

THE BODYBOARD REPORT

Pro Rider co-owned media initiative

The Bodyboard Report is being positioned as a globally distributed, professional rider-supported and co-owned media and marketing platform for bodyboarding.

We already have proof of concept and positive results for what promises to a 6-7 figure venture based on proven principals.

CORE IDEA

Bodyboarding should not depend entirely on outside media companies, social media algorithms, or disconnected sponsors to grow the sport.

Instead, the pro riders, the IBC, and the global audience collectively participate in building and monetizing the attention layer of bodyboarding itself. **Attention being the key word.**

Bodyboarding is scattered into fractionalized little media endeavours, social groups and pages, YouTube channels, blogs, and even a brave print publication that still dares to pop up now and again. And none of them makes any real money, nor do they empower athletes.

WHY NOW? / SUSTAINABILITY

For the first time in history the technology and tools exist to create a massive, low-cost ecosystem with huge upside potential that makes it a 1000x more cost effective and sustainable than any previous print, and/or other media endeavours before it.

A key platform with highly monetizable add network and tool have emerged and The Bodyboard Report has created a successful proof of concept, to “test the waters”.

WHY THIS IS NEEDED

The sport currently lacks:

- A centralized media platform
- Modern audience ownership infrastructure
- Consistent sponsor activation
- Recurring monetization systems – **AT OUR FINGER TIPS / BUILT IN**
- Direct distribution channels owned by the sport itself

Most sports now depend on audience ownership and direct communication.

Email newsletters, segmented media products, sponsor integrations, and direct community monetization have become core business infrastructure.

WHAT THE BODYBOARD REPORT CAN BECOME

The long-term vision is to build a multi-layered media ecosystem around bodyboarding, including:

- **Weekly flagship newsletter editions – CURRENT SUCCESSFUL & MONETIZED PROOF**
- Equipment-specific newsletters
- Travel and event editions / Announcements
- Video content and rider campaigns
- Affiliate and sponsor partnerships
- Audience-driven merchandise and product launches / pre-sales
- A globally distributed rider amplification network / coaching / courses / trips

WHERE THE ADVERTISING MONEY ACTUALLY WENT

The biggest misconception in niche media today is that people still think in terms of magazines and newspapers. **That world has largely collapsed.**

The advertising money did not disappear. It moved. Brands still need attention, distribution, and direct access to targeted audiences, but now they prefer email-based media because it is **perfectly measurable**, personal, global, and highly profitable.

Newsletters have become the new niche media empires.

Business and lifestyle newsletters are already proving this model at scale.

Morning Brew grew from a simple email newsletter into a media company generating more than \$50 million annually and was valued at around \$75 million when acquired by Insider.

Sports focused newsletter brands such as **The GIST** have surpassed one million subscribers and reported 20x advertising revenue growth in just two years as major sponsors shifted budgets toward targeted digital audiences.

Sports business media platform **Front Office Sports** built a highly profitable sports newsletter ecosystem with multi-million dollar annual revenues by focusing on a passionate niche audience rather than chasing mass media scale.

The lesson is simple. Attention is no longer controlled by large publishing houses. It is controlled by trusted niche communities with direct audience access.

The Bodyboard Report is not trying to become a traditional magazine. It is positioning itself as a modern digital media asset with a direct line into a highly engaged global surf and bodyboarding audience.

In today's market, that kind of audience is commercially valuable.

CURRENT PERFORMANCE

The current newsletter model already demonstrates strong engagement:

- **Average open rate: approximately 45% (Top End)**
- **Average engagement/click rate: approximately 12% (Very High)**
- Current monetized send structure / Ad Network already operational
- Resend strategy generating additional ad revenue from the same audience

Current publishing structure:

Thursday flagship edition and Saturday "Double-Up" resend edition with refreshed ads, with intent to soon drop a lighter Tuesday edition = 3 sends per week.

CURRENT REVENUE OBSERVATION

Current observed revenue from monetized ad sends and boosts:

Total ad revenue observed: \$46.18 from just 140 subscribers

Pending BOOST already active (When someone subscribes, they are offered other publications to subscribe to, and we get around \$2 -3 per referral, as high as \$8)

Estimated current monetization rate:

Approximately **\$0.34 per subscriber** per month

These numbers are being generated at very small scale and are expected to improve materially with list growth, better sponsors, segmented editions, and affiliate integrations.

THE CORE STRATEGY

Social media pages are RENTED AUDIENCES.

Your engaged email list is an OWNED AUDIENCE (Just ask Jeff Bezos)

The central strategic idea is:

- Own the audience
- Own the distribution
- Own the attention

The professional riders collectively become:

- The media engine

- The amplification network
- The growth partners
- The **beneficiaries** of future monetization / Co-Owners

***For the first time ever we can offer current touring pro riders and respected ex pro's the opportunity to "own a part of bodyboarding" with future revenue share long after they retire.**

This, is the pro rider's opportunity to own a lucrative bodyboarding asset, without starting a board / apparel brand. And if he / she starts that brand someday, this is where they launch and advertise their products or services.

Imagine a list of 300 000 engaged global bodyboarder's at your finger tips.

Hit them with a press of a button.

This, is how a bodyboarding camp or boat trip hosted by a pro rider, gets booked out with one send, or a coaching week end, even with a payment plan.

This, is how they sell tons of limited-edition posters before they are printed and bring them back to the bedroom walls of the new generation, or the bar and entertainment area walls of the old dogs – Just like we had in the old days.

They same apply to autobiography coffee table style books, merchandise, and much more.

When you are able to "talk to everyone that cares" at once – You can get anything done.

DEAL STRUCTURE

The proposal is structured as a **collaborative joint venture participation model** rather than a traditional corporation or formal equity structure.

Up and running already, scalable tomorrow, we just need to pull the trigger.

Through our transparent Beehivv platform with built-in live accounting and wallet system, all partners have all the time, any time access, translating to "security" of clean business.

Fractionalized ownership:

1,000 total participation shares

- 20% allocated to Manny Vargas – NO COST / FREE (200 participation shares)
- 50% allocated to participating riders globally (500 participation shares)
- 30% retained by Alan Hayward / Founder (300 participation shares)

Any current pro rider, or respected retired pro rider is welcome.

For maximum output we want the likes of Tristan, PLC, Amaury, Alexandra, etc. to partner up first, and lead the charge for the newbies.

PRO RIDER PARTICIPATION MODEL

Riders participate in the profits from DAY 1 through monthly contribution commitments.

Structure:

\$50 per BLOCK of 10 shares

50 x BLOCKS are available

12-month commitment

Riders may choose as many \$50 blocks as they wish (Ideally 2 or more gives a good return)

Target raise:

$\$50 \times 50 = \$2,500$ per month = OPERATIONAL BUDGET

This will include 4 editions and 4 resends = 8 TOTAL SENDS + Volume Content Creation for both the pro riders and The Bodyboard Report's marketing.

Guarantee:

Yes, we guarantee the rider's money back. Once we break even we give 100% of the monthly profits to the riders until they have recouped their entire buy in / spend.

Bank a rainy day fund (2 months) and there after do we begin revenue share as per the ownership model.

USE OF FUNDS

Monthly allocation:

- \$1,500 allocated toward research, writing / editorial, labor, content creation, video editing, publishing, and operations – This is a time consuming job.
- \$1,000 allocated toward software tools, email platform costs, advertising, influencer partnerships, and subscriber acquisition. (About \$800 goes to marketing)

The objective is **aggressive audience growth** combined with consistent monetization.

SPONSOR LEVERAGE OPPORTUNITY

Option 1: The rider buy's shares, done and dusted.

Advised Option 2: Participating riders may also approach their sponsors to support or subsidize their buy in / participation, as we want to create a win-win for both athlete and sponsor.

In exchange: The Bodyboard Report can provide a MEASURABLE click-based advertising deal to offset sponsor contribution costs.

Example: A sponsor / brand spends \$50 x 12 = \$600 over 12 months on their rider's share, and we give them back clicks at say \$1 / click = 600 clicks from the core audience to their offers.

In short, we round-robin the sponsor / brand products every week in the various editions and we do so as many times as is needed to achieve the agreed clicks and drive traffic to special offers that results in sales for the brand.

Sponsors gain direct access to a highly targeted global bodyboarding audience, now, and forever in the future. When you own the attention, the brands / sponsors follow.

This creates alignment between:

- Riders
- Sponsors
- The media platform itself

We want to make it a no-brainer and a win-win for all parties.

WHY RIDERS, NOT BRANDS?

Aside from **finally empowering the athlete with real financial upside**, it is the pro rider that the audience loves and respects.

Their endorsement of The Bodyboard Report, social media posts and clips, along with the endorsement of Manny V Productions x BoogLIFE will see rapid subscriber growth. The faster we grow, the faster we all share in the revenue. **We become a team.**

Manny V's BoogLIFE becomes the official integrated podcast leg of The Bodyboard Report ecosystem.

Why 1000 shares, not 100?

We keep the door open for pro riders and ourselves to sell pieces inside the global pro rider network to old and upcoming heroes that will in turn further grow our subscriber list.

No different than "stock trading", just internal, communal and decentralized.

\$50 for a 10 share block – To start = \$5 per share.

A year down the line, based on revenue at the time, that single \$5 share will be worth much more. A ground-level rider may wish to sell their piece of the pie for any of life's reasons. Getting married, buying a house, needing capital, death... Your asset is yours to keep or sell.

This network gives athletes that space and opportunity, while on tour, or after retirement.

Shares may only be sold to other pro tour riders, and if the appetite is not there, we offer it to ex-pro's, especially the respected ones with large followings or brands, the likes of Ryan Hardy, Jeff Hubbard, Mike Stewart, etc.

THE TIP-OVER MODEL

Revenue distributions begin immediately as monetization grows.

The faster the audience scales:

- The faster operational sustainability is achieved
 - Meaning we earn \$2 500 / month for 4 Editions + 4 Resends
- The faster contribution burdens are cancelled and shares are “owned”
 - Will we do it in 6 months, 8 months, or 12 months?

Example:

Month 1: Pro Rider contributes \$50 and may receive partial revenue distribution back of \$5

Month2: Pro Rider again contributes \$50 and may receive partial revenue distribution back of \$10.

And then \$20 by month 3, all the way to \$50 when we TIP OVER / BECOME SELF SUSTAINABLE.

In practicality this means we are generating \$2 500 per month, and have banked another 2 months worth of back up / rainy day funds.

When we achieve this in less than 12 months, the rider partners are no longer obligated to further contribute.

Translation: “The faster you help us grow by sharing, the faster you pay nothing, and make money...”

When we choose to “UPSCALE” to a bi-weekly publication, meaning the Tuesday edition is added, we will increase the operations labor budget by \$500 per month for a total of \$3 000.

SCALABILITY

The key insight is that bodyboarding does not necessarily require millions of subscribers.

A highly engaged niche audience with:

- 45% open rates (High End) + 12% click rate (Top End / Strong)
- Strong endemic sponsor fit
- High engagement
- Affiliate integrations
- Rider amplification

Will become a meaningful independent media business at relatively modest scale. It is being done all around us in all sorts of niches using this methodology and technology, and we should **no longer be missing the bus!**

BASED ON CURRENT STATS & NUMBERS

3-5 YEAR PLAN

THE BODYBOARD REPORT — REVENUE PROJECTION MODEL

Subscribers	Monthly Ad + Boost Revenue	Estimated Full Media Model Revenue	Estimated Annual Revenue
3,000	\$1,140	\$2,500	\$30,000
5,000	\$1,900	\$4,500	\$54,000
10,000	\$3,800	\$9,000	\$108,000
20,000	\$7,600	\$18,000	\$216,000
50,000	\$19,000	\$50,000	\$600,000
100,000	\$38,000	\$110,000	\$1.32M
200,000	\$76,000	\$240,000	\$2.88M
300,000	\$114,000	\$390,000	\$4.68M

FINAL STRATEGIC POSITIONING

The Bodyboard Report is not simply a newsletter.

Not just part newspaper, part magazine, part information hub and event bugle.

It is an attempt to build a collectively amplified, globally distributed media infrastructure for bodyboarding itself.

The long-term value lies not only in advertising revenue, but in owning:

- The audience
- The distribution layer
- The sponsor relationships
- The communication infrastructure of the sport

The central question:

Can bodyboarding collectively build and own its own media ecosystem?

Yes, it can!

And we can do so RISK FREE.

For the **first time ever the tools and technology exist** to do so in a sustainable and profitable fashion, building on a proof of concept.

If we take hands as athletes and the motivated talents who love bodyboarding, writing and related media -

Together we can build the global media ecosystem that bodyboarding has been lacking ever since the digital age began.

In closing:

This job is not just for me, and not just for you. It requires all our talents, positions, and expertise to execute successfully.

Team work and collective force are to supersede greed on this one.

That is why I am structuring the venture this way... and giving up 70% of it.

We get one chance to do this right, do it big, and make it last.

The strength lies in unity.

That, is the core message of –

The Bodyboard Report