

# FantasyBoss is a new season long fantasy sports platform

[PITCH VIDEO](#) [INVESTOR PANEL](#)



[fantasyboss.com](https://fantasyboss.com) Austin TX [Twitter](#) [Facebook](#) [Instagram](#)

[Entertainment](#) [Technology](#) [Cryptocurrency](#) [Minority Owned](#)

[OVERVIEW](#) [UPDATES](#) [WHAT PEOPLE SAY](#) [ASK A QUESTION](#)

## Highlights

- 1 Fantasy Sports Market is 53+ Million people in USA
- 2 Industry is up 37%, after increasing 16% past 3 years
- 3 We will incentivize and differentiate through crypto
- 4 Crypto will appeal to the younger, growing market space
- 5 We aim to disrupt a stagnant season long fantasy market

## Our Team



**Ronald Aschkar** Founder

I survived 2020! Optimistic and driven with a passion for helping people. My background is in corporate tech sales, where user experience is so important. I want to use what I've learned to fill gaps in the fantasy market.

As an avid fantasy player, I've seen the gaps in the market first hand. The big companies have gotten so large they are out of touch with the consumers.



**Shawn Baker** Advisor

Shawn is a seasoned sales tech executive with experience across various technologies. He's a family guy that likes old trucks and won't stop until FantasyBoss is big enough to where he can afford a fleet of 1960's Ford F100s!



**Chris York** Advisor

Chris is an entrepreneur with a passion for tech and sports and has also been involved in the Austin music scene. Part tech leader, part fantasy dominator, you don't want to have to play him in fantasy.

[SEE MORE](#)

## Pitch



### OVERVIEW

Users prefer apps like WhatsApp to chat about fantasy sports

There's no incentive for users to play the whole season

FantasyBoss aims to capitalize by fixing these issues

### VALUATION CAP & DISCOUNT

\$8M / 30%

App/site are under currently development and will go live for NFL 2021 season this fall

### TWO SIDES OF FANTASY

Different Revenue Models

Season Long Fantasy Sports

Seasons last ~16 Weeks

Ad Revenue Model  
Time on platform is crucial



Daily Fantasy Sports

Seasons last 1 day

Transactional Revenue Model  
As many transactions as possible



### FANTASY INDUSTRY

The Market

59+ Million People  
81% Male, 18-40

\$23 Billion / Yr

Up 37%, after increasing  
16% past 3yrs

The Problem

Communication isn't happening on  
fantasy apps

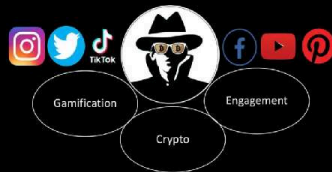


People lose interest as season  
progresses

This is lost revenue for fantasy companies and creates an opportunity for FantasyBoss

## SOLUTION

We capitalize by giving users more reasons to stay involved and more ways to stay engaged.



Fantasy  
• Football  
• Basketball  
• Baseball  
• Hockey

The Boss is here to change Season Long Fantasy Sports

To keep users interested over the whole season, we've designed a weekly mini game where they can win **crypto**

Introducing.....

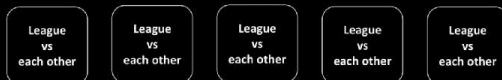
## Beat the Boss



Encourages Prolonged Participation

## FANTASY SPORTS BEFORE FANTASYBOSS

Individual leagues are silos, just playing against themselves, with no incentive to stay involved or engaged



## FANTASY SPORTS **AFTER** FANTASYBOSS



To keep engagement on app, we've provided more ways for users to stay connected...

## Enhancing User Experience

After signup, user create their avatars in-app



Avatars are used to make

Custom Avatar Sticker Packs  
More Engaging Chat



3D Avatar Taunt Videos  
Personalized Victory Celebrations



## FANTASY LIKE A BOSS

Real Time  
Message Board

Chatbot  
News Feed

Redesigned  
Easier to Use

Global Channels

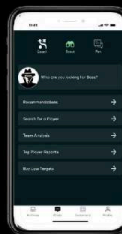
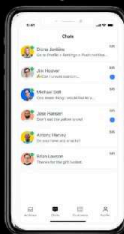
• Sports

• Crypto

League Channels

• Group

• 1 on 1



Auto Start Active Players  
Toggle  
Reduce Time  
Needed to Manage

Streamlined

Less Clicks

Recommendations


Waiver Wire, Simplified

keep the chat on app


To increase brand awareness and engagement,  
we're leveraging social media to build out.....

## The FantasyBoss Community


Multiple Ways to Stay Connected




News, Updates, Stories




Music & Culture




News & Chatter



The Boss Family



Sports Videos/Podcasts



Boss Recipes & Lifestyle

\*\*\* In process of being acquired

## OWN WHERE YOU PLAY

### DRIVING ADOPTION

FantasyBoss wants to be the first player owned fantasy platform.

Having fantasy players as investors builds stickiness and brand loyalty in a way that hasn't been achieved in this space.

By giving users the ability to invest, we create champions and a tighter feedback loop.

## DRIVING AWARENESS

### ADVERTISING

#### OWN WHERE YOU PLAY CAMPAIGNS



**Top Fantasy News Site**

July/August Campaign

- Two Email Placements - Sent to 1.1M+ users
- Three Podcast Reads - 60,000 unique downloads per episode
- Four Dedicated Articles - Posted on NFL homepage, dedicated to FantasyBoss gameplay, strategy, etc



**'Bro Media' Site**

July/August Campaign

- Custom Editorial write-up
  - Covering the launch & the fun perks
- Dedicated Email blast
  - To 370K recipients showcasing FantasyBoss
- Instagram Story
  - Takes viewers to the editorial write-up

## GENERATING BUZZ & REFERRALS

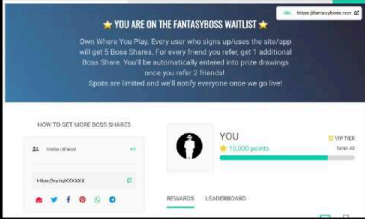
### VIRAL WAITLIST

Users sign up on the waitlist, then are incentivized to share with friends

Action Based Point System

Rewards & Prize Giveaway

Leaderboard to Fuel Competition



## Late Fall 2021 Looking Forward

### Market Expansion through Beat the Boss

Influencers

Social Causes

+

Beat the Boss

## WHAT THIS LOOKS LIKE

NBA FANTASY SEASON 2021

- Athletes/influencers make up the Boss League
- They pick charities to support
- Then socialize that followers can win crypto and support causes by playing fantasy against them



## HOW FANTASYBOSS IS DIFFERENT

	Engagement	Gamification	crypto
FANTASYBOSS	☑	☑	☑
YAHOO	☹	✗	✗
ESPN	☹	✗	✗
CBS	☹	✗	✗

## GENERATING REVENUE

AD PROJECTIONS

100K Users

Projected users by launch

\$11 ARPU\*

Average Revenue per User

\$543,000

Projected Football Season Revenue

### Assumptions

100K Users

2 Sessions per day

Click Through Rate 0.25-.50%

Ad Rev Per Click - \$1.50

Revenue Per Day \$3,000

\$1.1M Yearly Revenue

\*While these are conservative estimates, projections can't be guaranteed.

## REFERRAL REVENUE

AFFILIATE MODEL

\*projecting a 1% Conversion Rate

Total Extra Incremental  
Revenue Yearly \$113,000

KuCoin

8% commissions / \$16,800

coinbase

4% commissions / \$8,400

BITCOINIRA

\$75 per referral / \$75,000

VIVIDSEATS.

4% of ticket price / \$3,200

CryptoTrader.Tax

\$12 per referral / \$12,000

TREZOR

12% commission / \$8,400

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## CASHING OUT

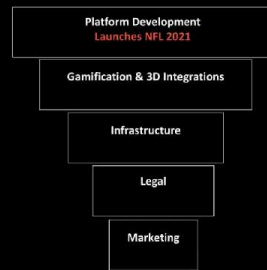
Shares in private companies like FantasyBoss can't be sold on the public stock market. Normally investors cash out when the company is sold.

So we're including a special provision so early investors have an easy way to cash out and don't have to wait for FantasyBoss to be acquired.

These shares can be sold back to FantasyBoss anytime after Year 2 at the then current market value.

Please note that your vote is proxied to the lead investor who can decide when to request a future cash out

## USE OF FUNDS



## The FantasyBoss Team

We're a group of techies and entrepreneurs with a passion for sports.



Ronald Aschkar

Founder

BigBoss at  
FantasyBoss



Shawn Baker

Advisor

Entrepreneur &  
Tech Executive



Jen Sandoval, PhD

Advisor

Professor,  
Equity & Inclusion



Chris York

Advisor

Entrepreneur &  
Tech Leader