



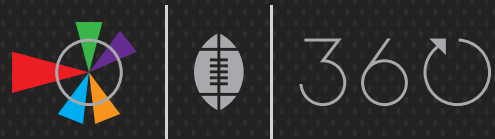
FANALYTIX FOOTBALL 360

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VISUALLY INTERACTIVE STATS CONTENT

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VISUALLY INTERACTIVE STATS CONTENT

# FANALYTIX

ESTABLISHED IN 2020, FANALYTIX DEVELOPS INTERACTIVE SPORTS VISUALIZATIONS THAT MAKE COMPLEX STATISTICS EASY TO UNDERSTAND TURNING FANS INTO EXPERTS AND EXPERTS INTO PROS.

COMPLEX GAME INSIGHTS VISUALLY SIMPLIFIED





VISUALLY INTERACTIVE STATS CONTENT



FANALYTIX FOOTBALL 360 IS A LIVE 360 DEGREE INTERACTIVE STAT IMMERSION FOR EVERY PRO & MAJOR COLLEGE GAME. EASILY DIGESTIBLE INSIGHTS & INFORMATION IN AN INNOVATIVE FORMAT DEEPLY ENGAGE FANS BEFORE, DURING & AFTER THE GAME.

FANALYTIX FOOTBALL 360







VISUALLY INTERACTIVE STATS CONTENT

## PARTNERSHIP PROPOSAL

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FANALYTIX FOOTBALL 360 CONTENT FITS SEAMLESSLY INTO A VARIETY OF SITE ENVIRONMENTS ADDING TONS OF RELEVANT, INSTANTLY UPDATED CONTENT. THIS ONE-OF-A-KIND, PROPRIETARY SOLUTION LEVERAGES YEARS OF DEVELOPMENT & REFINEMENT.

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FANALYTIX FOOTBALL 360





HOW IT WORKS

## GAMEVIEW360

A REVOLUTIONARY NEW WAY TO INSTANTLY VISUALIZE AN ENTIRE GAME AT A GLANCE. PACKED WITH FEATURES, THIS UNIQUE INTERACTIVE VISUALIZATION ALLOWS USERS TO EASILY DIGEST TONS OF STATS INTUITIVELY IN AN INSTANT AND IN CONTEXT.

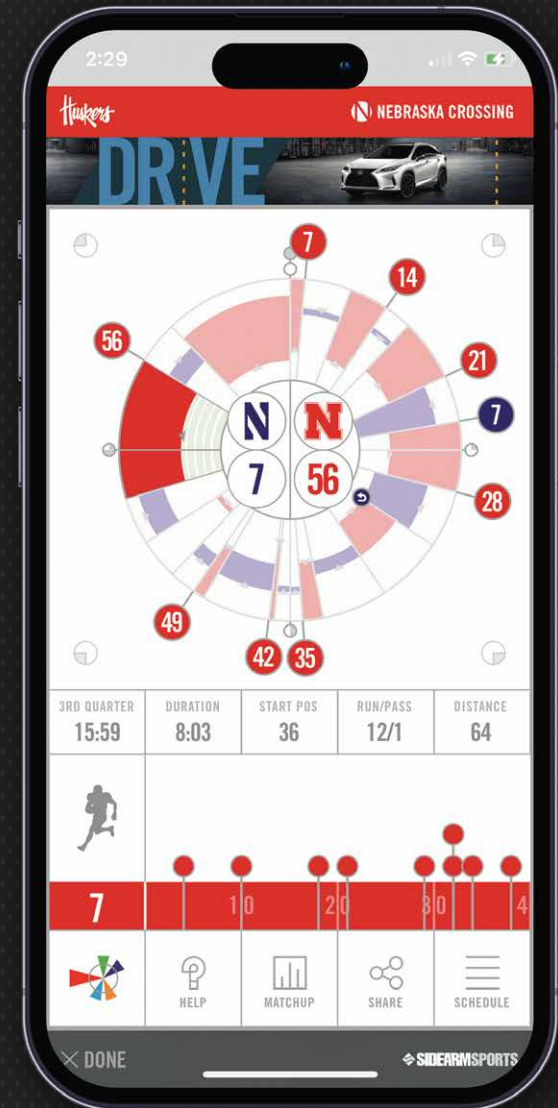




HOW IT WORKS

## DRIVE DETAIL

USERS CAN DIVE DEEPLY INTO DETAILS FROM THE GAME INTERFACE BY CHOOSING ANY DRIVE FROM THE GAME. EVERY PLAY OF THE DRIVE IS PLOTTED ON IT'S SPECIFIC LOCATION ON THE FIELD.





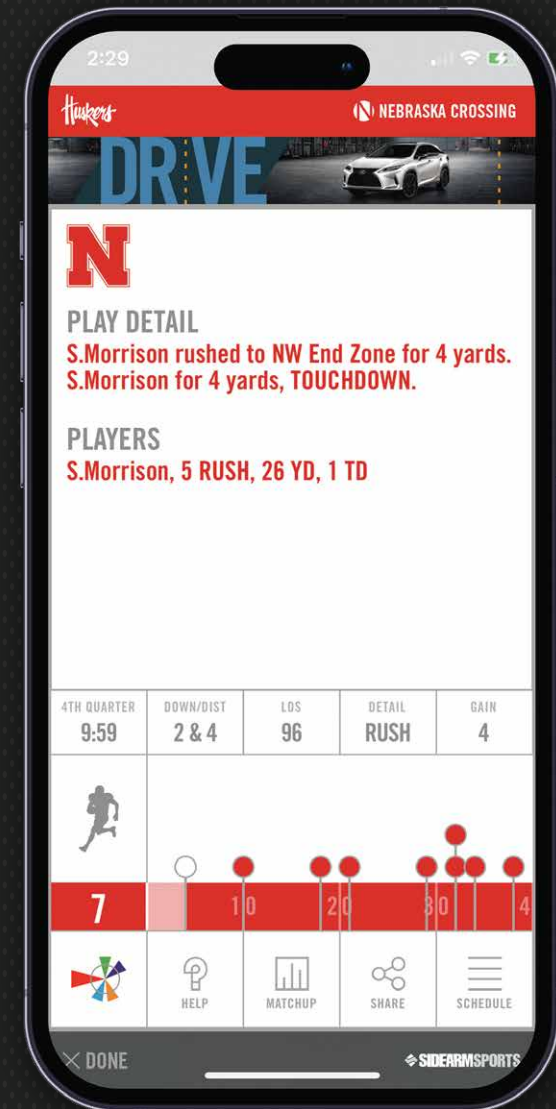
HOW IT WORKS

## PLAY DETAIL

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ONCE THE DRIVE IS SELECTED, USERS CAN CHOOSE ANY PLAY FROM THAT POSSESSION. THE FULL PLAY DESCRIPTION AND PLAYER PARTICIPATION INFO PLUS EVERY PLAY SPECIFIC STAT IS EASILY ACCESSED.

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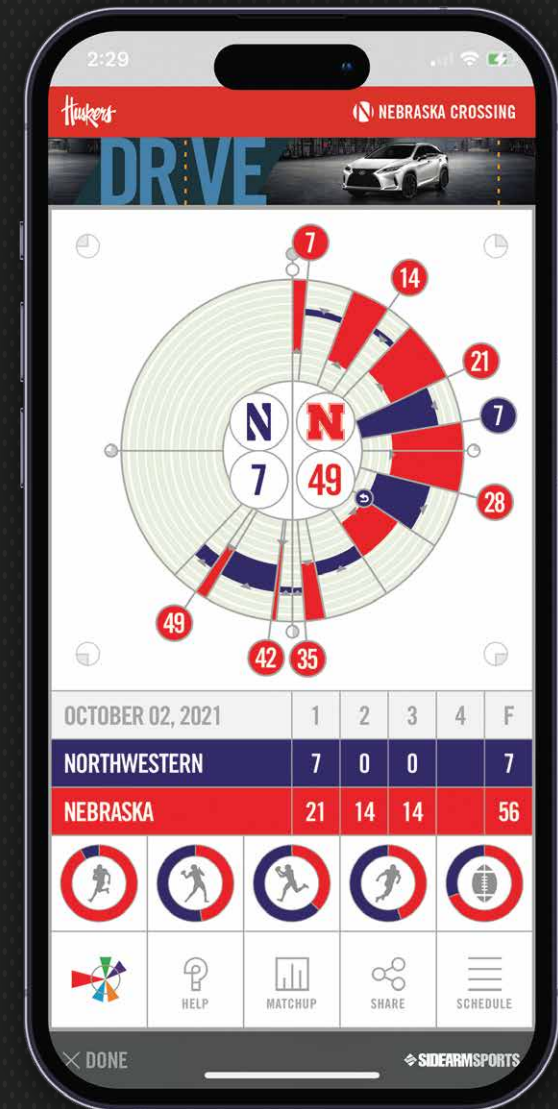




HOW IT WORKS

## LIVE UPDATES

THE GAMEVIEW IS UPDATED LIVE DURING THE GAME. USERS CAN FOLLOW THE GAME IN REAL TIME AND GET AN UPDATED OVERVIEW WITH THE ABILITY TO DIVE DEEPLY INTO THE STATS AND GET GRANULAR INSIGHTS ON HOW THE GAME IS DEVELOPING.



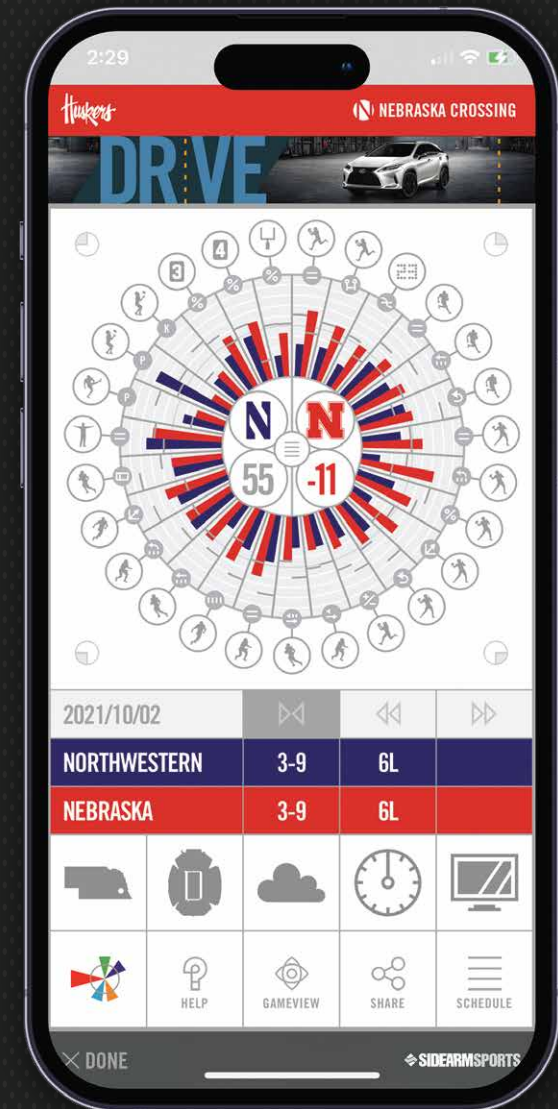




HOW IT WORKS

## PREGAME MATCHUP

BEFORE, DURING & AFTER EVERY GAME, USERS CAN INTERACT WITH A COMPREHENSIVE STAT COMPARISON IN A DYNAMIC FORMAT THAT MAKES IT CLEAR WHICH TEAM HAS THE STATISTICAL EDGE. SELECTING A STAT REVEALS TEAM BREAKDOWN & SPECIFICS.

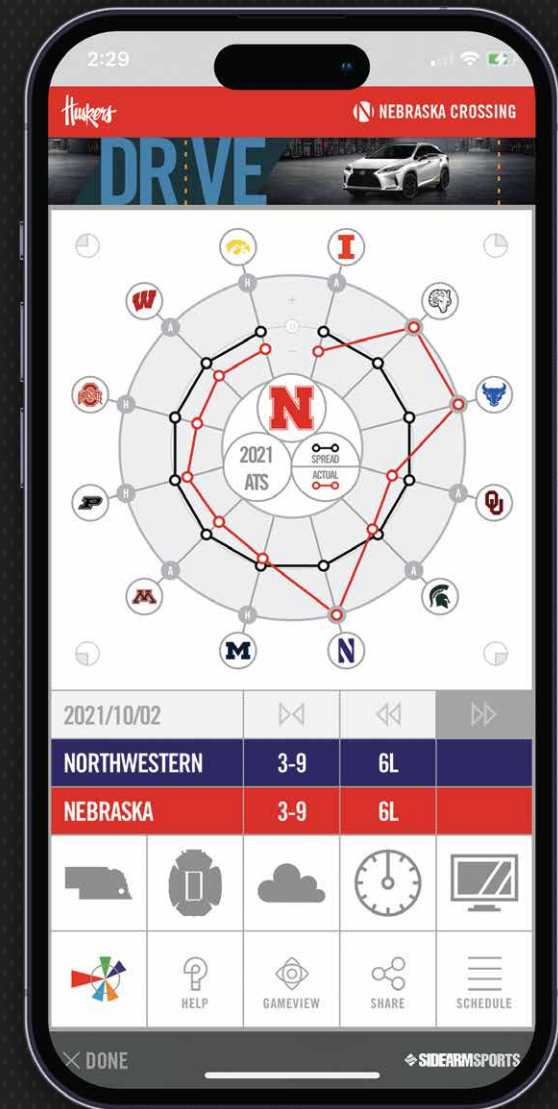




HOW IT WORKS

## SEASON TREND

USERS CAN VIEW THE SEASON RESULTS BOTH STRAIGHT UP AND AGAINST THE SPREAD AND FOLLOW THE TREND LINES FOR BOTH. CHOOSING ANY GAME BRINGS UP IT'S GAMEVIEW AND ALL OF THE OTHER SPECIFIC DETAILS.

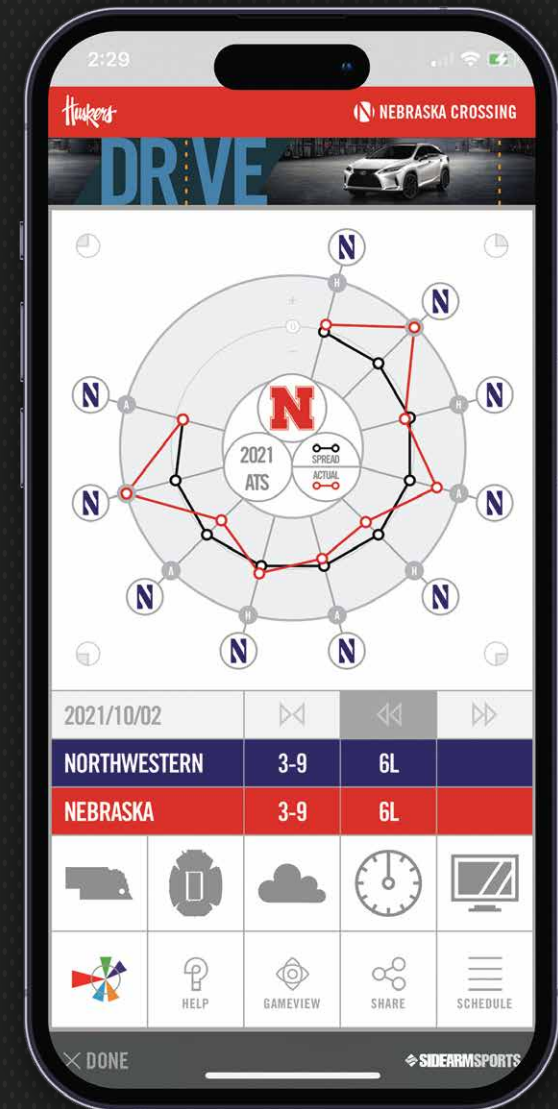




HOW IT WORKS

## MATCHUP HISTORY

HISTORICAL MATCHUPS BETWEEN TEAMS ARE PLOTTED WITH THE RESULT AND THE SPREAD AT GAME TIME. CHOOSING ANY GAME ALLOWS USERS TO SEE THE GAMEVIEW AND EVERY GAME STAT.

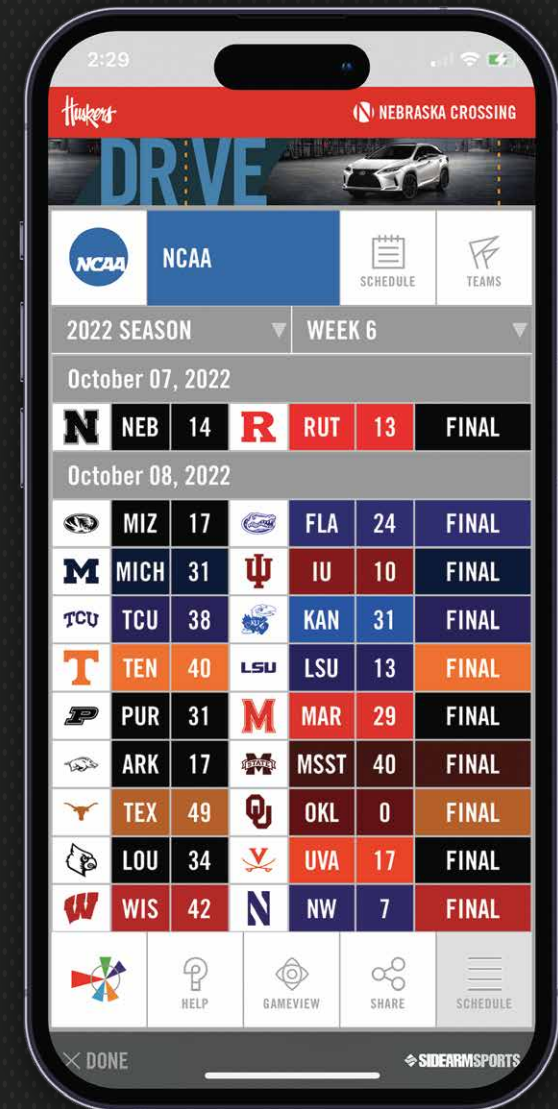




HOW IT WORKS

## SCHEDULE

EVERY NFL AND ALL POWER FIVE COLLEGE GAMES ARE ACCESSIBLE VIA THE SCHEDULE FEATURE. USERS CAN CHOOSE THE SEASON AND WEEK TO FIND THE EXACT GAME THEY'RE LOOKING FOR. SCORES ARE UPDATED LIVE AND CHOOSING ONE REVEALS FULL GAME DETAILS.







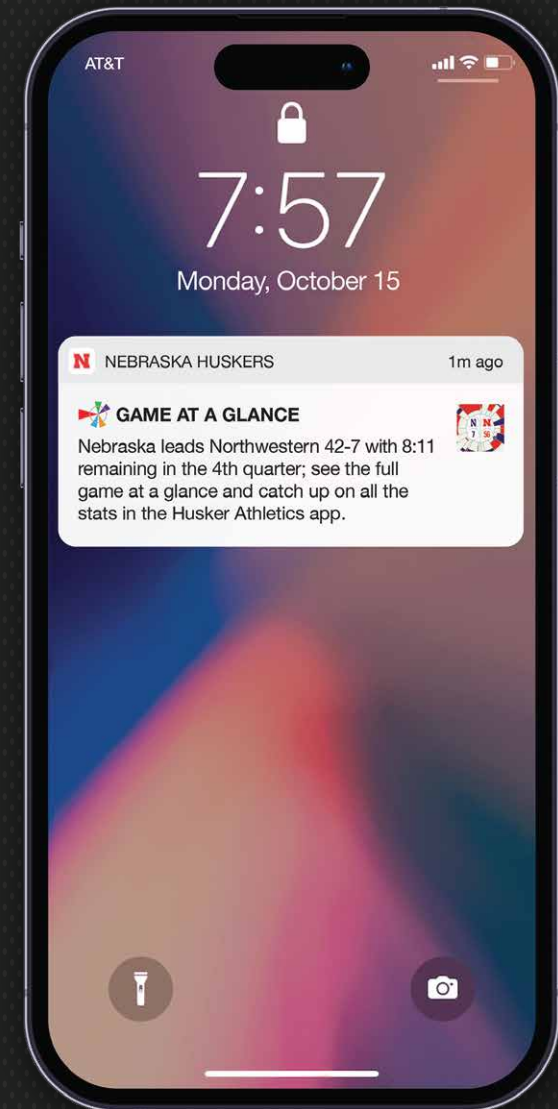
HOW IT WORKS: FUTURE FEATURE

## NOTIFICATIONS

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WORKING IN TANDEM WITH THE EXISTING NOTIFICATION FEATURE, FANALYTIX FOOTBALL 360 GIVES USERS A POWERFUL, VISUAL CUE TO ENGAGE WITH THE APP, SENDING UPDATES AND ENCOURAGING DEEP INSIGHTS.

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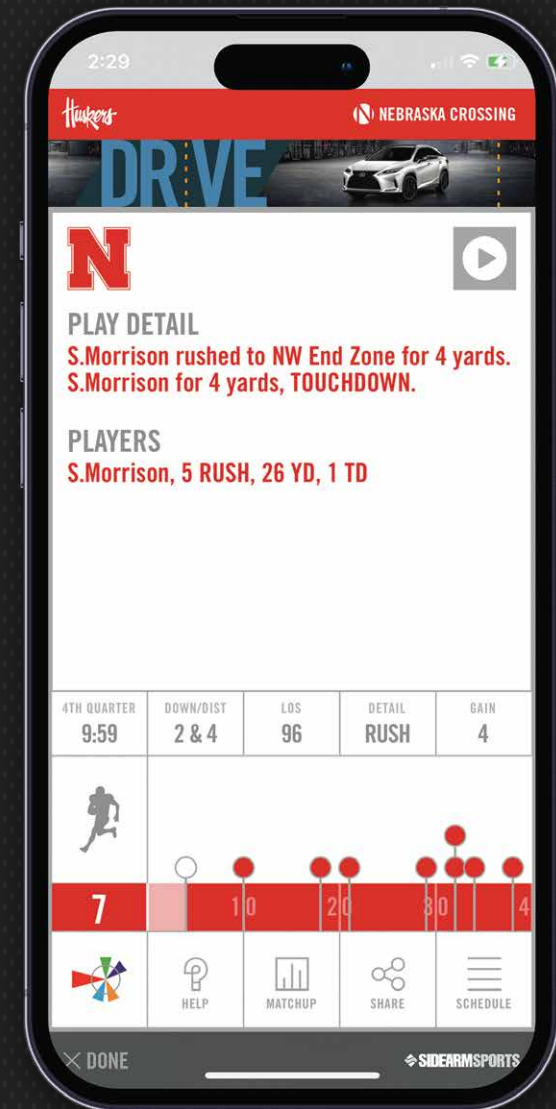
HOW IT WORKS: FUTURE FEATURE

## PLAY DETAIL OPTIONS

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THE PLAY DETAIL SCREEN WILL ALLOW USERS TO TOGGLE BETWEEN THE WRITTEN PLAY BY PLAY AND A SHORT VIDEO OF EACH PLAY.

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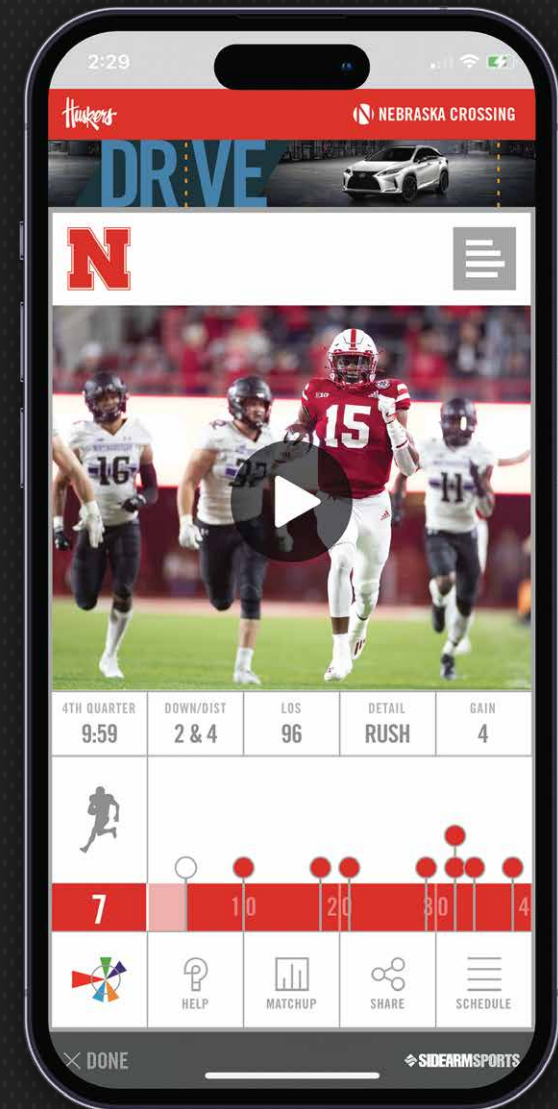




HOW IT WORKS: FUTURE FEATURE

## PER PLAY VIDEO

THIS FUTURE FEATURE ALLOWS USERS TO NAVIGATE THE GAME ON A PLAY-BY-PLAY BASIS AND PULL UP THE VIDEO OF SPECIFIC PLAYS. THIS BREAKS THE GAME DOWN INTO SHORT, CONSUMABLE VIDEO SECTIONS TO BE EXPLORED INDIVIDUALLY IN UNIQUE WAYS.





VISUALLY INTERACTIVE STATS CONTENT

## FANALYTIX FOOTBALL 360

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FULLY DEVELOPED FOOTBALL APP  
OPTIMIZED FOR SPORTS BETTING  
ONE-OF-A-KIND CUTTING EDGE TECHNOLOGY  
CAPITALIZE ON STATS VISUALIZATION TREND  
SOCCER, BASKETBALL & BASEBALL IN DEVELOPMENT

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COMPLEX GAME INSIGHTS  
VISUALLY SIMPLIFIED







## NEXT STEPS

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WE WOULD LOVE TO WALK YOU THROUGH FANALYTIX FOOTBALL 360, TO EXPLAIN ALL THE FEATURES AND ANSWER ANY QUESTIONS YOU HAVE. WE CAN ALSO GIVE YOU AN IDEA OF OUR FUTURE EXPANSION PLANS AND DISCUSS HOW WE COULD PARTNER WITH YOU.

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THANK YOU!

