



CLIQUE PICKS

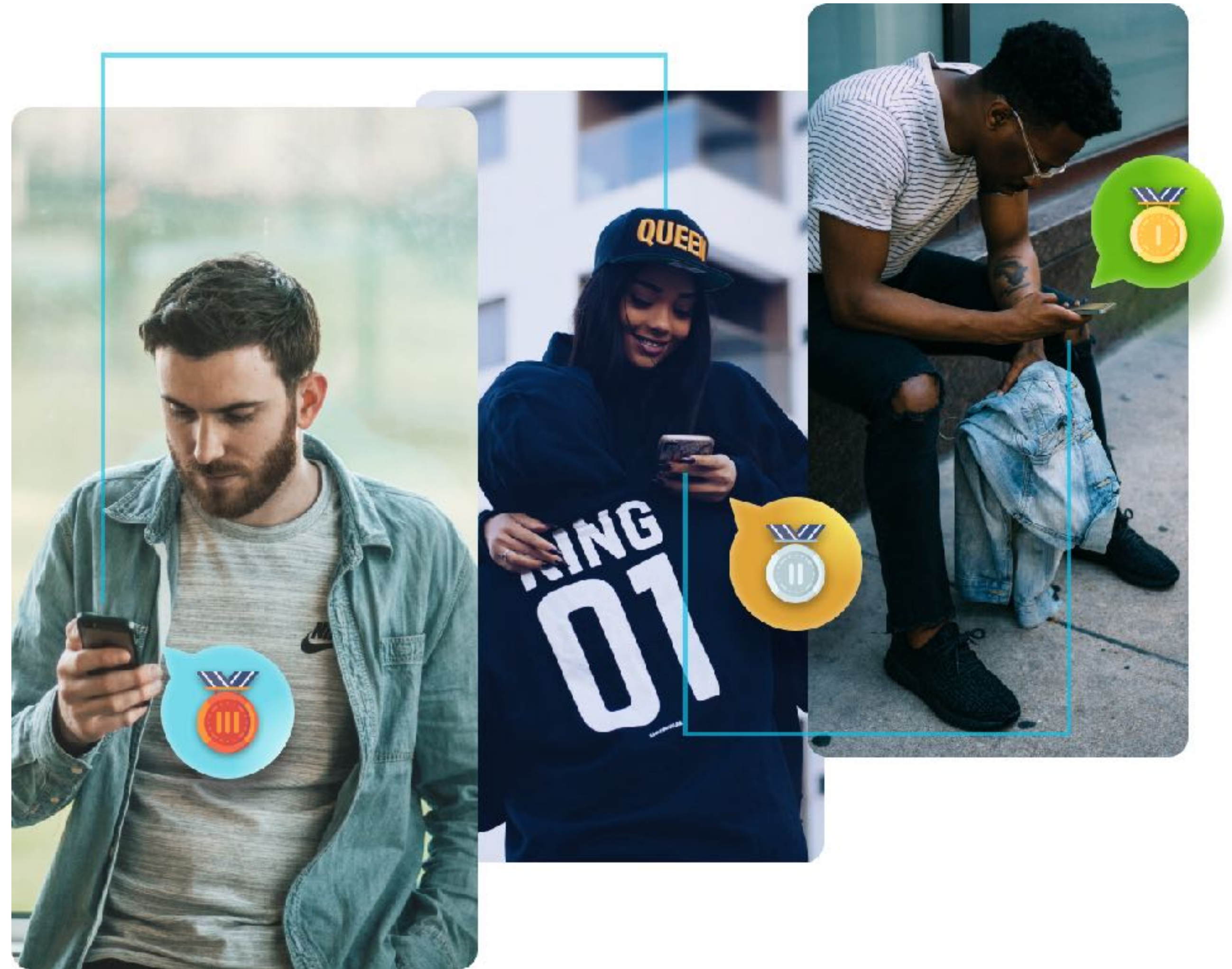
MAKE EVERY GAME A RIVALRY

PITCH DECK



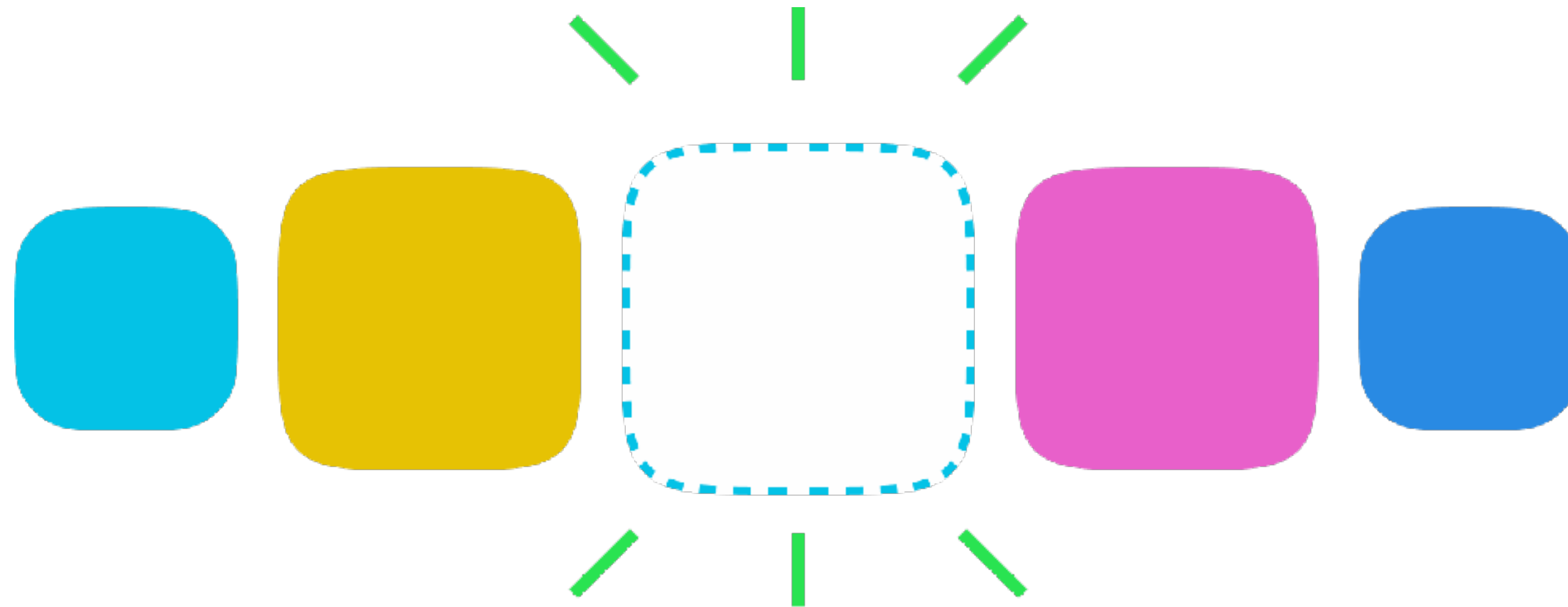
What is CliquePicks?

CliquePicks is a free-to-play social sports betting platform where users join cliques and compete in social sports betting contests using credits in lieu of real money. CliquePicks gives users the power to make every game a rivalry!





PROBLEMS IN THE CURRENT MARKET



PROBLEM #1

NO SOCIAL BETTING PLATFORM FOR SPORTS FANS

CliquePicks satisfies the natural need for bragging rights and friendly trash talk among sports fans/bettors. With the Social Casino industry valued at 7B USD per year, the legalization of sports betting in the US will create similar demand for social sports betting platforms. CliquePicks Offers a user experience that brings sports fans and sports bettors together on a level playing field to compete and socialize!



PROBLEM #2

SPORTS BETTORS PLACE BETS BEYOND THEIR MEANS

A sign of gambling addiction, this behavior is careless and can quickly become dangerous.

CliquePicks is all about enjoying the experience of having skin on a sporting event, without the stress of chasing losses and wagering beyond means.





PROBLEM #3

GAMBLING ADDICTIONS INCREASING NATIONWIDE

Expanded legalization makes gambling more accessible, increasing the risk for vulnerable individuals to become victims of gambling addiction.





THE SOLUTIONS



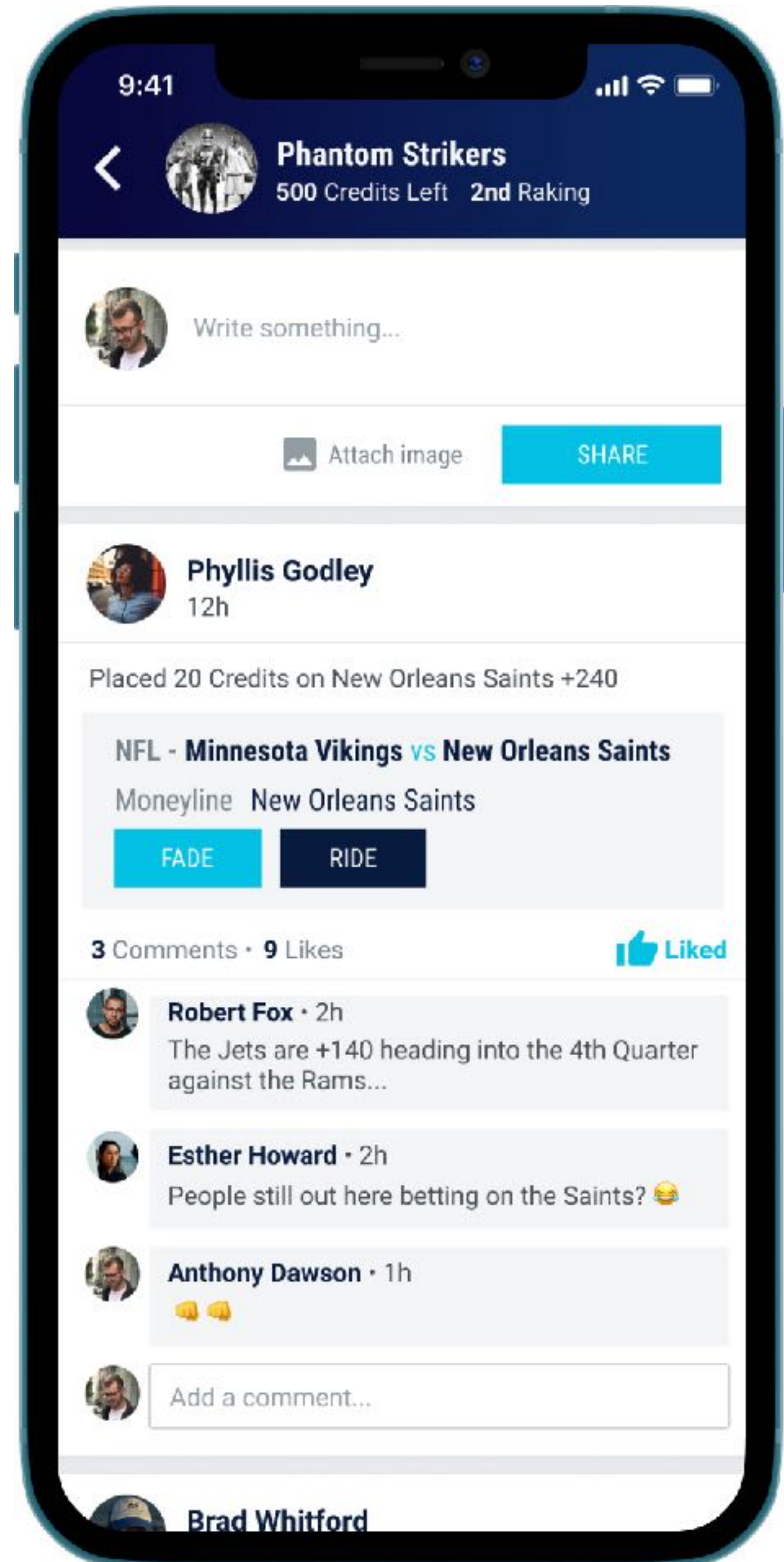
SOLUTION #1

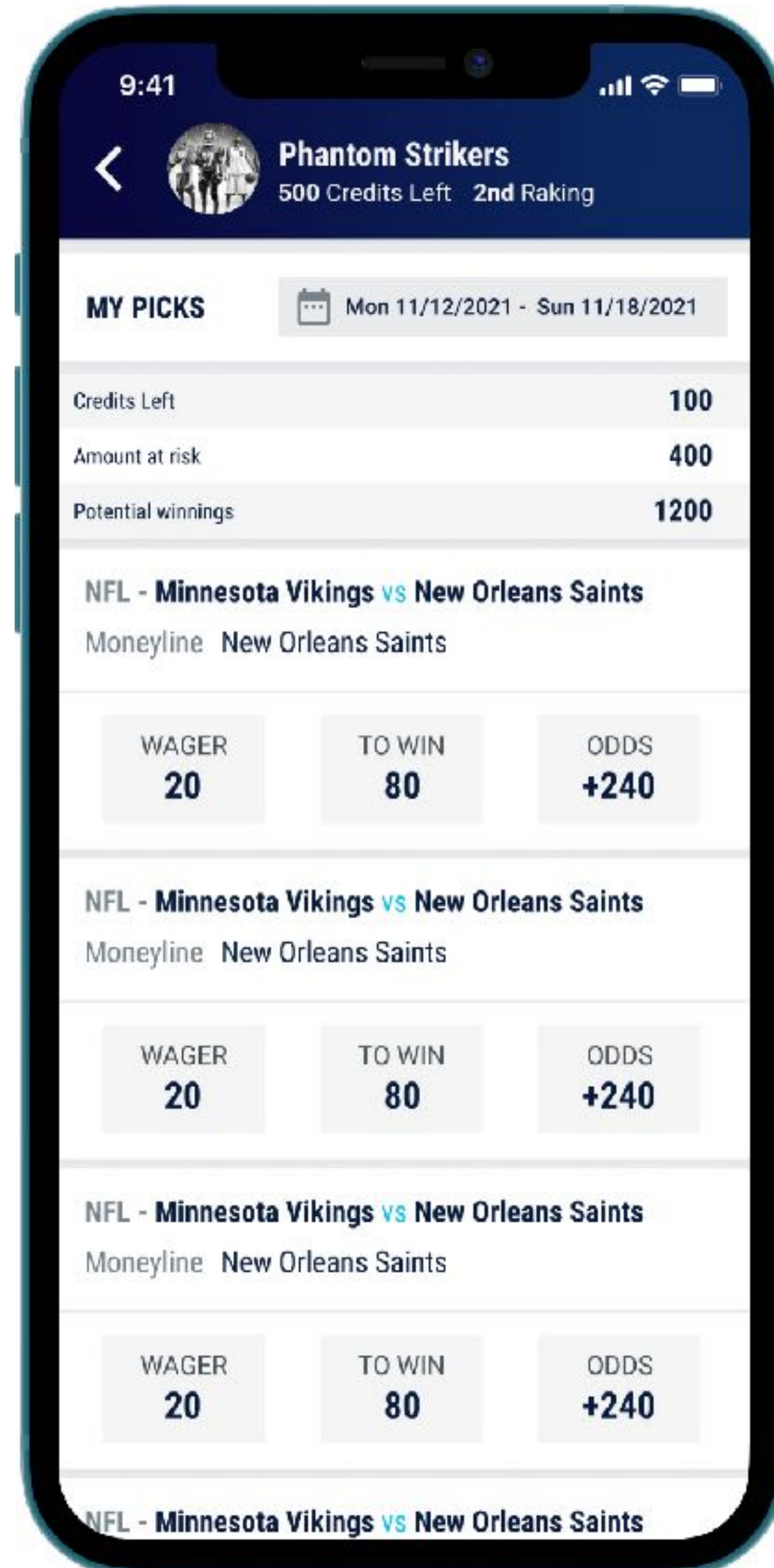
THE CLIQUEPICKS LOCKER ROOM

The **Locker Room** is where members of the Clique chat, joke, and place wagers in hopes of maximizing their balance by the end of the contest!

As users scroll through their Locker Room, each wager will show options to Like, Comment, Ride (i.e. take the same bet) or Fade (take the opposite).

CliquePicks also offers various customization options for contests to satisfy a clique's preferences.





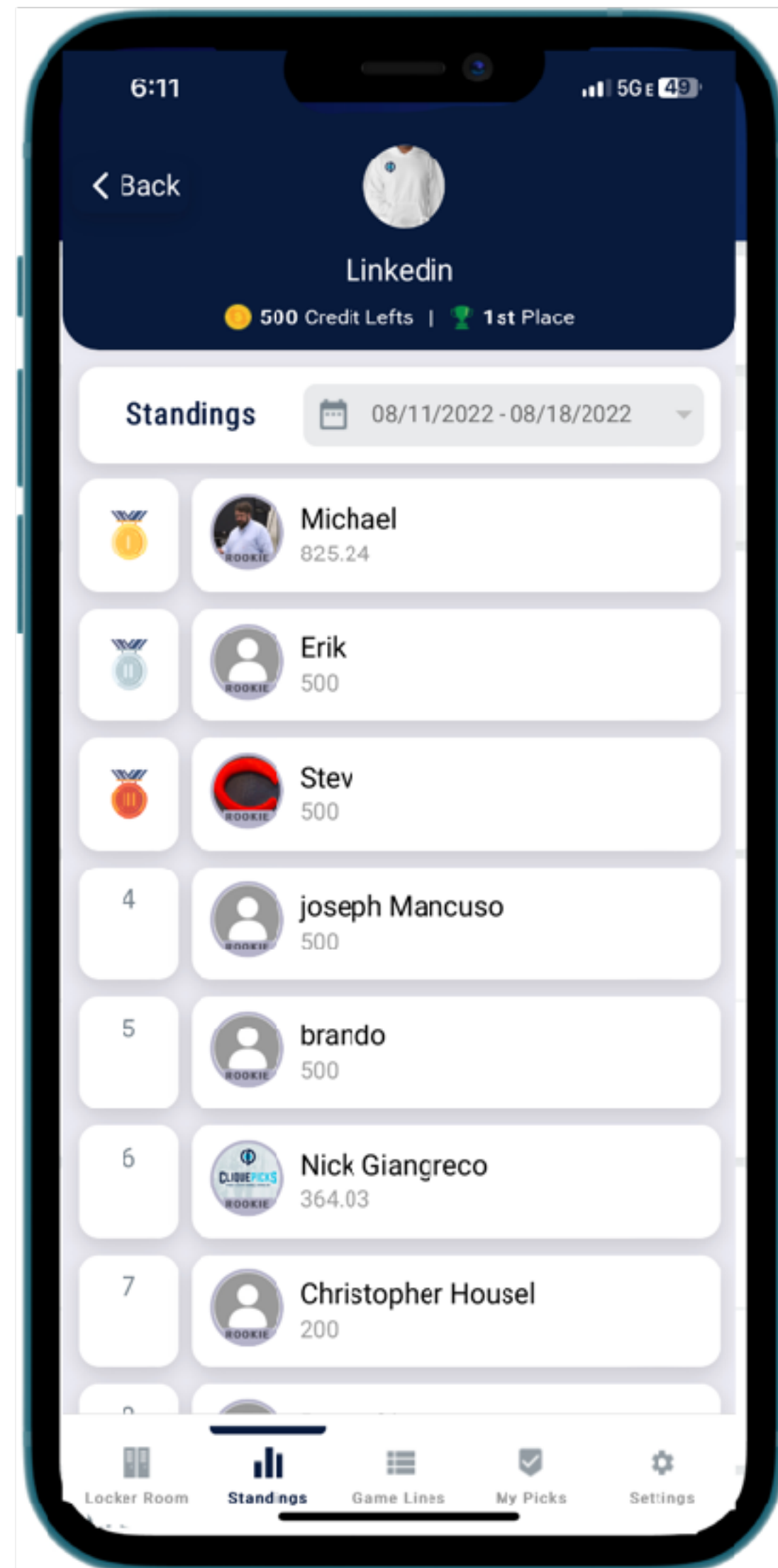
SOLUTION #2

WAGERING WITH CREDITS, NOT DOLLARS



Since CliquePicks runs on credits, it has a similar business model to fantasy sports leagues.

The money is handled internally within each clique. None of the money being paid-in or paid-out goes through the CliquePicks platform.



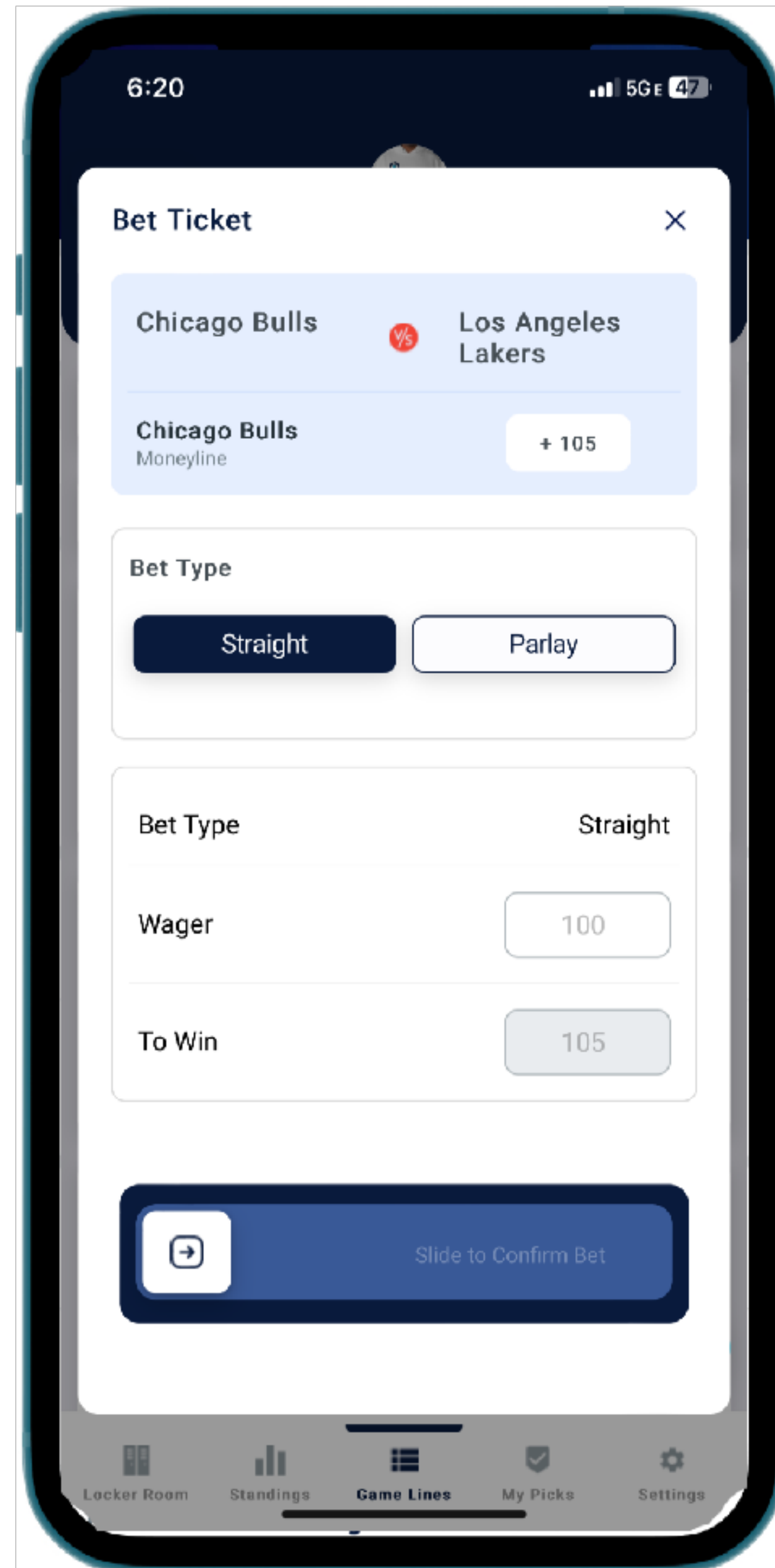
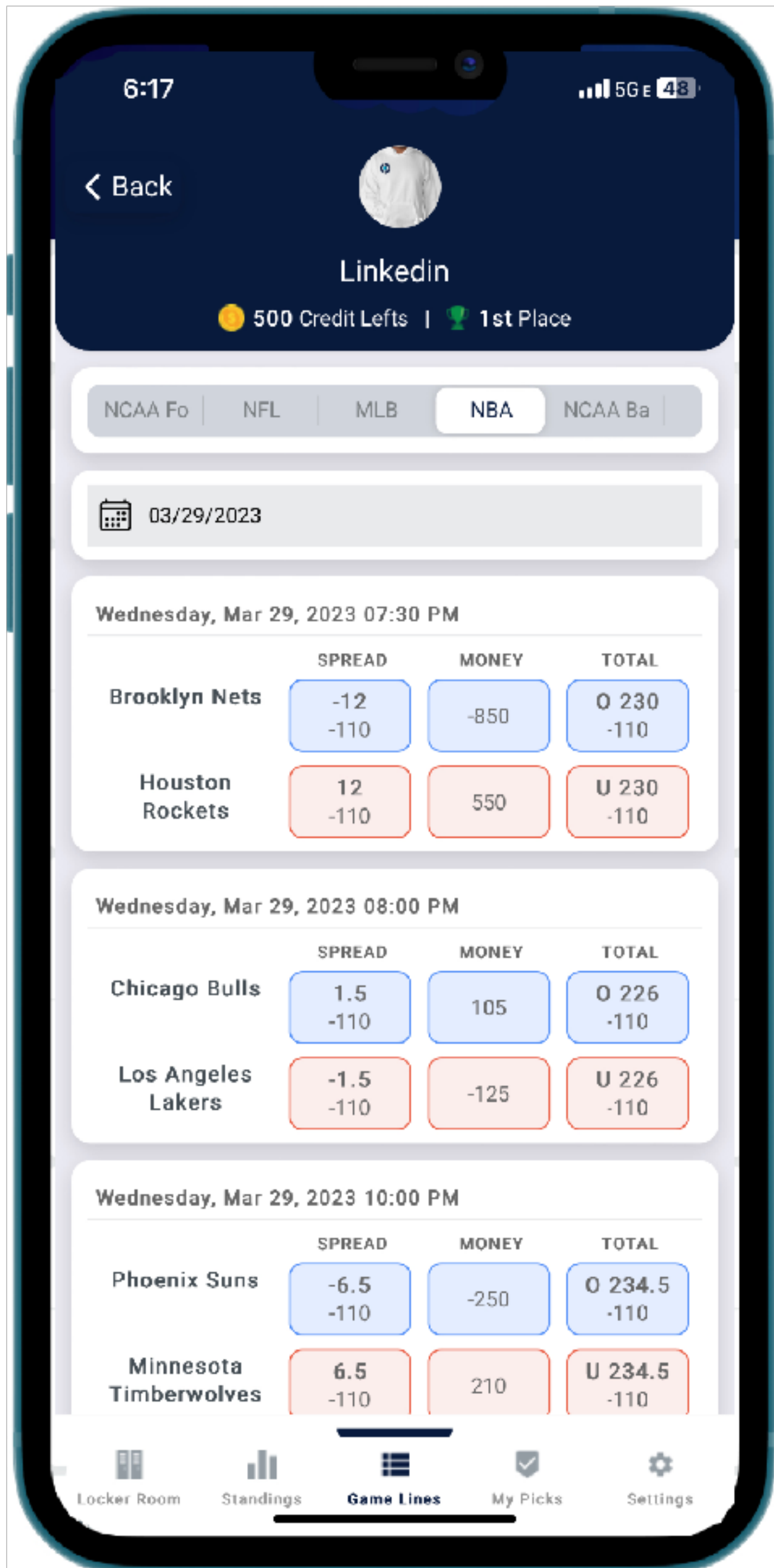
How To Win:

Maximize Your Balance By The End of The Contest



Since CliquePicks runs on credits, it has a similar business model to fantasy sports leagues.

Monitor where you are in the standings and strategically make your picks to make it to the top of the leaderboard



WHAT SPORTS CAN I BET ON?

WE CAN OFFER BETTING ON ANY SPORT!

Currently you can place bets on NFL, MLB, UFC, NHL, College Football, College Basketball and more..

With a simple API we can add any sport!



SOLUTION #3

COMPETE AGAINST FRIENDS, NOT THE HOUSE

Sports gamblers limit their weekly risk, but still have 500 credits per contest to wager throughout the week.

Users compete against each other rather than a faceless sportsbook, and will never be required to pay to play





FEATURES



FEATURES



LOCKER ROOM

Social media platform

CREATE/JOIN CLIQUES

Where you can join a **Clique** or start your own

CLIQUEES

Homepage

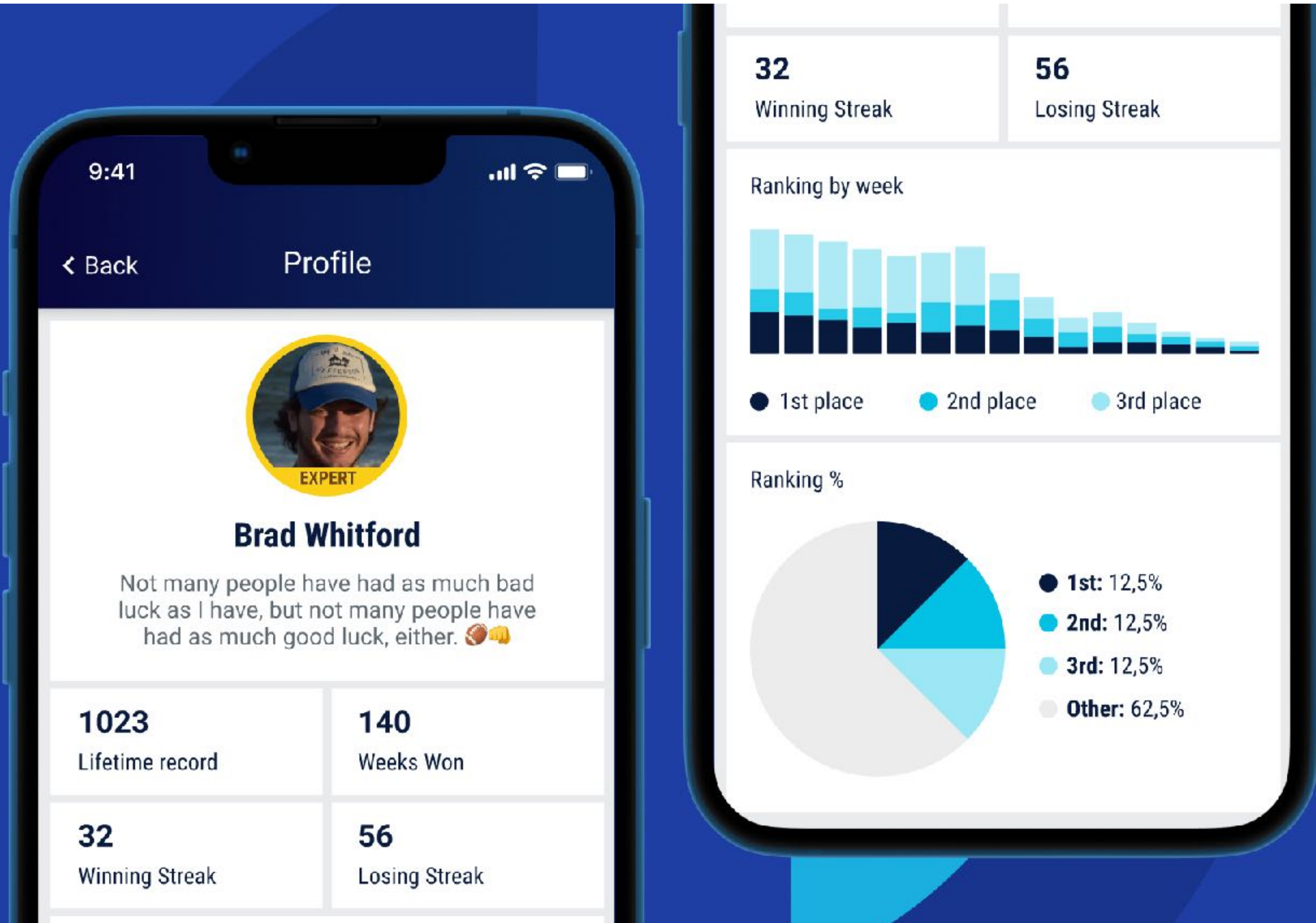
WAGERS

Live updated Vegas odds on: **NFL, NBA, MLB, CFB, CBB, & NHL**

CLIQUE BATTLES

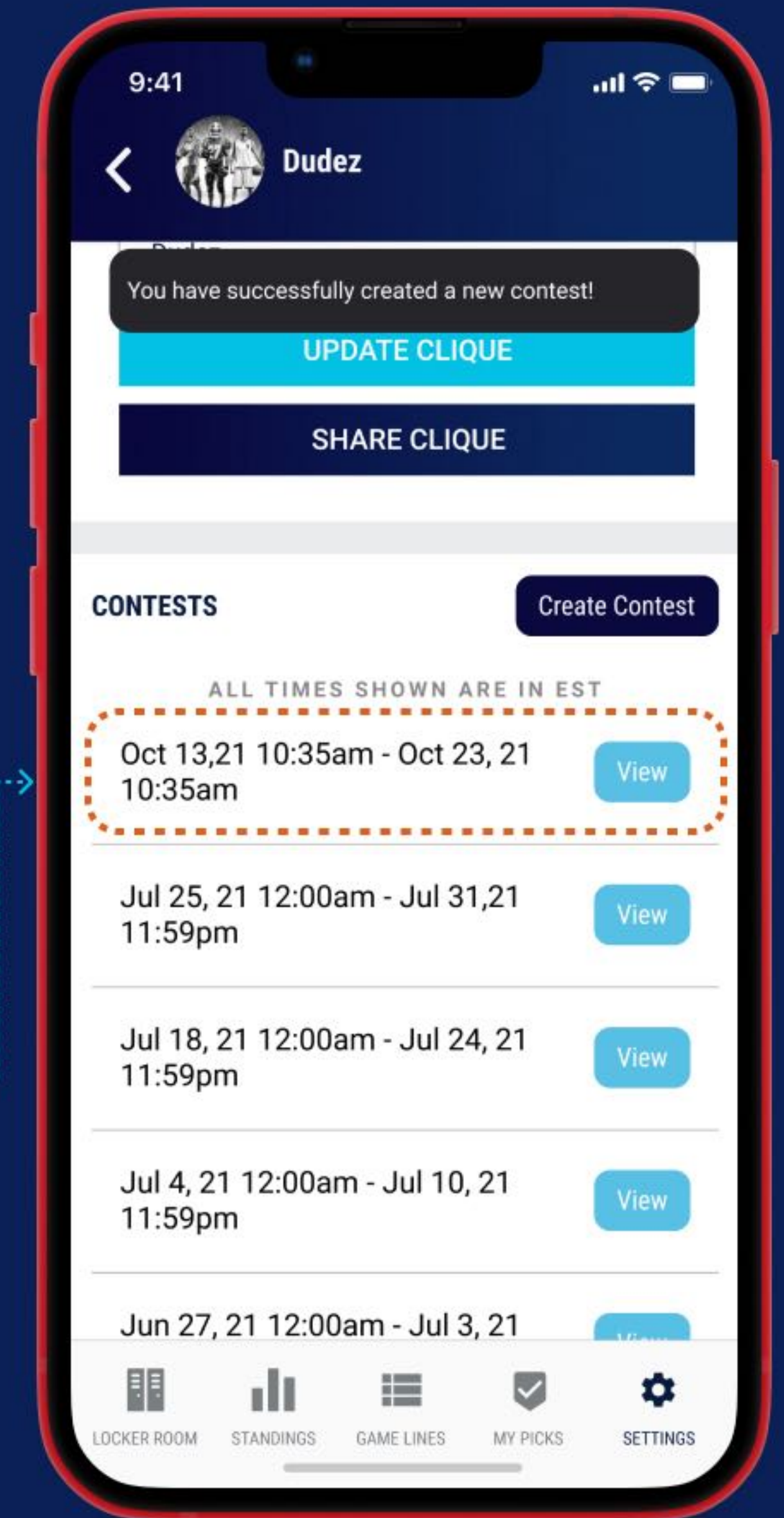
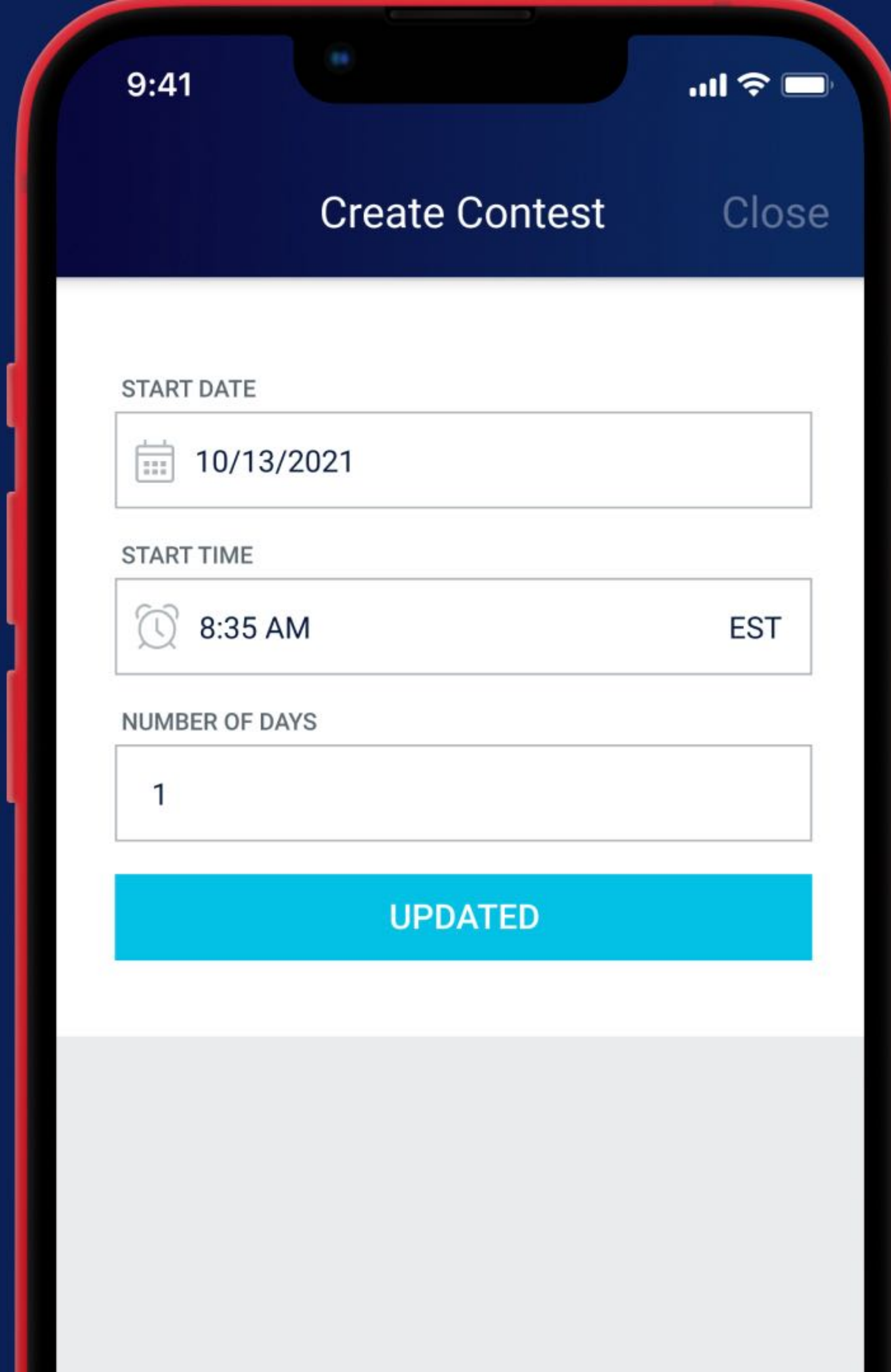
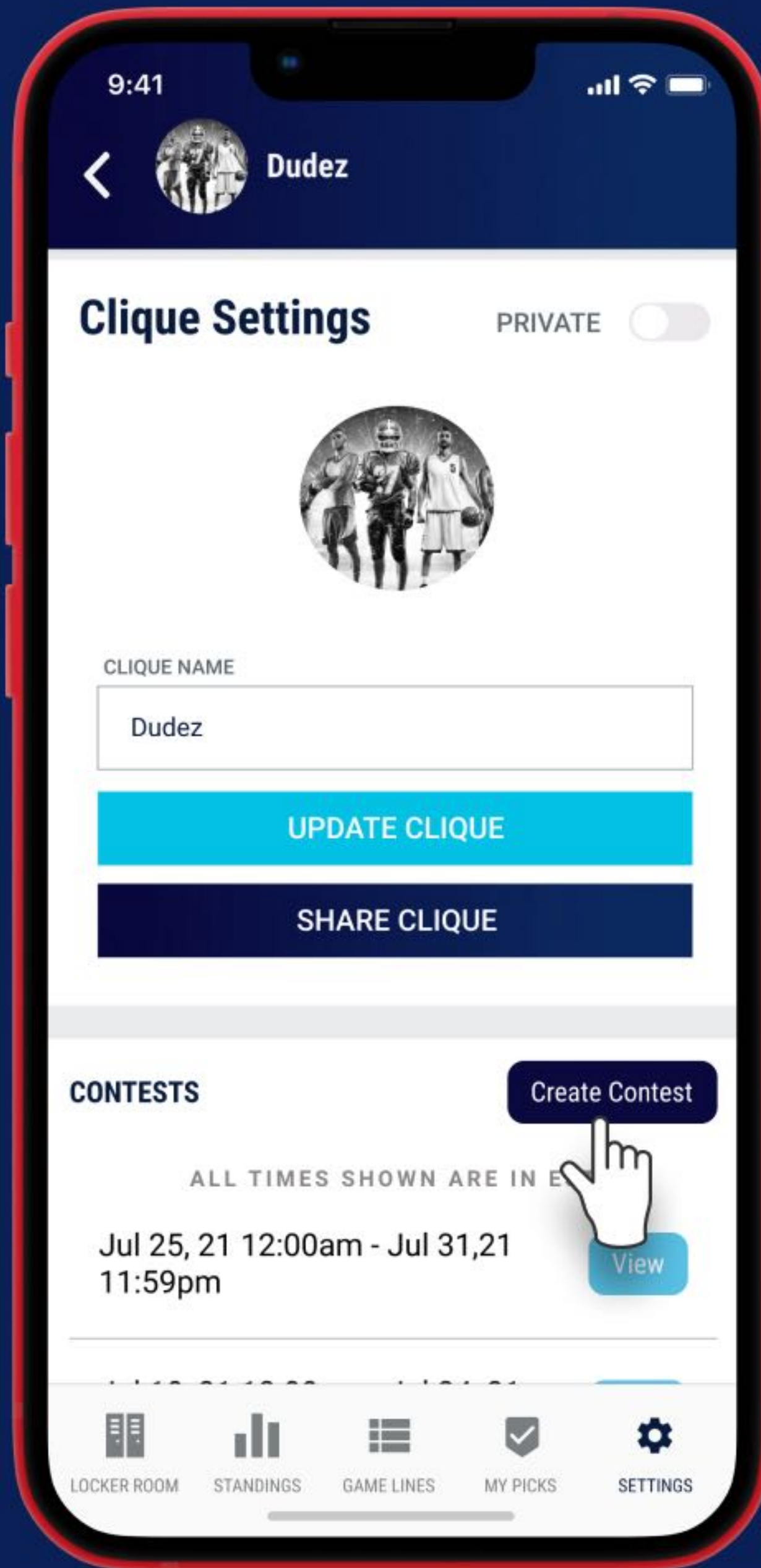
Where your **Clique** can face up against others for **head-to-head competition**

PROFILE STATS: GAMIFICATION





CONTESTS





Soft Launch Analytics

Pre-Market Testing



Pre-Market Organic User Database (\$0 Spent on Marketing)



- 400+ Users
- 1,800+ Bets Placed. 10k+ Credits Wagered
- 2,000+ Social Posts in Cliques

We Collect all user data and user activity.

Built out a data system that creates actionable insights from user behavior. Data is one of our many assets.

- Week 1 NFL Clique (stats from 1 contest)

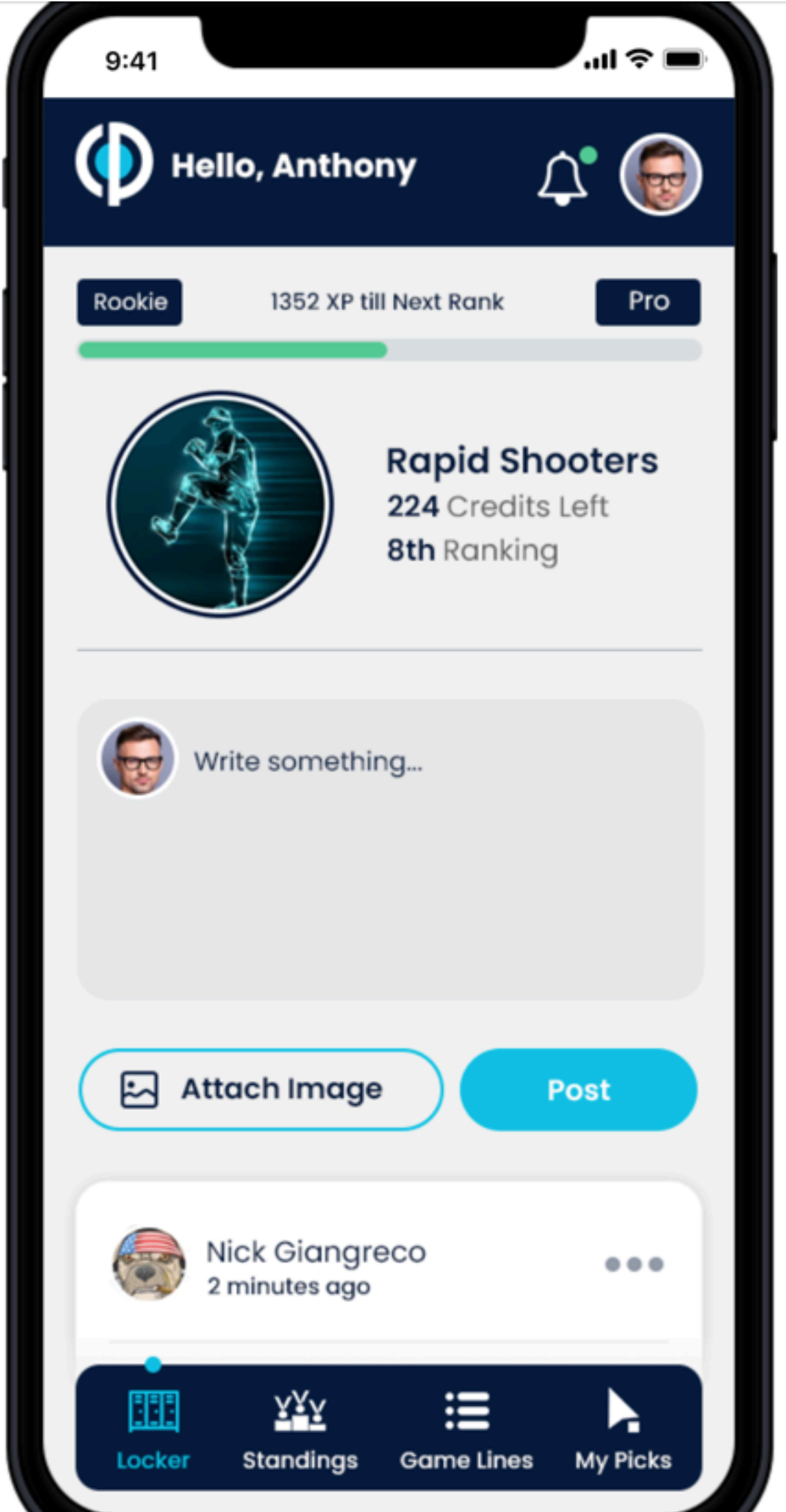
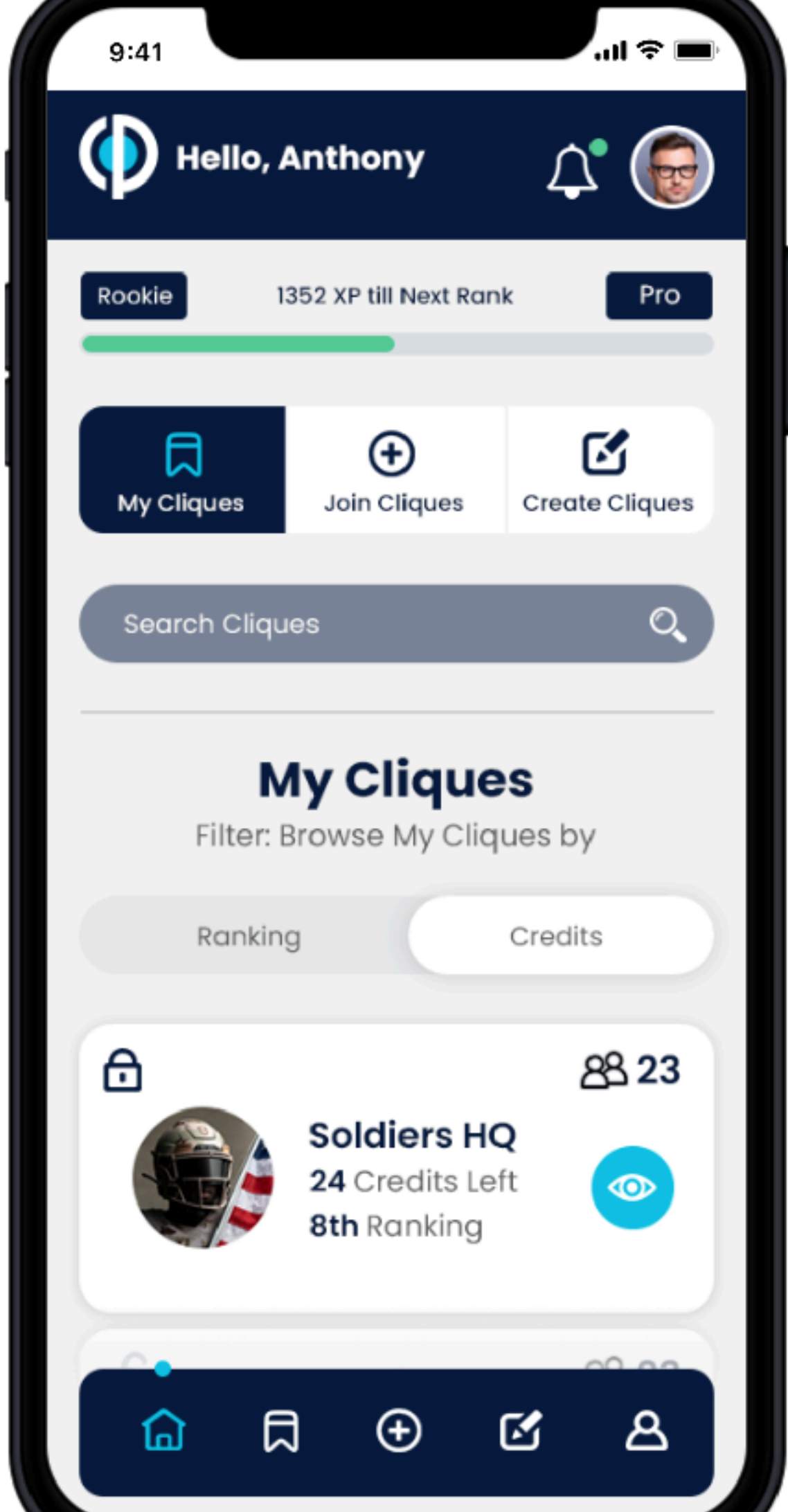
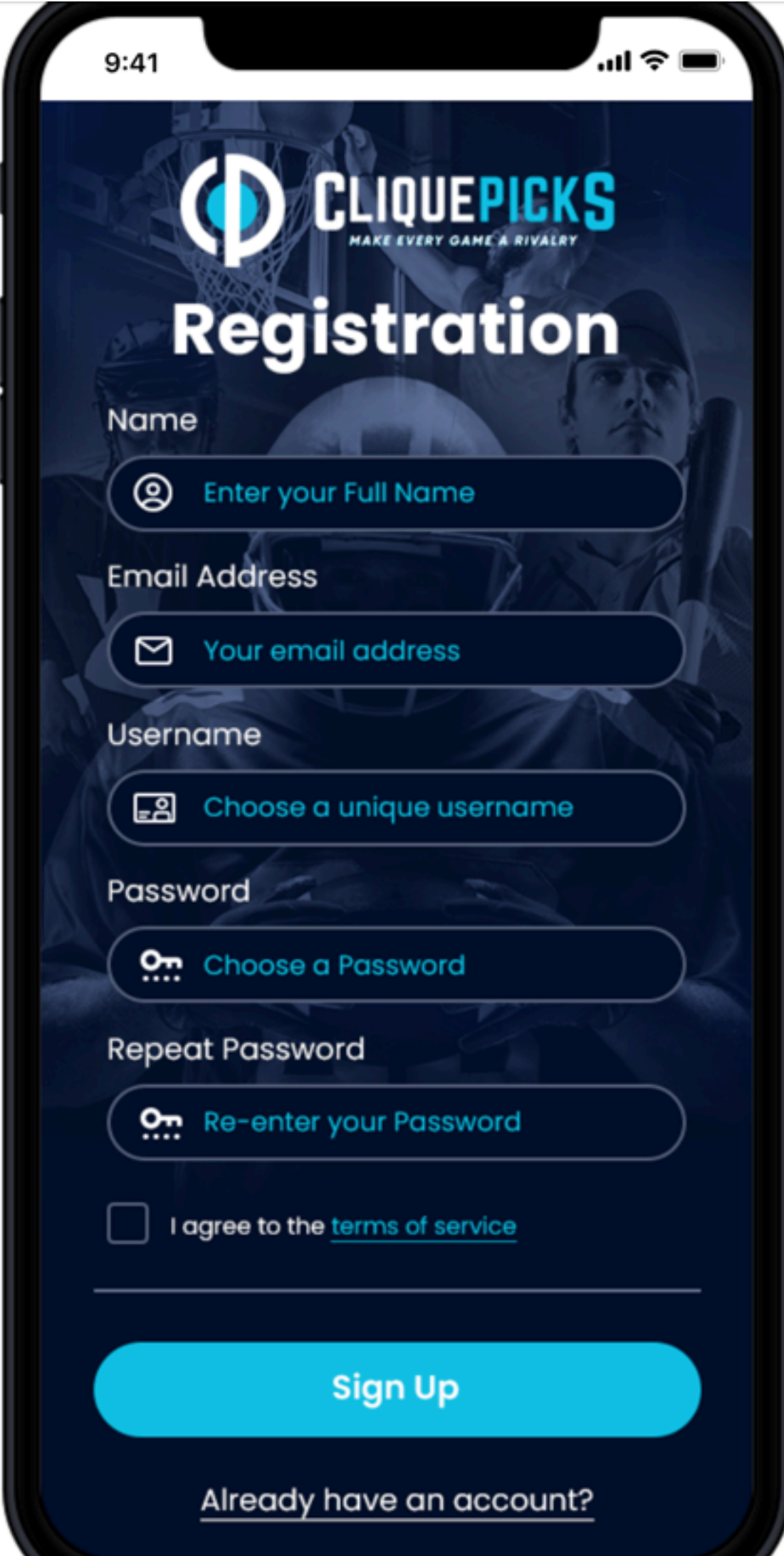
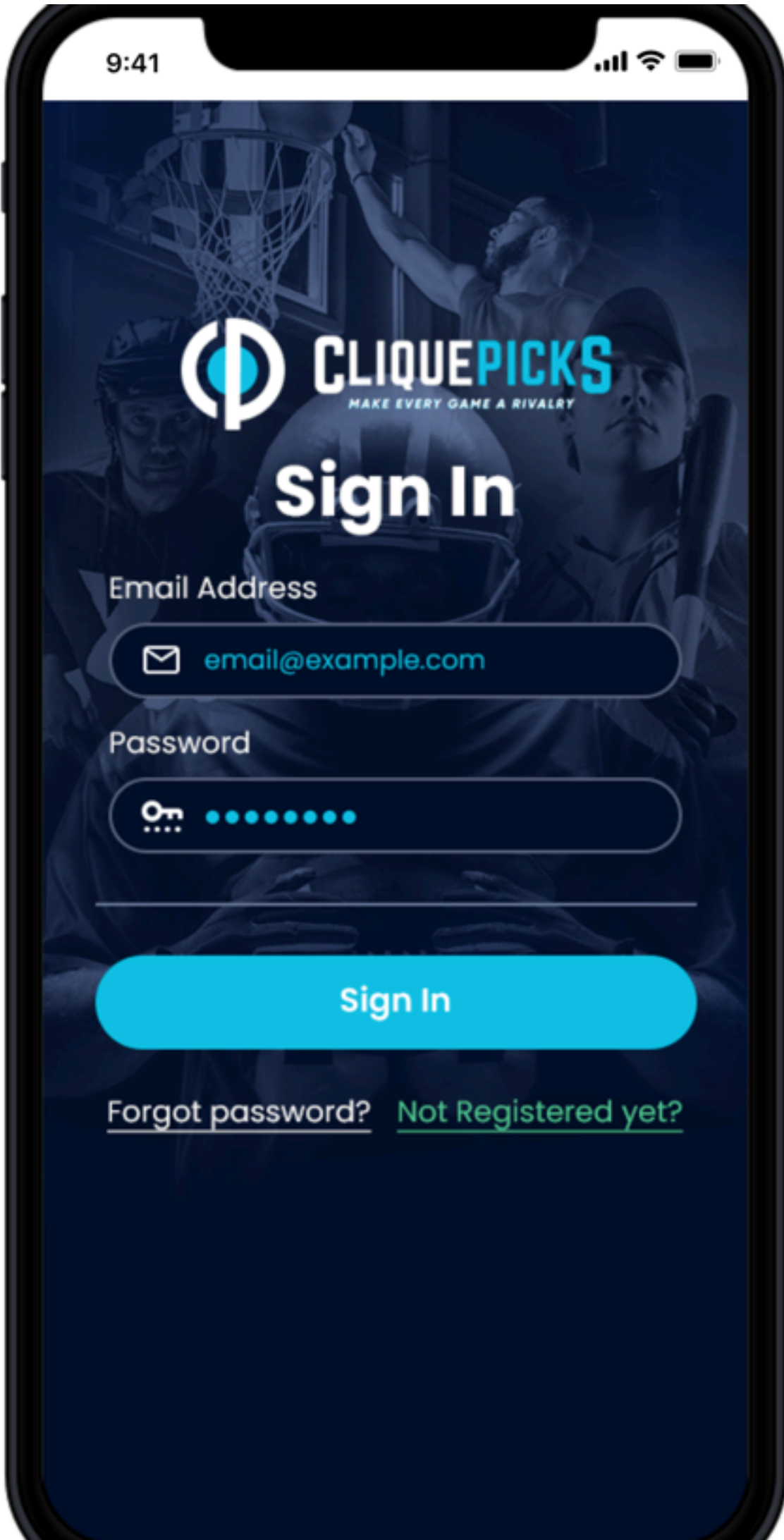
- 24 people
- 197 bets in 7-day contest
- Bets placed each day with action in NBA, UFC, MLB, WNBA, NFL, and NCAAF

The social elements of CliquePicks creates a data goldmine, generating insights that our sponsors and partners can use to leverage their brand.

The screenshot shows the CliquePicks user management interface. At the top, there's a dark blue header with the CliquePicks logo and tagline 'MAKE EVERY GAME A RISKY'. Below the header, there are two navigation buttons: 'Users' (selected) and 'Cliques'. The main content area is titled 'USERS' and contains a table with the following columns: Date Registered, Name, Email, Username, Number Of Cliques Joined, Number Of Bets In The Last Seven Days, and Actions. The table lists two users: Dave (registered 09-15-2022, 1 clique, 4 bets) and Chris David (registered 09-15-2022, 1 clique, 5 bets). Each user row has a 'Delete' button and a 'Login' button.

Date Registered	Name	Email	Username	Number Of Cliques Joined	Number Of Bets In The Last Seven Days	Actions
09-15-2022	Dave	dave.antony@sccgmanagement.com	dantony	1	4	Delete Login
09-15-2022	Chris David	cldavid29@gmail.com	Scmoh529	1	5	Delete Login

New UI/UX Design by Vegas Kings





THE CLIQUEPICKS TEAM



THE CLIQUEPICKS TEAM



**STEPHEN
CRYSTAL**

Shareholder and Lead
Advisor



**NICK
GIANGRECO**

Founder & CEO



Monetization

Customer Acquisition For Sportsbook Operators Affiliate Model



- Operators such as DraftKings, Caesars, BetMGM, and others will pay CliquePicks \$300+ per signup.
- 1,000 signups = \$300,000

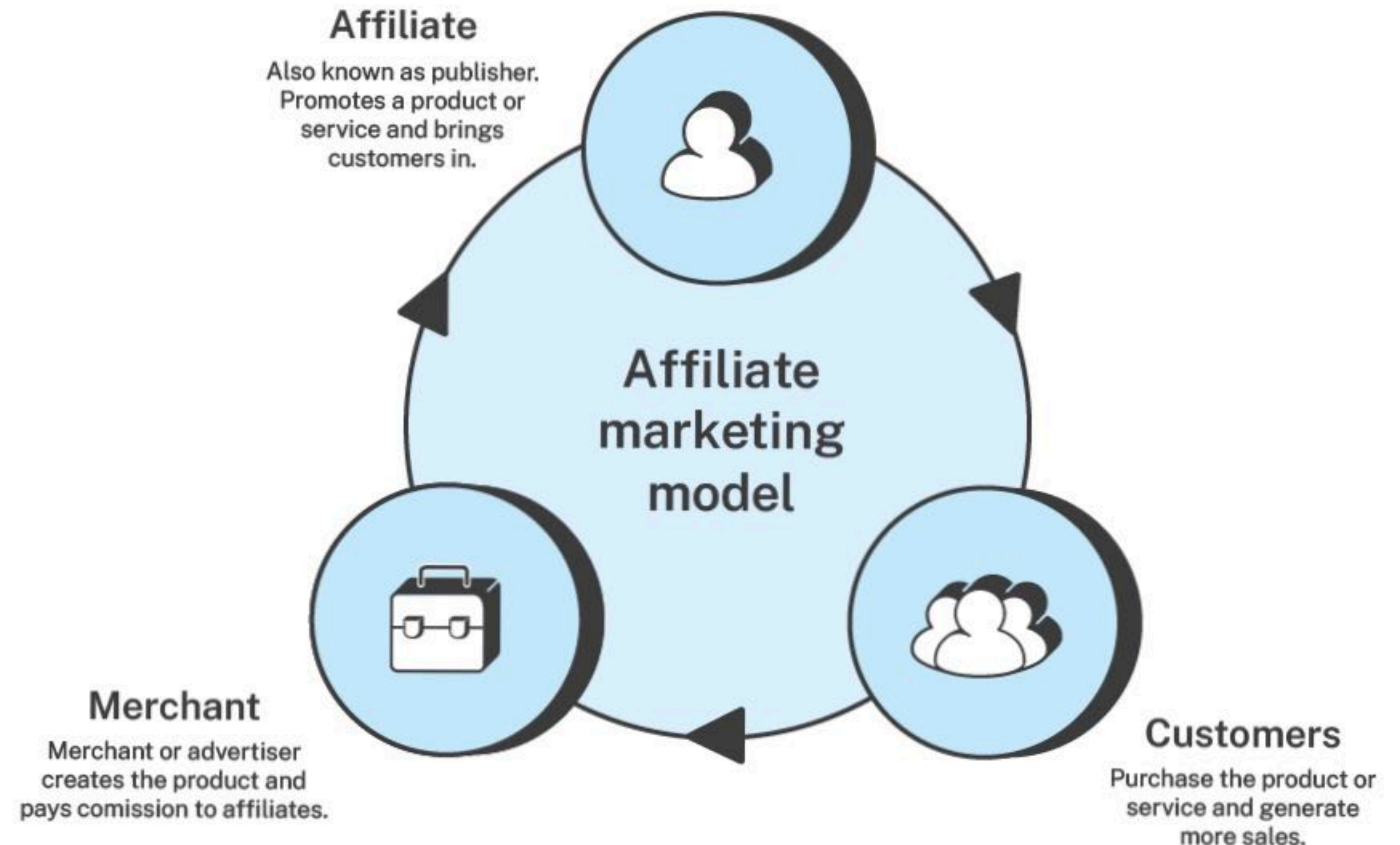
- CliquePicks brings friendly competitions to sports betting and appeals to risk-averse sports fans and the next generation of sports bettors. Approximately 10k people turn 21 each day in the US. 1 in 5 Americans say they have placed a sports bet in the last year.
- Sports fans join cliques to be a part of a group and stay connected. This allows us to turn sports fans into bettors as our platform serves as a social gateway into real-money sports betting.

MONETIZING: Sponsor Model



Branding Sponsorship Model

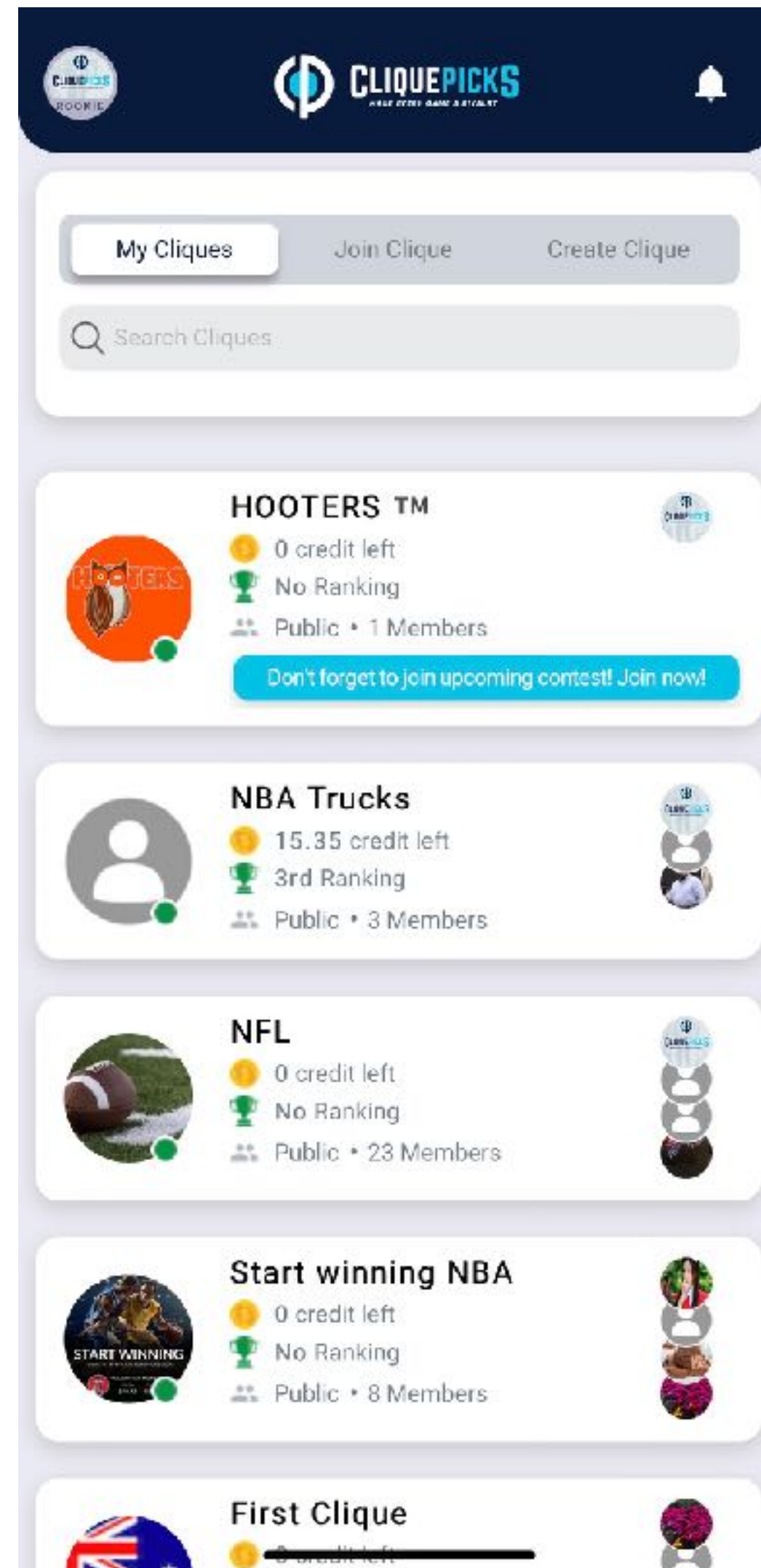
- Companies targeting our user demographic can sponsor a clique.
- Sponsored Clique will be customized and branded to their color way and promote their product/brand.
- In return they pay CliquePicks commission and provide the prize incentive for the winner.



Sponsorship Example: **HOOTERS**

Hooters Branded Clique

- **Hooters Branded Clique with a QR code to join the clique for promotion at locations**
- **User Incentive: Winner of the Hooters Clique gets a \$20 gift card to Hooters (example).**



Hooters Incentive

- **The average user interacts with a clique 7+ times per day.**
- **Access to our push notification system for promotions / links to order delivery.**
- **Customized data insights generated from our platform.**
- **Enhance customer experience by providing a fun, social game to play at the table and at home.**



QUESTIONS?



CLIQUE PICKS

MAKE EVERY GAME A RIVALRY

THANK YOU!