



MARBLE MEDIA, INC.

Okanogan County, Washington • 4DStory.com

THE DRIVER DIGITAL ECONOMY

A proposal from Marble Media, Inc. | 4DStory.com

Prepared for: Race car drivers seeking to amplify their brand, revenue, and fan engagement

See working example at 4DStory.com/hotshoe

You have built a remarkable racing career. We'd like to help your fans connect with you — and your sponsors actually measure the connection.

Every driver we speak with tells us a version of the same story. Racing performance is strong. The car is dialed in. Results are happening.

And yet.

Your fans forget your race notes before they reach home. Sponsors see logo placement but not engagement. New fans find you on social media, then get lost in the algorithm. You spend five hours on social media daily and have no way to track which post actually converts to merchandise or sponsorship. The season ends, and most of your story vanishes.

None of these are performance failures. They are relationship failures — and they happen in the space your racing career was never designed to occupy: the time between race nights.

Racing happens on Saturday. Your story should work seven days a week, 12 months a year.

4DStory was built for this.

What is a Kinetic Avatar for a Driver?

A Kinetic Avatar is a persistent digital character — with your face, your voice, your racing knowledge, and your personality — who builds an ongoing relationship with your fans, sponsors, and the community.

Unlike a social media post, a Kinetic Avatar does not disappear after 24 hours. It stays in your fans' world. It remembers. It answers. It sells. It strengthens with every race you add to its knowledge.

A fan who asks "What happened in Turn 2 tonight?" gets an answer pulled directly from your race notes — as if you were personally available to talk. A sponsor sees exactly how many fans engaged with their content, what they bought afterward, and measurable ROI. A rookie interested in learning racing craft finds a coaching program in your voice, taught by your character, available on your schedule — not your time.

Chatbots answer questions. Kinetic Avatars multiply you — your story, your knowledge, your earning potential — across every hour you're not in the car.

Kinetic Avatars are developed on the 4DStory platform by Marble Media, Inc., combining character design, narrative architecture, and conversational AI. We do not build software that happens to tell racing stories. We build drivers that happen to run on software.

Three ways a Driver Digital Economy serves your racing career

1. Revenue streams that don't depend on race results



Right now, your income is binary: race night or no race night. Sponsorships are tied to logo visibility. Merch doesn't sell unless you tweet about it. An off-weekend or a bad result cuts your earnings immediately.

A Kinetic Avatar decouples your income from your race schedule. Fan memberships run year-round. Merch sells through your avatar's personal recommendations. Academy courses generate revenue while you're sleeping. Digital collectibles mint after every race. Affiliate commissions flow from gear recommendations. Sponsored content lives in conversation, not in decrepit Facebook ads.

The math is simple: you add one income stream per season, and by season three, you've gone from sponsor-dependent to sponsor-enhanced. Racing pays you to win. The avatar pays you to exist.

2. Sponsorship that actually converts

Sponsors don't renew logos. They renew results. Right now, a tire sponsor sees placement numbers but no proof that fans actually care about tires. A tool sponsor has no idea if their gear is being talked about or ignored.

Your Kinetic Avatar gives sponsors what they actually want: measurable fan engagement tied to their brand. When a tire sponsor sponsors your setup talk, every conversation about suspension carries their name. When a tool sponsor funds your garage videos, fans see exactly which tools matter to you. And your portal tracks everything — clicks, downloads, social shares, direct sales attributed to their content.

Sponsors get clarity. You get renewal. And because you can now offer dozens of sponsorship inventory items (not just a handful of logos), you can work with more sponsors, at higher price points, with genuine ROI tracking.

3. Fan relationships that compound over time

Right now, every fan interaction is one-way: you post, they consume, the moment ends. A fan who loves your racing sees you once a week on Saturday, then waits seven days.

A Kinetic Avatar changes the relationship. Your fans come to your world, not the algorithm's. They ask you questions and get answers. They buy your merch because your avatar explains why the gear matters. They join your academy because your teaching presence is consistent and available. They follow your story across months and years, not just weeks.

And because every race adds to your avatar's knowledge, fans who've been with you for a season feel genuine history. They're not just following a driver; they're watching a career unfold, and they own a piece of it.

What your Kinetic Avatar will never do

We believe the fastest way to earn your trust is to be precise about our scope. Your Kinetic Avatar operates in the story, engagement, and commerce layer — never the racing performance layer.

Your avatar will never contradict your actual racing decisions or claim credit for wins. It will never promise race results or coaching beyond what you personally teach. It will never make claims about sponsorship performance without your approval and audit. And it will never store



fan data that requires security compliance unless you later choose a formal, opt-in database integration — the initial deployment requires none.

This boundary is not a limitation of the technology. It is a design principle. It also means your first deployment is fast, your operational burden is minimal, and you remain in complete control of what your avatar knows and says.

The pilot: one avatar, one season, one metric

We do not propose transforming your entire racing business. We propose one small, measurable, reversible experiment.

One avatar. A single Kinetic Avatar, designed collaboratively with you — its personality shaped by your voice, your racing philosophy, your exact way of talking about racing.

One season. From character design through race one to season-end, roughly 16 weeks (adjust for your race calendar). Monthly check-ins and ongoing refinement.

One clear metric. Agreed before launch: monthly membership revenue, merch sales, academy enrollment, sponsor engagement numbers, or something else that matters most to your career. If the metric doesn't move, you've invested a quarter of your time and walked away smarter. If it does, you'll know exactly what you're scaling.

A single portal. Your only workload: post-race voice check-in, setup notes, and a few photos. The avatar handles everything else.

Why Marble Media

Plenty of vendors will sell you AI. We are not selling AI.

Marble Media builds character, narrative continuity, authentic personality, and persistent fan relationships — the craft of making a digital character that fans actually want to talk to, sponsors actually want to invest in, and everyone genuinely remembers. The technology matters, but the driver's character (Kinetic Avatar) is the product. That craft is rare, and it is the difference between a tool that looks slick and a presence that actually earns.

We are also built by people who understand racing. We live in racing communities. We speak the language of pit crew, of grinding, of the long odds and the small margins. We know that racing is relationship — with sponsors, with fans, with yourself — and a Kinetic Avatar is just another relationship to build the right way.

"Racing builds your skills. Your avatar builds your audience. Together, they build your empire."

Next steps

- Visit 4DStory.com/hotshoe to meet Jake "Hot Shoe" Mercer's working Kinetic Avatar to chat with him, and see the experience firsthand.
- View a mock portal — as a fan would see it, and as you would manage it. (Remember, everything is customizable to your preferences.)
- Contact us for a 30-minute conversation — no slides, just a demo of your potential portal and the exact revenue math for your racing program.



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The Opportunity

Your racing career is earned. Your digital presence is built.

Right now, the drivers winning the sponsorship and fan loyalty game are the ones who show up every day — in posts, in podcasts, in merch, in media. They're not more talented. They're more present.

A Kinetic Avatar lets you be present without living on your phone. It lets you multiply your story across the week, not just race night. It turns fans into members, sponsors into partners, and one racing career into a sustainable business.

The question isn't whether you should build this. Every driver should. The question is timing: are you moving first in your region, or are you following someone else's playbook?

We're ready when you are.

Kinetic Avatars are an educational, engagement, and commerce technology. They do not provide race strategy, mechanical advice, or coaching beyond what you personally teach, and are not a substitute for professional racing instruction.