

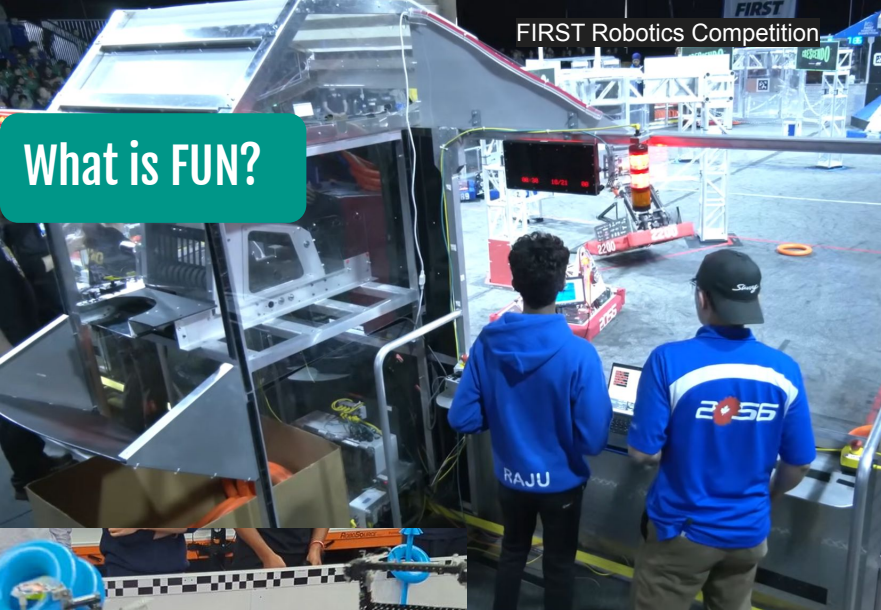
# FUN

## ROBOTICS NETWORK

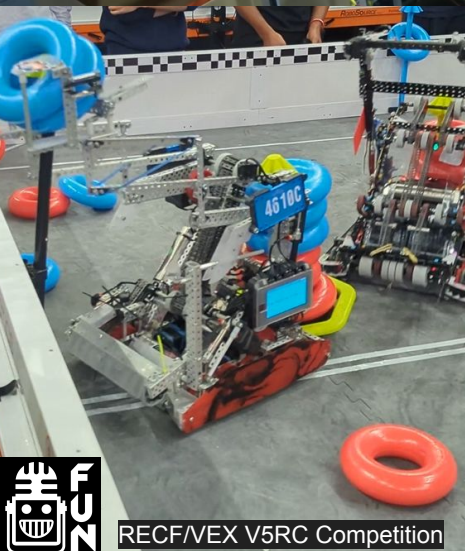
### Information Deck

Updated October 2025





What is FUN?



## FUN Robotics Network is the most watched dedicated video content producer of FIRST and RECF/VEX Content

FIRST and RECF/VEX programs are the two largest competitive robotics programs globally serving over a million students, mentors and volunteers annually.

FUN produces media content through YouTube, Twitch and social platforms to celebrate these programs and its media hungry participants ages 13-60+.

**Impact:** FUN videos are viewed **40+ million** times annually with an audience of over **2 million unique viewers on YouTube** + **millions** more on social media platforms. The average returning FUN viewer consumes 40+ content pieces per year on YouTube. (Source: YouTube Analytics)



## How can FUN Drive Results?

### Intent driven marketing: How we succeed

**Access a unique consumer base:** Advertising on FUN unlocks access to an audience that has been previously untargetable for brands and companies.

**Create consumer rapport:** FUN fans trust us to present great brands, products and services that are relevant to their interests which has created an engaged audience base.

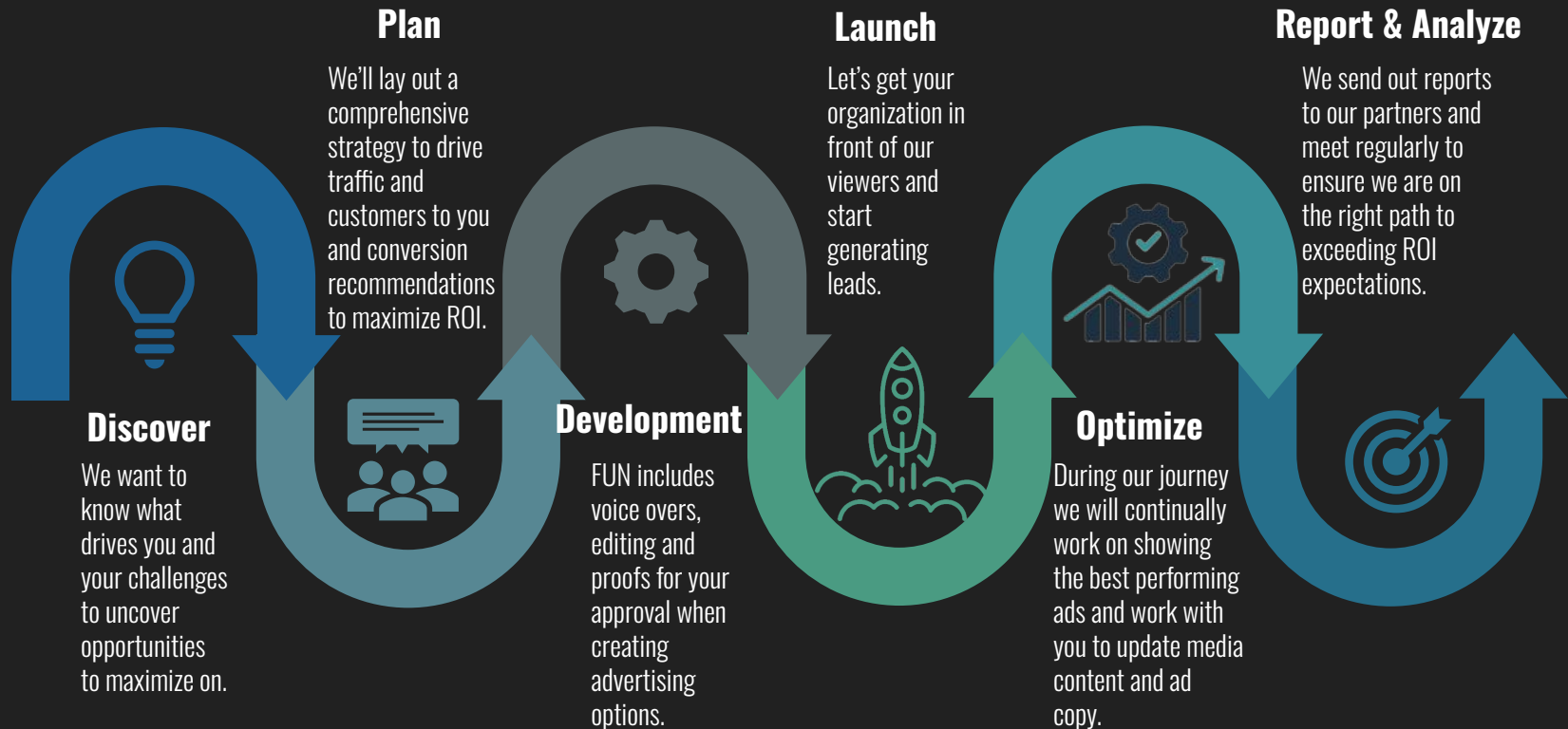
**Drive conversions:** FUN advertising is focused on targeted landing pages and incentives for consumers to interact with your brand provides to increase ROI.

**Create consumer advocates:** FUN fans are socially engaged and are influencers their communities. This results in additional advocacy and brand promotion with others in their programs and the companies they work for.

**Honest Consulting and Transparent Reporting:** We will be realistic and candid on achieving your KPIs and metrics and provide accurate reporting to ensure transparency and accountability no matter the results.



# Our Process: Full Service Video Content Marketing Solutions





## How we reach our viewers with your compelling messaging:

**Produced Segments:** Medium and long form content pieces both in widescreen and vertical formats allowing for direct messaging opportunities.

**Vertical Shorts:** Quick and engaging content pieces meant to expand reach, brand recall and domain authority.

**Influencer Shorts:** Videos created with specific messaging from a FUN Ad Partner.

### Long Form Content Advertising:



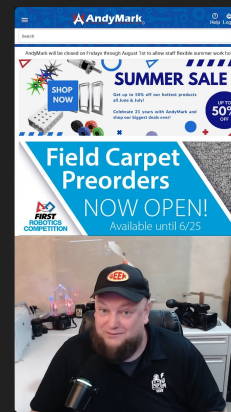
### Medium Form Content Advertising



### Short Form Content Advertising



### Influencer Content Advertising



## Demographics:

**83%** from United States, 5% Canada, 3% Israel, 2% Mexico, 2% Türkiye, 2% Romania, 3% other.

**70%** Male, **25%** female, **5%** user-specified

**20%** 13-16 years, **35%** 17-24 years, **20%** 25-34 years, **10%** 35-44 years, **10%** 45-54 years, **5%** 55+ years.

Much of our content is about high school and collegiate robotics, but FUN's audience is comprised of students, alumni and adult mentors making our targeting optimal for recruitment, product engagement, advocacy and purchasing.



# Success with Kettering University

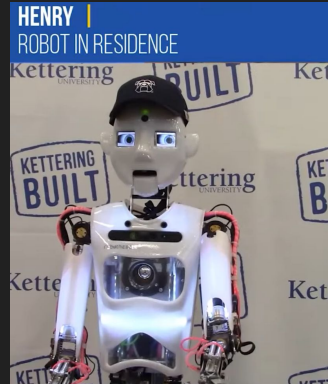


## Kimberly Shumaker

Kettering University  
Director, Robotics Outreach & Robotics Center

The partnership between Kettering University and FUN has proven to be very beneficial. Students that participate in robotics are a great fit for Kettering University due to their desire for hands-on experiences, their problem solving ability, and teamwork skills. Many of these students frequent the FUN live streams and videos found on various social media outlets. It is very common for a student to share with me that they first heard of Kettering University while watching a FUN video. Partnering with FUN expanded our reach!

# Advertising Examples





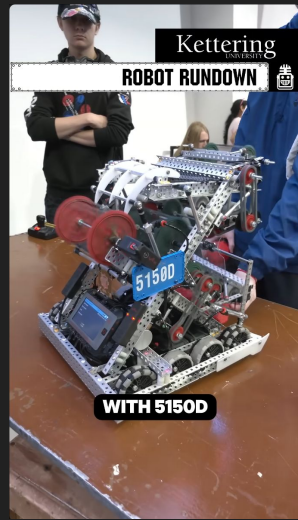
UPTO  
**2.5 YEARS**  
OF PROFESSIONAL  
EXPERIENCE  
BY GRADUATION



**\$45K-\$70K**  
AVERAGE CO-OP  
EARNINGS OVER  
4.5 YEARS



Kettering UNIVERSITY **SCHOLARSHIP OPPORTUNITIES: KETTERING.EDU/FIRST** 

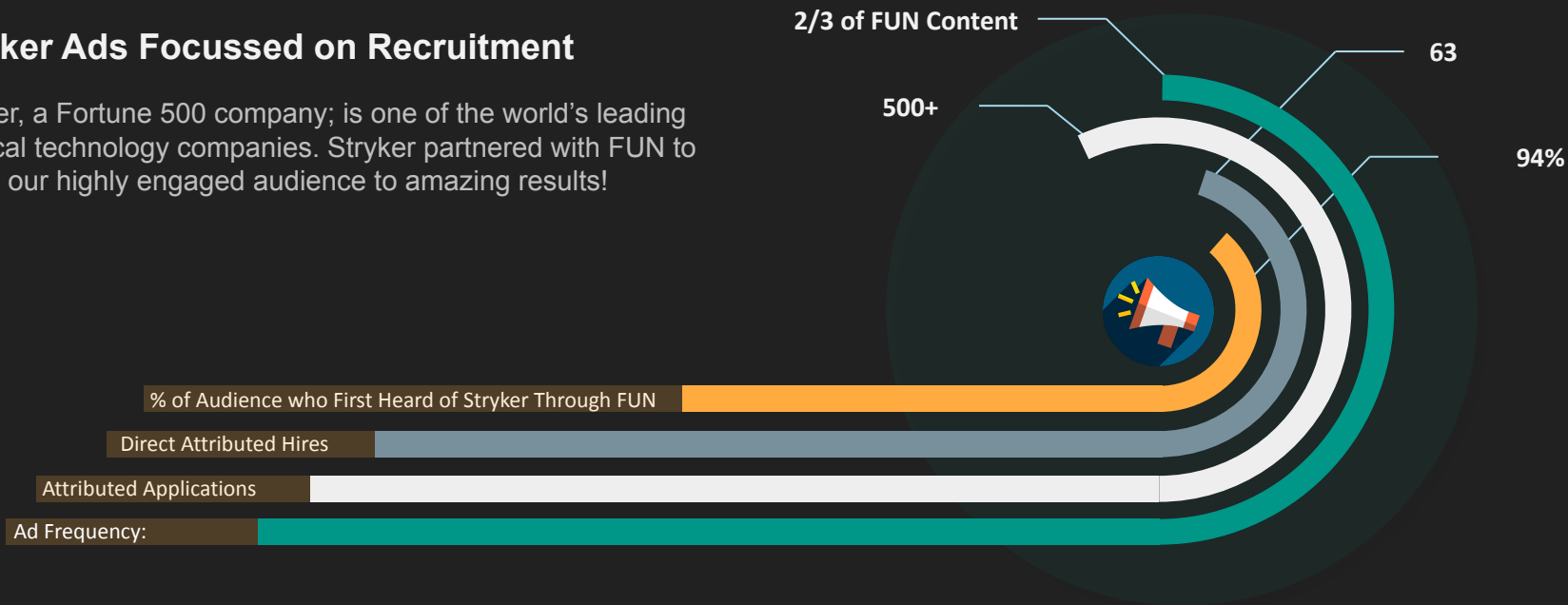




## ROI Impact

### Stryker Ads Focussed on Recruitment

Stryker, a Fortune 500 company; is one of the world's leading medical technology companies. Stryker partnered with FUN to reach our highly engaged audience to amazing results!





Ready to Unveil the Power of FUN?

[contact@funroboticsnetwork.com](mailto:contact@funroboticsnetwork.com)  
[Schedule a Meeting Link](#)

