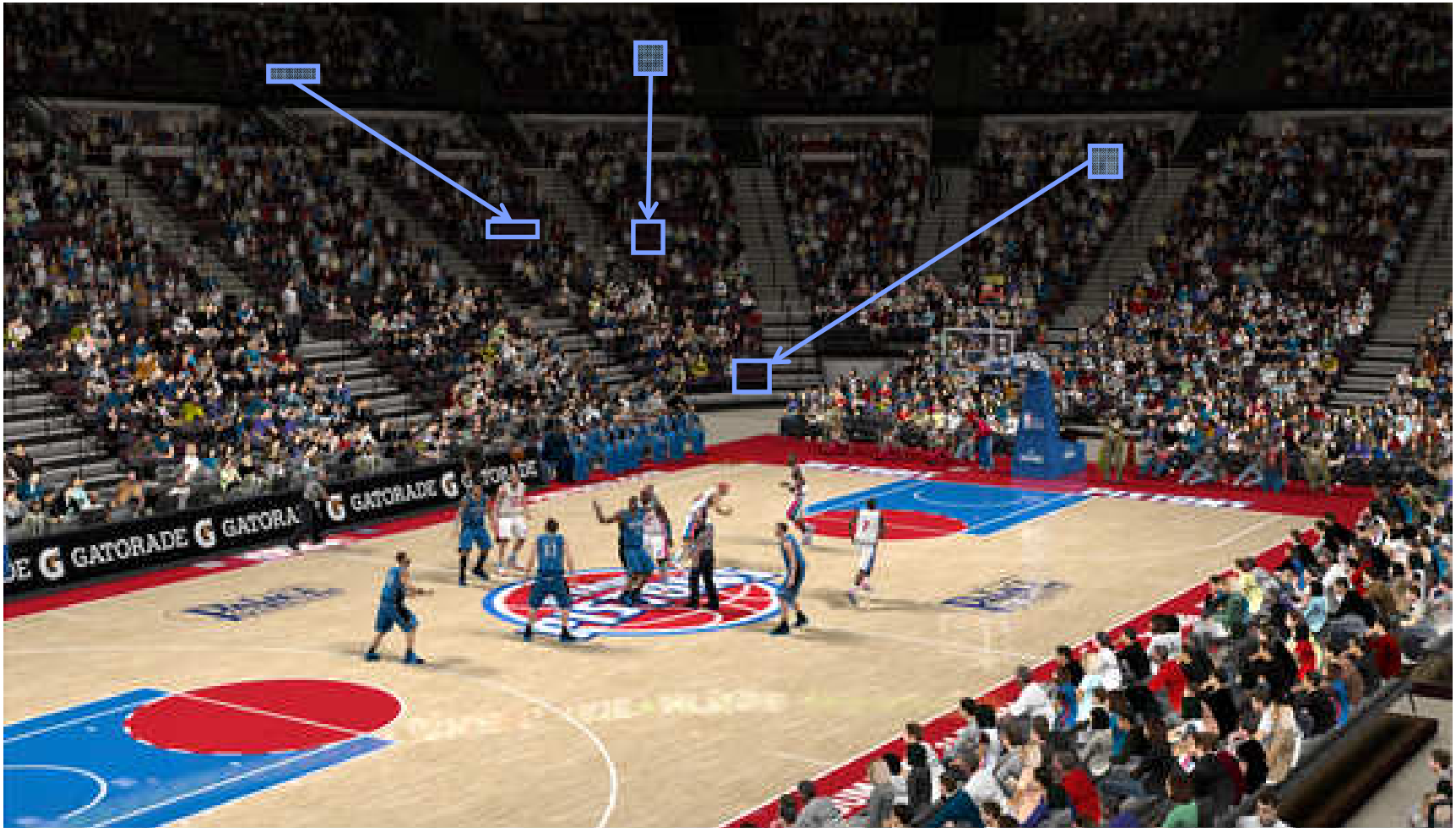


Fanafy and the New Jersey Nets

Billy Hart and Matt Bradley

April 2012

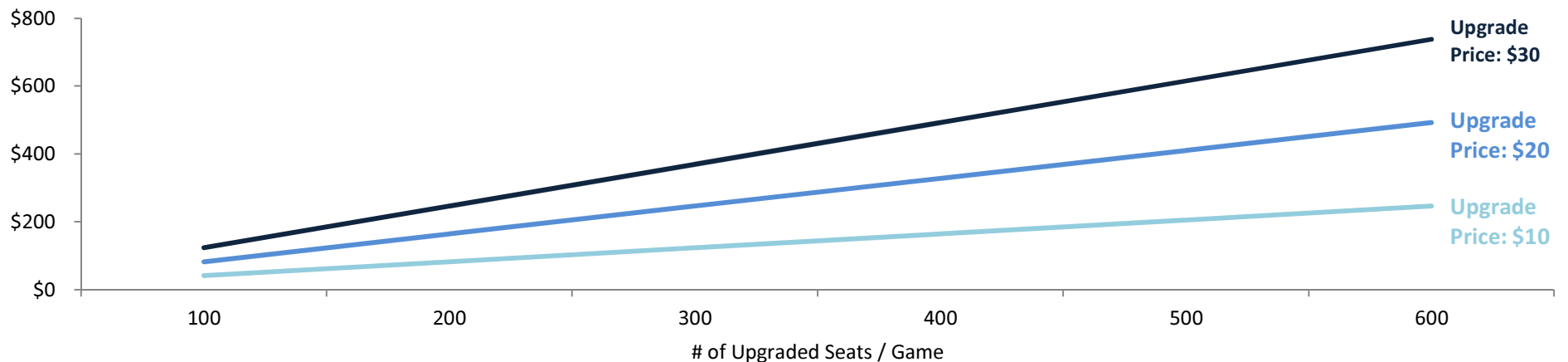
Opportunity for Teams: Upgrade Fans to Unsold Seats Real-Time, In-Game



Why Upgrade?

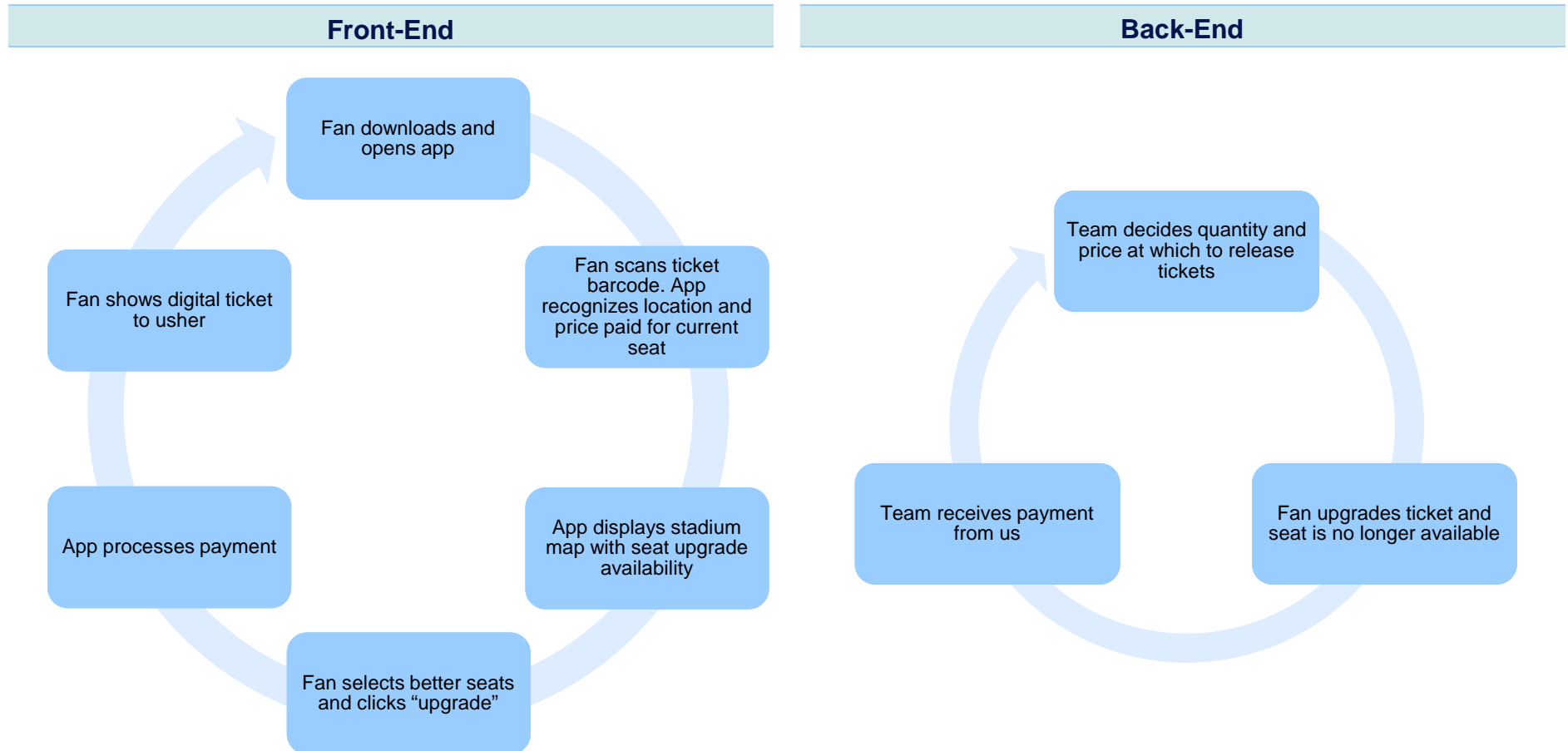
- Why would teams want fans to upgrade?
 - Upgraded fan provides additional ticket revenue for otherwise vacant seat
 - Profit margin on upgrade close to 100%
 - Better fan experience
 - Improved television optics
- Why would fans want to upgrade?
 - Opportunity to get closer to the action (at a discount) for otherwise unattainable seat

Incremental Annual Ticket Revenue (in thousands)

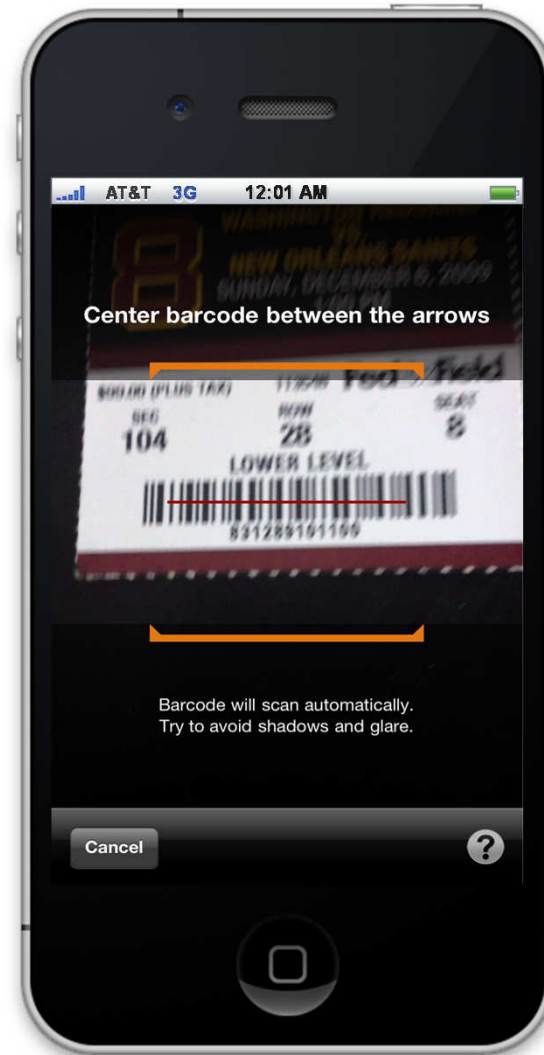
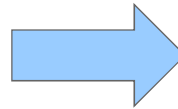
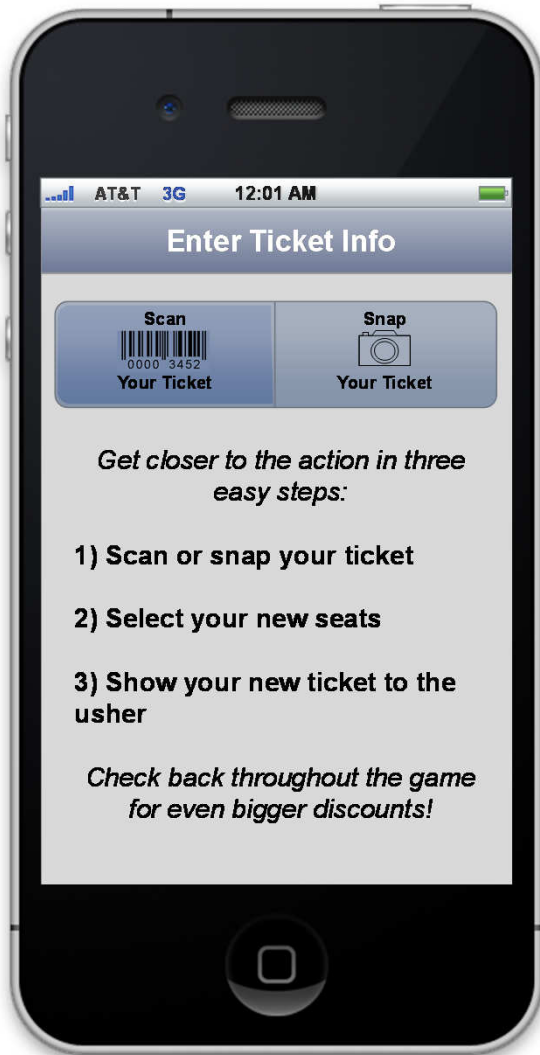


Fanafy: A Smartphone App for Ticket Upgrades

- The app will have a user-friendly consumer interface and will seamlessly integrate with a team's ticketing system



Fanafy: The Fan Experience



Fanafy: The Fan Experience (cont'd)



Fanafy: The Fan Experience (cont'd)

AT&T 3G 12:01 AM

Upgrades Enter Payment Info

Sec 8 / Row 2 / Seats 5-6

Cardholder's Name
Wilson Hart

Credit Card Type
-Please Select-

Credit Card Number
1234567812345678

Expiration Date
-03- -2012-

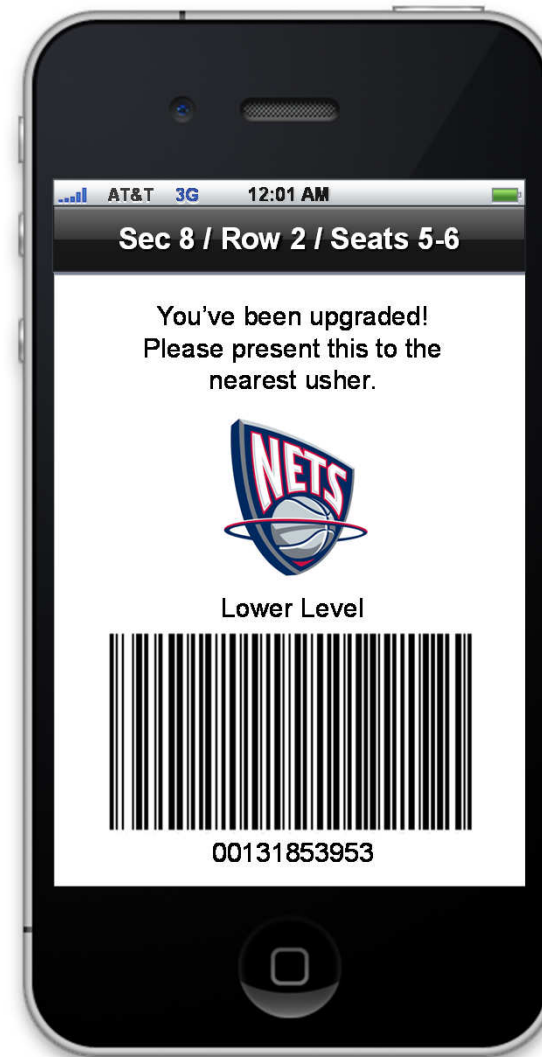
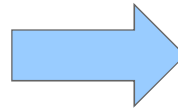
Billing Address
2300 Walnut Street, Apt 711

City State Zip Code
Philadelphia -PA- 19103

Email Address
billy@emailaddress.com

☒ Save for future purchases

Buy Now



The Fanafy Team

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