

 **America's largest centralized platform for reality TV fantasy gaming!** 

[bracketology]TM

[bracketology.tv](#) Dover Delaware  

Software Entertainment Technology Minority Owned Mobile

Highlights

- 1

 Over 580k unique users on the platform, since its debut in 2016, \$0 spent on user acquisition
- 2

 2021: 217,000 Unique Users and 52% Email Open Rate
- 2

 2021: 217,000 Unique Users and 52% Email Open Rate
- 3

 All this was done with no funding or full-time employees
- 4

 New management since May 2021, increasing average annual revenue by 531%
- 5

 Bracketology to expand to new shows: Survivor, Big Brother, The Voice, etc.
- 6

 Goal is to create one-stop-shop for all fantasy reality TV gaming, which currently doesn't exist

Our Team



David Pawlan Head of Product

This is David's 3rd startup. In his past he has helped grow startups at a 2-3x YoY rate into a 7-figure business as well as Co-Founded a Venture Philanthropy fund focused on Black founders in Chicago.

LEAD INVESTOR



Alexander Nickel Product & Operations, Prophet Exchange; Previously, DraftKings Sportsbook

Over the past year, I've had the opportunity to witness firsthand the tremendous team that Bracketology is building out. They have maintained the founder's original vision of disrupting both Reality TV and Fantasy Sports, while always keeping an eye towards the future. Their ability to acquire hundreds of thousands of users on a non-existent operating budget is an incredible accomplishment. Beyond the fantastic team, the recent product enhancements have been rolled out with lightning speed, a testament of what is to come. Backed by the proper resources, they will be able to leverage their existing technology and user base to expand their product offering, featuring new shows, networks, game types, and revenue streams. There is a vast opportunity here to engage millions of fans across diverse interests and backgrounds, and Bracketology has put all of the right pieces in place to scale with this demand. With years of experience in Sports Betting and Gaming, there is no question in my mind that Bracketology will become a household name in the entertainment world.

Invested \$10,000 this round



Jonah Fialkow CEO

Jonah quit his day-job in October and has led Bracketology to a >500% increase in revenue compared to previous years of operation.



Kaitlyn Hurley COO & Co-Founder

Kaitlyn helped create the vision for Bracketology in 2016, & has been instrumental in the company's growth ever since - overseeing social engagement, user acquisition, data analytics, and content creation.



Caleb DeRuiter Head of Growth

Caleb is passionate about everything Bachelor and Reality TV



Jess Dahlstrum Co-Founder

Jess is our expert in SEO. She started Bach Bracket, Bracketology's first property, and has helped grow the company to a user base of almost 600,000 with \$0 spent on user acquisition.



Mary Roberts Co-Founder

Mary is our champion in operations. She started Bach Bracket, Bracketology's first property, and has helped grow the company to a user base of almost 600,000 with \$0 spent on user acquisition.

Bracketology? Think fantasy football for all reality TV shows... 🏆



The following traction explained is from Bracketology, LLC (current owner of Bach Bracket). Bracketology, LLC is a predecessor to Bracketology.tv, Inc. (the issuing entity) and will be acquired by Bracketology.tv, Inc.

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Reality TV fans are craving more engagement with their favorite shows through



fantasy gaming...

But current solutions are decentralized, manual, & lack a community focus.



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INTRODUCING: BACH BRACKET

(Bracketology's Current Solution)

Fantasy Sports



+

The BACHELOR

Reality TV

Bach Bracket

(Not affiliated with ABC)



How To Play

1. Join A League
2. Make Weekly Picks
3. Check Your Scores

[Video Demo Link](#)

Bracketology is positioned to become the go-to, single hub for all fantasy reality TV gaming, expanding to *Survivor*, *The Voice*, *AGT*, etc.

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BACH BRACKET: THE STORY

2016 | BACH BRACKET IS FOUNDED

While working full-time at a performance marketing agency in LA, Kaitlyn & 3 co-workers (Jess, Mary, & Lexi) created Bach Bracket.

Since our first season in 2016, over 580,000 people have used Bach Bracket.

We haven't spent a penny on user acquisition.

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BACH BRACKET: BY THE NUMBERS

2021 | NEW LEADERSHIP JOINS BRACKETOLOGY

Developed revenue streams (83% website ads, 14% email sponsorships) with a plan to adopt a freemium subscription model.

This traction has been accomplished with **no funding, no full-time sales team, and no marketing spend.**

\$53,099

2021 Revenue
(93% increase from 2020)

1.47%

Market Penetration
(Users/Show Viewers)

217,000

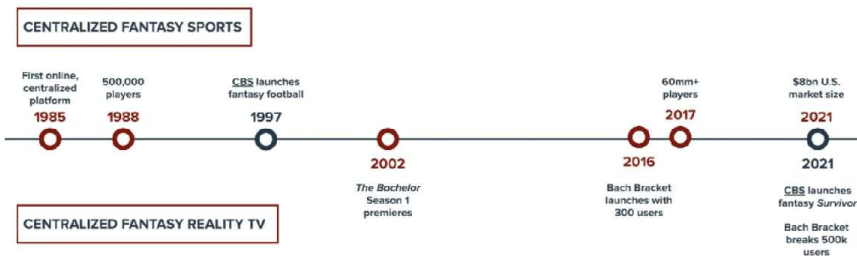
2021 Unique Active Users

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TO UNDERSTAND THE OPPORTUNITY, LET'S DRAW A PARALLEL



The fantasy reality TV market today is where the fantasy sports market was in 1997.

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REALITY TV HAS NEARLY DOUBLE THE TELEVISION MARKET SHARE OF SPORTS...

MARKET SHARE OF TOP 250 US TV PROGRAMS IN 2017



...YET A CENTRALIZED FANTASY REALITY EXPERIENCE DOESN'T EXIST

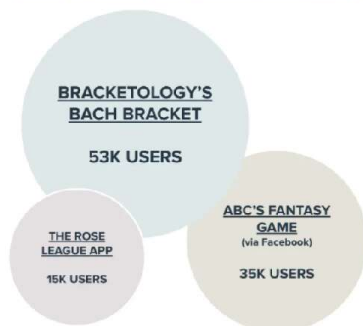
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WE'RE LEADING THIS EMERGING MARKET...

ACTIVE USERS FOR *THE BACHELORETTE* SEASON 18



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AND WE ARE READY TO CAPTURE THE REST OF IT

In January 2022, we rebuilt the Bach Bracket web app with a fully modularized architecture.

This will allow us to scale to new shows in 6-8 weeks, at 20% of the cost.

2022 ROADMAP



288,000

\$90,000

NEW SHOWS

NEW USERS

(Assumes 2% market penetration)

COST

(*30k per franchise)

2023 ROADMAP



377,000

\$150,000

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Forward-looking projections are not guaranteed.

WHEN WE BUILD IT, WE'LL MAKE SURE THEY COME

We plan to leverage current organic strategies, while layering in additional paid opportunities for user-acquisition.

ORGANIC CONTENT CREATION

SOCIAL MEDIA + SHOW-RELATED CONTENT:

Source full-time resource to spearhead community engagement through social media, newsletters, and blog posts to drive traffic to site.

INFLUENCER PARTNERSHIPS

REALITY TV AMBASSADORS:

Reach out to reality television stars and influencers to gain access to their networks and build user communities for each franchise.

PAID MEDIA

FACEBOOK + GOOGLE ADS:

Expand into paid media (social, CTV placements) - which can be managed in house by marketing experts.

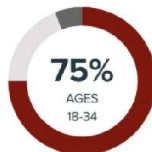
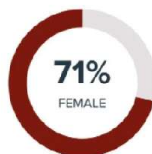
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OUR USERS ARE IMMENSELY VALUABLE

FOR ADVERTISERS

Our core users are widely accepted as the most profitable demographic for advertisers.

Past sponsorship deals:



FOR A POTENTIAL EXIT

Fantasy sports/gambling operators are eager to engage our user demographic, as over 80% of sports bettors are men.

This makes for an ideal exit via acquisition by:



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MEET BRACKETOLOGY'S LEADERSHIP

In October 2021, Jonah quit his day job to become the first full-time employee and CEO of Bracketology. Jonah is a passionate, coachable leader. With a background in data analytics and previous startup experience as CMO of RoomE, he is primed to use his learnings from that unsuccessful venture and the knowledge gained from advisors/mentors to drive Bracketology to become an industry disruptor.



JONAH FIALKOW
Chief Executive Officer
Full-Time

An active member of Bachelor Nation, Kaitlyn helped create the vision for Bracketology in 2016, and has been instrumental in the company's growth ever since - overseeing social engagement, user acquisition, data analytics, and content creation. She has worked in performance marketing for 8 years, managing campaigns, and leading cross-channel teams across a variety of industries.



KAITLYN HURLEY
Chief Operating Officer
Original Founder

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JOIN OUR CHAMPIONSHIP TEAM

Wouldn't you have loved to invest in the fantasy sports market back in the 90's?

Don't miss your second chance.

