TeamTrak
CYCLING LEAGUE

THE REBIRTH OF AMERICAN TRACK CYCLING

TEAMTRAK OVERVIEW 2026 - 2027



WORLD CYCLING LIMITED

TeamTrak CYCLING LEAGUE



BRINGING PROFESSIONAL TRACK CYCLING INTO THE MAINSTREAM

A modern league built for arenas, media, technology, and a new generation of sports fans

MARKET OPPORTUNITY

MASSIVE UNTAPPED U.S. CYCLING AUDIENCE

Track cycling combines Olympic visibility, speed and spectator appeal, but the sport lacks a sustained professional league with recurring teams, events and year-round fan engagement.

12% **of Americans cycled 25+ days in 2024**

[PeopleForBikes, 2024]

$9.88B **U.S. Bicycle Market**

Projected 6.24% annual growth through 2035

[Market Research Future, 2026]

70k **Active USA Cycling members in 2025**

[USA Cycling, 2025]

8% **of U.S. sports fans follow cycling competitions**

[Statista Consumer Insights, 2025]

THE FASTEST SHOW IN CYCLING



Explosive, all-out racing

Speeds exceeding **40 mph**

Fans within **feet** of the action

TeamTrak CYCLING LEAGUE



BUILT FOR TODAY'S SPORTS FAN

TeamTrak CYCLING LEAGUE

- High-Intensity Team Racing
- Short-Format Races
- Real-Time Scoring
- Built for Live & Streaming Audience
- Designed for Betting Integration

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THE EXPERIENCE

PACKED ARENAS. ELECTRIC RACING.
BRINGING A NEW MODEL TO LIVE CYCLING.

An immersive arena show built on speed, sound, and spectacle.

“TeamTrak is lightning fast and high-intensity. The team format creates a new fan experience.”
-Anita Stenberg, 2x Olympian & 3x European Champion

“Track cycling is the most exciting discipline in the sport. TeamTrak can be the next great American Sports League.”
-Danny Summerhill, Multi-Time U.S. National Champion







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TECH-ENABLED ENGAGEMENT

REAL-TIME RACE DATA

Timing, scores, standings and arena / broadcast graphics.

LIVE PRODUCTION

Multi-camera coverage, replay, athlete POV and storytelling bring fans closer to the action.

FAN PLATFORM

A central platform enables personalized content, memberships and direct fan engagement.

ARENA PRODUCTION

Lighting, sound and visuals transform the arena into an immersive live experience.

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LEAGUE STRUCTURE

Single-Entity Ownership

Geo-Based Teams

Elite International Athletes

Founding Captains Network

Centralized Media & Commercial Rights for Teams & Events

INITIAL TEAM IDENTITIES

Worcester Whirlwinds

Nor Easters Connecticut

Philly Lightning

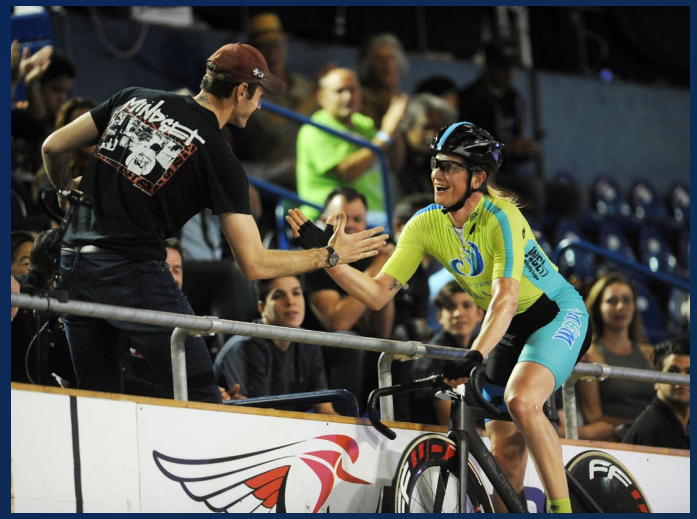
New York Metros

Vegas Gamblers

Indy Mayhem

BUILDING A NATIONAL AUDIENCE

TeamTrak combines high-speed team racing, live entertainment and compelling athlete stories to bring professional track cycling to fans in arenas and on screens nationwide.





THE LIVE SHOW

Fast-paced racing, music, lighting and athlete introductions create an electrifying arena experience for families and mainstream sports fans.

MAINSTREAM MEDIA

National sports coverage, livestreams, highlights and athlete storytelling introduce TeamTrak to audiences far beyond cycling.

ENGAGE LOCAL MARKETS

Arena partnerships, local media and community promotions bring TeamTrak to new fans in every tour city.

BUILD TEAM FANDOM

Recurring teams, world-class athletes and season-long rivalries give fans personalities to follow, support and cheer for.

EXPERIENCED MEDIA & ENTERTAINMENT LEADERSHIP

Martine Charles / MARC Global: National sports & entertainment PR; pro cycling campaigns.
Soren West: Former TAIT executive; major live entertainment, arena experiences and touring productions.

LIVE SHOW →
LOCAL FANS →
NATIONAL FOLLOWING

TeamTrak CYCLING LEAGUE

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MISSION: BRINGING THE BEST ELEMENTS OF SUCCESSFUL MODERN SPORTS, MEDIA, AND TECHNOLOGY TO TRACK CYCLING.

Contact Us

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