

To: **SplashPlay Agents**

From: **SplashPlay Marketing**

Date: **January 12, 2017**

Subject: **Competitive Analysis**

Yesterday we received a question asking to compare SplashPlay with ProProfs Quizzes. In an effort to be responsive, we are pleased to provide the following comparison.

- 1) **License Fees:** Both SplashPlay and ProProfs license its services. SplashPlay’s worst case pricing is \$70 per month for any organization serving an unlimited number of players. ProProfs, however, charge organizations \$450 per month which is paid annually. In comparison, SplashPlay costs a business \$840 annually versus ProProfs annual cost of \$5,400. In fact, based on SplashPlay’s \$1,499 life-time license program, a business would breakeven with SplashPlay over ProProfs in only 3.3 months. Over a five-year period, a company using ProProfs would spend \$27,000 and only \$1,499 with SplashPlay. Over five years, ProProfs is 18-times more expensive than SplashPlay. More importantly, the cost of SplashPlay is offset by SplashPlay’s revenue sharing program.

**Annual Player Allotment**

100	200	300	400	500	1000	Unlimited
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Step 2- Choose your Plan

<p><b>FREE</b></p> <p><b>\$0</b></p> <p>free forever</p> <p>Sign Up</p> <p>No credit card required</p>	<p><b>SOCIAL &amp; EDU</b></p> <p><b>\$95</b></p> <p>per month (annually)</p> <p>Sign Up</p> <p>15 days free trial</p>	<p><b>PROFESSIONAL</b></p> <p><b>\$190</b></p> <p>per month (annually)</p> <p>Sign Up</p> <p>15 days free trial</p>	<p><b>Most Popular</b></p> <p><b>BUSINESS</b></p> <p><b>\$450</b></p> <p>per month (annually)</p> <p>Sign Up</p> <p>15 days free trial</p>	<p><b>ENTERPRISE</b></p> <p><b>\$650</b></p> <p>per month (annually)</p> <p>Sign Up</p> <p>15 days free trial</p>
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- 2) **Loyalty Program:** SplashPlay includes a built-in loyalty program. ProProfs does not.
- 3) **Deals and Offers:** SplashPlay provides real-time delivery of custom deals and messages to Game Sponsor’s players. ProProfs does not.
- 4) **Revenue Sharing:** SplashPlay shares its advertising revenue with game sponsors. ProProfs does not.

At the very least, ProProfs validates SplashPlay’s business model. Our target audience, however, is not the wealthy Fortune 1000, but rather the 30 million small-businesses across America.

## PRODUCT COMPARISON

Features	SplashPlay	-vs-	ProProfs
License Fees – Paid Monthly	\$70		\$500
License Fees – Paid Annually	\$699		\$5,400
License Fees – One-Time Life-Time	\$1,499		NO
License Fees – Five Year Cost	\$1,499		\$27,000
Revenue Sharing	YES		NO
Unlimited Storage	YES		YES
<b>Corporate Image</b>			
Personalized Corporate Identity	YES		YES
Personalized Game Buttons	YES		YES
Official Sponsor Detail Page	YES		YES
<b>Platform Compatibility</b>			
Desktop	YES		YES
Tabled (Android, Windows and iOS)	YES		YES
Smartphones (Android, Windows and iOS)	YES		YES
<b>Loyalty Program</b>			
Point-based Rewards System	YES		NO
Points Traced by Game Sponsor	YES		NO
General Loyalty Points	YES		NO
Social Media Sharing Bonus	YES		NO
<b>Deals and Messaging</b>			
Scheduled Deals & Messages	YES		NO
Real-time Deal & Messaging Tracking	YES		NO
Player Saved Deals & Messages	YES		NO
Digital Coupon	YES		NO
Deal Sharing	YES		NO
<b>Quiz Structure</b>			
Game Limit	Unlimited		Unlimited
Question Limit	Unlimited		Unlimited
Multiple Choice Quizzes	YES		YES
True / False Quizzes	YES		YES
Yes / No Quizzes	YES		YES
Mixed Answer Format	YES		YES
Question Order Randomization	YES		YES
Answer Order Randomization	YES		YES
Question Graphics	YES		YES
URL Link Paired with Question Graphics	YES		NO
<b>Game Creation</b>			
Bulk Game Creation	YES		YES
Game Categorization and Tagging	YES		NO
Surveys	YES		YES
Private Games	YES		YES
Public Games	YES		YES
Survey Geo-targeting Capability	YES		NO
<b>Social Gaming</b>			
Player Question Submission	YES		NO
Social Media Sharing	YES		YES
Player's Friends List	YES		NO
Real-Time Competitions	YES		YES
<b>Player Engagement</b>			
Real-world Touch Point / QR Code	YES		NO
Personalized Sponsor URL	YES		NO