

ZEAL

**The Gateway to
Competitive Gaming**

1

Zeal is an Esports fan engagement and talent development platform

2

Zeal offers a unique solution to a nagging problem in an evolving Esports industry

3

Our solution is a cross between interactive learning applications (Duolingo for languages) which help players progress, recruitment (Linkedin) and fan engagement platforms (social media) which help teams recruit talent and grow their fan base

4

Developed by specialized team of gamers, software engineers, Esports coaches, team psychologists, brand designers and supported by 45 member global team specializing in data and analytics

The gateway to competitive gaming

ZEAL

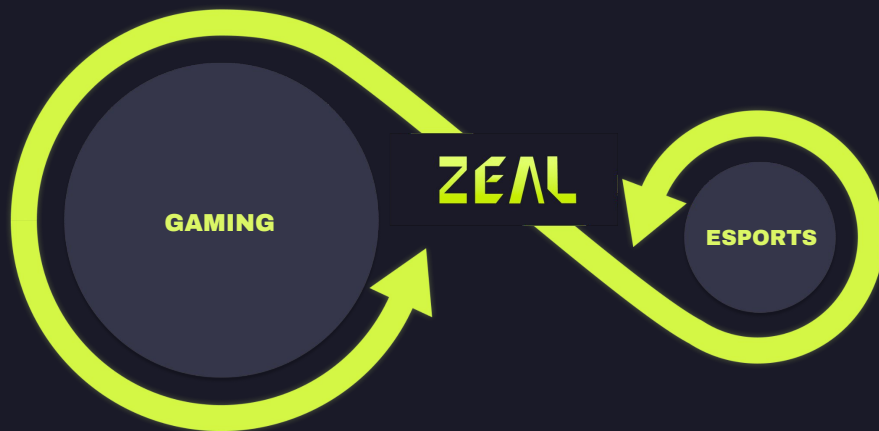
Esports, or competitive gaming, is a subset of the broader gaming industry

> **3B**

GAMERS
WORLDWIDE

GAMING INDUSTRY
REVENUE

> **\$180**



> **250M**

ESPORTS GAMERS

ESPORT INDUSTRY
REVENUE

> **\$1B**

Zeal provides infrastructure that connects players, fans and teams more efficiently and in turn adds structure to the fast growing Esport industry

Esports ecosystem

ZEAL

Esports ecosystem consists of gaming publishers, gamers, teams and sponsors

PUBLISHERS

\$700bn IN MARKET CAP



COMPETITIVE GAMERS

\$321mn MONTHLY ACTIVE USERS



PROFESSIONAL TEAMS

\$7bn+ MARKET CAP



With the advent of faster internet speeds, and rising salaries and tournament prizes, the ecosystem is growing exponentially. Zeal is in the prime position to benefit from this growth

Investment in Esports beyond gaming

ZEAL

Just like with traditional Esports, interest in Esports is expanding beyond gaming



ATHLETES AND SPORTS TEAMS

- Michael Jordan invested \$26M into an Esport team
- Steph Curry and Andre Iguodala invested \$37M into an Esports team
- Miami Heat and Orlando Magic invested into Misfits Gaming Group
- Paris Saint-Germain \$15M investment into a League of Legends (LoL) team



HIGH FASHION

- Louis Vuitton created a fashion line for League of Legends
- Gucci collaborated with Fnatic, a professional League of Legends team
- Balenciaga created a fashion line for Fortnite



MAIN SPONSORS OF ESPORTS

- Intel
- BMW
- Coca-Cola
- Red Bull

1 Lack of Infrastructure

Infrastructure for talent acquisition and development in Esports is lagging behind the intrinsic interest in the sport

PROOF Zero team-organized academies to date

2 Lack of Integrated Solutions

Industry is still reliant on disparate tools for performance tracking, player development, and community engagement

PROOF Excel for analytics, Hitcap for recruiting, Social Media for fan engagement

Zeal offers tooling for fan engagement, player development, and creating online communities that nudge gamers to become competitive

We think that there are better ways for teams to engage with fans, and players to track

Our mission is to grow the Esports ecosystem by bringing infrastructure to player and team development

If we do this right, every Esport team will use our platform to engage with their fans, recruit and groom talent

Gamers will use our platform to develop their skills, participate in academies and gain rank

Just as every team has a Twitter account, every competitive team will have a Zeal account

Esport ecosystem grows when casual gamers become competitive. Team valuations and prestige grows with their fan base. Zeal offers a platform that can directly contribute to the growth of the ecosystem

How Zeal works



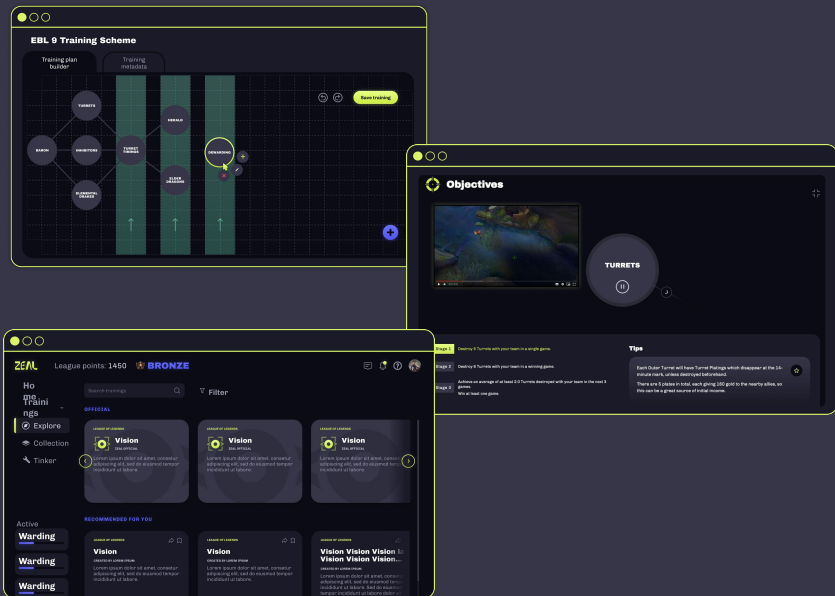
Content Driven

Teams generate content by creating training regimens, form academies, share tips and drills and engage with their fan base through the Zeal app

Data Supported

By subscribing to team content, **Gamers** gain access to structured training, track their progress, and publish their results. Match performance is analyzed against training objectives and new drills are unlocked

Zeal Web App Screens



Freemium Pricing Model for Gamers

Gamers will have access to limited content on the platform for free. Paid subscription will unlock the premium features such as ads-free content, access to team academies, community organized training, and rank publishing. Additionally, Zeal will generate ads revenue from free users

Enterprise pricing for Teams

Teams can access Zeal tools through paid subscription of \$400 per month or higher for a full set of Zeal features, including academy organization, fan outreach, talent screening and recruiting

\$0.67 per user

We believe that after adjusting for free to premium conversion* each user on Zeal's platform is worth **\$0.67 per month**

*assumed conversion rate of 5%

Zeal Revenue Model

ZEAL



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2022

is the year for market validation and price discovery for Zeal. Our target for 2022 is **\$800K** in annual recurring revenue (ARR) and **~\$16 million** series A target valuation.

a)

We plan to onboard **20 mid-level professional Esports teams** with an average social media following of 50K.

b)

With access to ~1MM fans, and content created by 20 teams, we are **targeting a conversion rate of 10%** from team fans to Zeal users (100K users)

c)

Of 100K Zeal users, we are **targeting a 5% conversion rate** to premium pricing