

# ThriveFantasy

October 2023

---

***THRIVE***

Daily Fantasy Sports for Player Props

***FANTASY***

# Why Thrive?

By focusing on **top-tiered athletes**, ThriveFantasy reduces the **barrier to entry** when **compared** to other Daily Fantasy platforms (such as Draftkings and FanDuel).

ThriveFantasy is the **ONLY DFS** platform that offers **User vs User contests** using only **player props**.

ThriveFantasy is able to operate in **states that allow Fantasy sports**. Providing for a larger **potential user pool** when compared to sportsbooks.





# Key Metrics

\$230

Lifetime Value

\$62

Average CPA\*

3.7x

LTV / CAC\*

\$114

Average First-Time Deposit\*

\$7M+

Total Deposits

\* T-12 Months

# Competitive Landscape



	ThriveFantasy	Underdog	Sleeper	PrizePicks
Season Long Fantasy		★	★	
Prop Pick'Em	★	★	★	★
User vs User Contests	★			
White Label Tech	★			

# Partnerships

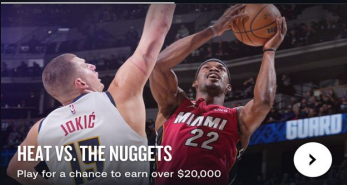


# Thrive 2.0 Launched Before NFL Season

9:41 📶 🔋

**THRIVE** \$2,000

**CONTESTS** **PICK 'EM**



**HEAT VS. THE NUGGETS**  
Play for a chance to earn over \$20,000

🏠 ALL 🏈 NFL 🏀 NBA 🏈 MLB

**TODAY - JUN 15** 📅

**\$20 NFL FRIDAY** 🔍

Prize Pool: \$1000    Entries: 25/55  
Starts: 7:30AM • 5/9/2023    Max Entries: 2x

08 : 23 : 48 VIEW CONTEST

**\$20 MLB MONDAY BUNT** 🔍

Prize Pool: \$1000    Entries: 25/55  
Starts: 7:30AM • 6/9/2023    Max Entries: 9x

🏠 PROPS 🏠 ENTRIES 🏠 LIVE 🏠 ALERTS 🏠 ACCOUNT

3:00 📶 🔋

**CONTEST DETAILS**

**MY PICKS** **ENTRANTS** **ABOUT**

**YOUR PROPS** PICK 10

**ANT**

**JOE BURROW**  
QB - Cin - Cin v. Cle    SUN 1PM

275.5  
PASS YDS  
96 PTS

**TAN**

**DERRICK HENRY**  
RB - Tenn - Tenn v. NO    SUN 1PM

92.5  
RUSH YDS  
90 PTS

**MAN**

**JUSTIN JEFFERSON**  
WR - Min - TB v. Min    SUN 1PM

95.5  
REC YDS  
100 PTS

**BAI**

**ODELL BECKHAM JR.**  
WR - Bal - Hou v. Bal    SUN 1PM

5.5  
REC  
95 PTS

**JAX**

**TREVOR LAWRENCE**  
QB - Jax - Jax v. Ind    SUN 1PM

23.5  
CMP  
115 PTS

**CAR**

**BRUCE YOUNG**  
QB - Car - Car v. Atl    SUN 1PM

1.5  
PASS TD'S  
85 PTS



**LEBRON JAMES**  
SF - LA Lakers

AGE: 28    HEIGHT: 6' 7"    ORIGIN: USA    STARTED: 2014

**RECENT STATS**

GAME	PTS	REBS	ASTS	MIN
May 6 vs Lakers	16	9	4	28
May 4 vs Lakers	11	4	4	30
May 2 vs Lakers	15	6	0	34
Season Average	17.1	5.0	2.3	32.2

**NEWS & REPORTS**

9:41 📶 🔋

**CONTEST DETAILS**

**MY PICKS** **ENTRANTS** **ABOUT**

**\$2 MLB MONDAY BUNT** 08 : 23 : 48

**MOOKIE BETTS** 0.5 10

**FINAL**  
LAD 8 - ATL 6    HITS    Points

OVER 22.5 = 95 PTS LOSS

12.2 / 22.6

**MOOKIE BETTS** 0.5 10

**FINAL**  
LAD 8 - ATL 6    HITS    Points

UNDER 22.5 = 114 PTS WIN

12.2 / 22.5

**MOOKIE BETTS** 0.5 10

**FINAL**  
LAD 8 - ATL 6    HITS    Points

UNDER 22.5 = 114 PTS WIN

12.2 / 22.5

**MOOKIE BETTS** 0.5 10

**FINAL**  
LAD 8 - ATL 6    HITS    Points

OVER 22.5 = 95 PTS LOSS

12.2 / 22.5

**REVIEW PROPS** CLEAR ADD MORE

P. Name PF - GSU v. LAL 1.5 REBS+ASTS+PTS

P. Name PF - GSU v. LAL 1.5 REBS+ASTS

P. Name PF - GSU v. LAL 1.5 REBS

Put in To win

\$300 \$300

**SUBMIT**

(All submissions are final)

1 2 3  
4 5 6  
7 8 9  
0

# Thrive / Powerball \$10M Deal

## Minimum \$25,000 in Redemption Rewards

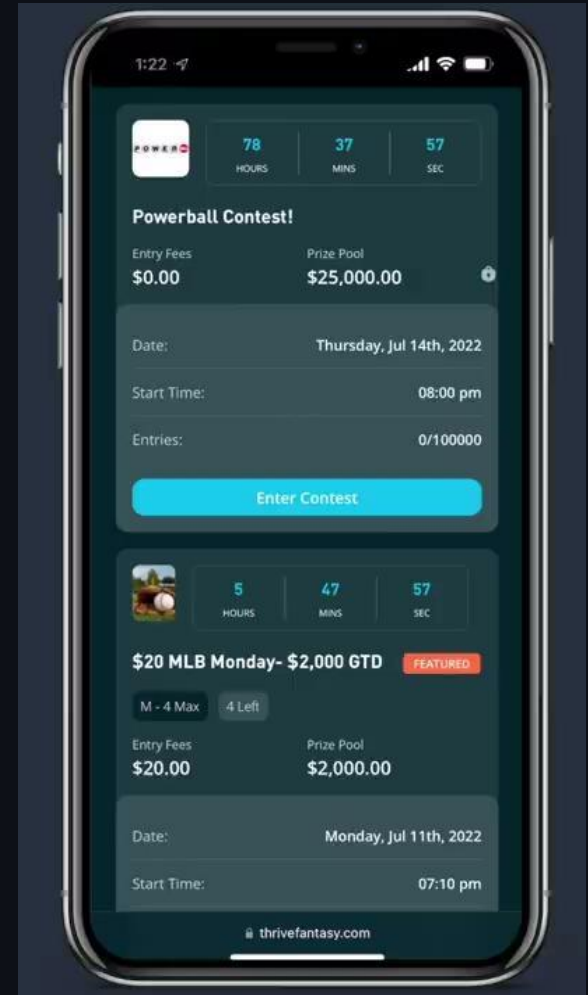
Will increase our prize-pool in relation to the Powerball Jackpot.

## Geolocation Capabilities For All Users

Each user will be located within participating lottery jurisdictions when entering a contest.

## QR Code Functionality For Bounceback Promotion

Promotions include a Buy 2, Get 2 Coupon on their next Powerball Purchase using a QR code.





# Product Expansion - White Label Technology



Thrive is now offering a **white-label enterprise software** utilizing a **simple SDK plugin**. This will allow partners to create and manage their own product offerings.

Available in LatAm Spanish, Spanish, Hindi, and Simplified Chinese.

It will cost partners **\$20K/month** + a **80%/20% revenue split** to utilize our tech.

Have **3 potential partners** looking to integrate before NBA season.

# Product Expansion - Twitch Extension



**Only Daily Fantasy Sports or Sportsbook to build an extension on top of Twitch.**

**Partnering with over 400 Twitch Streamers to show off the ThriveFantasy iOS app.**

**Projecting a continued pursuit of hundreds of Twitch streamers and creators to better capture the world of Esports.**

# Gaming Metrics

	2022	2023	2024
<b># of Unique Depositors</b>	<b>26,000</b>	<b>56,000</b>	<b>135,000</b>
<b>Gross Gaming Revenue (Entry Fees)</b>	<b>\$28,000,000</b>	<b>\$52,000,000</b>	<b>\$125,000,000</b>
<b>Net Gaming Revenue (Hold)</b>	<b>\$2,200,000</b>	<b>\$4,800,000</b>	<b>\$11,800,000</b>

**Our ability to execute and grow a profitable business model is bolstered by our investment record.**

**\$8.4M**

**Raised to Date**

**\$3.8M by Bullpen Capital**

**Other investors include:**

**YOLO Investments**

**Correlation VC**

**New York Angels**

**Gaingels**

**Reflect Ventures**

**Andover Ventures**

**Austin Ekeler**

# Raising \$3M Extension

- 1 Continue to **increase market penetration** through partnerships and affiliates.
- 2 **Hire and develop** our engineering team.
- 3 **Increase Prop Lobby Maximum Entry** from **\$1,000** to **\$5,000**.
- 4 Capitalize on **best in class**, new **UX/UI** and expand product offerings.
- 5 Achieve **profitability** by **Q3 2024**.

# Leadership Team



**Adam Weinstein**  
Founder & CEO



**Ben Bloom**  
VP of Marketing



**Michael Coyne**  
Engineering Advisor



**Zach Sold**  
Head Marketing Consultant

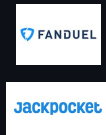


**Saahil Sud**  
Head of Data Analytics  
(Former #1 Ranked in FanDuel DFS)

## Advisory Board



**Paul Martino**  
Investor & Advisor  
Serial Entrepreneur



**Han Park**  
Investor & Advisor  
Former President - ESL



**Bruce Hack**  
Investor & Advisor  
Former Vice Chairman -  
Activision Blizzard

