

# CinemaDraft

PLAY THE STARS. **BE** YOUR OWN STAR.



## **PROBLEM**

The Movie industry needs innovative ways to engage movie fans who have increasing content options vying for their attention.



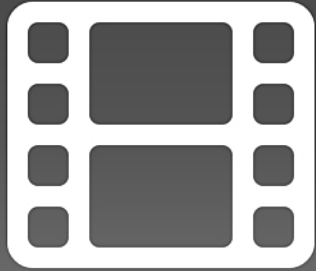
## **SOLUTION**

CinemaDraft provides a free-to-play, fantasy sports-style game for people who love the movies.



## PRODUCT

CinemaDraft is a fantasy cinema game that tests movie lovers' box office knowledge while playing with friends.



## **MARKET:** **Movies**

1.27B tickets sold, US & Canada (2014)

\$10.4B in ticket sales

229.7M went to the movies (68% of population)

Admissions down 8% since 2005

52% of moviegoers are women



## **MARKET:** **Fantasy Sports**

57.4M played in US & Canada (2014)

34% are women

1.5M played daily fantasy sports (DFS)\*

40% DFS players engaged in more sports content

98% are male\*\*

\$1B+ in entry fees paid (2014)\*\*



## TEAM



**Edwardo Jackson**

CEO/Founder: published author,  
professional actor, screenwriter,  
poker player & marketing executive



**Barbara Bickham**

CTO: decades of coding & technical  
leadership, experienced in working  
with startups & corporations



**Anton Alferness**

Advisor: Director, VICIS, Inc.,  
mechanical engineer &  
serial entrepreneur



## **BUSINESS MODEL**

CinemaDraft has established an innovative business model outside of the traditional daily fantasy space designed to attract sports and non-sports enthusiasts alike. While starting out with movie box office returns, the CinemaDraft model can grow into other industries, such as television, music, politics, and more.





## Milestones





## REVENUE

### Ticket Brokering

Partnering with movie ticket brokers like Fandango as an affiliate for in-app purchases  
4.6% of players buying tickets through site @ \$0.15 average commission

### Sponsorship

Contests will be sponsored by advertisers in the movie industry. Our current average sponsorship rate is \$297.38 per contest prize pool.

### Premium Mobile Experience

A monthly subscription fee for enhanced mobile service will be \$3.99/month. Industry data shows 39% of fantasy sports players prefer playing by mobile device.

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### Backstage Pass (VIP Program)

Monthly subscription with mobile access, VIP/marketing services & private contests \$6.99/month per player at 27% of Weekly Active Players Using Mobile

### Press Junket (Opt-In Marketing Program)

Players opt-in to receive advertiser email marketing and split marketing revenue with site.  
Average revenue = 50% of \$100.00/month per player @ 15% of Weekly Active Players opting in



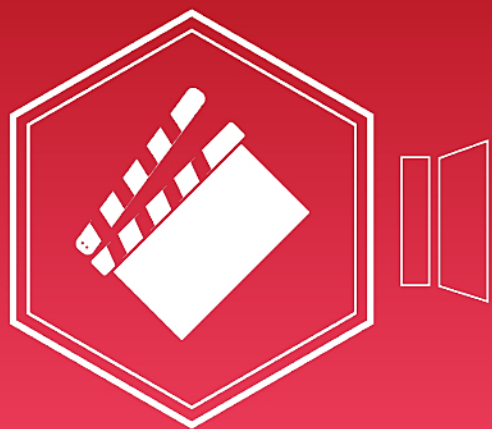
CinemaDraft has identified two possible companies capable of making an acquisition — DraftKings and FanDuel, private companies valued at a billion dollars each that are headed towards a possible merger.

Competitor, Fantasy Movie League, was acquired in May 2017 by cinema pre-show entertainment company National CineMedia.



Other potential exits include the studios themselves: 21st Century Fox, DreamWorks, Paramount, etc.

Additional viable exits come from acquisition by industry-related media companies, such as Entertainment Weekly and TMZ.



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