



### GAMIFIED CROWDFUNDING

Since its introduction, Crowdfunding has experienced an incredible rise in popularity. Individuals, businesses and charities have all turned to crowdfunding in an attempt to secure funding to overcome misfortune, secure donations and finance an enterprise. Unfortunately, Crowdfunding has failed to live up to expectation. On first blush, crowdfunding seems like a perfect fit for charities and nonprofits. The idea of placing a worthy cause in front of a receptive audience frequenting a variety of crowdfunding sites logically should create visibility and develop needed capital. Unfortunately, for many, turning to crowdfunding has proven a disappointment. In fact, less than half of such campaigns reach their goal, and two-thirds of unsuccessful campaigns raise less than 20 percent of their goals. On average, charities turning to crowdfunding raise less than \$9,000. The biggest challenge of crowdfunding is encouraging people to trust you. The simple fact is, people fear the money they give won't end up going where they intended. GoFundMe and Kick-

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## SplashPlay and Fundraising

**D**id you know SplashPlay is more than trivia games for businesses? In fact, SplashPlay is also a unique and risk-free fundraising vehicle for any organization needing to raise money.

### America's Schools

With the beginning of every new school year parents, grandparents, aunts and uncles gird their loins awaiting the onslaught of fundraising activities. Whether it's magazines, cotton candy or walk-a-thons, every school has plans at the ready to extract more and more much needed capital from the students' loving and caring family and friends to subsidize their worthy causes. This reality was recently graphically illustrated.

While attending board meetings of two local schools in Orange County, it was strikingly obvious that their commitment to fundraising was real, legitimate and more importantly, a problem. Unfortunately their efforts rarely yield the much needed capital they seek. In fact, in one example the football coach reported that their "annual snow cone campaign netted the football boosters a total of \$12.75!"

When the time came for SplashPlay to introduce its fundraising solution, every doubting and jaundiced eye looked on with great skepticism. Clearly the question in the back of their minds was; "What are they trying to sell us?"

### Fundraising Challenge

One school (we will call Cash Flow Elementary) needed to raise \$50,000 in order to subsidize its unique academic program. To achieve this objective, the parents of 350 students (approximately 140 families) of Cash Flow Elementary would be challenged to each raise \$357. Albeit, \$357 is not a staggering figure. However, when one considers the never ending demand to support worthy charitable causes, the average family is all-too-often over extended when it comes to funding yet another "worthy cause."

Audience skepticism piqued when they were told that with SplashPlay they could raise all the funds they desired at no risk to the school. More importantly, no one would need to write a single check to reach their fundraising objectives.

### The SplashPlay Solution

The SplashPlay social/gaming platform is uniquely suited for fundraising activities. All that is required of the school is to create its own trivia games (e.g. sports trivia, historical trivia, community trivia, etc.), and invite its supportive families to share SplashPlay with their friends and relatives; both directly and via social media. Simple as that!

### School Specific Trivia Game

SplashPlay offers the unique ability for a school to raise money while engaging its supporters in a fun and informative manner. Toward this end, schools

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## Gamified Crowdfunding, cont'd

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starter put the responsibility on the donor to make sure the fundraiser is trustworthy.

SplashPlay's approach to fundraising is grounded in two very power facts:

- **Potential supporters (game players) have a pre-existing relationship with the Game Sponsor.**
  - **Money directed to the fundraiser is paid by SplashPlay, not the game player.**
- By incorporating gamification into a fundraiser's strategy, in addition to developing much needed capital, players are ...
- **Educated about the fundraiser's purpose through fun and interesting trivia,**
  - **Fundraisers can provide loyalty rewards (e.g. small gifts of recognition) in exchange for SplashPlay Loyalty Reward Points,**
  - **Players are encouraged, rewarded and happy to share the fundraiser's game in social media, and**
  - **Fundraisers communicate in real-time via SplashPlay's Deal and Messaging feature.**

Unlike crowdfunding, which is the new-age version of begging, SplashPlay's gamification strategy empowers the fundraiser to share its message in a new and refreshing manner and enable supporters to provide financial support by simply answering a few trivia questions.

Rather than asking for money, people are invited to play the fundraiser's trivia games, have fun and provide valuable support for the organization without writing a check or charging their credit card. **A new age is here!**



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can create their own personalized trivia games intended to provide a relevant experience for the players. For example, the school can post games about sports teams' accomplishments, academic awards, community achievements, names of teachers, etc. SplashPlay is only limited by the imagination and creativity of the school for there are no limits to the variety and quantity of trivia games a school can create to engage and entertain its supporters.

### It's All about Social Reach

SplashPlay's growth strategy is about Catalyzed Viral Growth™. For most online offerings, whether mobile apps, social media or gaming, viral growth is hoped for, but rarely realized for a couple of reasons: (1) Viral growth is either dumb luck, or (2) The result of a substantial marketing investment exceeding \$7 per engaged person. As such, if you want an audience of one million viewers of your web site or mobile app, you either have to be unbelievably lucky or be prepared to spend \$7 million.

SplashPlay's Catalyzed Viral Growth™ strategy promotes viral growth by making its games available to a large audience — in partnership with our Game Sponsors. Businesses and Fundraisers alike. In doing so, SplashPlay's projected cost of engaging someone as a player is Zero. As a result of this savings, SplashPlay can generously share its revenue with Game Sponsors and Gamification Agents.

### School Fund Raising

Now, let us consider why SplashPlay is interesting to a school.

SplashPlay's offer is simple: SplashPlay shares 40% of in-game advertising revenue with partici-

## The SplashPlay Fundraising opportunity.

**98,817 Primary Schools in America**

pating schools. How substantial is SplashPlay's fundraising proposition? With a few simple calculations, the power of SplashPlay and social media quickly becomes evident.

### Consider Cash Flow Elementary's \$50,000 Need

According to the Pew Foundation, the average social media user (Facebook, Instagram, etc.) has 500+ online connections. As such, the 280 parents (140 families x 2 parents) of Cash Flow Elementary potentially reach upwards of 140,000 (280 x 500) friends in social media ("Virtual Friends"). Now, let's assume only 2% of the 140,000 Virtual Friends, or 2,800 people share SplashPlay within their social media network. In doing so, they potentially reach upwards of 1,400,000 Virtual Friends (2,800 x 500). In total, Cash Flow Elementary school has the ability to reach 1,540,000 Virtual Friends (1,400,000 + 140,000) via social media. Finally, let's assume only 10% of the entire body of Virtual Friends (154,000 people) accept the invitation to play SplashPlay to support the kids of Cash Flow Elementary. *Keep in mind, at no cost to them.* Cash Flow Elementary would have 154,000 Virtual Friends supporting the funding needs of the school without anyone having to write one check.

In order to reach Cash Flow Elementary school's \$50,000 funding goal, they simply need to encourage the 154,000 Virtual Friends to answer five (5) SplashPlay trivia questions each week (about one minute) throughout the school year (40 weeks) resulting in a total of 30.8 million SplashPlay trivia questions answered. Based on SplashPlay's expected revenue of \$0.0045 per trivia question, SplashPlay's total revenue would be \$138,600. In turn, Cash Flow Elementary school's 40% share will be \$55,440. Less the school's one-time Life-Time License cost of \$1,495, Cash Flow Elementary nets from its efforts \$53,945. Goal Achieved!! All without having to ask anyone to make a donation.

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## Market Perspective Digital Couponing

**31 Billion Digital Coupons will be redeemed in 2017 by 200 million smart phone users**



SplashPlay is more than trivia games. In fact, built into the SplashPlay technology is a powerful and dynamic digital coupon delivery system. Why is this important? Digital couponing is one of the fastest growing components of the mobile landscape. In fact, according to *Juniper Research*, the number of digital coupons redeemed by consumers is expected to exceed 31 billion in 2017. Why the growth in digital coupons? Very simply, digital couponing is driven by the 200+ million smart devices in the hands of consumers everywhere.

According to the market researcher *L2 Business Intelligence*, consumer digital couponing behavior is on a sharp rise with the most dramatic growth expected from food and beverage companies who have yet to capitalize on the power of digital coupons.

Literally, millions of consumers are walking around in their daily activities with a computer in their pocket — Smartphones. All of whom are ready and willing to receive opportunities and save money with mobile offers. SplashPlay was designed to capitalize on the potential of mobile and is one of the most innovative

and entertaining mechanisms for delivery of real-time, relevant and valuable offers right to the consumer's smart device benefiting both the consumer and the marketer.

### Seamless Redemption

Digital couponing is poised to explode thanks to the growing adoption of mobile devices and their integration into our daily lives. SplashPlay was founded specifically to address and benefit from the opportunities this fast-paced market offers and is on the forefront of mobile engagement. More specifically, SplashPlay is a trend setter for digital couponing by making our Game Sponsors' digital coupons readily available while participants play SplashPlay games. In turn, coupons can be redeemed in real-time or saved for later.

To date, brands have lagged behind in digital couponing. According to *L2*, the majority of food and beverage brands have not yet realigned their coupon programs to meet the quickly shifting online and

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### SplashPlay Fundraising, cont'd

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Just as importantly, as a SplashPlay Gamification Agent, if Cash Flow Elementary was your client, in Year 1 you would earn \$14,084 (\$13,486 + 598) from helping them achieve their fundraising objectives. **A thought...Sign ten schools in your community and you earn \$140,840!**

### School Fund Raising Market Size

According to the U.S. Department of Education, there are 98,817 primary schools in America. If each school needed to raise \$50,000, the gross capital need from fundraising would be \$5 billion. In turn, this represents a potential market size (in SplashPlay revenue) of \$13 billion. More interestingly, if only 1/2 of 1 percent (0.005) of the nation's public schools adopt SplashPlay as a fund raising tool, 494 schools would be promoting SplashPlay to an active user-base in excess of 76 million (494 x 154,000).

### More Than School Fundraising

In this discussion we explored SplashPlay as a fundraising tool for schools. However, just as SplashPlay is not limited to bars and restaurants, it is also not limited to schools. In fact, any organization (e.g. clubs, charities, fraternal organizations, churches, synagogues, sports teams, theater groups, hospitals, boosters, etc.) desiring to raise capital can adopt SplashPlay's fundraising strategy as part of their capital development solution. All they need do is learn of this opportunity from a SplashPlay Gamification Agent and share their games with their friends, families and social media relationships – risk free.

- 1 Deal Offer
- 2 Deal Page
- 3 Player's Deals
- 4 Deal Redemption
- 5 Deal Confirmation

- SplashPlay's Deal/Coupon Feature**
- 1) **Deal Offer:** Presented after every question. Game Sponsor can scheduled up to 7 separate deals.
  - 2) **Deal Page:** Revealed when players tap the Deal Button.
  - 3) **Player's Deals:** Players can save deals for later redemption.
  - 4) **Deal Redemption:** Player taps the button to redeem the offer.
  - 5) **Deal Confirmation:** Game Sponsor and Player receive confirmation.





## Cost of a Coupon

Everyone knows, nothing is free. And coupons are no different. If a business wishes to send out 500 coupons via the U.S. Postal Service, the cost to do so would easily soar past one dollar per coupon. Assuming a miraculous redemption rate of 10%, the cost for each redeemed coupon would be upwards of \$10.

Unfortunately, experienced marketers are ecstatic to see a 2% response from direct mail. As such, the cost per redeemed coupon will be much closer to \$50 each. If a coupon is for a 2-for-1 lunch special, the \$10 lunch (excluding food, labor, etc.) just lost this marketer \$40.

Now, consider SplashPlay. In contrast, a SplashPlay Game Sponsor can deliver coupons in real-time to its game players **free of charge**. If the same 500 people were playing the Game Sponsor's SplashPlay game, the cost to deliver coupons would be Zero and the revenue from the 2-for-1 lunch deal would be profitable.

Of even more interest, SplashPlay Game Sponsors can monitor in real-time how often their coupons are presented, read, saved and redeemed.

**SplashPlay is a unique Value Proposition.**



## Market Perspective — Digital Coupling, cont'd

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mobile needs of their customers. In fact, L2's study revealed only 61 percent of the brands reviewed offered digital coupons. More interestingly, even fewer brands actively distribute digital coupons and 25 percent of brands surveyed do not even have a digital coupon strategy. Based on L2's study, it is easy to understand SplashPlay's enthusiasm for the projected growth in digital couponing.

### Mobile Couponing

Juniper Research predicts that while there will be some growth in print-at-home digital coupons, the real growth will come from increased real-time redemptions of digital coupons from the consumer's smart device. Driving the growth in digital coupon redemption is the evolution in consumer behavior with shoppers eagerly incorporating mobile devices as part of their daily purchase behavior.

Mobile technology enables consumers to receive and store coupons for later redemption on their smart devices — a process which SplashPlay does easily and seamlessly. Consistent with the market trend of integrating digital coupons into social media platforms, SplashPlay is on the forefront of digital/mobile/social/gaming coupon integration providing marketers the opportunity to deliver targeted offers based on the consumer's geographic location, activities and interests. Imagine if the California Angels baseball team wanted to deliver a buy-one-get-one-free ticket offer to Orange County California residents. Rather than mailing paper coupons to one million Orange County households, they could easily deliver their coupons through SplashPlay and specifically define their target audience as: (a) Consumers within 10 miles of Angel Stadium, (b) Patrons of Sports Bars, and (c) Baseball Trivia Players. In doing so, the Angels' message would be direct, targeted, relevant, effective and affordable.

Like any growing technology, digital coupons face some hurdles, the most significant of which are the lack of sophisticated point-of-sale technology (e.g. NFC, WiFi, Bluetooth, etc.) at many retail locations. How many times have you tried to use your smart credit card only to find the card reader wasn't working yet? Recognizing this challenge, SplashPlay designed its coupon strategy to enable easy redemption, without the need for additional technology, by simply pressing the SplashPlay's Coupon Redeem button on the consumer's smart device (see Jittery Joe's Digital Coupon). Once this is done, the SplashPlay platform automatically and seamlessly delivers redemption confirmation to the retailer via email and even fax eliminating the need for costly technology upgrades and modifications by retailers.

### Mobile/Digital Coupon Awareness

Rest assured the opportunities in mobile couponing are not going unnoticed. The fact is, retailers and brands are in the early innings of the digital coupon ball game when it comes to taking advantage of mobile's ability to drive traffic, build brand awareness and stimulate sales. SplashPlay does more than *just deliver retailers' digital coupons*. SplashPlay enables retailers to integrate their real-time coupon offers with SplashPlay's engaging, entertaining and social gaming experience.

The dramatic consumer adoption of smart mobile devices has created a more dynamic, vibrant and relevant experience for consumers and an unprecedented opportunity for retailers and brands. What was once a test and explore mentality with a small group of marketers dipping their toes into mobile is quickly becoming a sophisticated multichannel tactic within a marketer's toolkit. SplashPlay is simply the most innovative and affordable digital coupon delivery solution that will drive sales.

The bottom-line is simple. SplashPlay is an innovator in delivering real-time digital coupons. Small and large retailers and brands want sales, and the delivery of digital coupons directly to active/mobile consumers will increase the chance of a transaction with higher and more immediate return on marketing and promotion dollars.

