



SideQuest

**Gamifying Productivity In the
Workplace and Beyond**

Productivity is at an all time low...

9/10

Employees cited
accountability as a top
need

\$1.8 Trillion

Spent by employers due
to lost productivity

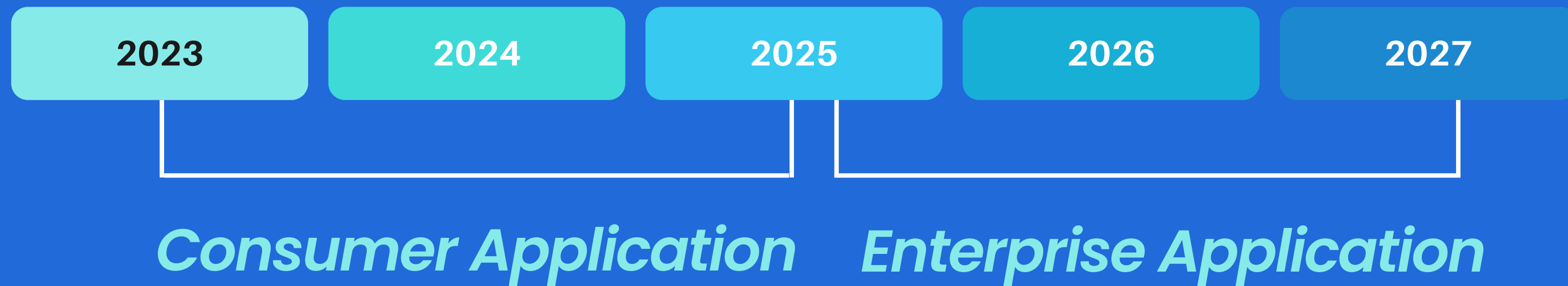
87%

Of students lack
organization and time
management

SOLUTION

Scalable Solution by gamifying milestones in company project management

ALL IN ONE PROJECT MANAGEMENT PLATFORM

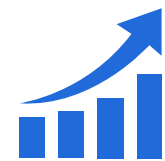


THE SOLUTION

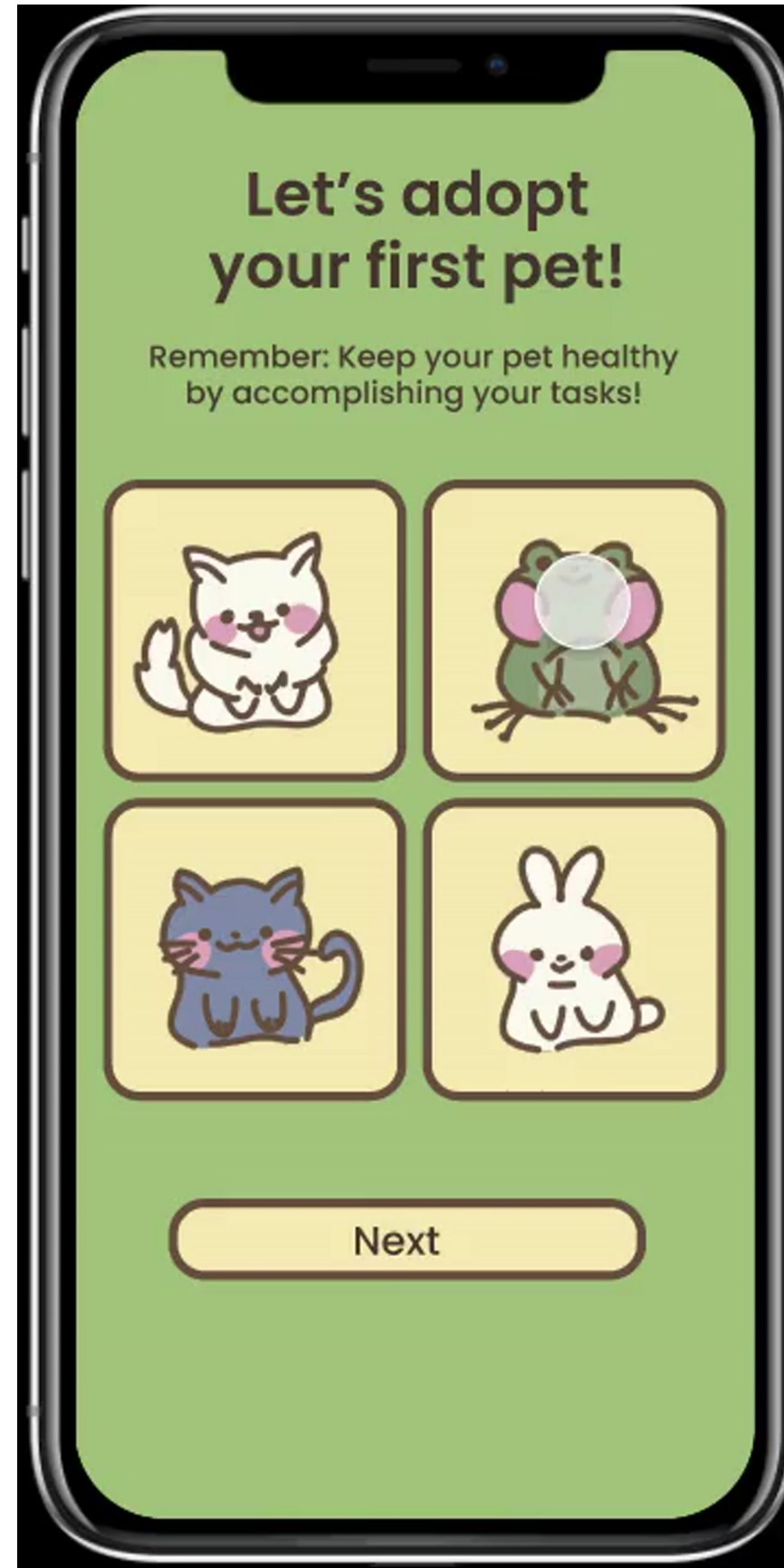
SideQuest Consumer Features



Set Realistic Goals



Track Goal Progress



Stay Accountable



**Eliminate Distractions
Through In-App Games**



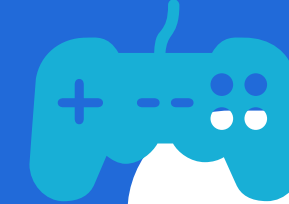
SideQuest Enterprise Features



**Cross-team
accountability**



**Positive
feedback from
employees**



**Team-based
games**



In-game currency



Employee rewards

VALUE PROPOSITION

First *Holistic* Goal-Setting App

Science-Backed



Gamified



SideQuest



Breaks Down
Goals

Accountability Feature

TARGET CUSTOMER

Market Opportunity

13.4% CGAR

market growth for
productivity apps

12.8% CGAR

market growth for mobile-
gaming apps

8,178,820

Individuals between 15-29
years old use productivity
apps, and are target
customers

Meet our team



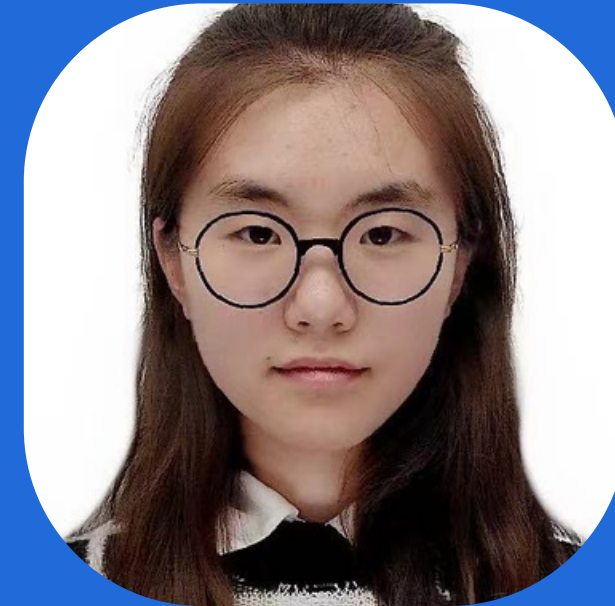
Leslie Ligier

Founder and UX Designer



Adam Schwartz

Product Manager and Developer



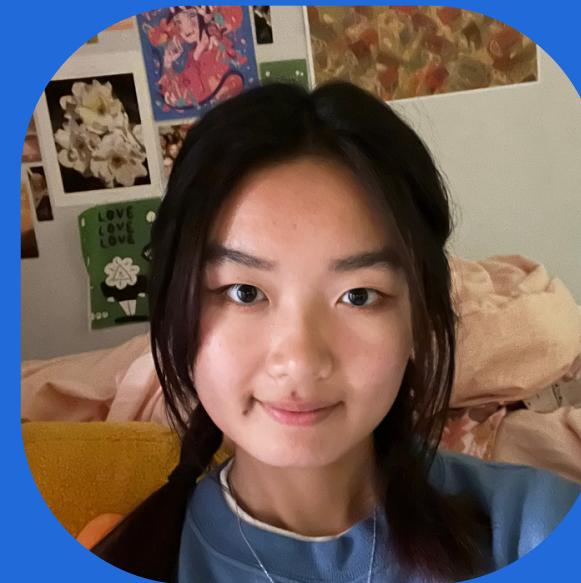
Katherine Ge

Financial Officer and Developer



Will Triantis

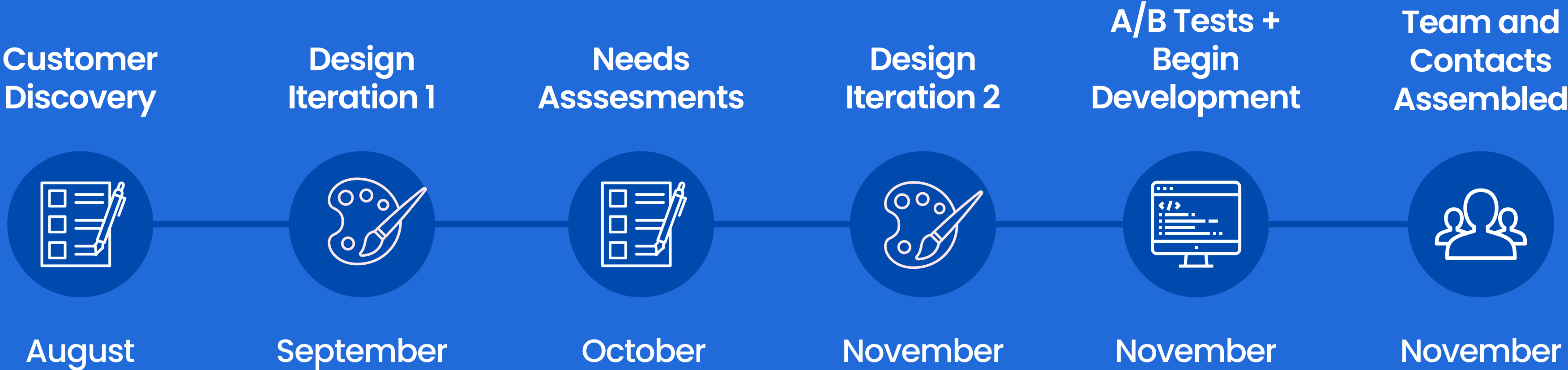
Developer



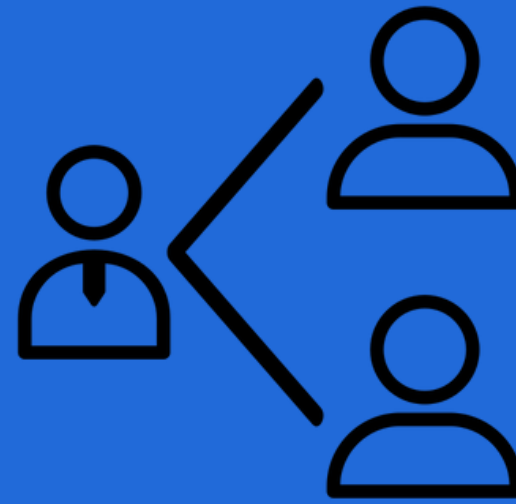
Michelle Chen

Graphic Artist

Traction



Marketing Plan



Soft Launch



Hard Launch



BUSINESS MODEL

Revenue Streams

B2C: Freemium Business Model

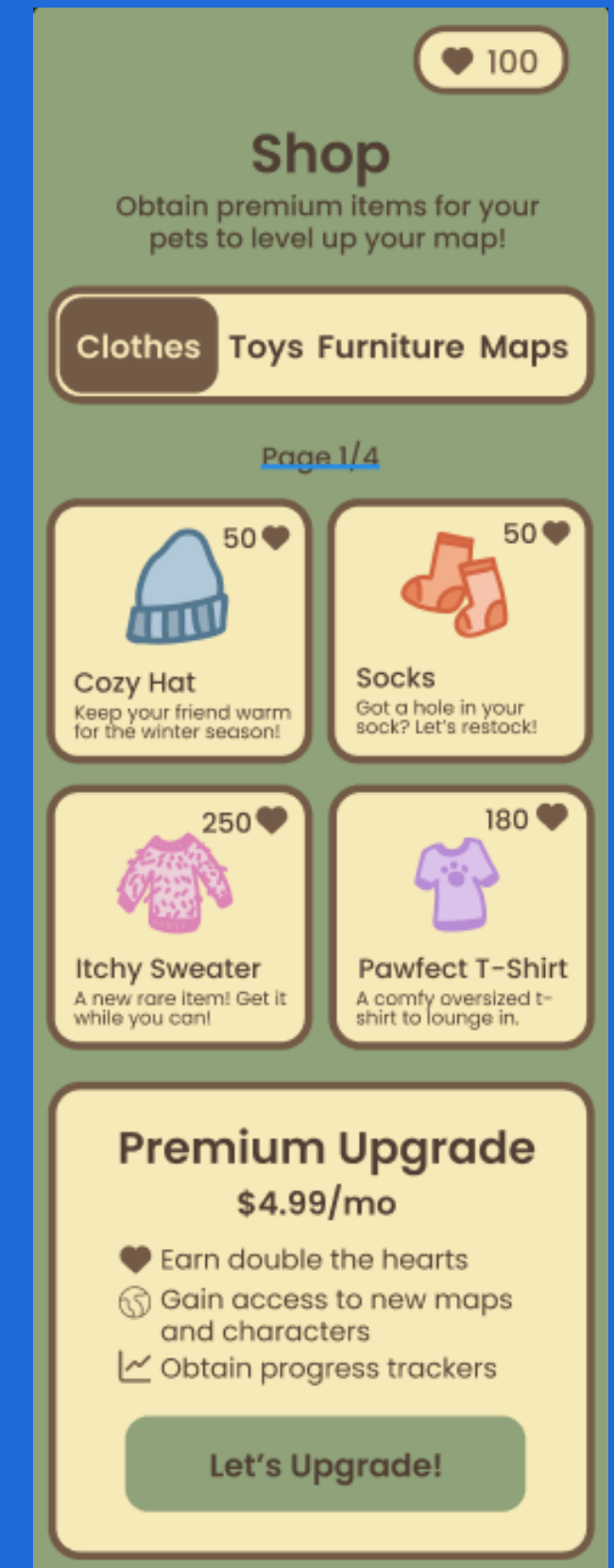
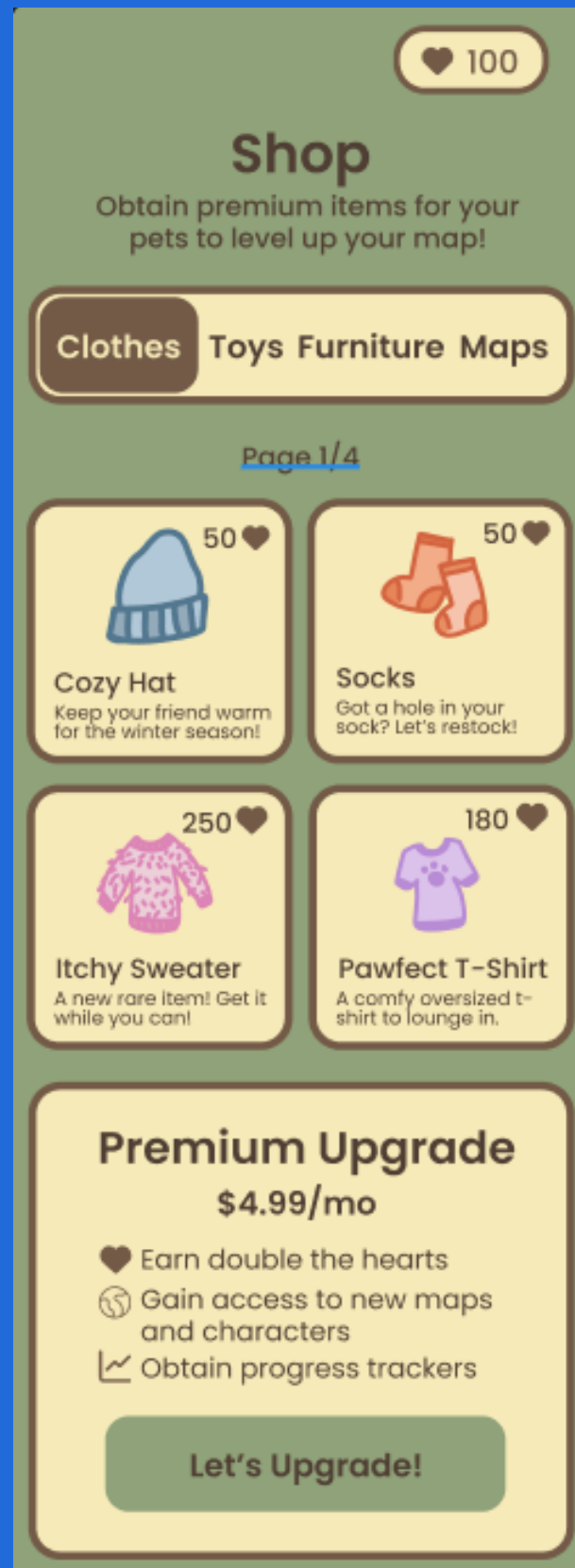
\$4.99/mo

Advertisements and In-app purchases

B2B: Licensing

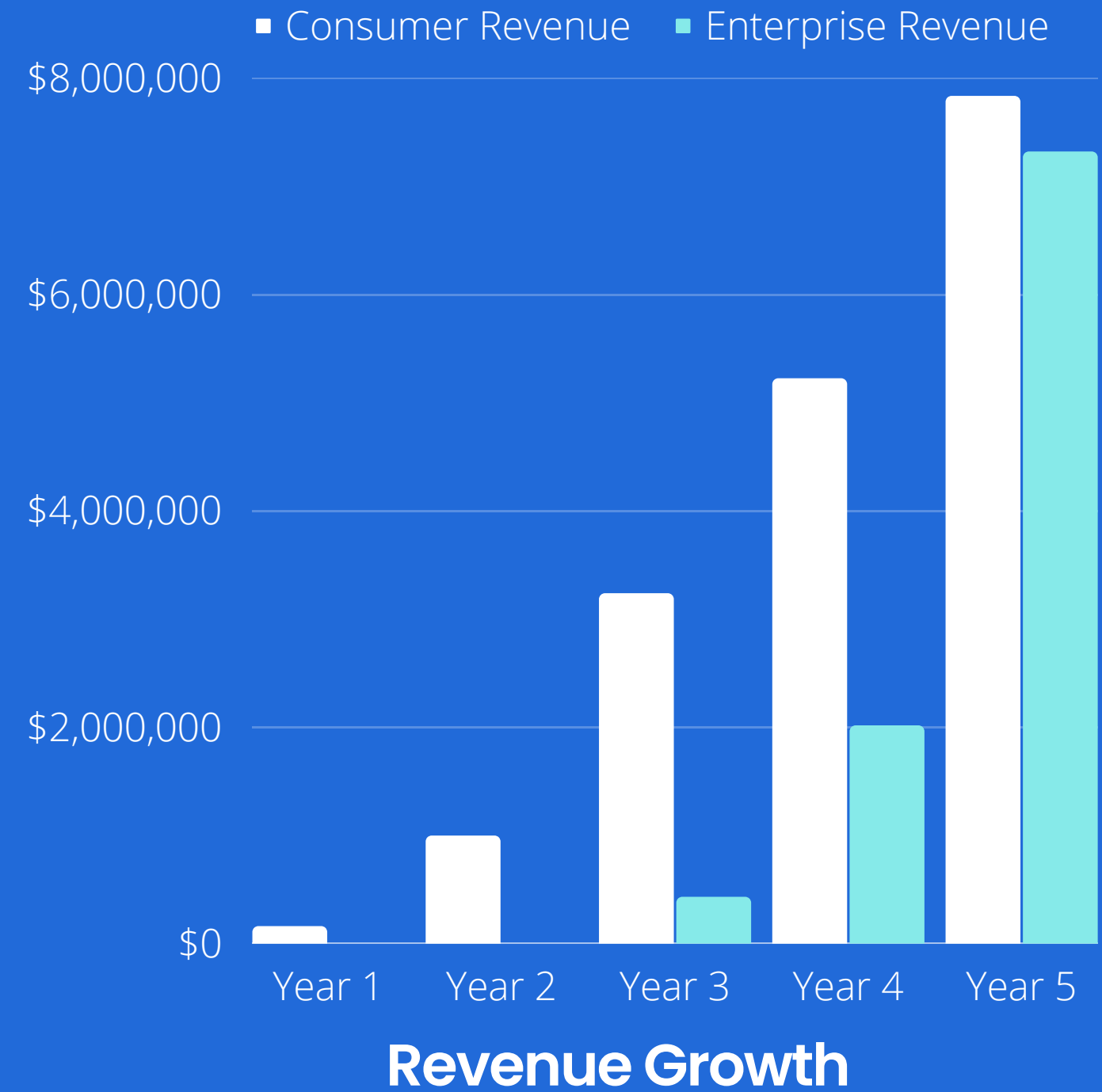
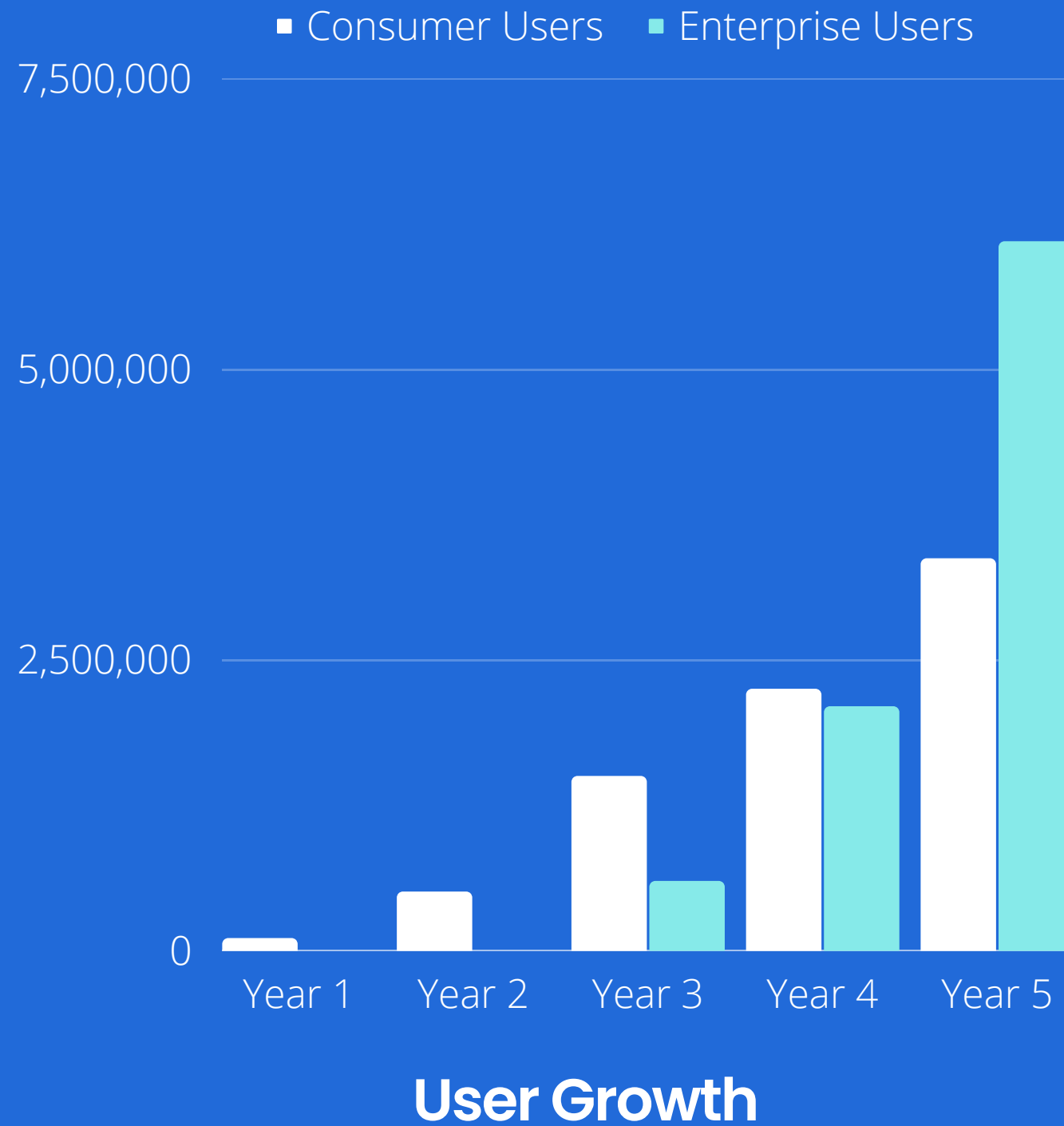
\$10

Per User/Per Company



BUSINESS MODEL

Revenue Model



Break-even in year 5 with a projected ARR of **\$ 15 million**

Investment Needed

\$15,000

60%

20%

20%

Research & Development

- App Store Adoption
- Hiring Graphic Artist
- Hosting Fees
- Behavioral Scientist and Productivity Expert consulting

Sales and Marketing

- Social Media advertisement
- Hiring a sales team to obtain sponsorships for consumer app and partnerships with enterprises

General and Administrative

- Registering the business
- Licensing Fees
- Domain Name and Website
- Professional Fees

It's time to take on a ...



SideQuest

Profit and Loss Statement

P&L					
ARR					
	Year 1	Year 2	Year 3	Year 4	Year 5
Consumer ARR	\$1,230,503	\$3,244,666	\$5,646,510	\$8,695,075	\$11,664,450
Enterprise ARR	0	0	\$540,000	\$2,880,000	\$10,200,000
Total ARR	\$1,230,503	\$3,244,666	\$6,186,510	\$11,575,075	\$21,864,450
Operating Expenses					
Consumer COGS	\$627,557	\$1,654,779	\$2,879,720	\$4,434,488	\$5,948,869
Enterprise COGS	0	0	\$113,400	\$604,800	\$2,142,000
G&A	\$246,101	\$584,040	\$927,977	\$1,389,009	\$2,186,445
S&M	\$246,101	\$973,400	\$1,855,953	\$4,051,276	\$6,777,979
R&D	\$492,201	\$1,038,293	\$1,979,683	\$3,241,021	\$5,903,401

Enterprise Model

Enterprise Model							
Year	Number of Large Enterprises	Large Enterprise Licenses	Number of Small Businesses	SME Licenses	Total Licenses	ASP User/Month	Total MRR
2025	5	5,000	50	2,500	7,500	\$6	\$45,000
2026	15	15,000	300	15,000	30,000	\$8	\$240,000
2027	45	45,000	800	40,000	85,000	\$10	\$850,000

Consumer Model

Consumer Model										
Year	Average Net Downloads Per Month	Total Downloads	Active App Users	Percentage of Paid Subscribers	Percentage of In App Purchasing (IAP)Users	Average IAP Spending Per User/month	ASP Per User/ Month	Monthly IAP Revenue	Monthly Subscription Revenue	Total MRR
2023	68,157	817,882	204,471	10	1	0.25	4.99	\$511	\$102,031	\$102,542
2024	136,871	1,642,453	410,613	11	3	0.32	4.99	\$3,942	\$225,386	\$229,327
2025	218,207	2,618,489	654,622	12	5	0.4	4.99	\$13,092	\$391,988	\$405,080
2026	312,175	3,746,101	936,525	13	5	0.5	4.99	\$23,413	\$607,524	\$630,937
2027	418,783	5,025,397	1,256,349	13	5	0.5	4.99	\$31,409	\$814,994	\$846,403
5 Year Annual Income Statement Consumer Model										
Revenues		2023	2024	2025	2026	2027				
	Subscription	\$1,224,369	\$2,704,627	\$4,703,854	\$7,290,287	\$9,779,926				
	In App Purchases	\$6,134	\$47,303	\$157,109	\$280,958	\$376,905				
	Advertisement *	\$0	\$492,736	\$785,547	\$1,123,830	\$1,507,619				
Total ARR		\$1,230,503	\$3,244,666	\$5,646,510	\$8,695,075	\$11,664,450				
Subscription + IAP		\$1,230,503	\$2,751,930	\$4,860,963	\$7,571,244	\$10,156,830				

The Market

Growth Rates -- Consumer	
Year	Ending Downloads*
1	100,000
2	500,000
3	1,500,000
4	2,250,000
5	3,375,000
Cost of Goods Sold	
App Store Revenue Share*	20.00%
Customer Support	8.00%
Hosting Costs	15.00%
Consumer COGS	43.00%
Enterprise COGS	23.00%

Consumer Value Proposition					
	Gamified	Science-Backed	Team/Partner Accountability	Breaks Down Goals	Simple UI
Habitica	Yes	No	Yes	No	No
Finch	Yes	Yes	No	No	Yes
Fabulous	Yes	Yes	No	No	Yes
Routinery	No	Yes	No	No	Yes
Flora	Yes	No	No	Yes	Yes
Habitify	No	No	No	Yes	Yes
SideQuest	Yes	Yes	Yes	Yes	Yes

Assumptions	Population	Expected growth per year
Number of High School students in the US	15,300,000	0.08%
Number of College Students in the US	19,850,000	0.08%
Total	35,150,000	0.17%
Assuming 26% uses productivity apps with 3% annual increase	9,139,000	15225.574
Number of young adults in the US (15-19)	21,560,000	
Number of individuals between 20-24	18,964,001	
Number of individuals between 25-29	22,390,000	
Total	62,914,001	

COGS

Cost of Goods Sold					
App Store Revenue Share*	20.00%				
Customer Support	8.00%				
Hosting Costs	15.00%				
Consumer COGS	43.00%				
Enterprise COGS	23.00%				
	2023	2024	2025	2026	
R&D	68%	40%	32%	28%	
S&M	20%	30%	30%	35%	
G&A	20%	18%	15%	12%	