

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

jugaplay

BEYOND FANTASY SPORTS

A new era is coming

The problem

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

The viewership experience of live football on tv remains **ANTIQUATED**.

Algo de lo social?? Se me viene a la cabeza que la gente quiere competir social mente. Y que los juegos son un exit para su vida cotidiana



Solution

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Jugaplay is a second screen experience entertainment platform.

Users watch live games on TV while they follow their performance on Jugaplay, empowering the second screen and triggering habit-forming behaviors.



Multiplayer competition



Real time data feed



Gamification techniques

Market Validation

Targeted audience

**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

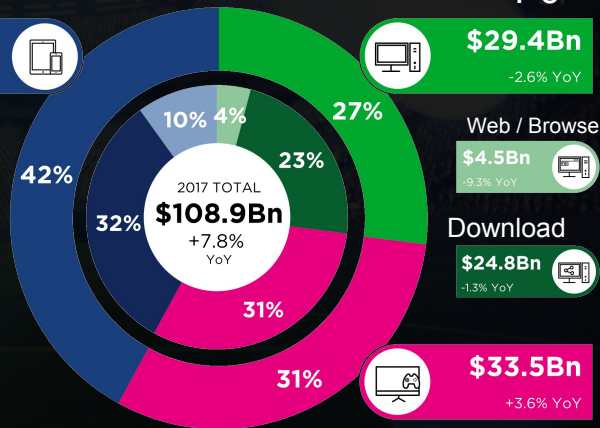
-9.8% YoY



Download

\$24.8Bn

-1.3% YoY



2017 \$108.9 Bn

Console

Soft launch (Beta)

22 K
Registered users



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Platform

- **Multi platform:** Web + Mobile + Native Apps
- **Payment gateways:** Main cards + Cash points (Argentina, chile and Mexico) + Paypal + Bitcoin
- **Viral tools:** Users invite friends for in app reward
- **Users data sync:** Users sync their facebook, google account and their cellphone agenda
- **Inner data collect:** User's answer to surveys in daily basis as to get inner rewards.
- **Own currency:** Jugacoin is the official coin of the game.
- **E-Commerce:** Inner store where users can exchange Jugacoins for prizes.

User experience

- **Main leagues:** 7 Leagues and tournaments
- **Daily contest** with the different matches
- **Monthly scoreboard**
- **Jugacoins for winners**
- **Daily habit:** Users are reward if the entered every day
- **Live:** Game occurs in real time showing results in the act working as a second screen
- **Social Recognition:** Winners appear in different sectors of the game as recognition

Work methodology

- **Lean startups** methodology
- **KPI** check periodically
- **Data analytics**, following and identifying **critical events**.
- **Constant iteration** with users, through surveys and emails. We also have a whatsapp group with a select group of loyal users as to hear their thoughts.
- **Monthly updates** with changes asked by users.
- **Monthly projections and results** of expenses and performance

Adoption

Marketing

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

Beta achievement:
\$0.06 per completed registration



Recommendations

- Share positive results:
 - Win tournaments
 - Win matches
 - Win prizes
- Competition between friends
- Achieved objectives
- To earn in game rewards

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



Content

- Content useful for fans:
 - Time tables
 - Tournaments positions
 - Reviews
 - Videos

Business model

Free to play business model: users are granted access to a fully functional game, but must pay microtransactions or buy memberships to access additional content or in app rewards.

Beta achievement:

Wale user spent \$36 in a 4 month period

Alternative income streams

Surveys

Users answer a survey for in app rewards.

\$4.27 Bn online survey market in 2016

Beta achievement:
12.87 monthly surveys per loyal user

Video Ads

Users watch a short video for in app rewards.

\$17.68 Bn spent in video ads in 2016

Beta achievement:
From \$3.94 to \$0.3 paid per survey

Revenue model

Prediction 2018



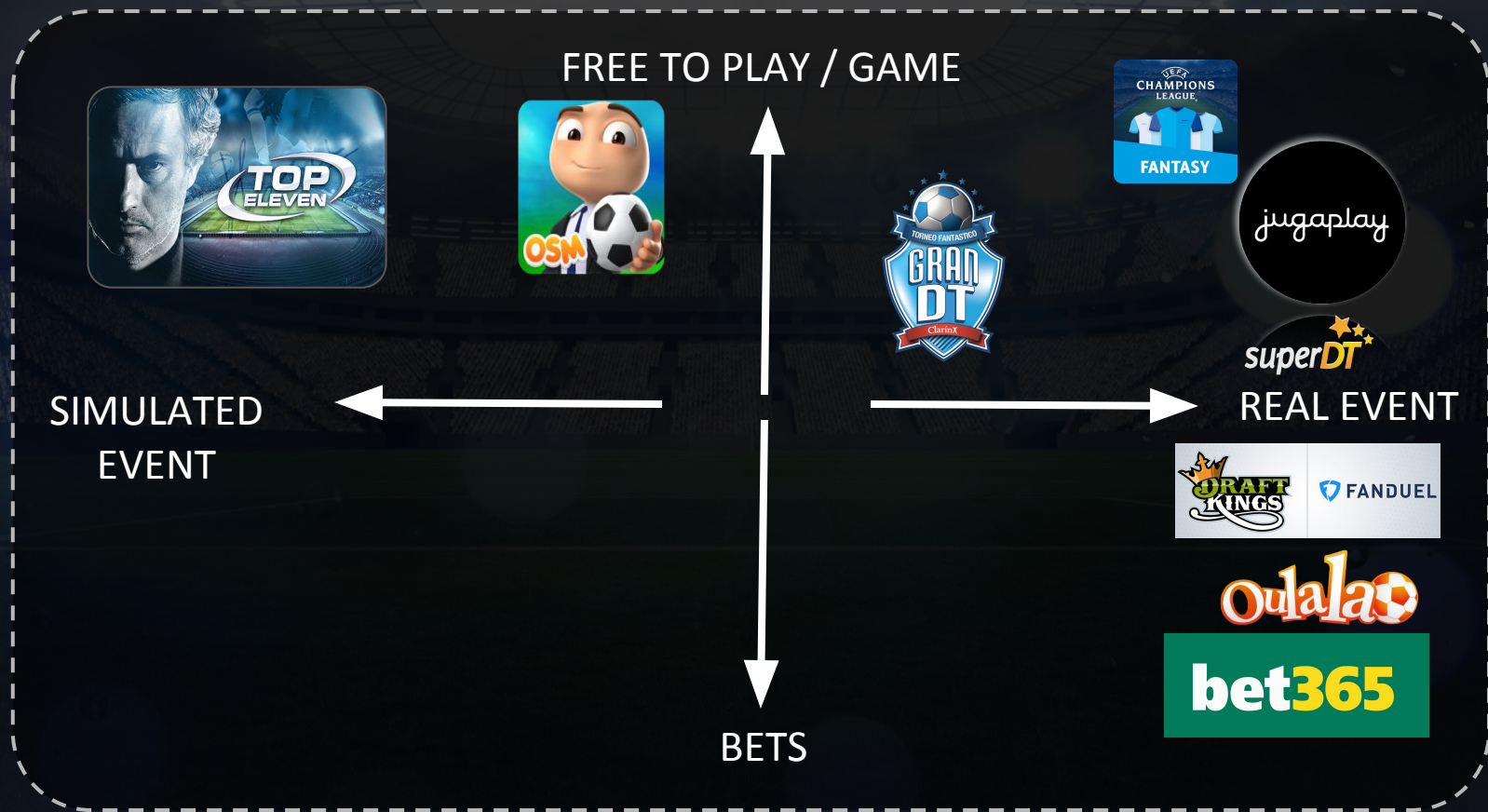
SOURCE

<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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Competitive Advantages

Super simple

Jugaplay is simple, pick your favourite 3 from 1 match and let the game begin.

Social interaction

Users interact between them, compete in private matches, follow the activity of each other.

Real events

Real event data in real time, no journalist opinion or simulated event.

Competition

Prove who knows more, internal leagues as to score points and show it wasn't one time luck.

Prize distribution

Lets make many happy than one incredible happy.

Real prizes

Users receive real prizes, a good incentive as to keep retention high.

User Testimonials



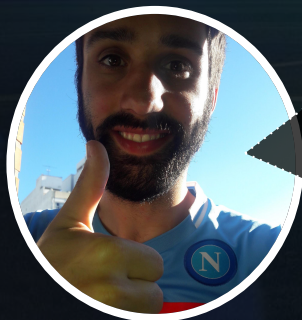
Me parece muy buena pagina, es mas me encanta!
Me gusta seguir el puntaje en vivo de todos los partidos!

Agus Magallanes



Me parece fantástica la idea de la página, buenísima!!

Luciana Maisonnave



Sinceramente me gusta mucho JogaPlay y es por ello que llevo tanto tiempo jugándolo.
A un apasionado del fútbol es difícil no entretenerlo con un juego así, más aún cuando hay buenos premios de por medio.

Maxi Ruiz



Me gusta mucho la aplicación es la mejor de futbolfantasy, me parecen lo máximo!
Estoy enganchadisimo con este juego soy super fan

Kenny Patterson

Management Team



Ezequiel Wernicke (Developer)

A living example of an entrepreneurial enthusiast, he 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. He worked hand to hand with clients understanding their needs as to propose and execute solutions. 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 FIA Grade 1 circuit and a Driver development Program for young talents. He served as a regional manager for VOLA investment in Latin America conducting deal origination and due diligence on prospective projects in real estate, med-tech and venture sectors. Mr Naish obtained his bachelor of Science in political economics from the university of California, Berkeley in 2008.



Roy Magariños (Video game expert)

Entrepreneur, native digital, with solid skills in the analysis and resolution of problems. He first ventures into the creation of video games and digital products as a programmer. 10 years later, after gaining experience in video games, applications, systems, webs, for mobile and desktop platforms, he pivots his professional career towards team management and strategic planning of digital products. Roy takes pride in creating high impact digital products that builds human habits, have influence in human behavior and creates culture.

Matias Bullrich (Advisor and investor)

25 years of business experience both in finance and as entrepreneur Mr Bullrich started his career at Morgan Stanly, 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. He also founded Samba Development Group, a real estate developer in Argentina which built and sold over 200,000 square feet of beach-front apartments. Mr Bullrich graduate from Stanford University in 1990 with a Bachelor of Science Degree in Engineering.

Improvements looked

Experience

- Identified retention improvements
- UX/UI
- Software performance
- Algorithms
- Alerts
- More information of football matches, leagues, etc

Revenue

- Subscription option with:
 - Premium pre-match stats
 - Professional advice
 - Shortcuts
 - Other benefits
- Transform Jugacoin in a cryptocurrency

Social

- Follow other users, see their behaviour
- Mark your friends
- Select favourite teams
- Categorized leagues
- Forum with news generated by users

Comercial

- Agreements with brands as to promote prizes
- Agreements with media
- Agreements with local pollsters or researchers

Financial

- **1/JAN/2016** 1st Round 15K + 2 years office + 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 programme giving us \$1,000/ month of credits on IBM Cloud for one year. Scalable to \$10,000/ month for another year if hit goals.

Looking for:

We are looking for 200k at a 1MM valuation as to have 12 months of runway to:

- Grow up the team as to:
 - Deliver an update every two weeks
 - Have more social media presence
 - Create a better user experience
- Complete the improvements looked in less than 6 month
- Reach break even



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

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