Investor Meeting

WELCOME

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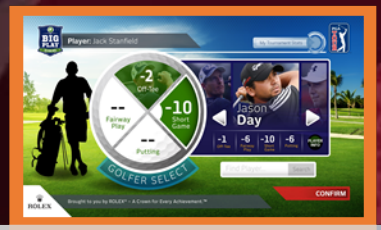
OUR MISSION IS TO MAKE SPORTS FAN ENGAGEMENT BETTER BY UNLOCKING THE

VALUE OF BIG PLAYS

WE ARE A SPORTS DATA ANALYTICS AND MOBILE ENTERTAINMENT SERVICE PROVIDER.

	Offense	Defense	Special Teams	Total	Negative	Adjusted Total
Big Plays	5,237	4,140	1,404	10,781	-1,004	
Big Play Points	6,810	4,918	2,038	13,766	-1,484	12,282
Total Points Per Game Scoreboard						12,217
% of Scoreboard Point Captured by Big Play Scoring™						100%
Big Play Points Difference from Game Scoreboard						65
% Difference of Big Play Points to Scoreboard Points						< 1%

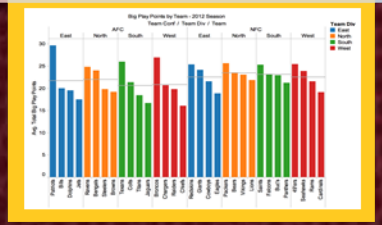


2011

Scoring Model conceived in January 2011 for football, basketball, & baseball; Seasonal scoring and tracking begins

2012

Game play extended to 300 “friends & family”; Second full NFL season & team data captured; Began point system documentation



2013

Round A Funding completed in April; 2013 Season Beta game extended to “test group”; Model achieves 99.999% accuracy to NFL Total Season Points

2014

Round B Funding completed in February; PVS™ awarded US patent in June; StarrMax development & app launch with 70K downloads

2015

Development of new game models continue with Big Play Golf & Big Play Bingo; Football predictive reporting exceeds 61%

2016

Big Play Tracker reporting and app design begins; Tracker broadcast test with FOX and Root Sports; New website launched

2017

Round C Funding begins

BIG PLAY SCORING

The Limited Value of Aggregate Stats

UNSURPRISING — What *happened*, not what WILL happen

CIRCUMSTANTIAL — Ranking on yardage is inherently flawed

COMMODOTIZED — Everyone has them and uses the in the SAME way

A New Data Set with **NEW** Insights

RECOGNITION

What happens “play-by-play” to drive Team Unit momentum

IDENTIFICATION

Ranking of plays and player contribution by verified values

PREDICTION

Unique analysis of big play frequency determine outcome

A web platform where users can interact with:

FAST AND ACCURATE GAME DATA

WHEN PLAYING DAILY FANTASY AND PLAYER SELECTION

AWARD WINNING MOBILE APPS

FOR ENTERTAINMENT AND IN-GAME EXPERIENCES

CUSTOM REAL-TIME REPORTING

FOR TRUE INSIGHTS AND BROADCAST CONTENT

Fans WANT MORE Data

CORE FAN

FASTEST GROWING AUDIENCE SEGMENT

Why?

To gain an edge in their Fantasy League
To make better game time predictions
To gain advantage for Fantasy Player picks
To understand multiple game scenarios at once
To get real-time insights to team momentum

Fantasy Sports Annual Revenue
$15,000,000,000

Fantasy Sports Participation
56,800,000 (North America & Canada 2015; includes Daily Fantasy - DFS)

Annual NFL viewership
202,000,000 (17.6M per game/NOT counting the Super Bowl)

Average Spend of Fantasy Player on Data/Intel

$467

Most Valuable Team $3.2B

Annual Revenue $10B

NFL

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INTRODUCING Certified Big Plays™

WE DEFINED THEM...

Alabama's big plays include onside kick

Alabama's from page C1

Watson threw his third touchdown pass to make it 38-33 with 4:40 left, and then Alabama went back to its workhorse Heisman Trophy winner. Derrick Henry plunged into the end zone for his third touchdown of the game to make it 45-33 with 1:07 left.

Watson threw another touchdown pass but would not get another chance. Clemson's onside kick went out of bounds. Coker took a knee, and Alabama's dynasty was very much alive and well.

Watson gave the Tide fits, throwing for 405 yards and four touchdowns.

The Crimson Tide became the second team in college football's poll era, dating back to 1936, to win four titles in seven seasons.

Alabama joins Notre Dame, which won four titles from 1943-49. For Saban, it is his fifth national championship — four in his nine seasons at Alabama — leaving him only one short of former Tide coach Bear Bryant for the most all-time.

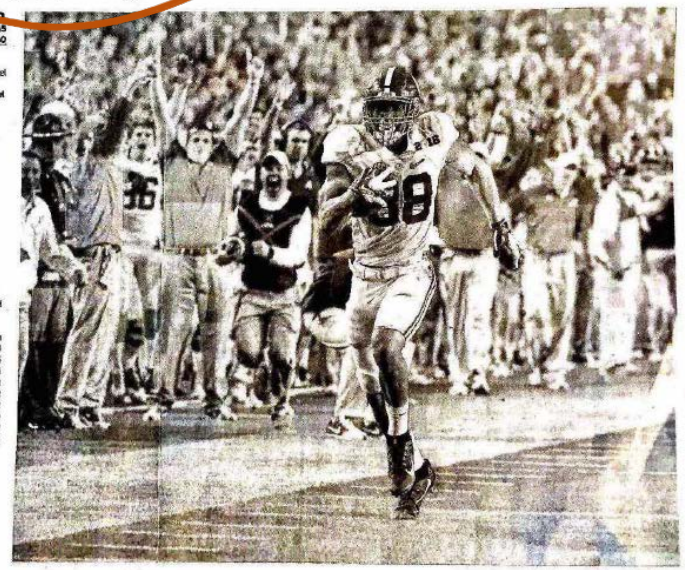
Alabama 45, Clemson

Alabama	7	7	7	24	– 45
Clemson	14	0	10	16	– 40

First quarter
Ala—Henry 50 run (Griffith kick), 7:55.
Clem—Renfrow 71 pass from Watson (Huegel kick), 5:18.
Clem—Renfrow 11 pass from Watson (Huegel kick), :00.
Second quarter
Ala—Henry 1 run (Griffith kick), 9:35.
Third quarter
Ala—Howard 53 pass from Coker (Griffith kick), 12:53.
Clem—FG Huegel 37, 10:10.
Clem—Gallman 1 run (Huegel kick), 4:48.
Fourth quarter
Ala—FG Griffith 33, 10:34.
Ala—Howard 51 pass from Coker (Griffith kick), 9:45.
Clem—FG Huegel 31, 7:42.
Ala—Drake 95 kickoff return (Griffith kick), 7:38.
Clem—A. Scott 15 pass from Watson (run failed), 4:40.
Ala—Henry 1 run (Griffith kick), 1:07.
Clem—Leggett 24 pass from Watson (Huegel kick), :12.
A—75,765.

	Ala	Clem
First downs	18	31
Rushes-yards	46-138	38-145
Passing	335	405
Comp-att-int	16-25-0	30-49-1
Return yards	12	22
Punts-avg	7-42.6	6-44.2
Fumbles-lost	0-0	2-0
Penalties-yards	2-21	4-27
Time of possession	30:31	29:29

Individual statistics
Rushing—Alabama, Henry 30-158, Drake 1-1, Team 1-(minus 1), Coker 8-(minus 20). Clemson, Watson 20-73, Gallman 14-45, A.Scott 2-19, Brooks 1-4, McCloud 1-4.
Passing—Alabama, Coker 16-25-0-335. Clemson, Watson 30-47-1-405.
Receiving—Alabama, Ridley 6-14, Howard 5-208, Stewart 2-63, Drake 2-21, Mullaney 1-29. Clemson, Renfrow 7-88, Peake 6-99, Leggett 5-78, Brooks 4-39, A. Scott 4-33, Gallman 3-61, McCloud 1-7.



Chris Carlson / Associated Press

It's clear sailing for Alabama's O.J. Howard on a 53-yard touchdown reception in the third quarter, one of four scoring plays for the Crimson Tide covering 50 or more yards, including another by Howard.

Point Valuation System™

Football Edition 2017 PVS™

PT	OFFENSE	PT	DEFENSE	PT	SPECIAL TEAMS
1	First Down to First Down	1	Sack/Intentional Grounding/Safety	1	Blocked/Missed Extra Point Attempt
1	Gain of 20+ Yards	1	3 and Out/Forced Turnover on Downs	1	Punt/Kickoff Downed Inside the 5
1	4th Down Conversion	1	Hold Opponent to Red Zone Field Goal	1,2,3	Punt/Kickoff Returned to 50; Red Zone; Touchdown
2	Gain of 40+ Yards	1	Defended 2-Point Conversion	1,2,3	Fumble Recovery; Returned to Red Zone; Touchdown
2	Touchdown	1,2,3	Fumble Recovery; Returned to Red Zone; Touchdown	1,2,3	Blocked Punt/Field Goal Attempt
2	2-Point Conversion	1,2,3	Interception; Returned to Red Zone; Touchdown	1,2,3	Successful Onside Kick
3	Touchdown of 50+ Yards	2	Hold Opponent to Red Zone No Score	1,2,3	Field Goal < 39-yds, 40-49 yds, >50 yds
	Negative Plays *	3	Turnover to "ice" the game	1,2,3	Fake Punt/Field Goal to first down, Red Zone, Touchdown

* The impact of turnovers and degree of surrendered field position is reflected by negative values ranging from -1 to -3 points.

Sports We Cover

Measure the Momentum of the Game.℠

The Point Valuation System is a patented set of independent, metrics-based "point values" for a predefined list of Certified Big Plays™ that recognize the meaningful, relevant and impactful plays on the field. We transform the play-by-play information into real-time statistical insights.

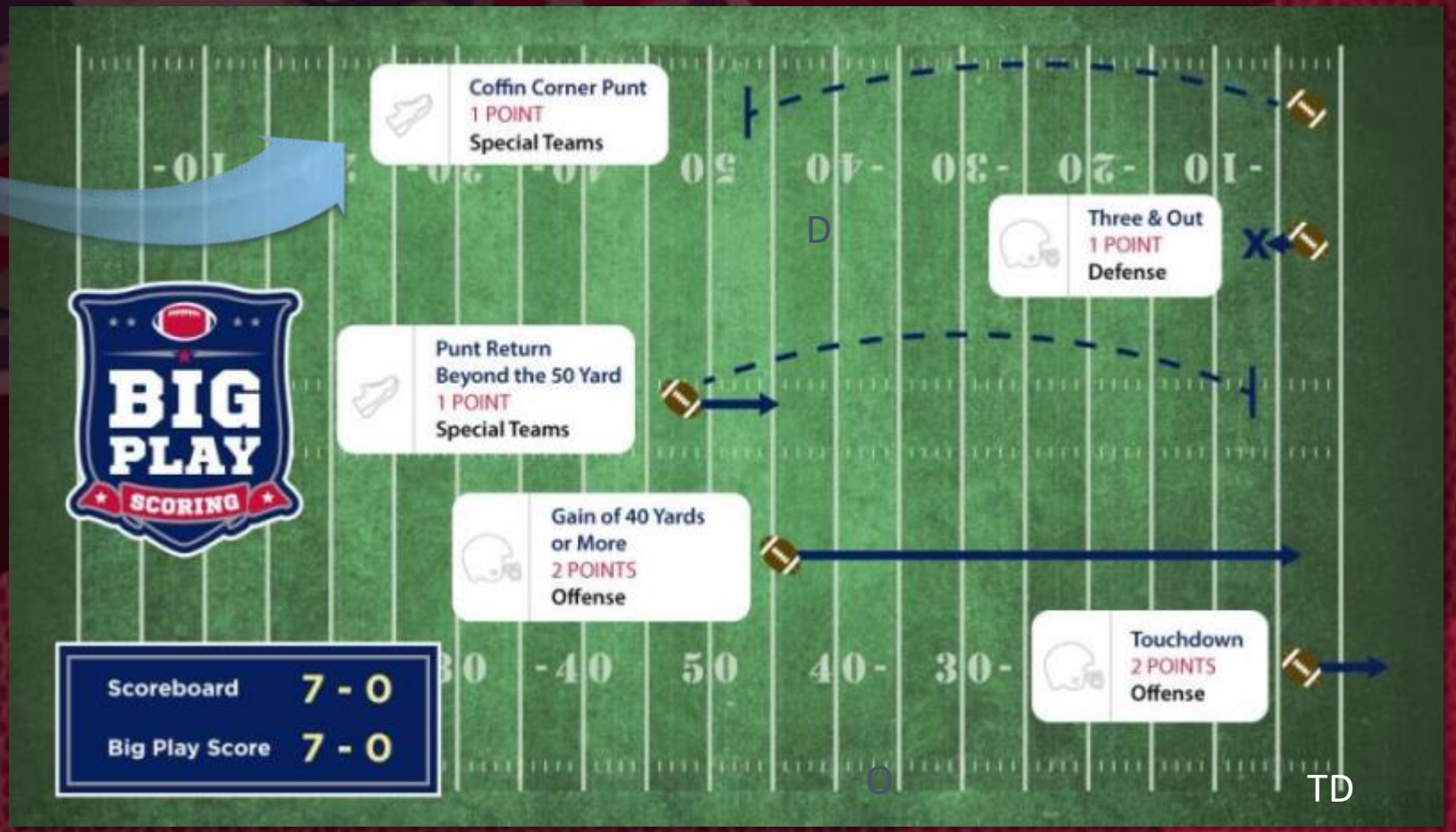
Big Play Scoring, LLC | All Rights Reserved © 2011-2016

US Patent 9, 101,841; 8,944,921; 9,192,864; 9,196,115; 9,199,177

Certified Big Plays Measure the Momentum of the Game.℠

Certified Big Plays™ are tabulated in real-time as plays happen on the field of play.

Because Big Play Scoring measures momentum, we not only highlight and predict success, but also track and quantify the cost of missed opportunity.

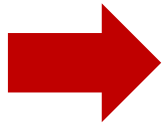


With Big Play Scoring, the scoreboard plays catch-up.

BIG PLAY SCORING TRACKER

UNLOCKING THE POWER OF BIG PLAYS℠

Point Valuation System™



We built a scalable, multi-sport platform for delivering real-time game stats insights. Providing easy to understand reporting and unique entertainment content.

- AGGRETATE STAT
- POINT VALUE OF THE PLAY
- PLLAYER CONTRIBUTION
- TEAM UNIT EFFICIENCY
- BIG PLAY FREQUENCY

REPORTING

GAMIFICATION

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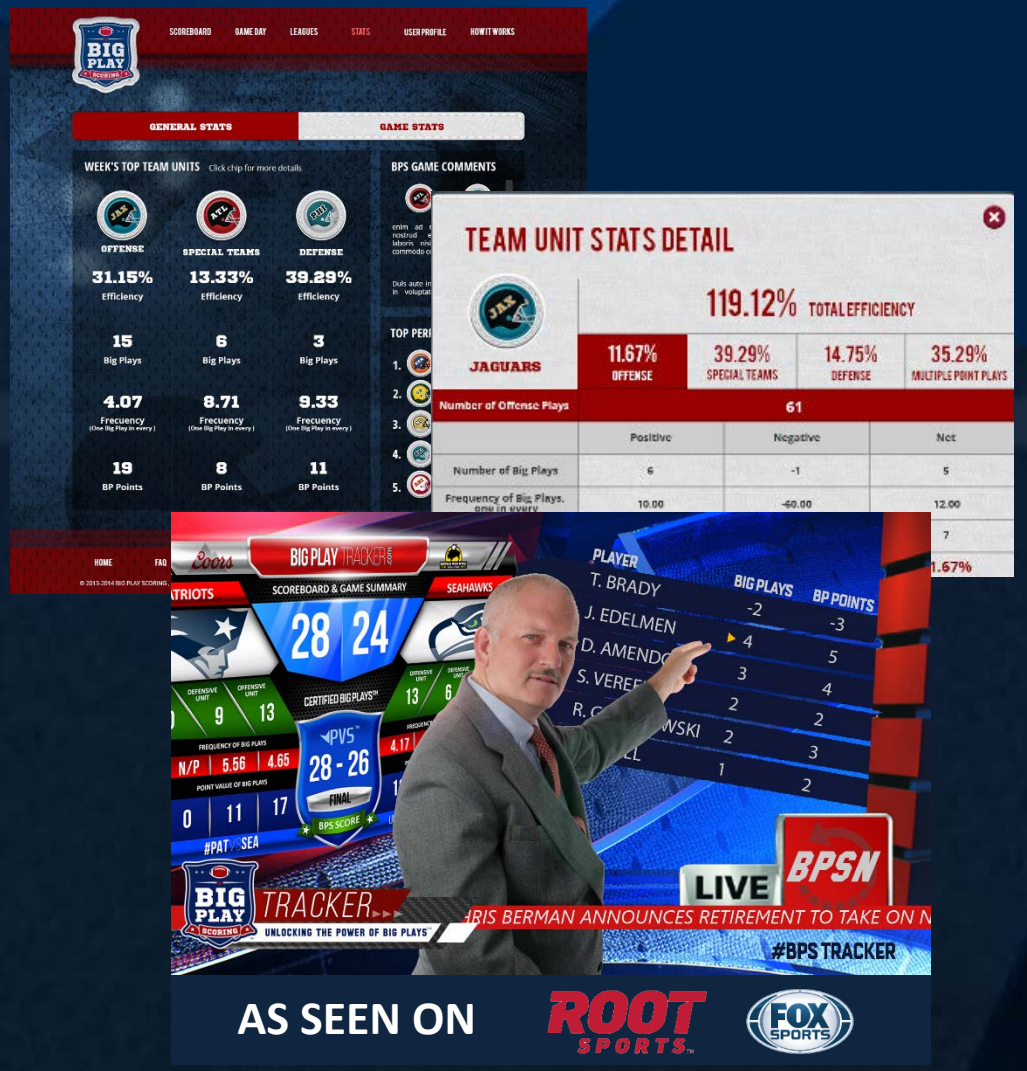
US Patent 9, 101,841; 8,944,921; 9,192,864; 9,196,115; 9,199,177

Big Play Reporting Product Suite



Big Play Tracker App (Freemium/Micro-Payments)

Daily and weekly reporting product for consumers/ In-stadium applications

BPS Square Wire Analytics (Monthly Fee)

Real-time reporting tool providing both summary information or details from specific events

PVS ProSync & ProSync TouchBoard (Subscription)

Reporting platform API for broadcasters and content service providers

Big Play App Product Suite

BPS TRIFECTA APP (Paid Download/Micro-Payments)
Player selects best Offense, Defense, and SP for chance to win weekly prize money

BPS FANTASY APP (Freemium/Micro-Payments)
Player makes weekly team unit picks to compete in sponsored and private leagues

BIG PLAY BINGO (Freemium/Micro-Payments)
Player selects playing cards to participate in real-time, in-game bingo style games for prizes

Content & Sponsor Services Suite

Broadcast & Social Content Marketing

Original Programming Opportunities

- Highlight Videos Montages
- Game-Day Previews
- Pre-Game Shows
- Half-Time Commentary
- Highlights Shows
- Post-Game Analysis
- X's and O's Breakdown
- Mid-Week Previews
- Sports / Pop-Culture Intersects

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Monetization Stack

The Premier Set of "Game-Time, Real-Time" Analytics

Reporting & Data

Reporting & Second Screen for Media/Digital Partners

Apps & Gamification

Micropayments, Advertising, Sponsorships & Merchandising

Content & Broadcast

Compelling Content for Broadcast/Publication Partners

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Adoption Strategy

PARTNERSHIPS
ON-AIR & REV SHARE

FOX SPORTS

ROOT SPORTS

Jay MOHR SPORTS

THE ADAM CAROLLA SHOW from Podcast One

DIRECT
TARGET FANTASY MARKET

FNTSY SPORTS NETWORK

CBS Interactive

FANDUEL

DRAFT KINGS

sportradar driven by facts

Reality Sports ONLINE

GOLFSHARKS

SPONSORSHIPS
CROSS-PRODUCT UPSELL

BIG PLAY SCORING

Growth Financials

57M
FANTASY FOOTBALL MARKET

101M
TRADITIONAL BROADCAST
U.S. VIEWERSHIP

Big Play Tracker | Square Wire Report | BPS Trifecta | BPS Football

$10
AVG FEE

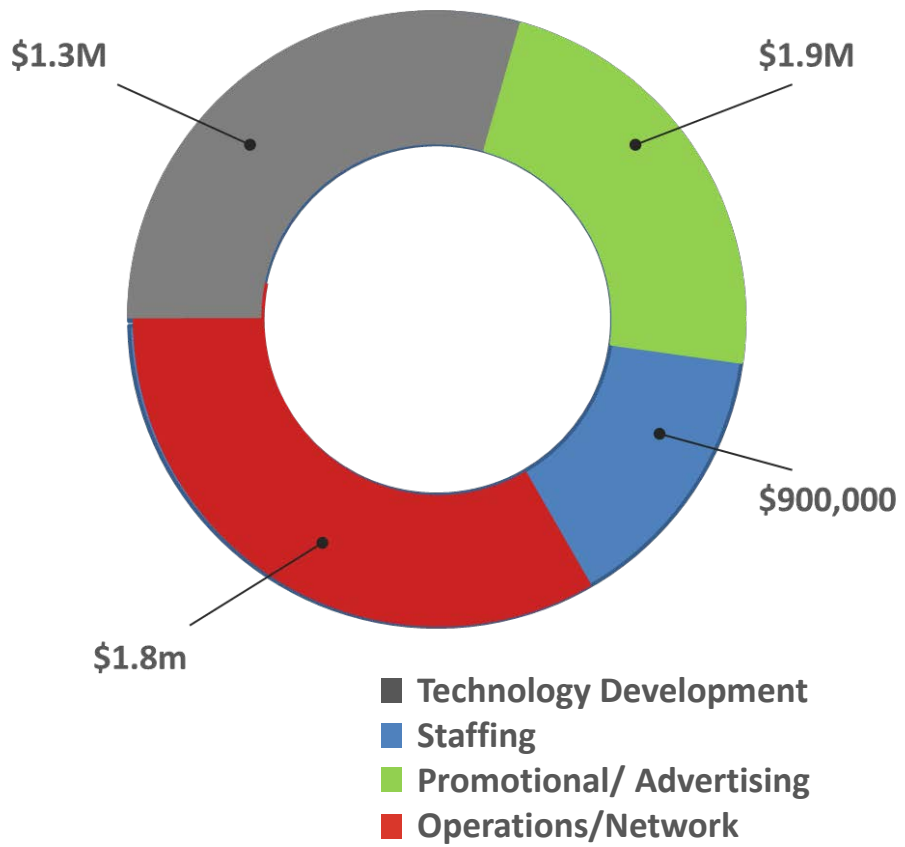
Per User Across
Product Suite

$12.7M
REVENUE

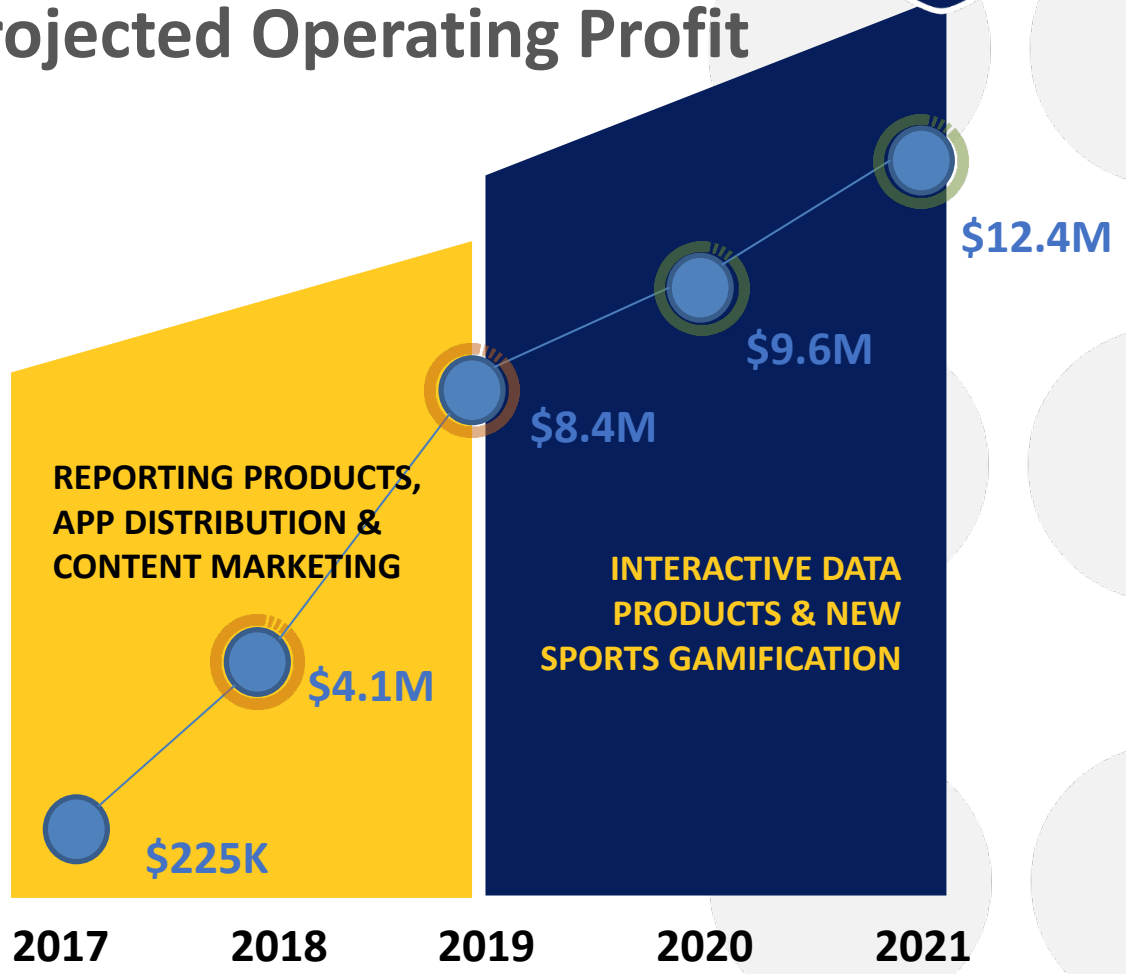
Projected over 24 Months
(excludes licensing rev)

Raising a round of $5M round via convertible equity financing

Use of Funds



Projected Operating Profit



Experience Counts

MICHAEL KNAPP
FOUNDING PARTNER | DIRECTOR OF CONCEPT DEVELOPMENT

JACK STANFIELD
FOUNDING PARTNER | PRESIDENT

DEBBIE WERNET
BOARD MEMBER TECHNOLOGY ADVISOR

BARRY WARNER
FOUNDING PARTNER | DIRECTOR OF STRATEGIC RELATIONSHIPS

TEDDY HART
FOUNDING PARTNER | DIRECTOR

MIKE DUVALL
FOUNDING PARTNER | CHIEF FINANCIAL OFFICER

JEFFREY JAMES
BOARD MEMBER | CHIEF MARKETING OFFICER

Next Generation of Sports Data

- We’ve changed the way a game is scored.
- We’ve changed the momentum is recognized in real-time.
- We’ve changed the way an audience uses stats via second screen.
- We've changed the way fans watch the game with proprietary content.
- We’ve changed the way a fan socializes their in-game experience.

Certified Big Plays Measure the Momentum of the Game.℠