



FANBASE
WHERE LIKE MINDS CONNECT

Fanbase™ Executive Summary

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Fanbase™ | Where Like Minds Connect

Fanbase™ is a hybrid social media/ecommerce company that will monetize 10 of the world's premier sporting communities. Fanbase™ will take the best of Facebook, LinkedIn, Twitter, YouTube, Skype, Match, Tinder, Amazon, eBay and Bitcoin to create a *seamlessly integrated master social media and ecommerce application* that monetizes the enormous value created by *digitally and physically* connecting the most deeply passionate, intensely loyal, like-minded users found on earth.

Fanbase™'s 10 sports divisions will collectively comprise 1,347 interconnected team-based social media communities diversified across collegiate and professional sports. Each of its 10 sports divisions will tap into many of the world's largest and most profitable bases of like-minded fans.

10 Divisions | 1,347 Teams | 95 Million Users | \$4 Billion Collective Valuation



1. NCAA football -- 253 teams -- Div. 1 & FCS
2. NCAA basketball -- 351 teams -- Div. 1, 2 & 3 -- men/women
3. NCAA hockey -- 149 teams -- all divisions -- men/women
4. NCAA soccer -- 375 teams -- all divisions -- men/women
5. NFL football -- 32 teams
6. NBA basketball -- 30 teams
7. MLB baseball -- 30 teams
8. NHL hockey -- 31 teams
9. MLS soccer -- 60 teams -- men/women
10. NASCAR -- 36 teams/drivers

The total size of the domestic and international market (existing fans) for the Fanbase™ app's 1,347 team-based social media communities is estimated to exceed **1.6 billion fans spanning nearly 200 countries**. The Fanbase™ app's 1,347 team-based social media communities will collectively account for over 90% of the followers (fans) and income generated from all sports in the US and Canada as well as hundreds of millions of like-minded fans around the world. Fanbase™ app's user base across all 1,347 team-based social and business communities is projected to grow from 1,027,282 users in Yr. 1 to 97,559,804 like-minded users in Yr. 5.

Sports are the world's #1 source of passion.

Passion is one of the deepest, most powerful emotions. Passion compels, motivates and empowers. Fanbase™ will put the ultimate passion sharing application in the hands of **95+ million ready-made, like-minded users** and create environments that fulfill their passions anytime, anywhere.

The Power of Sports | The Power of Passion

- Sports are the easiest way to bond with one's passionate peers.
- Sports are the world's #1 leisure activity based on participants and fans.
- Sports is the world's largest industry based on worldwide - fans, user base, audience, hours invested, brand loyalty, TV viewership, social media presence, countries represented, etc.
- Sports reach and impassion virtually every human being on the planet – a worldwide base of ready-made fans.
- Sports have the strongest loyalty found in any industry or endeavor, save family, God or country.
- Team loyalty creates a deep reservoir of experience and raw emotion; it shapes our self-identity.

Sports connect us with ourselves at a primal level; it is this primal self-connection that we all need and want to share with other self-connected fans of our teams.





- The passion created by sports is one of the greatest powers one can harness.
- The Fanbase™ app will tap into and connect a **ready-made global base of 1.6 billion impassioned fans**.
- When one controls the delivery system of passion for millions of people one gains formidable power.
- The power of passion is absolute; it is recession proof and immune to any economic or political force.

Market Opportunity - A blue ocean opportunity exists for a master social media platform dedicated to immersively connecting people through the passion of sports. Imagine the power gained by connecting millions of like-minded people, **virtually & physically across 1,347 fully-interconnected social communities**.



By targeting every major sport & team in the US & Canada Fanbase™ will be plowing many of the most profitable fields of opportunity found on earth.

Bigger than Sports - The ease with which people bond around sports creates a social media opportunity that is an order of magnitude larger than sports itself. In the company's business model, sports are simply the best vehicle to acquire and retain users for its 1,347 social media communities.

The ready-made global gateway of 1.6 billion sports fans targeted by Fanbase™ represents one of the largest untapped reservoirs of users in the history of social media or ecommerce. 1.6 billion prospective users that passionately want, desire and need a master all-inclusive platform, one that opens-up an immense new frontier of digital world/real world social connectivity. A revolutionary virtual/physical world experience that will instill millions of like-minded users with loyalty and passion for the Fanbase™ brand like no other.

The Ultimate Way to Connect Like Minds - With Fanbase™ users will connect via matches; by team, by school, by interest, by occupation, by education, by location, by friends, and a variety of other metrics that assure that perfectly orchestrated syncs will be established, *virtually and physically - in real time*. Not just fleeting game day exchanges – but entire lifetimes of deeply emotional sport-inspired connections made across a myriad of new and revolutionary levels.

FanConnect™ - The app's FanConnect™ feature will show real world users physically sitting on the other side of the same bar, in a Starbucks, in a stadium, on a university campus, train terminal, trade show or across a city, state or country. FanConnect™ will also show all the continuously evolving, best-fit matches within ones' physical proximity (up to 30' Bluetooth, 300' wi-fi).

FanConnect™ creates unlimited connection possibilities for the world's most committed and most intensely loyal user base.

- FanConnect™ will automatically rank "encounters" as they occur in real time and alert users to like-mind matches via audio, text and vibrate notifications.
- Match notifications will be on a scale from 1 to 10 with automatic pop-ups showing each user's profile page.
- FanConnect™ will show the direction and distance to those who share their interests and provide ping & text options for contact.





FanConnect™ will create instant connection opportunities anywhere one may be; every side walk, stop light, lobby, restaurant, store, airplane, meeting, gym, concert, beach, party, online, mobile, etc. Wherever one may be FanConnect™ will continuously screen for optimal like-mind matches in the real & virtual worlds.

My Base™ - Users can create and customize an entire digital domain using a single room, multiple rooms, a house or even a mansion, all rendered in 2-D, 3-D, AR and full VR with Fanbase™'s artificial intelligence (AI) design systems.

- Users will select from dozens of MY Base™ designs, each of which can be customized a nearly infinite number of ways.
- Users can create “walk-through” connections to friends’ MY Bases™.
- Hundreds of MY Bases™ can be connected enabling users to walk from room to room through their “world” of friends in 2-D, 3-D, AR and full VR.
- Fancoin™ digital currency will be used to pay for MY Base™ designs, all customizations, 3-D, AR and VR capability, each MY Base™ Connection, super user rights, premium/VIP connections (e.g. sports legends, active athletes, celebrities), etc.



Fancoin™ - Fanbase™ will utilize its proprietary digital currency called Fancoin™ which will function like Bitcoins. Fancoins™ will be used for Fanbase™ in-app purchases including team logos, emogis, MY Base™ designs, customizations and connections, esports games and competitions, etc. Users will also have the option to use Fancoins™ for ecommerce purchases and a wide range of other internal and external transactions.

Registered Fanbase™ users will be able to buy and sell Fancoins™ via third-party brokers, dealers and exchanges at going market prices. Fancoins™ will be able to be bought, sold, earned, gifted, donated, loaned and optioned and invested.

Social Commerce

- The app will utilize a user-friendly ecommerce platform fueled by deep social media intelligence for a wide range of high-quality, high-margin, unique, limited edition and custom products.
- The app will track user preferences and searches, so that products are displayed that best fit each user’s profile and evolving set of passions, needs, wants and desires.
- Users will see compelling must have products tagged as they move through the app that have been purchased by, or are currently desired by friends in their various social networks as well as purchasing trends among larger populations of like-minded peers – the FanConnect™ 8, 9 and 10 matches for which they have yet to connect.
- Fanbase™'s **Dynamic Purchase Platform** will trigger an entire array of user emotions fostered by its “socially competitive” design and vast knowledgebase: winning, leadership, status, respect, approval – emotions that influence and reinforce conscious and subliminally motivated purchase decisions.
- Fanbase™ will also operate a peer-to-peer social commerce site called **Fan Exchange** which will combine the best elements of eBay and Craig's List with its revolutionary Dynamic Purchase Platform and millions of passionate, like-minded users.

In the highly competitive world of Fanbase™ ecommerce purchases are simply a way for users to win.

In terms of maximizing ecommerce profitability we can think of no other group of buyers better suited than the company's prospective user base, which based on key metrics will likely be the most passionate, competitive and loyal user base assembled in ecommerce; **a captive pool of millions of ready-made, like-minded buyers acquired at zero cost.**

Technological Advantages

- The Fanbase™ application will have an adaptive, universal template design so it can be quickly and cost-effectively optimized for each team-based social community.





- The app will seamlessly link the digital and physical worlds and exercise a much higher degree of structural control over user passion creation and monetization than likely found in any other social app.
- The app will be designed to drill down to the deepest level of user passion necessary to share it with others at zero degrees of separation, both digitally and physically – in real time.
- Every element of the Fanbase™ software application will be designed to maximize patentability.

The Game - An in-game/game-day focus only satisfies a fraction of any fan's wants, desires and needs. So, when we say Fanbase™ is primarily focused on everything outside of the game, the best physical example being the party surrounding the stadium (e.g. tailgate), this is what we mean. The Fanbase™ app will monetize an entire envelope of profit centers, of which, the game itself is but one opportunity in a long list of opportunities to satiate fans' higher order needs.



While Fanbase™ may focus the bulk of its resources on virgin territory that lie outside the game the door is never closed to the game itself. The game itself will always be a potent stimulator of demand in Fanbase™'s business model as each year there will likely be millions of user generated game-centric conversations and tens of thousands of user-posted live and prerecorded videos of games that never saw the light of TV across the company's portfolio of 1,347 team-based social communities.

In sports, there is no virgin real estate left inside the game, it was gobbled up long ago and fought over ever since. Sports' massive profitability attracts competition and few sporting regions of the world are more profitable and competitive than North American NCAA and professional sports. The competition is myopic - all major competitive battles are waged inside the game. However, once one **thinks outside the game** a pristine world of opportunity unveils itself.

Fanbase™ is a powerful machine that will create and monetize millions of square miles of virgin territory.

Management - Fanbase™'s founders, executive team and advisors experience collectively spans all primary disciplines for which the company will interact.

The executive team has the proven ability to scale the company across its 10 sports divisions, maximize user growth and profitability across its 1,347 team-based social media / ecommerce communities and optimize each divisional exit IPO, M&A or otherwise.

Each of Fanbase™'s 10 independent sports divisions have the potential to realize phenomenal exit gains within 3-5 years of app launch.

- The Fanbase business plan is predicated on the launch of all 10 sports divisions over a 12-month roll-out schedule from date of app introduction.
- Additional exit opportunities will potentially occur at regular intervals in the form of private and public stock offerings or debt issuance to support stock buyback programs, large scale distributions, etc.

