

FantasyBoss is a new season long fantasy sports platform

PITCH VIDEO INVESTOR PANEL



fantasyboss.com Austin TX Entertainment Technology Cryptocurrency Minority Owned

OVERVIEW UPDATES WHAT PEOPLE SAY 11 ASK A QUESTION

Highlights

- 1 Fantasy Sports Market is 53+ Million people in USA
- 2 Industry is up 37%, after increasing 16% past 3 years
- 3 We will incentivize and differentiate through crypto
- 4 Crypto will appeal to the younger, growing market space
- 5 We aim to disrupt a stagnant season long fantasy market

Our Team



Ronald Aschkar Founder

I survived 2020! Optimistic and driven with a passion for helping people. My background is in corporate tech sales, where user experience is so important. I want to use what I've learned to fill gaps in the fantasy market.

As an avid fantasy player, I've seen the gaps in the market first hand. The big companies have gotten so large they are out of touch with the consumers.



Shawn Baker Advisor

Shawn is a seasoned sales tech executive with experience across various technologies. He's a family guy that likes old trucks and won't stop until FantasyBoss is big enough to where he can afford a fleet of 1960's Ford F100s!



Chris York Advisor

Chris is an entrepreneur with a passion for tech and sports and has also been involved in the Austin music scene. Part tech leader, part fantasy dominator, you don't want to have to play him in fantasy.

SEE MORE

Pitch



OVERVIEW

Users prefer apps like WhatsApp to chat about fantasy sports

There's no incentive for users to play the whole season

FantasyBoss aims to capitalize by fixing these issues

VALUATION CAP & DISCOUNT

\$8M / 30%

App/site are under currently development and will go live for NFL 2021 season this fall

TWO SIDES OF FANTASY

Different Revenue Models

Season Long Fantasy Sports	Daily Fantasy Sports
Seasons last ~16 Weeks	Seasons last 1 day
Ad Revenue Model Time on platform is crucial	Transactional Revenue Model As many transactions as possible

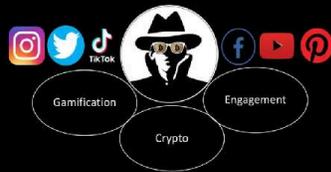
FANTASY INDUSTRY

The Market	The Problem
59+ Million People 81% Male, 18-40	Communication isn't happening on fantasy apps
\$23 Billion / Yr	
Up 37%, after increasing 16% past 3yrs	People lose interest as season progresses

This is lost revenue for fantasy companies and creates an opportunity for FantasyBoss

SOLUTION

We capitalize by giving users more reasons to stay involved and more ways to stay engaged.



Fantasy
• Football
• Basketball
• Baseball
• Hockey

The Boss is here to change Season Long Fantasy Sports

To keep users interested over the whole season, we've designed a weekly mini game where they can win **crypto**

Introducing.....

Beat the Boss



FANTASY SPORTS BEFORE FANTASYBOSS

Individual leagues are silos, just playing against themselves, with no incentive to stay involved or engaged



FANTASY SPORTS AFTER FANTASYBOSS



To keep engagement on app, we've provided more ways for users to stay connected...

Enhancing User Experience

After signup, user create their avatars in-app



Avatars are used to make

Custom Avatar Sticker Packs
More Engaging Chat

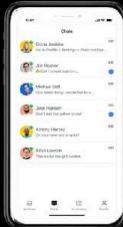


3D Avatar Taunt Videos
Personalized Victory Celebrations



FANTASY LIKE A BOSS

Real Time
Message Board



Chatbot
News Feed



Redesigned
Easier to Use



Global Channels

- Sports
- Crypto

League Channels

- Group
- 1 on 1

Auto Start Active Players

Toggle

Reduce Time

Needed to Manage

Streamlined

Less Clicks

Recommendations

Waiver Wire, Simplified

To increase brand awareness and engagement, we're leveraging social media to build out.....

The FantasyBoss Community

Multiple Ways to Stay Connected



Matching 'FantasyBoss' Usernames



News, Updates, Stories



Music & Culture



News & Chatter



The Boss Family



Sports Videos/Podcasts



Boss Recipes & Lifestyle

*** In process of being acquired

OWN WHERE YOU PLAY

DRIVING ADOPTION

FantasyBoss wants to be the first player owned fantasy platform.

Having fantasy players as investors builds stickiness and brand loyalty in a way that hasn't been achieved in this space.

By giving users the ability to invest, we create champions and a tighter feedback loop.

DRIVING AWARENESS

ADVERTISING

OWN WHERE YOU PLAY CAMPAIGNS



Top Fantasy News Site

July/August Campaign

- Two Email Placements - Sent to 1.1M+ users
- Three Podcast Reads - 60,000 unique downloads per episode
- Four Dedicated Articles - Posted on NFL homepage, dedicated to FantasyBoss gameplay, strategy, etc



'Bro Media' Site

July/August Campaign

- Custom Editorial write-up
 - Covering the launch & the fun perks
- Dedicated Email blast
 - To 370K recipients showcasing FantasyBoss
- Instagram Story
 - Takes viewers to the editorial write-up

GENERATING BUZZ & REFERRALS

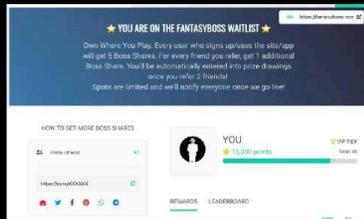
VIRAL WAITLIST

Users sign up on the waitlist, then are incentivized to share with friends

Action Based Point System

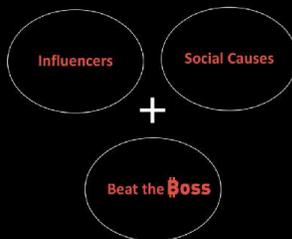
Rewards & Prize Giveaway

Leaderboard to Fuel Competition



Late Fall 2021 Looking Forward

Market Expansion through Beat the Boss



WHAT THIS LOOKS LIKE

NBA FANTASY SEASON 2021

- Athletes/influencers make up the Boss League
- They pick charities to support
- Then socialize that followers can win crypto and support causes by playing fantasy against them



HOW FANTASYBOSS IS DIFFERENT

	Engagement	Gamification	crypto
FANTASYBOSS	☑	☑	☑
YAHOO	☐	✗	✗
ESPN	☐	✗	✗
CBS	☐	✗	✗

GENERATING REVENUE

AD PROJECTIONS

100K Users

Projected users by launch

\$11 ARPU*

Average Revenue per User

\$543,000

Projected Football Season Revenue

Assumptions

100K Users

2 Sessions per day

Click Through Rate 0.25-.50%

Ad Rev Per Click - \$1.50

Revenue Per Day \$3,000

\$1.1M Yearly Revenue

*While these are conservative estimates, projections can't be guaranteed.

REFERRAL REVENUE

AFFILIATE MODEL

*projecting a 1% Conversion Rate

KuCoin	8% commissions / \$16,800
coinbase	4% commissions / \$8,400
BITCOIN IRA	\$75 per referral / \$75,000
VIVIDSEATS.	4% of ticket price / \$3,200
CryptoTrader.Tax	\$12 per referral / \$12,000
TREZOR	12% commission / \$8,400

Total Extra Incremental Revenue Yearly \$113,000

*While these are conservative estimates, projections can't be guaranteed.

CASHING OUT

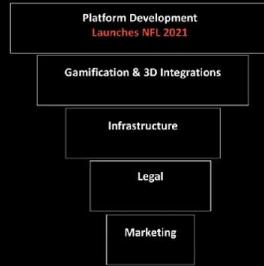
Shares in private companies like FantasyBoss can't be sold on the public stock market. Normally investors cash out when the company is sold.

So we're including a special provision so early investors have an easy way to cash out and don't have to wait for FantasyBoss to be acquired.

These shares can be sold back to FantasyBoss anytime after Year 2 at the then current market value.

Please note that your vote is proxied to the lead investor who can decide when to request a future cash out

USE OF FUNDS



The FantasyBoss Team

We're a group of techies and entrepreneurs with a passion for sports.



Ronald Aschkar

Founder

BigBoss at
FantasyBoss



Shawn Baker

Advisor

Entrepreneur &
Tech Executive



Jen Sandoval, PhD

Advisor

Professor,
Equity & Inclusion



Chris York

Advisor

Entrepreneur &
Tech Leader