

KACA Consulting

Alex Howell, Andrew Howell, Charlie Erker, Kevin Beyer

Strategic Fit

Goals:

- 3x Valuation
- Established as the predominant US women's volleyball league

Capacity:

- 11 Teams
- Franchise expansion model

Constraints:

- 20 Million dollar initial investment
- 10 Year time frame

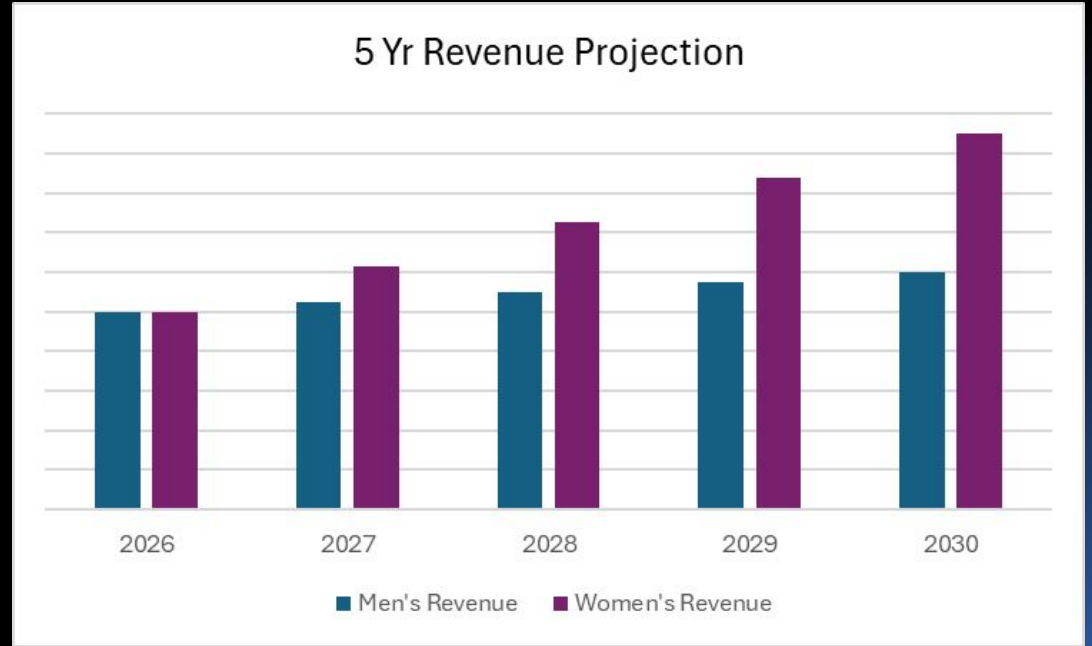
Goal #1

Be the
Predominant
Women's
Volleyball
League



Market: Women's Volleyball is Exploding

- 800 million fans worldwide
- 2025 NCAA Women's Volleyball season on ESPN was most watched on record
- Women's sports revenue growing 4.5x faster than men's

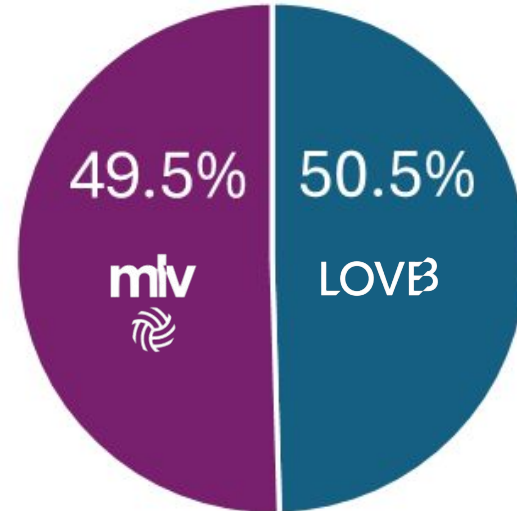


Environment: MLV Lacks Substantial Market Share



Problem - Insight - Solution - Timeline - Financials - Impact

2025 Average Viewership Per Match*



*Based on limited available match viewership data



Goal
#2

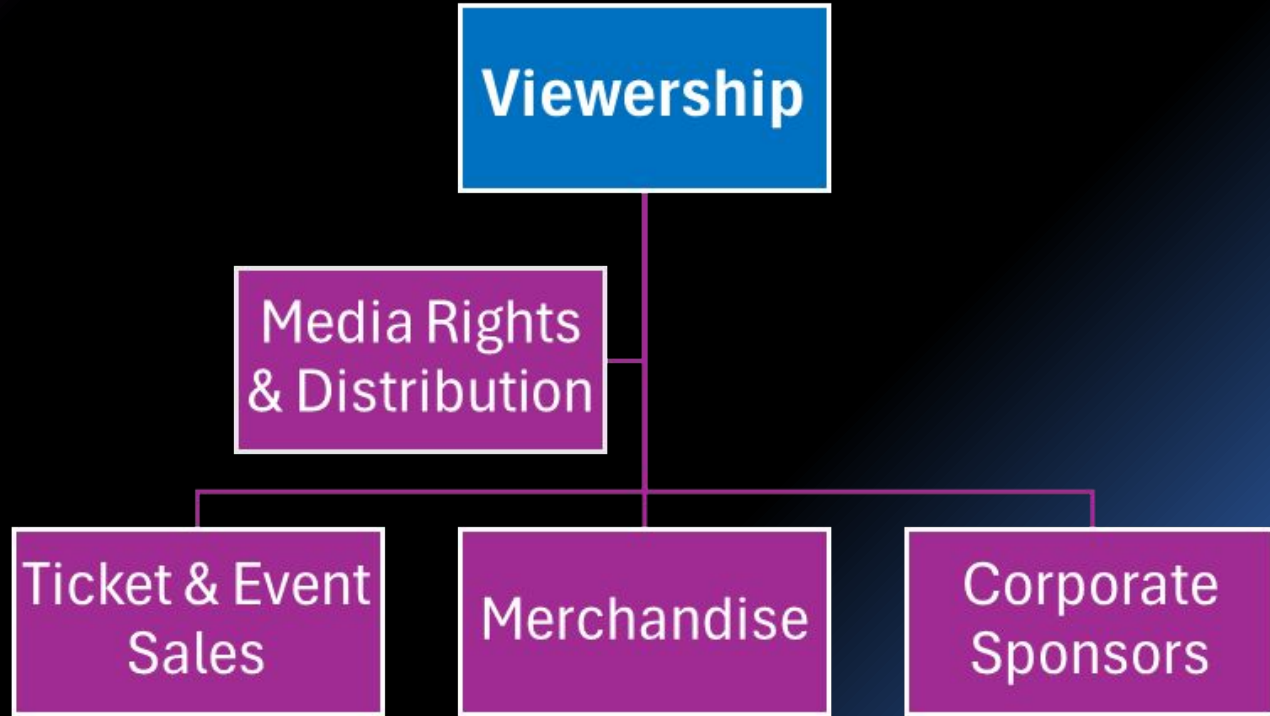
3x Valuation
in 10 Years



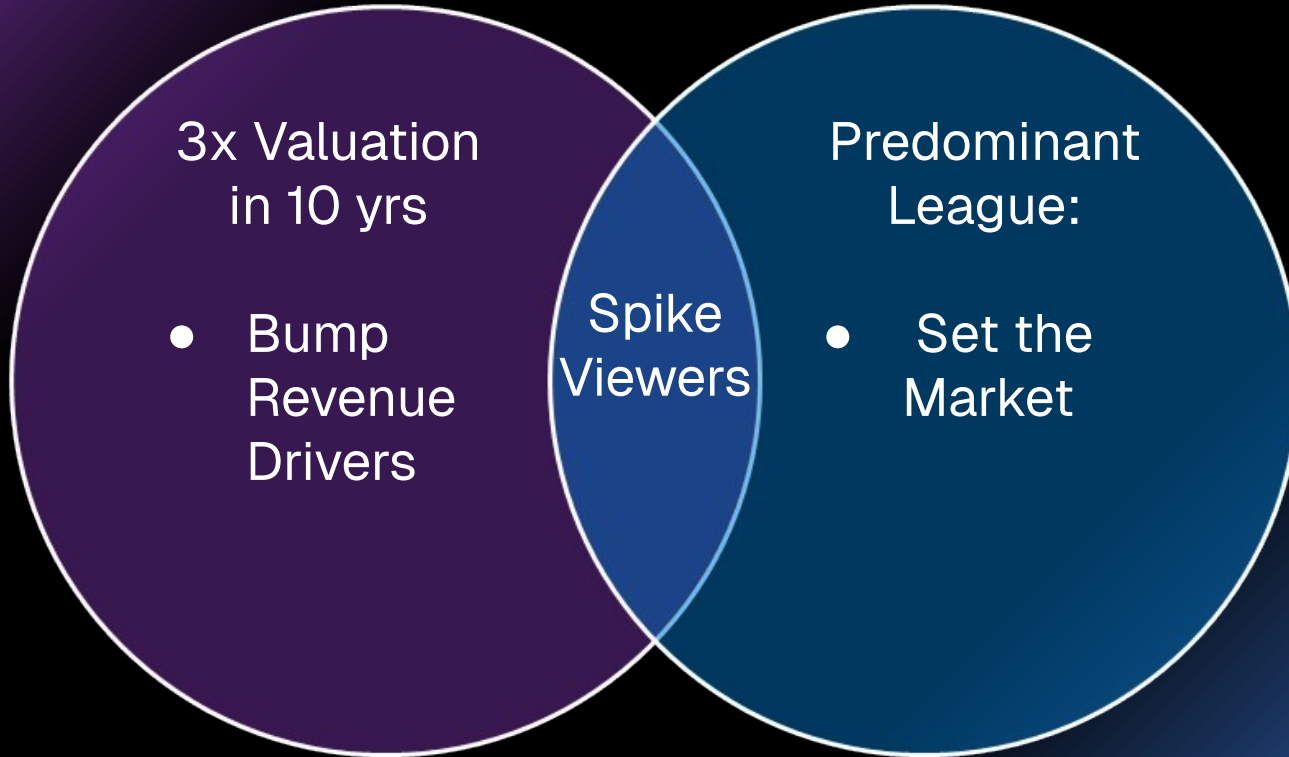
Increase Viewership to Drive Revenue

For every additional viewer

- MLV Earns \$1.35 through TV Distribution
- 4.5% will attend a live game
- 45% of that will purchase merchandise

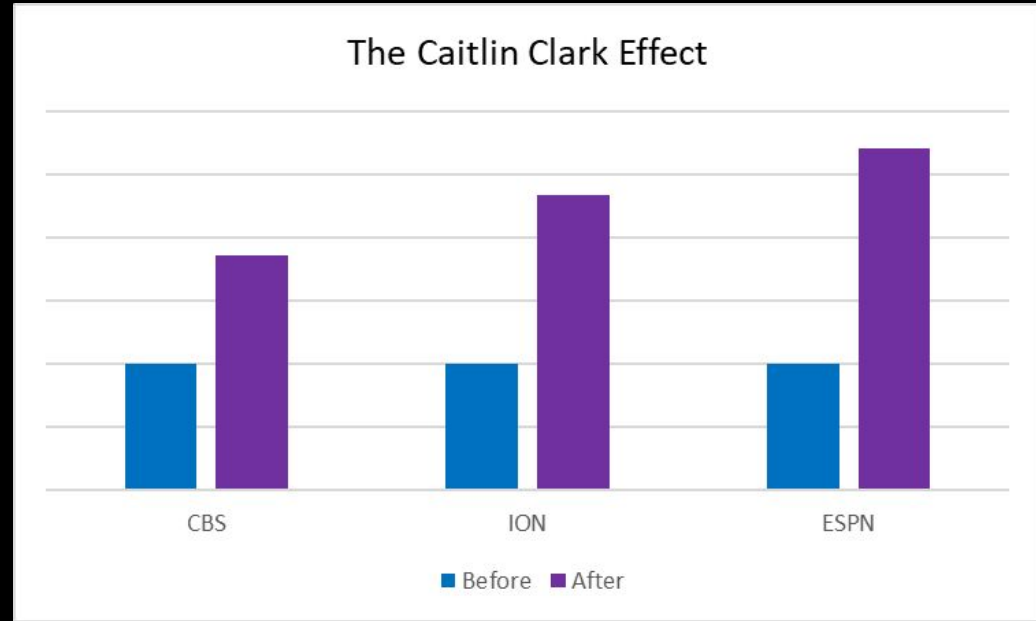


Bump. Set. Spike.



The Caitlin Clark Effect

- Clark and Reese's story drove viewers to the WNBA
- ESPN saw 170% increase in viewership the year they joined the league
- Biggest game between Chicago Sky and Indiana Fever (2.25 million viewers)



Produce an MLV Docuseries to 8x viewership



Problem - Insight - **Solution** - Timeline - Financials - Impact



Highlight Players Stories to Spike Viewership

- F1 commended for the “spotlight it has placed on the personality” (F1)
 - 53% of fans credit Drive to Survive as reason for viewing F1
- Full swing fans become “invested in [players] success”
 - Full Swing: “total linear viewership up 21 percent”



The Docuseries: Above the Net

- 3 strategically launched seasons of 8 weekly episodes
- Highlight 4 players a season
- Focus on the stories and personalities of our players
- Increase franchise value to boost league growth



Problem - Insight - **Solution** - Timeline - Financials - Impact



The Legend - The Rivalry - The Rookie



Problem - Insight - **Solution** - Timeline - Financials - Impact



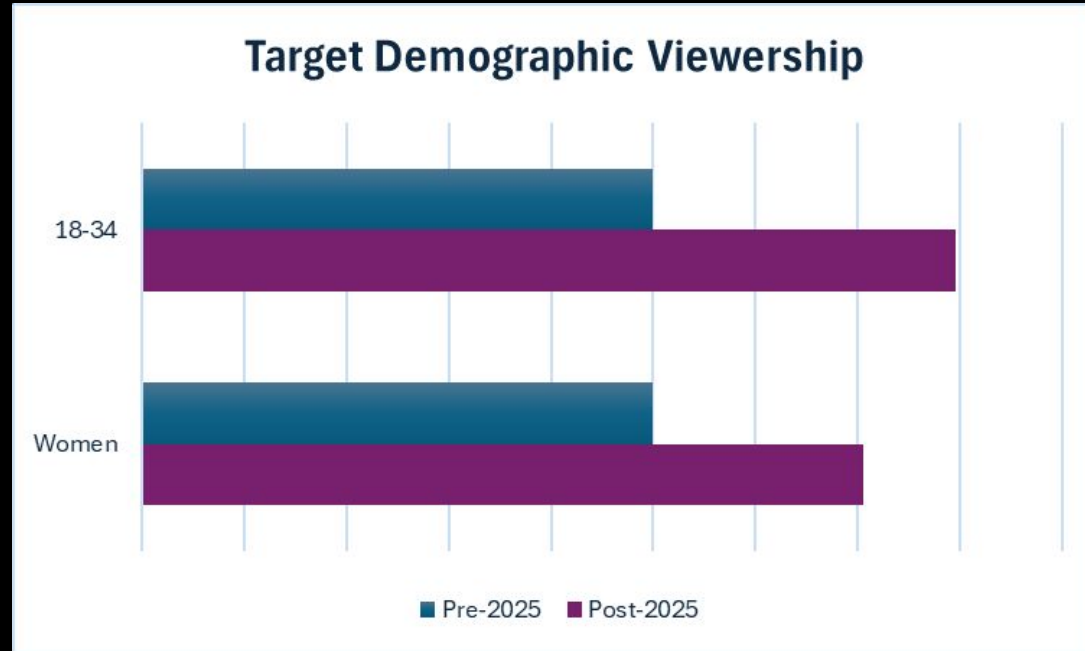
The Next Chapter: Acquire Top Talent

- For top female athletes 70% of their income is from sponsorships
- More views provides more earning opportunity
- More earning opportunity draws top talent



Customer: Significant Rise in Target Demographics

- NCAA Women's Volleyball 59% bump in viewers aged 18 to 34
- 41% Rise in Women's Viewers



Partner with Netflix for Docuseries

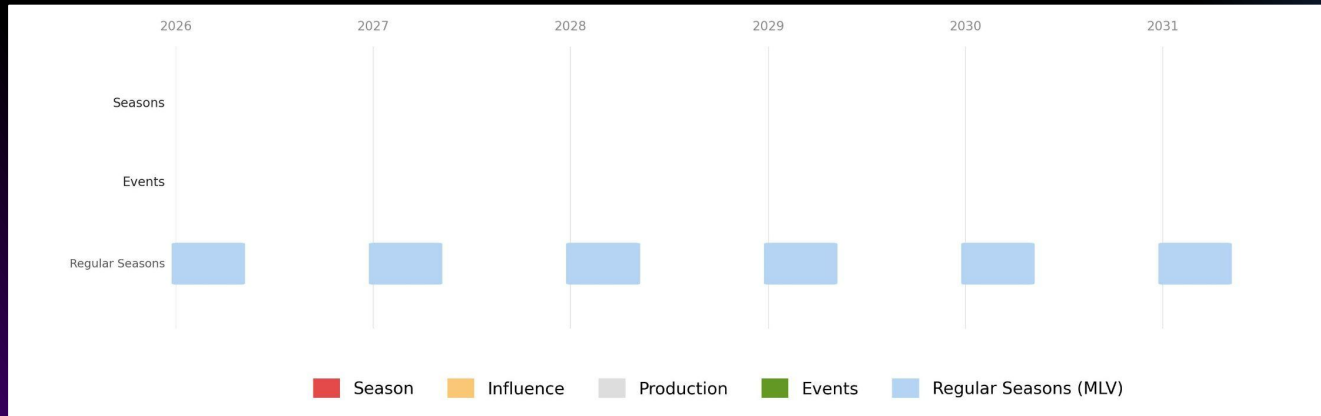
- Reach target Audience with “More 18-34 viewers than any other U.S. broadcast”
- \$18 Billion on original content in 2025
- Fund for creative equity “Netflix invests in programs that identify and support new voices and perspectives”



MLV's Current Timeline

MLV Season

- January - May
- 154 Games across 11 teams



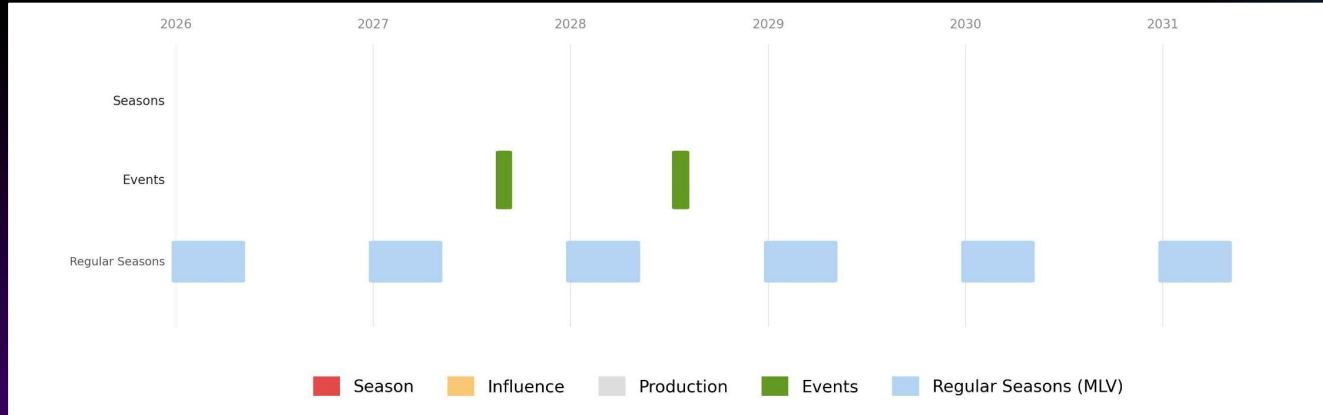
Key Events

FIVB

- Aug - Sept 2027
- 500 million peak viewership

Summer Olympics

- July 2028
- 30 million domestic viewership



Capitalize on Volleyball Popularity

Season 1

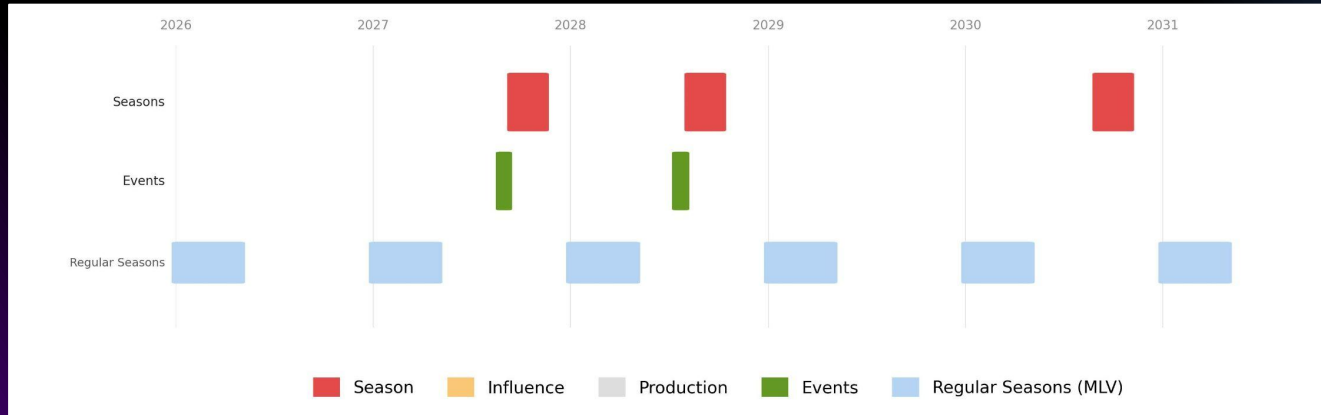
- Sept 14th - Nov 14th
- 1 week after FIVB

Season 2

- Aug 7th - Oct 7th
- 1 week after Olympics

Season 3

- Sept 1st - Nov 1st



Time Influence with MLV Season

“63% of total viewers tuned in during the two months following “Full Swing””

Season 1

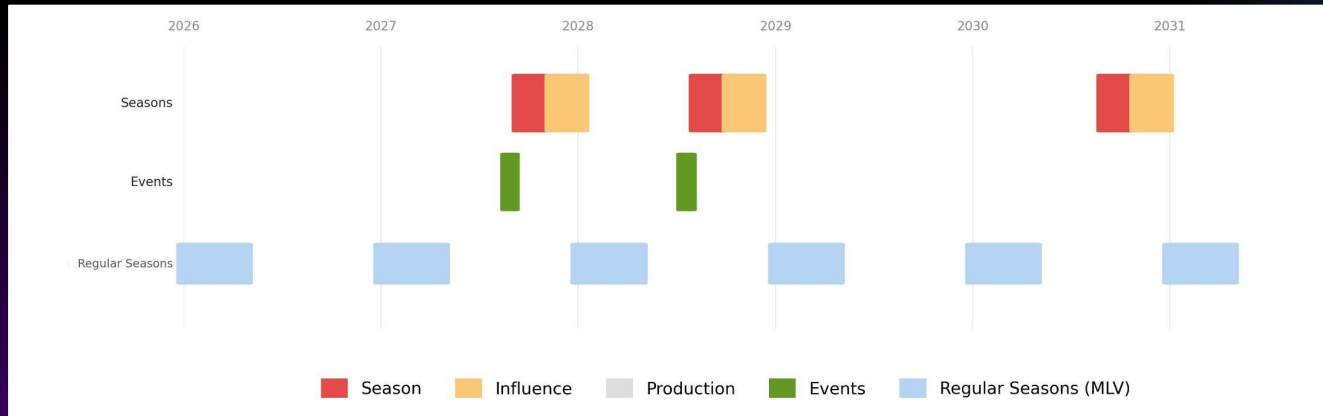
- Peaking Jan 14th

Season 2

- Peaking Dec 7th

Season 3

- Peaking Jan 1st



Production

Pre-Production

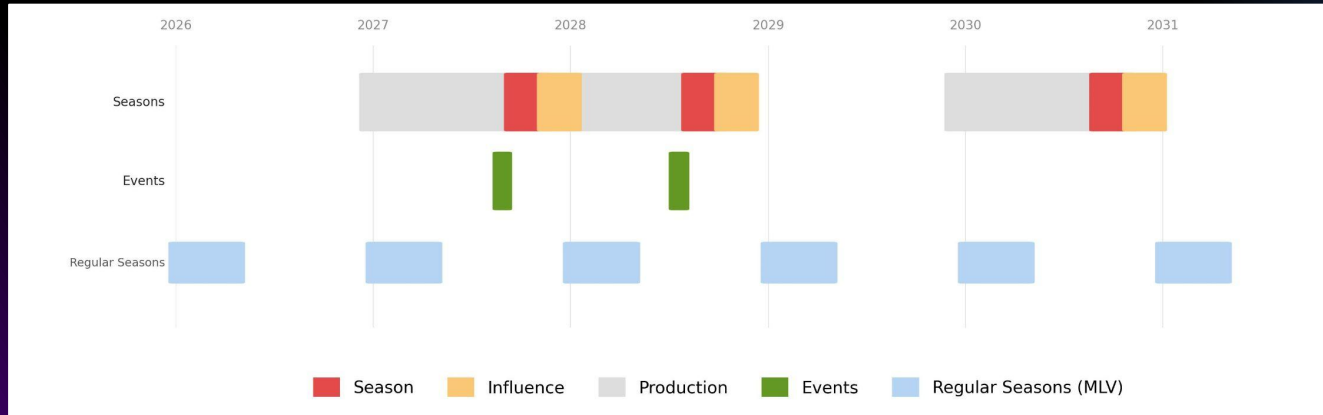
- Creative, Logistics, Prep
- 1 Month

Filming

- 3 Months In-Season
- 2 Months Post-Season

Post-Production

- Mastering and QC
- 4 Months



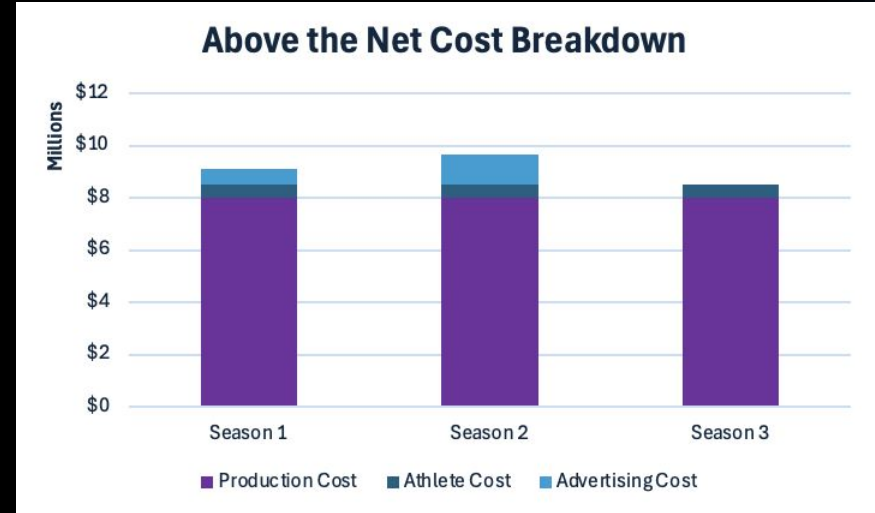
Potential Challenges

01	Do Not Achieve Projected Viewership	<ul style="list-style-type: none">• Time tested and reliable advertising events• Best platform for highest growing audience
02	Star Players Pass Opportunity	<ul style="list-style-type: none">• Double salary• Opportunity for team exposure• Spotlight sets up brand deals
03	Project Delayed Due to Tight Production Timeline	<ul style="list-style-type: none">• Buffer time within production schedule• Clear milestones and deadlines set from day one
04	LOVB Counters with Similar Campaign	<ul style="list-style-type: none">• Production time• Lose first to market advantage• Missing key launch points



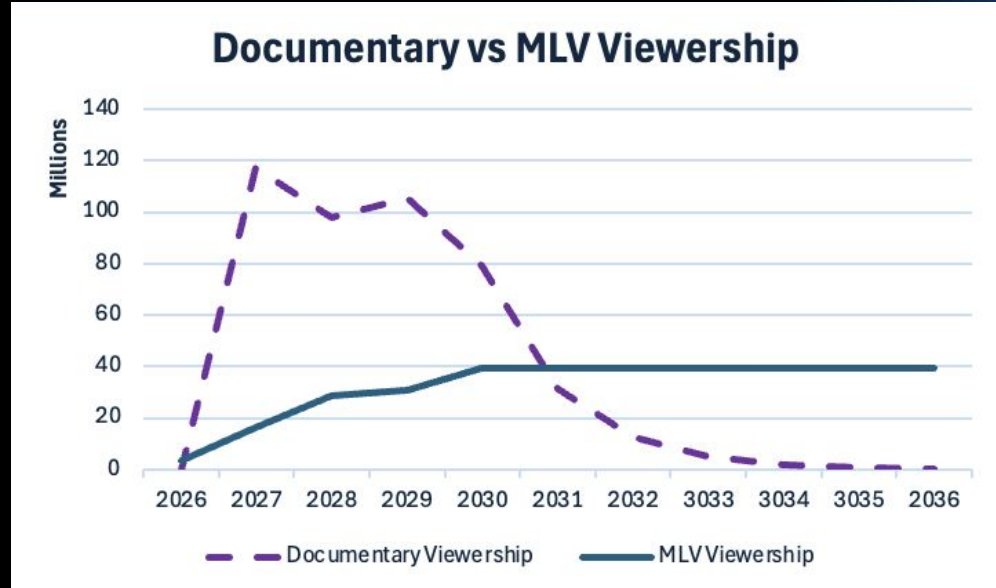
Financial Impact: Cost Allocation

- 8 Episode Netflix series costs approximate \$8 million
- Pay 4 stars total of \$500,000
- FIVB Advertising of \$603,000
- Olympics Advertising of \$1,175,000
- Reinvest \$7.5 million of cash flows to assist in cost of season 3

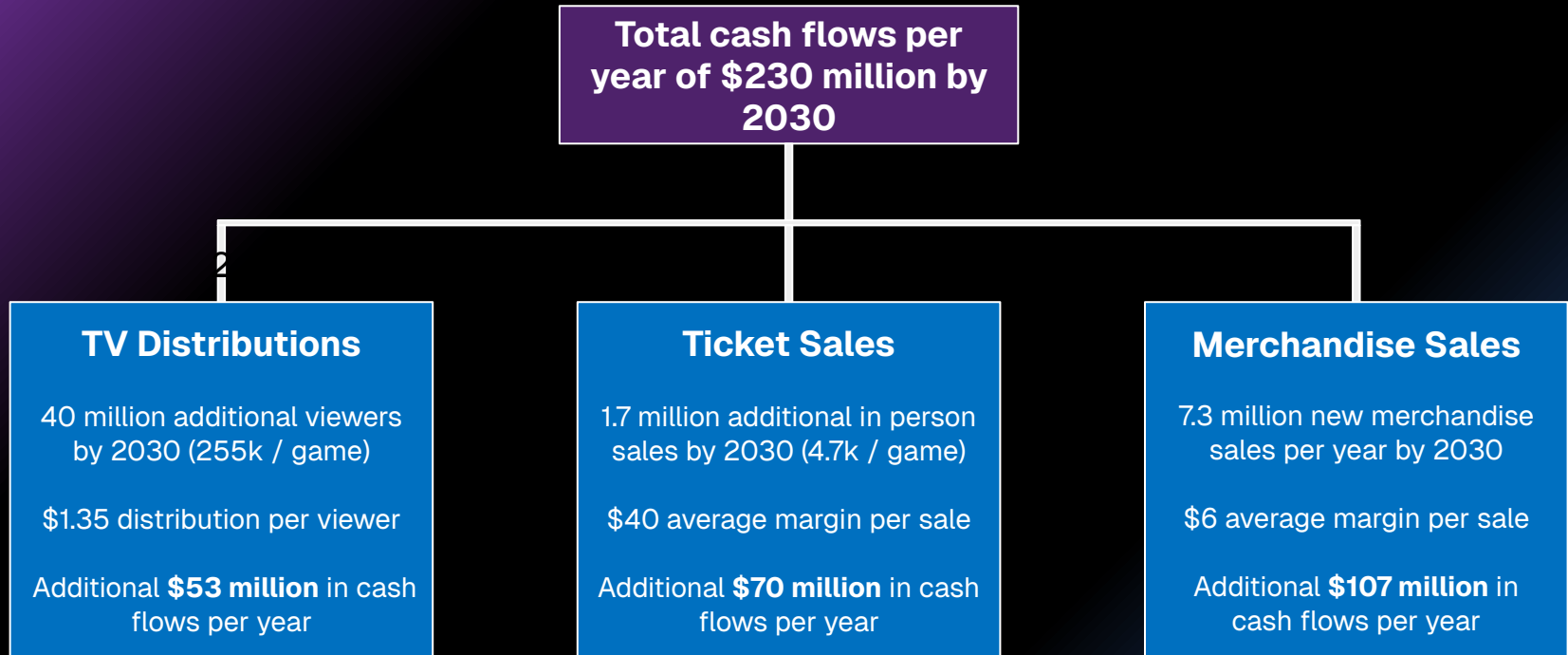


Above the Net Will Substantially Increase Viewership

- 36% will view a documentary on a sport they aren't familiar with
- 14% will go watch the sport in the documentary
- Netflix has 325 million subscribers growing at 7.5% annually



Revenue Will Grow Due to Extensive Viewership



MLV Will Reach Investor Valuation Expectations

\$325 million current valuation + \$733.73 million project NPV
= \$1,058.73 million MLV Valuation

\$1,058.73 million expected valuation - \$975 million goal valuation
= \$83.73 million above goal



Impact

Goals:

- 3x Valuation
- Established as the predominant US women's volleyball league

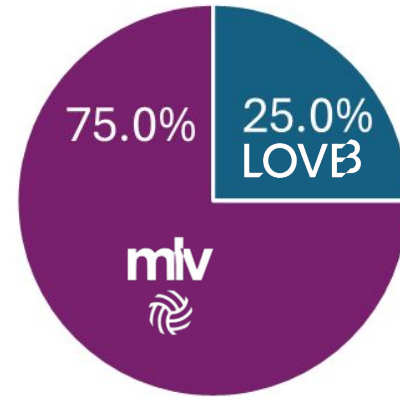
Solution:

- Docuseries highlighting players stories to drive viewers to the MLV

Outcome:

- Spike viewership by 40 million YoY
- Increase revenue by \$230 million YoY
- Projected Market share: 75% of Viewers
- Y10 Valuation: \$1,058.73 million

2036 Projected Average Viewership Per Match



Appendix

[Problem Sources](#)

[Solution Sources](#)

[Timeline Sources](#)

[Cost Breakdown](#)

[Viewership Breakdown](#)

[Project Valuation](#)

Problem Sources

[Appendix](#)

- PVF & LOVB Viewership- [Sports Business Journal](#)
- Record Regular Season Viewership, Women's Revenue 4.5x - Case
- Ending Market Share = $MLV * 7.5X$, $LOVB * 7\%$ CAGR = 400k vs 100k

Solution Sources

[Appendix](#)

- The Caitlin Clark effect - [WNBA](#)
- MLV website (Stats for players) - [MLV](#)
- F1's Drive to Survive (53% viewers) - [NY times](#)
- 18-35 Netflix stat - [Ttv](#)
- More from sponsors - [Sportico](#)

Solution Sources

[Appendix](#)

- ESPN, F1 viewership numbers increase - [ESPN](#)
- F1 highlights personality - [F1](#)
- Full Swing creates invested fans - [Golf Digest](#)
- Caitlin Clark ups ratings - [yahoo sports](#)
- Netflix equality - [Netflix](#)

Timeline Sources

[Appendix](#)

- FIVB peak viewership - [FIVB](#)
- Summer olympics peak viewership - [NBC](#)
- Full Swing viewership timeline - [Golf Digest](#)

Cost Breakdown

[Appendix](#)

- According to [Stat Significant](#) each episode of a Netflix Docuseries costs an estimated \$1 million
- Payroll is highlighted in the case packet to range from \$60k-\$175k, we almost double max payroll at \$125k per player (\$500k per season total)
- Advertising for FIVB is costed at \$20 per 1000 viewers in TV advertising according to [Keynes](#) with an expected viewership throughout of 804,000 per 15 games according to [FIVB](#)
- Advertising for the Olympics is costed at \$20 per 1000 viewers in national TV advertising according to [Keynes](#) with an expected viewership of 23.5 million according to [SportsPro](#)

Viewership Breakdown

[Appendix](#)

- According to OnePoll Market Research 36% will watch a documentary on a sport they previously have not watched and 14% of that will continue to watch the sport [OnePoll Market Research](#), [Article Referencing Data](#)
- Netflix has 325 million subscribers according to [Yahoo Finance](#) and is growing at 7.5% per year according to [AOL](#)
- Viewership of second and third season of a show release rated as “good quality” by IMDB perform retain 78% and 70% respectively according to [Stat Significant](#). Additionally, a year after season release (and no new season planned release) documentary viewership will decline 63% according to [Ampere Analysis](#)

Revenue Breakdown

[Appendix](#)

- TV Distributions: pays \$1.35 per additional viewer based on available public contract between CBS and Unrivaled (3v3 women's basketball) for 100 million with 12 million viewers over 6 years according to [SportsBusinessJournal](#)
- Ticket Sales: ticket sales price of \$100 according to [MLV Ticket Sales](#) and average margin of 40% for in person events according to [EconEdLink](#) (\$40 margin)
- Merchandise Sales: merchandise sales price of \$30 according to [MLV Merchandise](#) with average margin of 20% according to [TrueProfit](#) (\$6 margin)

Project Valuation Breakdown

[Appendix](#)

- Initial \$325 million valuation outlined by client
- Discount rate for beginning sports league of 15% to account for risky project → [TheMedium](#)

- NPV:

- 2026: -\$9.1 million
- 2027: \$59.1 million
- 2028: \$96.5 million
- 2029: \$89.6 million
- 2030: \$103.9 million
- 2031: \$90.4 million
- 2032: \$78.6 million
- 2033: \$68.3 million
- 2034: \$ 59.4 million
- 2035: \$51.6 million
- 2036: \$44.9 million



Total NPV: \$733.7 million

The Legend: Leah Edmond

- Top 3 in points for 3 consecutive seasons
- Kill percentage of 37.3%
- Accolades
 - 2024 MVP
 - Outside Hitter of the year
 - 2x All Star team



The Rivalry: Abercrombie vs. Tealer

- Lead their teams to 2025 championship
- On track to meet again in 2026 playoffs
- 5 - 3: Tealer's Ignite leading



The Rookie: Mimi Colyer

- 3x All American from Wisconsin
- Leads the league in Kills in her first season
- 40% kill percentage

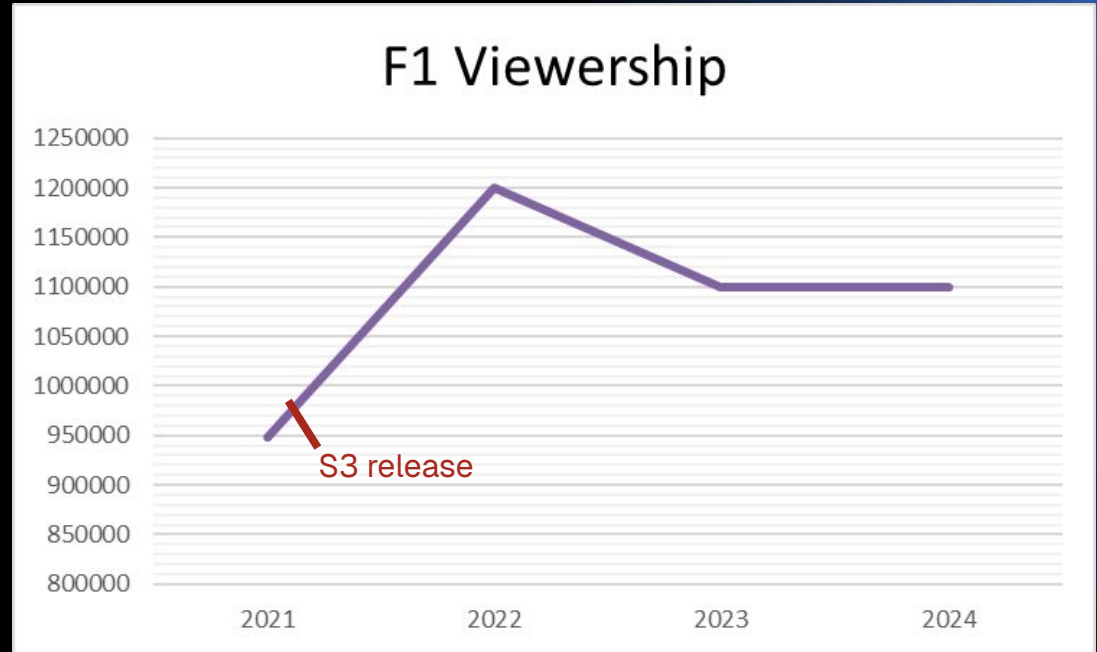


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Harness a Proven Method for Viewership Growth

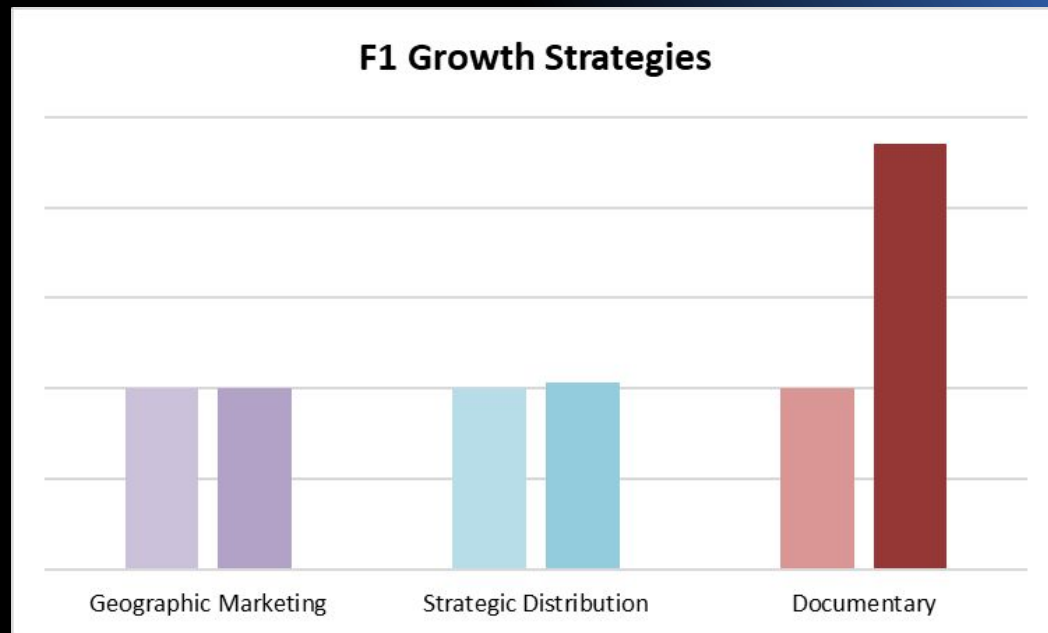
- F1 saw 135% growth since Drive to Survives release
 - “The Masterstroke” of growth strategies
- 53% of fans credit Drive to Survive as reason for viewing F1
- Full Swing: “total linear viewership up 21 percent” (Golf Digest)



Harness a Proven Method for Viewership

Growth

- 0% growth from targeted geographic strategies
- 3% growth from Strategic media distribution
- 135% growth from docuseries
- One strategy labeled as “the masterstroke”



Proposed MLV Project Gantt Chart

[Appendix](#)

