

A black circle containing the word "jugaplay" in a white, lowercase, cursive script font.

jugaplay

BEYOND FANTASY SPORTS

A new era is coming

Opportunity

In a world of technological disruption, fans demand more **INTERACTION** & engagement with **LIVE** events

Absence of easy-to-use social gaming platforms which allow fans to compete between each other by testing their football knowledge while watching the match live on TV.



The Solution

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Jugaplay, a second screen entertainment platform which enhances engagement with live sporting events .

Fans predict player performance & can challenge friends in real time.



Multiplayer competition



Real time data feed



Gamification techniques

Market size

The power of football

**FIFA WORLD
CUP 2014**

3.200 MM
VIEWERS



**SUPER BOWL
2017**

111 MM
VIEWERS



3.2 BILLION

Viewers of the 2014 FIFA
World Cup



5 BILLION

Yearly viewers of English
Premier League

Games market

Mobile

\$46.1Bn

+19.3% YoY



Tablet

\$10.8Bn

+11.4% YoY



Phones

\$35.3Bn

+22.0% YoY



Pc

\$29.4Bn

-2.6% YoY



Web / Browser

\$4.5Bn

-9.8% YoY



Download

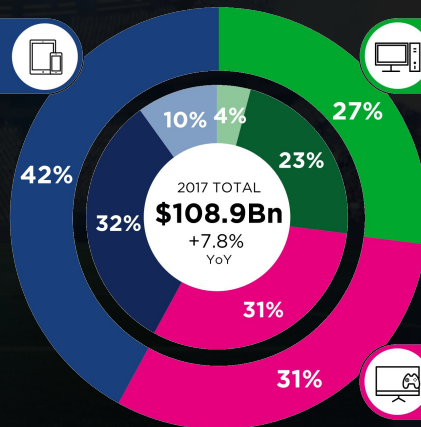
\$24.8Bn

-1.3% YoY



\$33.5Bn

+3.6% YoY



2017 \$108.9 Bn

Console

Current release

Platform features

- **Multi platform:** Web + Mobile + Native Apps
- **Payment Processing:** Credit cards + Cash points + Paypal + Bitcoin
- **Viral tools:** Users invite friends for in game reward
- **Users data sync:** Users sync their facebook/google accounts and phone contacts
- **Inner data collect:** users respond surveys in exchange for daily in game rewards.
- **In Game currency:** Jugacoin is the official coin of the game.
- **E-Commerce:** Users exchange redeem their Jugacoins for real prizes.

User experience

- **Daily & Monthly contests** to leverage user retention.
- **Habit Formation:** In game rewards for users who enter the platform daily.
- **Live Thrill:** Game happens in real time, play by play, minute by minute.
- **Community Building:** Users can play against their friends or make new ones **via the Challenges tab.**
- **Social Recognition:** Top 10 users of the month appear on platform front page. Special page for winners.

Work methodology

- **Lean startup** methodology
- **KPIs** constantly monitored
- **Data analytics**, tracking and identifying **critical events.**
- **Feedback** with users, via surveys ,emails, WhatsApp and social media.
- **Monthly deploys** based on user feedback.

Strategy/User Acquisition

Marketing

- Post social content of interest.
- Emotional & region specific social media campaigns.
- Position platform in search engines content.

Beta achievement:
\$0.06 per completed
registration



Community Building

- Social media posts which highlight the game's top performing users.
- Users invite friends in exchange for in-game rewards.
- Challenge your friends in custom contests.

Beta achievement:
46% Monthly
Organic viralization / active loyal
users Ratio



Informed Fans

- An engaging game experience where users can also access the latest football news:
 - Live Game Scores
 - Team Lineups
 - Player Statistics
 - League Standings
 - Highlight Videos
 - Kick-off reminders

Free to Play

Users are granted access to a fully functional game. However, by making in app purchases or subscribing to a MONTHLY MEMBERSHIP they can access additional features (tips, player stats, special prizes)

Beta achievement:

Whale user spent \$36 in a 4 month period

Additional revenue streams

Surveys

Users answer a survey for in app rewards.

\$4.27 Bn online survey market in 2016

Beta achievement:

12.87 surveys per loyal user per month

Video Ads

Users watch a short video for in app rewards.

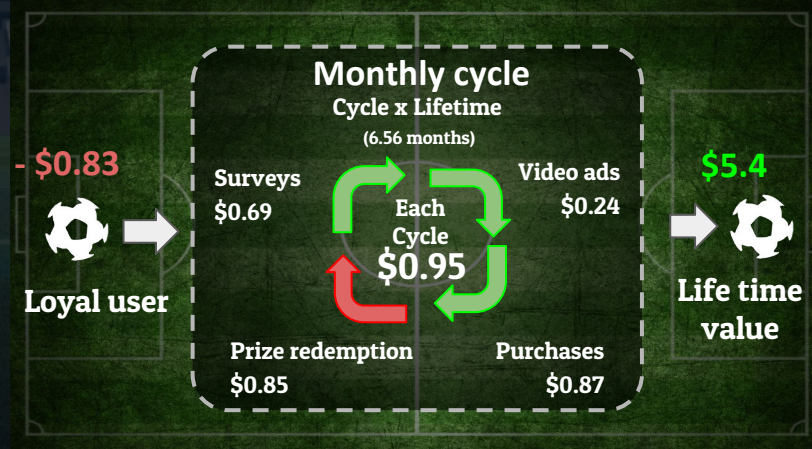
\$17.68 Bn spent in video ads in 2016

Beta achievement:

Survey partners paid us \$0.3 to \$3.94 per completed survey

Business Model

Projection 2018



SOURCE

<http://www.businesswire.com/news/home/20170424006068/en/Online-Survey-Software-Market---Drivers-Forecasts>

<https://www.statista.com/statistics/272856/worldwide-online-video-advertising-spending-forecast/>

Competition

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Value proposition

Easy to play

Simplified gaming experience. No salary caps, no restrictions...Just pick your favorite 3 players and watch them perform on the pitch!

Everyone can win

A “winning user” is most likely a “retained user.” The top 40 percentile of each contest earns coins. We keep the gaming experience positive for all users, not just the experts.

Live thrill

Follow your team's stats live & make your way up the contest standings. Minute by minute, play by play..you are engaged for 90 minutes!

Scalable & repeatable

We offer the world's most viewed football leagues. To enter a new market, we must only identify a local e-commerce partner for the prize store & run social media campaigns to our target demographic.

User Testimonials

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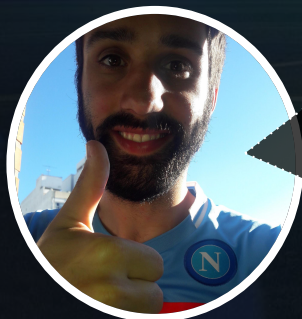
I absolutely love this game!
Especially following my team's
performance live while watching the
match on TV!

Agus Magallanes



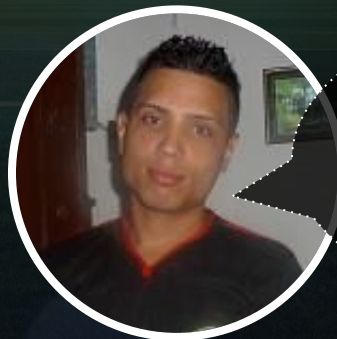
I think this website is
fantastic! I love competing
against other people for
bragging rights!

Luciana Maisonnave



I sincerely love Jugaplay. Since I tried
it last year, I can't stop playing!
Any fan who is truly passionate
about football, is immediately
hooked. Even more when real prizes
are up for grabs!

Maxi Ruiz



I really like this application, by far the
best fantasy football app I have ever
used. You guys are awesome! Super
hooked with Jugaplay!

Kenny Patterson

Management Team



Ezequiel Wernicke (Developer)

Spent most of his professional life managing and developing software for SWCI, the software service provider which he co-owned with his father, providing full-fledged tech support solutions for companies. Services include mobile apps, banking calculators, medical databases, among others. Clients included HSBC, Raffo, Centrum, Bayer, MedCenter, Rowa.



Charles Naish (Business development)

Has spent most of his professional career managing and advising international companies with operations in South America. Naish became versed with corporate sports sponsorship as CEO of Velocidad International, a motorsport-specific initiative involving the construction of a motorsport resort and driver development program for young talents. Mr Naish obtained his bachelor of science in political economics from UC Berkeley in 2008.



Roy Magariños (Video game expert)

Entrepreneur, native digital, with solid skills in the analysis and resolution of problems. 10 years ago, Mr. Magarinos started in the world of video games and digital products as a programmer. Having gained extensive experience in video games, applications, for mobile and desktop platforms, he now specializes in team management as well as strategic planning of digital products. Roy takes pride in creating high impact digital products which build human habits, influence user behavior and create culture.

Matias Bullrich (Advisor and investor)

25 years of business experience both in finance and as entrepreneur Mr Bullrich started his career at Morgan Stanley, where he spent 11 years. He participated in new issues both for the U.S. and emerging markets companies exceeding \$30 Billion. In addition to his work in finance, Mr Bullrich took over and restructured Banco Surinvest in Uruguay in 2007. Mr Bullrich graduated from Stanford University in 1990 with a Bachelor of Science Degree in Engineering.

Use of Investment Funds

Experience

- Retention improvements
- UX/UI updates
- Software performance
- In game notifications
- Pre-Match Player Selection
 - preview data/past performance
 - analysis & facts

Comercial

- Monthly membership subscription launch
- In-game crypto currency launch
- Branding partnerships to reduce prize costs
- Media Partnerships to reduce user acquisition costs
- Expand network of Pollster & Survey partners
- Acquisition acquisition campaigns:
 - to expand into objective markets (USA, Mexico, UK, Spain) by Q3 2018.

Social

- User profiles
- User Levels (Social Recognition)
- Friend activity feeds
- Fan groups
- Live text commentary by users

Financial

- **1/JAN/2016**
 - 1st Round 15K + office space + Canadian Company
 - Matias Bullrich (Seed starter investor and advisor)
- **1/AUG/2017**
 - 2nd Round 50k
 - 40K Myriam Canales Liceaga (Friends and family)
 - 10K Matias Bullrich
- **17/NOV/2017**
 - Selected to **IBM** Global Entrepreneur Program
 - (\$1,000/ month of credits on IBM Cloud for one year. Scalable to \$10,000/ month with benchmark completions)

Looking for:

200K over 12 months to:

- Fund expansion into new markets via social media ad campaigns
- Establish a full-fledged software development team which :
 - Execute platform upgrades improvements within 6 months
 - Will deliver 2 week product deploys
 - Will deliver KPI improvements to scale our existing Business Model
 - Reach operational break-even within month 12



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**Think big.
Become mainstream.
A new era is coming.**

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