



by



YAPPING MOOSE
ENTERTAINMENT

“A massively multi-player, power-up charged, on-line social version of the classic game of Bunco.”

Demo Available October 2016
Closed Beta Begins March 6, 2017

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Patent Pending

Bunco is Bonko

- 7 million women play Bunco regularly [1]
- 17.4 million women have played Bunco before [1]
- Prilosec Bunco on MSN registered 1.7 million unique visitors in 2007 [2] (*the year the iPhone was released!*)
- Circa 2012 Bunco Blast on Facebook registered nearly 50,000 likes on it's Facebook page [3] (*and it wasn't even real multi-table Bunco*)

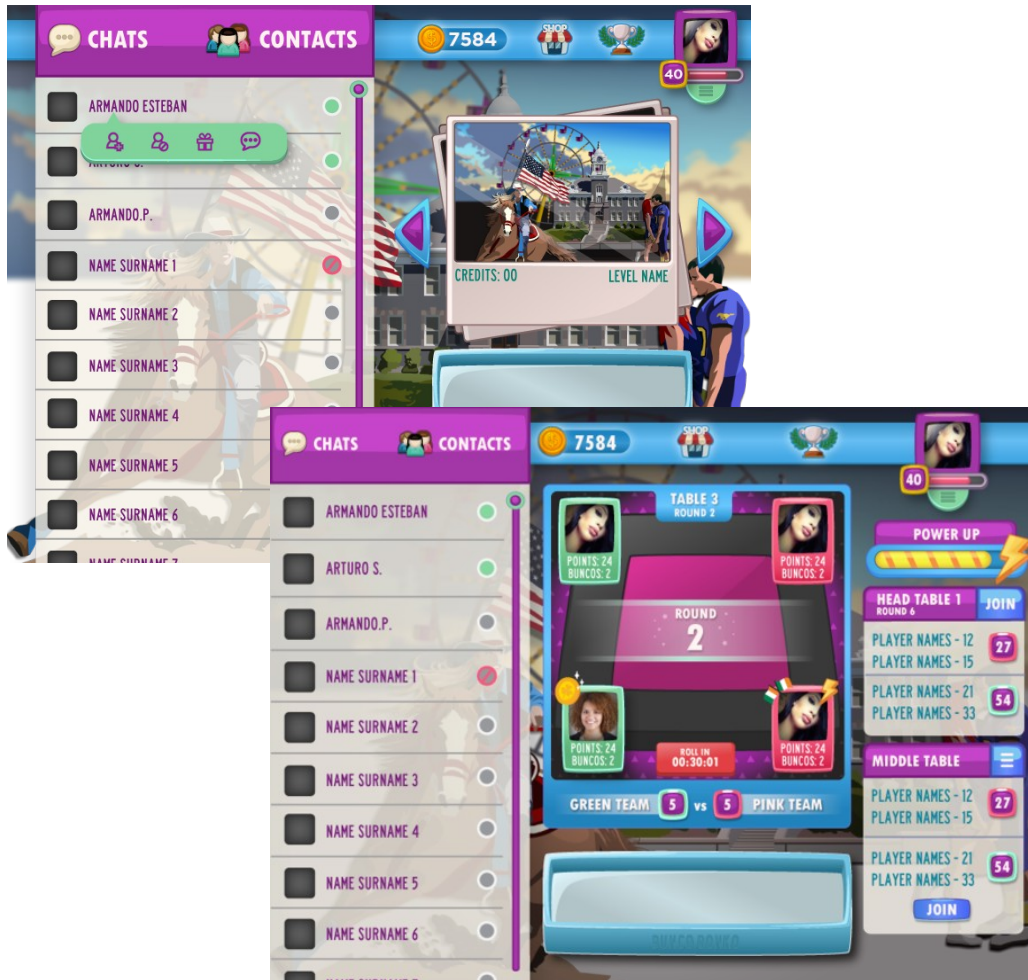
A fully featured, desktop + mobile, social network version of Bunco hasn't been done yet.

[1] Proctor & Gamble Research Published by The Washington Post, 2007

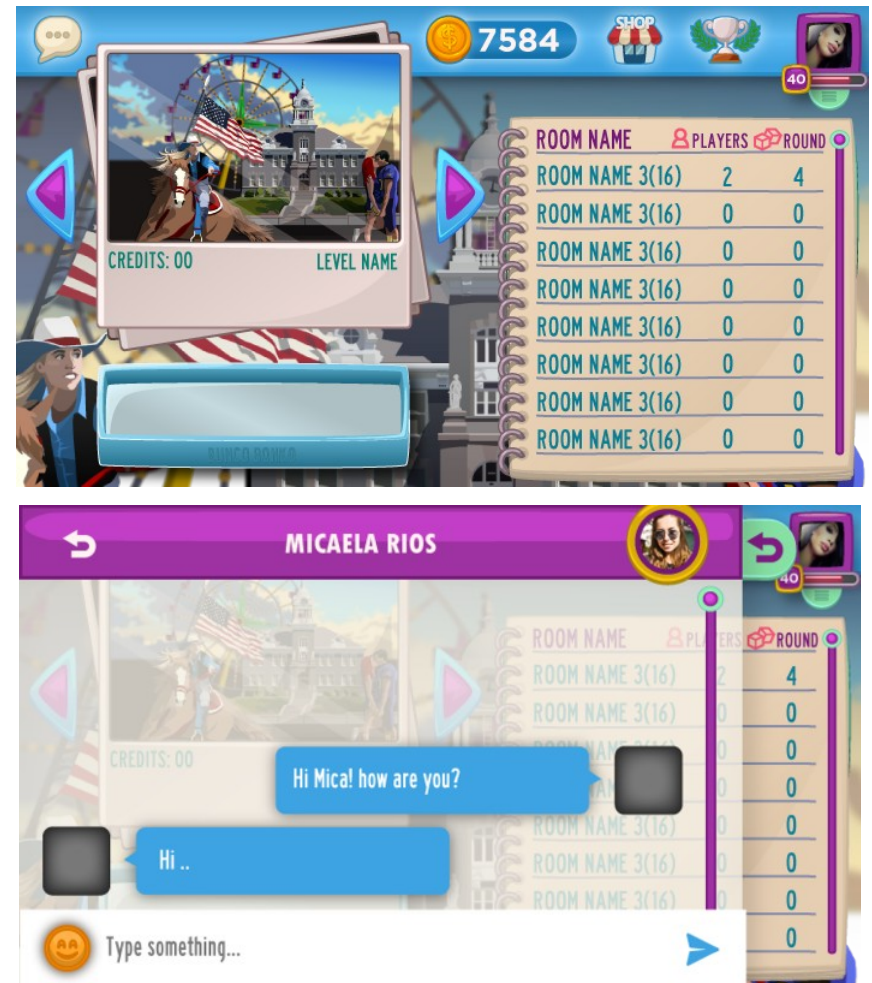
[2] ClickZ.com, 2007 [3] Facebook.com, 2012

Development Screens

Desktop



Mobile



Areas of Focus

- Social Gaming with Facebook
- Elimination of Barriers via Free Play
- Retention Driving Features
- Monetize via Upgrades & Extended Gameplay
- Build & Reuse Core Components



User Acquisition

- Quality Product - Good App Reviews Trigger Featured App Slots
- Facebook Invites With Rewards
- Bunco Community Manager
- Wall Post Opportunities
- Daily Facebook Freebies
- Targeted Email Blasts



Retention

- Multiple Locations to Play – Each With Charms to Collect
- Free Daily Credits via Daily Spin, Email, & Wall Posts
- Free Gifts for Real Money Purchases
- One Hour Free Play per Day
- Leader Boards
- Book of Memories



Monetization

- \$0.05 ARPDAU During Growth Stage
- \$0.10 - \$0.20 ARPDAU Long Term
- Sale of In-Game Currency, Used For;
 - Playing Game Rounds
 - Buying Power Ups
 - Avatar Customizations
- Facebook Subscriptions

Snowball



Primary Risks

- **Not Moving Fast Enough**
 - “It's not the big that eat the small, it's the fast that eat the slow.”
- **User Retention Failures**
 - People love Bunco! Don't screw it up.
- **Server Scaling or Development Failures**
 - Servers will crash. Software will have bugs. We will fix it.

Development Team

- Ethan Burnside: Formerly VP, Live Technology at Playtika Santa Monica
- Matt Levitan: Formerly Sr. Director, Marketing at Sony Playstation Canada



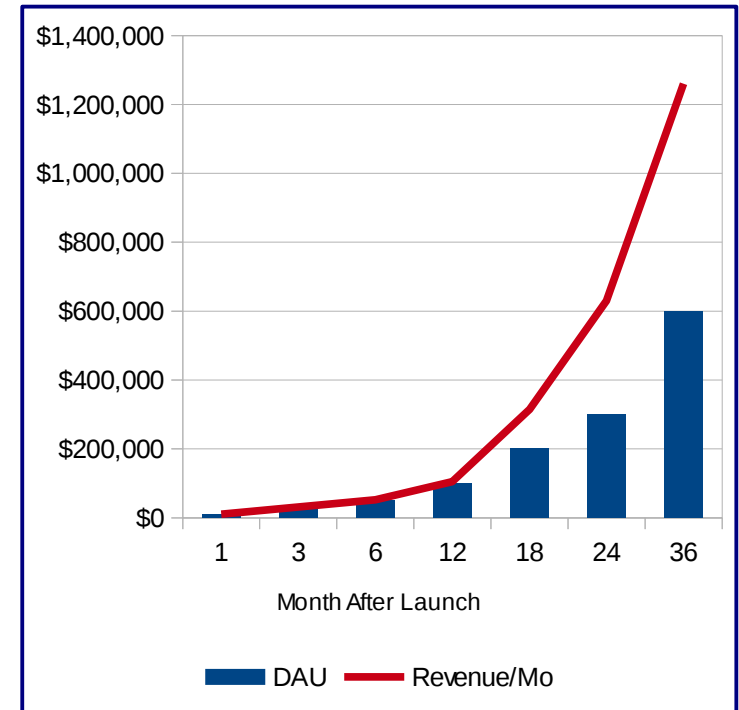
Bunco Launch Plan

- Facebook Closed Group Beta (Mar 2017)
- +2mo Facebook Launch
- +3mo Android Launch
- +4mo iOS Launch
- +6mo Marketing Launch
- ++7mo Add Content
 - New Travel Cities
 - Time Limited Seasonal Cities



Bunco Revenue Projections (Monthly)

- Facebook Soft Launch
 - 10,000 DAU @ \$0.05 ARPDAU
- Mobile Soft Launch
 - 30,000 DAU @ \$0.05 ARPDAU
- Full Marketing Release
 - 50,000 DAU @ \$0.05 ARPDAU
- Ongoing Content Creation
 - 100,000 DAU @ \$0.05 ARPDAU
- Tighten Game Economy
 - 300,000 DAU @ **\$0.10 ARPDAU**



* Bingo Blitz w/ 2.0M-2.5M DAU had \$0.12 ARPDAU making approx \$175,000 - \$250,000 per day.

Company Funding

1st Round Goal

\$600k - \$1m USD
15%-25% Equity

Current Investors

100% The Burnside Family

Use of Proceeds

20% - Bunco Development

18% - Customer Service & Marketing

15% - Second Game

14% - Shared Software Components

13% - Server Staff & Hosting

10% - Management

5% - Loan Servicing

Deeper Dive

Bean Dip



Why Bunco? (con't)

Google Monthly Search Averages	
Farkle	10k – 100k
Bunco	10k – 100k

Games On	Facebook	iOS	Android
Farkle	13 / 5	13+ / 7	50+ / 15+
Bunco	0 / 0	4 / 0	3 / 0
[total apps available] / [multiplayer versions]			

Facebook Search:

Farkle ... *“92,418 people talking about this”*

Bunco ... *“89,824 people talking about this”*

Bunco is as big as Farkle, yet there are no multi-player versions of it available. Single-player versions are not *real* Bunco.

Multi-Player Bunco with Power-Ups

- Real Life Multi-Player Table Games are NOT FUN as SINGLE PLAYER Mobile Apps
- Breakout Success Bingo Blitz Recognized that Single Player Bingo had Been Done to Death - ***So Has Single Player Bunco***
- No One Has A Multi-Player Bunco
 - There Was A Poorly Designed One On Facebook 2010-2012
 - It Maxed At 4 Players And Had Minimal Features – Did Not Provide The “Bunco” Social Game Experience
 - Yet Still Has 49,000 Followers And Regular Posts Requesting A Reboot And Re-Release!

Social As A Way Of Life

- Chat On-line With Friends & Teammates
- Facebook Wall Posts That Reward Clicks
- Innovative “Book of Memories” Feature
 - Screen Captures of Crowning Moments
 - Friends Can Post Comments Yearbook Style
 - Organized Photo Album Style
- Charm Bracelets
 - Collecting for Rewards
 - Gifting & Trading
- Incentivised Friend Invites

Elizabeth



Truly Unique Features

- Multi-player Online Bunco
- Bunco Oriented Power Ups
- Book of Memories
- Chat as a Focus
- Massively Multiplayer “Game Hall”

It is a little known fact that Bunco is an ancient word that translates as "twelve women drinking wine, occasionally throwing dice, while trying to talk over each other".



somee cards
user card

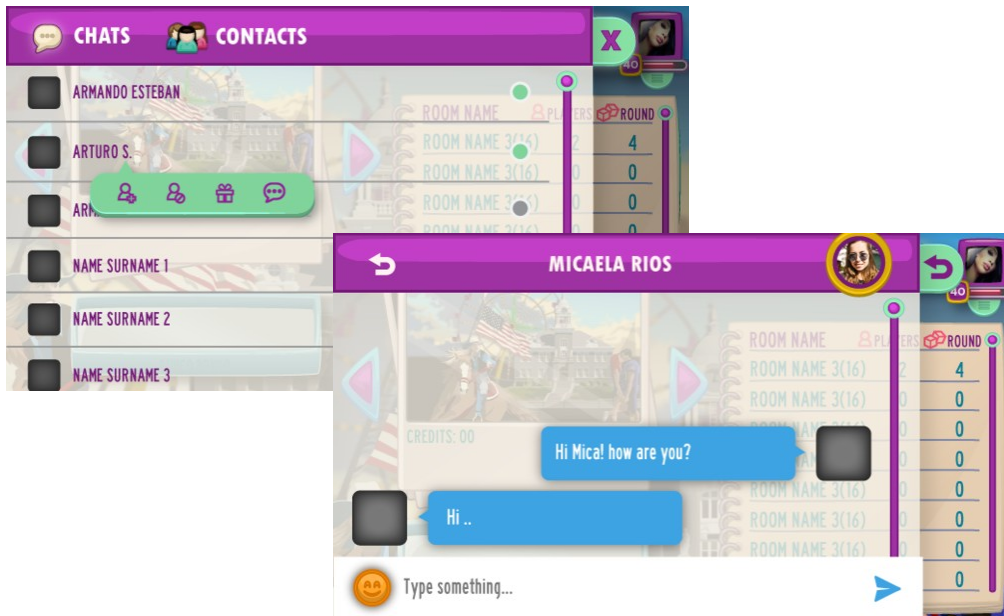
Book of Memories

- Memories Are Screen Captures During Exciting Game Moments
- Memories Get Archived Into A “Book of Memories” And Posted To Facebook
- Friends Can Post Comments On Memories That Graphically Become Part Of The Memory
- Memories Fade If You Do Not Return To The Game Regularly



Chat As A Focus

Bunco Bonko



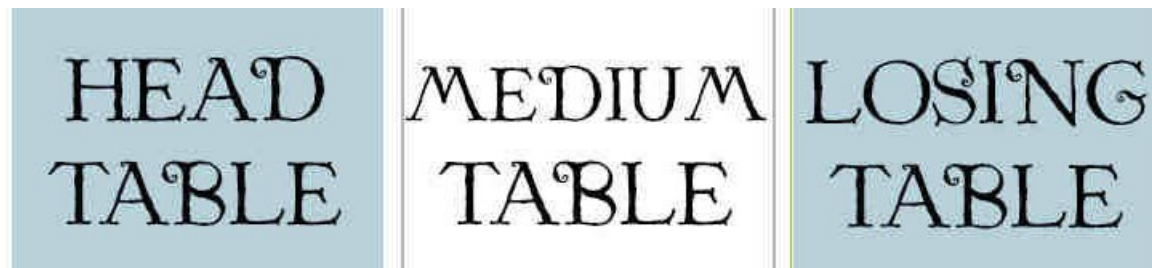
Bingo Blitz



- Demographic is Female, Age 25 – 55
- Chat (Texting) is a Way of Life

The Massively Multi-Player Game Hall

- Simulate the Feel of Being in a Room with Tens or Hundreds of People
- Players are Sorted Into Groups of Four and Placed at a Table
- Tables are Numbered, From One (The “HEAD TABLE”) to X (The “Losing Table”)
- Players Move Up OR Down Tables Each Round Based on Game Performance.
- The Goal is to Get to the HEAD TABLE and STAY THERE



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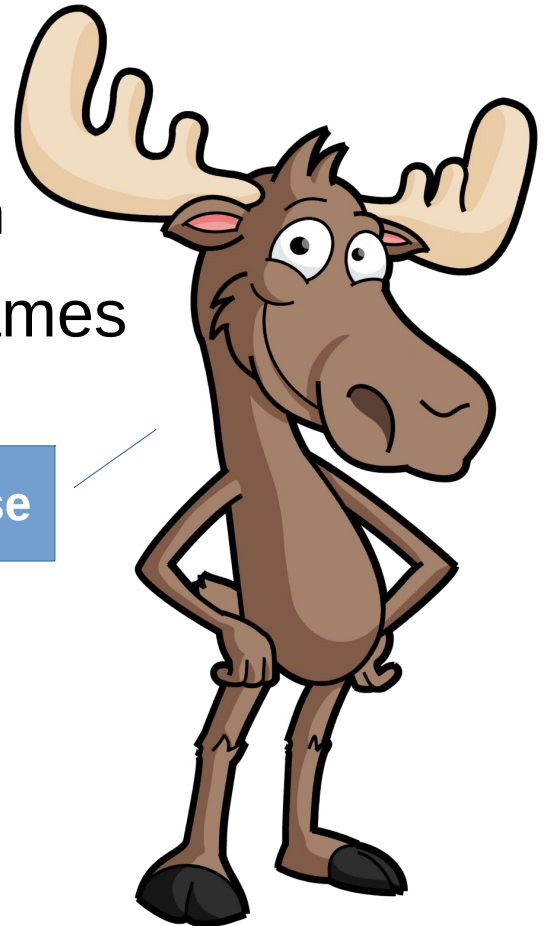
- **CEO Charissa Burnside** - Bunco Veteran, 15 Years Experience Community Networking, Organizing, & Volunteering
- **CMO Matt Levitan** – 7 Years Sr. Director, Marketing - Sony Playstation Canada
- **CTO Ethan Burnside** – 4 Years VP, Live Technology – Playtika Santa Monica. 19 Years President & CEO - Kattare Internet Services.
- Based in Kelowna, British Columbia
- Contact: info@yappingmoose.com



After Bunco Release - Company Growth

- Drive Player Base Growth via Social Mechanics
- Embrace Unique Play Mechanisms
 - Massively Multi-player
 - Collections & Power Ups
 - “Tables in a room” Head Table Ranking System
- Attract Different Style Players With New Games
 - Farkle
 - Yahtzee
 - Bunco Slots
 - Liar's Dice (Pirate Dice)
 - Video Poker

Yapping Moose



Longer Term Revenue Projections (USD)

- Develop Second Project - Yapping Moose Farkle
 - Add 100,000 DAU
 - Yapping Moose Total 200,000 DAU \approx \$7,000/day, \$210,000/mo
- Develop Third Project - Yapping Moose Slots
 - Add 100,000 DAU
 - Yapping Moose Total 300,000 DAU \approx \$10,500/day, \$315,000/mo
- Every Additional 100,000 DAU
 - @ 0.05 ARPDAU \approx \$105,000/mo
 - @ 0.10 ARPDAU \approx \$210,000/mo
- **By Q4 2019 Yapping Moose will reach 1M+ DAU across multiple well-designed multi-player social games, resulting in revenue over \$24M per year.**