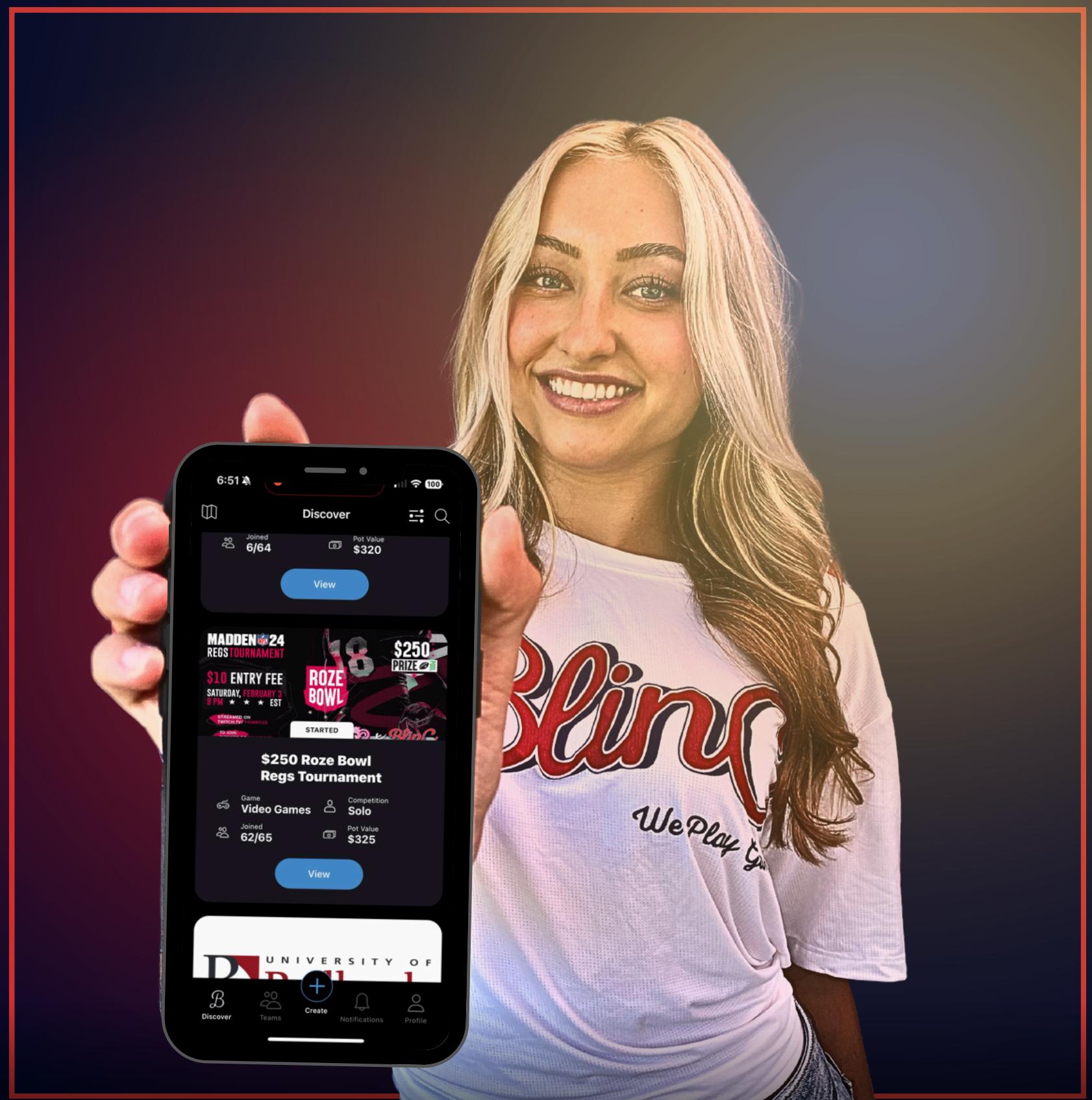


# BlinC

We Play Games

**CONNECTING PEOPLE THROUGH GAMES**





**BlinC bridges the worlds of sports and gaming, delivering seamless organization & effortless discovery for every sport & game, everywhere.**

**When you need a ride? Uber it.**

**Need to search something online? Google it.**

**When you want to find a game, just **BlinC** it.**

# THE PROBLEM

## Organizers

are dealing with fragmented platforms & unhappy customers leading to exasperation and burnout.

## Players

are frustrated with nearly unusable platforms & can't find people to play with.

## Venues

are empty due to archaic booking systems, inefficient staff procedures, with zero data.

“

The hardcore players are not aware of all the playing opportunities that exist. Bringing together the Wiffle Ball community across the country in a centralized system on BlinC will eventually lead to a more unified regular and postseason.

**TIM COOK**

DIRECTOR

NATIONAL WIFFLE BALL LEAGUE

”



# THE SOLUTION

## Ecosystem

that centralizes organizers, venues, players, sponsors & data collection.

## All Games

sports, esports, boards games & more are now accessible on one platform.

## Ultimate Gamer Profile

including stats, rankings, badges, & earnings.

“

My first experience on BlinC I found a local smash bros video game tournament to play in. I then noticed that organizers were hosting all types of different games. The following week I went to play indoor soccer and have met so many awesome people!

**CARLOS GALENO**  
SMASH BROS PLAYER



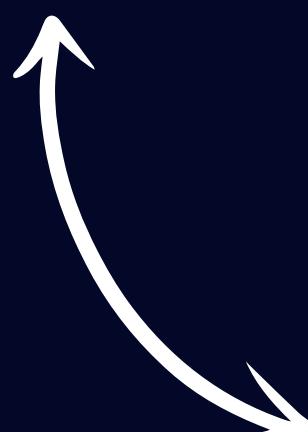
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# The Flywheel

## Venues

Are the infrastructure



## Organizers

Sustain their communities



## Organizers

Connect

## Players

To

## Venues

Attracting

## Sponsors



## Players

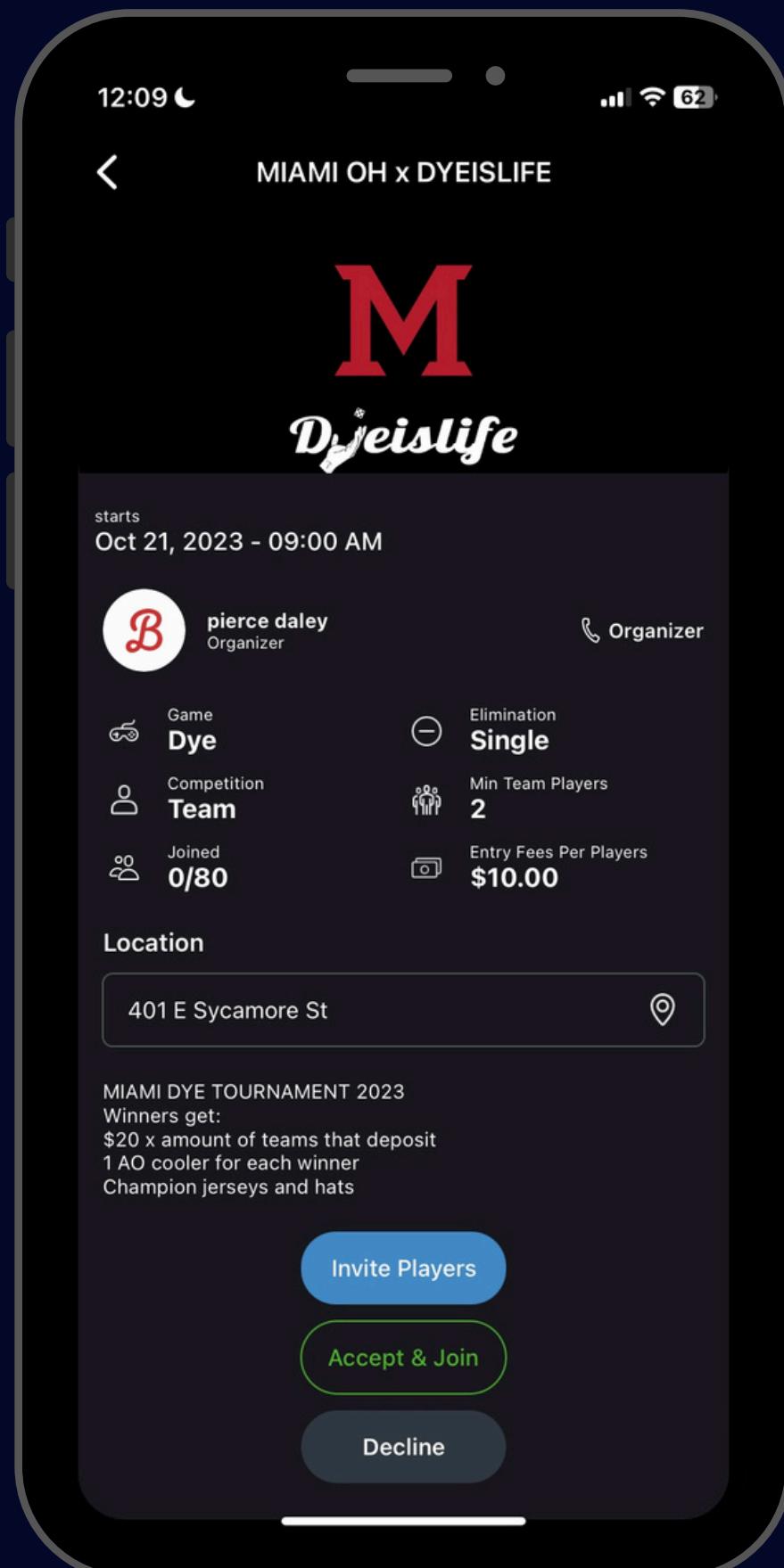
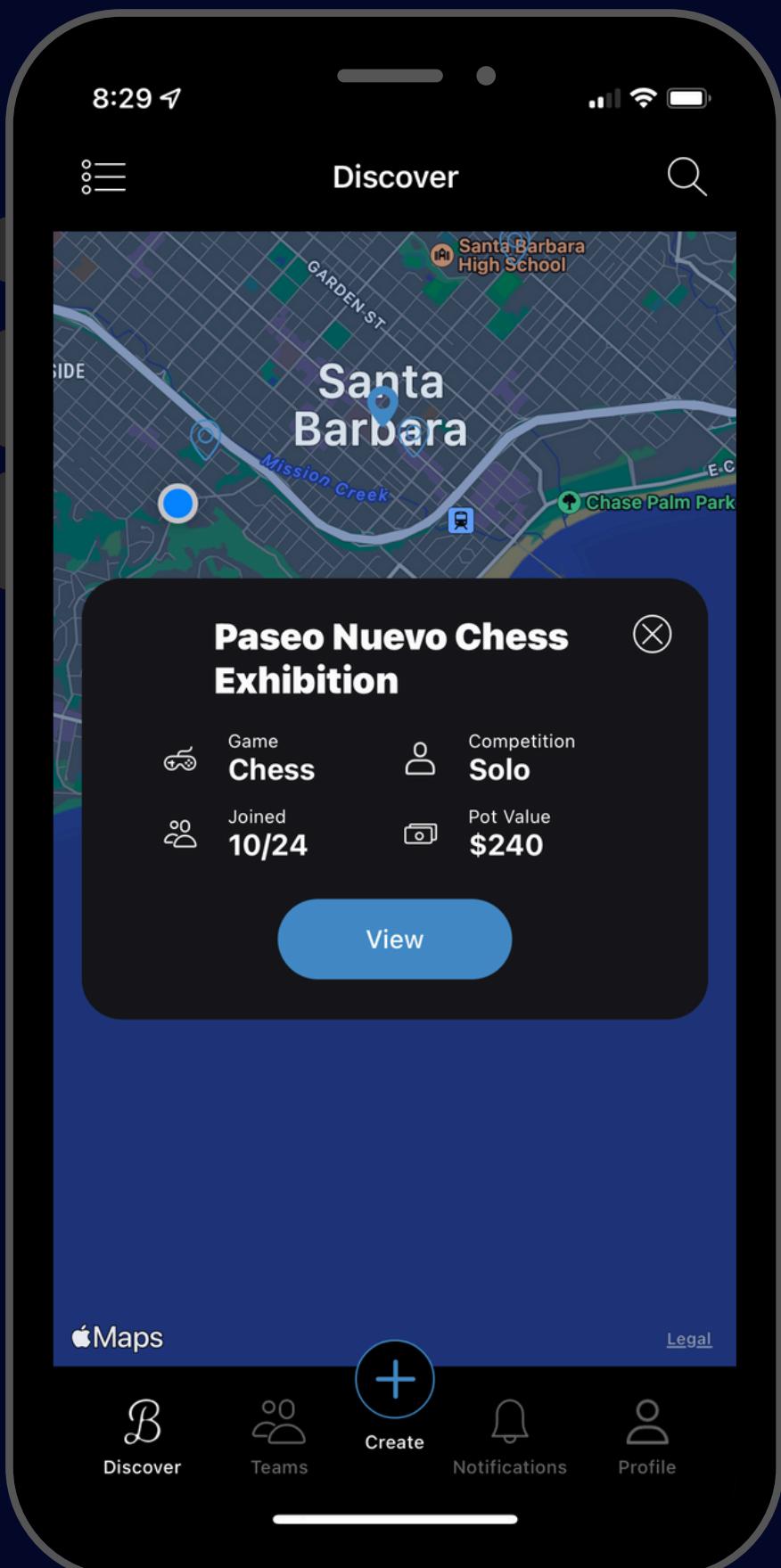
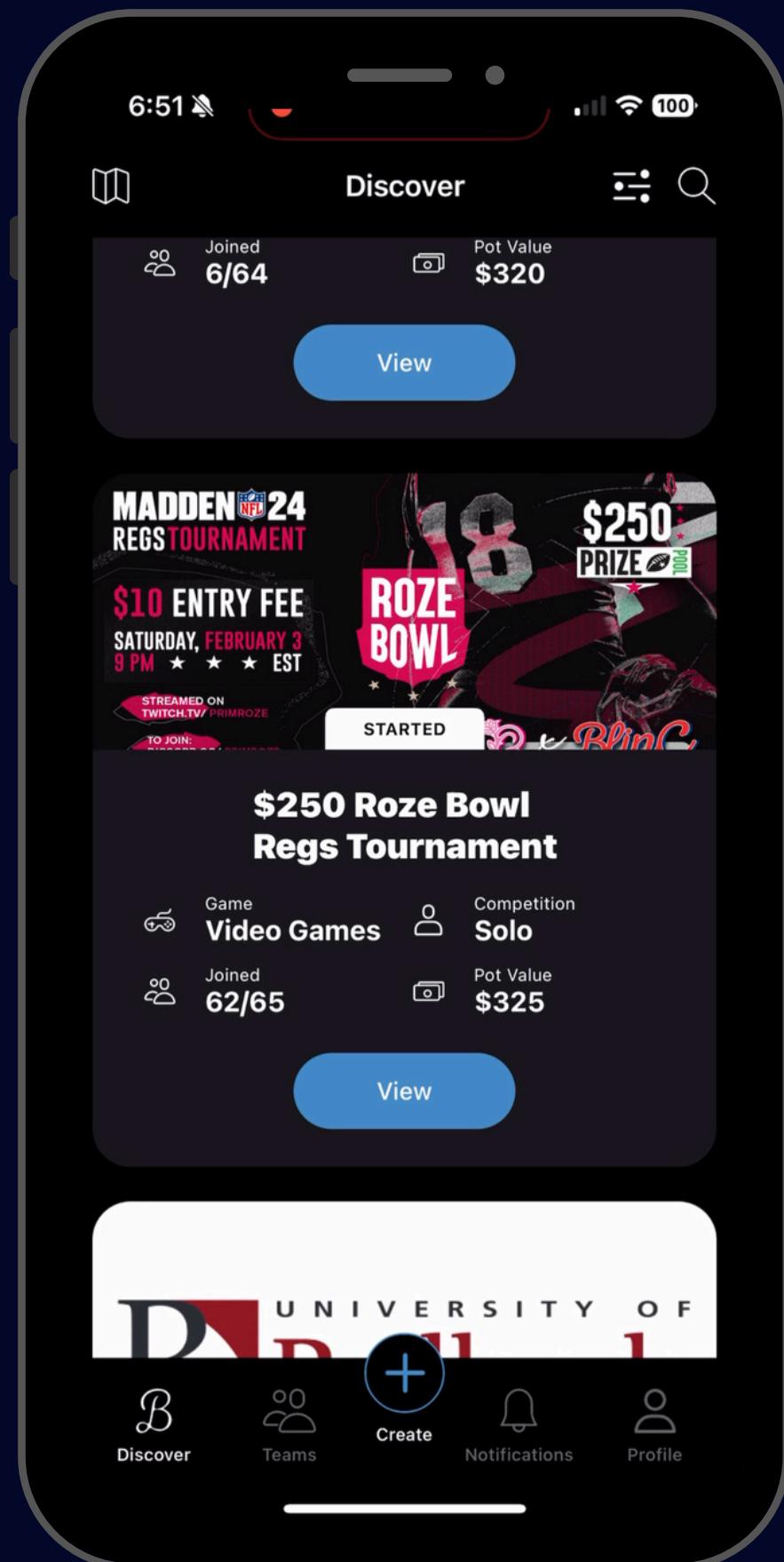
Compete & play



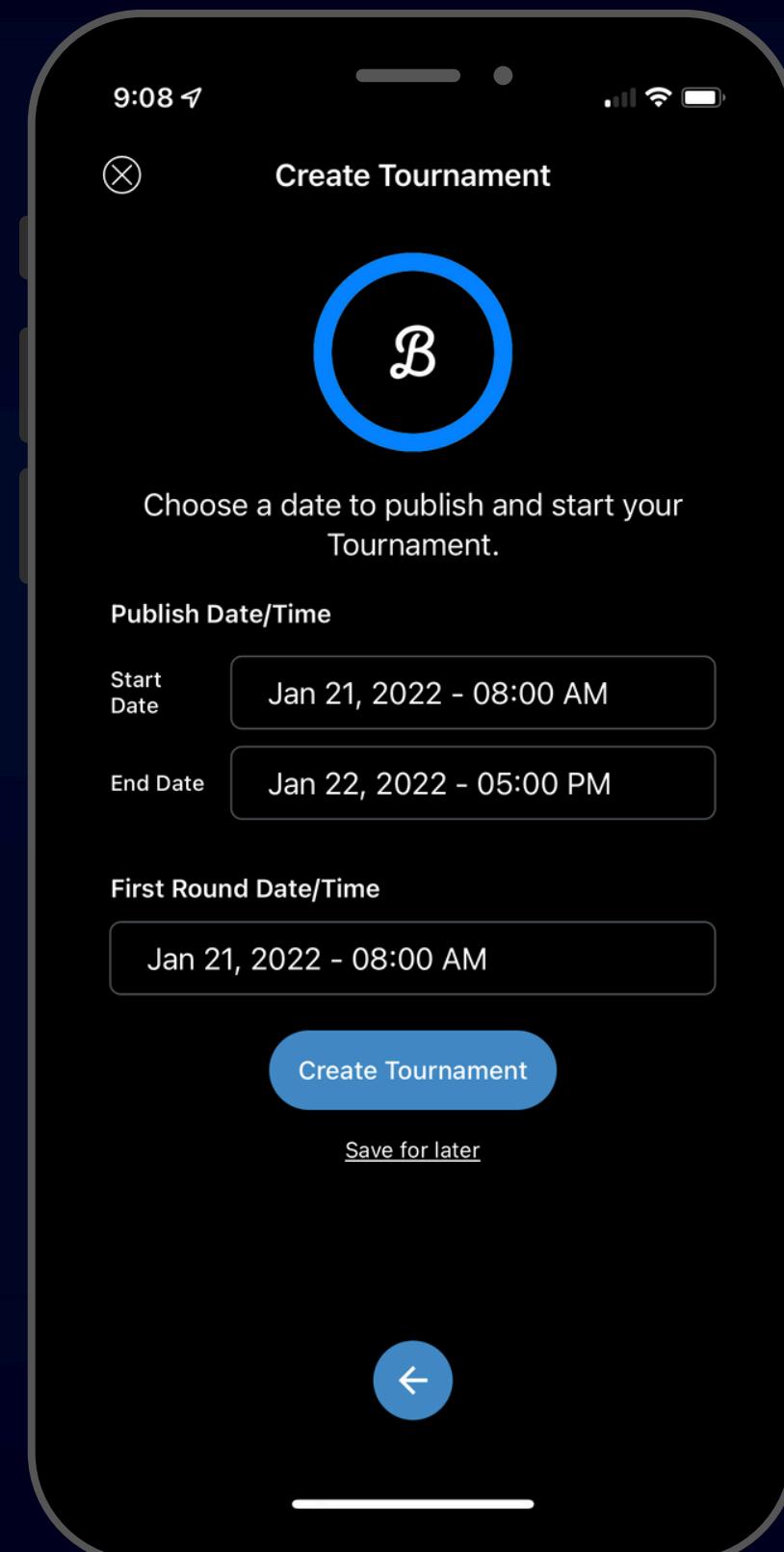
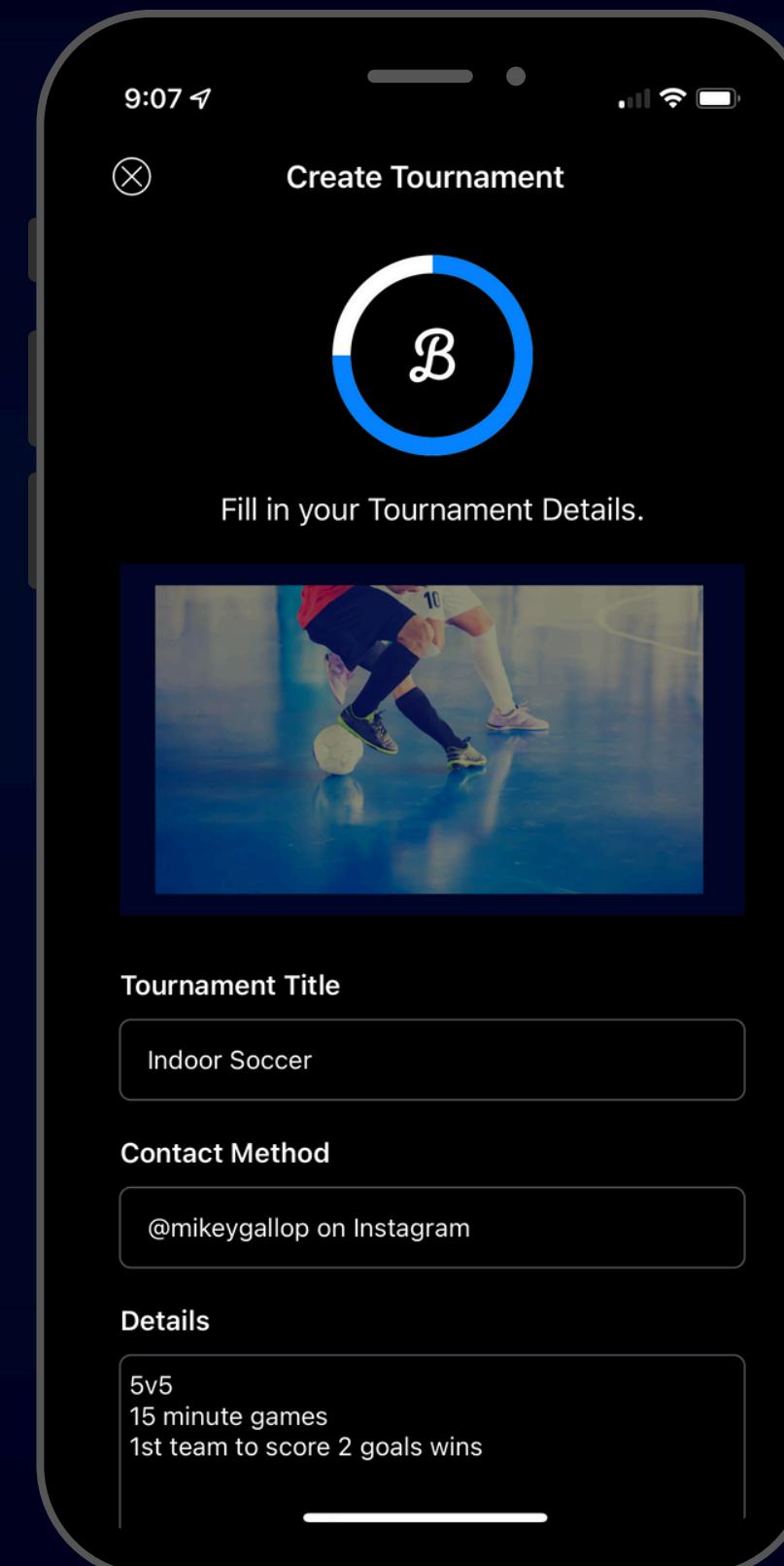
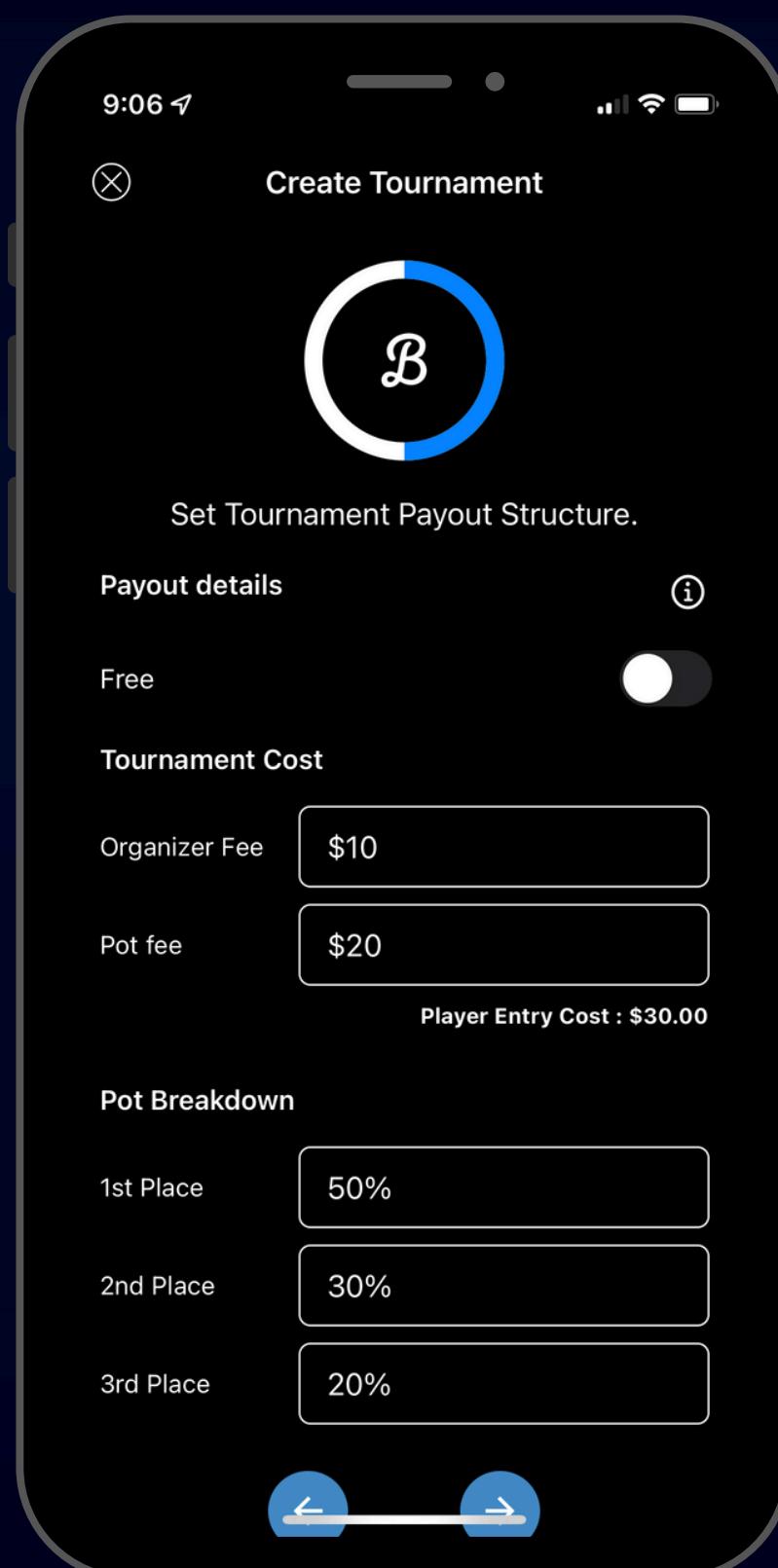
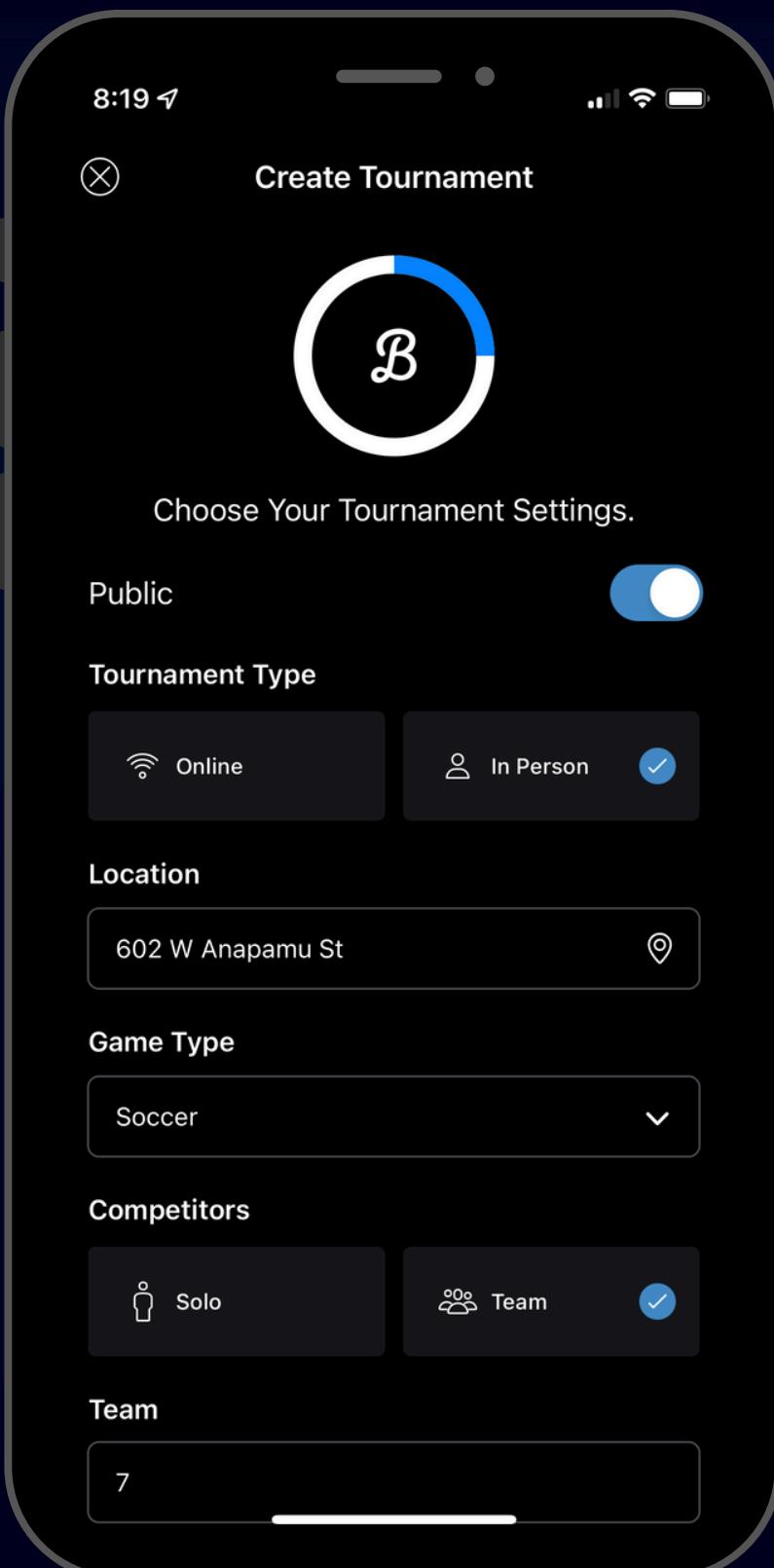
## Sponsors

Want to reach players

# OUR MVP - DISCOVER TOURNAMENTS



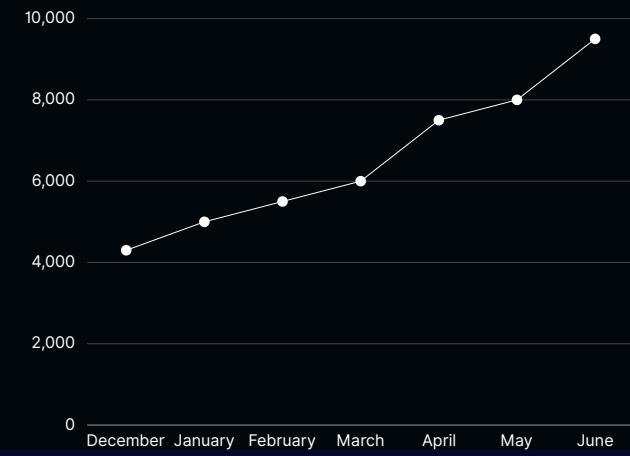
# ORGANIZE TOURNAMENTS



# Traction To Date

## Milestones

- 9,427 players
- \$63,481 in paid entry fees
- Revenue from 5% = \$3,174
- Developed Key Features
  - Royalty Network
  - “Create Team” Function
  - WSBG Admin Panel



### Official Partner of *Dyeislife*

- 4,000+ players competed in either paid or free tournaments for the 2023 College Fall Tour.
  - 57 Tournaments across the nation.
- 2,834 players competed in tournaments during 2024 Spring Tour.
- Created E.T. program - Increases user acquisition, decreases Dyeislife expenses.

- Partnership With Primrose
  - Twitch streamer (238,900 followers across all socials)
  - Hosts a weekly Madden tournament on BlinC, streamed live to her followers.
  - Promotes tournaments on all of her social media channels.
  - Gathers user feedback



- Partnership With WSBG Vegas
  - Major Tournament that crowns the best all around board game player.
  - \$200,000 worth in prizes and cash.
  - <https://wsbgvegas.com/>

**WSBG**  
WORLD SERIES OF  
BOARD GAMING

# BUSINESS MODEL EVOLUTION

## Current Model

### 5% SERVICE FEE

Charged on All Transactions

#### Transaction Example

User Join Price	\$20.00
BlinC Fee	\$1.00
Royalty Network	\$1.00
Stripe Fee	\$.90
Total Cost to User	\$22.90

Join Now

## Year 1-2

### DYNAMIC SPONSORSHIPS

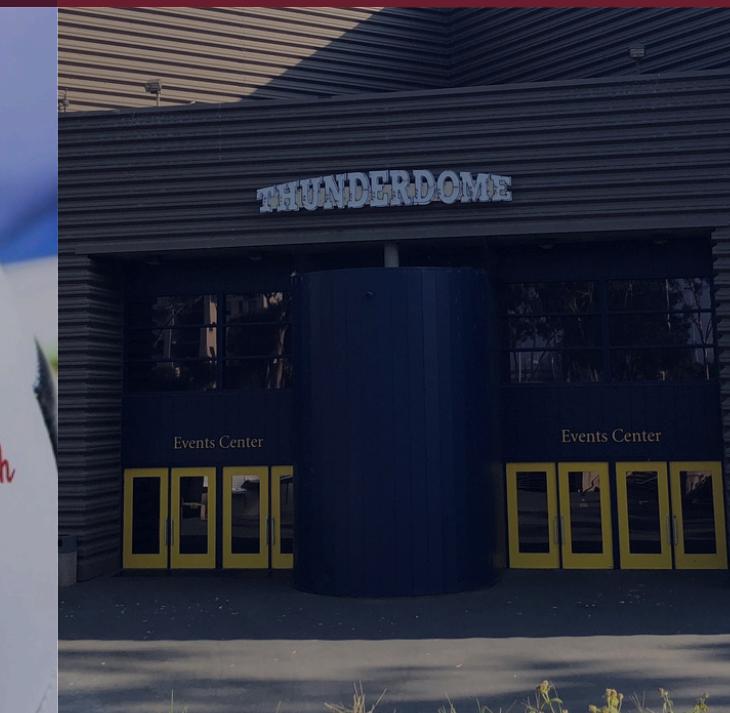
To Unlock Local Economies



## Year 2+

### SUBSCRIPTION

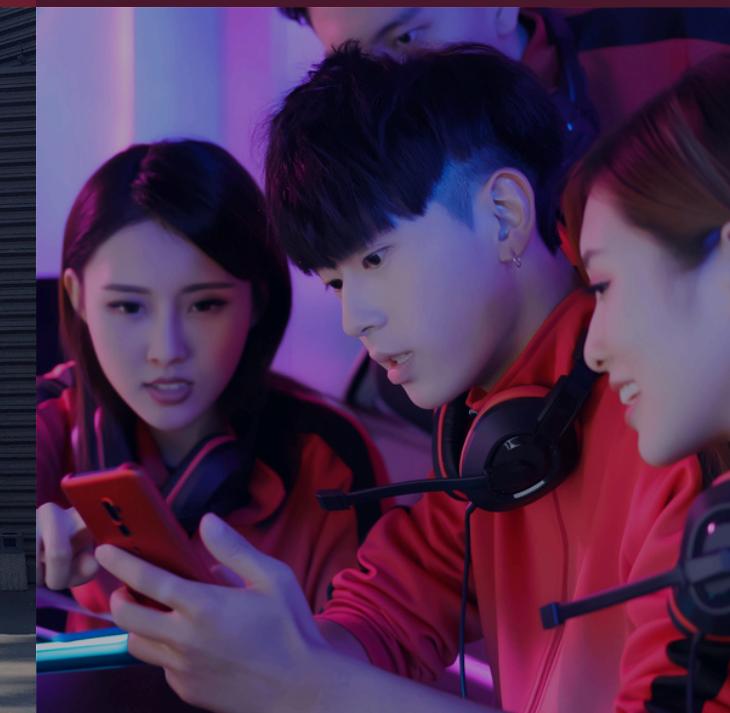
With Upgraded Features for Venues & Premium Players



## Year 3+

### DATA MARKETPLACE

Users Can Opt in to Sell Data to 3rd party Companies



# Core Team



**James Crook**

**Founder**

15+ Years in Sales  
& Hospitality



**Moody Hashem**

**Partner**

Head of Development  
Founder with Multiple Exits



**Johnny Marines**

**Partner**

VP Business Strategy & Partnerships  
Music Executive & Serial Entrepreneur



**Frostee Rucker**

**Partner**

VP Business Development  
13 Year NFL Veteran



**Mikey Gallop**

**Managing Partner**

14+ Years in Event  
Management & Hospitality

# Extended Team



**Amir Ismael**  
**Project Manager**  
15+ Years as Software Engineer



**Nick Singh**  
**Business Development**  
Community & Public Relations



**Trent Land**  
**Athlete & Player Partnerships**  
10 Years in Sports Marketing & PR



**Nelson Meehan**  
**Strategy & Business Development**  
MIT - Brain & Cognitive Sciences



**Addison Rex**  
**Operations & Strategy**  
CEO at Wine Spies



**Sam Binley**  
**Sponsorship & Marketing (Consultant)**  
National Partnership Management  
(iheartradio)

# WHY NOW?

## **Human Connection:**

In the age of AI and the rising rates of depression due to loneliness, we are fully committed to fostering real-life human experiences and interactions.

## **Niche Games Surge:**

Pickleball's success sparked a wave of new inventions like Crossnet & Uball. 60+ million Americans already play niche sports, creating a hungry market.

## **Content Creators Score:**

Organizations like Ballislife captivate audiences with sports & gaming content on YouTube & streaming platforms. Sports & gaming content on social media has exploded by 72% in just 3 years!

## **Esports & Streaming Boom:**

New audiences are flocking to esports & streaming, driving revenue & changing how players access & pay for games.

# The Ask

We are looking for \$1,000,000 to get to 500,000 users.

---



## Product Development:

- Pick up & League Organization
- Venue Booking & Ecosystem
- Leaderboards
- Automatic Payouts



## User Acquisition:

- Through Strategic Partners
  - Dyeislife
  - World Series of Board Games
  - National Wiffle Ball Association
  - Streamers & Athletes
  - Super Influencers
  - Master of Games Program

## Contact

James Crook - Founder  
(805) 729-2429  
[james@blincgames.com](mailto:james@blincgames.com)

Mikey Gallop - Managing Partner  
(805) 451-3068  
[mikeyg@blincgames.com](mailto:mikeyg@blincgames.com)

Download - [BlinC](#)



# Appendix

# Projection



	YEAR 1	YEAR 2	YEAR 3
USERS	85K	1.1 MIL	2.5 MIL
COST	\$757.6K	\$5.4 MIL	\$28.7 MIL
REVENUE	\$73.5K	\$4.86 MIL	\$32.8 MIL

# Market Opportunity

**\$252 Billion**

Encompassing expenditures of tournaments, leagues, & gaming events worldwide.

**\$11.8 Billion**

Venues, Tournament, Leagues & Gaming in the U.S

**\$118 M**

Games on BlinC

# **SOM with Revenue and Customer Projections (U.S.)**

## **Recreational Sports:**

Serviceable Obtainable Market (SOM): \$70 million  
Total Customers Required: 28 million  
Annual Revenue: \$70 million

## **Board Gaming:**

Serviceable Obtainable Market (SOM): \$3 million  
Total Customers Required: 1.2 million  
Annual Revenue: \$3 million

## **Esports and Gaming:**

Serviceable Obtainable Market (SOM): \$40 million  
Total Customers Required: 16 million  
Annual Revenue: \$40 million

## **Other Competitive Games:**

Serviceable Obtainable Market (SOM): \$5 million  
Total Customers Required: 2 million  
Annual Revenue: \$5 million

# MARKET INSIGHTS

## Data Collection Complexity:

Unlike professional sports with centralized organizations, adult leagues & tournaments are organized locally by diverse entities such as community centers, YMCAs, & private companies. This fragmentation makes it challenging to gather comprehensive national & global data in which we had first hand experience when looking at the sports & gaming markets.

When speaking with local venues in Santa Barbara such as the Ben Page Youth Center, questions like, how many people are playing in tournaments & how many of those are paying, remain unanswered without a centralized platform like BlinC.

Information about local venues, their availability, amenities, & usage, as well as details about recreational sports leagues, their schedules, locations, & demographics, is often scattered & difficult to access.

# Competitive Landscape

## Sports Management Software -

### Team Snap:

- Acquired by Waud Capital Partners in 2021
- Total funding amount: \$58.6 million to date
- Latest funding was December 2022
- Projected valuation in 2017 was \$100 - \$500 million

## Esports Management Platform -

### Battlefy:

- Total funding amount: \$12.5 Million to date
- Latest funding was July 2017 - Series A

### Start.gg:

- Total funding amount: \$31.4 million
- Acquired by Microsoft in 2020
- Post money valuation as of 2019 is \$50 - \$100 million

### Players Lounge:

- Total funding amount: \$14.9 million
- Latest funding was October 2023 - \$750k

# THE FUTURE

## BlinC Sandlot (Youth Version)

### Key Features:

Neighborhood Play: BlinC Sandlot enables children to discover and join games with other kids in their local area, promoting healthy, active play and new friendships.

Parental Peace of Mind: Parents can see where their children are playing and track their activities in real-time. Every game is overseen by an adult or volunteer, ensuring a safe and structured environment.

Community Communication: BlinC Sandlot facilitates seamless communication between parents, coaches, and other community members. Parents can stay connected, share insights, and collaborate to enhance their children's play experiences.

## BlinC Fantasy

### Key Features:

Dynasty leagues: From drafting players, to salaries and making trades you control a team like never before.

Re-draft league: Seamless transition from one season to the next.

Upgraded Experience: One platform to control your teams destiny and rise to the top of the rankings.

# Advisors



**Mike Stewart**  
**Angel - Advisor**  
CEO - Cardiff Holdings



**Jaahred Thomas**  
**Advisor**  
Partner - Connectivity Fund



**Jason Seeber**  
**Advisor**  
Founder - Wine Spies



**John Swidzinski**  
**Advisor**  
Founder - Swidzinski Sports Management

# TESTIMONIALS

“I really enjoyed using BlinC. I wasn't sure how we were going to pull off a tournament that big but the app was really helpful. It kept things very organized and made sure no one was lying about who won each game.”

DARIEN O'DONNELL  
TOURNAMENT WINNER  
TEXAS TECH UNIVERSITY



“This app is amazing and has been a gamechanger for our national tours. Honestly surprised it's taken this long to get something like this. Has been immaculate for dialing in our tournaments. If I could give it 6 out of 5 stars, I would.

TANNER GUISENESS  
FOUNDER OF DYEISLIFE



“Hosting a tournament through the app was a breeze and the setup did not take long. Getting people to join the tournament was easy as well, just had to send out a link and they could make their own teams for the tournament. When it comes to the bracket there was no complexity at all, no confusion when it came down to the brackets. This made the tournament run smoothly with no errors, and allowed everyone to have fun!

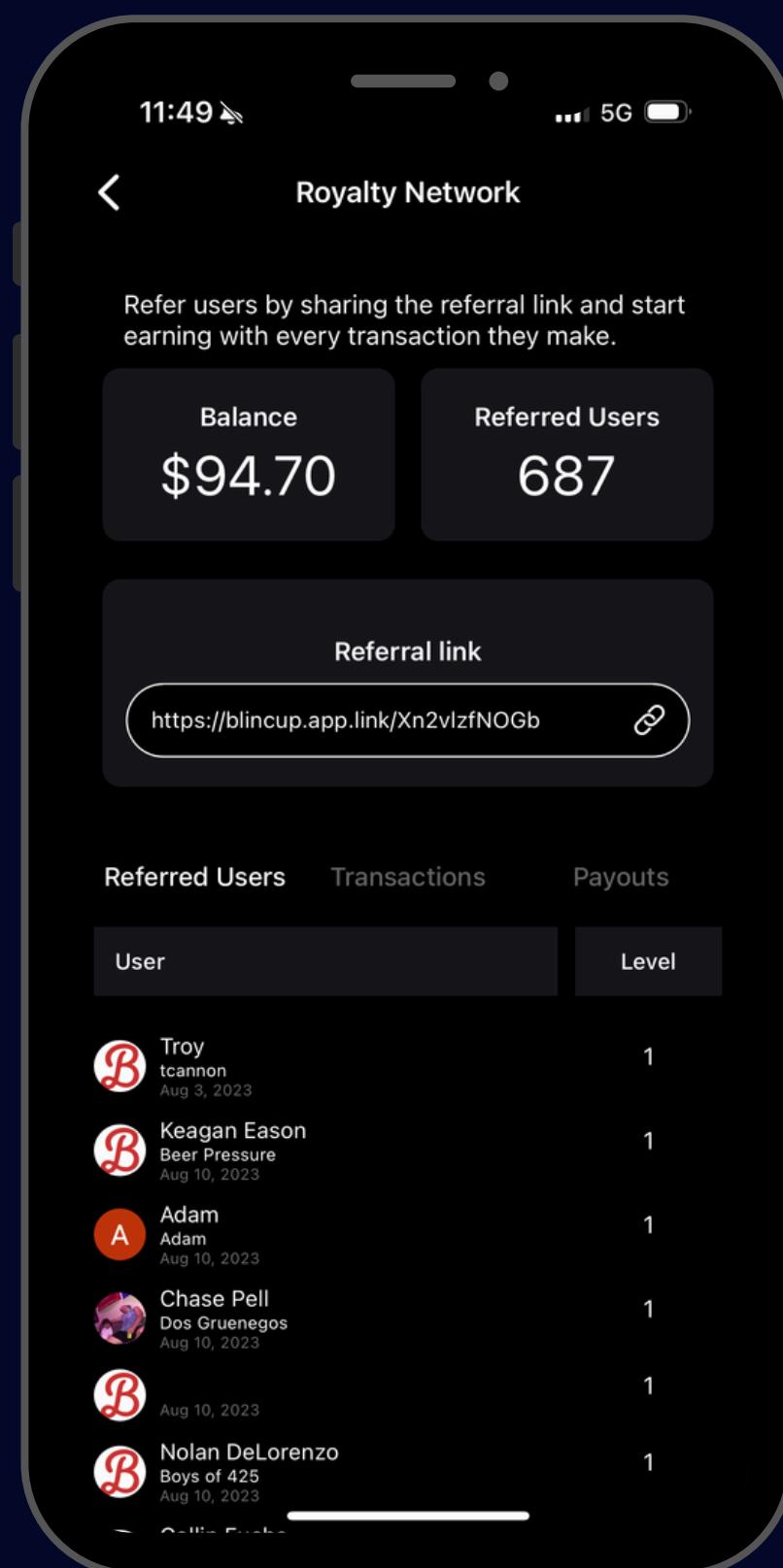
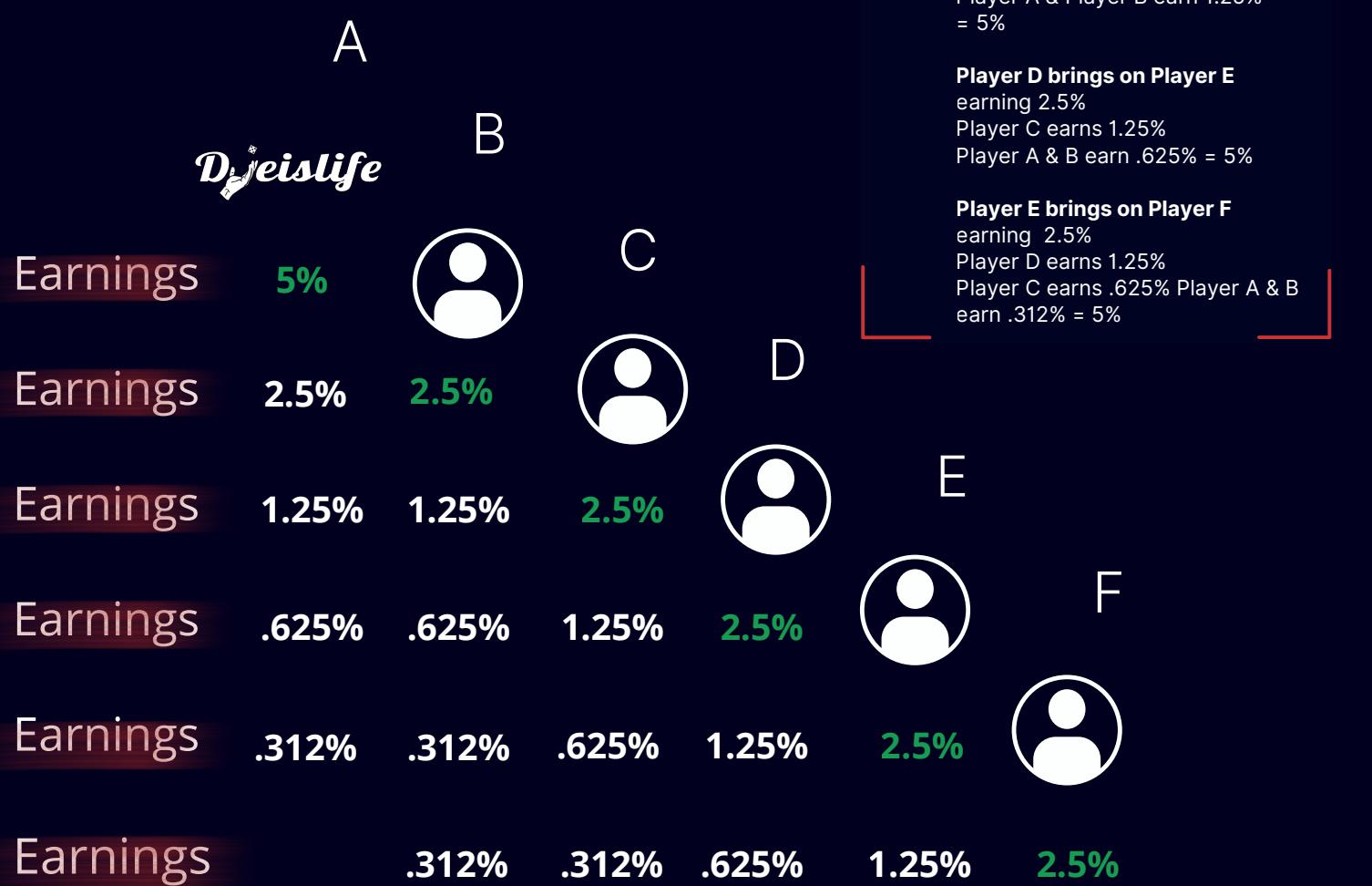
TROY CANNON  
DYEISLIFE ORGANIZER

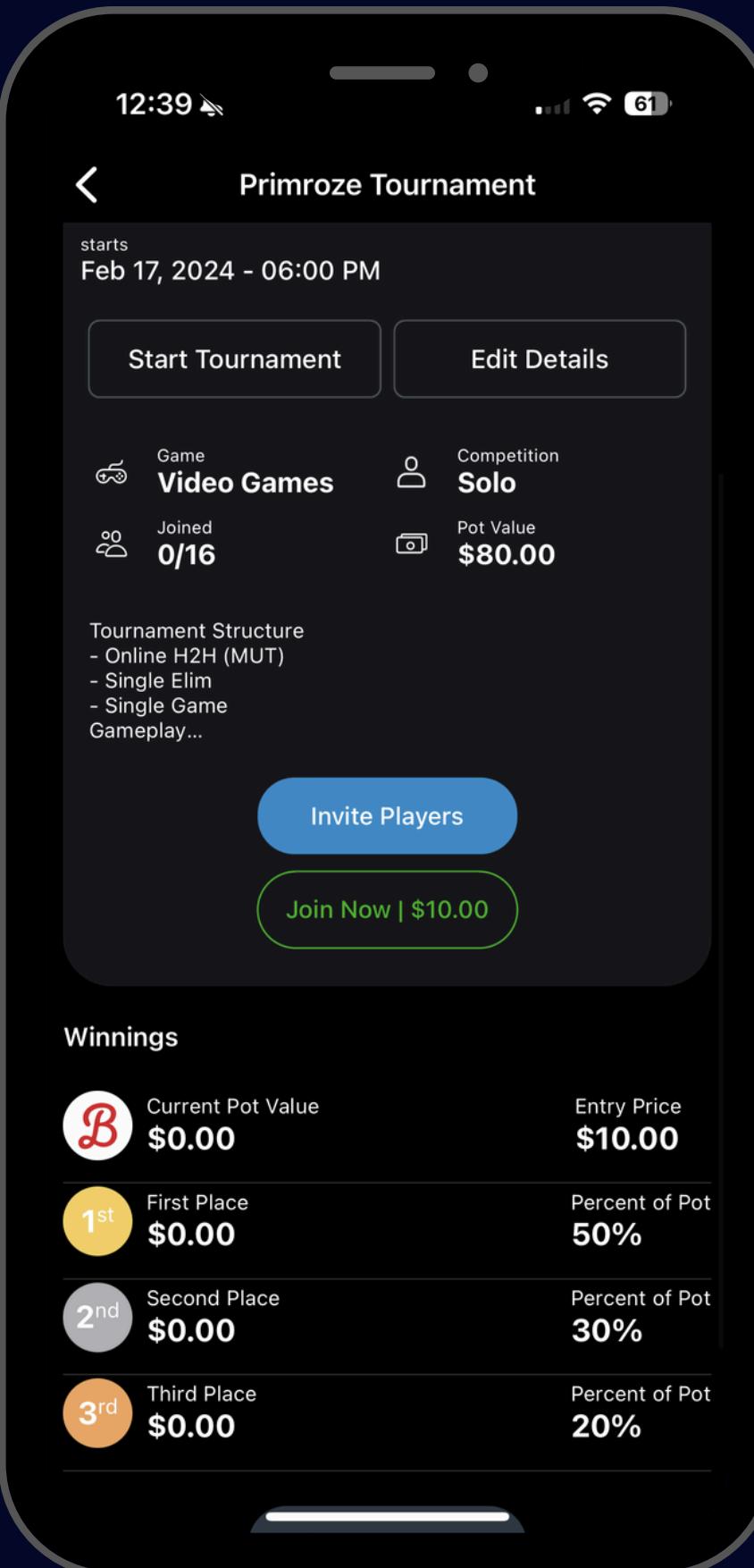
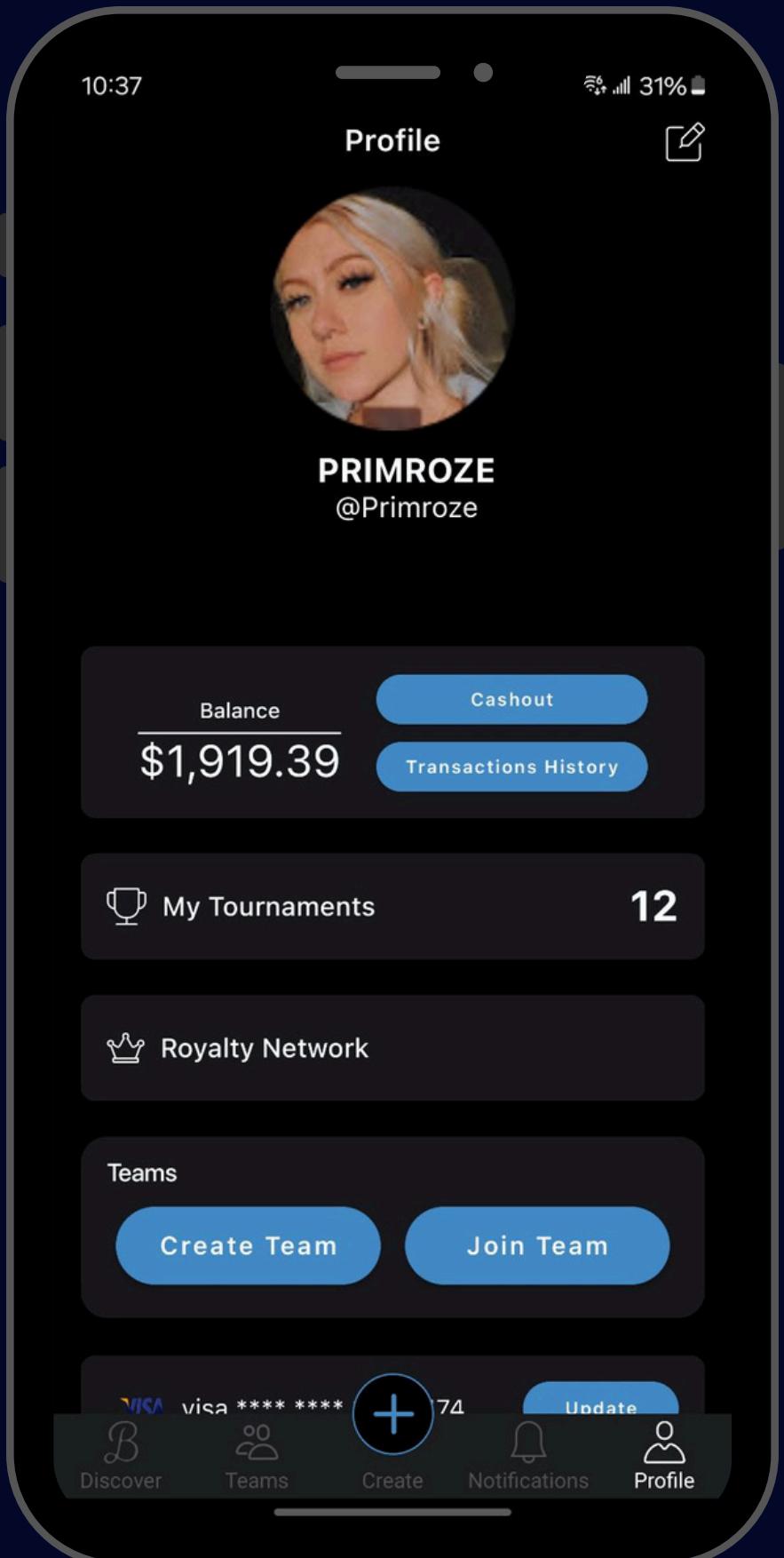
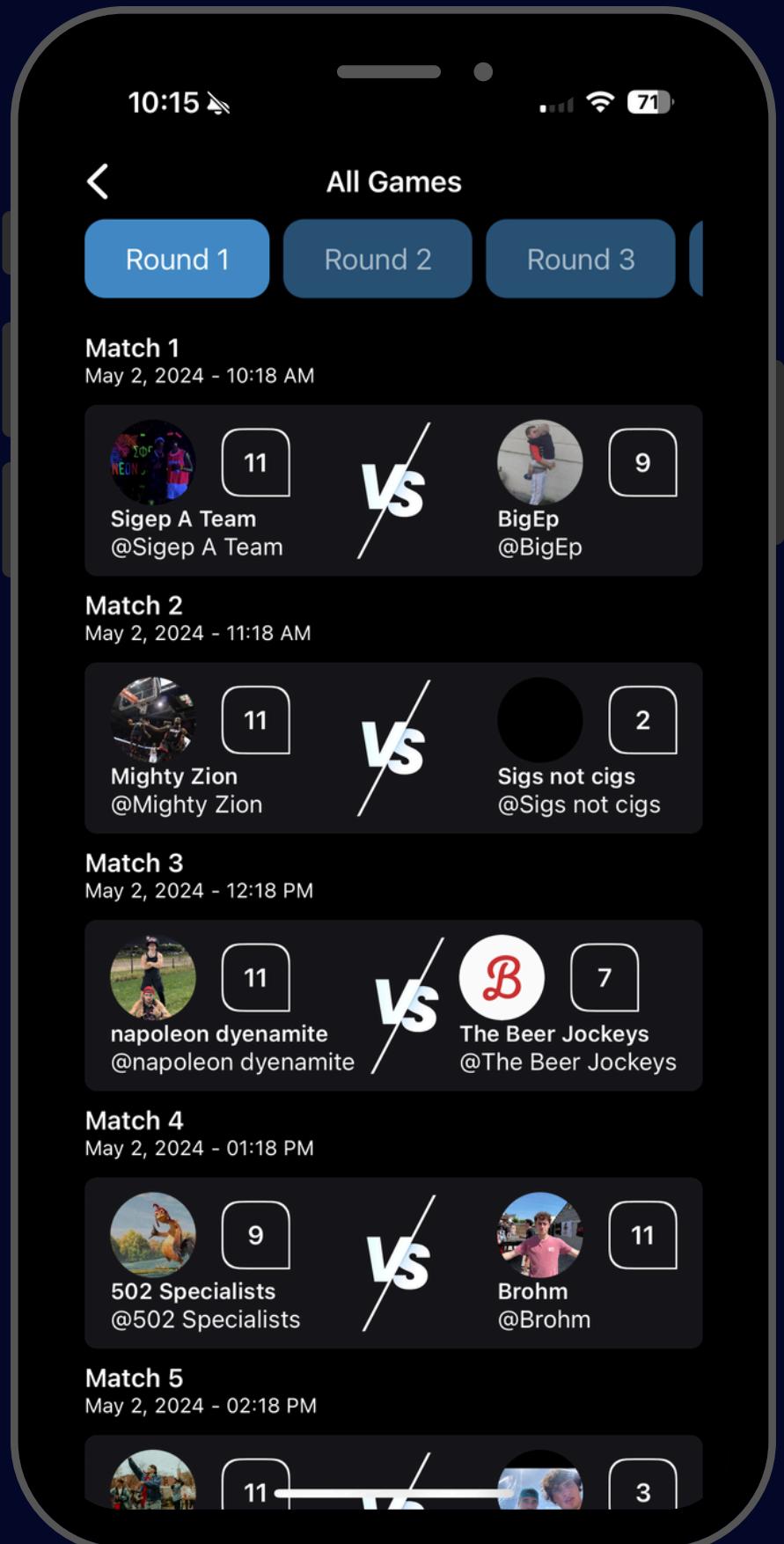


# THE ROYALTY NETWORK

Every time someone that you sign up makes a transaction,  
**You Get Paid.**

## HOW IT WORKS





# OVERVIEW - THE MARKETPLACE FOR GAMES



## CONNECT

Challenge Others  
& Play Live Games



## ORGANIZE

Tournaments &  
Leagues in Moments



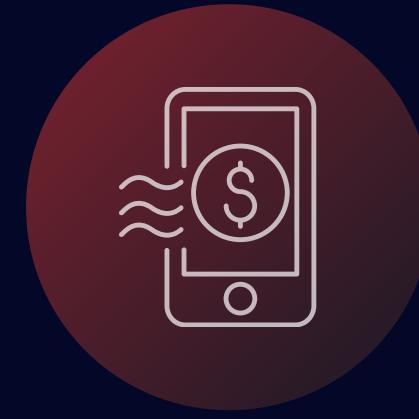
## ALL GAMES

Sports, Esports, Board  
Games all on 1 Platform



## LEADERBOARDS

For All Players  
& Games



## ECOSYSTEM

Connects Organizers,  
Venues, Officials, Sponsors  
& More



## DATA MARKETPLACE

Tracking Spending in  
Sports and Games