



*The Fusion Project*™  
*“Fighting” in Las Vegas*

*Concept by*



*Joy, Discovery & Research*

## Introduction

Sports associated with combat skills have been part of human culture for thousands of years. Various forms of combat have been existing in almost every civilization, from the ancient Olympic Games, through the gladiators of ancient Rome until the modern day where these sports have become increasingly popular, officially recognized and internationally regulated.

Nowadays, athletes usually fight one against the other using different techniques depending on the sport practiced. For example, in Boxing only punches are allowed, in Taekwondo the focus is on kicking, in Muay Thai the use of elbows and knees is allowed, up to the mixed martial arts so popular and so beloved by the public of today.

Why should you consider these sports? Why should you appreciate the value and philosophy of these, so far, misunderstood sports? The answer is simple. These sports represent a metaphor for life, because each of us, every day of our lives, struggle, at work, at home, in friendships, love, or “simply” with ourselves. Sometimes we would like to avoid struggle but this is not possible if you want to progress, and these sports show us in different means, what to do in every moment of our lives. Fight to defend ourselves, our values, our ideas. One of the purposes of the promotion of these disciplines is to dispel the stereotype that they are violent, and almost exclusively masculine. In fact, the reality is quite different. The stage of the world of combat sports for women is constantly evolving.

These disciplines are not represented by fighting to the death but by sweat, perseverance, dedication, and the pursuit of physical perfection that is primarily psychological balance and ability to overcome its limitations.

The main difficulties of these sports are found right from the origins of the sport.

The gyms have difficulty in raising funds, facilities are inadequate and often dilapidated, sponsors invest in champions and they do not find it efficient to invest in talented young athletes who have so much to offer and demonstrate. All this has led us to believe in a dream, a dream shared by every athlete of these disciplines, a dream that today could turn into reality, a reality named Fusion Fighting Club.

## HEROES FIGHTING ACADEMY

Athletes, who will become part of the **Heroes Fighting Academy**, will be included in a program of high-level athletic training.

They will be joined by top trainers and champions from the various disciplines. They will be constantly monitored, will be surrounded by organized sporting events, and have closed agreements with dedicated sponsors.



The athletes who will become part of the **Heroes Fighting Academy** will transform their backgrounds into a skill to become the champions of tomorrow.

Each of them will wear the FGI colors and logo.

Inside the **Heroes Fighting Academy** combat sports will alternate in an unprecedented turn over:

- Boxing
- Sanda (Chinese boxing)
- Muay Thai (Thailandia)
- Kickboxing
- Full Contact
- Taekwondo (Korea)
- Kung fu (China)

- Wrestling (Greek-Roman)
- Judo (Japanese defense)
- Karate (Japanese defense)
- Sambo (Russian defense)
- Brazilian Jiu Jitsu
- Sumo (Japan)
- Krav Maga (self-defense of Israeli origin)
- MMA (Mixed Martial Arts)

Within this rich list of arts and history, performances and shows of acrobatic, dragon, and lion dances, will alternate in a vast program.

These disciplines have championships all around the world but there are very few schools. The plan would be to ensure that they will meet in one location - the **Heroes Fighting Academy**.

To further enrich this scenario, the presence of world champions will train students in pre-arranged internships.

**Heroes Fighting Academy** will organize four major events (one per quarter) where athletes from the four cardinal areas of the country (North, South, East, West) will come to fight.



In the first quarter, for example, all the gyms will be gathered in the North. For 90 days, the athletes will compete in a limited schedule of meetings from which will emerge a “Champion of North America”.

In turn, it will be up to the other 3 areas of the country to arrange similar competitions, until they produce a “champion” for their area, which subsequently will compete with the other areas to select the **“Heroes Fighting Champion”**, who will be presented with a special belt.

Everything will be organized with the agreement of the major federation of each fighting discipline.

The **“Heroes Fighting Champion”** will have the opportunity to become part of the Heroes Fighting Academy for free. The cost will be incurred by the Heroes Academy.

**Certificate:** At the end of each course/stage of preparation, the athlete will receive a certificate of participation with the FGI logo.

**Yearbook:** At the end of each year the names of the athletes, with their signatures, will be placed in a yearly directory and each will receive a free copy as a souvenir of the experience.

Within the same yearly directory, group photos, photos with the teachers, as well as pictures that will see every athlete “in action” will also be included.

**Conclusion:** All this can be summed up in a simple concept: the American dream exists, and now has a name: **Heroes Fighting Academy !!!**

## HEROES FIGHTING CLUB

The thousands of people who are involved in these sports, directly or indirectly, do not have social, political, or trade union references or, more simply, aggregation.

Due to the high number of people who will subscribe to the **Heroes Fighting Club**, trade agreements will be concluded to protect members with benefits of a different nature.

**Heroes Fighting Club** will organize events/performances that will ensure the prominence of the selected champions by the people creating this subsector. They will be represented by the champions both in sports and in private life.

A project of this kind would be implemented with great enthusiasm and remarkable participation.

**Heroes Fighting Club** will organize meetings in the FGI stadium (with the sup-

port of the international federations of the different fighting disciplines) with the goal of making these meetings even more spectacular, considering the location in which they are presented.



Each participant will feel part of a group, an aggregation of a community, the **Heroes Fighting Club**, creating a huge flywheel of potential subscribers that these disciplines gather around him.

Many combat sports, athletes and countless fans of these disciplines will guide the establishment of substantial synergies between them.

In order to participate, all the gyms with all their athletes should register, creating a vibrant community considering the large number of people.

This will quickly lead to make the project known, to increase enrollment, to give

visibility to those who have never had it, to create a fund for athletes, to draw to these disciplines those people who still did not experience them. In simple terms, this will lay the foundation for developing innovation in the world of combat sports.

### Objectives and Revenues

- Establishment of a Club of full contact sports, with the aim of protecting and representing the rights of all the workers employed therein.
- Creation of special agreements for the club's members and their families, in the following areas:
  - Legal support
  - Insurance
  - Mortgage
  - Banking and Financial services
  - Pension Funds
  - Food & Beverage
  - Accommodation for athletes
  - Scholarships
  - Professional services of security
  - Furniture for gyms
  - Consultancy for government funds dedicated to Sport.

The aim of the **Heroes Fighting Club** is to give visibility to all those people who would like to take the athletic path of combat sports but, for socio-economic reasons, do not have the opportunity.

It aims to protect those disciplines, often victims of stereotypes, and to protect those who believe in this type of sports, who loves them, and who follows them.

- The **Heroes Fighting Club** wants to go into gyms, talk to the teachers and connect them with their students, to give visibility to the reality that they otherwise would not have, invest in the most promising athletes and groom them by professionals, to dress them with the FGI colors, to obtain the registration of their families and fans.

In other words, the pool of potential members is unlimited, from those who practice these disciplines, to those who follow them, to those who love them, and to all those who still are not acquainted with them. No one has ever conceived and structured the way to translate into value such an important sports community...

*... No one before us!*

The **Heroes Fighting Club** will operate on principals such as social justice and the rights of the individual, using the vantage point of those who daily, through this type of sport, acquire education, discipline, commitment and respect.



- Create a landmark instantly identifiable and not only for members. Implement a package of agreements that assist them in various areas of everyday life. Enter into agreements to ensure adequate health insurance in case of injury. These are just some of the points that **Heroes Fighting Club** would like to develop in synergy with the FGI.



- The public prominence that the **Heroes Fighting Club** will acquire will bestow visibility to fighters who will be remunerated not only through sponsors but also through each member of the Heroes club.
- The **Heroes Fighting Club** aims to propagandize, organize, regulate and develop.

To do this, it was decided to produce a television program called “**Heroes Fighting Show**”, which will aim to represent these disciplines from the people’s point of view, giving them the opportunity to get in touch with the daily affairs (sport, work, personal and human aspect) of those who practice these disciplines.

We will talk with the Masters. We will talk with the athletes. We will together experience their emotions, spirit of sacrifice, dedication, and passion: in other words with the heart.

In addition, the **Heroes Fighting Club** will produce a reality show called “Real Heroes Fighting” that will challenge 10 athletes, involving men and women of different sports and different combat categories, fighting each other for the conquest of a “television title”.

The reality show represents only one of the channels that will be immediately functional to give information to the largest number of people of the reality we’re working on.

- Implement training programs for athletes and coaches.
- At the same time, the **Heroes Fighting Club** will organize a calendar of events with high impact advertising through privileged channels such as those in the organization of sports events; through the support and trust of prominent combat sports; through sponsors which will give visibility to already well known athletes as well as the emerging ones.
- Organization of charitable sports events linked to the fight against violence against women called “A handful Violence Against Women” with the presence of celebrities as well as testimonies of those who, unfortunately, have suffered firsthand.



### Objective:

- Raise awareness, especially public opinion
- To promote the message that combat sports is not to promote violence but for growth of character and self esteem
- To further secure a high female audience to these disciplines

### Advantages:

**Gyms:** every gym enrolling in the **Heroes Fighting Club** will have at its disposal:

- television space to record its demo presentation
- a welcome kit (to be defined according to the type of registration supported) with the FGI logo and colors
- the possibility of organizing sports events (according to availability and at the discretion of FGI) for visibility of the students
- the implementation of insurance to cover the composition of favorable terms at leading companies in those sectors contracted with FGI

Renovation/maintenance of the gym's premises (space, bathrooms, floors, etc.) at subsidized prices with the help of technical agreements with FGI;

- Supplies for their sports facilities on favorable terms; free if they choose to use and wear the FGI colors
- Carnet of 10 free entries to the FGI structure for events/shows or workshops
- Awards production (travel, revenue in spas, etc.) in the case of new enrolments equal or greater than 100, renewals of equal or greater than 200

**Athletes:** every athlete joining the **Heroes Fighting Club** will adhere to:

- Agreement with Institutes Fisioterapici
- Agreement with Nutritionists
- Conventional legal protection at law firms indicated by the union
- Opening a bank account on favorable terms at major banks affiliated with the FGI, resulting in the release of an ATM bearing the FGI colors
- Accident Insurance with leading brokerage company on favorable terms in agreement with the FGI
- Subscribing to Pension Fund created specifically for members
- Carnet of 10 free entries to the FGI structure for events/shows or workshops.
- A welcome kit (to be defined according to the type of registration supported) with the FGI logo and colors

**Donations:** at the end of the year a percentage (to be defined) of total collections generated by the **Heroes Fighting Club** will be donated to charity.

A bank account will be specially opened where institutions allocate money for the donations received by wire, sms, etc., for the study of degenerative diseases and/or other factors.

## REAL HEROES FIGHTING

This television format is a program that comes from the idea of combining sport, talent and a reality show, to involve the public from both the sporting and human point of view.

Meritocracy and equality will be the values enhanced in the program.

Women and men have the same opportunity to emerge bringing into play courage, sporting dignity and personal skills.

**Purpose:** The purpose is to motivate people by showing them that you need to be willing to suffer and struggle with all the forces if you want to achieve your goal in life. People will identify with the athletes who express themselves the most, who create major interest in the program.

**Participants:** 20 athletes, 10 women and 10 men, alternating between 5 professionals and 5 amateurs, each belonging in a different category. They will be involved in a 90-day program and during this time they will be required to work out, to follow a diet and to demonstrate their utmost commitment. Athletes must take care of cleaning the house, gym, kitchen, deal with each daily task in turns, and create weekly shifts for these tasks.

The technical direction will be entrusted to 4 teachers, 2 women and 2 men, who will prepare the athletes for the gloves and contact sport in addition to fitness, cardio and resistance training.



The house-gymnasium will have weekly access to:

- 1 nutritionist, who will be responsible for changing the weekly diet of the athletes and checking their weight
- 1 physiotherapist
- 1 masseur
- 1 psychologist



The presence of these 4 professional figures will “educate” viewers regarding nutrition, and how to get their mind and body healthy.

Sponsors, such as a sports nutrition sponsor (e.g., supplements), will be featured within the structure.

**Conduct of reality:** all participants will enter the reality show possessing an initial fee of 10 credits.

Athletes will be evaluated by teachers based on policy commitment, talent, dedication and aggregation ability, all designed to strengthen the team.

During the live evening the teachers will assign credits.

Athletes must follow the athletic training and try to form a cohesive and close-knit group.

The viewers will determine the direction of the Reality shown, having the possibility to vote through various communication channels (web, phone, etc.). The athletes will train according to the directions of the teachers. They will observe a weekly diet (social message) designed by the nutritionist and their weight should always be in line with the category weight for which they have been selected, so as to avoid the deduction of credits.



Athletes will not have contact with the outside world, except for the live broadcast once a week.

**Location:** the location will be composed of the gymnasium and home.

Gymnasium: place where the athletes will work out will be equipped with:

- 1 fitness room
- 1 weight room
- 1 fighting room
- 2 bathrooms
- 2 locker rooms

**Home:** place where the athletes will relax and be able to evaluate themselves. The house will be equipped with:

- 2 dorms
- 1 kitchen
- 2 bathrooms
- 1 sauna
- 1 Turkish bath
- 1 swimming pool
- 1 Jacuzzi
- 1 relaxation room



**Credits:** will be allocated by the masters according to perseverance, commitment, results obtained during training, human and sportive qualities acquired both in and out of the gymnasium.

Cleaning and management of both the home and the gymnasium will help to obtain the credits.

**Nominations:** will be carried out:

- by athletes based on certain free choices based on living at home and training at the gymnasium, in addition to the assistance that everyone will have to give to each other in order to improve.
- by teachers according to sports results acquired.
- Voting: will be carried out by the public through web, sms, etc., and will determine immediate elimination.

## MATCHES

Every 10 days, based on credits acquired, 5 athletes will be selected and will have the opportunity to fight outside of the house against outside athletes. If they win, they will replace those who have lost the matches organized by the program with the help of the federations.



The opportunity to participate in the matches represents both a resource for obtaining credits (10 in case of victory, 5 in case of a draw) plus additional exposure to the eyes of the various sports organizations and sponsors. At the same time, in case of defeat, they will take the risk of immediate removal from



the program. The athletes, who will never be selected to participate in a match, will clearly be disallowed due to others receiving higher credits from other teachers and people.

**Awards:** the winner of the program will get an annual subscription to the **Heroes Fighting Academy** to participate in all organized training workshops, in addition to a cash prize decided by the society that produces the program in accordance with FGI, which holds the rights.

During the duration of the program all the athletes and teachers will wear FGI branded sportswear.

N.B.: The format can be proposed for all the sports promoted in the **Global Green & Social<sup>2</sup> Sports Village** (eg., soccer, tennis, basketball, etc.).

## “Fighting” in Las Vegas

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# FGi

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