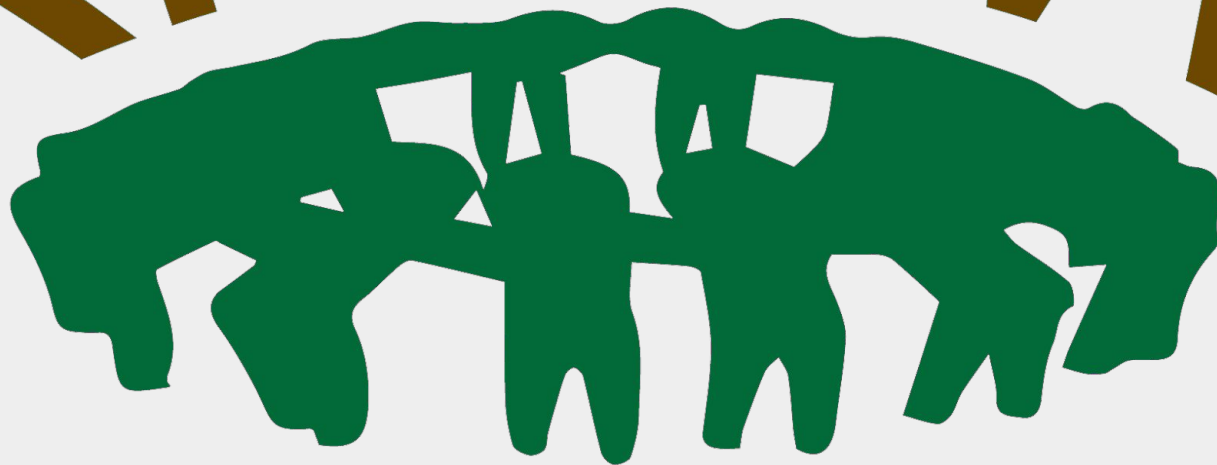


KNOW



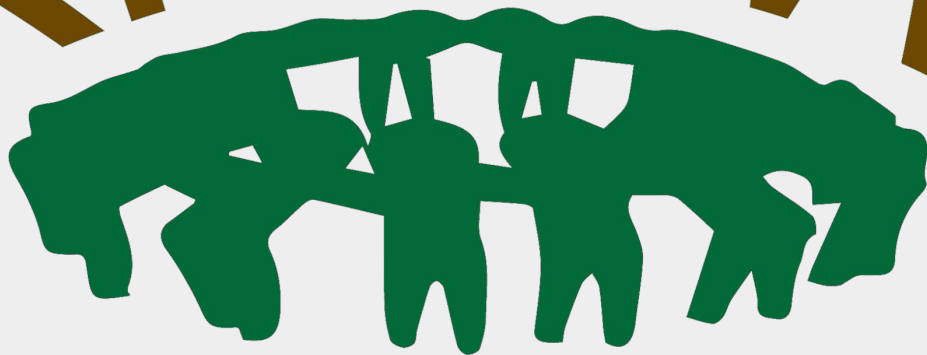
Fantasy Football Players



Know Huddle Players



KNOW



DEMO

User Feedback

surprised
I Should Be The Coach
mom friends min bar boom
I'm In I Knew It nailed
watching
Called It choose
engaged
picking
engaging
winning
ahh

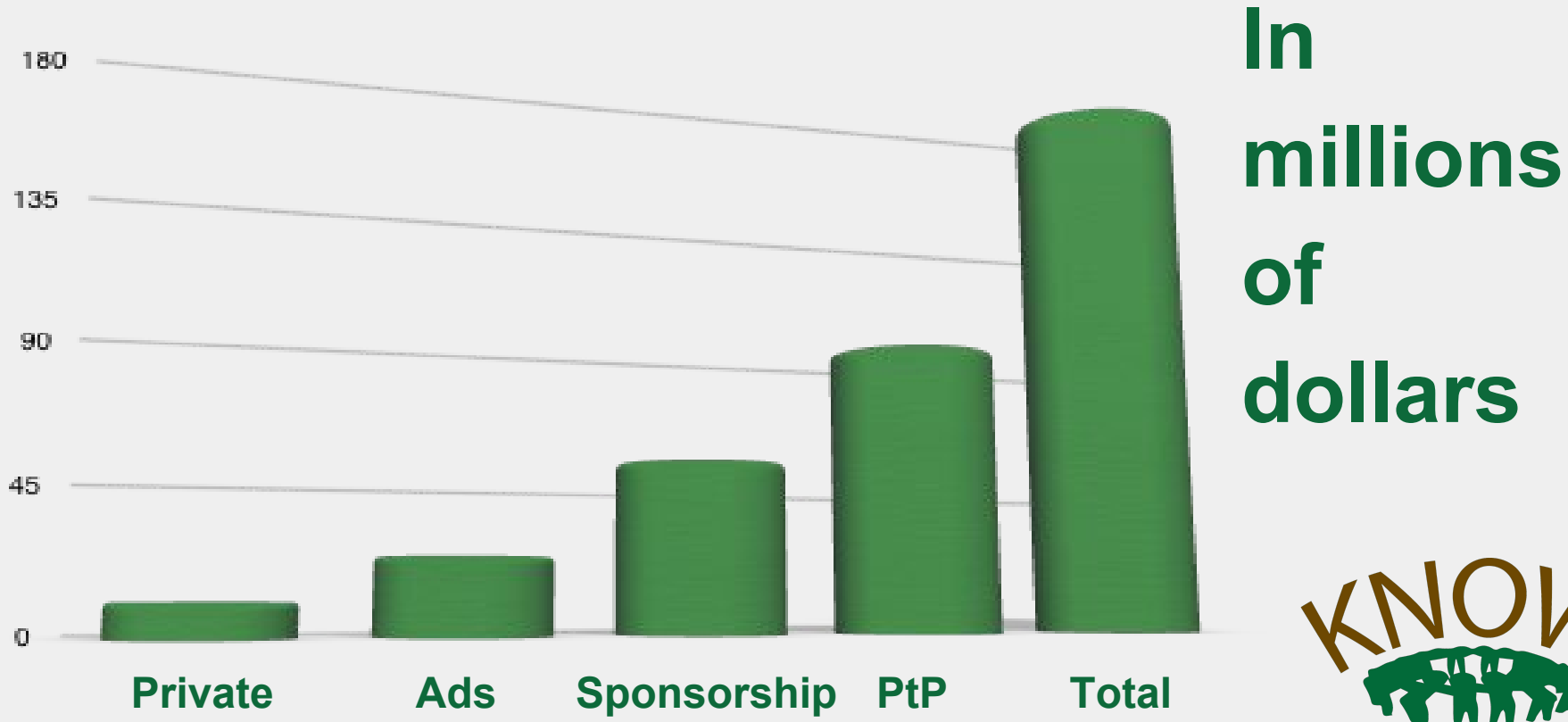
KNOW


Market Size

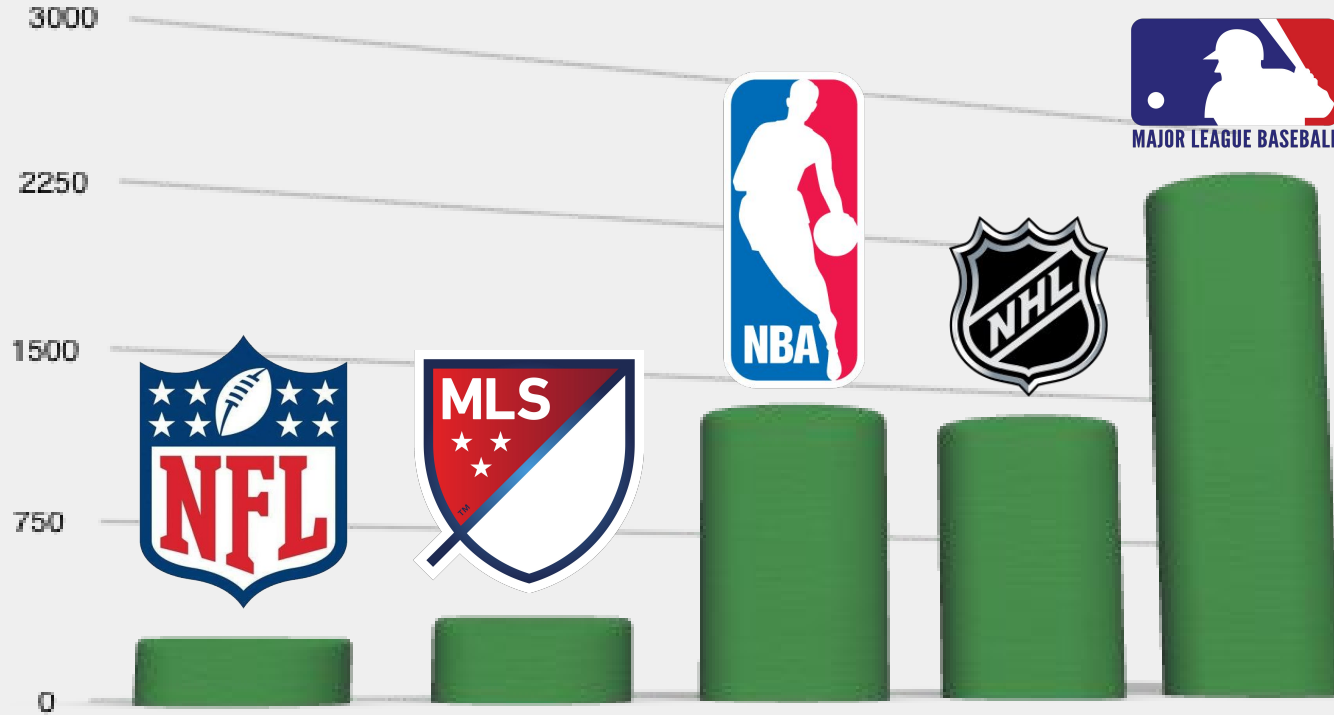
$\frac{2}{3}$ 20 1.5



Revenue Streams - NFL Season Total



Sport Expansion



Games
per
season

KNOW

Who's Ready to Play



Know Huddle Market Size

- NFL averages 20.25 million viewers across all networks and all times (in 2015)
- 23.5 million Americans play fantasy football each week
 - Generating an average \$467 per person
- 64% of Americans own a smartphone



Know Huddle Market Size

- TAM = 20.25 million x 64%
- TAM = 13 million people
- Target Audience = 1.5 million users per game



Revenue Streams - Ads

- Ads played during TV timeouts
 - Interstitial - \$2.70 ROM
 - BANNER - \$0.70 RPM
- Total Stream
 - \$101,000 per game
 - \$1,300,000 per week
 - \$23,000,000 per season



Revenue Streams - Event Sponsorship

- Bars and Corporate Events
 - 22,000 bars in the US - 25% target
 - 20,500 sports bars in the US - 50% target
- House leaderboards and ads
 - \$100 per event
 - \$4,500 full season sponsorship
 - \$52,250,000 per season



Revenue Streams - Private League

- Friend and Office Leagues
 - Fantasy football \$11 billion market
- No ads and custom scoring options
 - \$10/user per season
 - \$10,000,000 per season



Revenue Streams - Play the Pros

- Retired players and pundits
 - Pros paid \$10,000 a game
 - Night games: SNF, MNF, and TNF
- No ads and pro related prize
 - \$1 per user
 - \$2,500,000 per game
 - \$90,000,000 per season

