



**STATEMENTGAMES.COM**

The Next Generation of Fantasy Sports

December 2020



# StatementGames Overview

## MarTech + Data Analytics Platform

- Data points can be leveraged for subscriber engagement, cross-sell and upsell opportunities
- Know your fans/ subscribers and use that data to drive higher conversion rates and stronger relevancy

## Free to Play Game w/ Targeting Engine

- Omni channel social gaming/ marketing platform
- Behavioral subscriber targeting + profiling engine
- Sales lead generation + affiliate platform

## White Label B2B Program

- Fan engagement tool for leagues/ teams/ and brands
- Standalone or integrated with existing applications
- Delivering user profile/ behavioral/ + segmented analytics
- Integrated with CRM platform



# US Sports Fans Market



**220M**

About 60% of US population identify themselves as fans

**88M**

Approximately 40% of Americans will not participate in Sports Gambling



# Industry Challenges

- The sports industry continues to aggressively pursue ‘Gambling’ and ‘real money opportunities’ that address ‘Fan Engagement’
- OVER 40% of US Fans WILL NEVER participate in ‘Gambling’ services
- A significant part of the market is being ignored, creating opportunity



**Fan Engagement**

# Product: Patent Awarded by USPTO



- ALL SPORTS
- NFL
- MLB
- NBA
- NHL
- PGA
- OTH

| SPORT | CONTEST ID | TOURNAMENT  | SPONSOR | ENTRIES | COST | PRIZE POOL | LIVE IN  | ACTION                                      |
|-------|------------|---|---------|---------|------|------------|----------|---|
|       | T2715-C2   | SINGLE (PPV)   UFC 251: USMAN VS MASVIDAL   PINNACLE COFFEE - Contest 2 - Sponsored By Pinnacle Coffee Co |         | 10 / 12 | 15   | 162        | 2 Days   | <a href="#">Join</a> <a href="#">Create</a> |
|       | T2717-C4   | SINGLE (ESPORTS)   MIL Vs LAL   LEADERBOARD - Contest 4 - Sponsored By SportsCastr                        |         | 1 / 8   | 5    | 36         | 07:41:17 | <a href="#">Join</a> <a href="#">Create</a> |
|       | T2701-C13  | 2020 MLB   OVER UNDER WIN TOTALS   CREATE YOUR OWN CONTEST - Contest 13                                   |         | 5 / 8   | 5    | 36         | 14 Days  | <a href="#">Join</a> <a href="#">Create</a> |
|       | T2718-C2   | SINGLE (FOX)   WWE SMACKDOWN   LEADERBOARD -  |         | 1 / 8   | 5    | 36         | 2 Day    | <a href="#">Join</a> <a href="#">Create</a> |



# How The Game Is Played

- End user joins a contest
- Players are presented with a list of in-game statements – “sports props”
- Players select 10 statements and rank them in order of confidence. (10 being your most confident pick)
- Points are awarded for correct picks
- The player with the most points from correct picks at the end of a specific sporting event WINS

| PTS | POS     | Statements                                       | Action | Reorder |
|-----|---------|--|--------|---------|
| 10  | AST     | Lou Williams OVER 6.5 Assists                    | ⊖      | ↕       |
| 9   | REB     | Kawhi Leonard UNDER 7.5 Rebounds                 | ⊖      | ↕       |
| 8   | REB     | Bam Adebayo UNDER 11.5 Rebounds                  | ⊖      | ↕       |
| 7   | CO MB O | Two Miami Heat Players Will Have A Double Double | ⊖      | ↕       |
| 6   | Team    | LA Clippers UNDER 19.5 Free Throws Made          | ⊖      | ↕       |

# Apps



**Marc Saulino**  
Coin Balance : 994

- My Account
- Lobby
- My Standings
- Leaderboard
- Get Coins
- Create Contest
- Rewards
- Refer a Friend
- About
- Log out

App Version: 1.2.1

**LOBBY**

ALL SPORTS | NFL | MLB | NBA

**SINGLE (NBCSN) | BOS Vs CHI | LEADERBOARD - Contest 2**  
T2524-C2

|                 |                |
|-----------------|----------------|
| CONTEST ENTRIES | PRIZE POOL     |
| 1 / 8           | 36 Coins       |
| COST OF ENTRY   | STARTS IN      |
| 5 Coins         | 0d 10h 29m 31s |

**Join**

**SINGLE (ESPN) | MIA Vs LAC | LEADERBOARD - Contest 2**  
T2526-C2

|                 |            |
|-----------------|------------|
| CONTEST ENTRIES | PRIZE POOL |
| 0 / 8           | 36 Coins   |
| COST OF ENTRY   | STARTS IN  |

My Standings | Lobby | LEADERBOARD

**Statements**

Available | Selected **10**

| PTS | POS     | Statements                                       | Action | Reorder |
|-----|---------|--|--------|---------|
| 10  | AST     | Lou Williams OVER 6.5 Assists                    | ⊖      | ↕       |
| 9   | REB     | Kawhi Leonard UNDER 7.5 Rebounds                 | ⊖      | ↕       |
| 8   | REB     | Bam Adebayo UNDER 11.5 Rebounds                  | ⊖      | ↕       |
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**SAVE** | **GO TO LOBBY →**

**LEADERBOARD**

Total Wins | Coins Earned | Tournament Wins

**SPIN THE SG WHEEL DAILY TO WIN MORE COINS**

The StatementGames LEADERBOARD offers members an opportunity to earn even more coins which can be exchanged for REWARDS. Earn a top 10 slot in Tournament WINS, Contest WINS & Coins Earned and at the conclusion of every month we will fund your account with COINS. Click [HERE](#) for full breakdown of how coins will be allocated.

2020 | January

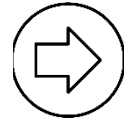
| Rank | Username  | Total Wins |
|------|-----------|------------|
| 1    | BigDude88 | 20         |

My Standings | Lobby | LEADERBOARD

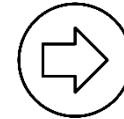
# Core Business Model + Strategy



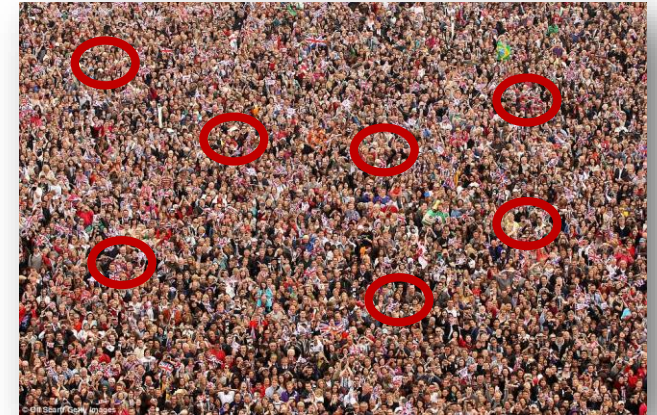
Engage Through Casual Gaming



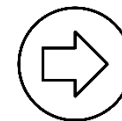
Capture Data + Analysis



Data Segmentation



Present Relevant Offers



Sales Conversions







# Business Model: White Label Examples

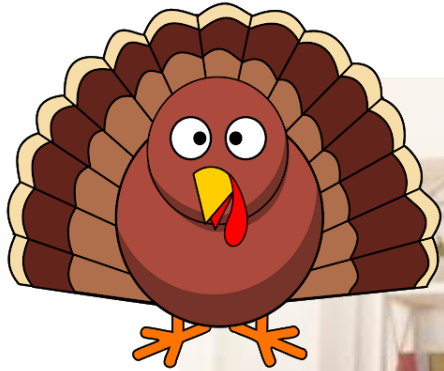
SG system operating under PARTNER's brand umbrella

- Organizations actively seeking new ways to engage and connect with customers
- Lack of resources and budget to meet market challenges
- Solutions that meet such challenges

# Social & Data Driven Validations

## Social

- StatementGames originated in the Saulino Family
- Thanksgiving tradition since early 90's
- Gaming drove "Black Friday" consumer behaviour.



## Data

- 57% of users are receptive to SG offers.
- 90% conversion rate of D2C product introduction
- OVER 65% of consumers who purchase intro product go on to buy secondary products.





# StatementGames Executive Team



**Marc Saulino**  
CEO & Founder



**Jonathan Lin**  
Co-Founder + Head of Product

- Formerly President of Bango, a publically traded UK company
- Inked multi- year content and data partnerships with EA Sports, Amazon, ESPN, and Turner.
- Developed many strategic partnerships in the mobile billing and payments space.
- Led sales teams, owned and managed all channel sales pipelines and partnerships

- Formerly the Head of Product & Business Development for T-Mobile MVNOs Ultra Mobile & Mint Mobile
- Launched many carrier/ industry first products at Cingular & AT&T like SMS, Mobile Internet, mobile payments, and carrier app store.
- Held several management roles in Application Development, Product Development, and Device Strategy at Cingular, AT&T, and AT&T U-verse/ DirecTV

## Founders

- Over 40 years of combined experience
- Launched large portfolios of next gen digital products
- Successfully delivered many industry first products



Google Play



Galaxy Apps





# Strategic Partners

## Development & Technology



## Business Development



## Data & Analytics



## Digital Marketing

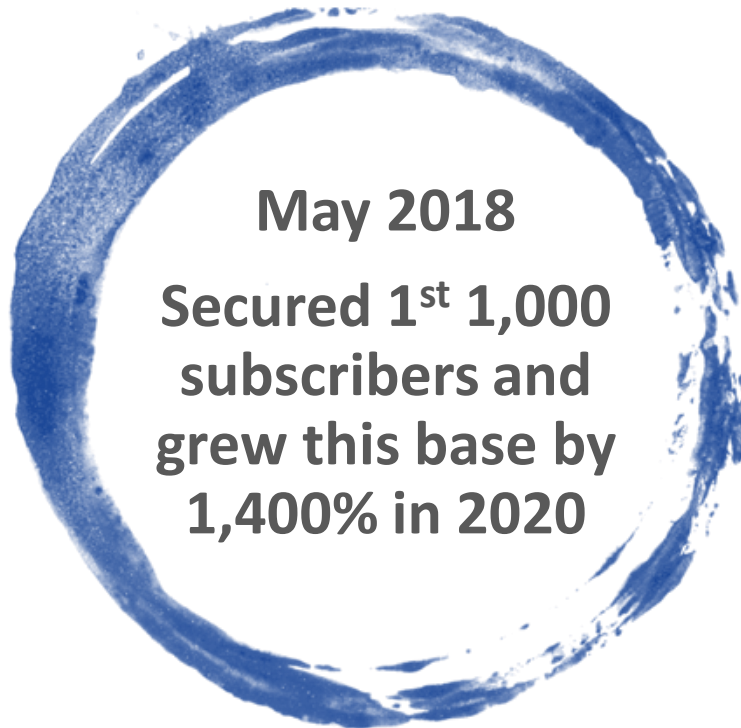


# Key Traction Points & Milestones



**November 2017**

**Built and deployed  
a unique gaming  
platform within an  
emerging market**



**May 2018**

**Secured 1<sup>st</sup> 1,000  
subscribers and  
grew this base by  
1,400% in 2020**



**August 2020**

**Patent Awarded  
System & Processes**

**USPTO No.  
10,748,374**



# Seed Capital Opportunities

## Capital Raise

Seeking \$2M - \$2.5M seed capital to drive the following areas:

- Product development & roadmap acceleration
- Subscriber growth & user acquisition
- Team expansion
- Projected 18 – 24 month run rate
- **Note: Follow on investors identified, looking for lead investor**

## Top Milestones w/ Seed Capital

- Ad network integration
- Subscription services and content syndication
- Geofencing for hyper targeting & digital commerce
- Gaming Automation / Real-Time Scoring
- Subscriber Growth (Targeting 100K - 250K in 12 months)







# Thank You

Marc Saulino

Founder | CEO

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Jonathan Lin

Co-Founder | Product & Strategy

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# SG Financial Summary



## StatementGames Subscriber & High Level Revenue Model

| Subscribers & CPA                           | Q1       | Q2       | Q3        | Q4        | Year 1    | Q1 & Q2   | Q3 & Q4   | Year 2      | Year 3      | Year 4      | Year 5       |
|---|----------|----------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|--------------|
| Net Subscribers (Existing Base ~10K)        | 15,000   | 25,000   | 50,000    | 75,000    | 75,000    | 125,000   | 250,000   | 250,000     | 500,000     | 1,500,000   | 4,500,000    |
| Avg Referral Penetration                    | 3.00%    | 3.00%    | 3.00%     | 3.00%     | NA        | 4.50%     | 4.50%     | NA          | 6.00%       | 6.00%       | 6.00%        |
| CPA - Referrals (250/ 500/ 750/ 1000 Coins) | \$1,125  | \$1,875  | \$3,750   | \$5,625   | \$12,375  | \$28,125  | \$56,250  | \$84,375    | \$225,000   | \$900,000   | \$2,700,000  |
| CPA (Cost Per Acquisition)                  | \$8.00   | \$8.00   | \$8.00    | \$8.00    | NA        | \$10.00   | \$10.00   | NA          | \$13.00     | \$15.00     | \$15.00      |
| Overall CPA (Cost Per Acquisition)          | \$31,040 | \$93,120 | \$155,200 | \$155,200 | \$434,560 | \$334,250 | \$835,625 | \$1,169,875 | \$1,833,000 | \$8,460,000 | \$25,380,000 |

| Revenue (\$)                    | Q1              | Q2               | Q3               | Q4               | Year 1             | Q1 & Q2            | Q3 & Q4            | Year 2             | Year 3              | Year 4              | Year 5               |
|---------------------------------|-----------------|------------------|------------------|------------------|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|----------------------|
| Ad eCPM Revenue                 | \$9,000         | \$15,000         | \$30,000         | \$45,000         | \$99,000           | \$225,000          | \$450,000          | \$675,000          | \$2,100,000         | \$8,100,000         | \$27,000,000         |
| Purchase Sales Transactions     | \$557           | \$928            | \$4,351          | \$15,295         | \$21,131           | \$102,897          | \$353,812          | \$456,710          | \$2,206,728         | \$9,123,440         | \$37,719,724         |
| Subscription Revenue            | \$3,146         | \$5,243          | \$12,058         | \$77,010         | \$97,456           | \$313,943          | \$756,746          | \$1,070,689        | \$3,351,722         | \$11,156,112        | \$37,205,506         |
| Affiliate Sales Revenue         | \$5,625         | \$9,375          | \$18,750         | \$28,125         | \$61,875           | \$46,875           | \$150,000          | \$196,875          | \$468,750           | \$2,460,938         | \$13,183,594         |
| Brand Merchandise Revenue       | \$1,350         | \$2,250          | \$4,500          | \$6,750          | \$14,850           | \$28,125           | \$70,313           | \$98,438           | \$281,250           | \$1,455,469         | \$7,113,604          |
| Sponsorship Revenue             | \$12,000        | \$96,000         | \$190,440        | \$335,809        | \$634,249          | \$1,110,269        | \$1,224,072        | \$2,334,341        | \$3,373,848         | \$6,943,379         | \$10,935,822         |
| White Label Revenue (Licensing) | \$0             | \$17,830         | \$37,063         | \$48,867         | \$103,760          | \$393,664          | \$830,641          | \$1,224,305        | \$9,315,031         | \$24,021,145        | \$48,118,076         |
| <b>Total Revenue</b>            | <b>\$31,677</b> | <b>\$146,626</b> | <b>\$297,161</b> | <b>\$556,857</b> | <b>\$1,032,320</b> | <b>\$2,220,773</b> | <b>\$3,835,584</b> | <b>\$6,056,357</b> | <b>\$21,097,328</b> | <b>\$63,260,483</b> | <b>\$181,276,325</b> |
| Total CPA (Cost of Acquisition) |                 |                  |                  |                  | \$434,560          |                    |                    | \$1,169,875        | \$1,833,000         | \$8,460,000         | \$25,380,000         |
| Total Operating Expenses        |                 |                  |                  |                  | \$1,168,500        |                    |                    | \$3,847,460        | \$9,102,786         | \$18,328,621        | \$32,149,187         |
| <b>Operating Income (Loss)</b>  |                 |                  |                  |                  | <b>(\$570,740)</b> |                    |                    | <b>\$1,039,022</b> | <b>\$10,161,542</b> | <b>\$36,471,862</b> | <b>\$123,747,138</b> |

|  | Year 1          |                  |                  |                  |                    | Year 2             |                    |                    | Year 3              | Year 4              | Year 5               |
|--|-----------------|------------------|------------------|------------------|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|----------------------|
| Revenue Share (%)                            |                 |                  |                  |                  | Year 1 Avg         |                    |                    | Year 2 Avg         |                     |                     |                      |
| Ad eCPM Revenue                              | 28.41%          | 10.23%           | 10.10%           | 8.08%            | 14.20%             | 10.13%             | 11.73%             | 10.93%             | 9.95%               | 12.80%              | 14.89%               |
| Transactions (Redemption/ One Off Purchases) | 1.76%           | 0.63%            | 1.46%            | 2.75%            | 1.65%              | 4.63%              | 9.22%              | 6.93%              | 10.46%              | 14.42%              | 20.81%               |
| Subscription Revenue                         | 9.93%           | 3.58%            | 4.06%            | 13.83%           | 7.85%              | 14.14%             | 19.73%             | 16.93%             | 15.89%              | 17.64%              | 20.52%               |
| Affiliate Sales Revenue                      | 17.76%          | 6.39%            | 6.31%            | 5.05%            | 8.88%              | 2.11%              | 3.91%              | 3.01%              | 2.22%               | 3.89%               | 7.27%                |
| Brand Merchandise (User Engagement)          | 4.26%           | 1.53%            | 1.51%            | 1.21%            | 2.13%              | 1.27%              | 1.83%              | 1.55%              | 1.33%               | 2.30%               | 3.92%                |
| Sponsorships Revenue                         | 37.88%          | 65.47%           | 64.09%           | 60.30%           | 56.94%             | 49.99%             | 31.91%             | 40.95%             | 15.99%              | 10.98%              | 6.03%                |
| White Label Revenue (Licensing)              | 0.00%           | 12.16%           | 12.47%           | 8.78%            | 8.35%              | 17.73%             | 21.66%             | 19.69%             | 44.15%              | 37.97%              | 26.54%               |
| <b>Total Revenue</b>                         | <b>\$31,677</b> | <b>\$146,626</b> | <b>\$297,161</b> | <b>\$556,857</b> | <b>\$1,032,320</b> | <b>\$2,220,773</b> | <b>\$3,835,584</b> | <b>\$6,056,357</b> | <b>\$21,097,328</b> | <b>\$63,260,483</b> | <b>\$181,276,325</b> |
| <b>YoY Rev Multiple</b>                      |                 |                  |                  |                  |                    |                    | <b>5.87</b>        |                    | <b>3.48</b>         | <b>3.00</b>         | <b>2.87</b>          |