

Funding Marketplace for Sports & Skilled Games

Invest in Your Favorite Player



Frank DeGeorge
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MGM/Army



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COO
6th Startup, 3 Exits



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Customer Success
BoFA/Merrill Lynch



Ray Holland
Software Engineer
IBM Watson



Jason Robins
Investor/Advisor
DraftKings



Anthony Zinno
Investor/Advisor
Player of the Year



Raise capital to compete



Enhance engagement with fans



Provide visibility to more events

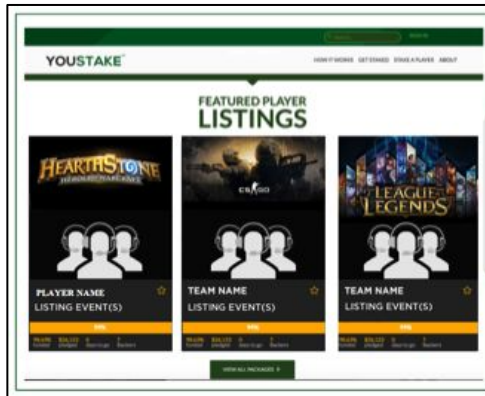


Service transactions securely

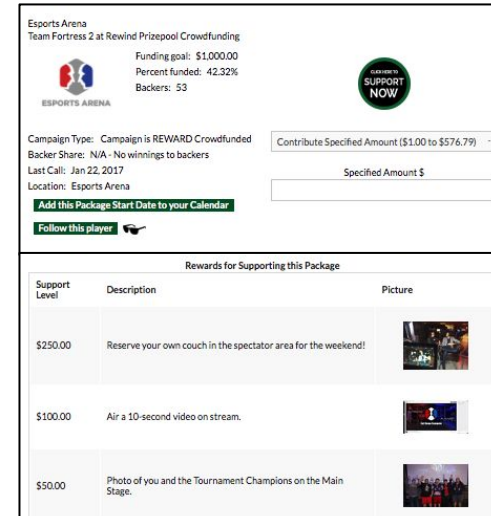
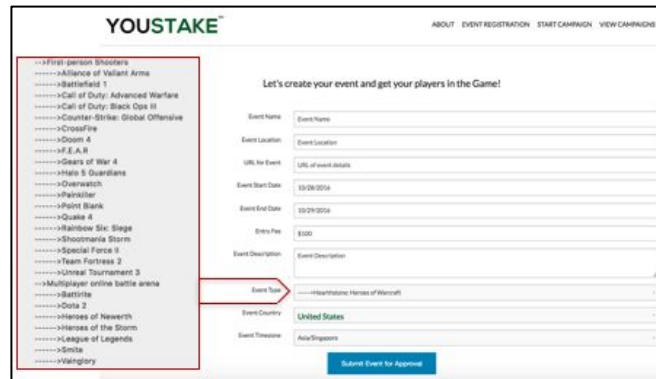
FINANCING TOURNAMENTS IS HIGHLY DISCONNECTED



YOUSTAKE GIVES FANS MORE THAN JUST CONTENT



- Historical statistics
- Multiple staking options
- Transparent process



PLAYER SUSTAINABILITY

Access to capital + admin support + brand building

FAN ENGAGEMENT

Unique experiences + secure funding + prize sharing

OPERATOR SUCCESS

Tournament registrations + crowdfunding + payouts

REGULATED FUNDING

The Only Trusted Marketplace for Sports Equity Investing

HOW IT WORKS - END TO END PLATFORM

1

Buy/Sell:
Equity, Rewards, Experiences

YouStake gets 10% of all transactions

2

Direct Registration:
Entry fee paid to operator

YouStake gets 2.5% for every online registration

3

Event Begins:
Player competes & fans interact

Update community and chat on platform

4

Player Wins:
Payout to player & backers

Backers share win (equity) and excitement

**4X YoY
User Growth**

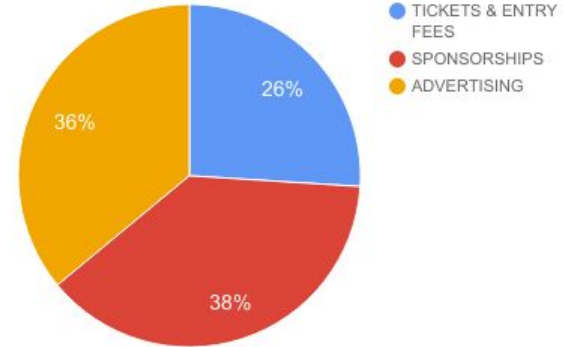
**\$7M Offerings
3X YoY Growth**

\$3.83 CAC

**\$16
BILLION**



SKILLED GAMES MARKET



We take 10% commission on all Listings

Players

>>Create campaigns to fund travel, training, entry fees and expenses

Operators

>>Create campaigns to increase prize pools, monetize by selling tickets/merchandise/experiences

And 2.5% + \$0.75 per Event Registration/Ticket

2 Signed Operator Partnerships

2 Pending Operators

>>Expanding new operators pipeline in 2017

>>Each capable of running 100-10,000 events/month

Future Subscription for Services

Monthly recurring revenue
Out of the box services

>>Early access to top players/listings.

>>Pick & choose: payment processing, contracts, payouts, taxes/forms.

>>White Label Products & APIs for tournament operators.

>>Data, analytics, reporting & results.

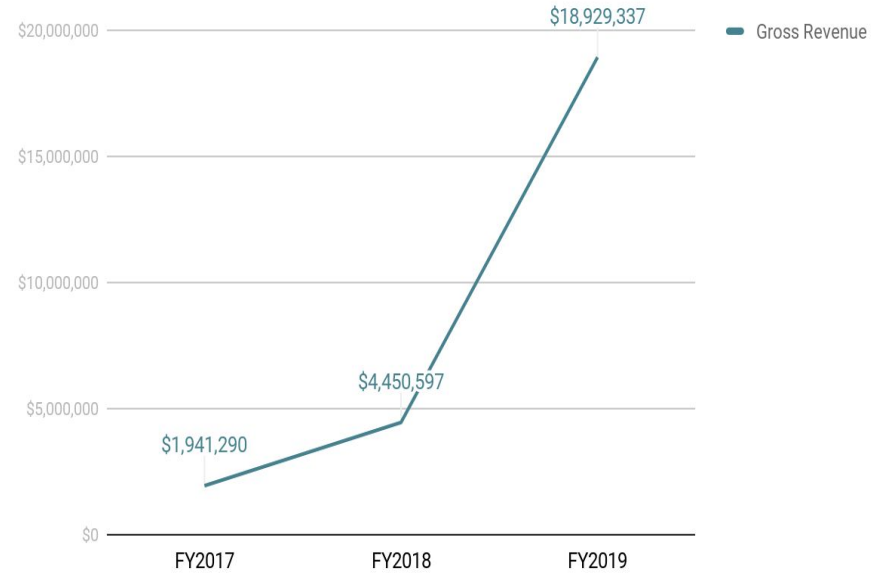
\$100M OFFERINGS BY FISCAL YEAR 2019




Marketplace Listings



Gross Revenue



Largest Crowdfunded Event



\$1M net revenue potential
- Sponsor by Largest Game Publisher

5M+ User Access



MRR via monthly subscription
- Partnership with Largest eSports Operators

\$36M+ GMV



\$900K to \$3M revenue
- Scalable to \$1B+ GMV within first two verticals alone

Heavyweight Event



\$500k to \$5M revenue
- Technology partner with Historical High Roller Tournament

CAPITAL CONSCIOUS, BUILDING PIPELINE

Previous Investors include:

500 Startups
Social Starts
Rubylight Ltd
Sandhill Angels

SVP @Twitch
PM @Facebook
Head Intl Growth @Tinder

Professional World Champ Player
Members from Sand Hill Angels
Hedge Fund/Wealth Mgmt Investors

Goals/Milestones

Technology:
Product Designer
Mobile Applications



YS 3.0 Q3 FY17

Growth:
Customer Acquisition
Advertising & Marketing
Liquidity Fund



9-12 Months
\$30 CAC
\$250 LTV
25,000 Users

HWPC: \$27M-\$100M
Largest crowdfund event
eSports focus
Scalable 3-4x per year



Brand Awareness
Profitability
Repeatable