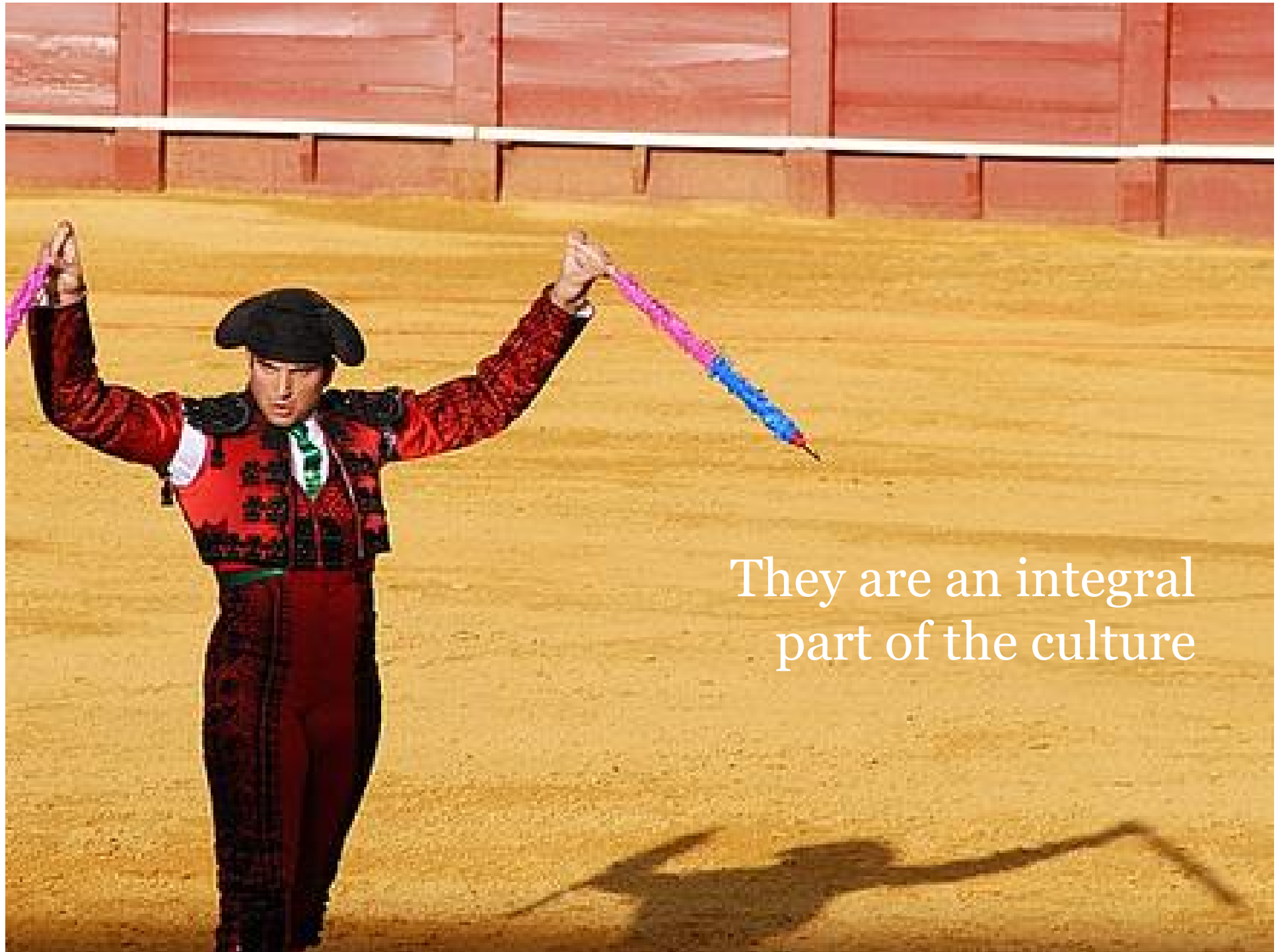
A close-up photograph of a young woman's face, showing her eyes, nose, and mouth. She has a bloody nose and is crying. The background is dark and out of focus.

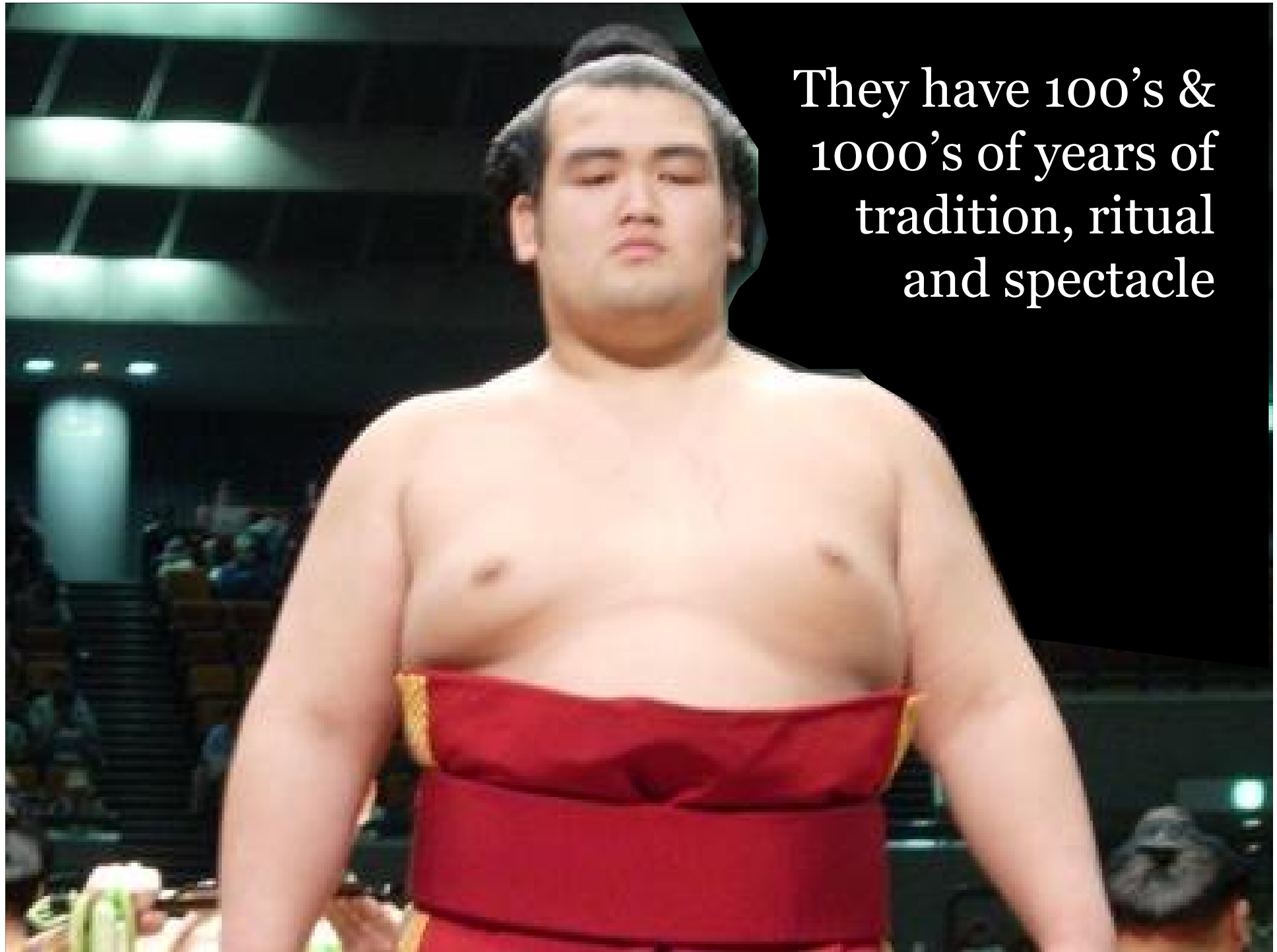
We've got 5 years
to make kicking
the shit out of
someone feel like a
good thing to want
to do and watch

Some sports are perceived as violent, pointless and totally without value.

But what makes them so meaningful for so many people?



They are an integral
part of the culture



They have 100's &
1000's of years of
tradition, ritual
and spectacle

They're real...



... and sometimes fake



MMA is real, it's raw and it's honest. It's complex and although the sum parts of the techniques involved add up to 1000's of years heritage, the perception is that it has none.



MMA is the wayward child of the sporting world. The back alley kid.

It doesn't need a clip around the ear, it just needs the gentle guiding hand of history.



A history that we did
not know it had.

Year 1

← put history here



Year 2

← put history here





↑
Year 3
← put history here

Year 4
put history here



Year 5

Make violence history

We've given MMA it's history, taken away the violence and given it skill and tradition.

From year 5 onwards it would need to make history of it's own.

