

SPLASHPLAY Game Consultant News

SPLASH NEWS

In our continuing commitment to provide our customers the best value proposition possible, we are pleased to announce an exciting new enhancement to our Gamification offering. As you know, Game Sponsors enjoy the valuable benefit of having their message, offerings and brand delivered via their SplashPlay Game Platform. Effective immediately, we are excited to introduce our new Affinity Domain Name service to provide a more branded and seamless connection between Game Sponsors and Players. In addition to being able to launch a game from the Game Sponsor's unique encoded QR Code Touch-Point, Game Sponsors may now elect to have their games accessible via a unique SplashPlay Affinity Domain in the form [affinity].splashplay.com. The insertion order and corresponding marketing and support material have been updated.



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America's Small Businesses

All involved in the SplashPlay organization are motivated by the obvious opportunity presented by America's small businesses. In the most recent statistics from the U.S. Census Bureau, there are 30 million small businesses in America representing 99% of all employer organizations. Further punctuating the impressive nature of America's small businesses is, according to Intuit, this group is expected to increase three-fold in the next ten years. Bottom-line...America's small local businesses are the backbone of our economy and will continue as such for a very long time to come.

Of unique interest to SplashPlay and our team of Gamification Consultants is that most of America's small businesses serve their immediate community within a 10-mile radius of their operation. It is this unique fact that fuels SplashPlay's unique hyper-local marketing strategy.

It's a Very Big Market

One of the most common questions posed to SplashPlay is how many Gamification Consultants are required to cover the needs of America's small businesses? The easiest answer is **A LOT**. However, let's take a moment to illustrate the opportunity this truly unique market/product pairing offers every member of the SplashPlay Gamification Consulting team.

Market Opportunity in Perspective

Regardless of one's individual ambition, annual income is proportional to the number of clients a Gamification Consultant develops.

First, let's explore a Gamification's Consultant's commission potential exclusively from software licenses. The

most important question you can ask yourself is "How many Game Sponsors am I committed to develop every month for the next two years?" For the purpose of this discussion, let's assume you create ten (10) new "Monthly" Game Sponsors every month. Also, to be safe, let's assume fifteen percent (15%) of them discontinue the service every month. From a review perspective, each month you close a total of seven hundred dollars (\$700) in sales. Yes, you read it correctly. For this analysis, I am assuming you will only sell \$700 per month, or \$161.53 each week for a paltry \$31.91 daily. From this effort, your two-year income from SplashPlay Software licenses total \$73,374, detailed below:

	Year 1	Year 2
Software License Commission	\$19,530	\$53,844

But, don't forget that in addition to commissions from Software Licenses, you also enjoy a share of in-game SplashPlay advertising. For the sake of this analysis, we assume each Game Sponsor has a maximum reach, via all channels (e.g. direct mail, website, Social Media, etc.), of 1,500 people and only fifty percent (50%) play their game answering a mere ten questions per, your two-year advertising residual income would total \$19,262, detailed in the following table:

	Year 1	Year 2
Advertising Residual Commission	\$5,100	\$14,062

Clearly, \$700 per month in sales is not insurmountable. Yet, during the first two years, your total projected income for Year 1 and Year 2 will be \$24,630 and \$67,906 respectively, detailed in the following table.

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Game Consultant News

The SplashPlay

30 Million small businesses in America represents an unprecedented opportunity for financial security.



About Fun!

If there is one thing you can depend upon from SplashPlay — *responsiveness*.

Core to our mission is our commitment to monitoring market forces, client needs and opportunities to maximize yours and the company's success. One such example is our desire to ensure that the SplashPlay brand evokes the right image and emotion within our community and our business partners.

Consistent with the SplashPlay mission, we believe our logo reflects the fun and entertaining nature of the SplashPlay model. As we like to say at the office, **"If SplashPlay is anything, it is fun!"**

Our commitment to you, our team members in the field, is to provide the best opportunity for financial independence, and ensure you have a good time.

The \$100,000 Gamification Consultant

As demonstrated, to earn \$100,000 on a residual basis, a SplashPlay Gamification Consultant and his or her team of twelve sponsored agents, only needs to develop ten (10) Game Sponsors monthly. Over a two-year period, your team of thirteen Gamification Consultants will sell a total of 3,120 SplashPlay Gamification licenses.

Remember the U.S. small business statistics discussed earlier? Consider the following question:

"How many SplashPlay Gamification Consultants are necessary to service all U.S. small businesses?"

The answer is simple.... A lot! If our average Gamification Consultant enrolls ten new Game Sponsors monthly, yielding 240 Game Sponsors over two years, SplashPlay would need a team of 125,000 (30 million ÷ 240) Gamification Consultants. Certainly this is an academic exercise, however, even a modest 2% market share would require upwards of 2,500 Gamification Consultants (averaging 50 per state). Clearly, SplashPlay's market and strategy is far from saturated. Hence the Opportunity!

You the Sponsor

What does this mean to you? The answer is simple and is spelled "OPPORTUNITY."

Every SplashPlay Gamification Consultant enjoys the truly unique opportunity of being a Sponsoring Agent which is accompanied by substantial income potential from SplashPlay's generous twenty-five percent commission override. Consider a scenario where you recruit 10 Gamification Agents and each earns \$50,000 annually — representing \$500,000. In turn, you earn a flat 25% commission override on every penny of commission paid to your recruits. In this example, your annual commission from your direct team's efforts would be \$125,000 — without lifting a finger.

Your SplashPlay Team

As illustrated throughout this article, one of our goals has been to develop a compensation plan so simple it can be explained on a post-it note. We believe we have achieved this objective. Consistent with our "simplicity" strategy, we developed a team management compensation plan equally simple where you are paid a 25% matching Sponsor Commission for EVERY penny your immediate team earns. Forget complex formulas, performance requirements and volume commitments. Whether you sell or not, if your sponsored Gamification Consultants earn \$1, we send you 25¢. **PERIOD!**

	Year 1	Year 2
Software License Commission	\$19,530	\$53,844
Advertising Residual Commission	\$5,100	\$14,062
Totals	\$24,630	\$67,906

What about year three? You ask. The fact is, as long as SplashPlay Game Sponsors promote their games, you enjoy continued commissions from License fees and game play. For example, we estimate that your combined commission for year three will be \$87,716 without you making one new sale. **Just residual income.** That's an extra \$10,000 over Year 2, doing nothing!

If your goal is to make seventy to eighty thousand dollars annually, You can easily achieve this goal with SplashPlay expending very little effort and at no cost. However, if you desire more, let's explore building a small team of Game Consultants.

Building a Team

For the purpose of this analysis, we are going to make three assumptions: 1) You recruit three agents, 2) Each Agent recruits three agents, and 3) All Agents sell at the level we used in the previous analysis — We have a total of 13 SplashPlay Agents, shown below, each selling \$700 monthly.



Illustrated in the following table, including yourself and twelve active agents, over a two year period your personal income is expected to be \$56,958 in Year 1 and triple to \$157,032 in Year 2.

Commissions	Tier I	Tier II	Tier III	Total
Active Agents	1	3	9	13
Year 1	\$24,630	\$18,473	\$13,855	\$56,958
Year 2	\$67,906	\$50,929	\$38,197	\$157,032

As illustrated before, your combined annual commission from your team in Year 3, with no new sales, is projected to be \$115,128 which continues forever.



START YOUR TEAM TODAY!