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K27 Group, LLC

American Teen Scene Expo, LLC

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EXECUTIVE SUMMARY

This executive summary addresses both the launch of the trade show organizer company K27 Group, LLC, and the launch of its premier Business to Consumer (B to C) trade show property the "American Teen Scene Expo™"

K27 Group, LLC, (the "Company") is a Florida Limited Liability Company, with an office located at 4725 Lucerne Lakes Boulevard E Suite 213, Lake Worth, Florida 33467. Stakeholders are Robert F. Keegan, Managing Member. American Teen Scene Expo™ is a wholly owned by K27 Group, LLC.

K27 Group, LLC, is a consumer exhibition, digital media, and promotional events organizer. Growing a business is changing and so are we. As our customers look for greater opportunities and access for all, we are leading the way by digitally transforming our business to creatively elevate the power of face to face, so K27 Group will always be the best place for customers to build their businesses and continually grow. We know face to face relationships, access to markets and data, digital platforms and innovation and ethical practices are what matter most to our customers. Turning occasional touchpoints into continual connections and using our experience in building communities and creating environments for events to curate entire eco-systems for business.

Our market demographic are American teenagers, the more than 27.7 million teenagers in the United States between the ages of 13 and 19.

Our audience is the durable, non-durable consumer product manufacturers and service companies seeking to penetrate new teen markets, build consistent brand recognition, educate, and build awareness among their most important customers and future buying prospects.

Our business integrates consumer exhibitions, digital media, online platforms, and experimental events. We feature a portfolio of brands from signed on exhibitors and sponsors that are well known among teenage consumers.

We reach a significant portion of the teenage market through our various exhibitions/events assets, digital media, direct marketing activities and marketing services programs. As a result, we will be able to offer advertisers/sponsors direct hands-on access to the teenage market. We will be the only teenage consumer exhibition company that will combine significant marketing reach with a comprehensive consumer database, aiding our advertisers/sponsors and us in developing a deeper understanding of the teen market.

Teenagers control significant disposable income and have influence over household expenditure decisions. The teen market segment is the fastest growing demographic group in the United States and is expected to grow 14.7% faster than the overall U.S. Population from 2021 to 2026, according to U.S. Census data.

Our annual consumer product exhibitions will generate revenue from seven principal sources: exhibition space fees, sponsorships fees, attendee fees, digital media, advertising, online platforms, and revenue share (affiliate marketing).

Additional advertising revenues will be generated from blue chip consumer product companies that seek objective, measurable, and effective marketing programs for teenagers. Our advertisers and sponsors will reach teenagers through our integrated marketing package that includes

exhibitions, digital media, online platforms, and promotional events, product sampling, radio, television, affiliate marketing and print advertising.

STRATEGY – K27 Group, LLC

Our objective is to become the leading teenage media, consumer exhibitions and promotional event marketing services company. We intend to achieve this objective through the following strategies:

Show consistent and sustainable growth in exhibition space, sponsorship, digital media, websites, and advertising revenues by cross-selling and marketing our unique integrated platform to advertisers and sponsors. Grow and refine a teenage database to expand our consumer exhibitions business, sponsorship, digital media, online platforms, and advertising opportunities. Expand the number of teenage consumers that we will reach through new media franchises. Broaden our product and services platform through strategic acquisitions.

BUSINESS – K27 Group, LLC

K27 Group, LLC, is at the start-up stage. We are focused on a well-defined business niche, creating a strong market position and significant potential for long-term growth.

AMERICAN TEEN SCENE EXPO™ OVERVIEW

We are excited to announce the American Teen Scene Expo™, a dynamic five-city, three-day event created exclusively for teenagers aged 13 to 19. Taking place Friday through Sunday, each expo will feature 300+ leading consumer products and service brands in a one-of-a-kind environment that blends education, career exploration, and interactive engagement. The American Teen Scene Expo™ offers a powerful platform where teens can discover new products, explore career opportunities, and connect directly with brands in a fun, immersive, and face-to-face setting — making it an essential destination for companies seeking to build meaningful relationships with the next generation of consumers.

Expo Highlights:

- **WELCOMED AUDIENCE:** Teenagers aged 13 to 19.
- **DURATION:** Five Cities.
 - Houston, TX, Indianapolis, IN, Washington, DC, Phoenix, AZ, Detroit, MI
 - Three days (Friday, Saturday, Sunday). *Cities and Venues subject to change*
- **EXHIBITORS:** 300+ brands showcasing consumer products and services displayed and demonstrated
- **EXPERIENCE:** An engaging, face-to-face interactive experience that combines education and career fair, and entertainment opportunities. Brands display and demonstrate their products for teenagers to interact with them.
 - Interactive Expo Floor (Exhibitors/Sponsors & Attendees)
 - Education Day! (Friday, Local School Field Trip Day)
 - Seminars & Workshops
 - Live Entertainment - Local and National
 - Fashion Shows
 - American Teen Scene Expo Talent Challenge™
 - American Teen Scene Expo Fashion Design Challenge™
 - American Teen Scene Expo Esport/Gaming Individual & Team Challenge™
 - Celebrity/Influencer Meet & Greet

Goals and Benefits:

- **EDUCATIONAL AND EMPOWERING ENVIRONMENT:** Teenagers will engage in an in-person, interactive setting where they can learn about a wide range of consumer products and services, explore brand values, and discover potential career paths. The event also highlights opportunities for personal and professional growth, including access to grants, mentorship programs, and other resources that support their future development.
- **MEMORABLE EXPERIENCES:** The expo is designed to deliver unforgettable, fun, and educational moments through hands-on exhibits, engaging seminars, workshops, and interactive activities that inspire curiosity and creativity."
- **BRAND ENGAGEMENT:** Consumer product advertisers will have the opportunity to connect with one of their most influential markets on a personal level, building authentic relationships and brand loyalty through direct interaction and meaningful experiences."

MISSION STATEMENT – American Teen Scene Expo™

"At American Teen Scene Expo™, we empower teenagers through inspiration, career education, and personal growth. Our mission is to cultivate a dynamic environment where young minds explore passions, gain valuable insights, and build meaningful connections. We are dedicated to propelling teenagers towards a promising future filled with passion and purpose to create a life they love." www.americanteenscene.com

FOR TEENAGERS

Teens are constantly growing and trying on new versions of themselves. From sustainability to K-pop or career and college preparedness, to music, fashion, Esports/Gaming, now a five-city, three-day (*Friday, Saturday & Sunday*) Expo brings all possible facets of a teen's personality under one roof. Introducing American Teen Scene Expo™.

The Expo is the ultimate live expo, which has an experience to match each teen's unique interests. Because the expo features over three hundred consumer products/services exhibitors/sponsors in a unique, career fair, educational, interactive, empowering environment, providing a face-to-face shared memorable experience that will allow teenagers to have fun learning more about the consumer products and value systems of the individual consumer product companies.

The Expo is an opportunity for teenagers to speak face-to-face with vocational schools, colleges, universities, and corporate influencers to explore future educational, career, and entrepreneurial opportunities that may or may not require a four-year college degree. If a teenager is considering a career at a corporation, they can inquire about the necessary education and skills required.

The Expo also incorporates a face-to-face interactive experience encompassing live musical entertainment, fashion shows, Talent Challenge, Fashion Design Challenge, Esports Challenge, digital media influencers, gaming, seminars/workshops, celebrity talent experiences, multicultural, television, motion picture, and sports stars meet and greets.

Discover, Connect, and Thrive:

Why Teenagers Should Attend the American Teen Scene Expo™!

- Calling all teenagers seeking inspiration, empowerment, and a platform to explore limitless career opportunities! The Expo is your gateway to an unforgettable experience filled with excitement,
- Learning, and endless possibilities
- Empowerment Through Knowledge
- Unparalleled Networking Opportunities
- Explore a World of Opportunities
- Inspiration and Entertainment
- Be a Part of Something Extraordinary

The expo will encompass an additional educational theme to deliver a clear positive message to teenagers. Seminars and workshops will not only educate teenagers, but they will empower teenagers and therefore set a new standard for others to look up to.

EDUCATION VALUE

In several cases, a teenagers' quest to attend college or explore future career opportunities is not supported by either the school faculty or their immediate family structure. The American Teen Scene Expo™ is an opportunity for teenagers to:

- Speak face-to-face
- School Faculty Support
- Family Structure Influence
- Diverse Paths and Opportunities
- Creating Inclusive Environments
- Empowering Teenagers

In conclusion, fostering an environment that supports teenagers in their pursuit of higher education and career exploration is vital for their personal and professional growth. By acknowledging and addressing the challenges arising from the lack of support from both school

faculty and immediate family, The Expo can work towards creating inclusive pathways for teenagers to thrive in their chosen endeavors.

FOR EXHIBITORS AND SPONSORS-PARTNERS

For consumer brands that want to win with teen audiences. American Teen Scene Expo™ is the ultimate live expo, which builds lasting connections with teens, because it offers interactive, engaging 1:1 experience between teens and brands. The Expo is a uniquely beneficial powerful tool for consumer products/services brands for several reasons:

- Long-Term Customer Relationships
- Brand Awareness
- Early Adoption
- Influence on Family Spending
- Lifetime Value
- Cultural Relevance
- Digital Media Amplification
- Feedback and Innovation
- Diverse Audience
- Product Sampling
- Hands-On Interaction
- Community Engagement
- Pop-Up Shop

While marketing to teenagers can offer these advantages, it's important to approach it responsibly, respecting their privacy, values, and unique needs. Building authentic connections and providing value are essential for a successful experience for this demographic.

FINANCIAL PLAN & MARGINS

CAPITAL REQUIREMENTS

We are seeking **strategic financial partners** who will collaborate closely with our management team and advisors to support the execution of our growth and acquisition strategy — fueling both near-term revenue expansion and long-term value creation.

We are seeking **start-up/bootstrap funding of \$2,5M** to enable us to:

- Retain a marketing agency partner.
- Secure venues and production resources.
- Retain key executive management, marketing, and sales personnel.
- Maintain administrative and operational infrastructure.
- Develop digital media assets and enhance web platforms.
- Execute exhibitor and attendee marketing and sales programs.
- Expand expo operations to meet increasing demand.
- Increase R&D investment for new services and improvements to existing ones.
- Fund strategic acquisitions aligned with our brand and growth goals.

(See Appendix #6 – Financials for detailed projections.)

During the **third quarter of Year 1**, we anticipate seeking **Series “A” financing of \$5M (if required)** to fund continued expansion across production, marketing, and sales initiatives.

We anticipate providing an **exit strategy within three years** through one or a combination of the following:

- Dividend distributions from excess profits,
- Corporate recapitalization, and/or
- Sale or merger with an event marketing company, consumer expo producer, or advertising agency,
- Potential **initial public offering (IPO)**.

FINANCIAL PROJECTIONS

With the contemplated financing, our company is projected to achieve:

Fiscal Year Projected Revenue EBITDA (Pretax Operating Profit)

Year 1	\$29,770,475	\$11,243,510
Year 2	\$38,074,589	\$18,997,490
Year 3	\$47,700,166	\$27,452,721

These projections reflect strong operational leverage and scalable profit potential across multiple event markets.

EQUITY INVESTOR VALUATION SUMMARY ADDRESSES:

Start-Up/Bootstrap financing for \$2.5M and series “A” financing of \$5M, which will be merged into a single tranche funding.

Company: K27 Group, Inc.

Structure: Equity Investment with minimal debt (1%)

Valuation Basis: EBITDA Multiple Growth Projection

Assumptions

Metric	Value / Description
Year 1 EBITDA	\$11,000,000
Year 2 EBITDA	\$19,000,000
Year 3 EBITDA	\$27,000,000
Annual Growth (Post-Year 3)	5%
Debt Level	1% of total enterprise value
Valuation Method	EV = EBITDA × Multiple (industry benchmark assumed 5× EBITDA)
Equity Value	EV – Debt

Projected Enterprise & Equity Value

Year	EBITDA (\$MM)	Growth Rate	Enterprise Value (EV = 5×EBITDA)	Debt (1%)	Equity Value
Year 1	11.0	—	55.0	0.55	\$54.45M
Year 2	19.0	+72.7%	95.0	0.95	\$94.05M
Year 3	27.0	+42.1%	135.0	1.35	\$133.65M

Investor Equity Scenarios

Ownership Stake	Entry Year	Equity (\$MM)	Value Investment Needed	Est. Value (\$MM)	Year 5 ROI (approx.)
10% Stake	Year 1	5.445	\$5.45M	14.74	+170%
20% Stake	Year 1	10.89	\$10.89M	29.47	+170%
10% Stake	Year 2	9.405	\$9.41M	14.74	+57%
20% Stake	Year 2	18.81	\$18.81M	29.47	+57%

SCALE AND TIMELINE STRATEGY

Our goal is to **strategically scale the American Teen Scene Expo™** from a strong U.S. foundation to a global platform. The plan begins with regional growth in the first three years and accelerates toward national and international expansion by Year 4 and beyond.

Phase 1: Preparation

Objective: Establish operational, marketing, and strategic foundations.

Key Actions:

- Define and refine target attendee and exhibitor profiles.
- Secure venues and anchor sponsors for the initial expos.
- Develop and execute comprehensive marketing and promotional campaigns.
- Build internal systems and infrastructure to support scalable operations.

Phase 2: Initial Expansion (Years 1–3)

Objective: Validate the model and build brand equity across multiple regions.

Key Actions:

- Host **five expos per year** in key regional markets across the United States.
- Collect feedback from attendees, exhibitors, and sponsors to refine the format.
- Strengthen partnerships with national brands, educational institutions, and youth organizations.
- Optimize exhibitor and attendee acquisition programs.

Phase 3: Acceleration (Year 4)

Objective: Scale nationally and establish operational efficiency.

Key Actions:

- Expand to **twenty expos per year** in major U.S. cities.
- Implement centralized logistics and vendor management systems for efficiency.
- Invest in **technology solutions** for registration, ticketing, and event management.
- Grow internal teams in marketing, operations, and sponsorship sales to support nationwide delivery.

Phase 4: Global Expansion (Year 5 and Beyond)

Objective: Introduce the American Teen Scene Expo™ to international markets. Every country have teenagers.

Key Actions:

- Develop a detailed international expansion strategy.
- Identify key global markets and assess cultural and regional nuances.
- Establish partnerships with local event organizers or agencies.
- Adapt the Expo experience to align with diverse cultural expectations and preferences.

Guiding Principles

Throughout all phases, we will:

- Prioritize **attendee experience, brand innovation, and community engagement**.
- Continuously evaluate key performance metrics (attendance, exhibitor ROI, sponsorship conversion).
- Adjust strategies responsively to ensure **sustainable and profitable growth**.

TIMELINE

A detailed operational and financial timeline is included in **Appendix #6 – Financials (Start-Up Tab)**.

Margins

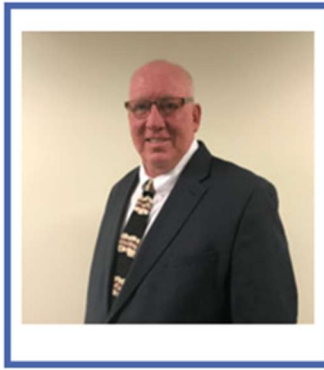
Organizing a national tradeshow of this scale involves multiple operational variables; however, industry data supports highly favorable profit potential.

The typical profit margin for a 200,000-square-foot tradeshow attracting 20,000 attendees ranges from 30% to 60%, depending on operational efficiency and revenue diversification.

Our model projects margins at the upper end of this range, driven by:

- Diversified revenue streams (exhibitor fees, sponsorships, ticket sales, and media partnerships).
- Scalable event design and centralized production management.
- Strong exhibitor retention and high attendee engagement.
- Controlled overhead through strategic outsourcing and vendor partnerships.

MANAGEMENT



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COMPANY & STAKEHOLDERS

Our business, founded in 2024, K27 Group, Inc., includes [Carlyn Morris](#) who brings her 25 years of advertising experience including strategy development and execution, coupled with extensive media expertise that is amplified by a strong foundation in MARTech.

[Bob Keegan](#) brings his 35 years of business experience including exhibition event development, management, execution, and entertainment production.

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