

# [bracketology]

Fantasy sports, for reality TV.

# Reality TV fans are craving more engagement with their favorite shows through fantasy gaming...

But current solutions are:

**Manual**

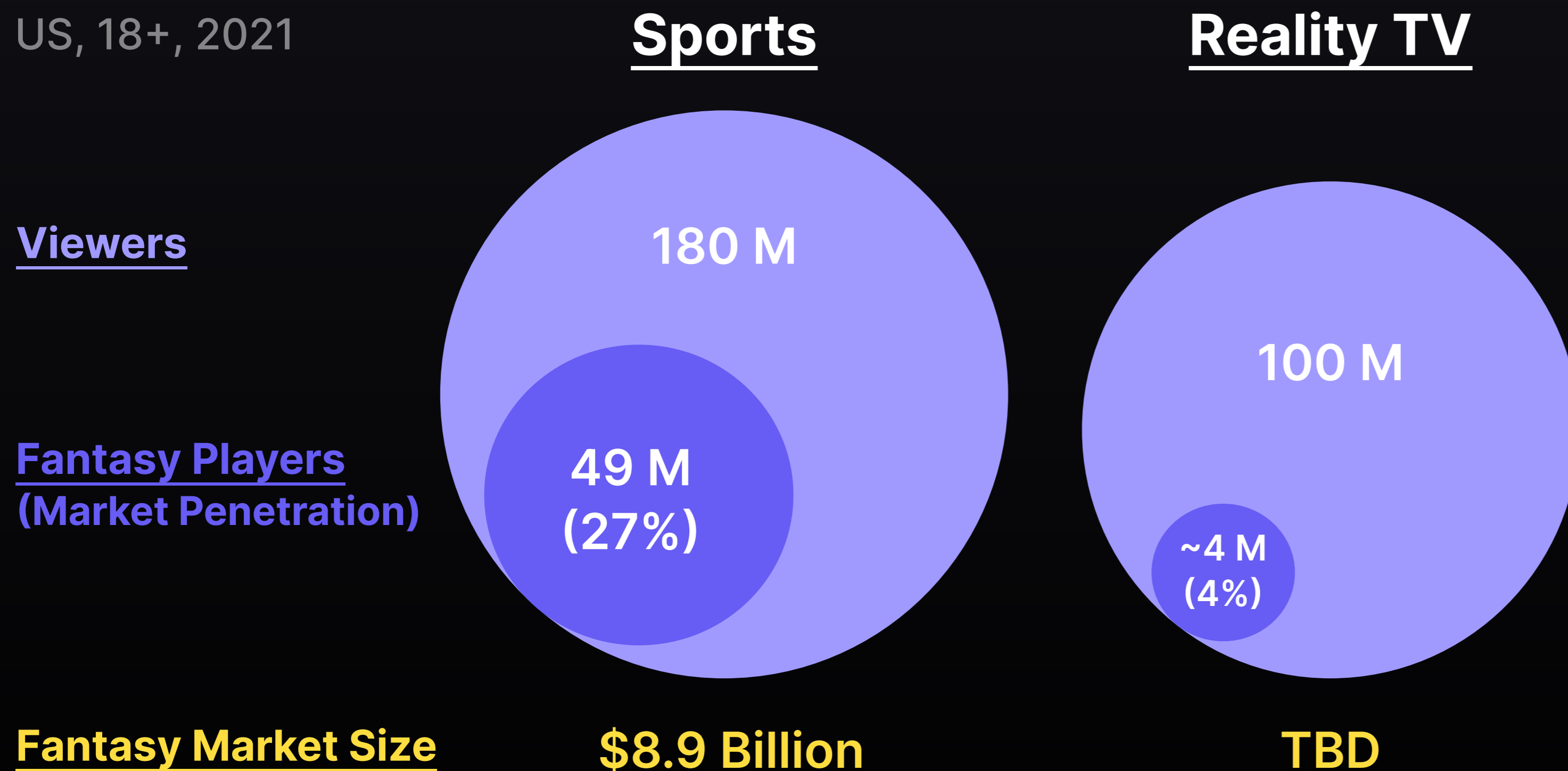
**Decentralized**

**Lacking Community Focus**



# Centralized fantasy platforms solved sports fans' same problem, and the industry exploded.

US, 18+, 2021



Fantasy reality TV is primed to follow suit.

# New reality TV shows are being created at record pace.

# of New Reality TV Shows Premiering by Year

New Shows

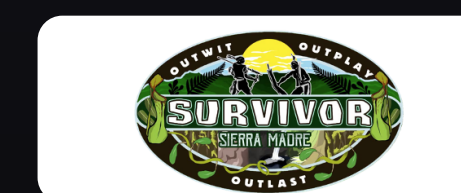


Yet nobody has capitalized on this market opportunity, **until now.**

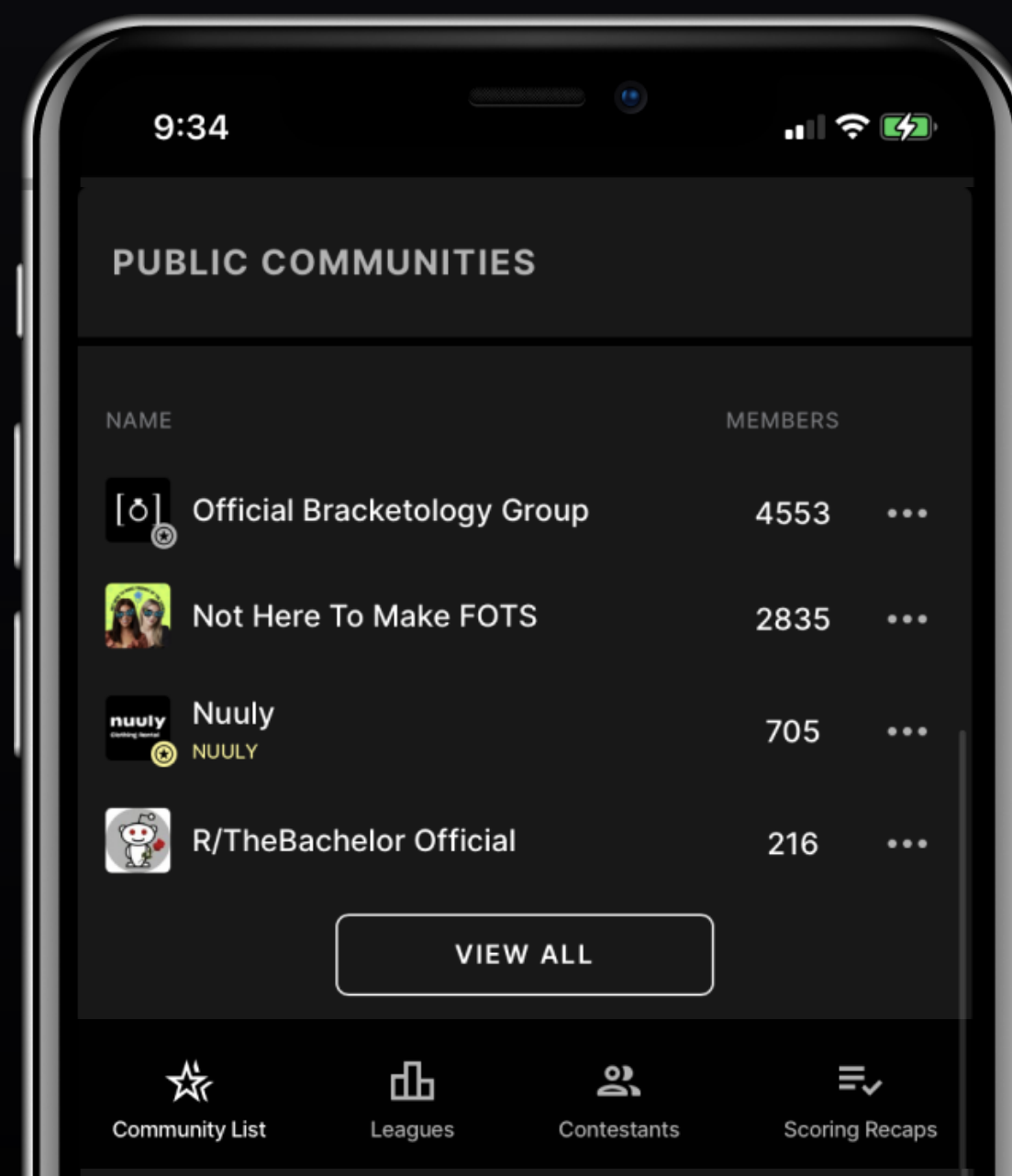
# [bracketology]

Fantasy sports, for reality TV.

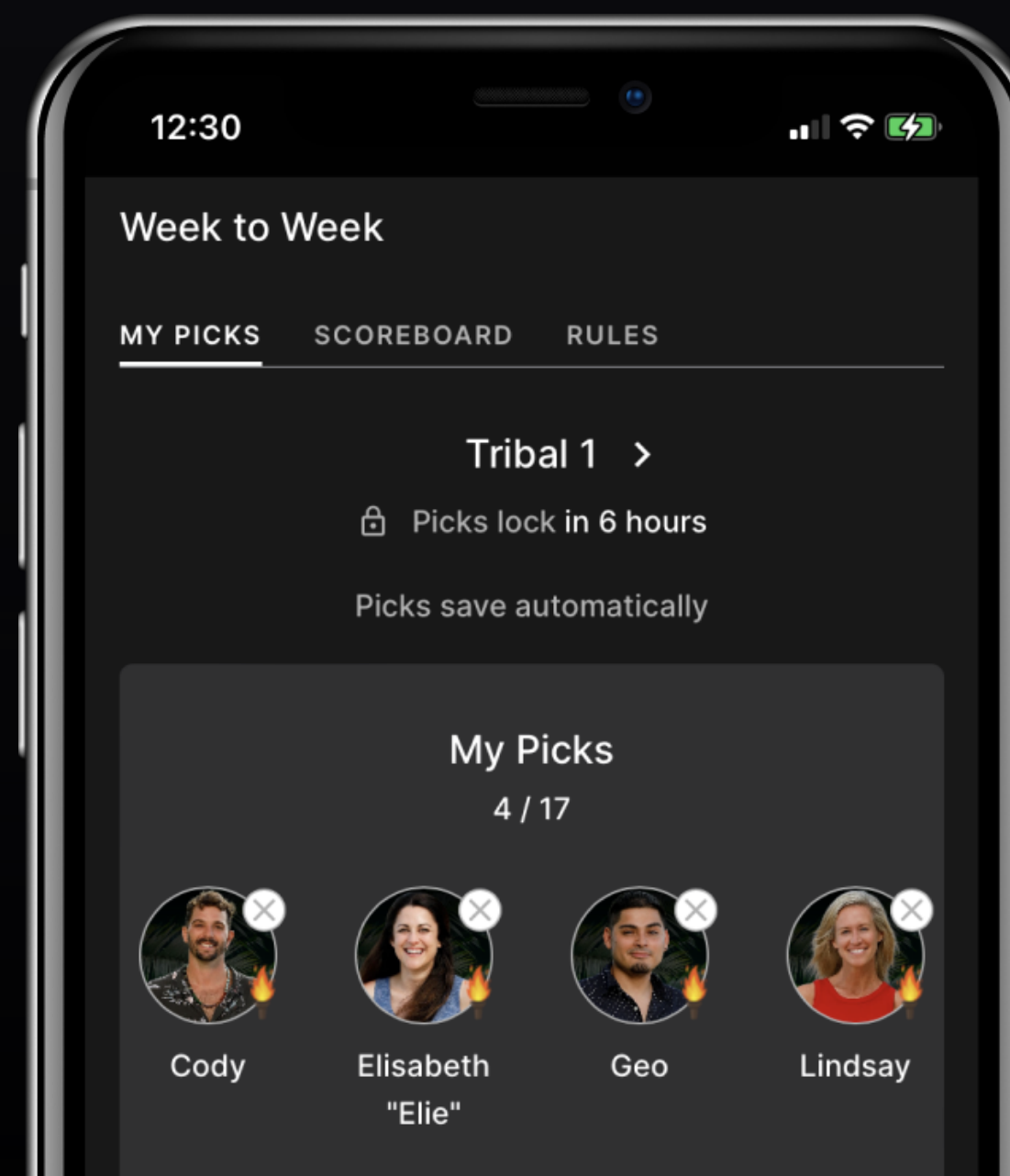
Current shows offered:



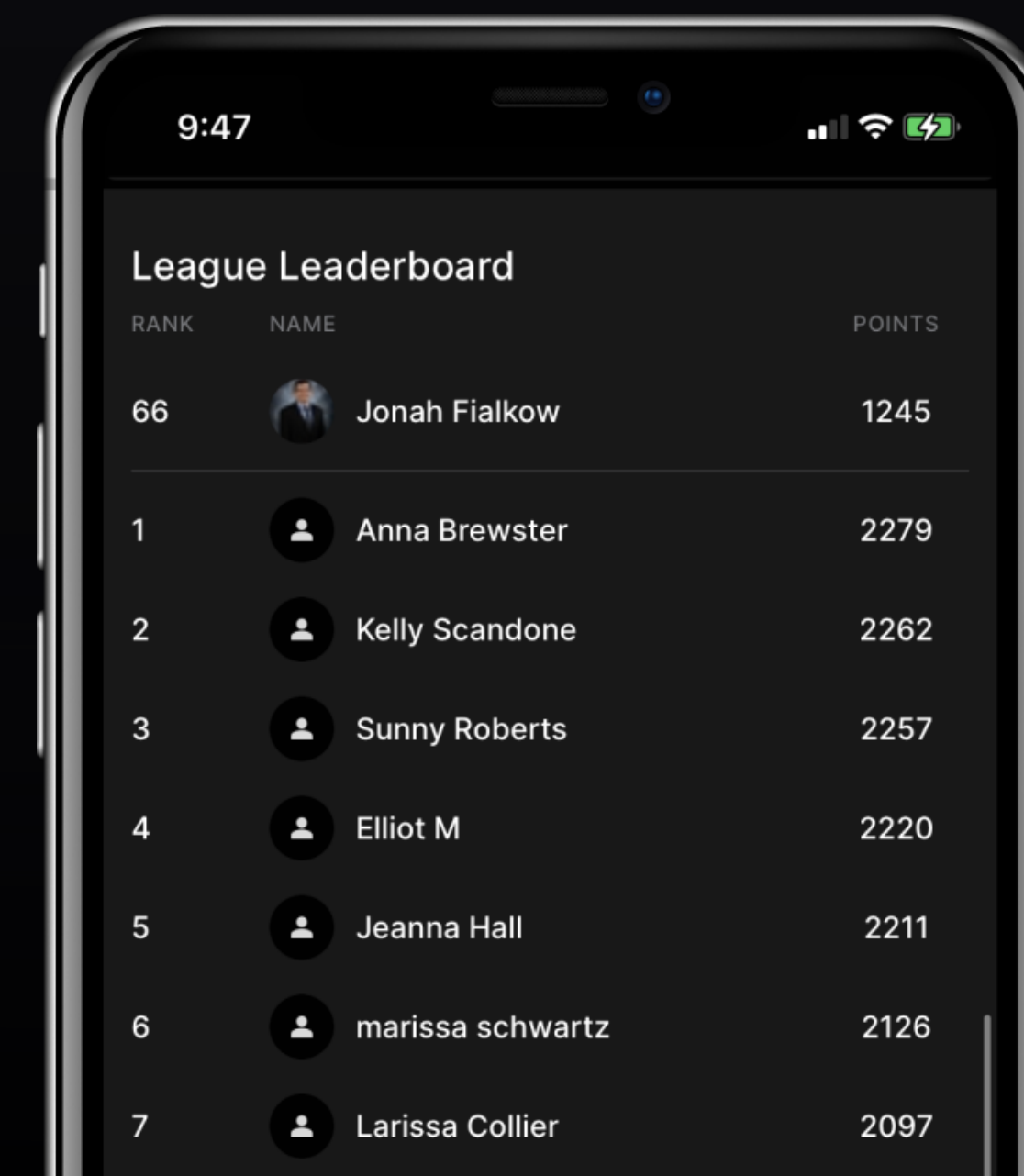
## 1. Join A Community



## 2. Make Weekly Picks



## 3. Check Your Scores



# With **\$0 marketing spend** and only our CEO full-time...

**212,000**  
league sign ups































**50-60%**  
email open rate

**\$85,581**  
sponsorship/ad  
revenue

**\$160,548**  
pre-seed crowdfund  
raise

(Over the past 5 offered reality TV show seasons)

# Bracketology is positioned well against the competition.

					
Fantasy games across TV networks/franchises					
Multiple game types					
Established influencer and media partnerships					
Reality TV primary focus					
One league (community) for multiple shows					

# Our users are immensely valuable...

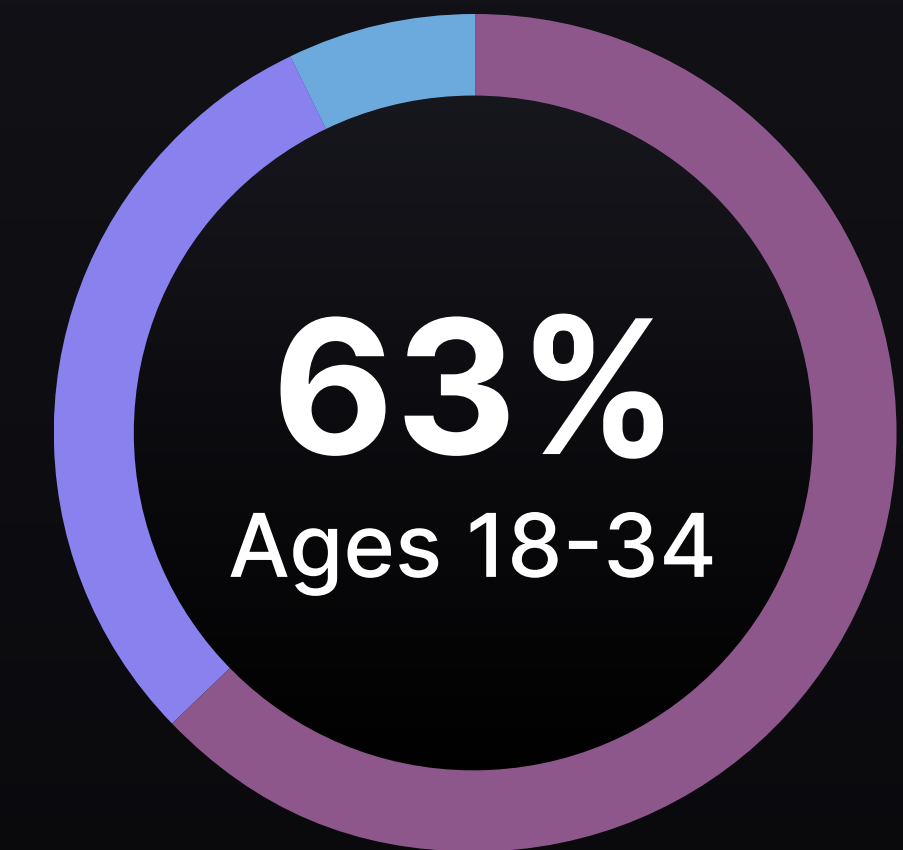
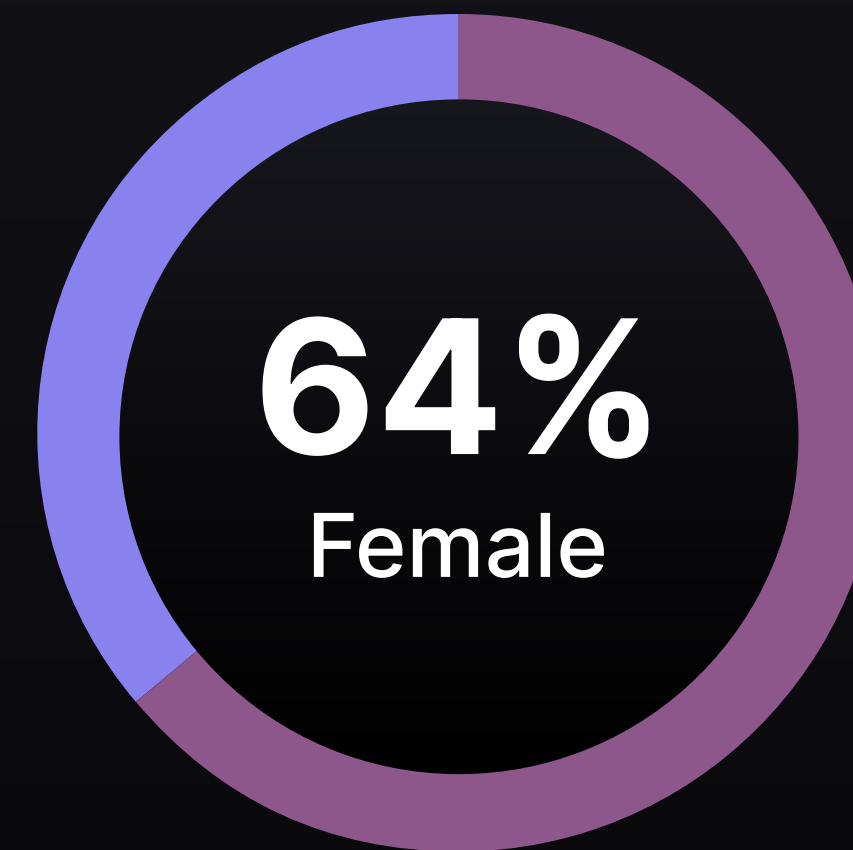
## Business Model

### Ads/Sponsorships

- Website/email newsletter
- Fantasy gaming content (leagues, rules, etc.)

### Freemium (Coming Soon)

- Base service free
- Unlock additional tools with a monthly subscription



## Past Sponsorships





# Meet Bracketology's leadership!



**Jonah Fialkow**

Chief Executive Officer  
Co-Founder

Brings data analytics background and entrepreneurial experience as CMO of a previous startup with David.



**Kaitlyn Hurley**

Chief Operating Officer  
Co-Founder

Founded Bracketology predecessor in 2016, 8+ years of performance marketing & media strategy.



**David Pawlan**

Head of Product  
Co-Founder

Experienced multi-startup founder, scaled second bootstrapped tech startup to 7-figures/year by year 3.



**Mike Hoefflinger**

Advisor

Facebook's first Head of Global Business Marketing, 30+ years in Silicon Valley.



**Tino Reyes**

Advisor

Early investor in Bombas, Cleancult, Gatsby Digital, Hatch Collection. Advisor to Ankord Group, FISH App.

# How Bracketology started:

As avid fantasy sports players, Jonah and David saw a **gap in the reality TV market** where fantasy gaming could thrive.

With Jonah's entrepreneurial drive and David's tech company and startup experience, Kaitlyn (founder of Bach Bracket - the largest *Bachelor* fantasy site) filled the missing piece when she joined the team in May 2021.

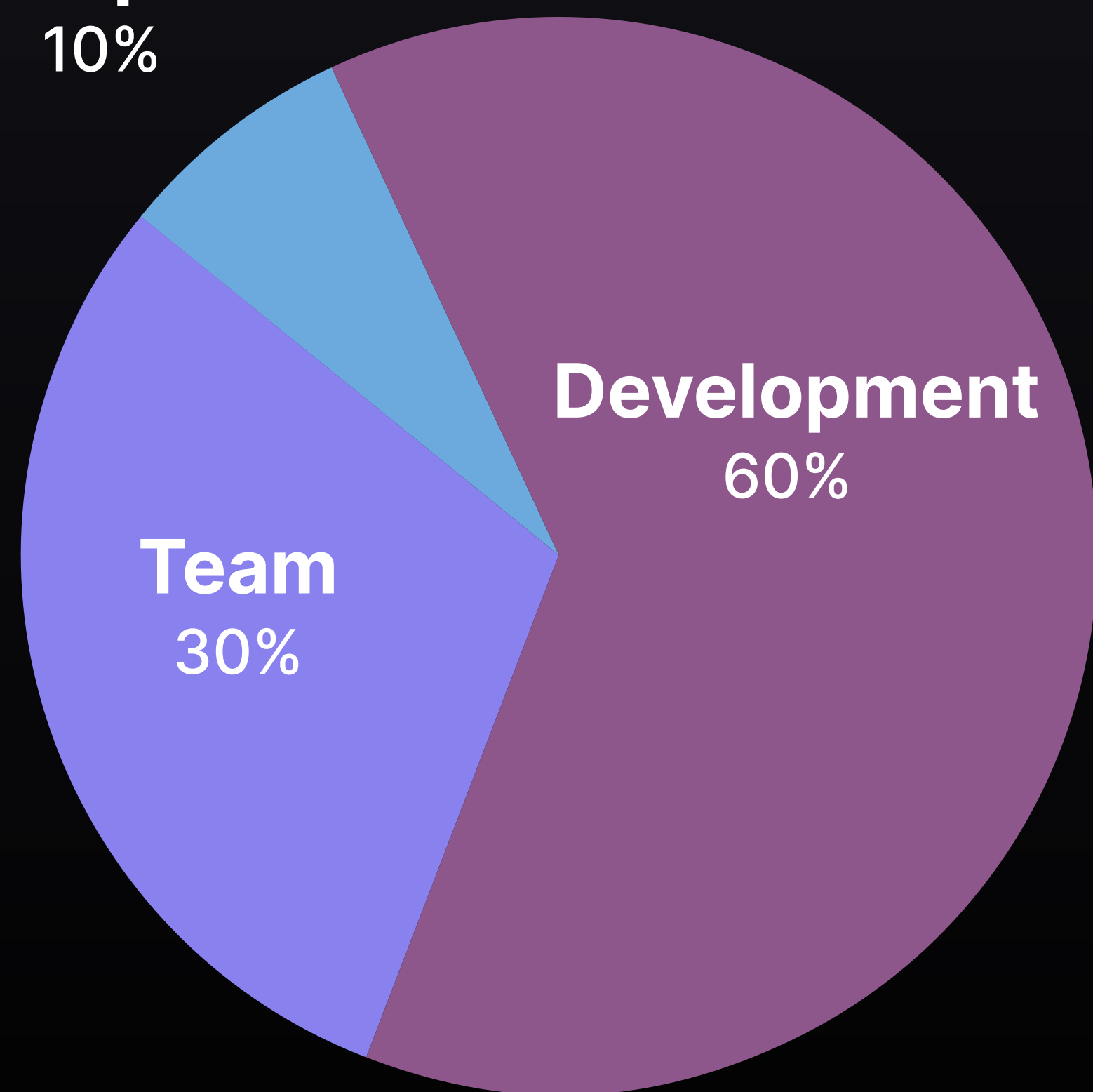
With a full-time CEO, access to develop tech at 40% of market cost, and a team of marketing and industry experts, Bracketology is poised to become...

**the premier reality TV fantasy gaming platform.**

# We're raising a \$750k SAFE to take Bracketology to the next level.

## User Acquisition

10%



## Development

Build mobile app, web app V2 (implement freemium)

## Team

Bring COO and Head of Growth full-time

## User Acquisition through Expansion

						+32
						+30
						+11
						+8

# When we build it, we'll make sure they come.



Cross-promotional marketing partnership with *Survivor* influencer.

## Organic content creation

Social media + show-related content

## Influencer partnerships

Reality TV ambassadors



## Paid media

Facebook + Google ads





# Wouldn't you love to have been an early investor in fantasy sports?

## Don't miss your second chance!

 [jonah@bracketology.tv](mailto:jonah@bracketology.tv)

MY LEAGUES		
#	NAME	MEMBERS
1	 Official Bach Bracket League	1940
2	 Family League	12

PUBLIC LEAGUES		
#	NAME	MEMBERS
1	 Official Bach Bracket League	1940
2	 Not Here To Make FOTS	1258
3	 Normal Bachelor Fans	170
4	 R/TheBachelor	148

