



# Gamification Agent Overview



# Nation's Leader in Business Gamification

Since SplashPlay's founding in 2014, we've introduced the most innovative business tool since the invention of the coupon – Gamification

Our mission is to improve any organization's marketing efforts by providing a truly innovative messaging and branding channel. A channel that provides a conduit into Social Media – SplashPlay's Gamification Platform.

Not only is SplashPlay innovative, it is simply the most affordable marketing solution available. In fact, it is the only marketing solution that “actually pays for itself.”

The SplashPlay bottom line is very simple, incorporating gaming into any organization's marketing provides a novel and innovative way to engage existing and attract new customers.

We're committed to helping businesses, charities, schools, museums, authors, celebrities, athletes, products, and fundraisers develop more revenue, deliver their message, promote their brand, and expand Social Media Reach through gamification. We are committed to changing marketing for every organization coast-to-coast.



**Trivia with a purpose!**

# SplashPlay

## The Solution to Every Marketer's Problems



1

### Personalized Game Platform

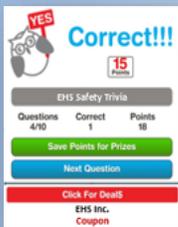
SplashPlay provides its customers, we call Game Sponsors, a robust and easy to use platform for creating their own games designed to maximize consumer engagement, education, message delivery and revenue.



2

### SplashPlay TouchPoints & Branding

Each SplashPlay Game Sponsor's game is personally branded for them with a landing page, personalized game buttons and a unique and personalized QR Code Real-World Touch Point.



3

### Deals and Offers

SplashPlay is the only game platform that enables Game Sponsors to schedule and deliver unlimited deals, coupons, offers, and messages with every answered question. *All at not additional charge.*



4

### Loyalty

To encourage game play and Social Media sharing, players earn points for every answered question, each time they share a game, and every time they share a Game Sponsor's deals in Social Media or via email. In turn, SplashPlay provides Game Sponsors the ability to set up their own personalized loyalty program rewarding player engagement. *All at not additional charge.*



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# GAMIFICATION AGENT COMPENSATION

As a SplashPlay Gamification Agent, your income comes from three generous sources. First, SplashPlay's Game Sponsors pay a modest software license fee of which you are paid 40%. To our players, SplashPlay is free to play thanks to our national advertisers. Game Sponsors, however, are paid Game Royalties of 20% commercial businesses and 40% to charities and fundraisers. In turn, the Gamification Agent that signed the Game Sponsor is paid a 25% matching commission of all Game Royalties paid. **Forever!**

## Software License Revenue

SplashPlay Software Licenses are available in three types and Gamification Agents are *paid 40% of every payment to SplashPlay*:

Software License Type	License Fee	Agent Commission
Monthly	\$70	\$336/Year
Annual	\$699	\$280/Year
Annual Author/Blogger	\$99	\$40/Year
Life-Time	\$1,499	\$600/One-Time

## Game Revenue Residual

SplashPlay's games are fully advertiser subsidized. As such, everytime a game question is answered, SplashPlay earns revenue. More importantly, twenty-five to fifty percent of every penny of SplashPlay's revenue is shared with its Game Sponsors and you, our Gamification Agents. **Shared Forever!**

Game Sponsor Type	Sponsor Share	Agent Commission
Commercial Business	20%	25% Match of Sponsor Payments
Charity/Fundraiser/School	40%	

## Team Member Override

SplashPlay's mission is to bring gamification to millions of America's businesses, charities, schools, and organizations. To achieve this ambitious goal, SplashPlay is committed to developing a nationwide network of Gamification Agents. As such, every SplashPlay Agent is encouraged and welcomed to develop his or her own team, anywhere in the country. In return, you the Team Leader are paid a 25% Matching Override of all commissions paid to your direct team members. **Forever!**

Revenue Source	Agent Commission	Team Leader Override
Monthly License	\$336/Year	\$84
Annual License	\$280/Year	\$70
Author/Blogger License	\$40/Year	\$10
Life-Time License	\$600/One-Time	\$150
\$1,000 Sponsor Rev Share	\$250	\$63



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# Your Income Potential

If long-term substantial residual income is your goal, there is not another program available to aspiring entrepreneurs that even comes close to the income potential offered by SplashPlay. Take a few moments and look at the following tables. Clearly, SplashPlay is a life-changing opportunity than cannot be overlooked.

**AGENT SOFTWARE LICENSE COMMISSIONS** **Table 1**

Sales / Month	5	3	1	1	Average
Mean Sale Value	\$301	\$210	\$699	\$1,499	\$301
Monthly Sales	\$1,505				

AGENTS	MONTHS												Totals
	1	2	3	4	5	6	7	8	9	10	11	12	
1	\$602												\$7,224
2		\$602											\$6,622
3			\$602										\$6,020
4				\$602									\$5,418
5					\$602								\$4,816
6						\$602							\$4,214
7							\$602						\$3,612
8								\$602					\$3,010
9									\$602				\$2,408
10										\$602			\$1,806
11											\$602		\$1,204
12												\$602	\$602
<b>Totals</b>													\$46,956
Sponsoring Agent %													25%
Sponsoring Agent Commission													\$11,739

**TABLE 1**

Ask yourself a simple question: *“Can you sell five (5) new customers monthly for total monthly sales of \$1,505?”*

If you answered yes to this question, you will earn **\$46,956** Annually in Software License Commissions. If you have a SplashPlay Game Agent that sells five new customers monthly, you will earn **\$11,799** in Team Member Override Commission.

Based on SplashPlay’s game play and Social Media sharing projections, and assuming each player only answers 10 questions per month, a team of twelve (12) SplashPlay Agents would earn **\$312,685** in Game Revenue Residual commission, averaging **\$26,057** each. More importantly, you, the Team Leader would earn the twenty-five Team Member Override Commission Totaling **\$78,171**.

**TABLE 2**

**ADVERTISING ROYALTY SHARING** **Table 2**

Average Social Media Reach	275
Average Sponsor's Direct Reach	1,500
Engagement %	25%
Social Media Sharing %	10%
Questions / Month / Player	10
Average Sponsor Royalty %	30%

AGENTS	MONTHS												Totals
	1	2	3	4	5	6	7	8	9	10	11	12	
1	\$481												\$37,522
2		\$962											\$37,041
3			\$1,443										\$36,079
4				\$1,924									\$34,636
5					\$2,405								\$32,712
6						\$2,886							\$30,306
7							\$3,367						\$27,420
8								\$3,848					\$24,053
9									\$4,329				\$20,204
10										\$4,811			\$15,875
11											\$5,292		\$11,064
12												\$5,773	\$5,773
<b>Totals</b>													\$312,685
Sponsoring Agent %													25%
Sponsoring Agent Commission													\$78,171

**Table 2**

**SPONSORING AGENT COMMISSION SUMMARY** **Table 3**

	MONTHS												Totals
	1	2	3	4	5	6	7	8	9	10	11	12	
Software License	\$602	\$1,204	\$1,806	\$2,408	\$3,010	\$3,612	\$4,214	\$4,816	\$5,418	\$6,020	\$6,622	\$7,224	\$46,956
Game Royalties	\$481	\$1,924	\$4,329	\$7,697	\$12,026	\$17,318	\$23,572	\$30,787	\$38,965	\$48,105	\$58,207	\$69,272	\$312,685
Total Agent Commissions	\$1,083	\$3,128	\$6,135	\$10,105	\$15,036	\$20,930	\$27,786	\$35,603	\$44,383	\$54,125	\$64,829	\$76,496	\$359,641
Sponsor Agent Commission	\$271	\$782	\$1,534	\$2,526	\$3,759	\$5,232	\$6,946	\$8,901	\$11,096	\$13,531	\$16,207	\$19,124	\$89,910
Cumulative Sponsor Agent Commission	\$271	\$1,053	\$2,587	\$5,113	\$8,872	\$14,104	\$21,051	\$29,952	\$41,048	\$54,579	\$70,786	\$89,910	

**TABLE 3**

This table illustrates a couple of interesting pieces of information. First, in Year-one the Team Sponsoring agent earns **\$89,910** in combined software license and game play commission. More interesting, note

Note that in Month Twelve, the Team Sponsoring agent’s combined commission rises to **\$19,124**. On an annual basis, this monthly income level annualizes to **\$229,488**.

The most important aspect of your decision process to join SplashPlay is to understand how much income you can earn. As such, we encourage you to ask a simple question: *“What happens in Year Two?”* To answer this question, notice in month twelve, of Table 3 total paid Game Royalties is **\$69,272** which yields **\$17,318** in Sponsoring Agent Override (\$69,272 x 25%). To illustrate the enormity of SplashPlay’s Residual Income potential, let’s assume your entire team didn’t sell another Game Sponsor in year-two. If so, Year Two Team Game Play Commissions resulting from the existing Game Sponsors would be **\$831,264** (\$69,272 x 12 months) and your Sponsoring Agent Override would be **\$207,816** (\$831,264 x 25%).



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# Why Become a SplashPlay Game Agent?

Your decision to become a SplashPlay Gamification Agent can be addressed with eight simple facts:

## 1. Generous “Long-Term” Commissions

- 40% Software License Commissions
- 25% Game Sponsor Residual Commissions
- 25% Team Commission Matching Override

## 2. Be part of the Mobile Gaming Revolution

## 3. Represent a Fun and Engaging Product

## 4. Represent a Product that Pays for Itself!

## 5. No Cost or Risk to You!

## 6. No Quotas!

## 7. No Inventories!

## 8. Nothing to Buy!



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# Agent Support

- SplashPlay's dedicated support staff at our corporate office is at your disposal.
- You will be paired with a knowledgeable regional partner who will guide you every step of the way.
- Ongoing weekly Q&A and Conference calls with our National Sales Director.
- SplashPlay's Gamification Agent Quarterly Newsletter
- SplashPlay's "SplashPlay Thoughts" Weekly Updates
- You'll have access to SplashPlay's Robust Back office for all your needs.
- Regularly scheduled advanced trainings to help you hone your skills and knowledge.
- Monthly Contests, incentives, and Challenges.
- Daily Breaking News with success stories, tips and techniques so you can stay tuned in!
- Regularly scheduled webinars where you can learn, share and collaborate with the entire company

Now is the perfect time to become part of an industry that's in its infancy-stage with 200% compound annual growth addressing the needs of 30 Million small-businesses, 2+ million charities and fundraisers, hundreds of thousands of schools, and more.

If you're looking for a career where you can build a Lifetime Vested Residual income and create a lasting partnership with an exciting company, then SplashPlay is for you!



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