

From the SVS Build Desk: New Model Needed

By Will Marotti, The Pits Are Open Host

Every conversation we had this week circled the same reality.

- Talented drivers.
- Hard-working teams.
- Real results.

And still...funding uncertainty.

Sponsors and sponsorship dollars are increasingly harder to access, renewals are less predictable, and too many team managers and owner in this sport are forced to rebuild their budgets from zero every season. Time that should be spent developing performance gets redirected toward survival.

The model creates stress, short timelines, and fragile momentum.

We believe the problem isn't effort or talent.

It's infrastructure. The lack thereof.

Speedway Venture Studio is being built to change that; to create systems that help drivers and teams develop steadier, more repeatable pathways to financial stability, visibility, growth and winning.

Not a magic wand. A framework.

We're in the early days, but each week the picture becomes clearer.

When it works, it won't just help a few competitors. It could reshape how funding and competition happens in racing.

In the coming weeks we'll introduce the **SVS Insider App**, a place where we open the door to insiders to watch the build in real time and follow our progress as the new model takes shape.

More information soon!