

FANWIDE

FAN SERVICES, TECH & DATA PLATFORM

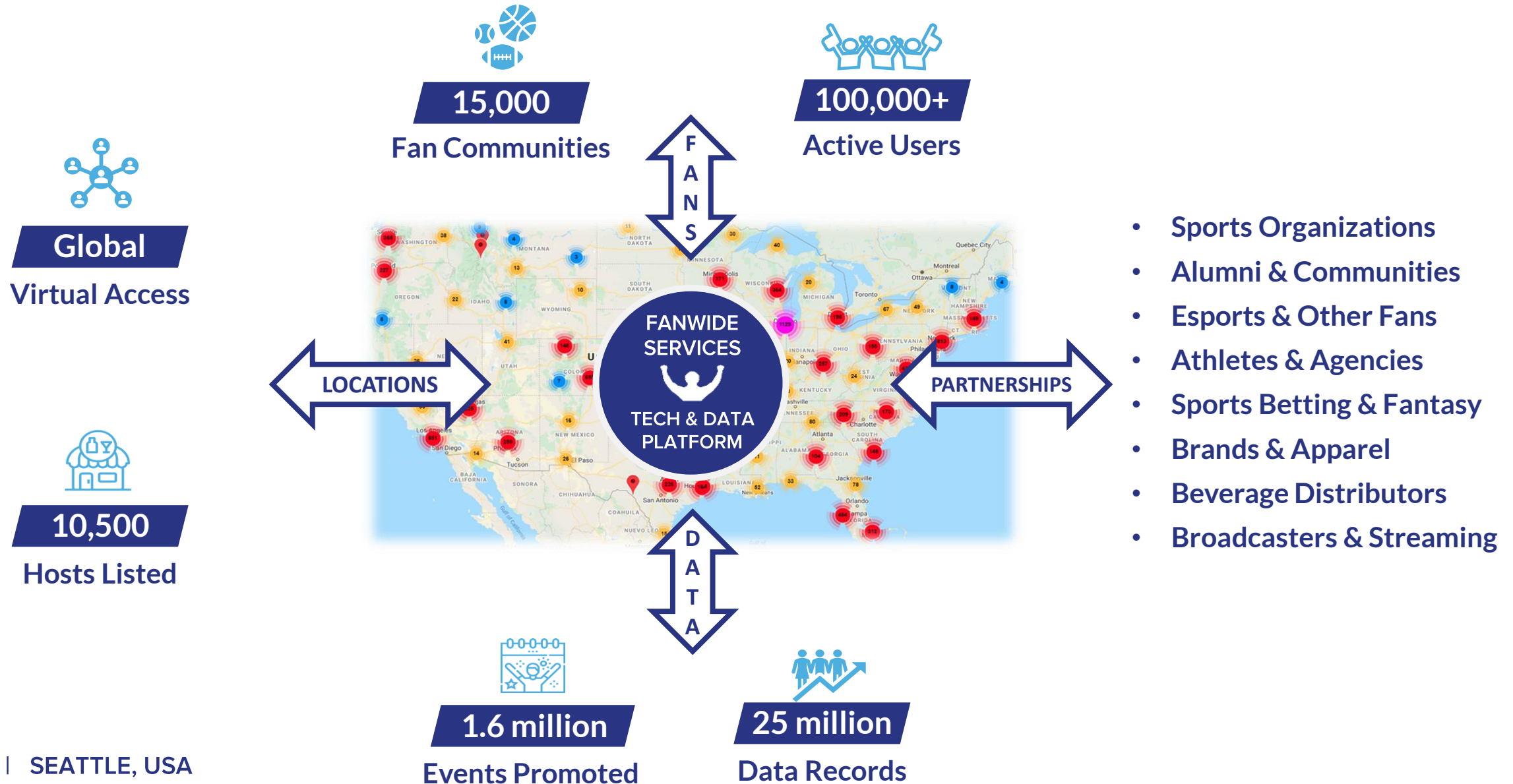
Symon Perriman
CEO & Founder

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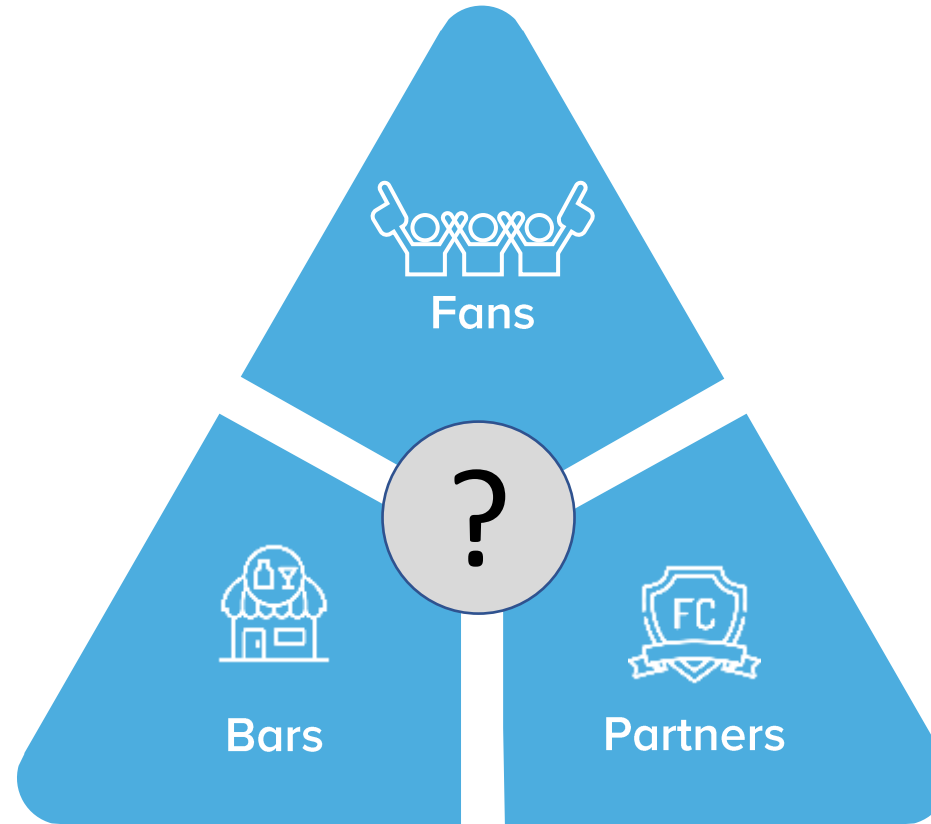
APRIL 2020

AMERICA'S LARGEST SPORTS FAN ACTIVATION NETWORK



MARKET CHALLENGES

Where to watch the game
Finding fans from any team in any city
Developing brand loyalty through experiences



Generating more revenue
Attracting new customers
Automating marketing tools
Analyzing guest preferences & behavior

Activating sports fans during games
Creating experiential events at scale
Centrally managing multi-city programs
Collecting new data from engaged fans

FAN SERVICES, TECH & DATA PLATFORM

ENHANCED FAN EXPERIENCES

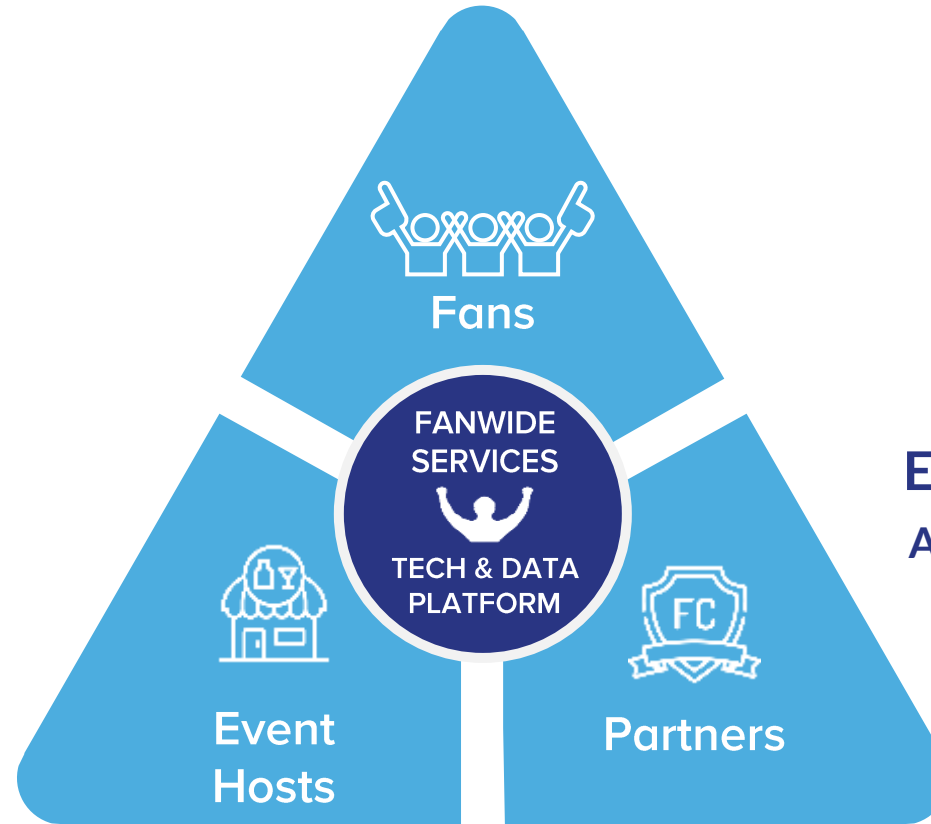
Find an in-person or virtual
fan community anywhere
Check In for partner specials, contests & rewards

ENGAGEMENT CHANNEL

Targeted customer acquisition
Activate causal fans in any location
Turnkey event services & tech
Data to personalize experiences

EXCLUSIVE NETWORK

Automated event scheduling & marketing
Event management & video platform
Exclusive events & revenue creation
Ongoing customer engagement



PARTNER SERVICES, TECH & DATA PLATFORM

FEATURES

- Turnkey Nationwide Bar Programs
- Global Virtual Interactive Viewing Events
- Centrally Manage Multi-City Events
- Digital & In-Person Engagement
- Commercial Revenue from Fans
- Customer Engagement Platform via FanWide.com
- Create Fan Clubs
- Automated Marketing
- Event & Customer Data
- APIs or White-Label

PARTNERS



"Anheuser-Busch has partnered with FanWide since 2016. FanWide always bring a great crowd which helps us maximize our brand awareness, increase sales volume, and distribution into new accounts!" - Kohl Schoening, Marketing Manager, Anheuser-Busch

"Our partnership with FanWide will allow us to promote televised and streamed international games ... to a wider audience than we have previously been able to reach." - Danny Kazandjian, Global GM, Rugby League International Federation



FANWIDE PARTNERS: SPORTS ORGANIZATIONS



Fan Engagement

- Consulting & Research
- Official Fan Club Network
- Enhance / Expand Bar Network
- Organize Watch Party Events
- Automated Event Marketing
- Content Distribution in Bars
- User Generated Content



Commercial Revenue

- “Official Bar Network” Sales
- Sponsorships
- Ticket Sales
- Ecommerce / Merchandise
- Fan Club Memberships
- Fundraising & Donations



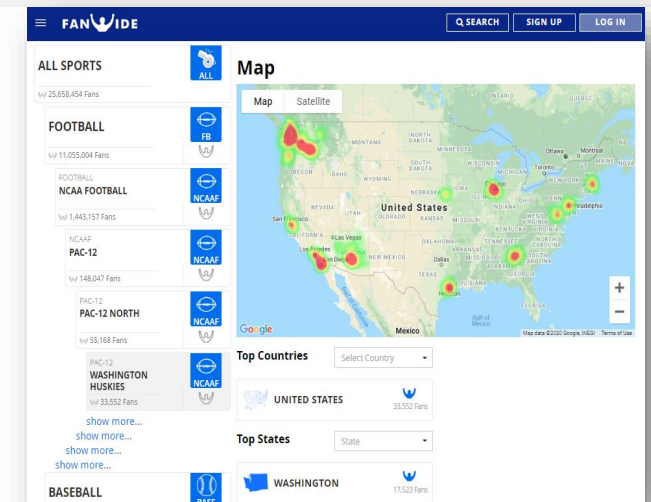
Technology Platform

- Digital Fan Community Network
- Fan Club & Event Management
- Fan Communication Tools
- Loyalty Program
- APIs for Web & Mobile Integration
- Custom White-label Solution



Data Platform

- User Data Sharing
- Mailing List Signup
- CRM Integration
- Directory of Events
- Consumer Preferences
- OOH TV Audience Size
- Sponsor Engagement & ROI



FANWIDE IS NOW VIRTUAL AND GLOBAL

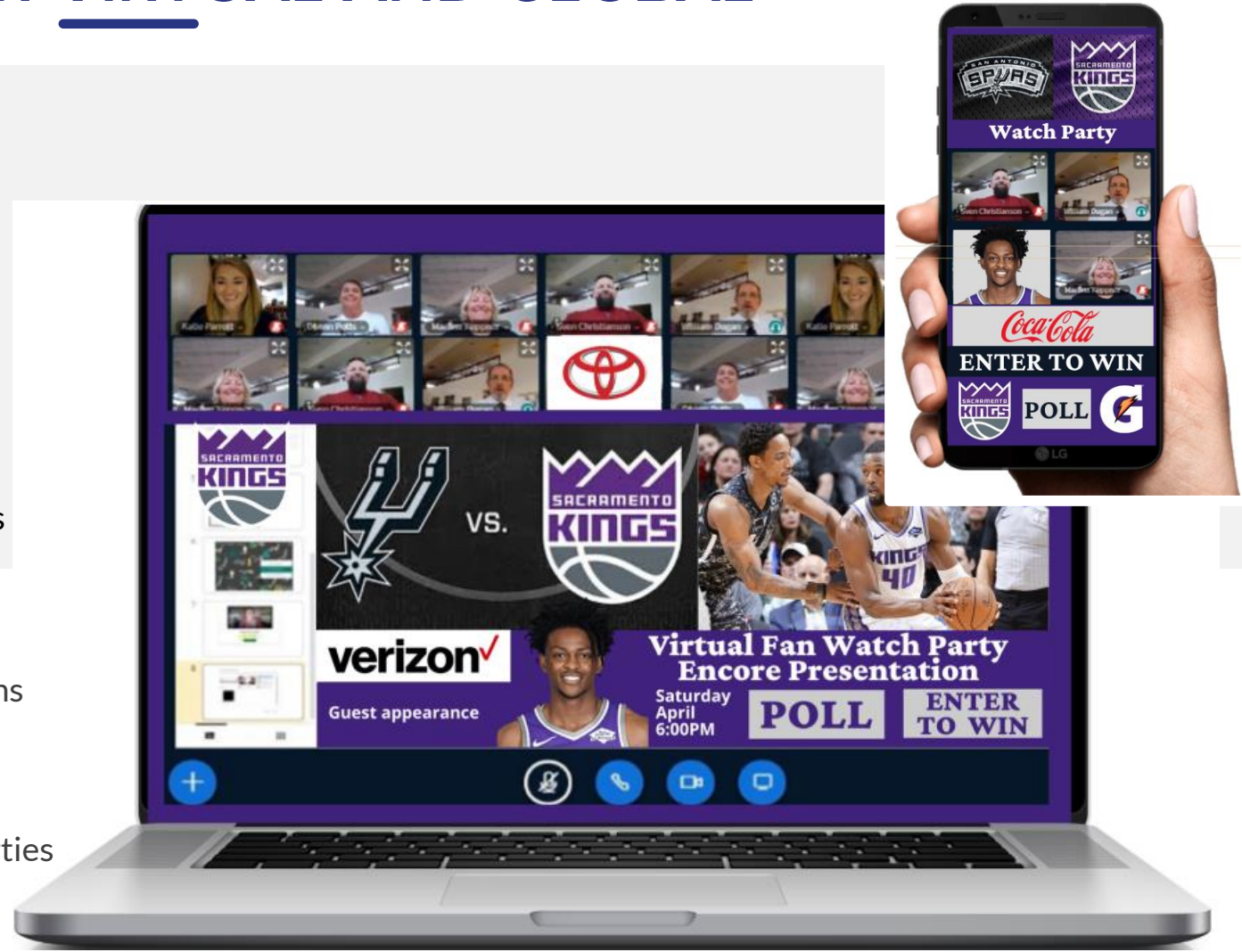
Meeting The Real Time Need of the Sports Industry Before Events Resume

FanWide is providing sports organizations, alumni associations and fan communities of all sizes with an innovative solution to keep you engaged with your fans – regardless of any schedule postponements or cancellations!

- **FanWideVirtual**
- A video platform built for fan communities
- Allows for thousands of fans to simultaneously watch and interact with each other fills the live fan engagement
- Interim solution while limited public access and postponements

2020 Strategy

1. **Gap Solution - Before live sports resume**
“Encore or Classic” re-broadcast or host chat sessions with fans and players, legends & coaches
2. **Enhancement Solution - Closed door live games resume**
Execute to compliment remote live games
3. **Open-public schedules resume** Consider in-person watch parties
4. **Long Term Growth**
Launch communities worldwide



FANWIDEVIRTUAL FOR REMOTE FAN ENGAGEMENT



Sports Watching Platform

- Custom branding for team or community
- Interactive fan-to-fan engagement
- Organized by location or community
- Fans connect to their community or find the “closest” community to join
- Scalable virtual events designed for fans
 - Dozens of live video feeds per event
 - Thousands capacity per event
 - Unlimited events
 - Available worldwide
 - Free or premium paid option



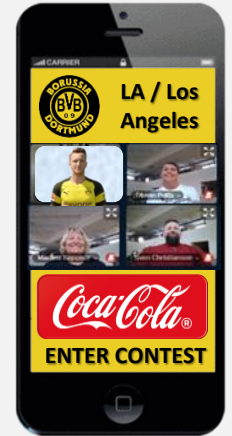
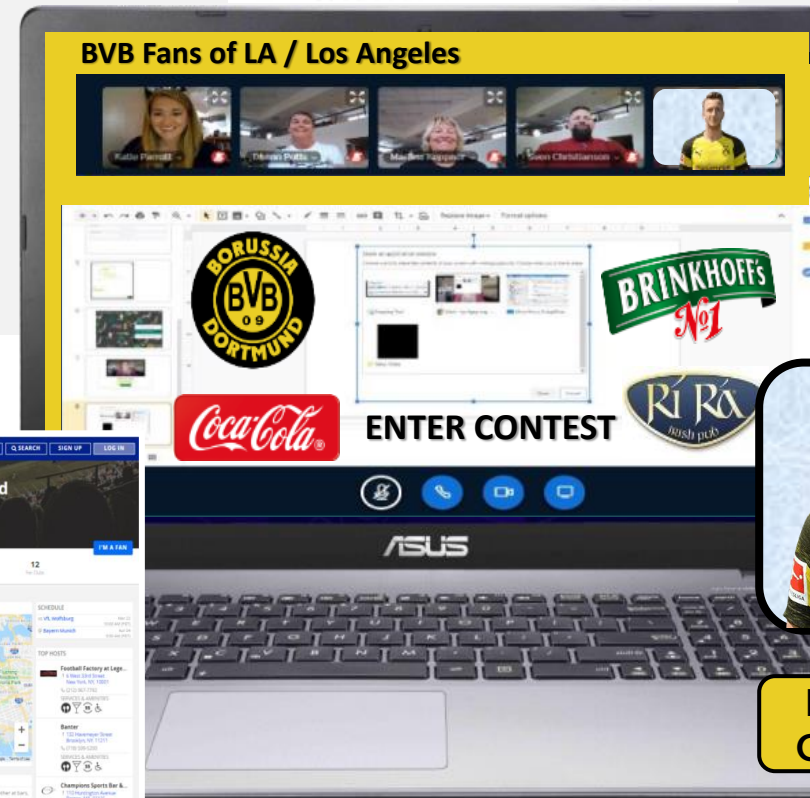
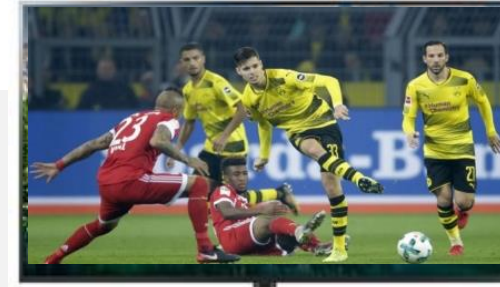
Content Distribution

- Experience managed by a moderator
 - Push any content in real-time to fans
 - Ads, videos, slides, specials, etc.
- Live video & chat for fans or moderators
- Specials and deals from sponsors
- Contest and raffles
- Polls to collect data
- Food delivery from bars partners

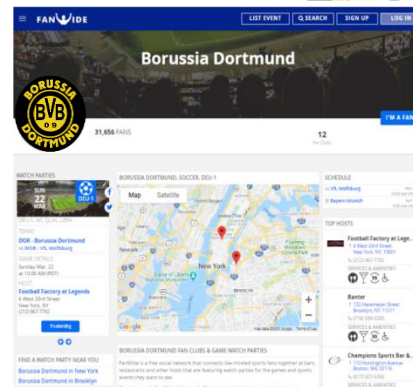


Commercial Revenue

- Ad sponsor fulfillment & make-goods
- Bar partner fulfillment & new bars
- Ecommerce & merchandise
- Fan club memberships
- Fundraising & donations
- Premium events for ticketholders
- Paywall for premium events
- Contact info & engagement data



Player or Coach
Guest Moderator



FANWIDEVIRTUAL PROGRAM CONCEPT

01

- Choose a (re)broadcast event or original content
- Decide on schedule to host Virtual Event(s) and frequency
- Choose length of event (:30 mins increments)



02

Choose the size tier of participants for your event(s)

- < 10,000
- 10k – 25k
- 25k – 100k
- 100k – 250k
- > 250k (no max)

Choose how little or much to customize your online event(s)

- Pre-event
- Ad units / Ad static
- Poling / Contests
- Guest appearance cut -ins

Optional Features

- FanWide's tech can be connected to team website
- Begin promotion via FanWide and team digital assets/RSN partner
- Data collection and sharing
- Ads (static or video)
 - Sponsor placements
 - Team specific
 - eCommerce



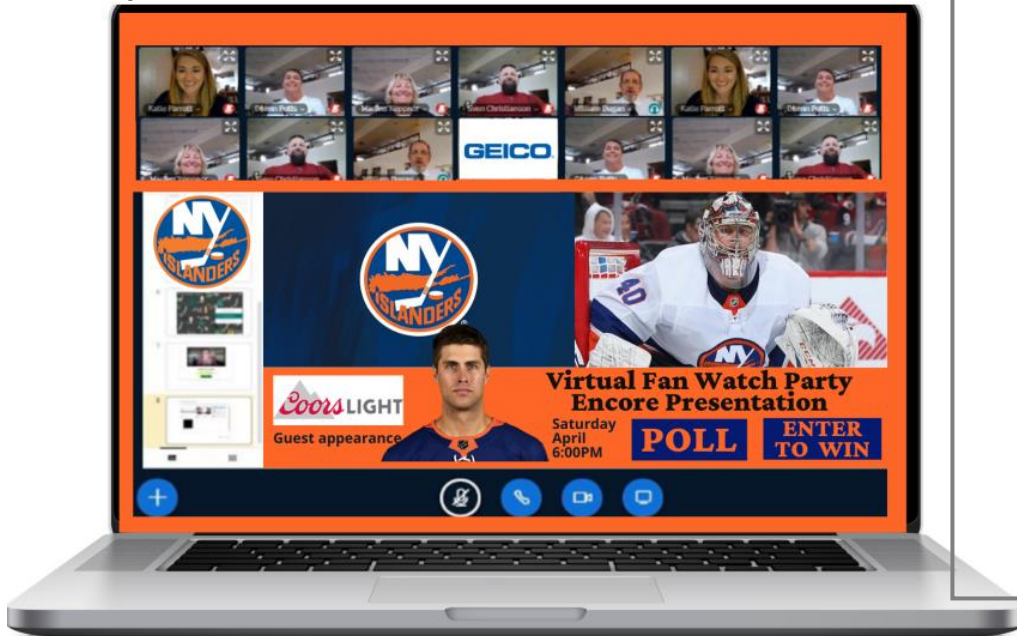
03

User Experience

1. Tune in to game on TV or online
2. Find a virtual event on FanWide.com, team site, Google & social media
3. Connect via mobile or laptop
4. Choose viewing method
 - TV + device
 - Side by Side / Split screen
5. Fans engage and interact within hosted viewing

FanWideVirtual

- Base fee per event
- Plus per user engagement tiered fee per :30 minutes
 - Tier 1 < 10,000
 - Tier 2 10k – 25k
 - Tier 3 25k – 100k
 - Tier 4 100k – 250k
 - Tier 5 > 250k (no max)



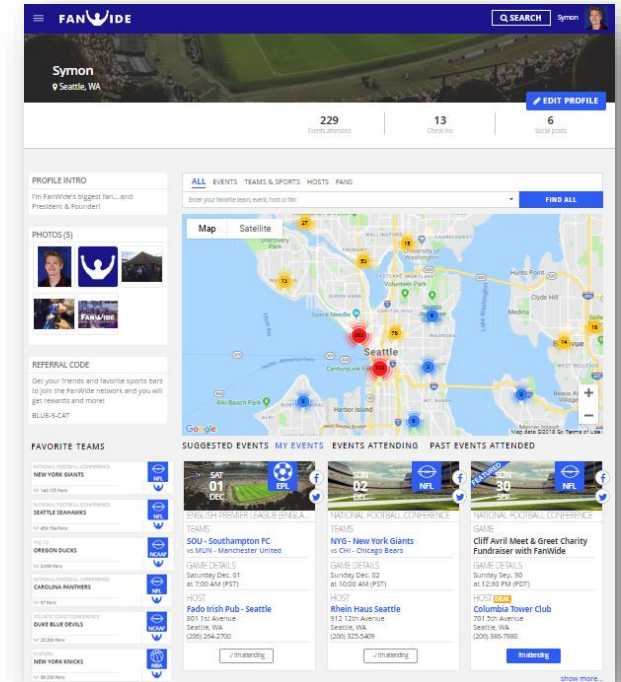
FAN SERVICES, TECH & DATA PLATFORM

FEATURES

- Largest Fan Community Database
- Find Events for any Team in any City
- Exclusive FanWide Events
- Request a Bar to Host an Event
- Customer Engagement Platform via FanWide.com
- Meet other Local Fans
- Event Registration
- Discounts at Bars
- Entry into Contests

USERS

Duke
ALUMNI



"FanWide will allow us to connect with fans that we would never have been able to reach, helping us solve every challenge that comes with scaling a fan club network."

— Rob Rivera, President, The Black Hole (NFL Raiders) Fan Club

"Our alumni group went from eight to nearly fifty...without the help of FanWide doing all the background work, it would not have been possible"

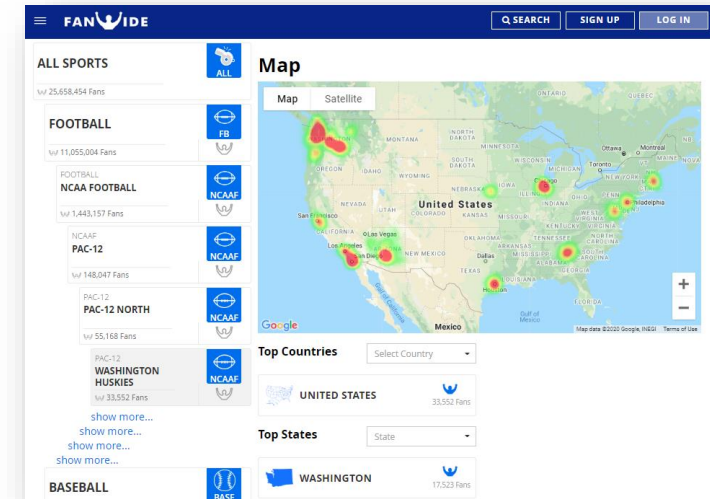
— Katie Fowler, U. of South Carolina Alumni Lead, Seattle



FANWIDE DATA PLATFORM

FEATURES

- 10.5K Sports Bar Database
- 15K Fan Community Database
- 1.6M Event Database
- 25M Fan Data Records
- Customer Engagement Data from FanWide.com
- Customer Contact Info
- OOH TV Measurements
- CRM Integration
- APIs or White-Label

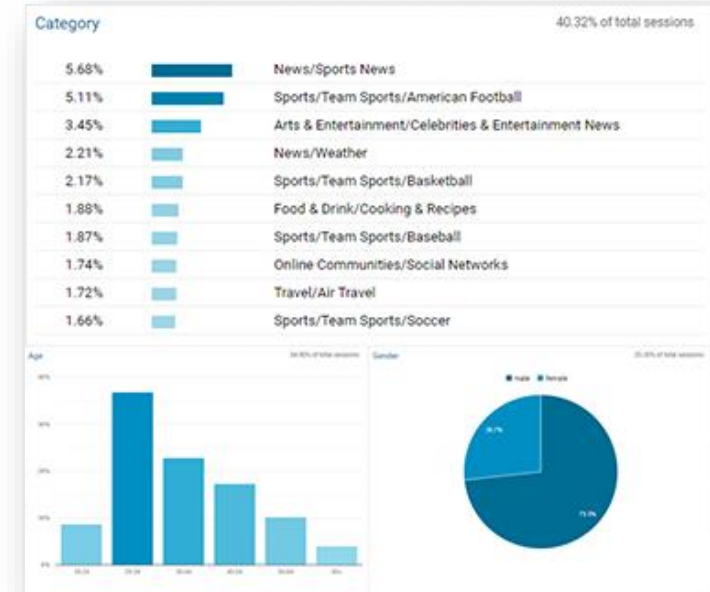


USERS & TRIALS



"Teaming up with FanWide has helped to create new partnerships and further develop existing relationships to drive volume in top accounts throughout the city." - Marketing Manager, Red Bull, Seattle

"FanWide makes it easy to connect with fans of any team in any city. No other platform provides sponsors with a higher-quality connection to hyper-targeted top-tier sports consumers at a better price." - Bart Szaniewski, Head of Brand, Strideline



SPORTS BAR SERVICES, TECH & DATA PLATFORM

FEATURES

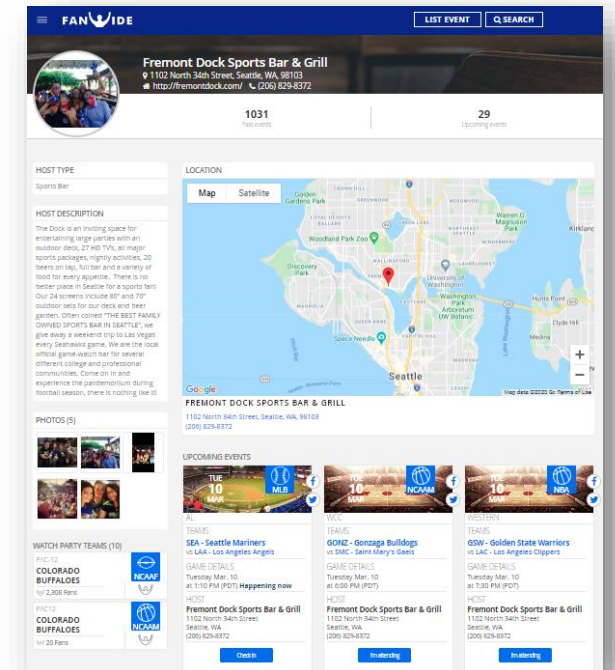
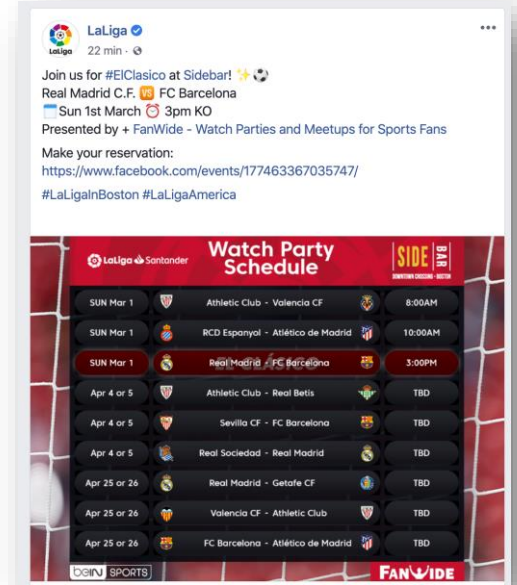
- Business Development Services
- Official Partner Programs & Deals
- Host Daily Events
- Gameday Planning Tools
- Customer Engagement Platform via FanWide.com
- Automated Marketing
- Social Media Tools
- Loyalty Program
- Customer Data

CUSTOMERS



“We partner with FanWide to stand out from the other bars. We have sold out Super Bowl parties, events for local teams, and launched new fan club chapters. FanWide has helped us find thousands of customers.” - Danny Pentin, Owner, Art Marble 21, Seattle WA

“FanWide will make it easy for football fans in any city to find a place that is featuring AFFL games on their TVs. We will give our fans a gameday experience as if they are inside the stadium.” - Jeff Lewis, CEO and Founder, American Flag Football League



VIRTUAL COOKING CLASSES FOR LOCAL RESTAURANTS



Your Virtual Restaurant

- Create your free account at FanWide.com
- Schedule your daily menus and cooking classes
- Promote the events to your patrons
- All orders are pre-sold to reduce waste
- Kitchen pre-preps and packages all ingredients
- Guests pickup curbside or pay for delivery
- Connect with a phone, tablet or laptop
- The Chef interacts with guests and shows the technique to finish cooking the meal at home!



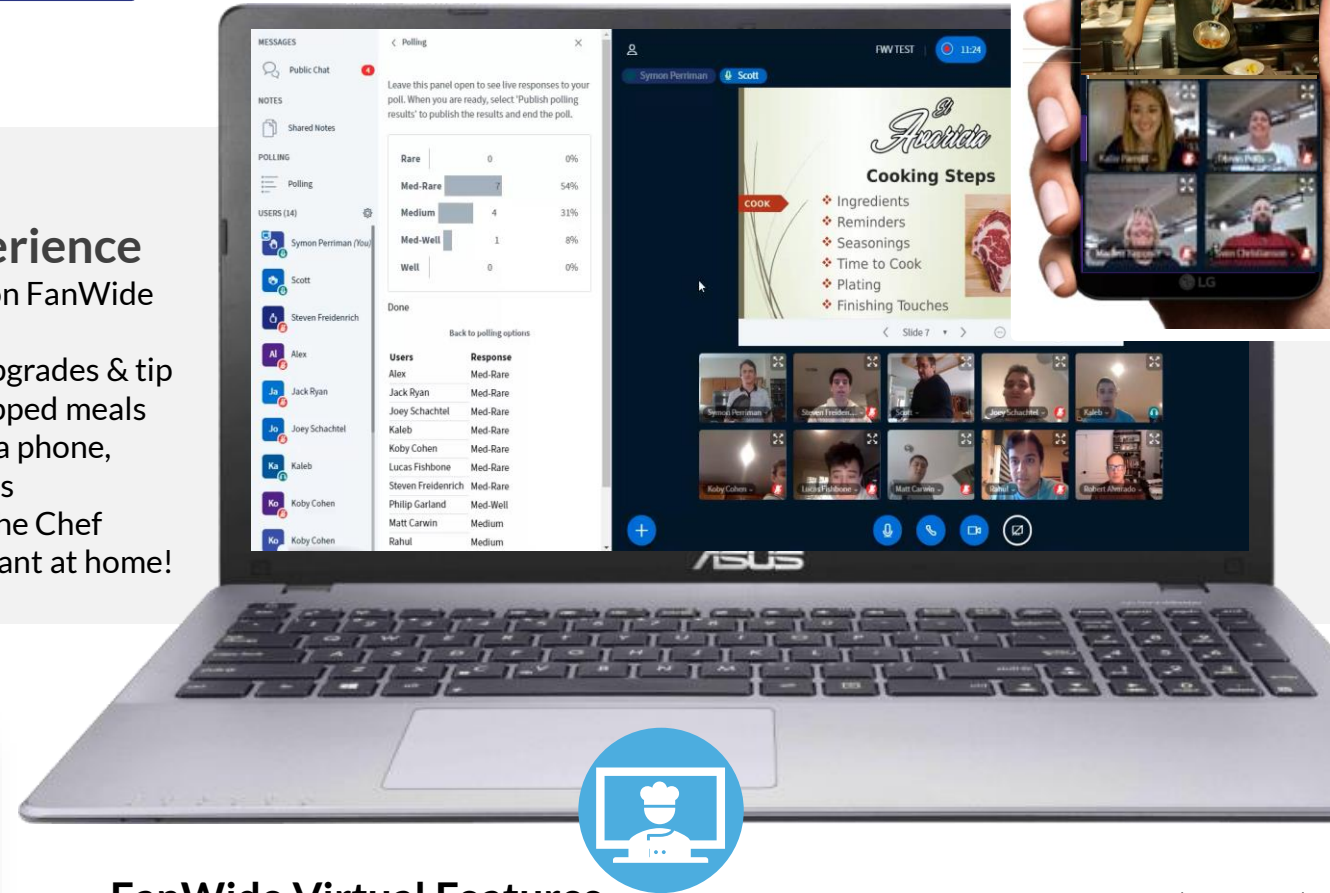
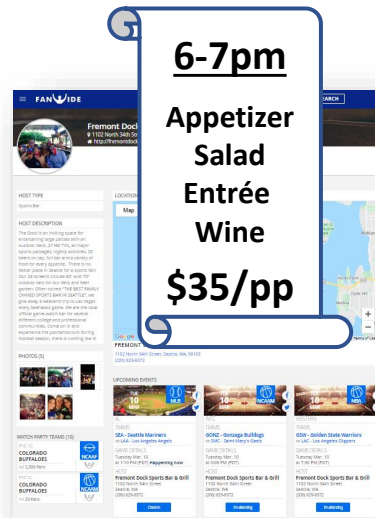
Virtual Guest Experience

- Select an upcoming menu on FanWide
- Reserve a "virtual table"
- Pay for each guest, wine, upgrades & tip
- Pickup or receive your prepped meals
- Connect at a set time with a phone, tablet or laptop for the class
- Cook and drink alongside the Chef
- Enjoy your favorite restaurant at home!



Benefits to Restaurants

- Build a new revenue stream with great margins
- Reduce labor costs while retaining staff
- Maintain a healthy supply chain
- Exhaust your current food & wine inventory
- Stay connected with your customers
- Get discovered by new patrons
- Grow your digital brand
- Keep your guests and staff safe



FanWide Virtual Features

- Personal account manager for onboarding, training and to run event operations
- Turnkey solutions with all tech, content and processes managed by FanWide
- Customized webpage and video platform
- Event promotion via FanWide, Google, Facebook, Twitter, Instagram & Eventbrite
- Live video & chat for all guests (optional)
- Offer specials, contests, raffles and polls
- Upsell options like paired wine, beer, cocktails, dessert or home delivery
- Add guests to your mailing list
- Free membership to FanWide (\$99/mo)
- FanWide charges a 17.5% fee
- More info at <https://fanwi.de/host>

FANWIDE'S SPORTS BAR NETWORK BY STATE



775

Member Bars



3,900

Mailing List



10,500

Bars Listed

State	Members	Mailing	Listed	State	Members	Mailing	Listed	State	Members	Mailing	Listed	State	Members	Mailing	Listed
AK	3	11	30	ID	3	9	31	MT	1	10	32	RI	2	9	17
AL	2	16	42	IL	30	396	921	NC	29	145	333	SC	14	58	167
AR	0	8	25	IN	6	19	78	ND	1	6	20	SD	0	3	24
AZ	24	91	308	KS	6	22	62	NE	2	13	41	TN	9	44	119
CA	92	536	1293	KY	7	21	55	NH	0	1	10	TX	62	259	751
CO	23	244	812	LA	8	21	49	NJ	14	58	103	UT	4	14	42
CT	4	16	48	MA	15	44	97	NM	2	6	22	VA	48	90	239
DC	24	45	74	MD	33	63	158	NV	14	46	244	VT	0	2	7
DE	4	7	18	ME	2	5	11	NY	57	362	667	WA	39	176	429
FL	61	298	891	MI	11	33	111	OH	18	161	382	WI	7	105	766
GA	13	53	137	MN	14	28	70	OK	8	18	50	WV	2	5	15
HI	5	10	32	MO	18	49	106	OR	10	86	221	WY	0	2	7
IA	4	21	72	MS	3	8	18	PA	21	137	254	Total	779	3890	10511

FANWIDE'S BUSINESS MODEL

01

Event hosts subscribe to FanWide for access to services, tech & data. Bars optionally buy premium partner programs to host "Official" events.



*\$99 mo. / \$999 yr. subscription
+ \$999 (avg.) per partner program*

02

Partners use FanWide to engage fans virtually or at sports bars. Revenue is generated by partners or from fees paid by partners or bars. Partners pay for virtual events hosting.



*Partner programs generate \$10k++
from licensing or revenue sharing*

03

FanWide, partners & bars promote the events and programs to their networks. FanWide's tech is embedded in partner sites.



*Marketing expenses covered
by partners & bars*

04

Fans attend the virtual events or spend money at the bar, engage the partners & generate valuable data. The data is shared with partners.



Free events for fans

SPORTS BAR ACTIVATION OPPORTUNITY

MILLIONS OF SPORTS FANS ARE GOING TO BARS TO WATCH GAMES THEY CANNOT SEE AT HOME OR TO ENGAGE IN A BETTER VIEWING EXPERIENCE



100M+
remote fans



3B+
remote fans



Billions of dollars in new
revenue from remote fans



13% YOY growth with more fans
relocating, traveling & cord cutting

Fans Cutting Home TV

Out of home sports watching will continue to increase as “roughly 40% of Gen Z & 38% of Millennials....have plans to cancel their service”.

Nielsen Media Research



Fans Going to Bars

Viewership in bars... contribute to large increases in TV audiences...the NFL saw a 19.1% lift in viewership.

Nielsen Media Research

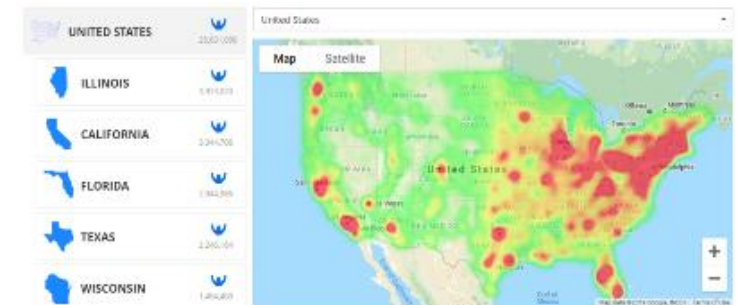


OOH Viewing Boost

Consumers now spend half their waking hours away from home..... YES Network test showed a 35% audience boost when incorporating OOH

Nielsen Media Research/YES/ NYY

10.5K+ Sports Bar Data Records



25M+ Sports Fans Data Records

PROJECTIONS



Bars

Subscription Fees
Partner Programs

2020 est. revenue: \$2.8M



Partners

License Fees Paid by Partners
Revenue Sharing from Partner Programs

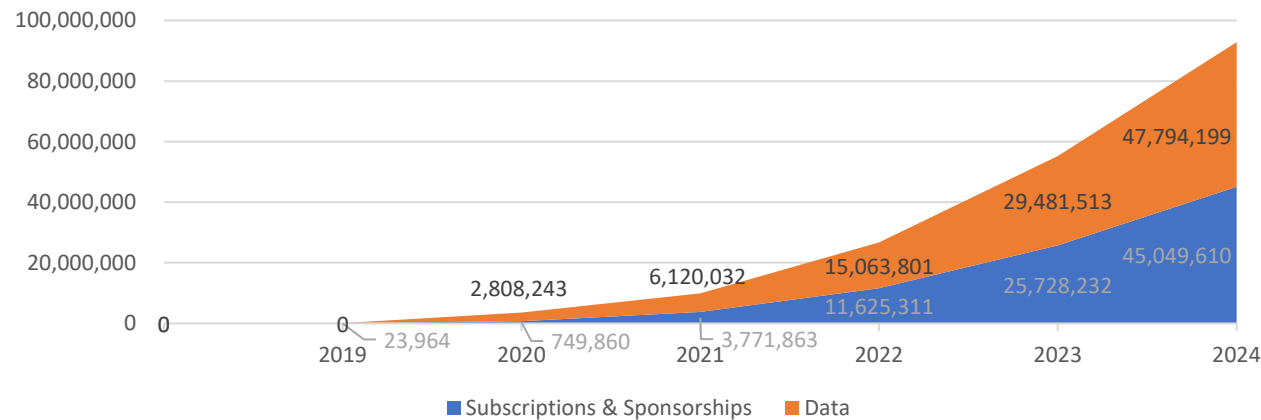


Data

Consumer, Community & Bar Insights
Out-Of-Home (OOH) Audience Measurements

2020 est. revenue: \$750,000

Est. Cumulative Revenue by Year (\$)



Data Network Effect

SEED ROUND

www.FanWide.com

2020 • Priced \$2M @ \$6M pre

\$600k
closed

\$1.4M
available

Use of Funds

- Add developers to build web & mobile
- Scale sales team
- Add new revenue channels & partners
- Scale marketing & event operations
- Expansion to Canada

Targeting close Q1'20

2021 • Targeting Series A in Q1'21

INVEST IN FANWIDE

AS SEEN IN

Forbes

710 AM
ESPN

GeekWire

NBA.com

YAHOO!
FINANCE

K5

NBC NEWS

TechCrunch

Sports Analytics Conference
Presented by ESPN

Microsoft | TechNet

STREET & SMITH'S
SBJ SBD SportsBusiness
DAILY

SportTechie

The most disruptive technology likely to shape the future of basketball.

Spalding, Puma, Naismith Committee & Dodgers Innovation Lab after FanWide won the 2018 NBA All-Star Startup Event



Symon Perriman
CEO & Founder



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TEAM



Symon Perriman

CEO & Founder

8 yrs. @ Microsoft,
6 tech patents,
Duke CS & Econ.



T.J. Goltermann

CTO

14 yrs. @ Google,
Amazon & Microsoft.
MS in CS, Duke MBA.



Jeff Sarvas

COO

Ops leader, licensed
attorney. Duke grad.



Dr. Phil Garland

VP of Data Science

Data monetization,
SurveyMonkey exec.
Stanford Ph.D.



Robert Alvarado

VP of Business

20 yr. exec. in
MLB, NHL, USL
& MillerCoors



Scott Johnson

VP of Sales

20 yr. restaurant
entrepreneur
& sales exec.

Sports Advisory Board

Cliff Avril
Jonathan Dube
Ben Godfrey
Steve Goldman
David Hankla
Crosby Hyde
Kerry Keating

NFL Pro Bowler & FanWide Investor
Media Executive
Sports Blockchain
Sports & Tech CEO w/ \$2B+ in exits
Sports Marketing & Media
Business Development
NCAA Coach, NBA Broadcaster & FanWide Investor



Ryan McNeil
Randa Minkarah
Lawrence Norman
Stevan Radak
Steve Schwartz
David Shore
Dan Zucker

NFL Pro Bowler & FanWide Investor
Data Analytics
Former adidas Executive
Sports Tech CEO
Sports Partnerships
NCAA, NBA & MLB Broadcaster
Sports Betting Executive

[See the FanWide Experience from NBC King 5](#)
[\(Click for YouTube Video or visit fanwi.de/video\)](#)



Thank you! Info@FanWide.com

FANWIDE

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APPENDIX

www.FanWide.com

Info@FanWide.com

FANWIDE PARTNERS: ATHLETES & AGENCIES



Engage Fans via Digital & Events
Stay connected through college & pro fan communities. Attend watch parties around the country.



Visibility as Brand Ambassador
Press & media opportunities. Shark Tank audition finalist in 2019 with NFL's Cliff Avril.



Earn Equity & Revenue
Athletes & agents compensated in equity. Revenue from autographs, appearances & merchandise.



Agency-Wide Deals
Multi-athlete deal with equity pool. Competitive differentiator for talent.



VIRTUAL WATCH PARTIES & HANGOUTS FOR ATHLETES



Select Content

- Select classic games showing on TV, create your own content or answer fan questions
- Events can be free, paid or funds donated to charity
- Raffle autographed items or sell merchandise



Promote Events

- FanWide provides all marketing materials and manages the event
- Customized fan video platform designed for you and your sponsors
- Promote your events to your fans
- Fans register and pay
- Your fans can interact with each other



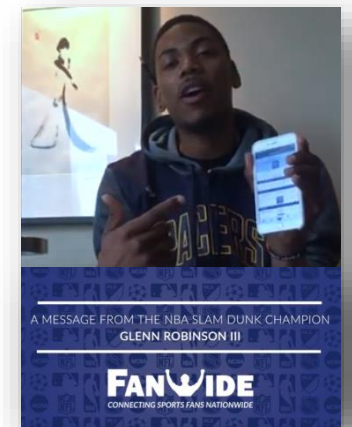
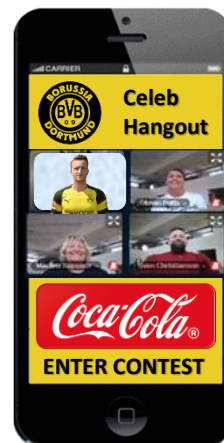
Watch with Fans

- Easily connect to your event with your phone or laptop
- Moderators run the tech in the background from anywhere
- Watch content with fans, chat with fans to give them a personalized experience



Grow your Brand

- Find new supporters
- Create new experiences
- Stay engaged even when live sports are not playing
- Generate quick revenue from fans and sponsors
- FanWide keeps a fee



FANWIDE PARTNERS: BROADCASTERS & STREAMING



Viewing Locations & Schedules

All partner bars & sports schedules automatically promoted on FanWide.com and SEO-optimized for Google.



Increase Value for Customers

Drive additional guests to your partner bars and provide them with FanWide's tech & data tools.



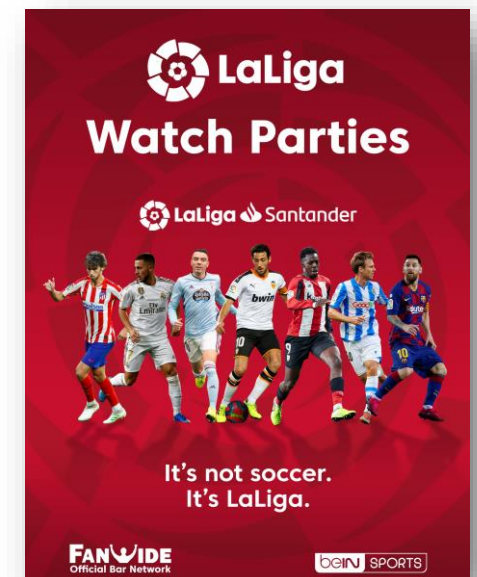
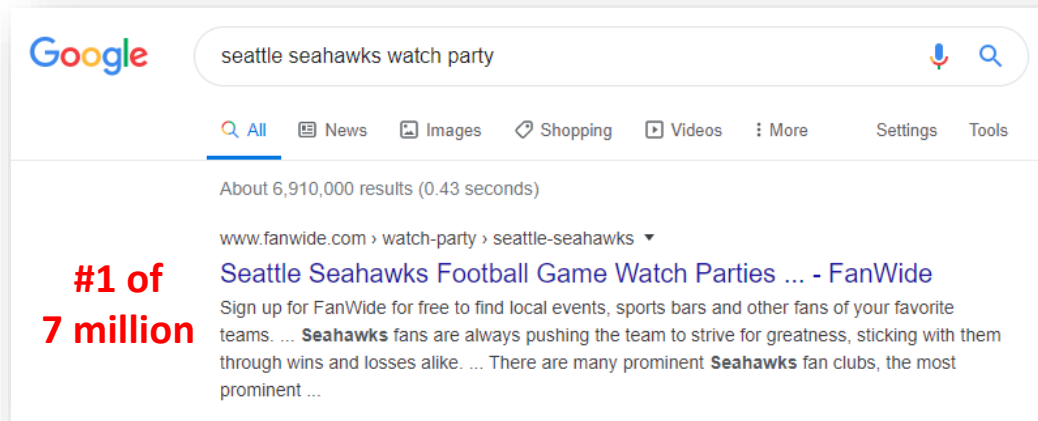
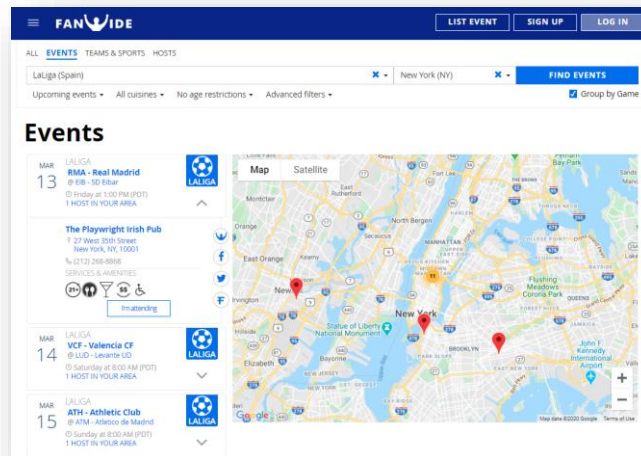
Resell Your Packages

Resell commercial packages to the bar network. Onsite/digital activations at events for residential packages for guests.



Bar, Consumer & OOH Data

Aggregated data from bars, consumers, events & out-of-home (OOH) audience size. Detect illicit residential use.



SPORTS BETTING AT SPORTS BARS

CONVERT CASUAL FANS TO SPORTS BETTERS



Find Fans at Thousands of Bars
Introduce and engage high-value betting prospects in any area via FanWide's bar network



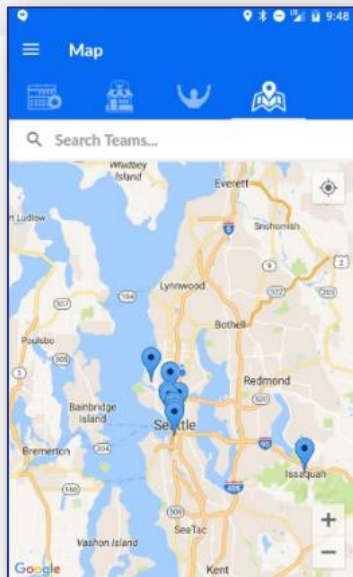
Betting is Part of the Experience
Sports betting can enhance the overall sports viewing & entertainment experience



Competitions & Exchanges
Community games between fans and bars, provides an exchange with liquidity for in-game betting



Sports Bars > Sportsbooks
Sports bars can become America's sportsbooks



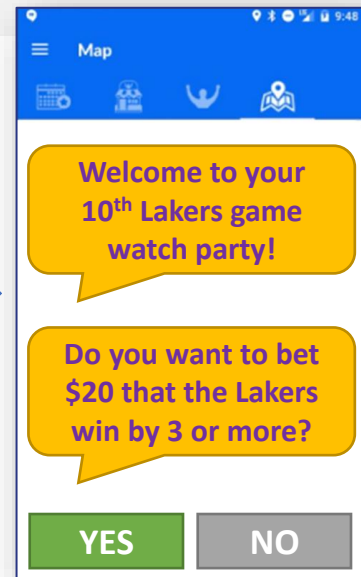
Fans find where to watch a game

Fans Check In at the bar

Verify location for gaming

Show personalized bets or games

Fans sent to gaming partner



FANWIDE PARTNERS: SPORTS BETTING



Day 1 Access in Every State

Be first to market in every state by activating casual sports fans at sports bars



Acquire New Customers Cheaply

Engage high-value prospects in geotargeted areas with personalized experiences



Generate More Bets

Access to massive markets from millions of fan community members watching games



Valuable Customer Data

Propriety data about sports betting interests, integrated w/ CRM

Enhance Betting Investments

FanWide can maximize ROI on any existing sports betting investments through driving traffic to sports betting properties, partner bars, integrating with rewards programs and activating existing sports partnerships from fan community events.

Add Valuable Services

FanWide directs sports fans to the closest place to watch their team and bet on them. We develop new communities of likeminded sports fans in any city and engage them through gaming to stay longer and spend more. The bars help us find customers.

Fan Data & Personalization

FanWide learns about each user's location, watch they are currently watching, what they plan to watch, and their favorite team(s). We build user profiles to understand their preferences and interests to help personalize the sports betting experience.