

# The future of game night is here with on demand streaming!



gamestarplus.com Los Angeles CA

Technology Entertainment Software B2C App

OVERVIEW UPDATES WHAT PEOPLE SAY 4 ASK A QUESTION

## Highlights

- 1 📈 \$12 billion global market is expected to reach \$30 billion by 2026, growing at 13% CAGR
- 2 🔥 Distribution at 82K retail locations and 600K app downloads to date
- 3 🏰 Competitive moat with IP - Family Feud, Scene It?, Jeopardy, Price is Right, & more on the way
- 4 🏆 Backed by Steve Harvey and Daymond John
- 5 🚀 Building a low cost, high margin, low churn platform with global upside
- 6 ⚡ Dream team of tested and accomplished industry veterans

## Our Founder



**Todd Young** Co-founder / COO

10+ years of leadership in high-stakes brand, product and marketing and a venture strategy and finance. An interactive streaming expert with global games development experience Closed deals with over 3 dozen Fortune 500s.

## A new game night experience



# THE MAGIC OF HOLLYWOOD

Today, when it comes to entertainment, consumers have access to a broad selection of content available at a moment's notice. Netflix, Amazon Prime Video, Disney+, Hulu and more give users instant access to beloved and new TV shows and movies; Spotify allows people to stream any song or podcast at any time; and Twitch gives video gamers a platform to play and watch whenever they want. One thing missing from the list? Board games. Board games are found in 80% of family households and half of families play board games at least once a week. But despite the enduring popularity and expected category growth – 50% over the next five years – the format has largely remained the same for decades.



Gamestar believes it's time to introduce a new experience because the environment has evolved and social need demands it

## Streaming Games on Demand

A new generation of streaming content for the entire family to enjoy together. Streaming Games on Demand (SGOD) engages two or more players in possession of tactical and cardboard games, and enhances their traditional game experience by including socially interactive elements of the same games via randomized streaming video on demand over any device of choice (e.g., TV, set-top box, mobile, PC, tablet) allowing real-time streaming and download of the content for gameplay.

Backed by Steve Harvey and partnered with Disney, Imagination Games, Marvel and LucasFilm, Gamestar is at the forefront of this movement. We combine the

and Lucasfilm, Gamestar is at the forefront of this movement. We combine the convenient digital experience of streaming and the magic of Hollywood with tactile use of a board game to deliver the first platform made specifically for game night. Gamestar's new generation of streaming game content is designed for the entire family to enjoy together, catering to modern consumer expectations and delivering an exceptional social experience at home. Currently, Gamestar's on-demand streaming catalog is being created around the most beloved games known around the world, including Family Feud, Jeopardy!, Wheel of Fortune, Scene It?, Deal or No Deal, The Price Is Right and more.



Families and individuals are already playing games regularly, so the behavior of buying a board game and playing it with others is cemented in our key demographics. The real behavior change that Gamestar will drive is that players can continue playing by accessing on-demand, streaming content that keeps the game fresh and exciting instead of abandoning a game when inevitable obsolescence occurs. Additionally, technology doesn't have to be isolating among groups, something of which it's been accused over the last couple decades. Instead, it's now transformed into a tool that drives a meaningful social experience, all within the comfort of the consumer's own home.



The Gamestar business is simple, sustainable and perfect for today's modern world: premium, fun, family-friendly, affordable, stay-at-home entertainment.

## Opportunity

Our target market is vast given the demand across multiple customer segments globally for board and card games. We look to our key segments of (1) families with kids and (2) millennial and Gen-Z adults as drivers of the core category.

The American board game market is valued just over \$3 billion. Worldwide, that market reaches upward of \$12 billion and is expected to reach \$30 billion by 2026, growing at 13% CAGR. Research supporting this growth rate shows that Americans are spending more and more time playing games. According to Statista, 49% of Americans played a board game at least once a week in 2018. That number grew by a significant percent during the Coronavirus lockdown, with families seeking more activities in the home. While we are returning to more social environments as the pandemic winds down, we anticipate interactive games will continue its existing growth trajectory.



To add further context for our potential customer base, there are approximately 48.6 million U.S. households with children, 44 million households with at least one smart TV and 110 million homes with broadband. Globally, there are 515 million homes with broadband and 3.5 billion smartphone users.

#### Games you know and love

Gamestar currently licenses some of the most well-known titles and brands with more in the pipeline. Longterm, games will be converted to streaming-only through the platform and Gamestar will be introducing original content.

### THE IP

#### IN HAND

#### IN PIPELINE

#### SGOD: LICENSE DETAILS

**SOCIAL GAMES ON DEMAND (SGOD)** is a streaming, on-demand, content subscription service. SGOD is at the intersection of: (1) traditional tactile and cardboard games; (2) streaming, casual, socially interactive video games; and (3) digital distribution systems. The service engages two or more players in possession of tactile and cardboard games and enhances their traditional game experience by including socially interactive elements of the same games via randomized streaming video on demand over any device of choice (e.g., TV, set-top box, mobile, etc.) (subject to real-time streaming and downloads of the content for playing games). For the avoidance of doubt, all other forms of gaming (including, without limitation, digital devices such as: Plug N Play Games, Handheld Games, Console Games, Standalone Board Games, etc.) are specifically excluded from the definition of Licensed Products.

**A NEW CATEGORY: ON TRACK FOR 50%+ OF THE BIGGEST BRANDS.**

By launching an entirely new type of intellectual property right (SGOD), Gamestar was able to secure exclusive multiyear deals with these brands at a fraction of the cost of other media channels. In other words, we found a new, defensible way to monetize these brands.

### WE'RE PLAYING THE RIGHT GAME

	Gamestar	NETFLIX
CONTENT COST	\$300K PER TITLE	\$3M+ PER HOUR
TITLE CHURN	HIGH REPEATABILITY	ONE-TIME VIEWING
TITLE REFRESH	GAME RESKIN	N/A
CUSTOMER BASE	GLOBAL	GLOBAL

**A LOW COST - HIGH MARGIN - LOW CHURN - GLOBAL OPPORTUNITY.**

Gamestar is a low cost, high margin, low churn platform with global upside. Gamestar's content cost is roughly \$300K per title and titles offer high repeatability and refresh opportunity through game reskins. For comparison purposes, Netflix's content cost comes out to over \$3 million per hour with limited (one-time) viewing.

### A SLINGSHOT TO THE FIRST 1M USERS...

USERS ACQUIRED AT RETAIL VIA CPG

→

APP DOWNLOAD TO COMPLETE EXPERIENCE

EXAMPLE - FAMILY FEUD



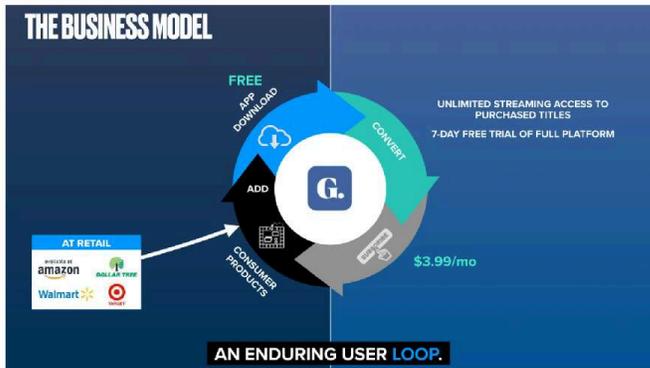
While we have been securing master licensing deals to support our content library, we have also been focused on low-hanging fruit opportunities to begin building a user-base.

Imagination Games is currently printing the Gamestar logo on some of its games, which are available at Walmart, Target and other retailers nationwide. Over 600,000 people have downloaded and registered the Gamestar+ mobile app which is currently a buzzer or spinner, depending on the game. This approach has allowed us to build an existing user base to which we'll launch the Gamestar+ streaming service.



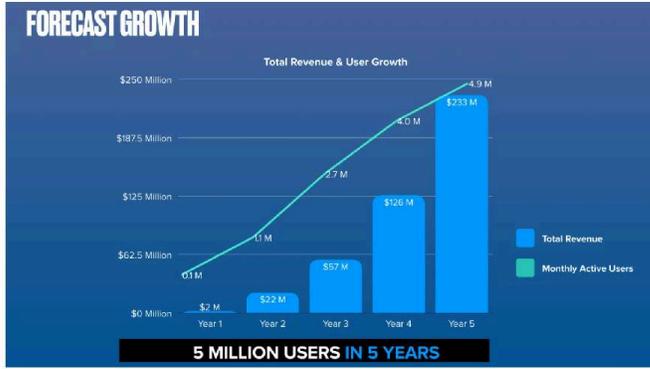
The Gamestar business model is designed to create an enduring user loop. Consumers purchase products from retail (online or in-store), download the Gamestar app for free, and receive unlimited access to purchased titles and a 7-day free trial of the full platform. Following the 7-day trial, users can subscribe for unlimited use of the platform for \$3.99/month.

Gamestar will generate revenue from sales of retail and online board game sales, in-app purchases, and subscriptions. We will drive conversions to paid memberships using push notifications, app upgrades, and targeted marketing. Even if we failed to add a single additional user to our app, the existing audience would still represent \$28 million of potential revenue, meaning Gamestar could quickly be worth hundreds of millions of dollars based on industry average revenue multiples.



Gamestar's financial model forecasts \$1.9 million in top-line revenue in its first operational year, beginning November 2021, ramping up to \$236 million by Year 5. Over this timeframe, we intend to develop, launch and distribute 12 physical board game titles at major retail outlets, both brick-and-mortar and online. As Gamestar pivots to focus on streaming, we plan to grow our digital catalog to over 35 titles by EOY 2022, and well over 100 titles by Year 5. We are projecting monthly active

user growth from 101,811 in the first year to 6.3 million by Year 5 (+6,100%). We're also projecting paid subscribers to reach or exceed 5 million by year 5. These projections cannot be guaranteed.



Forward-looking projections cannot be guaranteed.

### Game Plan

Gamestar is ahead of the market with rights over the biggest titles, distribution through 80K+ locations, A-Class Hollywood talent, and strong industry connections and partnerships.

**A LEGACY OF SUCCESS**

**ERNST & YOUNG AUSTRALIAN ENTREPRENEUR OF THE YEAR**

**STEVIE AWARD MOST INNOVATIVE COMPANY**

**AUSTRALIAN EXPORTER OF THE YEAR**

**AUSTRALIAN IT INNOVATION AWARD**

**TOYS R US VENDOR OF THE YEAR**

**85,000+ RETAIL OUTLETS**

**\$500 MILLION IN SALES**

**WE REDEFINED THE SOCIAL GAMING CATEGORY ONCE.**

**WE'RE DOING IT AGAIN.**

**CORE TEAM**

<p><b>SHANE YEEND</b> CO-FOUNDER + CEO</p> <p>Founded Imagination Games and revolutionized the traditional board game industry with patented DVD software. 2007 EY Australian Entrepreneur of the Year. Over \$500 million in board game sales. A true maverick, known industry disruptor, and creative visionary.</p>	<p><b>TODD YOUNG</b> CO-FOUNDER + COO</p> <p>Interactive streaming expert with extensive global games, business, marketing and development experience. Closed deals with over 3 dozen Fortune 500s. Decades' high-stakes brand, product and marketing experience with venture strategy and finance background.</p>	<p><b>KEVIN CHAJA</b> CTO</p> <p>Full-stack tech guru, most recently leading innovation and prototyping at Disney, with exceptional experience in gaming, app development and emerging platforms. Founded and exited AR app company. Architected and launched high-profile products while at Sony, Disney, and Dolby.</p>	<p><b>SHANE PIKE</b> CEO</p> <p>An interactive producer with 20+ year experience across Digital Broadcast Media, Post-Production, Mobile Application Development and Cloud Applications. Produced innovative interactive content for Disney, HBO, NBCUniversal, Fox and Warner Bros.</p>
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**STEVE HARVEY**

**THE KING OF TV ENTERTAINMENT**

**11 TIME EMMY AWARD WINNER**

**TOP 5 RADIO SHOW IN AMERICA**

**13 MILLION** (Facebook)

**5.9 MILLION** (Instagram)

**4.1 MILLION** (Twitter)

**FOUNDING PARTNER & GAMESTAR BRAND AMBASSADOR**



**Investment**

To date, the Gamestar founders have bootstrapped the business to the tune of nearly \$1.5 million USD. In the current Seed fundraising round, the company is taking in a total of \$10.0 million USD, with \$5.0 million being offered on Wefunder.





# HALLOWEEN



**IOT GAMING**  
A new way to play

- Smart Home Lighting
- Smart TV
- Board Game
- Mobile Device
- Voice Control

