

**Alex Hint**

**WILL**

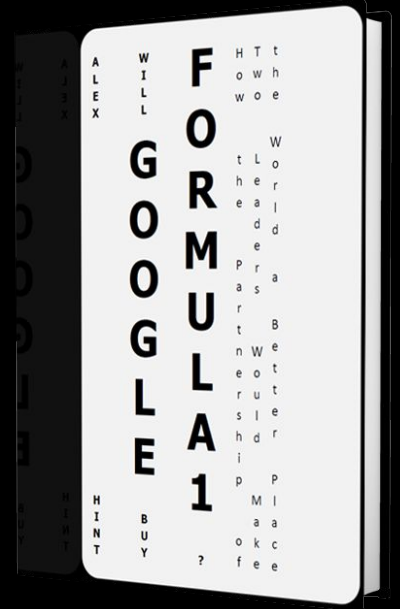
**GOOGLE**

**BUY**

**FORMULA1?**

# A Book

by Alex Hint



# Preface

# Formula One:

- High speeds
- First-rate engineers
- Cutting-edge technology
- A leader in its field
- Enormous popularity



# Google:

- High speeds
- First-rate engineers
- Cutting-edge technology
- A leader in its field
- Enormous popularity



How would the *partnership* of these two leaders

change the world **for the better?**

## **FORMULA1:**

- High speeds
- First-rate engineers
- Cutting-edge technology
- A leader in its field
- Enormous popularity

**?**

## **GOOGLE:**

- High speeds
- First-rate engineers
- Cutting-edge technology
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**SHOW.**

**A Shrinking TV Audience.**

**Or, For Whom the Bell Tolls?**



...**The show** cannot go on without its *fans*.

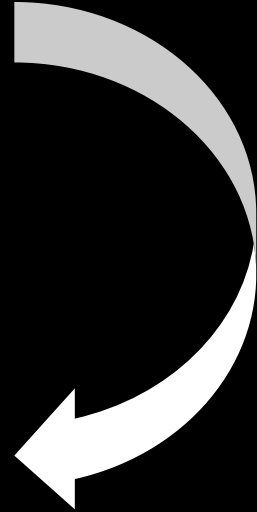
And yes... “The show must go on.” 

TASK #1:

Turn the decline in audience **around**...

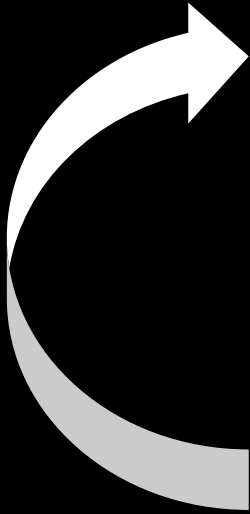
**600** million

**500** million



**600** million

**500** million



# **BUSINESS.**

**A Global Sport and Its Earnings**

- Is Formula One squeezing out all **100%** of its potential?  
Like, say, the best drivers do from their cars?

- Can Formula One step into the business ring as a  
“heavyweight” without getting boxed around the ears?



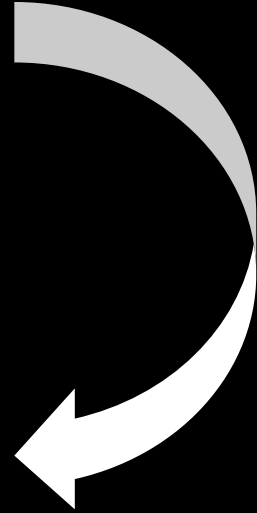
- What steps does Formula One need to take to grow into a  
significant and solid

# financial empire?

**\$1.5 billion**

**\$1.5 billion**

**\$4 billion**



**BUSINESS.**

**Money into the Wind**



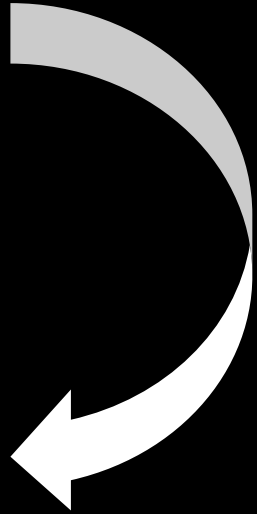
...When it comes to the matter of serious business, the wind is far from the place where entrepreneurs want to invest their money:

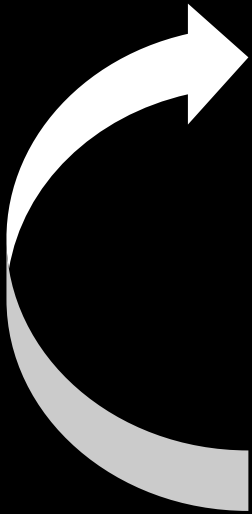
**Money** should make money, 

not wind up in the **wind**...

**Money**

**The wind**





**Technology**

**The wind**

# **Our Main Heroes**

**and the Formula of a Partnership**

...**Google+** is an interest-driven platform where every fan can find like-minded people and form his own circle of Formula One lovers. And with **Google Hangouts**, Formula One fans could watch the races together.



In other words, friends from different corners of the world, connected by their love for Formula One, could go through all the ups and downs of the battle together, sharing their thoughts and emotions in real time.

And at the end of the race, they could continue the discussion

in, say, **Google+ forums...**

# **Upside Down.**

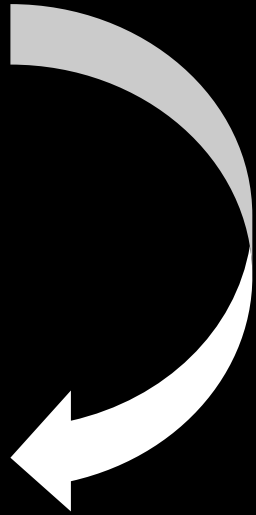
**Or Is It the Other Way Around?**

**A Formula for Success for the Race Tracks**

# Formula One

Formula One

Formula One





**...If tickets are expensive,**

then far from every devotee can attend the Grand Prix.



But when the tickets for an event of this magnitude are affordable, then the show will attract even he who is far from being a motorsport person...

# Without a Suit

...And here, the question of entering a new reality—a **Google-plus-F1** reality—is already on the table. And this project already has all of the necessary qualities (solutions for real problems, financial promise and founders with the right personalities).

In this case, the jackpot is guaranteed to be won by both **Formula One** and **Google**. And this means that absolutely every side will get its prize. And that's not just the teams, **FIA** and the **investors**. It's also the auto **manufacturers**, the **racetracks**, the countries hosting the Grand Prix, and many others...

...And who knows in what capacity Sir Richard Branson will want to join the elite club next time. Maybe he'll want to take revenge on Tony Fernandes and give one of his flight attendants a day off?

Or maybe his friend Larry's example will move him to buy a share of all of Formula One? An entrepreneur who's proved himself successful in completely different businesses is unlikely to pass by

a newly discovered **opportunity**...

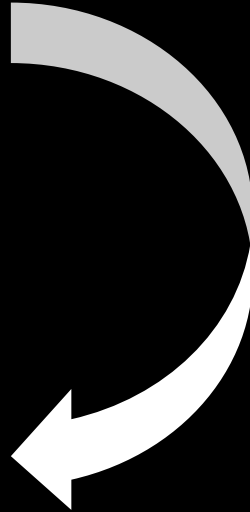
# **Will**

**Google Buy Formula 1?**

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**Google Buy Formula 1?**

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**Thank You!**

