



# BRAG HOUSE

THE PREMIER ESPORTS PLATFORM FOR CASUAL COLLEGE GAMERS AND THEIR FANS

INVESTOR PRESENTATION

NOVEMBER 2021

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**COLLEGE KIDS.  
THEY'RE INTO TWO BIG THINGS.**

**SPORTS**

**GAMING**

They're even into watching  
other people game.

Esports. It's a thing. A big thing.

**But here's the thing about college kids and esports.**

**(Or things).**

**Esports gaming is limited to the top 1%.  
Casual college gamers can't play.  
They watch.**

**No realbrand affinity to esports teams.**

**Esports engagement is scattered  
across multiple platforms:**

For following:



For viewing:



For interacting:



**Which made us think.**

# ABOUT US

A

Brag House Limited is the premier esports platform for casual college gamers and their fans.

It was founded in 2020 by Lavell Juan, an experienced lawyer and former collegiate athlete, and Daniel Leibovich, former military operations branch lieutenant and seasoned video gamer. In July 2020, Will Simpson was brought in as co-founder and CTO to focus on engineering, application development, and solutions architecture.

Brag House has a mission to create a community which empowers gamers, streamers and fans to interact with one another. The company has quickly become the No.1 home for college esports in the nation and has signed partnerships with McDonald's and Coca Cola.

Brag House Limited is headquartered in London, UK with its core-operations based in New York, USA.

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# HISTORY OF BRAG HOUSE

## 1998



### 1998-2011

Co-Founder Lavell Juan graduates from the University of Texas at Austin and completes Law School where he spends the next 9 years working in Corporate Law.



### 2016

Co-Founder Lavell Juan sells an NFL marketing business for \$2.5M USD - his second successful sports venture.

### 2020

Brag House is incorporated in Brooklyn, NY – The premier esports platform for casual college gamers and their fans.



### 2019

Co-Founders Daniel and Lavell formulate an idea to create a community through college and esports.

Prior to this Daniel spent over 4 years in the IDF handling sophisticated operations and a further 9 years of his career in leading operating roles.



### MARCH 2020

Brag House March Madness. The company debuted in March with early adopters in a March Madness tournament at 18 universities. The event allowed Brag House to gain a foothold on Twitch. It now has 5,000+ players, around 30% of whom are subscribing to the platform.

### JULY 2020

Co-Founder William Simpson joins Brag House after a successful corporate career in Accenture.



### JULY 2021

Brag House Texas Loyalty Cup. The company hosts a Super Smash Bros. Ultimate tournament featuring competitors from 10 Texas universities, including the University of North Texas. Starting with pre-qualifiers on July 6-9, the Texas Loyalty Cup will feature a \$1,550 prize pool with open registration for both students and alumni from the 10 universities. The event has partnerships with Coca Cola and McDonald's.

## 2021

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An esports experience  
built around college  
rivalries *for* college fans

That's madness.

B

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# Brag House creates and centralizes the esports experience for non-professional college gamers and their fanatic fans



Collegiate esports Tournament Production  
Gamer recruitment, Promotions, Management



Professional Commentary  
Pre-Post Game Interviews



Head-to-head collegiate competitions



Live chat for trash talk;  
Gamifying fan engagement

Free & Paid membership platform

The only platform that centralizes: Competitions, Full-Scale Production, Risk-Free Wagering, and Social Engagement



They're in

**BRAG HOUSE**

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## Brag House GAMERS

“

An unforgettable experience.

- Mark, Virginia Tech

“

It makes me feel like a professional.

- Dean, Indiana

Y

**BRAG HOUSE**

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## Brag House FANS

“

Getting a group around to watch and smack talk other schools is the best!

- Scott, Ohio State

“

I've never been a big gamer and I have no idea what's actually going on. I come to Brag House for the rivalry!

- Alyssa, Iowa



# Today, Brag House is the only platform focused on building a centralized experience for casual collegiate gamers and fans

	 BRAG HOUSE	 BARSTOOL SPORTS	 playvs	 DRAFT KINGS	 Varsity Teams
Focus on Collegiate Market	✓	✓	✗	✗	✓
Centralized Platform Connecting Gamers & Fans	✓	✗	✗	✗	✗
Full-Scale esports Tournament Production	✓	✗	✗	✗	✗
Professional Commentary & Interviews	✓	✗	✗	✗	✓
Fan Engagement, Gamification & Risk-Free Wagers	✓	Limited to fan Engagement	Limited Gamification	Limited to Pro-Betting	Limited to fan Engagement
Gamer Segment Focus	Non-Professionals	None	Professionals	Die-Hards	Elite

# MARKET OPPORTUNITY: \$78.3 B TOTAL ADDRESSABLE MARKET



**BH** BRAG  
HOUSE  
**5-10%**

House Market Share  
**3-5%**

Gross Revenue Opportunity  
for The Brag House  
**\$474.2-794 M**



# BUSINESS MODEL

## Free Membership

*For Occasional Viewers*



## Paid Membership

*For esports Enthusiasts*

**\$2.99 / mo+**



## PaaS

*Flat Rate*



## Ticket Sales

*% Revenue*



## In-App Purchases



## Current Monetization:

### Esports Platform

#### For Individuals:

- Free membership creates low barrier to entry for new esports fans, with base to migrate
- Paid membership earns gaming rights, higher prizes and merch discounts

#### For Universities:

- Flat rate for Platform as a Service (PaaS) and a percentage of tickets sales

## Future Monetization:

### In-App Purchasing

- With mobile app, BH members will purchase in-app game currency packages to unlock rewards

# Where we are today:

Creating traction in influential college market, organically

## Y1 HIGHLIGHTS

### LAUNCH

Direct to student

26 Universities

2,180 Members

30.1% Paying

1 Annual PaaS Contract

BCGA Partnership

Ranked Top

# 0.8%

out of 7+ Million  
Twitch Channels  
In March-April beta



High

# 23.8%

User Growth  
Month-to-Month

Low

# \$6.12

CAC

# 2020

## ACTIVE PRESENCE AT:



# Where we are headed:

Go Direct to Universities to accelerate campus coverage

## LAUNCH

Direct to student

26 Universities

2,180 Members

30.1% Paying

1 Annual PaaS Contract

BCGA Partnership

## GROWTH & PROJECTIONS

+ Direct to University

2,400 Universities

3.6MM Members

35% Paying

750 Annual PaaS Contracts

## IN ACTIVE DISCUSSIONS WITH:



## UNIVERSITY PARTNERSHIP DISCUSSIONS WITH:



2020

Y3

# TEXAS LOYALTY CUP

Partnerships:



University Participants:

10

A promotional graphic for the 'Super Smash Bros. Texas Loyalty Cup 2021'. The background is a blue, cracked wall. At the top, there are logos for various Texas universities: STU, A★, UNT, UH, R, PAVM, TCU, UTD, ATM, and SMU. In the center is a large red outline of the state of Texas. Inside the outline, the text 'SUPER SMASH BROS.™' is written in a stylized font, with 'TEXAS LOYALTY CUP' on a yellow banner below it, and '2021' at the bottom. Below the Texas outline, it says 'REGISTER TODAY!' in yellow. At the bottom, there are two McDonald's cups and three Coca-Cola cans. The text 'Powered by BRAGHOUSE' is written in yellow. At the very bottom, it says 'REPRESENT YOUR SCHOOL WITH PRIDE' and 'PRE-QUALIFIERS BEGIN JULY 6TH' in yellow.

Duration:

6<sup>TH</sup> JULY —  
27<sup>TH</sup> JULY 2021

Total Prize Money:

\$10,000