

#### THE OPPORTUNITY IN 126 WORDS

While fantasy football has taken off over the last several years, the innovation has been limited to the daily fantasy space. The traditional fantasy football market has been much slower to adapt.

This is a tremendous missed opportunity, because this is a multi-billion dollar market representing millions of players. And it's growing every year. While DFS offers weekly flexibility for fantasy players, it cannot deliver what many users want: an immersive, flexible and season-long experience that gives them total control over their rosters - while the games are being played.

The only thing these players are missing is a way to do what they've always wanted: act as both general manager and reliable way to trade any market - without spending years learning how to do it.

This deck is dedicated to the economic upside of solving this problem.

\$11B \$556 Total Revenue, Average Annual Spending, Fantasy Football: 2017 per Fantasy Player **Annualized Growth Rate,** of users want more involvement, Fantasy Football: 2007 - 2017 interactivity and game features

#### THE PROBLEM

# TRADITIONAL FANTASY LEAGUES OFFER SEASON-LONG PLAY BUT LACK FLEXIBILITY AND GAMEDAY CONTROL.









Traditional leagues from ESPN, NFL, CBS, Yahoo and others allow users to manage their teams in a season-long competition. However, players cannot change their rosters between Thursday and Monday, leaving them as spectators for the majority of the week.

This decreases engagement and time on site and leads to diminishing interest as the season progress.

It also limits revenue opportunities in terms of fees, advertisements and sponsorships.

#### THE PROBLEM

# DAILY FANTASY OFFERS WEEKLY FLEXIBILITY BUT LACKS THE IMMERSIVE, SEASON-LONG EXPERIENCE MANY FANS DESIRE.

Daily Fantasy games from DraftKings and FanDuel aren't league based, preventing players from gaining the continuity and season-long gameplay many desire.

Because every week is a new game, customer retention is a tremendous problem. Customer acquisition has therefore become prohibitively expensive, leaving both companies in the red.

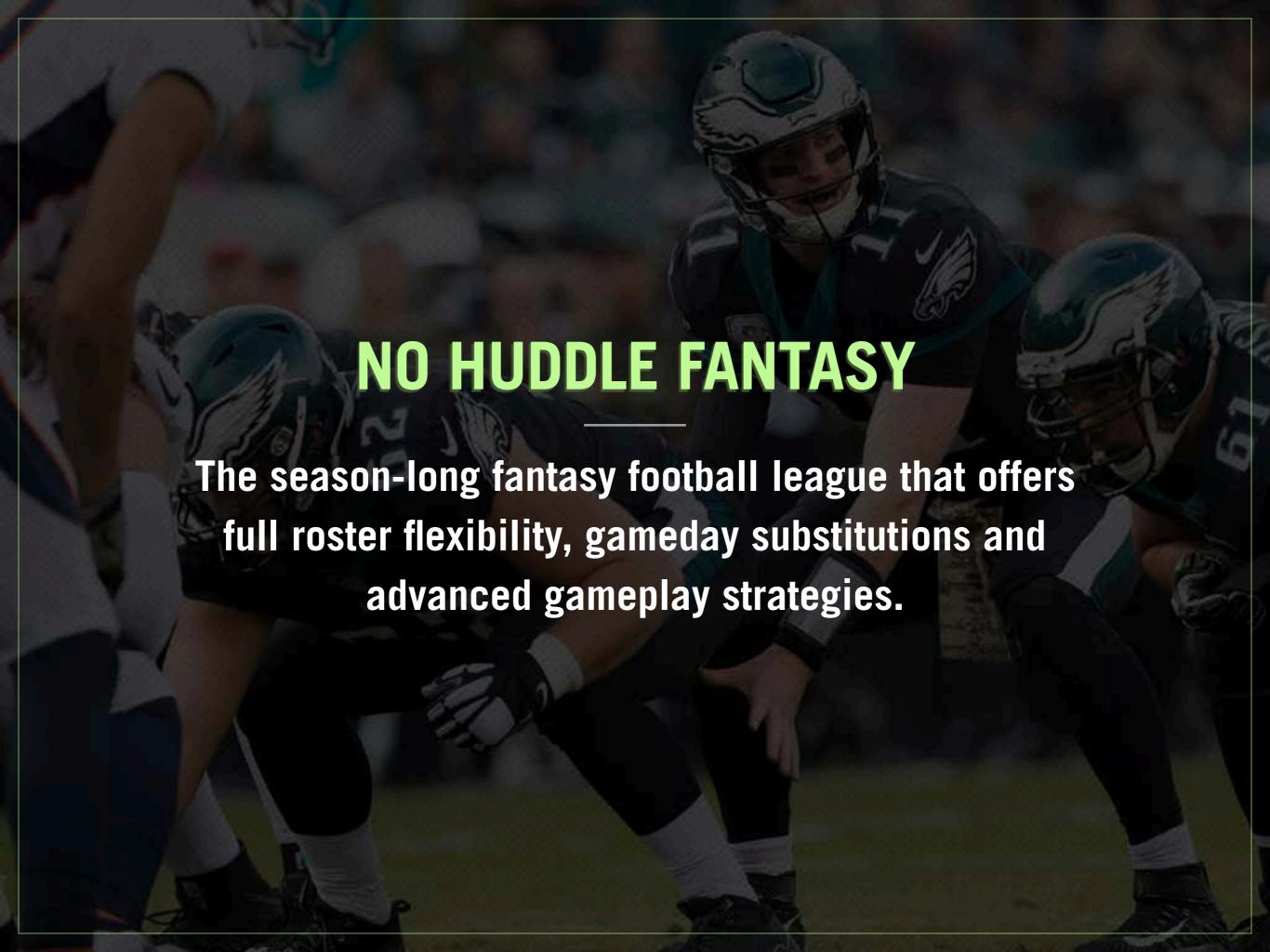
Season long games don't have this problem. And with a season of exposure, the chances for retention are much higher.





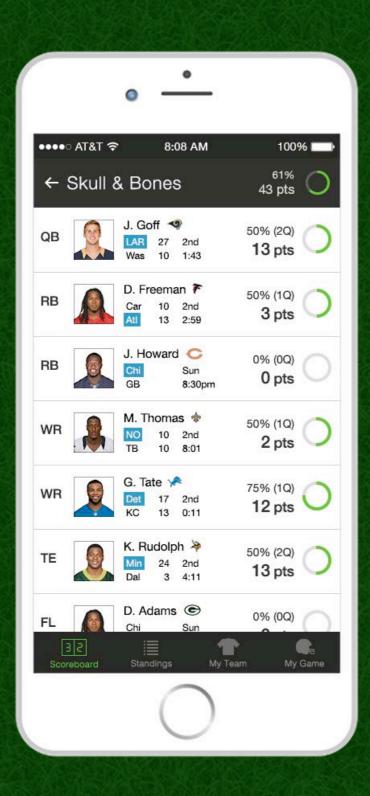
With such gaping holes in the existing market, if you could provide these fantasy players with a fun, user-friendly platform that combined the seasonlong play of traditional platforms with the weekly flexibility of DFS, you would be able to capture a large segment of an untapped market.

The economic upside would be HUGE.





# **GAMEPLAY FEATURES**



No Huddle features advanced fantasy gameplay options that are unavailable in other products.

Our innovative platform allows fantasy owners to play all roster positions across each of the NFL's 5 weekly games: Thursday night, Sunday @ 1pm, Sunday @ 4pm, Sunday night and Monday night.

Rather than limit our users to one game per roster position, we allow owners to play each position for the equivalent of two NFL games - eight total quarters of action.

By maximizing player time, owners gain the control they desire and can deploy custom gameplay strategies that aren't possible on other platforms.

More game time also requires that users fill up their roster spots, resulting in more weekly transaction. And with No Huddle's per transaction charge, this results in higher revenues.

HIGHER ENGAGEMENT + MORE CONTROL = HIGHER REVENUES

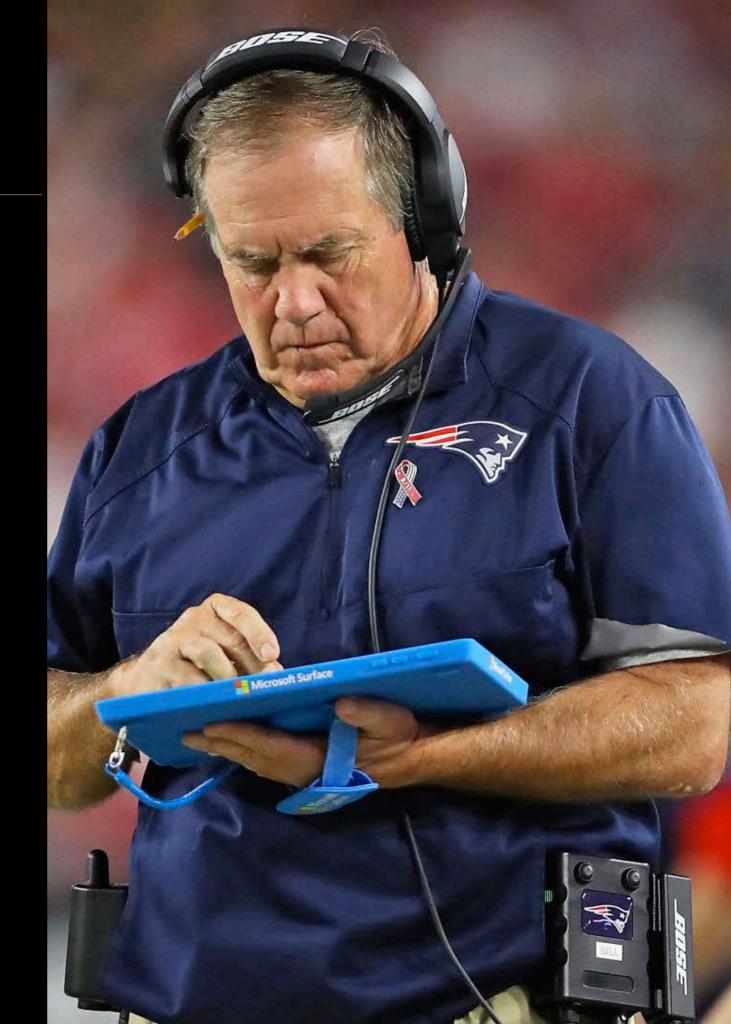
# BENEFITS + OPPORTUNITIES

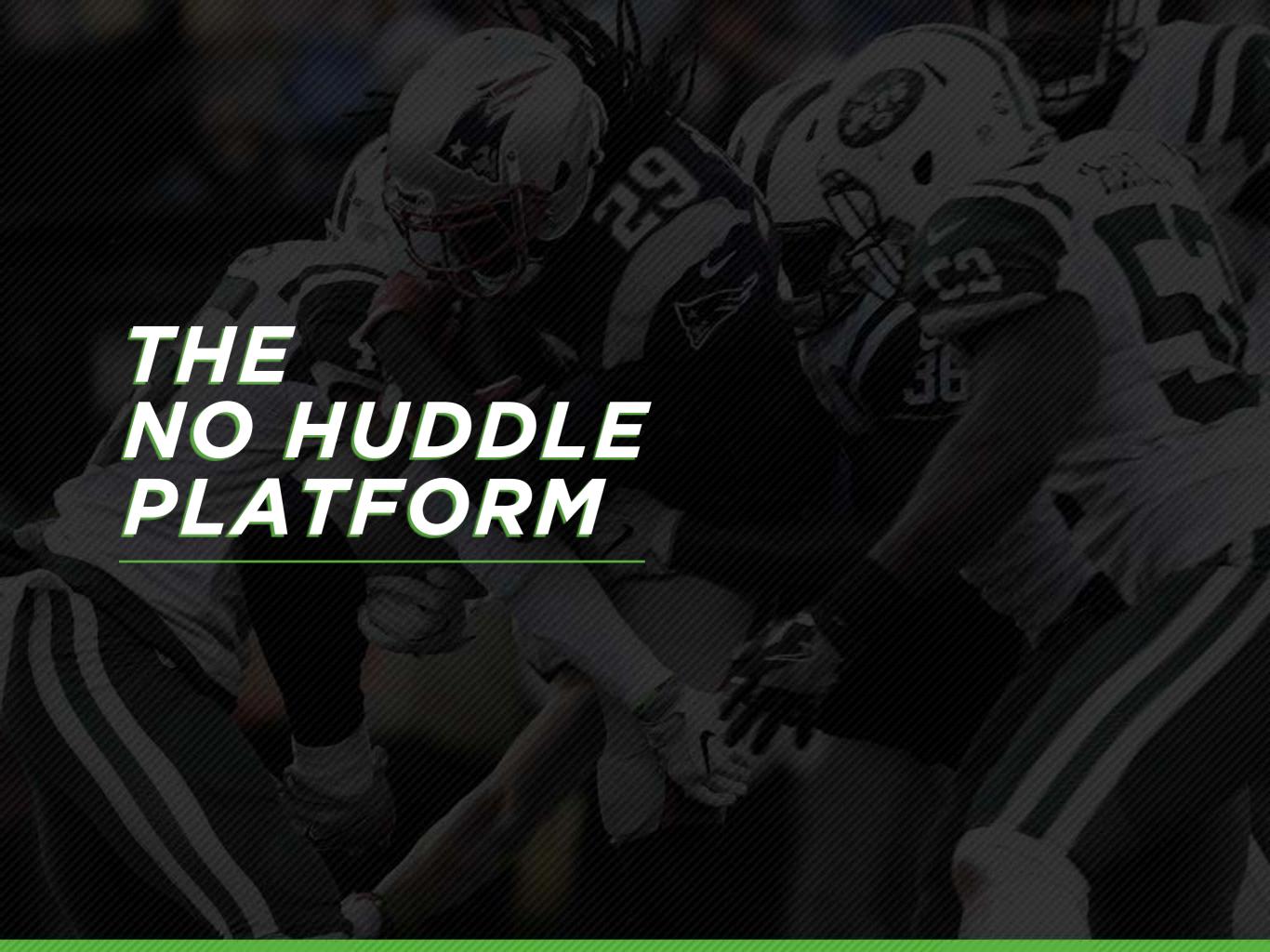
Increased engagement and more frequent transactions leads to increased revenue opportunities that other platforms cannot offer.

Traditional season-long platforms are free, as many use their fantasy games to drive traffic to their media properties, where they can then monetize via ads. Unfortunately, this leaves these platforms with only one revenue channel.

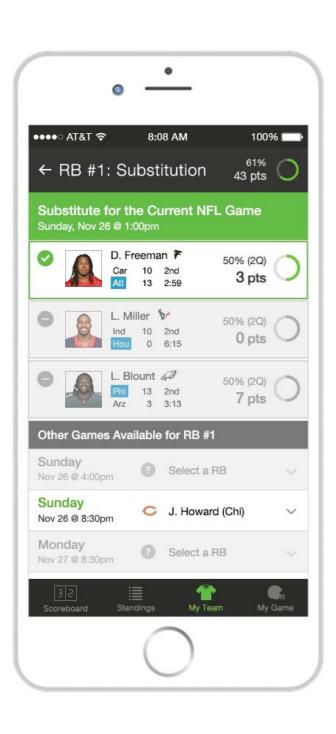
No Huddle's subscription and transaction-based model offers several revenue opportunities, including:

- Higher ad revenues due to more time on site and higher engagement levels per user.
- Additional sponsorship opportunities, also due to higher user engagement and the ability to segment gameday weeks.
- Higher customer retention rates due to greater engagement
- Lower customer acquisition costs based on lower attrition rates vs. weekly DFS.
- Higher revenues from subscription and transaction fees.





# "WHY WOULD FANTASY PLAYERS USE NO HUDDLE?"



The answer is simple. To gain more control, more playing time and more action for their fantasy teams.

Action is what all fantasy players want more of. After all, there's a reason it's called "fantasy". No Huddle keeps players engaged all weekend. For the first time, players can act as both GM and coach, managing and shuffling their rosters throughout the weekend.

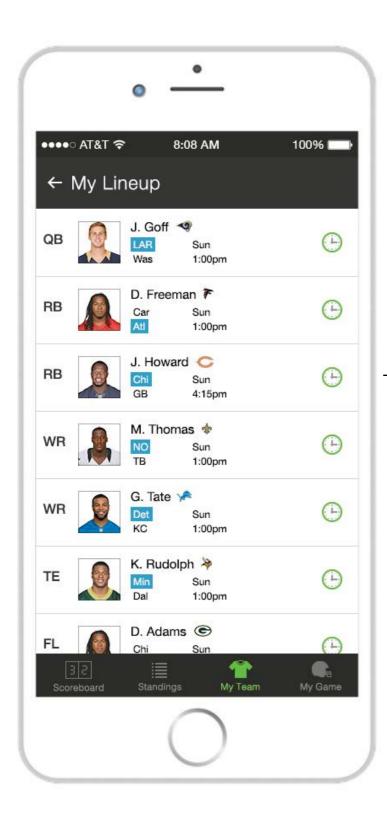
Imagine for a moment you are a fantasy football player. You have two options.

The first is to play a season-long game. Each week, you set your team on Thursday, hope no one gets hurt or has a bad game and then check your score the next Monday. The second is to play weekly fantasy games in which your team changes every week.

In both scenarios, you lose the allure of the game: the fantasy of running your own team, week-to-week, in real-time.

No Huddle allows you to actively manage your roster, based on game times, real-time player performances and injuries. The fantasy owner has total control.

## 1. SET YOUR LINEUP

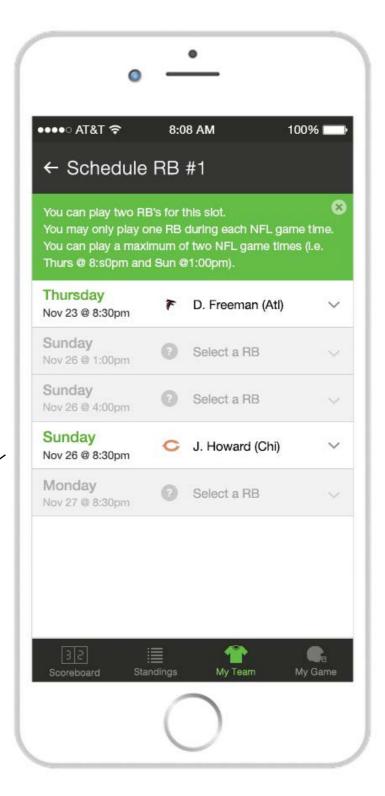


In order to maximize player engagement, each position allows for two full NFL games. This allows fantasy owners to play their roster across each of the NFL's 5 weekly time slots.

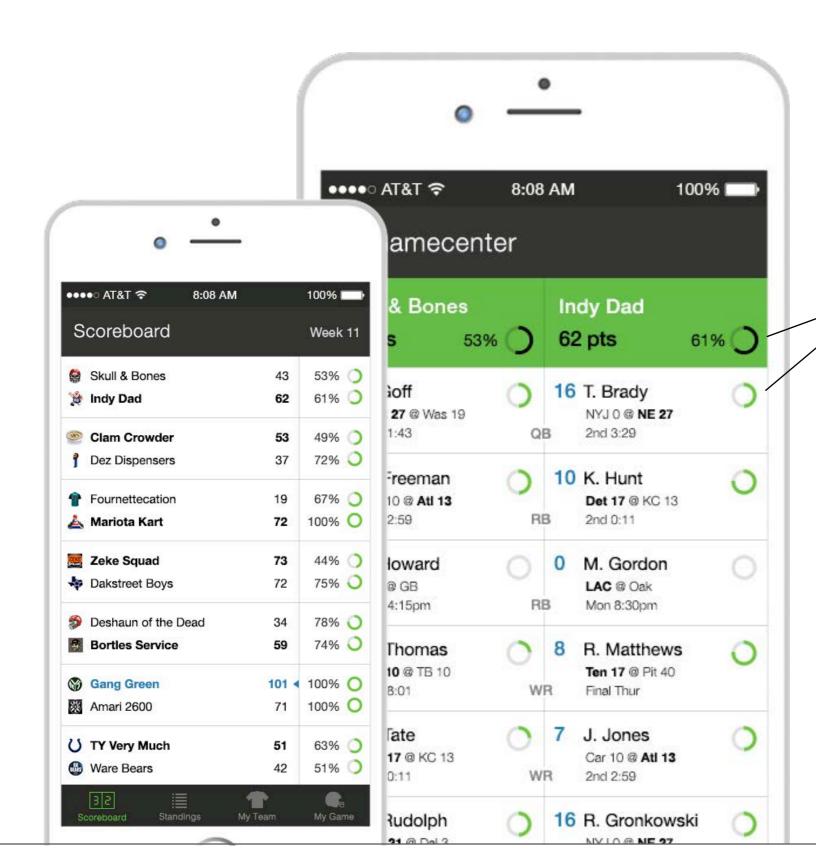
Similar to traditional fantasy football, players set their lineups before the game week begins on Thursday. **This is where the similarities end.** Each fantasy owner can pre-schedule when they want players to appear, based on their real, NFL game times.

#### Scheduling your lineup takes seconds.

Simply select a player for any of the NFL's game times. Once your allowed two positions are filled up, all other times are disabled.



# 2. CHECK LIVE GAME SCORES

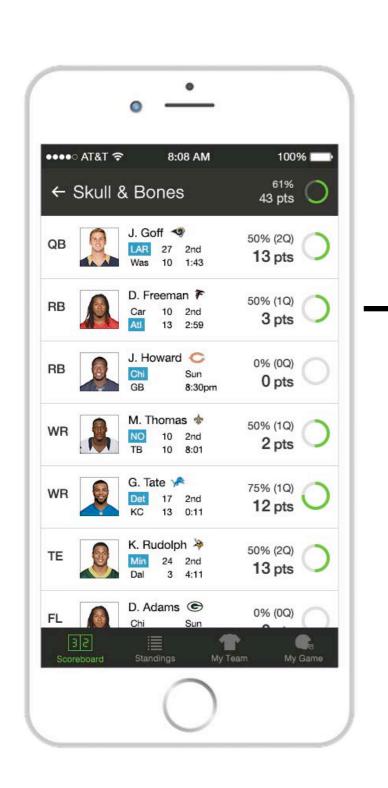


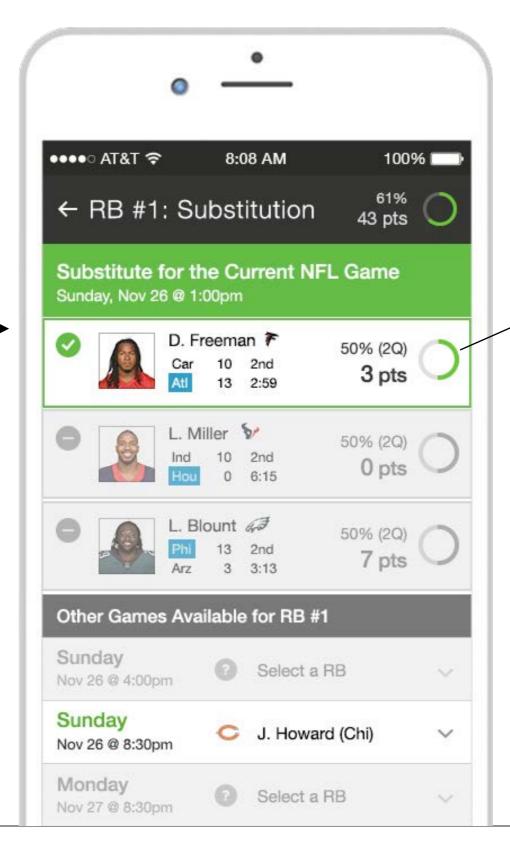
Players can quickly monitor the progress, scoring and time usage for their games.

Our innovative time-tracking graphic lets players know how much total NFL game time has been used for both their entire team and each position. This allows them to assess how and when they should substitute players during the fantasy weekend.

This enhanced game management capability increases engagement across the board, leading to **higher revenue opportunities** from both in-game fees, sponsorships and advertisements.

# 3. IN-GAME SUBSTITUTIONS



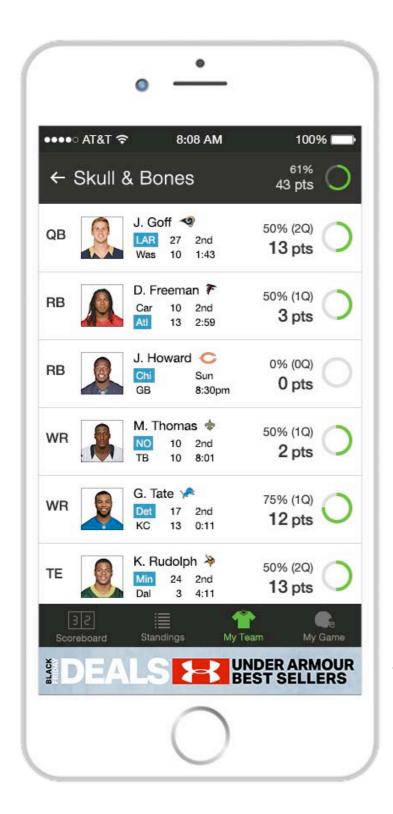


Unlike other fantasy games, No Huddle allows owners to substitute players in real-time.

A quick glance at the time graphic shows how many quarters of NFL game action each player has played, and how much aggregate time that position has accounted for.

If a player is injured or underperforming, he can either be substituted for another player during that NFL time slot or replaced at a later time during the weekend.

## 4. ADS + SPONSORSHIPS



No Huddle offers numerous opportunities

for in-game sponsorship. Sponsorships

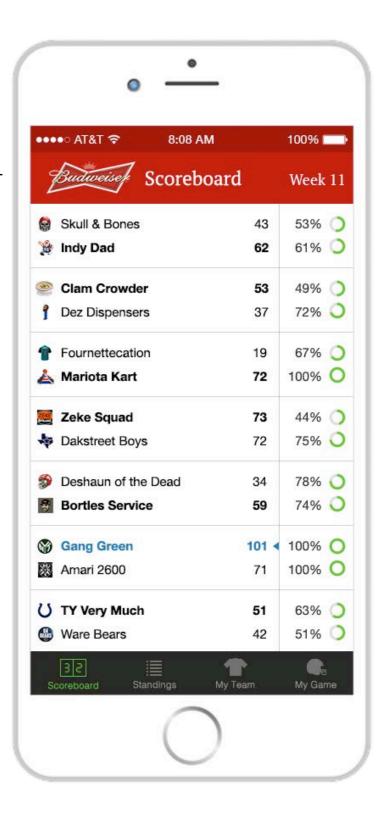
can be seamlessly woven into the user

experience, in order to minimize

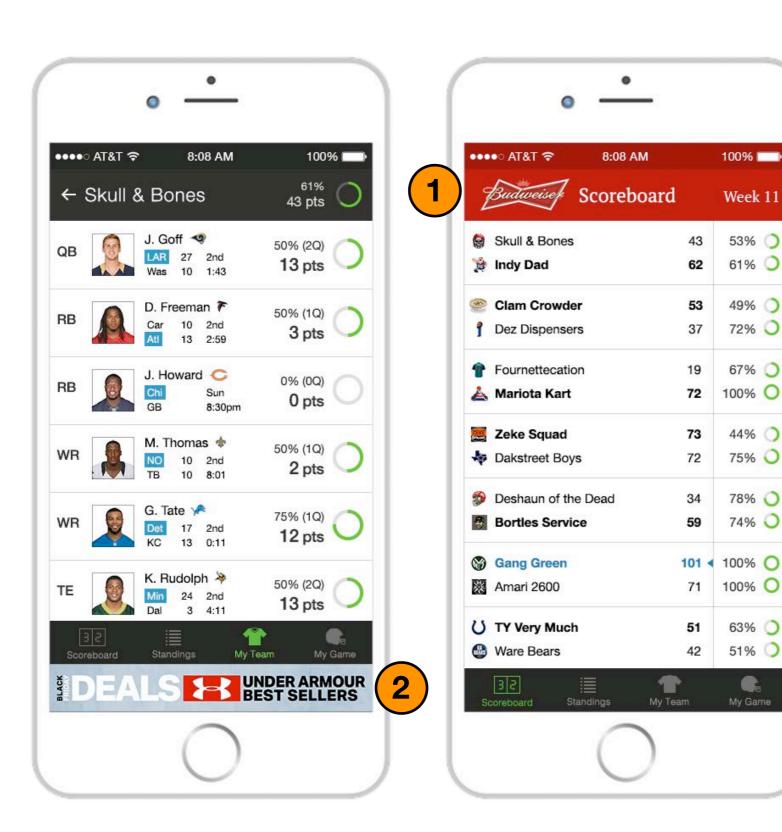
disruption while maximizing

effectiveness.

Due to its higher time on site and greater engagement levels, No Huddle offers more opportunities and higher conversion rates for banner ads, resulting in **higher overall ad revenue**.



## 4. ADS + SPONSORSHIPS



- opportunities for in-game sponsorship.
  Sponsorships can be seamlessly
  woven into the user experience, in
  order to minimize disruption while
  maximizing effectiveness.
- Due to its higher time on site and greater engagement levels, No Huddle offers more opportunities and higher conversion rates for banner ads, resulting in higher overall ad revenue.

### **LEADERSHIP TEAM**

# Steve Beuerlein Founding Partner

A veteran of 17 NFL seasons, Steve was an All-Pro quarterback who played for 5 franchises.

As a former player representative for the NFL Players' Association, Steve has leveraged his relationships to help the company form marketing and data partnerships with both the NFL and the NFLPA.

With both his marketing acumen and extensive knowledge of the game, Steve has been instrumental in shaping our platform.

In addition to his contributions to GNH, Steve is currently an NFL and college football analyst for CBS. He is also the Owner of Beuerlein's Pro Fitness Equipment in Charlotte, NC.

# Tommy Masztak Director of Sales & Game Development

A former college football quarterback,
Tommy has a dual career on marketing and
finance. He operated his own marketing
company, Rags to Riches Marketing, LLC.
Rags to Riches Marketing was the
trampoline that helped Tommy make the
leap from an extensive sales & marketing
background into becoming an entrepreneur.

He was previously national sales manager for the financial negotiation firm Cabot, Lodge & Associates. Tommy began his career as a stockbroker in Cincinnati, Ohio. He then transferred to Beverly Hills, CA where he joined a private wealth management office before starting No Huddle.

#### Joseph Hice Chief Financial Officer

Joseph is President of Hice Financial Advisors in Cincinnati, OH. His 17 years as a Registered Securities executive include advising for UBS as well as 8 years as Vice-President and Sr. Investment Advisor at Huntington Bank, during which he raised over \$200,000,000. He was instrumental in the launching of the bank's first hedge fund and was involved in numerous oil & gas partnerships as well as public & private real estate trusts for the bank's high networth clients.

Joseph began his career as a retail broker before the internet was invented and has been actively focused on emerging technologies. Today, he acts as a retirement planner as well as third party investment advisor

# **LEADERSHIP TEAM**

#### Michael Bolton Secretary

Michael Botton is an attorney licensed New York and New Jersey, where he manages his own law firm in both states. Mr. Botton does primarily litigation work and has represented clients against many large companies including General Growth Properties and Thor Equities.

In addition to litigation work Mr. Botton was primary legal counsel for The Paterson Atrium in drafting and negotiating the majority of their commercial leasing with national retailers Skeecters, A.J. Wright, AT&T, GNC, Version to name a few.

Mr. Botton has been working with No Huddle Fantasy Football as Corporate Secretary since its inception.

#### Ryan Cinelli Regional Commissioner West

Ryan began his career in commercial real estate in 2002 building success in acquisitions, sales, syndication, and management of apartment buildings with an emphasis on 1031 Tax Deferred Exchanges. In 2006 he joined Marcus and Millichap Real Estate Investment Brokerage where he was consistently one of the top 5 agents of the firm.

Ryan brings a strong work ethic, leadership skills, problems solving ability and a keen marketing sense to GoNoHuddle.com
Currently Ryan offering management services through Essential Property
Management Group in addition to specializing in sale and synchronization of multifamily investment properties with RE/MAX Commercial & Investment.



**32** 

REGIONS: ONE PER NFL CITY 1,000

LEAGUES PER REGION LIMIT

32K

EXCLUSIVE LEAGUES TOTAL

\$75M

TOTAL PRIZE MONEY

# **PRO FORMA**

#### 2018 PRO FORMA REVENUE

\$124M

#### INCOME STATEMENT: 3-YEAR

|                    | 2018        | 2019        | 2020          |
|--------------------|-------------|-------------|---------------|
| Sports             | NFL         | NFL, NBA    | NFL, NBA, MLB |
| Revenue            |             |             |               |
| Subscription       | 124,800,000 | 362,793,600 | 998,400,000   |
| Transactional      | 72,384,000  | 213,174,000 | 554,261,589   |
| Total              | 197,184,000 | 575,967,000 | 1,552,661,589 |
| Revenue Sharing    | 24,910,080  | 115,193,520 | 310,532,318   |
| Prizes             |             |             |               |
| Regional           | 70,880,000  | 208,320,000 | 593,250,000   |
| National           | 4,160,000   | 18,720,000  | 41,600,000    |
| Total              | 75,040,000  | 227,040,000 | 634,850,000   |
| Operating Expenses | 20,441,080  | 53,846,352  | 91,347,071    |
| EBIT               | 64,337,800  | 139,751,112 | 535,443,314   |

| LEAGUE FEES   |         |
|---|---------|
| Entry Fee<br>(per player)                                     | \$300   |
| Per Transaction   | \$0.75  |
| Annual Transaction Fee (covers all transactions for the year) | \$99/yr |

This offering has not been approved or disapproved by the SEC nor have any representations been made about the accuracy of the adequacy of the information provided

The U.S. Securities and Exchange Commission (SEC) has set forth disclosure requirements for private placements, including financial statements and other information. Individual states may also have additional disclosure requirements for private placements. Most private placement offerings are made pursuant to the exemptions of Regulation D. Regulation D allows companies to raise capital by selling securities without having to comply with more stringent SEC requirements. Still, Regulation D does contain a number of disclosure requirements. The main provisions regulating private placements are, located in Rules 504 and 506.

#### **Rule 504**

Rule 504 requires that a company provide a substantive disclosure document to investors. The disclosure should allow the investor to make an informed investment decision. This generally includes the business of the company, its financial condition, the result of operations, property and management.

#### **Rule 506**

This rule governs private placements made to accredited investors. There are no disclosure requirements contained in this rule. Accredited investors have a higher net worth, and the SEC assumes they have sufficient bargaining power to obtain relevant information from the company. Companies still have to comply with the requirements of SEC Rule 10b-5, which prohibits any act or omission resulting in fraud or deceit in the purchase or sale of securities.

Rule 506 also allows sales of securities to non-accredited investors. Companies must provide non-accredited investors with non-financial and specific types of financial statements. These disclosures must be generally the same as those provided in registered offerings. Companies do not gain any substantial relief if they offer securities to non-accredited investors under Rule 506.

AT YOUR OWN RISK. YOUR USE OF THE SITE AND SITE INFORMATION IS ENTIRELY AT YOUR OWN RISK. ALL SITE INFORMATION (INCLUDING WITHOUT LIMITATION SUBSCRIPTIONS AND THE PUBLICATION) IS PROVIDED "AS IS," ON AN "AS AVAILABLE" BASIS, AND WITHOUT GUARANTEES OR WARRANTIES OF ANY KIND, EITHER EXPRESSED OR IMPLIED. SITE INFORMATION SHOULD BE USED, AT YOUR OWN SOLE RISK AND WITHOUT RELIANCE, AS A STARTING POINT FOR DOING YOUR OWN INDEPENDENT RESEARCH IN ORDER TO ALLOW YOU TO FORM YOUR OWN OPINION REGARDING INVESTMENTS. YOU ASSUME FULL RESPONSIBILITY FOR ANY AND ALL GAINS AND LOSSES, FINANCIAL, EMOTIONAL OR OTHERWISE, EXPERIENCED, REALIZED, SUFFERED OR INCURRED BY YOU. PAST, MODELED OR SIMULATED PERFORMANCE. PAST PERFORMANCE IS NOT A GUARANTEE OF FUTURE RESULTS. HYPOTHETICAL, MODELED OR SIMULATED PERFORMANCE RESULTS HAVE INHERENT LIMITATIONS, AND DO NOT REPRESENT ACTUAL TRADING. YOU SHOULD NOT ASSUME THAT FUTURE ACTIVITY WILL ACHIEVE THE SAME OR SIMILAR RESULTS AS OR BE INDICATED BY PAST RESULTS OR HYPOTHETICAL, MODELED OR SIMULATED PERFORMANCE RESULTS.