

FINANCIAL PROJECTIONS

4 year Forecast : Revenue in Millions

ONLINE



USERS	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Downloads	100K	500K	4M	10M
Active Users	20K	200K	2M	5M
REVENUE	Football	x3 Sports	x6 Sports	x10 Sports
<ul style="list-style-type: none"> Downloads : \$1 usd - per User (APP V1) 	.1	.5	4	10
<ul style="list-style-type: none"> In-App Purchases : \$2 usd - Avg per (Access info / Commerce purchases) 	.02	.4	4	8
<ul style="list-style-type: none"> Contest Entry : \$1 usd - per User (Real Money Avg per Session) 	.1	2	6	10
TOTAL REVENUE	.22	2.9	14	28
EBITDA	.3	2	4	6

B2C

* Not including additional revenues from: licensing deals / partnerships / onsite machines