.

Member satisfaction, engagement, and retention are key to increasing the flow of capital deployed. Member engagement occurs through a range of verticals, including Markets, Gender Equality, Climate Action, Health Resilience, an Capital Mobilisation. Activities include convenings, peer learning, and knowledge exchange. Funders and implementing organisations, facilitated connections, and policy dialogue, investing, and blended finance.

How AVPN's Philanthropic Funds have enabled funders to try a new approach to, and improve the effectiveness of their giving

ISSUE IDENTIFIED

Traditional grant-giving often ties the use of proceeds to programmatic activities and comes with stringent reporting requirements. This means that grantees are not trusted to direct the funds where they are needed most, and they must dedicate precious time and resources to fulfilling reporting needs. Moreover, the grantee's ability to use the funds to respond to unexpected eventualities on the ground, to innovate, and to work effectively in a crisis is hampered.

ACTIONS TAKEN

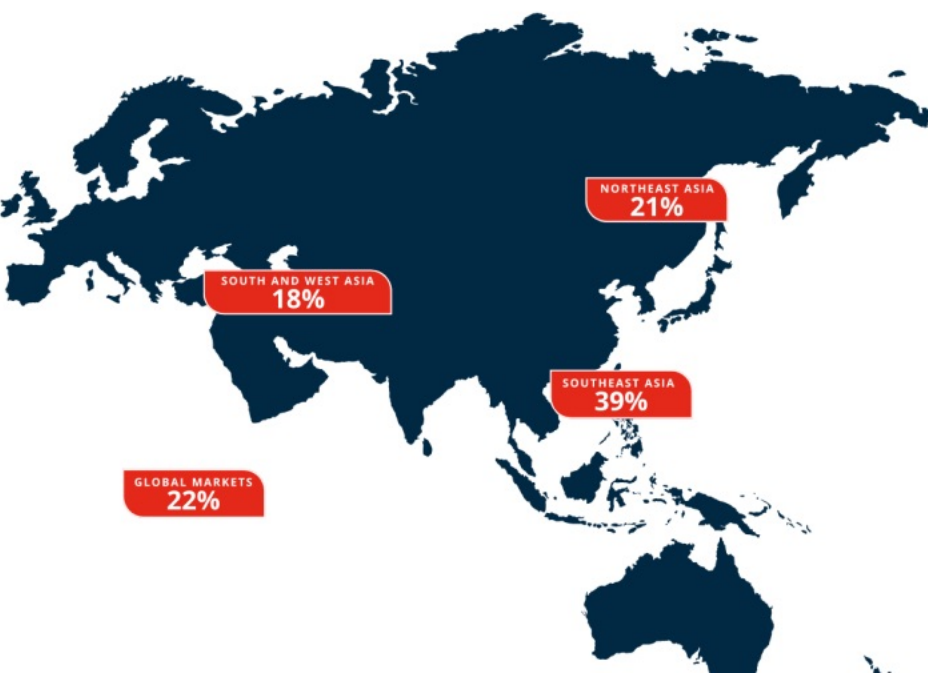
AVPN's first Philanthropic Pooled Fund - which was launched in 2021 by pooling capital from 6 members - challenged the practice of restrictive grant giving. It deployed USD 1.2 million for COVID-19 resilience and relief efforts in Southeast Asia. The unpredictable nature of the pandemic necessitated that the grants be flexible or unrestricted, allowing grantees to use them in areas that they determined whether programmatic or for the benefit of their own organisations. AVPN supported the funders by managing the grantee screening and due diligence process. In order to validate the approach, AVPN turned to Research for Impact (RFI) as an independent evaluator.



Increased SDG-aligned investment through access to giving vehicles and channels and an enabling policy ecosystem



AVPN MEMBERS



How AVPN's initiatives give members a voice in policy outcomes

ISSUE IDENTIFIED

Social investors often face non-regulatory barriers when trying to develop and scale sustainable finance instruments across Emerging Markets and Developing Economies in Asia (EMDEs), including in Blended Finance. Many potential solutions to scale do exist, but the challenge is how to build collaboration and partnerships between social investors and policymakers plus regulators. Advocates of sustainable finance solutions also lack an avenue for having their perspectives heard at the policy level, where enabling factors are often discussed and decided.

ACTIONS TAKEN

AVPN consulted with over 35 members including under-represented voices of Asia-based family offices, impact funds, foundations, Multilateral Development Banks, Development Banks & Development Finance Institutions, and local financial services providers pursuing South-North collaboration on sustainable finance. The consultations delved into barriers related to scaling the use of subordinated capital, guarantees, insurance, and securitisation in order to finance innovative MSMEs that showed the potential to support sustainable social and environmental transitions that protect Asian livelihoods.

OUTCOMES ACHIEVED

The resulting recommendations formed an input paper: Non-Regulatory Barriers to Scaling up Sustainable Finance. This was delivered to the G20 Sustainable Finance Working Group. The findings contributed to the G20 Sustainable Finance report, which was eventually endorsed in the G20 Leaders Communiqué at the meeting in Bali in 2022.



ISSUE IDENTIFIED

Unpaid care and domestic work, also known as the care economy, are vital to society. Women who engage in income-generating activities often struggle to balance their work and care responsibilities.

ACTIONS TAKEN

AVPN consulted with its ecosystem partners and investors already active in the care sector to develop a

PATHWAY TO FIELD OF ENGAGEMENT STATISTICS

Improved partnerships for SDGs through bounded action-oriented convening, dialogue, and brokering



Improved means of closing SDG gaps through informed impact investing, and blended finance. Leaders empowered with the capacity to deploy capital effectively



// OUR WORK

2023 Series Guide

F4 INDIAN CHAMPIONSHIP

CERTIFIED BY FIA




RPPL fmsci PHYSOLE MP FIA

5 ROUNDS. 15 RACES. 1 CHAMPIONSHIP.

Welcome to India's inaugural FIA Formula 4 Championship, hosted by Racing Promotion Private Ltd (RPPL). Five rounds, fifteen races from Oct-Dec '23.

Twelve seats, eligible for 12 points for the FIA super license. Level playing field with a single technical partner.



MEET THE TEAM.

Founded in 1994, **MP Motorsport** embodies passion, family, equality, and talent development, striving to become a top international racing team. With 20+ nationalities, they serve as a pathway to motorsport greatness, competing in every F1 series: F1 Academy, Eurocup-3, F4, FRECA, F3, and F2.

They facilitate young drivers' acceleration towards Formula 1 and professional racing careers. Their ambition is to support international drivers and technicians from the start, to the highest level.

Racekraft GB Pvt Ltd (RGB), based out of the UK, are the Official Grid Partner for the F4IC, managing all enquiries and driver registration for F4I.



MEET THE CAR.


ALPINE 1.3L TURBOCHARGED ENGINE, MYGALE F4 GEN2.

Experience the thrill of F4I, featuring the FIA certified Mygale Gen2 F4 car. Equipped with the Halo safety feature and powered by an Alpine 1.3L turbocharged engine, this dynamic duo delivers adrenaline-fueled racing experience on the track.



// MED VALUE



Media Value: In 2022, the Indian Racing League's efforts created a value of €24.5M for owners. With on Youtube, TV, broadcasting in India and the international radio coverage, press coverage, and social media, IRL 2023 are poised to grow and build.



€24.5M Net media value

- Net TV, India (47%)
- Net RoW, TV (18%)
- Digital - OTT (13%)
- Social (10%)
- Print (8%)
- Other (6%)

// PROVISIONAL CALENDAR

<p>Hyderabad Street Circuit Round 1 (4th-5th Nov)</p> <p>Weather L: 17 H:30 0% chance of precipitation</p> 	<p>BIC - Greater Noida Round 2 (18th-19th Nov) Round 3 (21st-22th Nov)</p> <p>Weather L: 13 H:28 1% chance of precipitation</p> 
<p>MIC - Chennai Round 4 (2nd-3rd Dec)</p>	<p>Chennai Formula Racing Circuit* Round 5 (9th-10th Dec)</p>

// DRIVE PACKAGE

Primary costs	
5 rounds (15 races) ¹	€115,000
5 test days ¹	€30,000
Insurance	€10,000
Total package	€155,000
Additional charges	
Per-race participation ²	€27,500/race

CHAMPIONSHIP PRIZES

WIN 12 SUPER LICENSE POINTS + €100,000

1 WEEKEND. DOUBLE THE RACING ACTION WITH INDIAN RACING LEAGUE AND F4I.

F4I will run as a support series to the 2nd season of the Indian Racing League, a one of its kind franchise racing league with 6 city-based teams competing.

F4I

Operated by MP

Each F4I driver will be allocated an experienced MP (dedicated) mechanic and the two drivers in a franchisee, will share an experienced MP race engineer.

IRL: Operated by RPPL

The Indian Racing League (IRL), which is overseen by RPPL, comprises a team of four drivers. This team is composed of two Indian drivers and two international drivers, with the requirement of

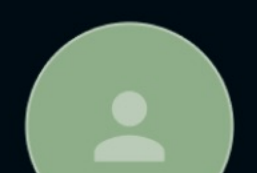
CONFIRM DRIVERS




Dion Gowda



Akshay Boh



T.B.A.



T.B.A.

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LAKSH BAFNA
DRIVER PROFILE 2024



ABOUT LAKSH


DISCIPLINE KARTING | **TEAM** KARTKREW MOTORSPORTS

Laksh Bafna is a young Indian karting driver currently competing in the Rotax Max Championship across India and Asia.


He gained recognition after securing a scholarship to the Meco FMSCI NKC Rotax Max Karting Championship through the RPPL Karting Super Series Championship, which aims to nurture young racing talent in India.

Laksh has ambitious goals, including competing in GT Championships by 2025, and continues to hone his skills on tracks worldwide.

CAREER STATISTICS



2022 → START OF RACING CAREER	PARTICIPATED IN
Indian National Karting Championship : Laksh began his racing career with his participation in the Indian National Karting Championship in 2022.	2 National series 2 International Championships



2023

<p>AUG - DEC INDIAN NATIONAL KARTING CHAMPIONSHIP</p> <p>OVERVIEW</p> <p>05 Rounds 04 Race Starts</p> <p>BEST RESULT</p> <p>Round 1 P12</p>	<p>APRIL MERITUS CUP 2023</p> <p>OVERVIEW</p> <p>03 Rounds 02 Race Starts</p> <p>BEST RESULT</p> <p>Round 1</p>	<p>SEPTEMBER ROK CUP SINGAPORE</p> <p>OVERVIEW</p> <p>06 Rounds 1 Race Starts</p> <p>BEST RESULT</p> <p>Round 4 P10</p>
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2025: KARTS TO CARS

With his strong foundations set in karting, Laksh will make the jump from karts to cars in 2025 with testing the Formula LGB cars. A testing period that will see him adjust to a range of driving cars will also see his transition out of karts and onto the path that will take him to the top of GT Racing.

F4 INDIAN CHAMPIONSHIP

ABOUT
The Indian F4 Championship, launched in 2023, is a key platform for developing young Indian racing talent. FIA-certified, it uses Mygale F4 Cars, offering participants international-standard racing experience. The series bridges the gap between karting and advanced formulas, helping drivers progress in single-seater racing. It plays a crucial role in growing India's motorsport presence and preparing drivers for global competitions.

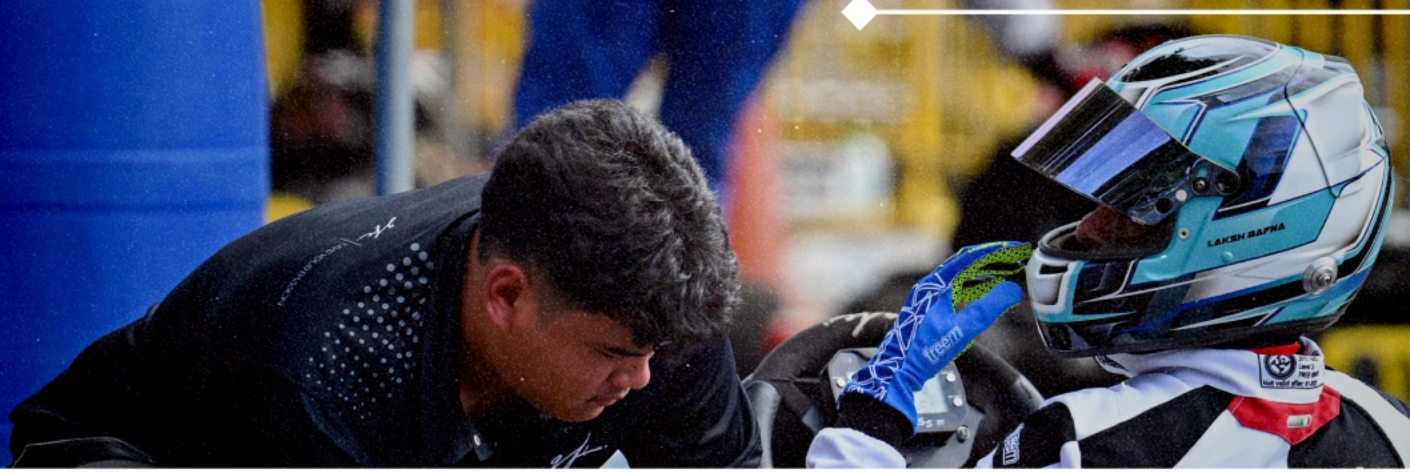
MEDIA VALUE

Reach In Season	6M	Viewership	7.6M
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PORSCHE CARRERA CUP

ABOUT
The Porsche Carrera Cup is a prestigious one-make racing series featuring identical Porsche 911 GT3 Cup cars. It serves as a proving ground for emerging talent and professional racers, providing close, competitive racing on international circuits. The series emphasizes driver skill, as all competitors use identical machinery. As part of Porsche's global motorsport program, it plays a crucial role in developing drivers for higher levels of racing, including GT and endurance championships.

MEDIA VALUE




CAREER PATHWAY

Laksh's aim is to race in the premier class of sportscar racing, GT3 for a factory team. His aim to win the Le Mans starts for his love for road cars and his fascination with track-to-road technology transfer.


CAREER TIMELINE

Laksh's racing career started in 2022 where he discovered his passion on the race track in Thrissur. Since then, he's leveraged every opportunity to compete and fine-tune his race craft on track.

He participated in several 4 stroke races before finishing P5 in Karting Super Series, a pan-India racing event, where he received a scholarship to test 2 stroke karts.



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**THE BRAND
REDBOOK**

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Brand Guidelines Version 1.2.

Last Updated May 2025

Designer Reference

01 **Philosophy.**

**DESIGN
EMPATHY
COLLABORATION**

Story
We're a group that celebrates the people and culture of Indian and SEA motorsports.

Positioning
Our Journey began at the 2022 Singapore GP, where we saw the power of community and representation when a group of Chinese fans proudly cheered on Zhou Guanyu.

Vision
We want to encapsulate that spirit of celebration and community around building heroes of motorsport through our content platform and media company.

Purpose
Creating eye-catching personalities, historically and regardless of sport, does wonders towards building positive public perception and culture of said sport, and accelerates the growth and fostering of new talent.

Purpose
We want to create a world where motorsport culture is celebrated, regardless of geography and economic status, and local heroes are made to inspire people through motorsports.

Purpose
To augment and elevate the creative and brand strategy of Southeast Asian motorsport brands, athletes and racing teams.

Brand Guidelines Version 1.2.

THE LOGO

THE LOGO

Simply Iconic.
The logo is a simplistic, stylised representation of a Hairpin Bend, a popular type of curve found on roads. It is known for inducing a sudden, dynamic change in manoeuvring on the track.

Turn 6 of Circuit de Monaco

03

LOGO GUIDELINES | VARIANTS

FULL LOGO	BRAND MARK	WORD MARK
<ul style="list-style-type: none"> Communication: Formal, Direct Placement: Announcements, Headers, Internal Communication, Invoices 	<ul style="list-style-type: none"> Communication: Informal, Intriguing, Bold Placement: Statements, Body, Headers, Collaborations 	<ul style="list-style-type: none"> Communication: Informal, Direct, Versatile Placement: Announcements, Footers, Divisions

Design Principles
There are three logo variants. Each variant has its own strengths. Each variant may be used with creative discretion, but has individual usage recommendations nonetheless.

Practical Application
1. Analyse (the creative's) tone of communication.
2. Analyse where the logo should be placed.
3. Choose which variant to pick.

04

LOGO GUIDELINES | GUIDING PRINCIPLES

1. The logo must be consistent.
Don't flip it.
Don't warp it.
Don't edit the **base vector**.
Don't use it with non-brand colours.

Brand Guidelines Version 1.1.

HAIRPIN CO.

<p>FAIRMONT RED #FF5349</p> <p>Fiery Bold</p>	<p>HARBOUR BLUE #162CF1</p> <p>Cool Informative</p>	<p>P1RPLE (PRONOUNCED PUHR-PUL) #6916F1</p> <p>Intriguing Special</p>
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GRAPHICS | CATEGORIES

**DESIGN ASSET
CATEGORIES**

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L.I.M.E 2.0
LAUNCHPAD FOR INDIAN MOTORSPORTS ENGINEERS

BECOME A RACE ENGINEER

COHORT 1
15 - 27TH JUNE

COHORT 2
05 - 17TH JULY

UMA

@unitedmotorsportsacademy

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WHAT ADRIAN NEWEY HAS THAT YOU DON'T:

A comprehensive motorsport portfolio. Start building yours with **LIME** today

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L.I.M.E 2.0
LAUNCHPAD FOR INDIAN MOTORSPORTS ENGINEERS

WOMEN IN MOTORSPORT SCHOLARSHIP

Two fully funded and four 50% funded scholarship for LIME 2.0

SWIPE

L.I.M.E 2.0
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MOTORSPORTS NEVER FAILS TO SURPRISE.

NEITHER DO WE.

FEEL LIKE YOU'RE MISSING OUT? JOIN US NOW!

REGISTER FOR
Cohort 2 5-17 JULY

INVITATION

WELCOME TO THE LAUNCH OF L.I.M.E 2.0

UMA | L.I.M.E 2.0

Hey [common noun]!

We cordially invite you for inauguration of LIME 2.0: (Launchpad for Indian Motorsport Engineers) Program and reopening of the D&O Motorsports Facility.

This exclusive 13-day program, scheduled to take place from 15-June to 27-June, is designed to provide an unparalleled educational experience in motorsport engineering to a selected group of 200 promising students from across India.

Come celebrate with us as we open the doors to our renovated facility! Tour the buildings, meet our team of engineers and students, and discover how we're creating a motorsports environment for the country.

See you soon!

D&O MOTORSPORTS, NAVI MUMBAI | 15TH JUNE, 2024 | 10:00 AM

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UNITED MOTORSPORTS ACADEMY

GOLDEN TICKET F4 INDIAN CHAMPIONSHIP EXCLUSIVELY

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Your messages have...
Your passion has...
And we want you to be the...

UMA | L.I.M.E 2.0

YOUR GATEWAY TO THE INDIAN F4 CHAMPIONSHIP

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COHORT 1
15 - 27TH JUNE

COHORT 2
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REGISTER NOW

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LAUNCHPAD FOR INDIAN MOTORSPORTS ENGINEERS

START CONNECTING YOUR DOTS

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L.I.M.E 2.0
LAUNCHPAD FOR INDIAN MOTORSPORTS ENGINEERS

HERE IS HOW WE HELP YOU BUILD A CAREER IN MOTORSPORTS

L.I.M.E 2.0
LAUNCHPAD FOR INDIAN MOTORSPORTS ENGINEERS

CURIOUS WHAT LIME 2.0 LOOKS LIKE?

WATCH NOW

START BUILDING YOUR MOTORSPORT FUTURE

EXPLORE BOTH THEORETICAL AND PRACTICAL SKILLS
VEHICLE DYNAMICS > ASSEMBLY > 3D SCANNING

PROGRAM DATES


15 - 27 JUNE
COHORT 1

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R1

HOME CAREER TIMELINE SPONSORS MEDIA FOR SPONSORS



RALF ARON

From karting prodigy to Italian F4 champion, Ralf Aron's journey has taken him through Formula 3, team management at Prema, and now, the world of GT racing as a Mercedes-AMG factory driver. Follow his next chapter in IMSA and beyond.


R1

HOME CAREER TIMELINE SPONSORS MEDIA FOR SPONSORS

CAREER TIMELINE

2010-14 ✓ 2015-19 2020-24

2010 2011 2012 2013 2014




🏆 Estonian championship in the Raket class1.
🏆 Secured 7 wins and 9 podium finishes

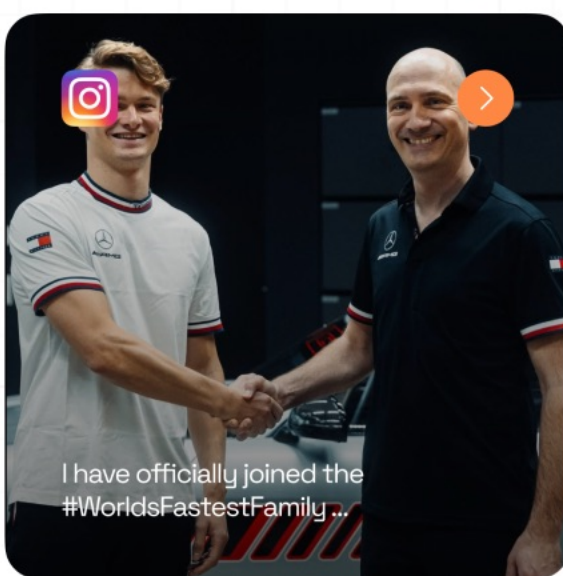
R1

HOME CAREER TIMELINE SPONSORS MEDIA FOR SPONSORS


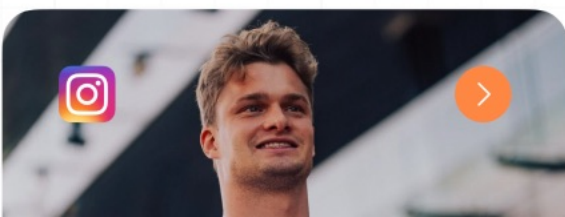
MEDIA & ARTICLES



ABC.com
GUEST WRITER ON ABC
Ralf Aron: My Journey



I have officially joined the #WorldsFastestFamily ...




R1


HOME CAREER TIMELINE SPONSORS MEDIA FOR SPONSORS

2025 AND BEYOND


CURRENTLY COMPETING IN: 2025 IMSA SPORTSCAR CHAMPIONSHIP



Ralf Aron is currently competing in the 2025 IMSA SportsCar Championship with Lone Star Racing, driving a Mercedes-AMG GT3 in the GTD class. He made his Rolex 24 debut at Daytona in January 2025 alongside Dan Knox, Scott Andrews, and Eric Figueiras. He has also been involved in the Asian Le Mans Series GT category with Climax Racing.




Looking ahead, Aron's focus remains on GT racing, building on his recent success with Mercedes-AMG. As a factory Junior driver, he sees opportunities to grow within the brand's racing programs, with future plans potentially including major endurance events like the IMSA Michelin Endurance Cup and expanded European GT competition.



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Hey

If this is what w
imagine what w

We'd love t



LET'S TALK

TEAM @ COF-DESIGN.COM

- Book A Consultation
- Drop Us Your Current Pain Point
- Let's Build Your Next Asset – Beautifully