



XCITE INTERACTIVE, INC.

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*PRESENTATION TO
INTERESTED PARTIES*

Q3 2019

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Limited Liquidity

This investment provides limited liquidity. Interests are not freely transferable. A secondary market for the investment does not exist and one is not expected to develop.

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For any additional information or questions please contact Bud Noffsinger at 970 672 7606 or email at bud@gcmvp.com.

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In Brief

Xcite Interactive, Inc. is seeking investors for its next phase of growth

Sports teams and other entertainment providers face a major challenge – and opportunity – to keep audiences fully engaged during an event

Xcite Interactive, Inc. is a multimedia, production and interactive gaming company that creates interactive experiences for fans and audiences across several strategic markets

The company currently produces “In-Game” fan experience content for over 120 professional sports teams

Xcite Interactive’s offerings are highly scalable and leverageable

Executive Summary

Xcite Interactive, LLC Seeks Capital

- The Company believes that its success to date can be significantly leveraged by partners with additional resources. Capital contribution to date is \$1,310,000.

Xcite Interactive Has Created a “Moat” in Less than 4 Years of Operation

- The Company is producing content for over 120 clients, including teams in all 4 major sports (MLB, NFL, NBA, NHL)
- Their content has reached over 500 million fans

What Xcite Interactive Does

- Provides in-stadium interactive digital content for fans and audiences to enhance the in-game fan experience
- Helps sports teams and other entertainment providers to keep audiences fully engaged
- Allows teams to include marketing tie-ins and create other revenue opportunities by using Xcite Interactive products

Why Seek an Investing Partner Now

- The Company’s founders believe that they have proven their business model. With the right strategic and financial partners, Xcite Interactive can grow to a billion dollar enterprise that dominates in-stadium interactive entertainment on a global basis

Xcite Interactive

Value Proposition

- Xcite Interactive produces digital media in interactive game and other formats to keep smartphone-obsessed crowds engaged on a collective basis, enhancing the fan experience for Xcite Interactive's customers and providing those customers ways to increase revenue

Product Offerings

- 42 customizable two-screen interactive games, with new games constantly being added to the library
- FanCam, Flashpoint, Predictive Gaming Platform (PGP), Social Wall, and other proprietary interactive crowd products
- Marketing analytics, data collection and sharing products
- Other innovative digital media content, products, and services to enhance the team experience

Pricing

- Licensing model that allows for the Company to have a HIGH-MARGIN RECURRING REVENUE STREAM
- Helps their customers both increase fan engagement and create additional revenue

History

- Founded in October 2014 by two entrepreneurs with extensive multimedia experience in movies, television, interactive games, sporting events and other entertainment venues

Company Milestones



The Opportunity

Leverage first-mover advantage and team connections and ex to build out robust platform

TODAY



- 120+ Clients
- 60 million fans
- 35 products



OPPORTUNITY



- Global reach
- Billions of fans
- Massive product library
- Interactive Gaming Model

Current Customer Base

Nearing 80 teams across NBA, MLB, NFL, NHL, NCAA, CFL, BBL and MLS

Other industry clients include Rodeos, Cruise Lines, Movie Theaters & Concerts



Potential New Markets

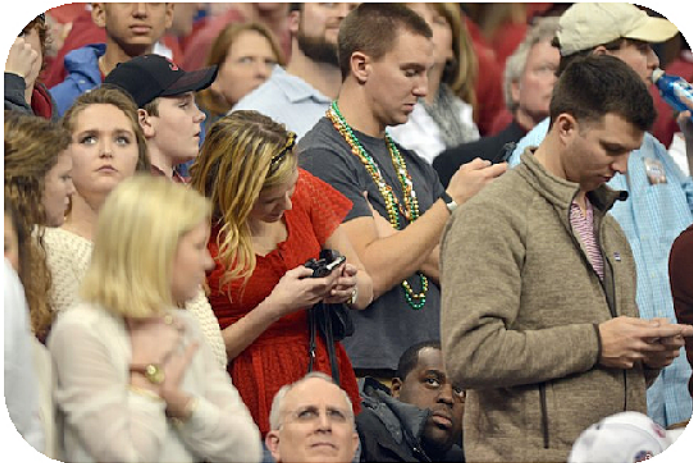


In-Game Fan Experience

10 years ago



Today

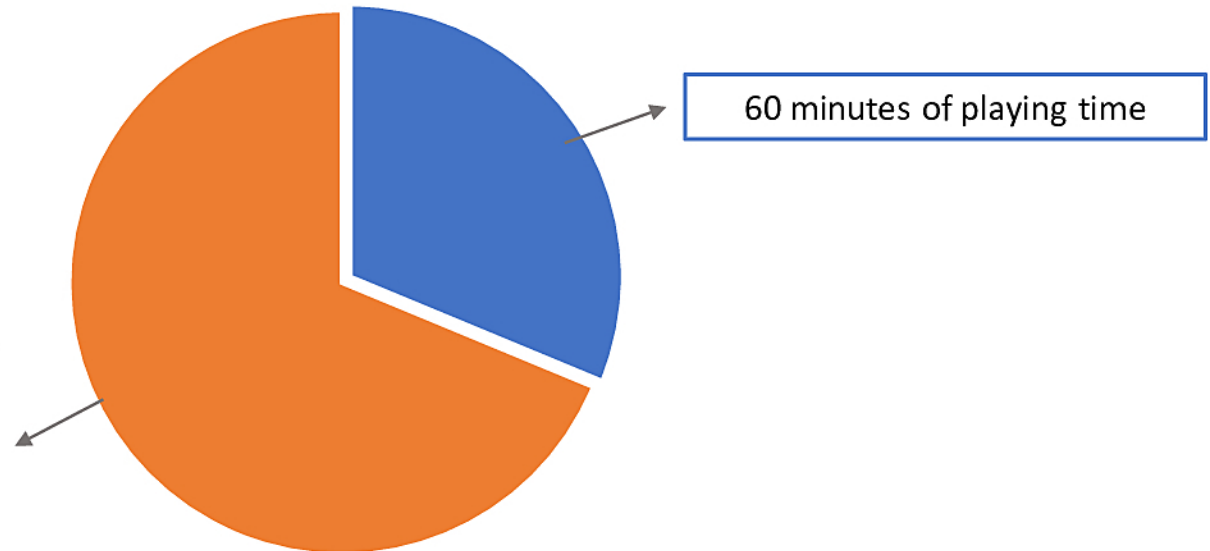


In-Game Fan Experience

Smartphone-obsessed fans **ALREADY ARE** looking at their devices during in-stadium downtime.

Xcite Interactive addresses the issue of how to use those phones for a team's benefit.

Typical NFL Game Broadcast
3 hours 12 minutes



Product Offerings

- ✓ **Interactive Games**
 - 42 games in library through July, 2019
- ✓ **Fan Filter**
 - 100s of custom logos
 - Holiday filter packages
- ✓ **Interactive Noise Meter**
 - Phone acts as noise meter at events
- ✓ **Flash Point**
 - Color schema synchronized on phone
 - Replaces LED bracelets
- ✓ **Virtual & Augmented Reality Experience**
 - First Person Experience
 - Diorama / Concourse
 - Interactive
 - Cataloging
- ✓ **Predictive Gaming Platform**
 - Purchased by NFL
 - Allows fans to wager “Fan Bucks” on game outcomes
- ✓ **Event Production**

Game Example: Tug of War

Fans go toe-to-toe in a virtual battle of strength between 2 worthy opponents

→ Competitors can be represented by team mascots, cars, food - almost anything imaginable

Fans choose which contestant they're "pulling for" on their mobile device

→ Competitors watch as a scoreboard countdown clock signals the start of each game

Fans throughout the arena swipe/press their mobile devices to gain the competitive advantage

→ Game objects are tugged back and forth on the scoreboard display responding to crowd engagement

Victory comes with the option of prize fulfilment for members of the winning team

→ It's a fan favorite that can be easily customized to serve the needs of participants and sponsors

CHECK IT OUT



www.gcmvp.com/tug-of-war



Game Example: Fan Feud

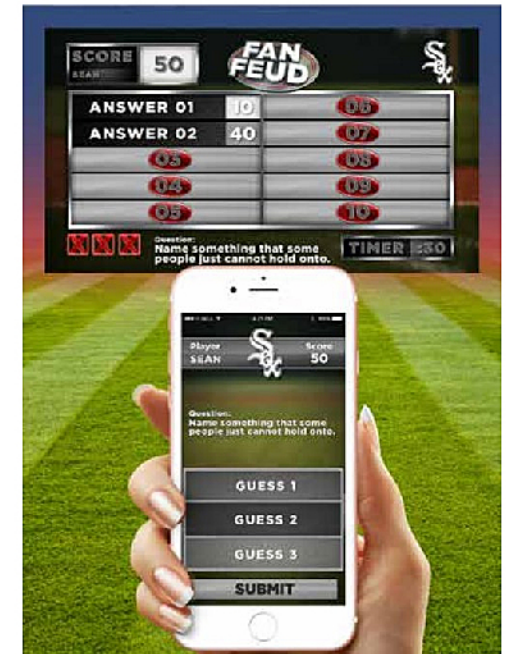
Just like the popular TV game show: a contestant is asked to name the most popular responses to a question on a familiar topic

→ Fans in the audience participate by offering their best guesses to the same question

The game can be configured to:

- Display the audience response, or
- Display the real answers to the question

Fan Feud can easily accommodate prize opportunities for players who guess the right answers



CHECK IT OUT



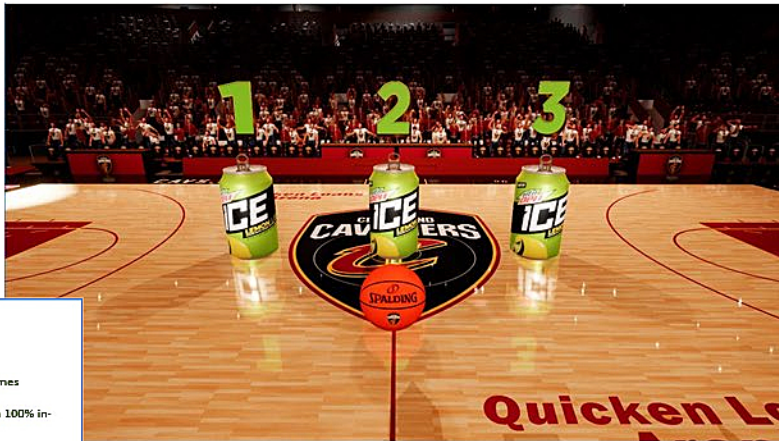
www.gcmvp.com/fan-feud

Leverageable, High Margin

Xcite Interactive is able to license interactive games at a significant profit margin

Xcite Interactive develops games at a one-time cost to the company

Once a game has been developed, Xcite Interactive is able to change the color, logo, and other graphical representations for minimal time and cost



Development

Conceptualize and design the games
Deliverables are in-house with 100% in-house development in 2019



App / Product Development

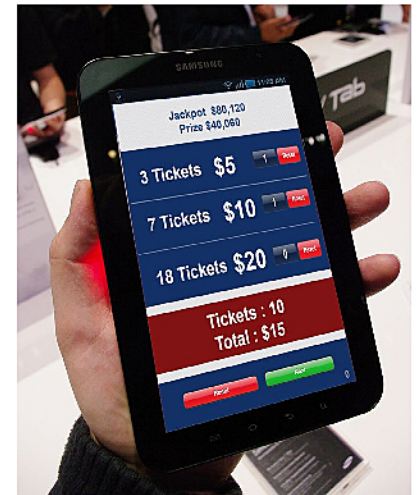
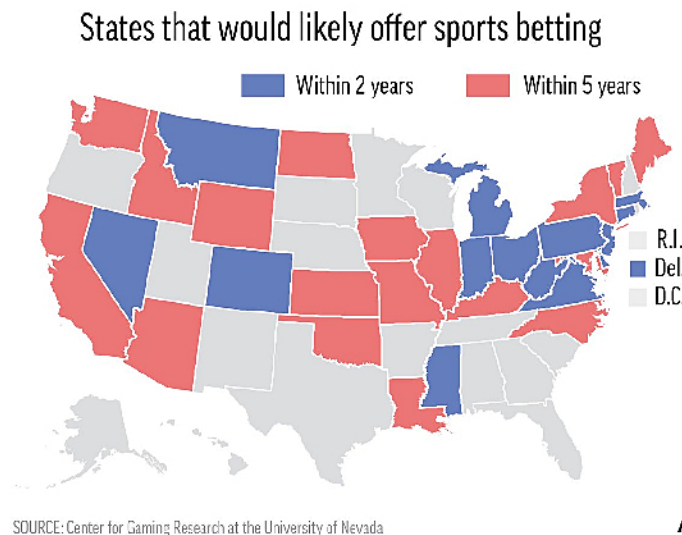
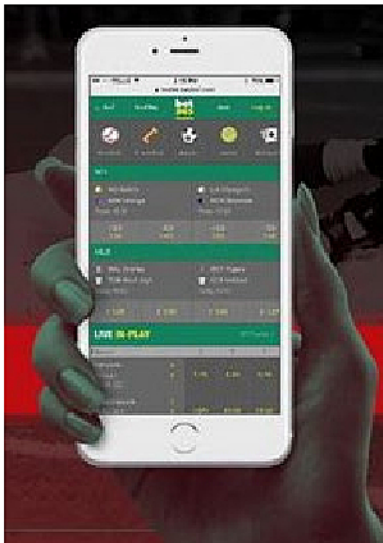
Xcite Interactive's founders conceptualize and design the games

Contract coding and other technical deliverables are in-house with 100% in-house coding in 2019



Legalized Gaming Implications

In 2018, the Supreme Court ruled in favor of legalized sports gambling at state level. As many as 31 states are expected to legalize in the next 5 years Game Changer has a 4-year head start in the development of crowd related apps and has built code and IP to quickly partner with sports gambling applications. Game Changer has prototyped gaming applications and has domains registered for the 4 major US Sports



Leadership

Sean Hopkins
Chief Technology Officer



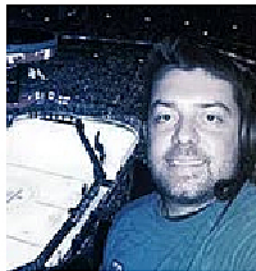
- ✓ Co-Founder of Xcite Interactive, 2014
- ✓ Developed expertise in video acquisition & post-production editing in television
- ✓ Started own business in sports entertainment industry focusing on fan engagement
- ✓ Chief Technology Officer of Xcite Interactive, integrating his production processes, creativity and knack for innovation

Bud Noffsinger
Chief Executive Officer



- ✓ 20+ years Executive Management Experience
- ✓ Early Investor and Former Audit Committee Chairman of Synergy Resources (NYSE: SRCI)
- ✓ Former NCMC County Trustee, University of Wyoming COB Advisory Board and UNC Monfort College of Business Advisory Board
- ✓ 4th Generation Owner of 98 year-old Family Business

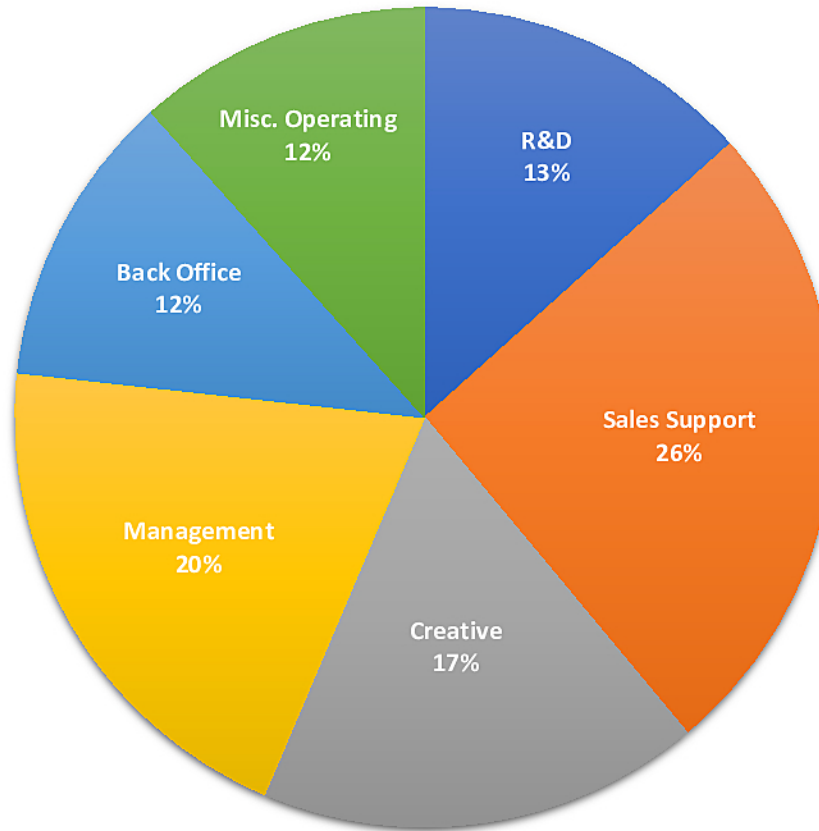
Matt Coy
President



- ✓ 15-plus years of experience in sports presentation
- ✓ Production involvement in all major sports including football, baseball, soccer, hockey, beach volleyball and many more
- ✓ Sports coverage experience at the highest levels including 3 Summer & Winter Olympics, 5 Super Bowls and 2 FIFA World Cups

Use of Growth Capital

Assumes \$5mm of Growth Capital



Historic Financial Results

Xcite Interactive Pro Forma

	<u>2017 (Audited)</u>	<u>2018 (Audited)</u>	<u>% Increase</u>
<u>Game Sales</u>			
Clients	75	108*	44%
Revenue / Client	\$19,599	\$23,812	22%
<u>Revenues</u>			
Interactive Sales	\$755,695	\$1,875,121	148%
Production Sales	\$714,234	\$696,554	-2%
TOTAL REVENUES	\$1,469,929	\$2,571,675	75%
COGS	\$396,194	\$1,117,136	182%
GROSS PROFIT	\$1,073,735	\$1,454,139	35%
EXPENSES	\$1,199,631	\$1,288,829	7%
NET OPERATING INCOME	(\$125,896)	\$165,710	\$291,606 Increase