

Xcite Interactive, Inc.

In-stadium fan interaction apps for sports teams and sponsors



Over a decade of award-winning experience, professional sports technology expertise and proven track record, we offer the opportunity to use technology to increase fan engagement and deliver our clients a quality fan experience at the stadium. Our integrated fan game and gaming.

Team Revenue: Chief Technology Officer (Director @ Xcite Interactive, Inc)

Why you may want to support us...

- 140+ clients (upward of 5 years), including the most successful sports franchises in the world (NFL, MLB, NBA, NHL, NASCAR, etc.)
- 200,000,000+ fans have engaged with our products. Our products are run in over 2,000 professional sporting events per year.
- Already profitable, featuring revenue model: minimal marginal cost, strong team on court over 70% CAAC per year for each client.

Our Team

- Sean Hopkins** - Chief Technology Officer (Director)
Director for the Executive Office of Professional Sports and Events, Massachusetts State Government. His primary focus is on the development of fan engagement products.
- Paul Hoffinger** - Chief Executive Officer (Director)
On the Executive Team of a private start-up company that has had over 100% revenue growth over the last 3 years. He is currently the CEO of Xcite Interactive, Inc.
- Paul Day** - Chief Financial Officer (Director)
Chief financial officer of a public company for 10 years. He is currently the CFO of Xcite Interactive, Inc.
- Adam Egan** - Chief Marketing Officer (Director)
Chief Marketing Officer for a public company for 10 years. He is currently the CMO of Xcite Interactive, Inc.
- Richard Hagan** - Chief Operations Officer (Director)
Chief Operations Officer for a public company for 10 years. He is currently the COO of Xcite Interactive, Inc.
- Paul Lauer** - Chief Legal Officer (Director)
Chief Legal Officer for a public company for 10 years. He is currently the General Counsel of Xcite Interactive, Inc.
- Paul Moran** - Chief Human Resources Officer (Director)
Chief Human Resources Officer for a public company for 10 years. He is currently the HR Director of Xcite Interactive, Inc.
- Michelle Winters** - Chief Administrative Officer (Director)
Chief Administrative Officer for a public company for 10 years. She is currently the Chief of Staff of Xcite Interactive, Inc.
- Tim McElaney** - Chief Information Officer (Director)
Chief Information Officer for a public company for 10 years. He is currently the CIO of Xcite Interactive, Inc.
- Paul Horvath** - Chief Security Officer (Director)
Chief Security Officer for a public company for 10 years. He is currently the CISO of Xcite Interactive, Inc.

Downloads

Fans look at their devices during in-stadium downtime. We made it possible to use these phones for a team's benefit.

As fans look at their devices during in-stadium downtime, we made it possible to use these phones for a team's benefit. We made it possible to use these phones for a team's benefit. We made it possible to use these phones for a team's benefit.

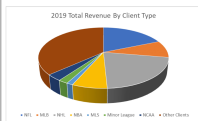
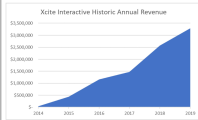
In three years, we have gained over 140 clients predominantly in the NFL, MLB, NBA, and NHL, and gained \$90 in revenue.

Our clients include the NFL, MLB, NBA, NHL, and more. We have gained over 140 clients in three years. We have gained over 140 clients in three years.



We're scalable.

We have been able to build a large library of interactive games, our top rated apps are very fun. We have been able to build a large library of interactive games, our top rated apps are very fun.



Market

We segment our target market into five verticals: Sports, Professional Sports, Entertainment, and more. We have been able to build a large library of interactive games, our top rated apps are very fun. We have been able to build a large library of interactive games, our top rated apps are very fun.



Year	Revenue	Profit	EBITDA	Operating Income
2015	1.0	0.1	0.2	0.1
2016	1.5	0.2	0.3	0.2
2017	2.0	0.3	0.4	0.3
2018	2.5	0.4	0.5	0.4
2019	3.0	0.5	0.6	0.5

The Product

In the three years that Zixie has been in business, we have built over an interactive game. We have also created the Fan Film, the interactive movie movie (Facebook, Social Media) and our Predictive Gaming Platform (PGP). Furthermore, we have developed a back end system that delivers coupons from advertisers to game participants, and delivers marketing analytics and data to the advertisers.

To better understand our products and how they work, please view the following videos: INTERACTIVE GAMES:



FLASHPPOINT:



PREDICTIVE GAMING PLATFORM



FILTER FAN CAM



SOCIAL WALL:



What's Next

We have been able to achieve great growth in both revenue and products and have maintained profitability. Although our profit margins are currently slim (as we have built out our team and our library of products), we won't have much marginal cost if we were to double the size of our revenue. We hope to achieve a 40% profit margin in 2020 and eclipse a 50% profit margin.

We believe there is tremendous growth in front of us. We have a large lead on competition and wish to maintain or extend that lead. As the development costs of our products have already occurred, proceeds from that reuse will be used to expedite growth.

The Bigger Picture

As previously mentioned, our time and efforts have been spent on the domestic professional sports market. We see tremendous opportunities to grow in that market and in other vertical markets. As we see a profitable company, we need revenue to grow to sustain our growth and take advantage of our stable lead in our competition.

Investor Q&A

What does your company do?

We provide virtual fan interactive digital content for fans around the world. Our products enhance the in game fan experience and increase revenue opportunities for our clients. By using our products, users are able to have fans interact in real time with advertising from their sponsors. We license our six commercial interactive games and our other proprietary products to professional sports teams, concerts, and other events.

Where will your company be in 5 years?

We hope to continue to grow in sports and expand to vertical markets such as: 1) 5G cloud agency agreement in France, UK, Spain, & Australia, 2) Europe A&V, 3) Home connectivity of thousands of possible plus in many different possible verticals, 4) Predictive Gaming Platform, 5) Live Streaming, 6) 5G, 7) Live Streaming, 8) Cloud connectivity of possible applications in different sectors. We hope to continue our 5G CA&A and expect to approach 5G in revenue with 5G for margin in 5 years.

Why did you choose this idea?

From our decades of event operational experience, professional sports sponsorship experience and sports based creative experience, we saw the opportunity to use technology to increase fan engagement and allow our clients to upsell their advertising at the same time. Our core focus is sports and gaming.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago?

Historically, live attending events had one interactive screen to look at - think of this as the First Screen. This started as a simple scoreboard showing time and score and morphed into the amazing big screen seen at arena and stadium today. More recently, the presence of the Second Screen (the fan's personal cell phone) took hold as event headliners were demanded for fans. During game downtime, the fact attention is frequently turned away from the First Screen and towards the Second Screen. Through our interactive games, our technology allows our clients and their advertisers to harness the fan's attention by using the traditional First Screen display and Second Screen interaction at the same time.

How far along are you? What's your biggest obstacle?

We see fan behavior in the game and have grown 50% per fan for the past 3 years. Our biggest obstacle is growing out of our cash flow. We are lucky in that demand for our products is not an issue.

Who competes with you? What do you understand that they don't?

As our space is relatively new and we have the largest market share (by fan) among our competitors, we occasionally see competitors in certain niche markets. We have not seen competition that competes in all of the spaces in which we have been successful.

We understand the way interactive games need to be coded for large crowds. We also have an intimate understanding of the production side of events. Our employees have produced some of the largest events in the world (Super Bowl, Olympics, World Cup, NFL, MLB, NHL, NCAA, WGL) and have an intimate understanding of the experience of our interactive fan engagement products and how to implement our technology into that show.

We also have employees with decades of experience selling advertising for professional teams. They have an intimate understanding of how our products benefit both our clients (teams) and their clients (sponsors).

How will you make money?

We have spent a considerable amount of time and money to build our library of games. We are able to take a game and size it for a specific client and advertiser. This leads to a very high profit margin. We license our products for one season so we have built a recurring revenue model.

Our games are not specific to each team or each sport. We currently have several of the same games running in different leagues with multiple teams per league. Because we've already built the source code, sales across teams and sports are possible by changing logos, colors, etc. This can be completed in hours for a small fee over time, developing the original source code. This explains our very high margin recurring revenue model.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?

Our risks are mitigated as we have proven the model. However, risks could come from lack of innovation on our part, significant competition in the space (but we have a 3 year head start), or our failure in vertical markets that we have yet to enter.

Why should I invest in your company?

We have proven our business model and are profitable. This is not a start-up, but is instead the leader in a space that we intend to have a recurring revenue model with low marginal costs. We believe that with some capital, we can accelerate our growth immediately.

What do you plan to do with the proceeds from this raise?

We will use 50% of funds raised for working capital. 25% of the funds raised will be allocated to Sales and Marketing. 25% will be used for product development. We plan to use 12% for international expansion and we will pay 10% under a 12% intermediary fee.