

# ***The Track to an International Motorsport Career***



**“Life is racing, everything else, before and after, is just waiting”**

**Steve McQueen**

**... integrated program designed and coordinated in partnership by**



**&**



**Riccardo Paterni, Samit Naik**

**Eros Di Prima**

**Over 10 years international business development; focus on Motorsport Industry development in UK, Italy, India. Talent management, organisational development. International business development.**

**Over 30 years at the forefront of Motorsport events and series organisation in Italy and Europe. Drivers management, sponsors and PR management.**

**[www.synergypathways.net](http://www.synergypathways.net)**

**[www.tempo-sport.org](http://www.tempo-sport.org)**

... partners we integrate to project development

The logo for CRG, featuring the letters 'CRG' in a bold, yellow, sans-serif font with a black outline, set against a red swoosh that curves from the top left to the bottom right.

A world-wide leading company in karting



Racing simulators utilised by leading Driver Academies



The Italian Federation affiliated to FIA



One of leading global racing cars manufacturers



Since years experienced equipe of professionals, integrated personal development drivers, some: Charles Leclerc, Marcus Ericsson, Birel Karting Team, etc.

# ... standard career development timeline age steps

- 8-13 - National Kart
  - 13-14 - European Kart - WSK
  - 14-15 - Formula test
  - 15- 16 - F4 Championship (Italy, 2 years)
  - 16-17 - F3 Championship (Europe)
  - 17-18 - F2 Championship
  - ... F1
- 

# ... customised career development timeline age steps

- 5-14 - Customised kart testing in India & Europe
- 5-14 - Customised path to kart racing in Europe
- 14-21 - Customised testing and career racing single-seaters and GT in Europe (championships / races)
- 21 and above - Special customisation and development of testing packages single seaters and GT in Europe (championships / races) / shaping-up a path in GT resetting career plans as per choice and preference

A red sports car is shown from a front-three-quarter view, positioned inside a driving simulator. The simulator's interior, including the steering wheel and dashboard, is visible. The background consists of a large, curved wall with a blue and white pattern, suggesting a virtual environment. The text is overlaid on the top and left sides of the image.

# ... fully integrated professional development program

- ❖ **Mental coach**
- ❖ **Physical trainer**
- ❖ **Nutritionist**
- ❖ **Linguistic technical support**
- ❖ **Learning of working methods**
- ❖ **Training on the driving simulator**
- ❖ **Path for age's appropriate studies**

**... integrated media package to leverage at best on the experience in India and internationally**

## **🏎️ MEDIA EXPOSURE and PR MANAGEMENT:**

- \* Issuing Press Releases**
- \* writing of press releases on announcements race weekends/sessions and sending the same to relevant media houses in India and International (localised to the championship)**
- \* Interviews**
- \* forging connections with relevant media providing interviews, whether one-on-one, email or phone**

**... integrated media package to leverage at best on the experience in India and internationally**

**NEWS DEVELOPMENT:**

**\* providing confidential information to selected media in terms of potential announcements**

**SOCIAL MEDIA and PRINT MEDIA MANAGEMENT:**

**\* Social Media and Print Media Management**  
**\* Making the driver a popular name in the household in India and also Internationally, developing the driver brand**



# Experience, knowledge and international network ...



Riccardo-Eros-Samit- Luca Baldassarri



Eros-Samit- Riccardo press conference



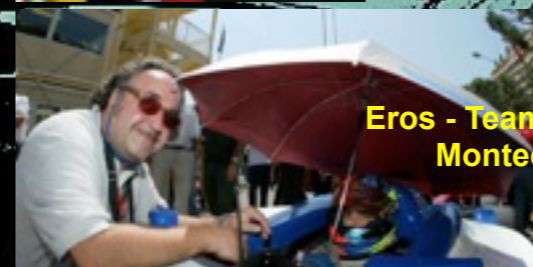
Riccardo Ferrari Challenge Testing



Our book on Innovation and Motorsport Management



Ferrari 308 Rally



Eros - Team Manager Montecarlo 2003



F4 Championship 2016



Samit - Autosport International UK



Riccardo - Motorsport Presentation Regent's University London



Eros - GT Series Management



Eros - APRC 2002



F.2000 Light The BOSS



Erik Boullier McLaren Team Manager with our book



Riccardo - Kolaphur karting track



Riccardo & Nicola Scimeca General Manager YCOM relevant WEC Le Mans supplier



Eros - Verstappen F3 International



F.2000 Light series



Dr. Angus - Honorary Research Fellow University of Coventry UK - Motorsport / Riccardo University of Pisa Talent Manager



Riccardo Nascar Daytona Test



F 3000 Int. Series



Eros - Riccardo - Kush Maini



Riccardo at the Tatuus F4 factory with co-founder DeBellis

# Synergy Pathways Motorsport Academy: [Website](#) [Facebook](#) [@MotorRacingAcad](#)



## Business Development:

Riccardo Paterni

Mobile: +39 3488504127

[riccardo@synergypathways.net](mailto:riccardo@synergypathways.net)

[@RiccardoPaterni](#)

[LinkedIn](#)

Samit Naik

Mobile: +91 9869056277

[samit@synergypathways.net](mailto:samit@synergypathways.net)

[LinkedIn](#)

## Project & Media Contact :

Darshan Chokhani

Mobile: +91 9831057123

[darshan@synergypathways.net](mailto:darshan@synergypathways.net)

Skype: darshan.chokhani

[@DarshanChokhani](#)

[LinkedIn](#)

