

The image features the SPARQ logo, which includes a stylized red skull with a flame-like texture. The word "SPARQ" is written in large, bold, white letters with a black outline. Below the logo, there are two small action figures: one in a basketball uniform and another in a skateboarder's outfit, both appearing to be in motion against a dark background.

- Our Core Values**
- People First**
 - Motivation: We bring out the best in people through challenging, fair, and positive work environments.
 - Respect: We respect our customers, the industry, and each other.
 - Integrity: We do what we say we will do, and we do it well.
- Unleash Creativity**
 - Innovation: We are always looking for ways to improve our products, services, and business processes.
 - Adaptability: We embrace change and are quick to respond to new opportunities and challenges.
- Enrich Lives**
 - Impact: We believe in making a positive difference in the lives of our employees, customers, and communities.
 - Well-being: We prioritize the physical, mental, and emotional health of our people.
- Fun Above All**
 - Playful: We have fun at work and encourage a lighthearted, joyful atmosphere.
 - Curiosity: We are always learning and exploring, seeking out new experiences and possibilities.

- Web3: Read-only internet
 - Consuming information
- Web3: Read-write internet
 - Creating or updating content created by others
 - Content is owned by the person who wrote it
- Web3: Read-write-owner internet
 - You actually own your pieces of the digital world

Web3 is the most **next internet evolution** where users own and control their assets, data, and online experiences

Web3 is a fundamental economic shift from a consumer economy to a **cooperative economy**, creating wealth in **value creation** instead of **value destruction**.

Web3 is about **owning ownership** and value with **decentralization** and **openness** that reward fair and kind behavior.

Year	Web3 Natives	Web2 users	Web3 Enthusiasts	Web3 Neophytes	Total Adoption Rate (%)
2024	1.5%	0.0%	0.0%	7.2%	8.7%
2025	2.5%	1.0%	0.0%	6.2%	9.7%
2026	3.5%	2.0%	0.0%	5.2%	10.7%
2027	4.5%	3.0%	0.0%	4.2%	11.7%
2028	5.5%	4.0%	0.0%	3.2%	12.7%

Web3 Natives
Web2 users
Web3 Enthusiasts
Web3 Neophytes

No face in the crowd

Adoption Rate (%)

Year

2024 2025 2026 2027 2028

Web3 Natives
Web2 users
Web3 Enthusiasts
Web3 Neophytes

Penetration Rate



Web3 Games Failed to Match Web2 Mobile Game Success

Web3 games have yet to manage to achieve the same level of mass user adoption and financial success as traditional Web2 mobile games.

- High Barriers to Entry
- Incentive Structure
- Reimbursement Policy
- User Experience
- User Acquisition Policies
- Financial Health
- Marketing and Outreach
- Monetization
- Incentive Structure
- Incentive Transparency

A collage of US dollar bills and coins, with the words "Recession Proof" overlaid in a large, bold font.

The infographic displays a bar chart titled "Global Markets League by Revenue in Millions (2010-2012)" with data for four categories: NFL, NBA, Major College Sports, and MLS. The y-axis represents revenue in millions of dollars, ranging from \$0 to \$100. The x-axis lists the years 2010, 2011, and 2012. The bars show a general upward trend in revenue over the three-year period.

Category	2010	2011	2012
NFL	\$100	\$110	\$120
NBA	\$50	\$55	\$60
Major College Sports	\$10	\$12	\$15
MLS	\$10	\$12	\$15

COLLEGE SPORTS:
The Multi-Billion Dollar IP
Powerhouse Feeding
Spur's Games State

Our college sports licensees represent
the largest segment of the
panacciate fan ecosystem in global
sports marketing, including major
professional leagues

COLLEGE MARKET POSITION:

- Due to NIL integration, generic licensees have had a great year
- 60% of the U.S. college football fanbase is licensed
- 65% of the U.S. college basketball fanbase is licensed
- 70% of the U.S. college baseball fanbase is licensed
- USA Today ranked college football as the #1 pro property
- USA Today ranked college basketball as the #1 pro property

Sparq develops premium mobile sports betting, fantasy sports, and gaming, with titles featuring NFL, NBA, NHL, and college football, NCAA College Football, NBA, NFL, NHL, and more. Sparq also offers blockchain adoption by:

- Building a mobile app with augmented reality
- Not letting users withdraw money until they have won
- Instantly remunerating millions of players to blockchain wallets in the *Spartan Loyalty Program*
- Creating a new revenue stream from ads
- Value added to ticket sales
- Creating a new revenue stream for sports fans while driving Web3 adoption with content marketing.

7	Use AI Everywhere to Be Fast and Ultra-Efficient
Global Game Selection	Analyze game data and game tracks to determine the ideal target audience for the game, and then use AI to automatically generate marketing campaigns for the audience.
AI Monetization	Optimize AI monetization strategies to increase revenue through enhanced advertising and personalized offerings.
Business Development	Identify potential business partners, analyze their profiles, and generate leads using AI-driven analysis and AI-generated reports.
Competitive Analysis	Monitor and analyze the competitive landscape, including market share, product offerings, and AI implementation, to gain a competitive advantage.

VentureBeat

"Smart construction of mobile game, with solid marketing and distribution strategy, could make it a success in sports game publisher."



Business Insider

"Smartphone Challenger Shatters All Previous Records for a Large-Scale Sports Gaming Achievement"



SportBusiness

"Smart unveils CrossFit mobile sports game with athletes and celebrities."



Forbes

"Smart launches its first game, 'Smart NFL Collection'."



- 9
- 
- Premium Sports IP Portfolio
 - ✓ Includes NBA license with plans to secure additional major sports IP rights
 - ✓ 30+ NBA assets held under license by 2020
- The IP Advantage
 - ✓ Adds significant value to building sales
 - ✓ IP assets can be leveraged across brand development needs and LMX brand
- Proprietary Acquisition Engine
 - ✓ Utilizes AI to identify potential acquisition opportunities and evaluate risk
- Strategic License Rollout
 - ✓ Acquires IP rights from existing media or Web properties
 - ✓ Acquires IP rights from new media or Web properties
- Strategic License Growth
 - ✓ Building capital plant communities that generate revenue
- Sustainable Technologies
 - ✓ Yet to exchange technology rights designed for long-term growth



- **Web 2.0 Gaming**
 - Multiplayer Games
 - Subscription and Pay-Per-Play
- **Web 3.0 Sales & Royalties**
 - Royalties from the sales of items retained as NFTs
- **Billing Partnership Revenue**
 - Billing revenue from advertising coverage
- **Data & Analytics**
 - Insights for Universities and Advertisers
- **Digital Royalties**
 - Royalties from digital assets and other artwork
- **Licensing Fees**
 - Licenses from licensing agreements

Business Model

Combining two large revenue models from the previous section creates huge scale revenue and profit opportunities for the Spicy Gaming Ecosystem

Traction



- Acquired license through Challenge Licensing Company (CLC) to develop trademarks in over 100 countries worldwide.
- License being extended around the world.
- Partnership with the National Football League (NFL) and Spanish Tennis and Badminton Federation.
- Acquisition of the rights to the first ever NFL 100 year celebration which was sold on auction for \$1.5 million.
- Acquisition of the rights to the first ever game to appear on the QLED TV.
- Acquisition of the rights to the first ever NFL 100 years of football.
- **ALREADY** followers within one (1) month on:
 - **30,000** followers within one (1) month on Facebook
 - **Over 14 months** of work on SEPARD token development
- SEPARD token will be available on SEPARD website.

14

"Diversity is the art of thinking independently together."

MALCOLM FORBES

The image shows six professional portraits of men arranged in two rows of three. The top row includes Mark Frerichs (left), Mark O'Connor (center), and Alan Schatzke (right). The bottom row includes Mike McElroy (left), Wayne Morris (center), and Rudy Hart (right). Each portrait has a small caption below it.

A group photograph of five men, each with a small caption below their name. From left to right: Jim Headford (President & CEO), Tony Opi (Chair of the Board), Sean Urbinati (Chief Financial Officer), Pamela Cherna (Independent Director), and Mark Rogers (Independent Director). The photo is set against a dark background.

- SparQ Inc offering a SAFE
o \$100 million valuation cap
o 8% interest
o \$100,000 minimum and accredited
o \$10M limit
- SSPARQ offering a SAFIT
o \$40 million valuation cap
o 8% interest and accredited
o Four (4) month cliff
o SSPARQ stock used to date
o TGE target of July/August 2025

23

"Dream no small dreams for they have
no power to move the hearts of men."

Johann Wolfgang von Goethe



Disclaimer

The materials presented in the Investor Deck are provided for informational purposes only and are not intended to be an offer or solicitation to purchase or sell any security or investment product. The information contained in the Investor Deck is not intended to be all-inclusive and is not intended to provide legal, accounting, tax, financial, investment, or other professional advice. You should consult your own advisor(s) regarding such matters. The information contained in the Investor Deck is based on current law, regulations, and practices. The Company makes no representations or warranties as to the accuracy of the information contained in the Investor Deck, and the Company reserves the right to make changes to the Investor Deck at any time.

- Web 2.0 is the next evolution of the Internet, designed to give you more control over your data.
- Web 2.0 is also Read only culture. You upload pictures to web sites like Flickr and YouTube, but you can't edit or change them.
- **Web 3.0 is Write culture**
- **What is Write Culture?**
 - Content creation
 - Content distribution
 - Content consumption
- **Content Creation:** Just like the examples I used earlier, you can now create your own blog, website, video, music, and much more.
- **Content Distribution:** Just like the examples I used earlier, you can now publish your content to YouTube, Flickr, and much more.
- **Content Consumption:** You can now subscribe to channels on YouTube, follow people on Flickr, and much more.
- **Read Only Participants:** While Amazon, Google, and much more

CROWN U™ The Ultimate NCAA Party Sports Game

- **Crown U™** is first ever, multi-sport game featuring all NCAA® divisions, schools, and conferences in exciting cross-sport competition. Unlike traditional sports titles, Crown U™ offers fans skill-based games with the added element of play against human opponents in real-time and local play.
- **Play Anywhere** – Play and compete online or locally with friends and family using your smartphone, laptop, or tablet.
- **Change Gameplay** – This game features football, basketball, and other sports, each with distinct styles, to complete its obstacle course challenge.
- **Bonus & Rewards** – Play games, earn points, and only one champion is crowned in each sport.
- **Customizable Team Dressing Room** – Unveil and purchase uniforms, jerseys, and accessories for your team in the Crown U™ Dressing Room with unique apparel adding on costs.
- **Microtransfers** – Gain \$50/MAC wallet and in-game currency for achievements.
- **Crown U™ isn't just a game... It's a new way for you to connect, celebrate, share, and collage with your friends.**



