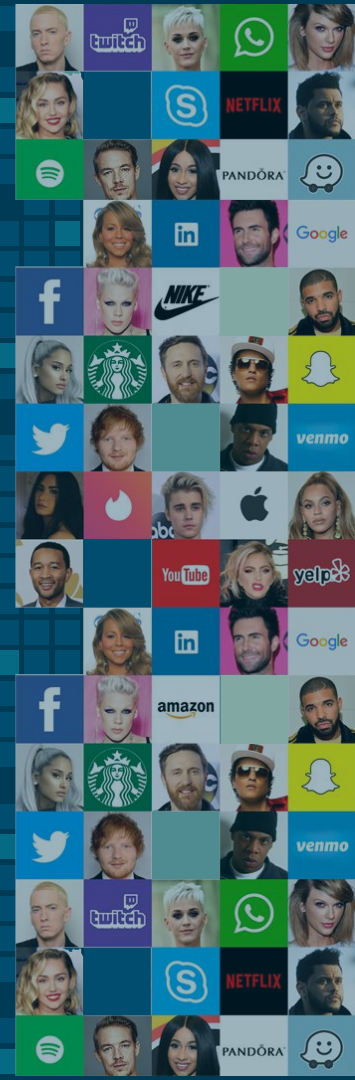


mrkt\$tar

Prediction Game

venmo



Did You Think...?

CardiB vs
Nikki Minaj?

GoT: Who will
sit on the
throne?

Uber vs Lyft

Will Elon Musk
keep his
company?

Who is Pete
Davidson dating?

Bitcoin vs
Ethereum

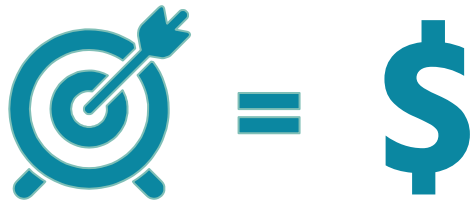
Will Trump
get kicked off
twitter?

Who will win
the Bachelor?

Predictions are a Part of Life

Real money gaming represents a young \$8B industry. ★

MrktStar is a prediction game where you get paid for being right.





The best way to predict
the future is to create it.

Opportunity

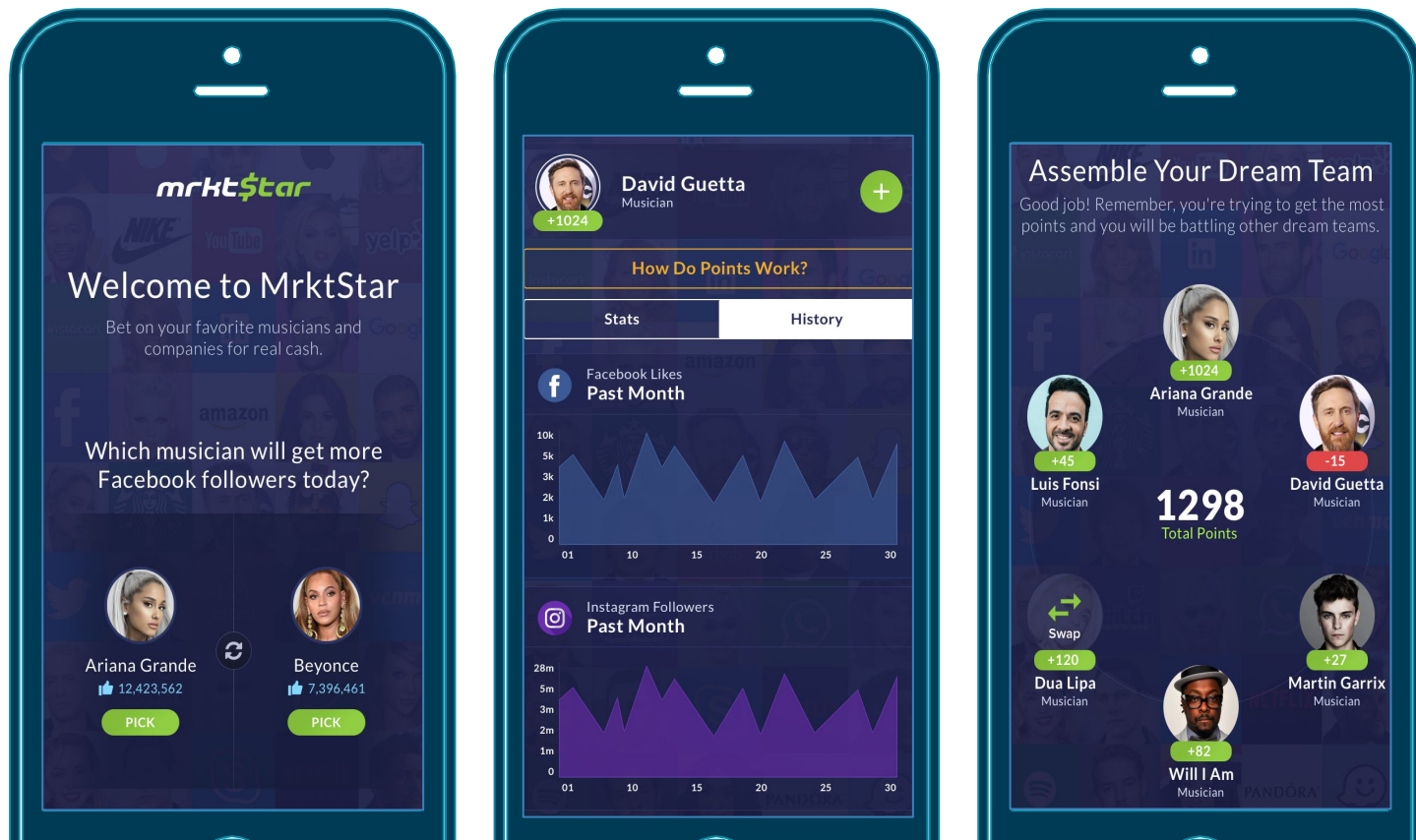
Value to Consumers

- Fun / Competitive
- Boss mentality / Limbic Resonance
- Money (no available platform)

Value to Partners

- Predictive Data: Intent Based Consumer Data

Prediction Marketplace



Core Product Elements

- Predictions
- Real time consumer trends
- Data sharing marketplace at scale
- Demand forecasting, predictive analytics, sentiment analysis
- Dynamic payments and prizing

Growth Engines: Dialed In

Influencers

Small Social Influencers with 1M followers drive 10k players per post.

Partner Pipeline

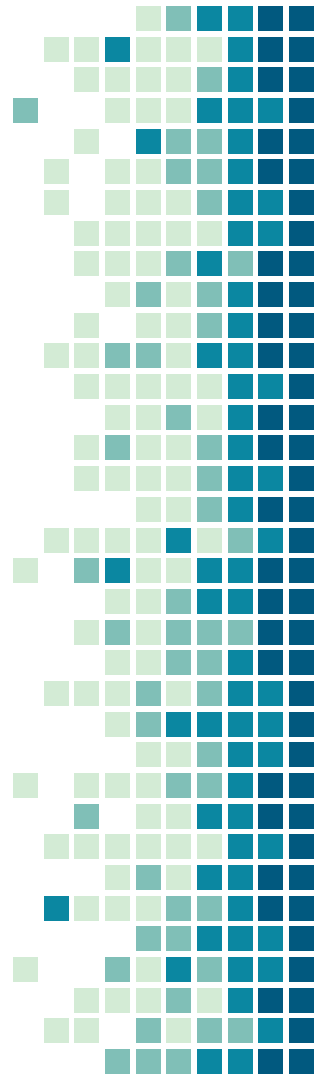
The Voice, America's Got Talent, Live Nation, Warner Bros, JayZ, Rihanna, Beyonce.

Ads

Every \$4.50 we invest, we make \$210 in return on Google Adwords.

Referral Program

1 out of 20 people refer a new player.



Growth Metrics

MAU

Sept 40k
Oct 65k
Nov 100k
Dec 266k

DAU PAID

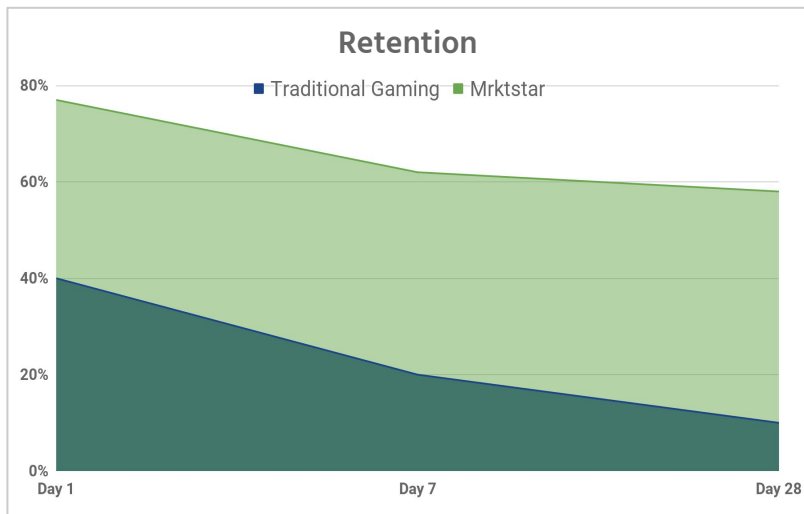
3,600
4,100
4,700
5,500

Whales

101
115
132
154

Revenue

\$22k
\$30k
\$40k
\$55k



MARPU/Social

\$2.52/Zero CAC

MARPU/Google

\$210/\$4.50CAC

Total Paid Players

34,000

Total Free Players

464,000



5,000 whales = \$1M

Daily Goal!

Core Team



John Vitti

CEO & Founder

Founder Turnstyle & Merchant Atlas
(both acquired)



Vish Kumar

CTO & Founder

VP of Eng & Data @ Yellow Pages,
Yahoo & Amazon



Advisors | Lucas Pols, Darren Clark, Scott Kelly, Justin Caldbeck, Vishal Arora

Business Model

CURRENT

NEAR TERM

FUTURE

20% Predictions

In App Purchases

Data

	Year 1	Year 2	Year 3
Total Net Revenue	\$383,000	\$3,834,000	\$13,033,400
Total Expenses	\$(917,119)	\$(1,370,000)	\$(4,670,000)
EBITDA	\$(534,199)	\$2,464,000	\$8,363,400

Ask & Use of Funds

- \$1M Raising
- \$5M Pre Money Valuation
- \$450k committed

Use of Funds



Growth 60%

Influencers, Ads, Partnerships, Email, SEO



Product 40%

App, Insta-games, Industries, DIY Games, Data

Thanks!

Any Questions?

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