



***WELCOME***

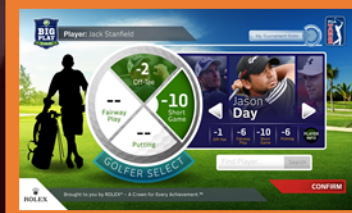
OUR **MISSION** IS TO MAKE  
SPORTS FAN ENGAGEMENT  
BETTER BY **UNLOCKING THE**  
VALUE OF  
**BIG PLAYS**





**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 99.8% 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

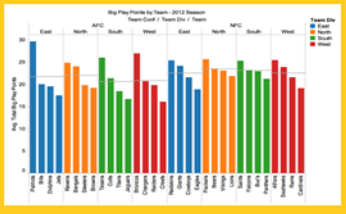
Development of new game models continue with Big Play Golf & Big Play Bingo; Football predictive reporting exceeds 61% & 99.9% point accuracy

# 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



# The Limited Value of Aggregate Stats

**UNSURPRISING**

**CIRCUMSTANTIAL**

**COMMODOOTIZED**

*What happened, not  
what WILL happen*

Ranking on yardage is  
inherently flawed

Everyone has them and uses  
them 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 determines 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** Insightful 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







# INTRODUCING Certified Big Plays™

WE DEFINED THEM...

## Alabama's big plays include inside 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 inside 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 33

Alabama 7 7 7 24 — 45

Clemson 14 8 10 36 — 40

First quarter

Ala.—Henry 50 yd (Griffith kick), 7:55

Clem.—Barkley 39 pass from Watson (Hargrett kick), 5:16

Clem.—Barkley 11 pass from Watson (Hargrett kick), 5:00

Second quarter

Ala.—Henry 1 run (Griffith kick), 9:35

Third quarter

Ala.—Barkley 53 pass from Coker (Griffith kick), 12:53

Clem.—FG Hargrett 25, 10:10

Clem.—Caldwell 1 run (Hargrett kick), 4:46

Fourth quarter

Ala.—FG Griffith 35, 10:34

Ala.—Caldwell 50 pass from Coker (Griffith kick), 9:45

Clem.—FG Hargrett 31, 7:41

Ala.—Barkley 95 kick return (Griffith kick), 7:31

Clem.—A. Scott 15 pass from Watson (Hargrett kick), 4:40

Ala.—Henry 1 run (Griffith kick), 1:01

Clem.—Leggett 24 pass from Watson (Hargrett kick), 12:12

Ala.—15, 9:35

Ala. Cam

First downs... 30 38

Second downs... 46 130

Third downs... 235 405

Fourth downs... 10-25-Q 32-43

Turnover yards... 32 22

Punt yards... 3-42.4 6-44.2

Fumbles lost... 0-0 2-0

Penalties yards... 2-21 4-27

Time of possession... 30:18 29:30

Individual statistics

Running—Alabama, Henry 10-58, Drake 1-1

Team statistics 11, Coker 9 (minus 213)

Clemson, Watson 20-75, Galloway 14-45

A. Scott 2-19

Brooks 1-4, McClellan 1-4

Passing—Alabama, Coker 16-25-0-315

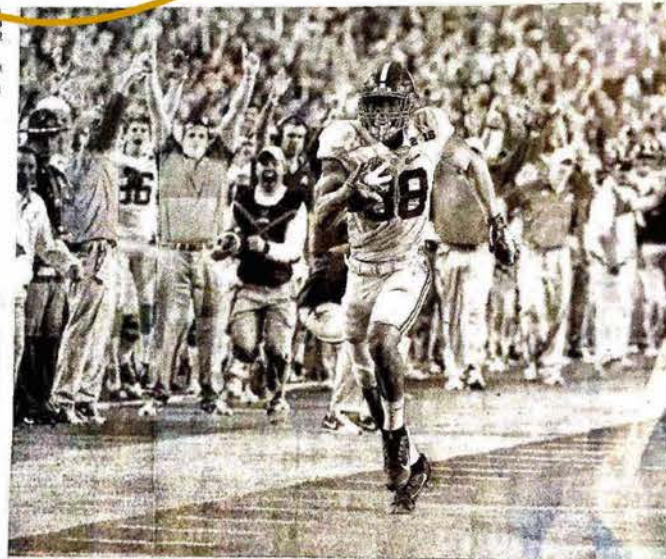
Clemson, Watson 10-43-1-465

Receiving—Alabama, Drake 6-14, Howard 5-20, Stewart 2-63, Drake 2-21, McClellan 1-8

Clemson, Barkley 7-68, Ponder 6-90

Leggett 5-78, Brooks 4-10, A. Scott 4-33

Galloway 3-61, McClellan 1-2



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

- 1 First Down to First Down
- 1 Gain of 20+ Yards
- 1 4th Down Conversion
- 2 Gain of 40+ Yards
- 2 Touchdown
- 2 2-Point Conversion
- 3 Touchdown of 50+ Yards

### Negative Plays \*

### PT DEFENSE

- 1 Sack/Intentional Grounding/Safety
- 1 3 and Out/Forced Turnover on Downs
- 1 Hold Opponent to Red Zone Field Goal
- 1 Defended 2-Point Conversion
- 1,2,3 Fumble Recovery; Returned to Red Zone; Touchdown
- 1,2,3 Interception; Returned to Red Zone; Touchdown
- 2 Hold Opponent to Red Zone No Score
- 3 Turnover to "ice" the game

### PT SPECIAL TEAMS

- 1 Blocked/Missed Extra Point Attempt
- 1 Punt/Kickoff Downed Inside the 5
- 1,2,3 Punt/Kickoff Returned to 50; Red Zone; Touchdown
- 1,2,3 Fumble Recovery; Returned to Red Zone; Touchdown
- 1,2,3 Blocked Punt/Field Goal Attempt
- 1,2,3 Successful Onside Kick
- 1,2,3 Field Goal < 39-yds, 40-49 yds, >50 yds
- 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.

## 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.

Sports We Cover



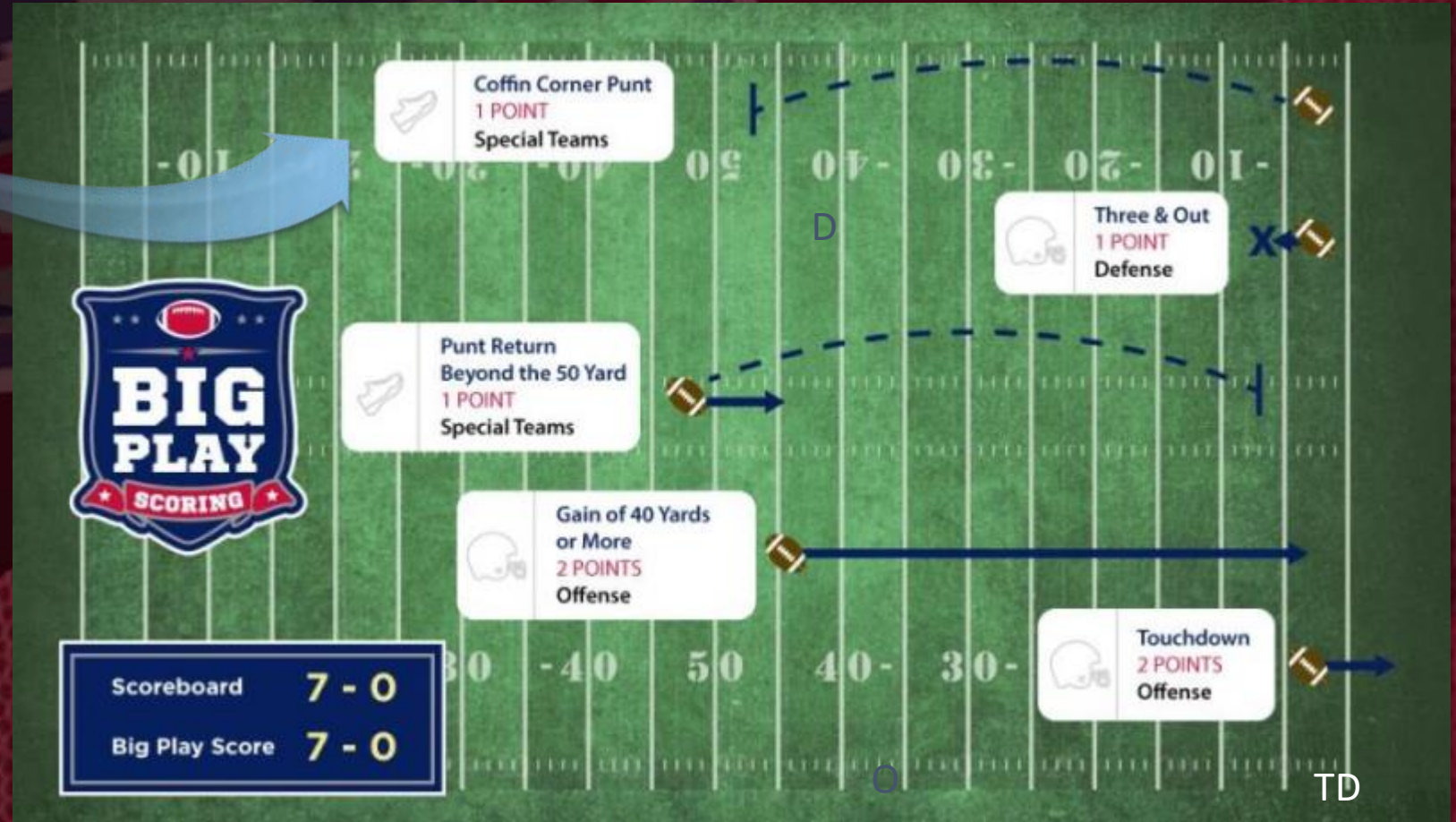


## Certified Big Plays Measure the Momentum of the Game.<sup>SM</sup>

PVS™

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.



New, insightful data at the team, unit, and player level.

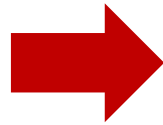




# TRACKER

UNLOCKING THE POWER OF BIG PLAYS<sup>SM</sup>

Point Valuation System<sup>TM</sup>



AGGREGATE STAT

POINT VALUE OF THE PLAY

PLAYER CONTRIBUTION

TEAM UNIT EFFICIENCY

BIG PLAY FREQUENCY

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

## REPORTING



## GAMIFICATION

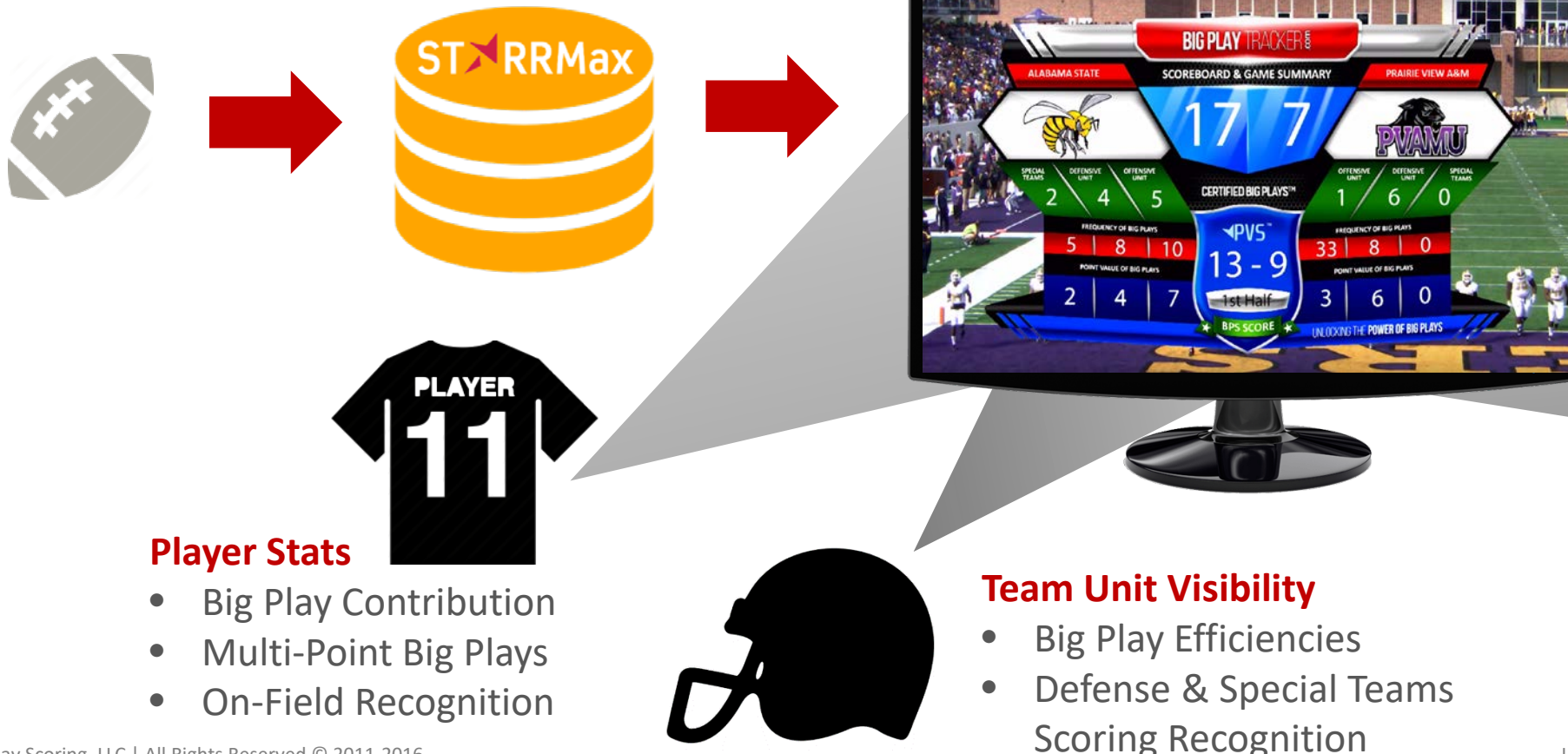




# TRACKER

UNLOCKING THE POWER OF BIG PLAYS<sup>SM</sup>

Broadcast Beta 2016

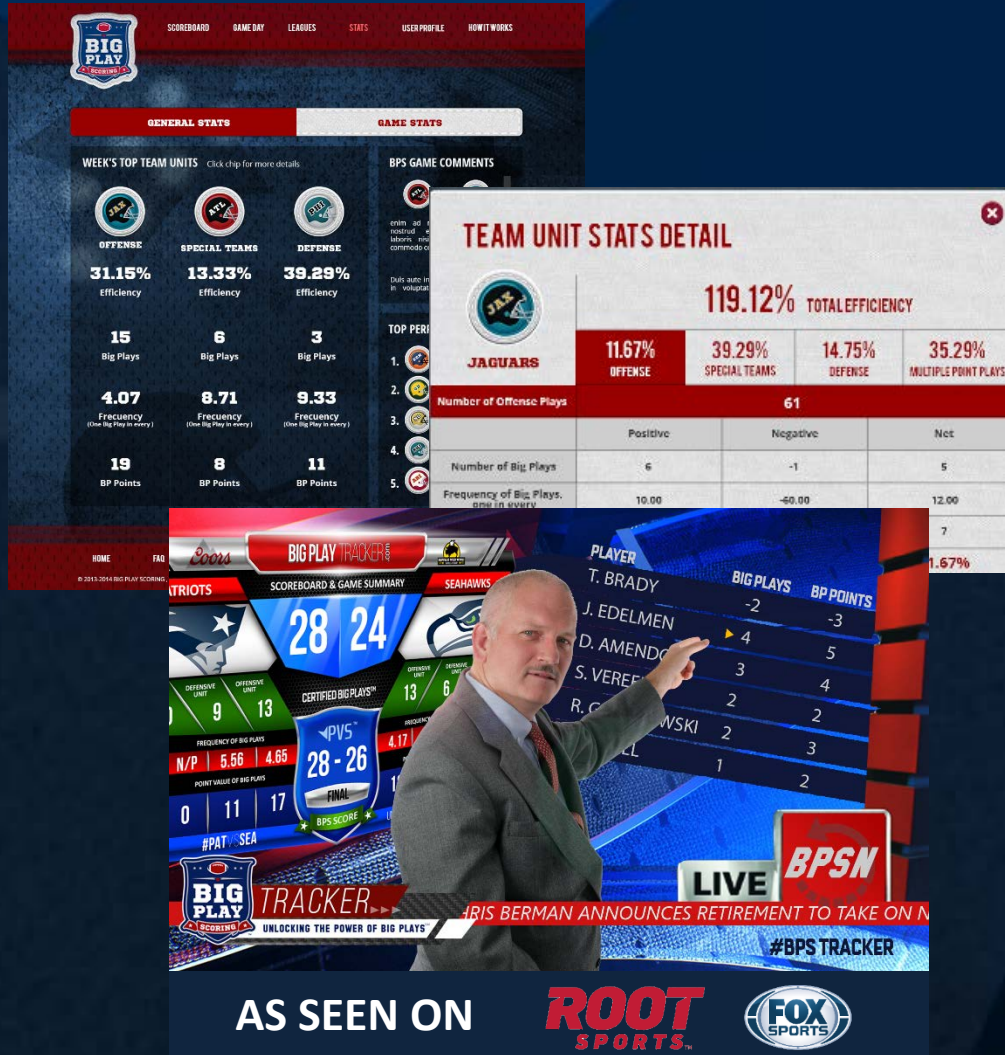


AS SEEN ON

**ROOT**  
SPORTS™



# Big Play Reporting Product Suite



## Big Play Tracker™ App (Freemium/Micro-Payments)

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

## BPS SquareWire™ Report & Analytics (Monthly Fee)

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

## PVS ProSync™ & ProSync TouchBoard™

Licensing model of 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



#22  
Apple  
Store

#99  
Android  
Store



# Content & Sponsor Services Suite

## Broadcast & Social Content Marketing



## Original Programming Opportunities for Sponsors

- 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





# Monetization Stack

Disruptive “Game-Time, Real-Time” Data with Additive Value to Fan Engagement and Growing Share of Wallet for Analytics



# Experience Counts

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FOUNDING PARTNER | DIRECTOR OF CONCEPT DEVELOPMENT

**JACK STANFIELD**

FOUNDING PARTNER | PRESIDENT

**DEBBIE WERNET**

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**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 how 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.<sup>SM</sup>**

