

Equiventures Presents

Sport Horse Investments

A two year project to discover unrecognized, under developed equine athletes with world class potential from European and North American markets, and develop, campaign and sell them to a strong American market

BROOK LEDGE, INC.

HORSE TRANSPORTATION



● The Problem is,

Unique and established alternative market opportunities for investors are limited and difficult to find. They're often intangible by nature and value stability is relatively arbitrary and difficult to gauge...

The Equine Market should be a solid and rewarding option, however, it suffers a deficit of high integrity sport horse houses where both horses and buyers are evaluated and considered appropriately, where long term welfare is paramount, and where dealmaking is educated, experienced consistent and transparent.

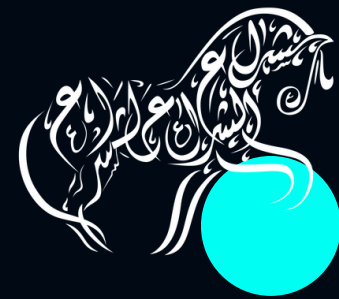
● It's a big problem because...

True expertise and integrity to the welfare and long term success of the horses, riders, and investors that pass through a typical sales barn aren't often the drivers in many typical sales programs.

The Result is that horses are entering the market unsound, under developed and mis-valued. Riders are mismatched or sold through fuzzy dealmaking, jeopardizing horse welfare, rider safety, competitive success, long term value stability, and ultimately, to reputation and the market in general.

Consequently there is an apparently reduced viability to investors as an excellent (and rather fun) alternative investment market opportunity.





Solution



A sport horse development and sales program that offers:

1

Tangible Value

Talent, value and mechanical soundness of the individual as it stands living and breathing before you carrying generations of proven bloodlines is evaluated through instinct, education, fires of experience and careful, dispassionate counsel. In the end, however... it's proven by performance

2

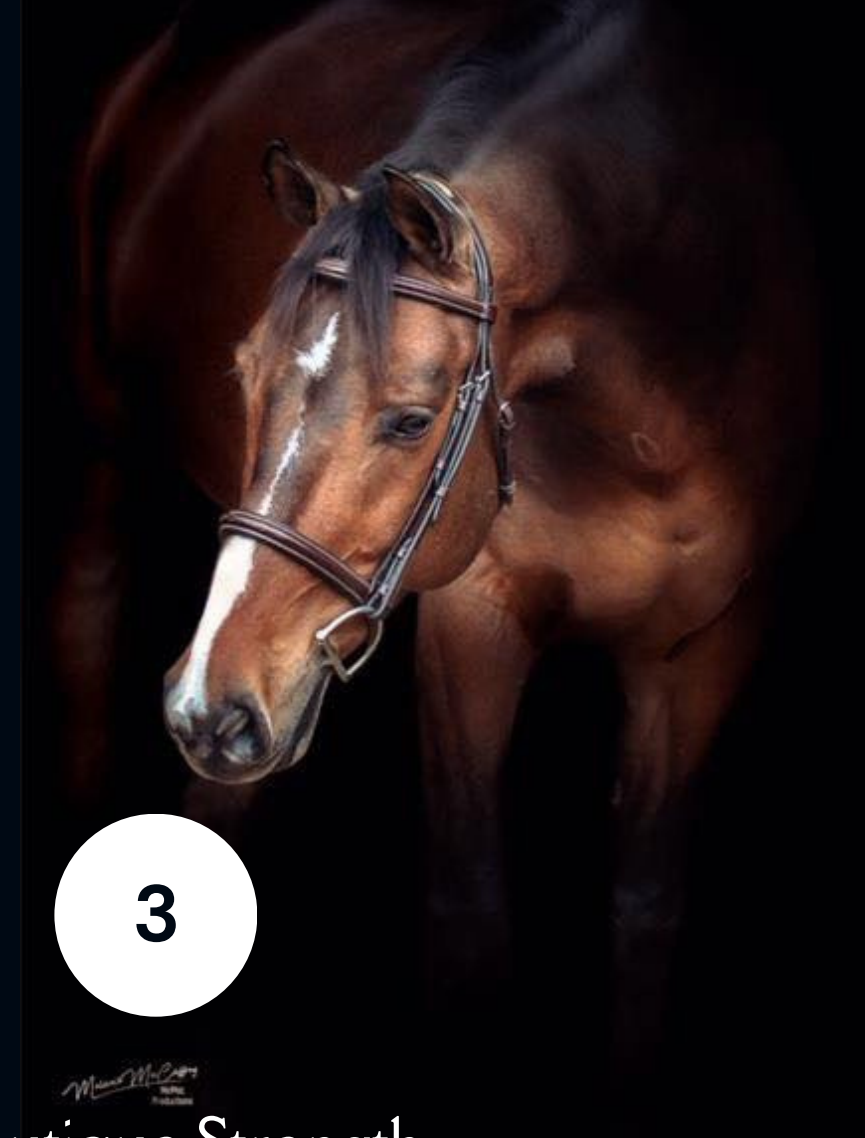
Recognition of Diamonds

With tens of thousands of equine evaluations behind us, we are able to quietly and systematically recognize horses with specific marks of soundness, quality and development potential missed by most.

3

Boutique Strength

A tidy boutique approach allows us to be responsive to individuals, and nimble to markets and opportunity while remaining rooted in consistent proven systems that make us quietly powerful, profitable and (most fun) very competitive.





Who are we?

While assisting the formation of an international showjumping team based out of Abu Dhabi, equine business development consultant and purchase expert Leslie Goodyear joined forces with professional rider and judge Linda Radigan to acquire and import a small group of investment horses for a brilliant client and friend who was in the early stages of developing an equestrian empire.

With the alchemy and integrity of their combined talents, they discovered and produced champion after champion, connected great riders with world class horses, and and ultimately, returned consistent profits for their client, the now-famous Al Shira'aa Stables.

Recognizing great value in flexing their reputation to expand this highly specialized, unique and consistent system for purchasing, importing, improving and selling sporthorses, Leslie & Linda seek investment partners interested in joining them to step out to leverage and enjoy this beautiful and deeply competitive sport.





Go to Market Strategy

Shop American and European markets to purchase, maintain, improve and campaign between 5–15 undervalued or under-developed talented sporthorses that fall under the following categories, then sell and replenish that number.



Income Horses

Sound, solid 'good citizens' that can serve as lease horses, or sell to existing clients we know to be looking for specific individuals.
3–5 | Target Prices: \$35k – \$50K | Yearly income value \$15K–\$65K



Development Tier

Four and Five year old raw talents that we can purchase relatively inexpensively from trusted barns in Europe to nurture and develop into top class competitors/sales.
1–5 Target Prices from \$18K–\$50K Dev value \$75K–\$125K



Flagship Tier

Five to seven year old higher level competitors to hone and compete at higher levels. Show Earners. Program brand mythology makers. Higher sales bracket earners. Client magnets
1–2 Target Prices from \$60K to \$125K Dev. value \$125K –\$400K



Outlier Market Tier

The place to respond to strong or surging markets, such as hunter pony market.
1–5 Target Prices from \$18K–\$50K





● Marketing Strategy

Building upon existing mystique and track record

● Presence & Brand

Adventure Luxury Branding development
Website build & SEO campaign
Highly visible show campaign within existing market.

● Mythology

Develop systematic focused progressive Social Media storylines targeting new lookalike audiences consistent with competitors and established industry leaders. Parallel new relevant luxury markets

● Breakaway & PR Campaigns

Industry Specific P.R. Campaigns, aligning with niche luxury products and trends



Traction



Track record: finding, developing, campaigning and selling 3 horses ranked in the top 10 in the United States including a United States Equestrian Federation Horse of the Year for young jumpers, Catango V, among dozens more with profit.

Established relationships with respected breeders and young horse sellers from Germany, Great Britain, France, Holland, Switzerland, Italy Czech Republic, and North America

Established clientele with buyer satisfaction and potential growth

Proven show record along the North American A circuit



● Our Team ●



Leslie Goodyear

Founder

35 year equine professional British
and Blanford Bloodstock,
Haras du Quesnay,
Al Shira'aa International
Kentucky, France, Great Britain, UAE,
etc., Marketing professional



Linda Radigan

Partner

Top ranked American
professional rider, A level judge,
trainer, instructor, etc.
Owner Riverbend Jumpers
Ohio, Florida



Charles Curran Casey

Rider

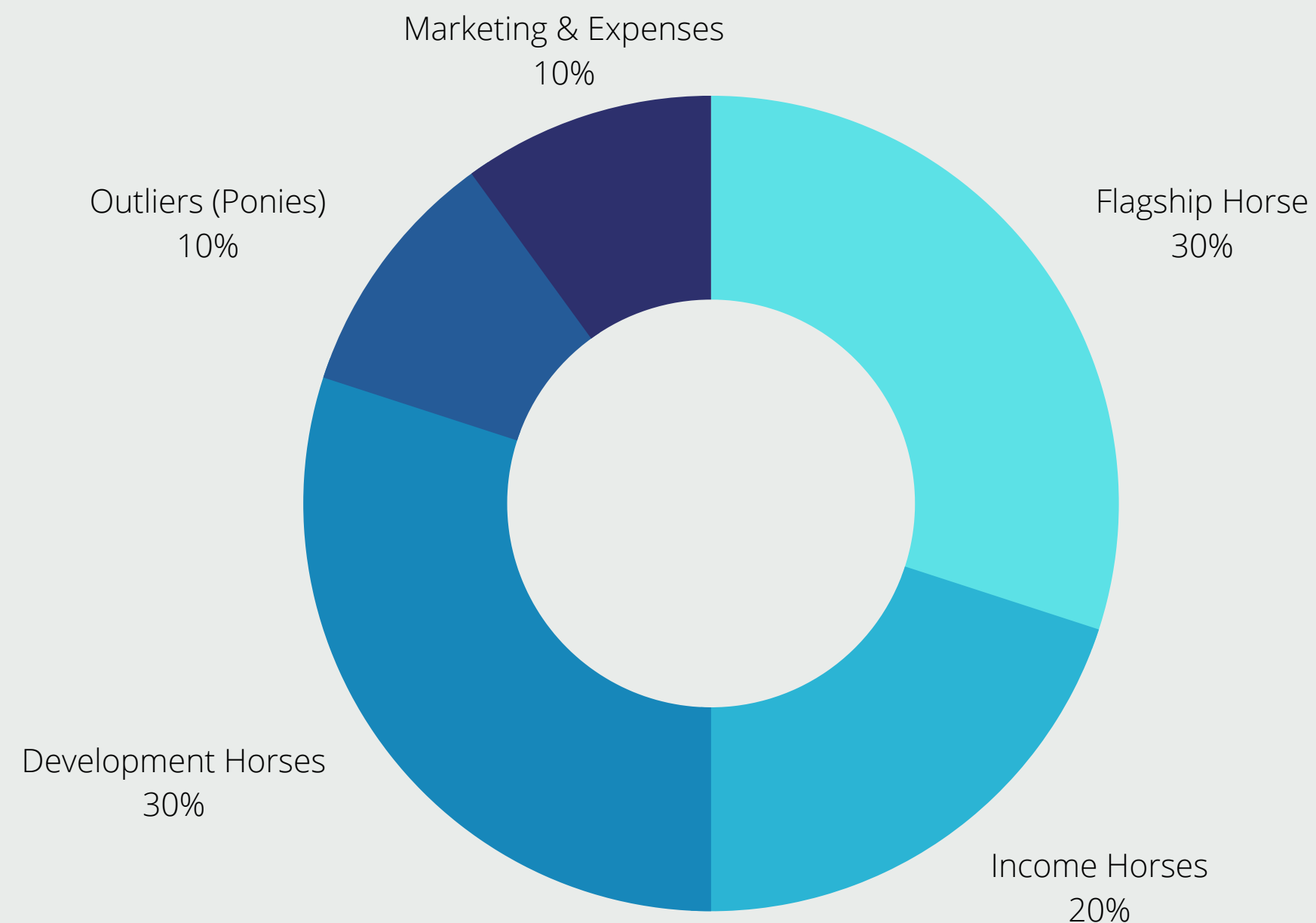
Established recognized
professional rider, trainer with
particular talent developing
young horses, instructor, etc.
Ocala Florida



Investment

We're seeking \$1 million for a two year Showjumping sporthorse search, purchase, development, marketing and sale.

Investors will receive welcome invitation and access to all show events, a dedicated private website featuring all horses and compensation to be determined.





Thank You For Watching

We look forward to continuing to share our unique story with you and hope you will find it to be a greatly rewarding solution as an alternative investment opportunity.

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