



# Presentation



# You will see a giant is emerging...

- A billion dollar company with less than 4% paying customers
- Average customer retention of 9.7 years
- Customers share with 7 other customers
- Affiliates can generate commissions
- Unbelievable...right?



# The App World is Huge...

"There's an app for that"



## Current Trends (2015)

- 100 Billion apps downloaded
- \$45 Billion in revenue

## Projected Growth

- 268 Billion apps downloaded (2017)
- \$200 Billion in revenue (2020)

# Mobile Games are Trending

Mobile Games	Daily Revenue	Daily Installs
Clash Royale	\$1,526,276	121,906
Clash of Clans	\$1,190,540	24,166
Game of War	\$812,714	23,158
Mobile Strike	\$416,201	34,085

# FREEMIUM & In-app Purchasing: Candy Crush

- 96% of players are FREE
- Quarterly revenue of \$500 Million
- Nearly \$1M/daily from FREEMIUM play



# Fantasy apps are also big.....

- **56.8 million** people play in the U.S. and Canada
- Average time spent consuming Fantasy sports: 8.67 hr/week



# But...SPORTS fans are where the numbers are

- More than 290 million Americans watch sports (90% of the population)
  - **72%** (18-29 years old), **64%** (30-49 years old), **58%** (50+)
- Average time spent consuming sports: 17.89 hr/week
- Americans spend over...
  - \$35 billion a year on sports and sports related and branded merchandise
  - \$100 billion is spent each year on sports "gaming" like fantasy sports
  - \$800 billion is spent each year on sports "gambling"



# Fantasy sports cover just a sliver of the Market

Nearly **20%** of Americans play fantasy sports,

but **90%** are sports fans....

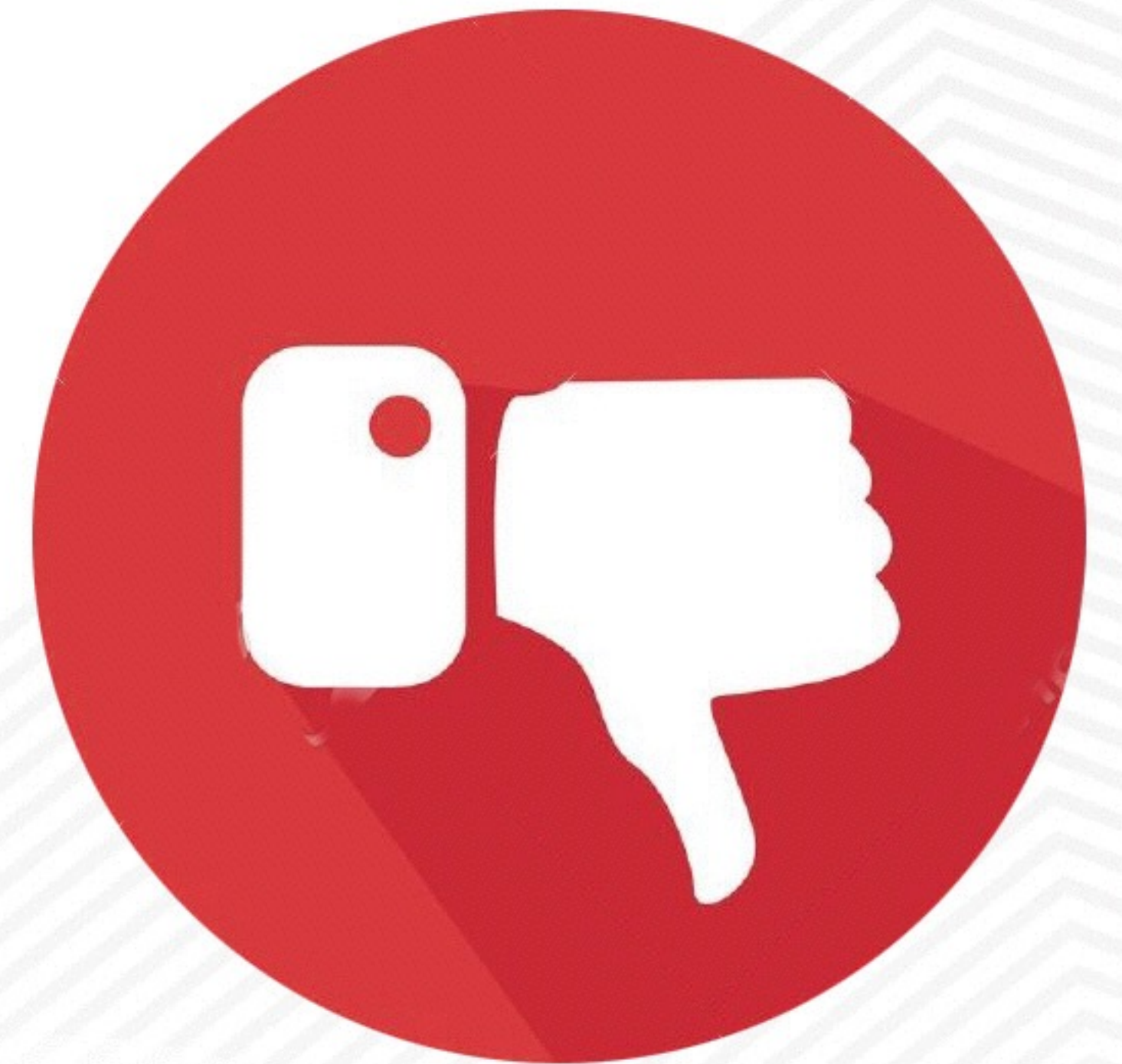
so what is fantasy missing?





# Top 10 Reasons NOT to Play Fantasy

1. The odds are stacked against new players
2. It's easy to lose money, very hard to win
3. It changes the way I used to watch a game
4. Game-watching with my friends is affected
5. It effects how you choose which game to watch
6. Too much about stats, and not enough fun
7. I am compelled to play with other team's players
8. Takes too much time to get good
9. Requires extra software \$\$ tools to be a pro
10. A 'spreadsheet' interactive experience



# Here is How We are Going to Capture the Majority of the Market:

- We have a market that is **5x** bigger than the fantasy sports market...but no one is appealing to them.
- We are going to take all the reasons why people don't play fantasy out of the equation and give people a reason to play.
- We are going to do this with a game in the mobile app space, and it's going to be enormous!

# Capitalizing on the BIGGER GLOBAL market

- Most fantasy sports sites focus on football and basketball
- Soccer, Cricket, and Hockey are the LARGEST international sports **(3.4 billion watched World Cup)**
- NASCAR average attendance is 98,000  
NBA averages 17,000 per game
- Global Events such as: The Olympics, Tour De France, World Championships, etc.



“It’s time to take back our sports from the gamblers!”



# Introducing: The better way to play!

FREE App with In-app advertising and in-app purchases

Built by interactive sports and mobile rewards veterans

Feels like a game, not a spreadsheet

Freemium game model

Eliminates fantasy sports negatives, like gambling and difficulty levels

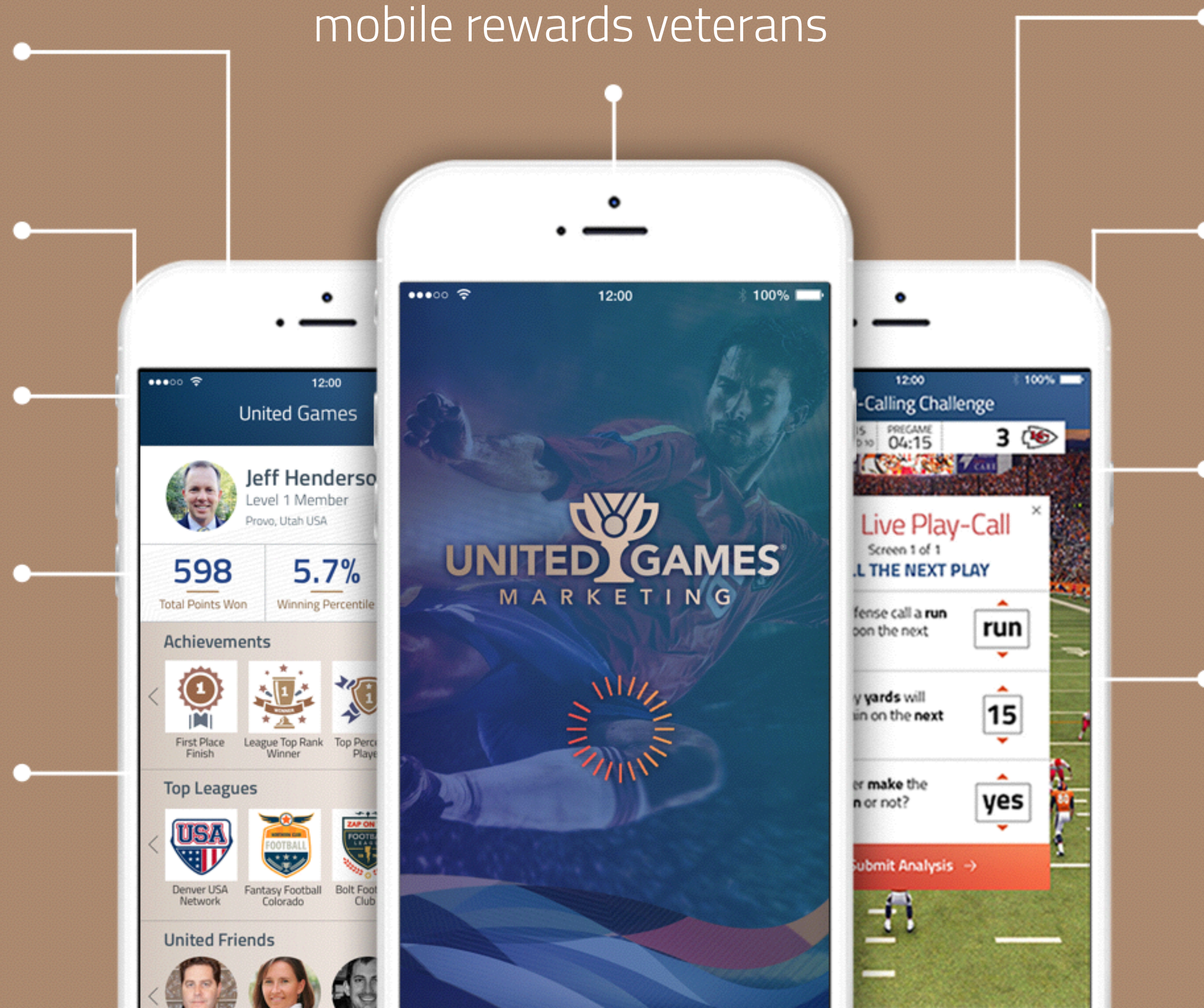
Rewards players for achievements

Rankings at the city, state, national levels

Strong Social elements like live chats with friends during live events

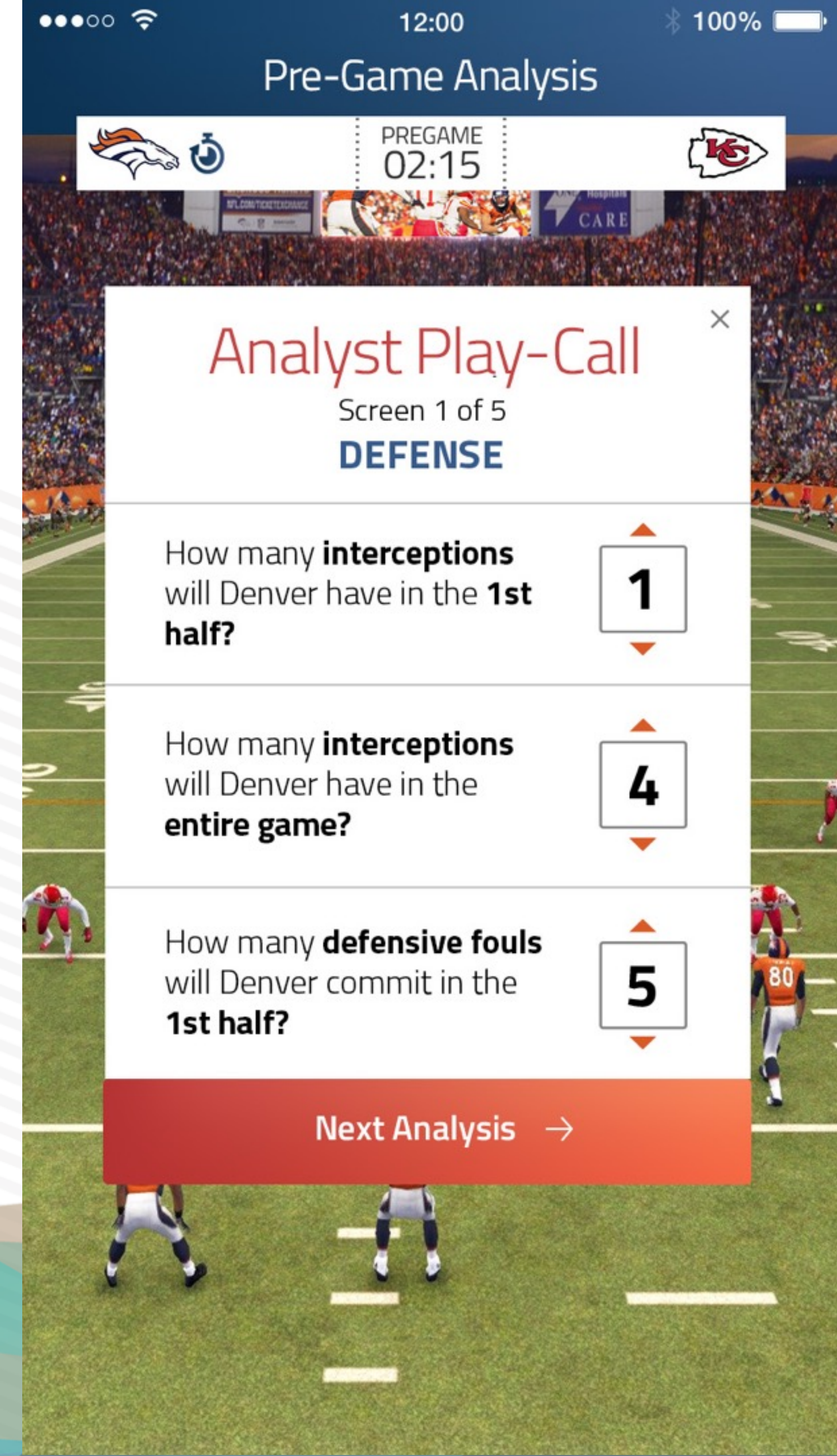
A mature framework of league managers, sport promoters and players

The better way to play along live with your team



# Why are we Different?

- Game vs gambling
- Loyalty to "my team" vs "the NFL"
- Game experience vs "stat" experience
- All experience levels play together
- Game-by-game experience (no algorithms)
- Play the game, not just the players
- Social experience



# Fantasy vs. The better way to play

## Fantasy

- Play multiple games across a sport
- Play with a "global" base of players/users
- Play the same "stats" every game
- Very "stat" heavy
- Competitive positioning - "prove it"
- Big jack pots - keep getting bigger
- Only the top 11% of players EVER win

## The better way to play

- Play a single game, with the team you love
- Play by yourself or with your friends
- Choose the "stats" you want to play
- Game heavy, with stats involved
- Social positioning - "Do you want to play?"
- Earn points and achievement awards
- EVERYONE wins

# Fantasy vs. The better way to play

## Fantasy

- Put cash in, small chance to win BIG
- People use algorithms to win
- Top 1% take over 90% of winnings
- Legal issues - too close to gambling

## The better way to play

- Pay small amounts, or play for FREE
- Each game is unique, algorithms don't win
- Everyone wins
- There are no legal issues with our model



# How it Works

1. Download the app and become a player
2. Choose a game to play
3. Play for FREE or Play with Tokens
  - Buy tokens
  - Get tokens FREE with memberships
  - Get FREEMIUM tokens with ad clicks
4. Play by yourself or with others
5. Earn points
6. Earn rewards



# Why play The better way?

- The average person will spend:
  - \$8.61 for movie tickets
  - \$5.00 for high school sporting events
  - \$50-\$150 for tickets to professional sporting events
  - \$2.25 admission plus tokens for an arcade
- With the better way to play, you can play for free, or pay \$1.00-\$1.50 and everyone gets rewarded!
- Playing along with your team brings the game to life and makes the game experience that much better.
- It's just fun!

Sports bring people of all types together in a unique way. Our game will be a place where you will meet new friends and create a new social outlet with like-minded people.



# Launch Strategy

- Affiliate network
  - \$29.99 affiliate registration
  - \$10/month
- Social sharing
- Consumer sharing (In-app benefits)
- Top Ranking App in the App Store

