

TIFO

THE ULTIMATE SPORTS TRIVIA BATTLE

**REDEFINING HOW GAMERS ARE
ENGAGED, REWARDED AND MONETIZED**

AVAILABLE FOR BOTH IOS AND ANDROID





#TIFO

Noun, Italian, pronounced tee-fo

Literally “typhus”, but it can be loosely translated into sport passion, something intoxicating and impossible to contain

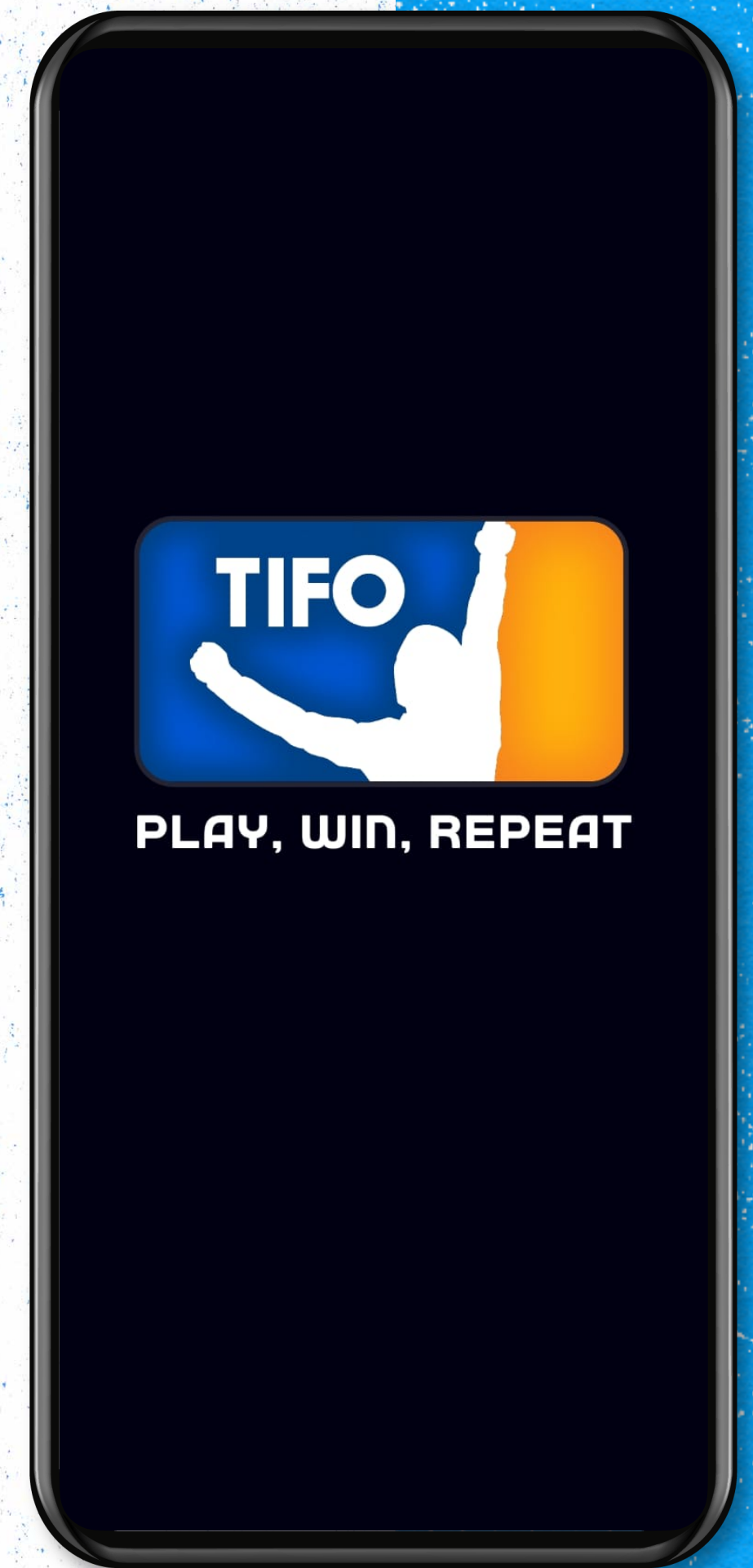
WHAT IS TIFO?



It is a mobile game build around the goal of giving back to its players, the TIFOSI

Play everyday, answer the questions correctly and get rewarded for your TIFO with prizes and real cash

The more TIFOSI play, the bigger the prize pool for everyone

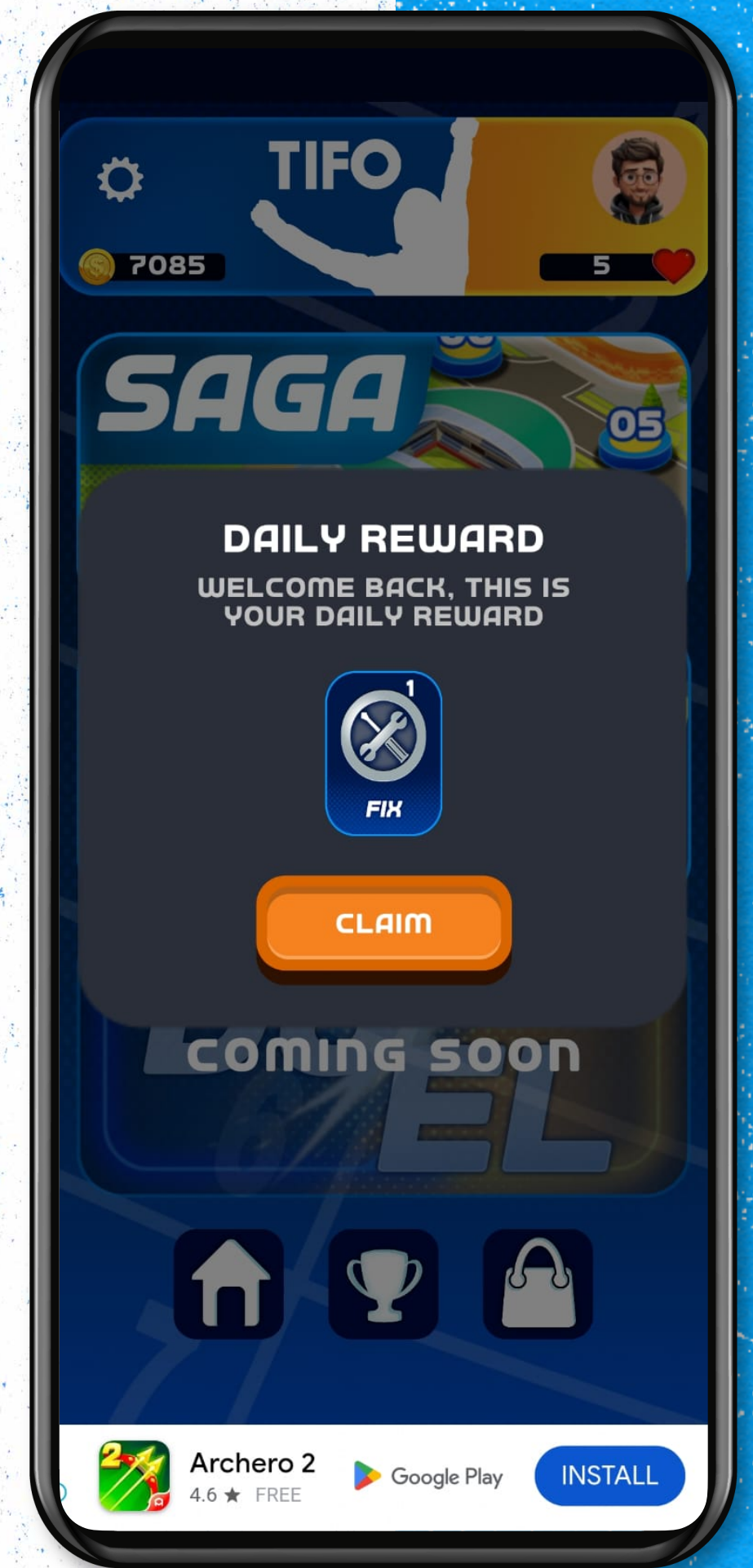


OPPORTUNITY

Sports games are generally sims or gambling or fantasy

TIFO is 100% SKILLS

TIFO combines the casual fun of Candy Crush with the excitement of the competitive action of Fortnite



GAMEPLAY

Everything is based on well proven principles

Saga - play for fun

Duel - challenge your friends

Battle Royale - be the last TIFOSO standing

Super easy!



TaaS and GROWTH

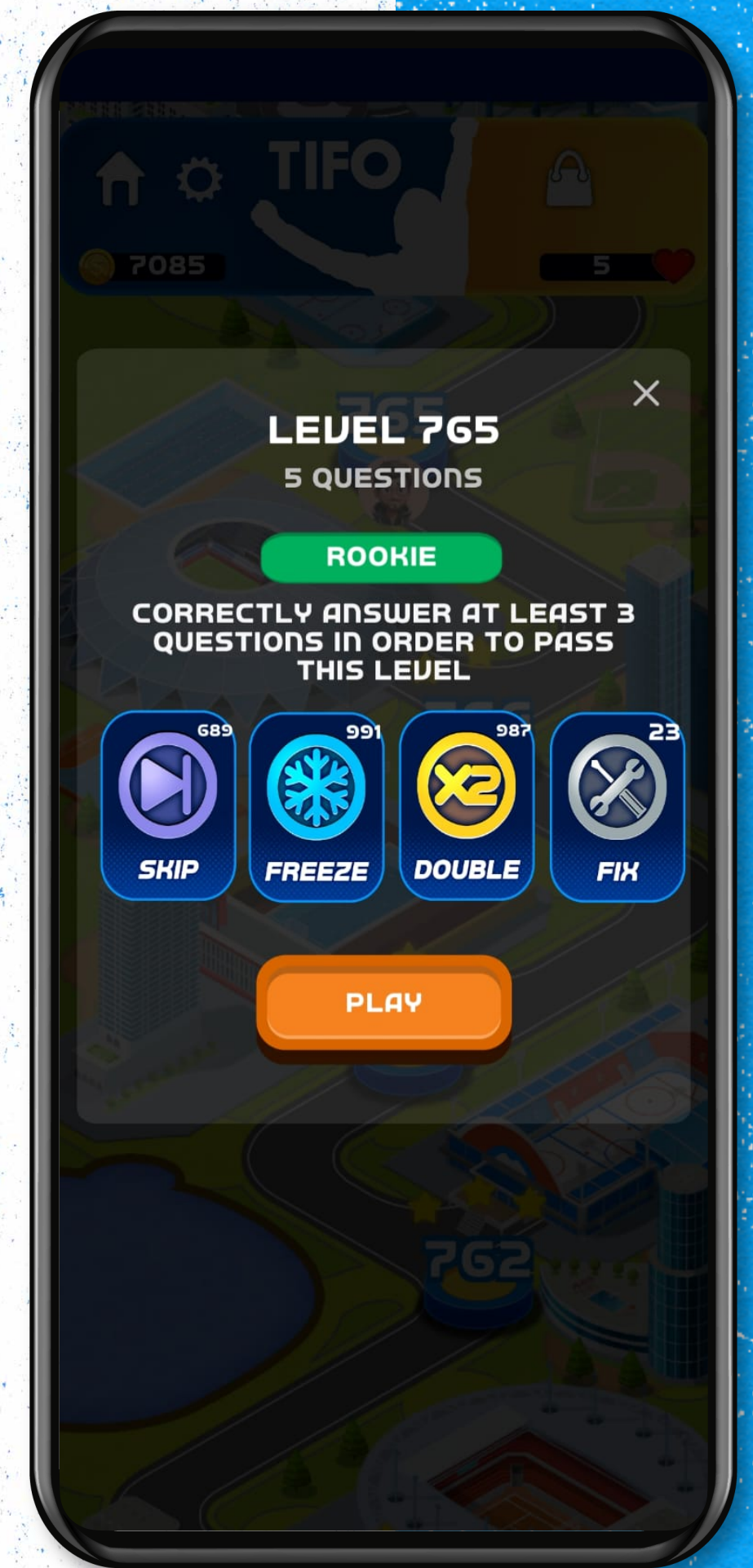


TIFO is built to be easily customised by third parties so that they can create and host their own competitions to better engage and rewards their fans (TaaS = TIFO as a Service)

They will be able to unlock first party data to unlock new revenue streams, while also helping TIFO's acceleration strategy

Partnering will allow TIFO to grow faster than with any other kind of performance marketing, helping TIFO to establish itself as a respectable brand within the sports industry

These are just some of the partners that have already expressed interest in working with TIFO at the moment



ROAD TO SUCCESS



At TIFO, we are not reinventing the wheel when it comes to business models

Revenue is generated via advertising and In App Purchases

Operations are kept at \$1M for the first year, growing slowly according to business needs

	Year 1	Year 2	Year 3	Year 4
DAUs	120,000	150,000	200,000	300,000
Revenue *	16,200,000	20,250,000	27,000,000	40,500,000
Costs **	9,913,240	13,301,400	19,139,000	31,000,200
P/L	8,813,960	12,240,600	18,481,000	31,855,800



* Based on a starting CPM of \$2.5 and a starting 3% ratio of free/ paying users at \$1.95 per day

** Inclusive of Prize Pool for tournaments and rewards and Partnerships' Costs, which are all based on revenue generated so variable

TRANSPARENCY



TIFO will be 100% transparent with its community when it comes to revenue

TIFOSI are always rewarded and put first because they are the ones driving TIFO's success

We will communicate how much adv revenue we are generating and we will always allocate at least 33% of monthly adv revenue as prizes

Concept is very simple: The more everyone plays, the bigger the prizes for everyone



THE ASK

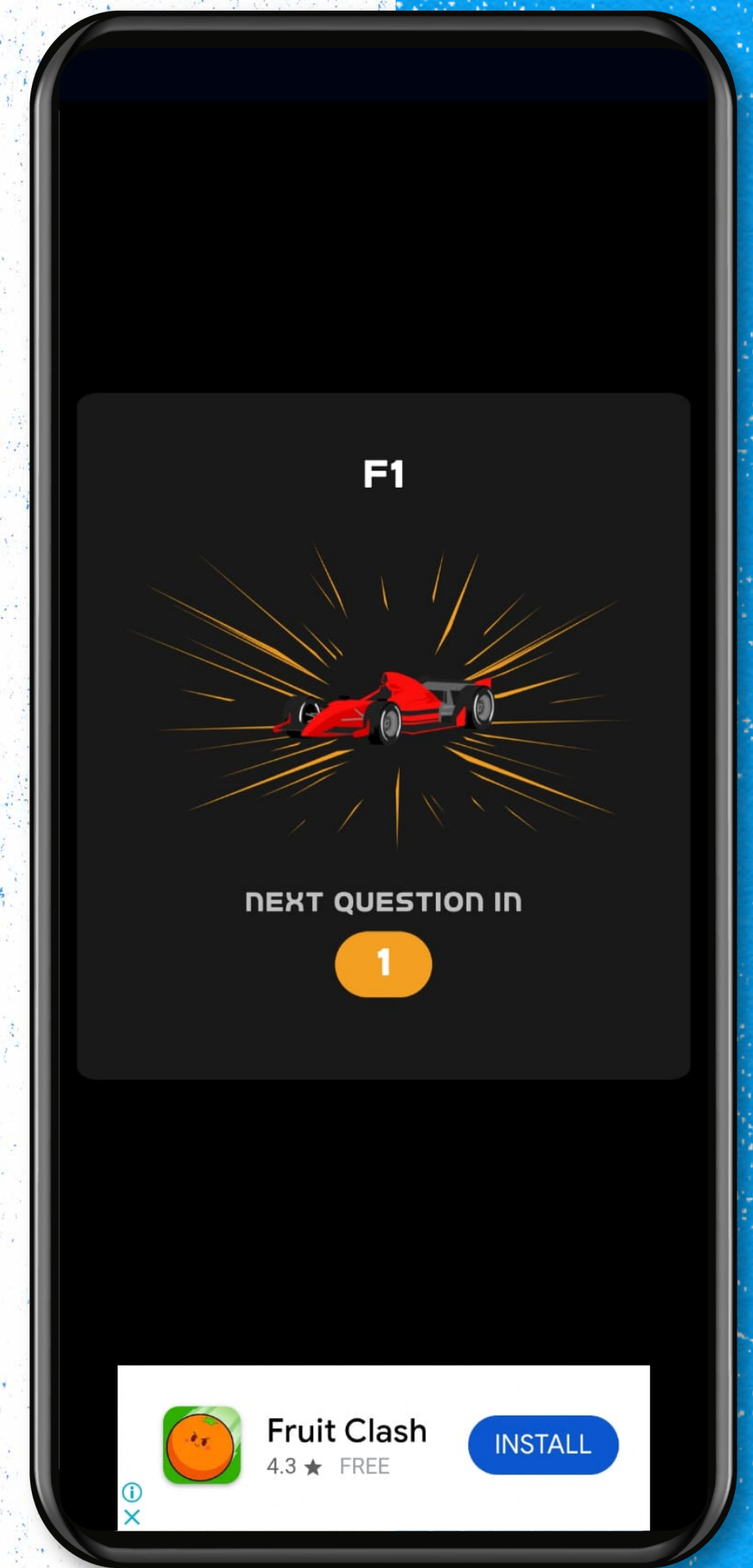


TIFO has already been built we it needs help to scale

Looking at \$500K - \$1M at a \$5M pre money valuation

Funds will be used to

- 25% to continue development and introduce new features/modes**
- 50% to sign up Strategic Partnerships**
- 25% for the initial prize pool**



THE TEAM



Maurizio Barbieri, a sports industry visionary with more than 25 years of experience in the field working for Mediapartners, Infront Sports and Media, Samsung, Twitter



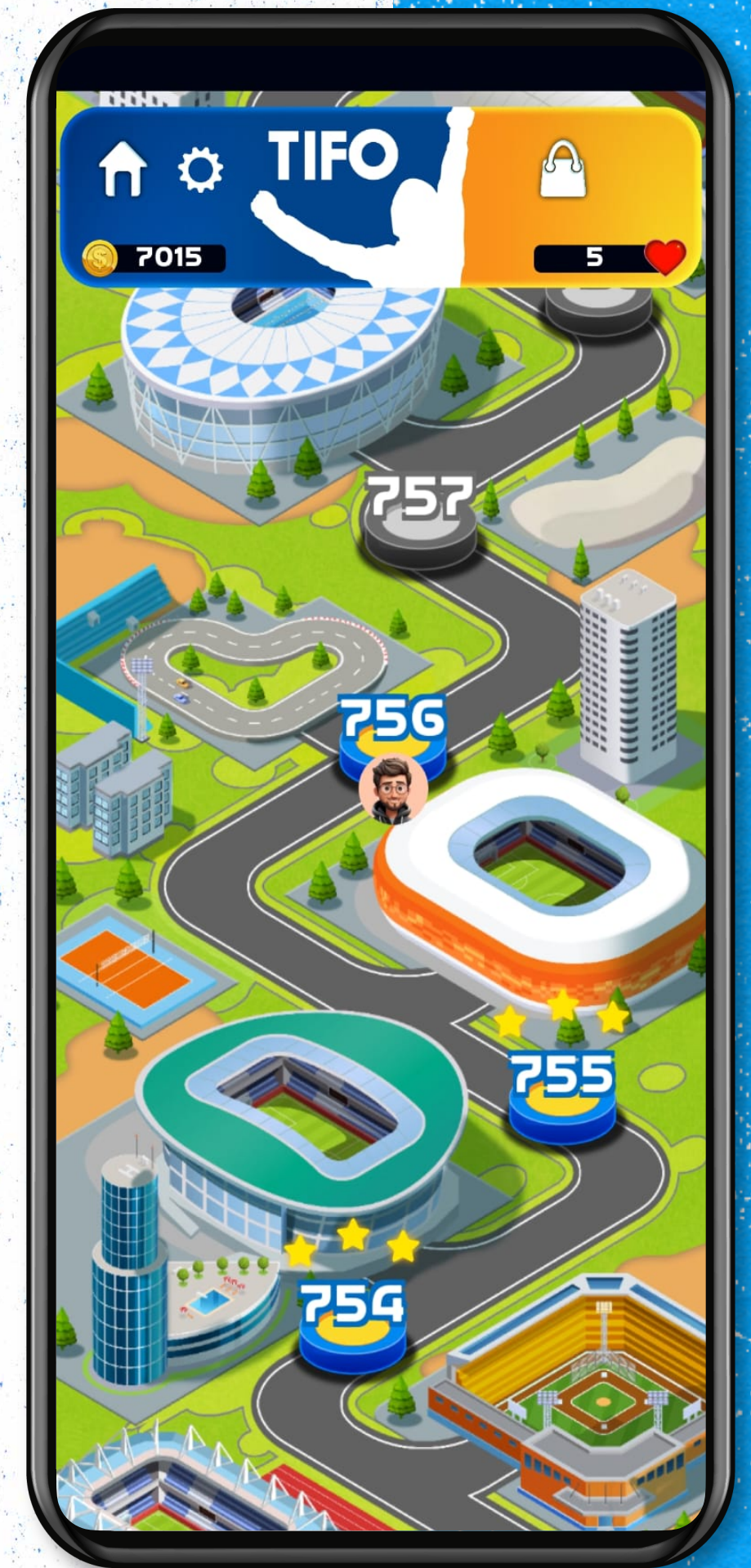
Gabriele Aimone, a gaming professional who help creating and launching multi-million dollar games for Supercell, Savage Game Studios, Play Raven



Davide Tosello, a world famous artist that worked at Supercell and Rock Pocket, now writing and illustrating books for Dupuis and Glenat



Oskari Leppaaho, a former senior developer at Unity and Rovio, now looking at creating something that he can call his own





**“One does not succeed by sticking
to convention”**

G. Kasparov, circa 1980

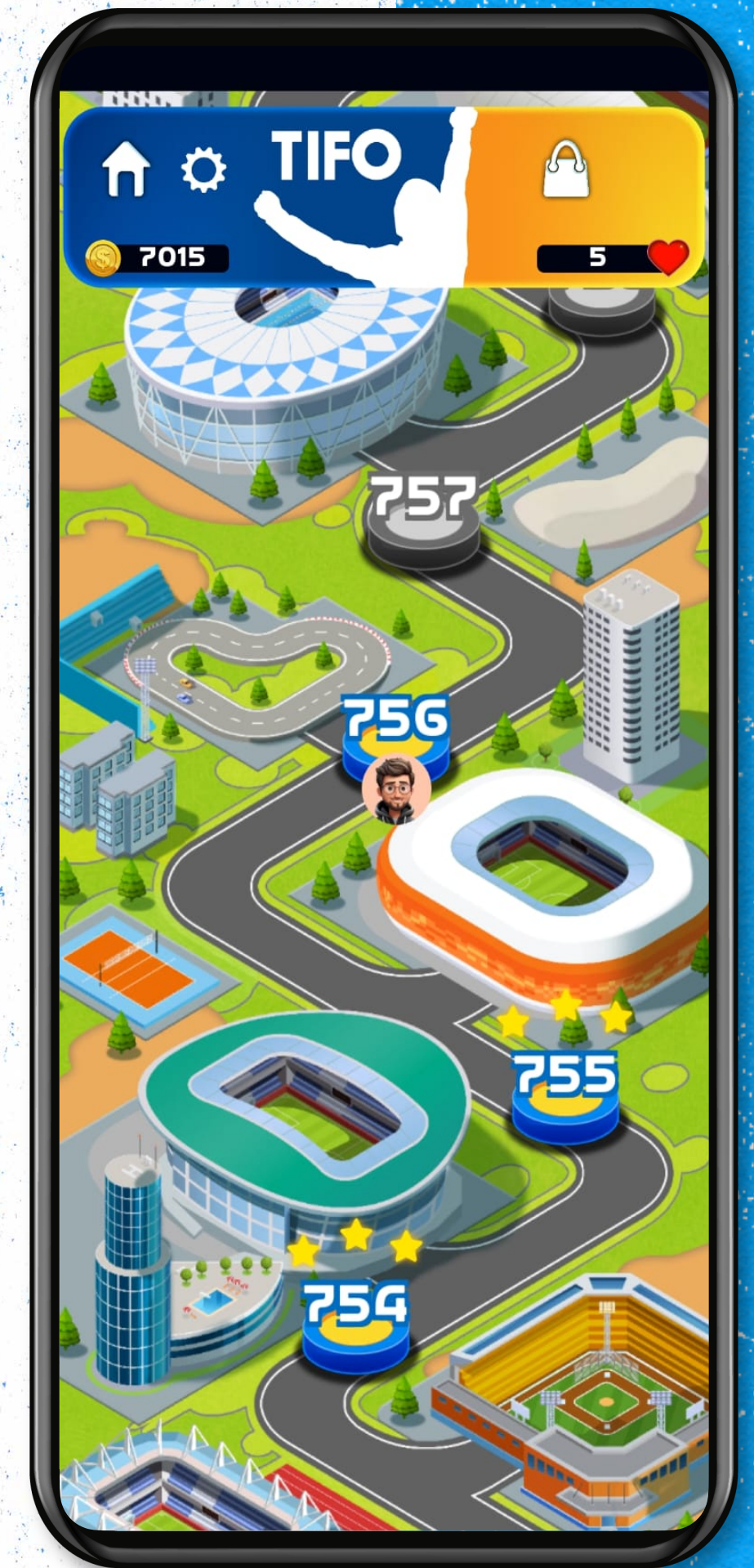
CONCLUSIONS

The gaming and sports industry are ready for a truly game changing product (no pun intended)

Something that meets the needs of both the gamers and the rights holders

Something that is familiar to play, but innovative in its approach towards rewards and engagement

Time to become a TIFOSO!



THANK YOU

MAURIZIO@TIFO.GAME



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