

FANBOY

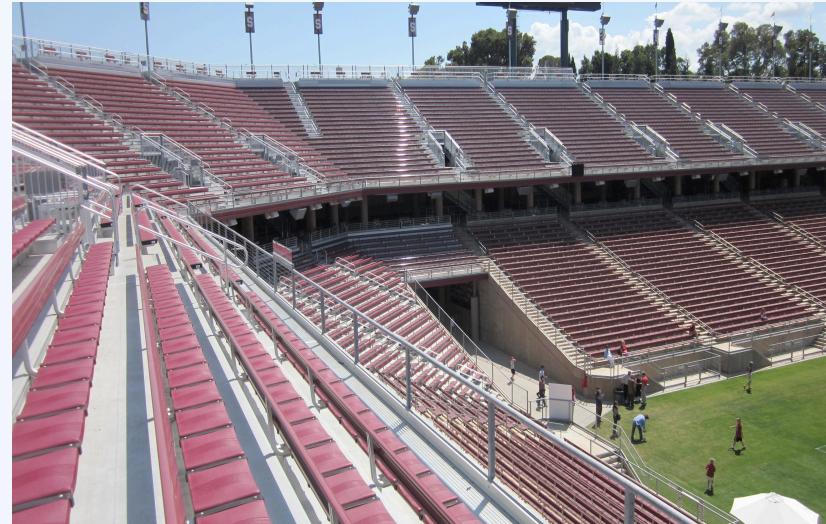
Athlete + Analytics = Athleytics
Our Approach to Sports

Problem

FANBOY

- Fan attendance is dropping
- Tickets often come from third party vendors

– Teams are missing out on potential fans and season ticket holders



Problem

Platform

Solution

Implementation

Who We Are

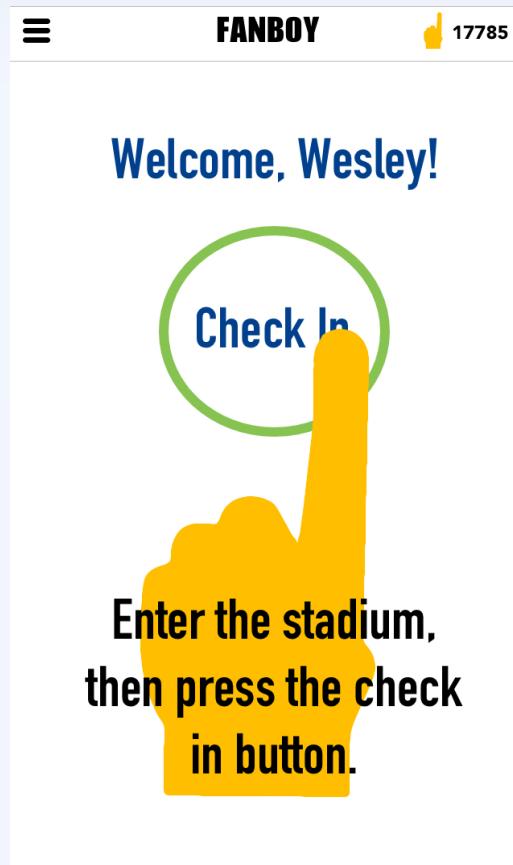
FANBOY

- It is based off of “proven” model
 - Fans predict the outcome of the current game
 - Fans answer trivia about the teams playing
- Rewards system based on points
 - Points earned determines prizes
 - Incentivizes people to use app



Getting Started

FANBOY



- Simple to use interface for quick access during breaks
- Sparse design allows for client customization
- Geo-location used to check-in



PredictOs

FANBOY

FANBOY 17785

Will the Falcons convert this fourth down?

33 sec

YES

NO

FANBOY 17860

Correct!

75 Points

- Simple interface allows real-time questions to be pushed to the user and answered just as quickly.
- Correct answers are awarded with points based on the difficulty of the question
- Points are added to a users total, which may be used to win promotional prizes

Problem

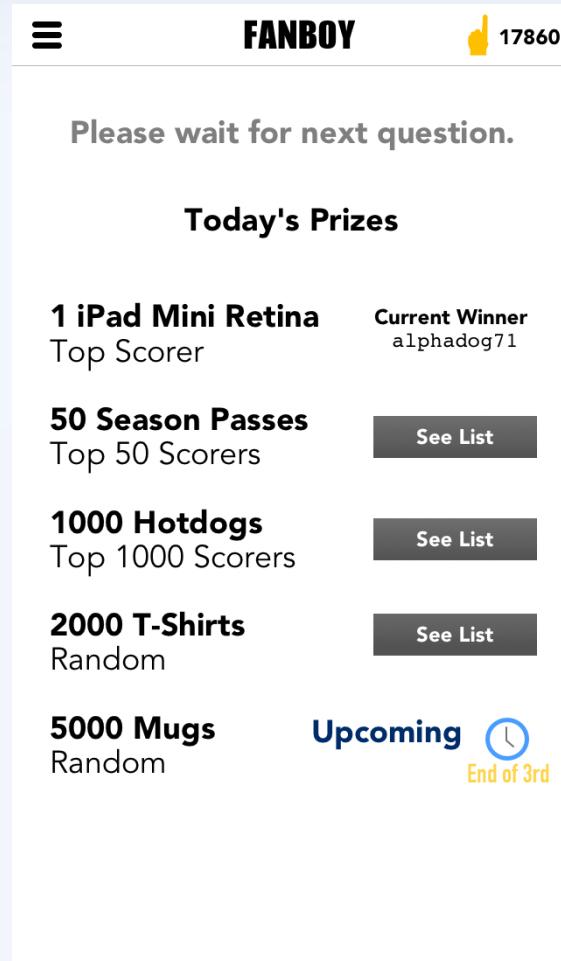
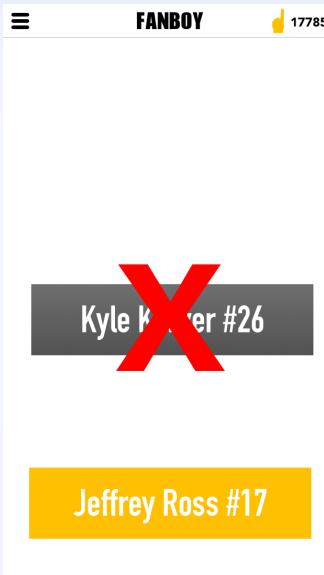
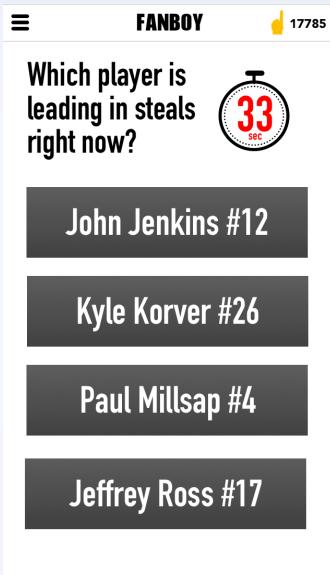
Platform

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PredictOs

FANBOY



- Wrong answers are awarded no points.
- After answering, either correctly or incorrectly, the waiting screen is displayed until the next question is released.
- The waiting screen shows upcoming and available prizes

Problem

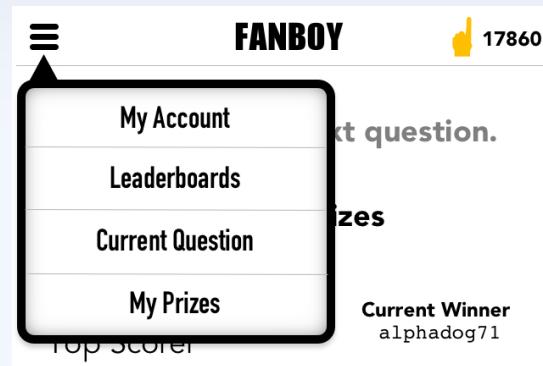
Platform

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Menu

FANBOY



This screenshot shows the FANBOY app's main screen. It features a large yellow hand icon pointing up, with the score "17860" and rank "Rank: 1001" displayed prominently. Below this, it says "Today's Leaderboards" and lists five categories: "1 iPad Mini Retina", "50 Season Passes", "1000 Hotdogs", "2000 T-Shirts", and "5000 Mugs". The "2000 T-Shirts" category shows "Won!" and the "5000 Mugs" category shows "Upcoming" with a clock icon and "End of 3rd".

| 1000 Hot Dogs (51 - 1000) | | |
|------------------------------|-----------|-------|
| Rank | Name | Score |
| 996 | Azhar M. | Text |
| 997 | Collin L. | 18210 |
| 998 | Evan S. | 18200 |
| 999 | Kevin L. | 17955 |
| 1000 | Ursula H. | 17950 |
| 1001 | Wesley P. | 17860 |
| 1002 | Kira O. | 17849 |
| 1003 | Katy J. | 17817 |
| 1004 | Paul W. | 17673 |
| 1005 | Daniel W. | 17658 |
| 1006 | Greg C. | 17647 |
| 1007 | Hannah F. | 17646 |
| 1008 | Tim D. | 17599 |

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Problem

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Menu

FANBOY

FANBOY 17860

My Account

Name: Wesley Painter
Date of Birth: 07/03/1991
Home City: Atlanta, Ga
Favorite Teams: Orlando Magic
Atlanta Braves
Duke Blue Devils

Edit

Current Question

FANBOY 17785

My Prizes

Hot Dog (2 Hours Left) **USED**
T-Shirt
2 Tickets (3 Days Left) **EXPIRED**
Drink
Foam Finger **USED**

Current Question

FANBOY 17785

Free Hot Dog!

Present this to any vendor at a qualifying stadium to receive your free hot dog. Yum!



Won on: 11/24/13
Valid until: 11/24/13
Good at: Any Atlanta Stadium

Current Question

The menu also gives you access to your account information and prize list.

The prize list displays the prizes won by the user and their expiration date.

Coupons for available prizes will be displayed when selected.

Problem

Platform

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PredictOs Rewards

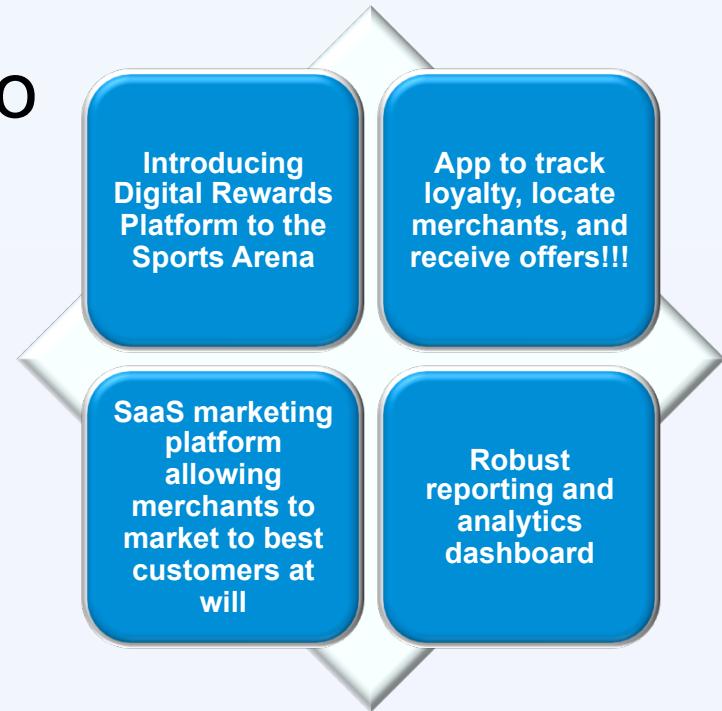
FANBOY

- Prizes vary by point standing
- 1 point for answering a question
- Extra points for getting questions correct
 - Easy question: 1 point
 - Medium Question: 2 points
 - Hard Question 4 points
 - Extra hard Question: 8 points



Purpose of Rewards

- Extra incentive for people to use the app
- Additional entertainment to the game at hand
- Measures levels of fan engagement during the game



Analytic Results

FANBOY

- Clients can view Fan's:
 - Point value
 - Number of questions answered
 - Number of correct question responses and level of difficulty
- Insight into which Athletes and teams received most correct answers, indicating trending players/teams



Meaningful Use

FANBOY

- Unique qualifiers regarding:
 - Fans that answer more questions correct
 - Assume more active/informed fans more devout fans
- Market for more popular teams and players that are better known



Clients/Partnership

- All professional and college athletic programs
- Athletes For a Better World (Non-profit)

– Fred Northup (CEO)



- Vice President for Marketing of the Braves



-Gus Eurton

Problem

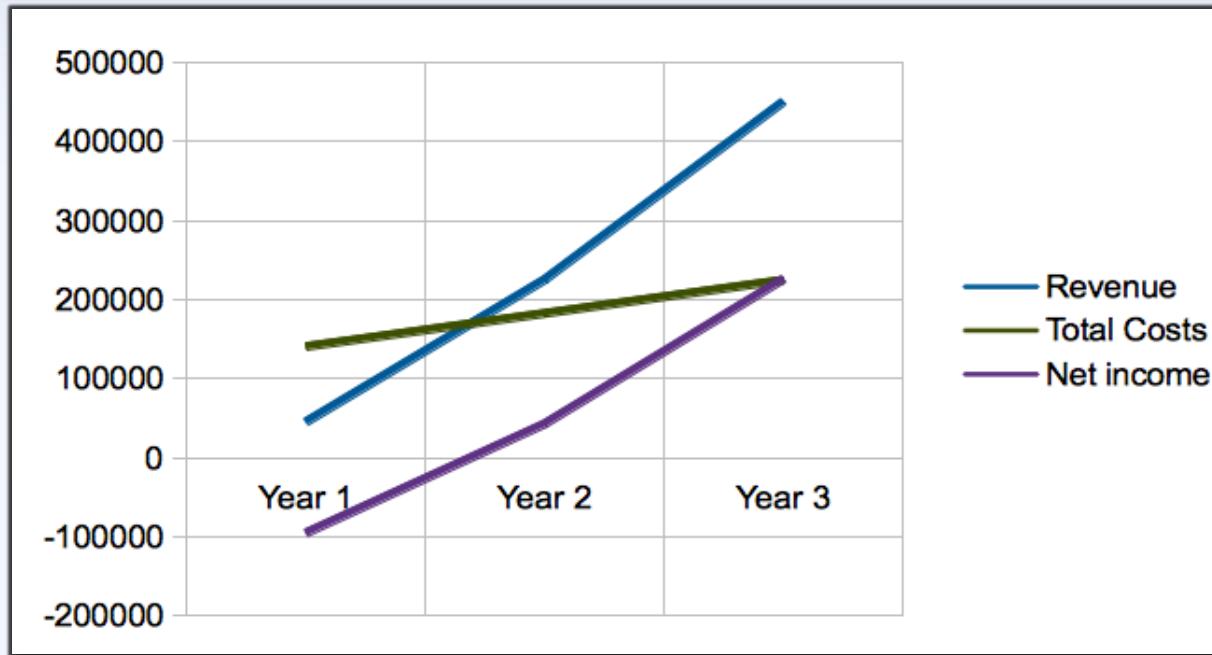
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Financials

FANBOY



| Year | Cost (1000) | Rev (1000) | Net Profit |
|------|----------------|---------------|------------|
| 1 | \$140.4 | \$45.0 | -\$95400 |
| 2 | \$182.4 | \$225.0 | \$42600 |
| 3 | \$224.4 | \$450.0 | \$225600 |

Identity

Platform

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Conclusions

FANBOY

- **Problem:** Sports teams do not know who to target as loyal fans of the Sport
- **Solution:** Identify individuals that are coming to games and follow the sport as avid fans



QUESTIONS

