

Game design and operations

Development	\$ 120,000	one-time	A Look At Rol
Production support	\$ 20	annual	

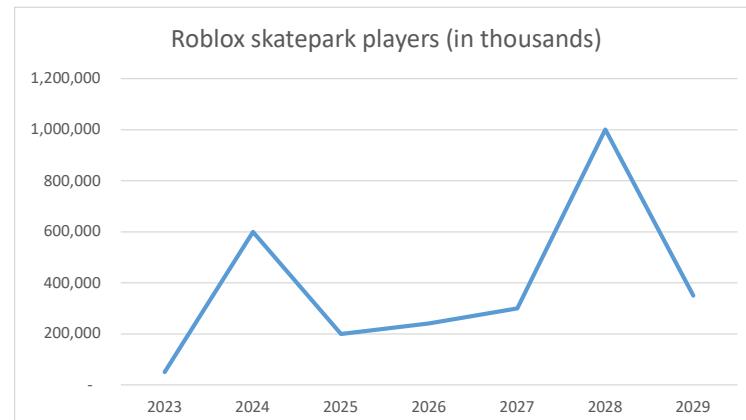
Athlete funnel

Number of athletes	4
Annual retainer per person	\$ 20,000
Total annual retainer	\$ 80,000

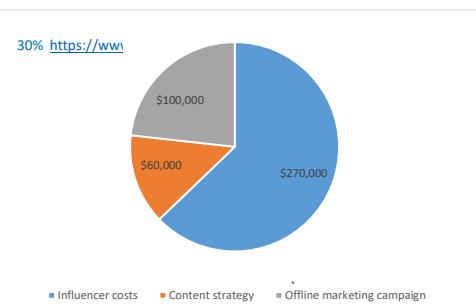
Cybersmile

	\$ 10								
	Hours/day	9							
# Moderators	1.50	18.00	6.00	7.20	9.00	30.00	10.50	5000	Users:Moderators ratio
Moderator costs	\$ 49,275	\$ 591,300	\$ 197,100	\$ 236,520	\$ 295,650	\$ 985,500	\$ 344,925		
<i>Moderator hours</i>	4,928	59,130	19,710	23,652	29,565	98,550	34,493	270,027	270.00
Total expense	\$ 249,295	\$ 671,320	\$ 277,120	\$ 316,540	\$ 375,670	\$ 1,065,520	\$ 424,945		

	2023	2024	2025	2026	2027	2028	2029		VansWorld
Players (MAU)	50,000	600,000	200,000	240,000	300,000	1,000,000	350,000	Years	2
Shoppers	2500	30000	10000	12000	15000	50000	17500	Favs	617
Revenue driven	\$ 227,700	\$ 2,732,400	\$ 910,800	\$ 1,092,960	\$ 1,366,200	\$ 4,554,000	\$ 1,593,900	Visits	91200
Operating profits driven	\$ 68,310	\$ 819,720	\$ 273,240	\$ 327,888	\$ 409,860	\$ 1,366,200	\$ 478,170	Visits/fav	147.812
Campaign attributable profit	\$ (180,985)	\$ 148,400	\$ (3,880)	\$ 11,348	\$ 34,190	\$ 300,680	\$ 53,225	Now playing	0.42
								Average play time	0.5
% shoppers	5%							DAU	10.08
ARPU	\$ 91.08							DAU/MAU	15%
Total (7 years) Average annual								MAU/DAU	6.7
Total revenue from campaig	\$ 12,477,960	\$ 1,782,566						MAU	67.20
Total expense	\$ 3,380,410	\$ 482,916							
Marketing Rol	3.69	https://www.rhy							
Average op profits		\$ 534,769.71							



	2023	2024	2025	2026	2027	2028
New customers	26,753	4,012.88	601.93	90.29	13.54	2.03
LTV generated	3,045,772	456,866	68,530	10,279	1,542	231
Gross profit	913,732	137,060	20,559	3,084	463	69
Total profit	1,074,966					
Total revenue	3,583,221	895,805				
Marketing Costs	Annual					
Influencer costs	\$ 270,000					
Content strategy	\$ 60,000					
Offline marketing campaign	\$ 100,000					
Net expense	430,000					
Marketing ROI	8.33					



Influencer rates	Followers	Per post rate
Nano	5,000	\$ 800
Micro	30,000	\$ 1,500
Mid-tier	200,000	\$ 3,000
Macro	800,000	\$ 5,000
Mega	2000000	\$ 7,000

Influencer	Followers	Tier	Rate	Posts	Cost
Bryce Wettstein	51,900	Micro	\$ 1,500	20	\$ 30,000
Alexis Sablone	92,400	Micro	\$ 1,500	20	\$ 30,000
Jordyn Barratt	42,200	Micro	\$ 1,500	20	\$ 30,000
Brighton Zeuner	155,000	Mid-tier	\$ 3,000	20	\$ 60,000
Mariah Duran	153,000	Mid-tier	\$ 3,000	20	\$ 60,000
Alana Smith	100,000	Mid-tier	\$ 3,000	20	\$ 60,000
Total	594,500				\$ 270,000

Lead generation 15%
Lead conversion 30%

CAC 16.07

LTV/CAC 7.1
Follower growth rate 15%

Content
Number of posts 20
Content strategy cost (monthly) 5000

LTV
Monthly spend on beau \$ 110 https://www.gutcheck.com
Facial skin care 23%
% captured by UD 30%
UD monthly revenue \$ 7.59
UD annual revenue \$ 91.08
Annual churn 20%
LTV \$ 113.85

GutCheck
Revenue — 32,000,000,000
Loreal — 960,000,000
Profit — 192,000,000