



BACKSTAGEPLAY .com

*WHERE FANS PLAY THEIR WAY TO THE **BACKSTAGE!!***

POWERED BY:



Company Overview October 2017

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BACKSTAGEPLAY DOES GAMIFICATION – WHAT IS IT?

Gamification (gey-muh-fi-key-shun):

“A methodology which uses data to identify the optimal time and place for interaction between a brand and its consumers, to the mutual benefit of both.”

“The use of game design elements in a non-game context, that is to say, the introduction of mechanics which we normally associate with games i.e. competition, awards, progress stages, status, starts and finishes, into some of the everyday things we do in life – including the purchase of memberships.”

*“A sophisticated data-driven promotional tool which leverages fun to encourage reactions and involvement from a community of players – **and it works.**”*

WE BUILD SOCIAL GAMING PLATFORMS FOR MUSICIANS...

- Backstageplay uses social games to marry the vastly popular and lucrative world of online gaming with Artists, their music, virtual goods and their Fans.
- We enable Artists to build real social connections with their Fans (and vice versa) while unlocking new revenue streams for the Artist.
- As Fans spend time navigating and playing in Artist gamesrooms, they acquire increasing “status” and visibility on Leaderboards.
- As Fans race to the top of Leaderboards through game play, they are rewarded by Artists with exclusive and life changing moments and rewards that money can’t buy.
- **More Status = More Leaderboard positioning = Better rewards.**

EXECUTIVE TEAM:

Seasoned public company executive team focused on software development and licensing, law, online gaming, social media, loyalty with deep and extensive contacts in the North American music industry. Over 80 combined years of expertise in online gaming operations and management:

SCOTT WHITE LLB CEO:

Co-Founder and CEO Parlay Games Inc. (1998-Present); Managing Partner, Bush, Frankel White Barristers, (1990-2000). Scott has incubated numerous private and public enterprises in Canada and the USA where he has served as a director, officer and investor. He has been involved in the online gaming marketplace as a supplier and advisor since 1998 and has served as a guest speaker and panellist for more than a decade.

PERY MALONE CTO:

Perry is an entrepreneurial-spirited, pioneering technologist with over 30+ years of experience identifying, qualifying, designing and building software systems and technologies that have facilitated the alignment of business processes with its strategic objectives.

SEAN HODGINS CA, CPA (ILLINOIS):

CFO, Corporate Secretary and Director - Mr. Hodgins is responsible for managing the Company's financial and compliance matters. Mr. Hodgins has over 19 years experience working in the mining and technology sectors both in Canada and the United States, and has served as the CFO for three TSX venture listed public companies. Mr. Hodgins is the President of Tandem Accounting Group Ltd. which provides contract CFO and controllership services to a wide variety of private and public companies. Mr. Hodgins is a Chartered Accountant and holds a Bachelor of Commerce Degree in Economics from the University of British Columbia.

TIM BRACK PRESIDENT:

A graduate from York College of Arts & Technology (England), Tim has close to 40 years experience in the music business and his vast experience ranges from promoting shows, managing artists, founding and managing marketing companies to running an independent record label. Mr. Brack was the co-founder and president of Continuum Records where he personally signed two members of THE ROLLING STONES, Charlie Watts and Ronnie Wood, to the label along with Roger Daltrey of THE WHO and Kid Rock.

BOARD OF DIRECTORS:

SCOTT WHITE, CHAIRMAN AND DIRECTOR

SEAN HODGINS, DIRECTOR

ANDREW BRANSCOMBE, DIRECTOR:

Management consultant and business development executive in the Internet and social gaming industries where he has represented a number of large suppliers and operators including The Intertain Group Ltd., Cryptologic Inc., Cashcade Inc. and Parlay Entertainment Inc..

STIRLING MCILWAINE DIRECTOR:

Stirling McIlwaine has enjoyed a dynamically successful career in the music business over the last 25 years. Selling over 20 million albums worldwide throughout his career, Stirling has worked with the likes of Dave Matthews Band, Hanson, The Thrills, NERD, Daughtry, Jordyn Sparks, Kris Allen among others. Most recently, Stirling served as the Senior Vice President of US Management for Three Six Zero in Los Angeles, where he also served as President of his joint venture, 24 Artist Management.

OUR TEAM

We have assembled a seasoned public company executive team with decades of experience creating new businesses through expertise in software development, online gaming, music and law.

PUBLIC COMPANY INFORMATION

BACKSTAGEPLAY INC.
(NEX: BP.H)

FINANCIAL:
YEAR END DECEMBER 31
LAST SEDAR FILED QUARTER:
Q1 2017

SHARES OUTSTANDING:
22,093,361

DEVELOPMENT OFFICE: BACKSTAGEPLAY INC.

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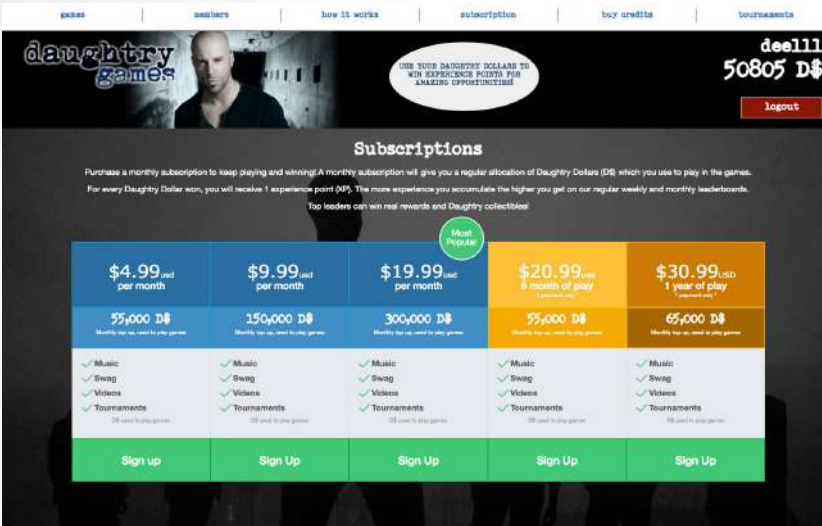
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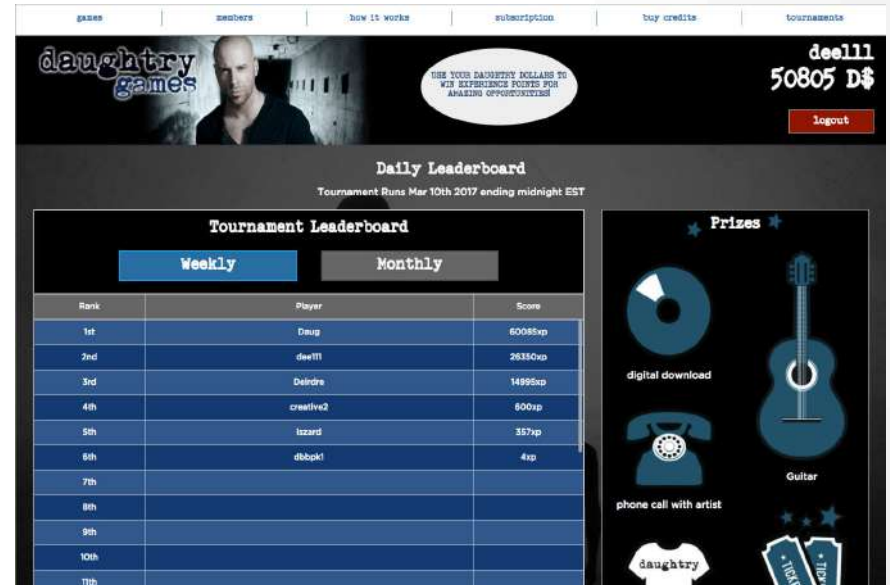
HOW OUR PLATFORM WORKS...

- Fans arrive at the artist-branded gamesroom through an Artist-initiated social media activity (ie: twitter).
- When they land on the website, Fans are awarded with sufficient free credits allowing them to play games and connect with the Artist through chat, etc.. This first visit will end in about 20 minutes.
- Fans are prompted to register to receive additional free credits. Registration will allow them to generate sufficient game play to potentially move them onto a Leaderboard. This step will extend the Fan's game play by about an hour.
- After registration, Fans are prompted to buy a membership (\$4.99-\$9.99/mo). Membership gives Fans access to better games and more game play, enabling them to have a real shot at winning rewards that money can't buy.
- Top-up opportunities (\$0.99-\$4.99) enhance Fan chances to win daily, weekly, and monthly virtual goods, culminating in rewards and/or moments that are priceless and personal.

HOW IS SOCIAL GAMING RELEVANT - WHY NOW?



Backstageplay's gaming platform creates competition amongst Fans who are rewarded with exclusive access to Artists, their likeness and content (voiceovers, music, video and chat).



The music industry has clearly been disrupted by Apple. Artists make less and less money from music.

Artists, Managers and Labels seek new business models to supplement cashflow.

- The cost to the Artist of acquiring the player and giving a life-changing moment is minimal.
- The reward to the Fan is priceless.

HOW BIG IS THE MARKET...

Case Study 1 – Chris Daughtry

See: dau.backstageplay.com

Facebook: 4,068,995 likes
 Twitter: 583k followers
 Instagram: 174k followers
YouTube: 517,404 subscribers
 Vevo: 83.2k likes
 Spotify: 1,393,327 monthly listeners

Daughtry Games Room

USD\$ Revenue Model
 Monthly Revenue Estimate



Monthly Sales

Estimated Size of Social Media Campaign	500,000	
Total Number of Fans Converting into Gamesroom Membership	8%	40,000
Subscription Fees - Monthly	\$ 4.99	\$ 199,600
Top Up Fees Monthly (Annualized at \$50/fan)	\$ 4.17	\$ 166,667
Total Revenue		\$ 366,267



Case Study 2 - Deadmau5

See: demo.backstageplay.com

Facebook: 8,922,628 likes
 Twitter: 3.84 million followers
 Instagram: 2.1 million followers
 YouTube: 1,102,295 subscribers
 Vevo: 59.5k likes
 Spotify: 3,009,698 monthly listeners

Deadmau5 Gamesroom

USD\$ Revenue Model

Monthly Revenue Estimate

Estimated Size of Social Media Campaign

Total Number of Fans Converting into Gamesroom Membership

Subscription Fees - Monthly

Top Up Fees Monthly (Annualized at \$50/fan)

Total Revenue

	Monthly Sales	
1,100,000		
7%		77,000
\$ 4.99	\$	384,230
\$ 4.17	\$	320,833
	\$	705,063

		Month 1	Month 2	Month 3
Revenue				
Daughtry				
Estimated Fans (current VIP)	500,000			
Total Number of players - % of Fans	7%	35,000	35,000	35,000
Subscription Fees - Monthly	\$ 4.99	\$ 174,650	\$ 174,650	\$ 174,650
Top Up Fees (\$50/yr per registered player)	\$ 4.17	\$ 145,833	\$ 145,833	\$ 145,833
Total Revenue		\$ 320,483	\$ 320,483	\$ 320,483
Deadmau5				
Estimated Fans	1,100,000			
Total Number of players - % of Fans	4%	44,000	44,000	44,000
Subscription Fees - Monthly	\$ 4.99	\$ 219,560	\$ 219,560	\$ 219,560
Top Up Fees	\$ 4.17	\$ 183,333	\$ 183,333	\$ 183,333
Total Revenue		\$ 402,893	\$ 402,893	\$ 402,893
Nickelback				
Estimated Fans	1,500,000			
Total Number of players - % of Fans	4%	60,000	60,000	60,000
Subscription Fees - Monthly	\$ 4.99	\$ 299,400	\$ 299,400	\$ 299,400
Top Up Fees	\$ 4.17	\$ 250,000	\$ 250,000	\$ 250,000
Total Revenue		\$ 549,400	\$ 549,400	\$ 549,400
Matchbox 20				
Estimated Fans	200,000			
Total Number of players - % of Fans	5.00%	10,000	10,000	10,000
Subscription Fees - Monthly	\$ 4.99	\$ 49,900	\$ 49,900	\$ 49,900
Top Up Fees	\$ 4.17	\$ 41,667	\$ 41,667	\$ 41,667
Total Revenue		\$ 91,567	\$ 91,567	\$ 91,567
Calvin Harris				
Estimated Fans	10,000,000			
Total Number of players - % of Fans	5%	500,000	500,000	500,000
Subscription Fees - Monthly	\$ 4.99	\$ 2,495,000	\$ 2,495,000	\$ 2,495,000
Top Up Fees	\$ 4.17	\$ 2,083,333	\$ 2,083,333	\$ 2,083,333
Total Revenue		\$ 4,578,333	\$ 4,578,333	\$ 4,578,333
Advertising Revenue (Corporate)		\$ 50,000	\$ 50,000	\$ 50,000
Total Revenue		\$ 5,992,677	\$ 5,992,677	\$ 5,992,677
Costs				
E-Commerce Processing Fees @ 2.5% Cost	2.50%	\$ 148,567	\$ 148,567	\$ 148,567
Software Licensing Fees (on Subscription Fees) CONVERTED TO PSLA MONTH 5	30%	\$ 75,000	\$ 75,000	\$ 75,000
Chat Host and Support Fees		\$ 30,000	\$ 30,000	\$ 30,000
Hosting, Bandwidth		\$ 20,000	\$ 2,000	\$ 20,000
Marketing		\$ 10,000	\$ 10,000	\$ 10,000
G&A		\$ 10,000	\$ 10,000	\$ 10,000
Executives		\$ 30,000	\$ 30,000	\$ 30,000
Professional Fees				\$ 50,000
Accounting & Audit Fees		\$ 5,000	\$ 5,000	\$ 5,000
Legal Fees		\$ 5,000	\$ 5,000	\$ 5,000
Filing Fees & AGM		\$ 2,500	\$ 2,500	\$ 2,500
One Time Costs				
Implementation Fees		\$ -	\$ -	\$ -
Customization and Development Work		\$ -	\$ -	\$ -
Total Costs		\$ 336,067	\$ 318,067	\$ 386,067
Net Income		\$ 5,656,610	\$ 5,674,610	\$ 5,606,610

Possible revenue Proforma (3 months) :

5 client sample with:

- Variable fan sizes
- Variable conversion %s

(real statistics taken from Artist Social Media activity and following)

50/50 revenue share Between Backstageplay and Artist

OUR SUPPLIER: PARLAY GAMES INC. (www.parlaygames.com)

Experience

- Almost two decades of expertise in delivering online gaming solutions internationally.
- Parlay has supplied technology to and build gaming platforms for some of the best known brands in the world.

Commercial-Grade Technology

- Sophisticated, flexible, scalable, expandable multi-lingual, multi-currency, multi-product technology platform which is synergistic across most gaming systems.
- Web/Mobile, free-play; social, subscription-based; marketing and other customizable business environments.

Intellectual Property

- Proprietary and open technology platform, licensed or managed.
- GLI/BMM certified and tested for most major e-gaming jurisdictions.
- Billions of gaming transactions processed in all major languages.

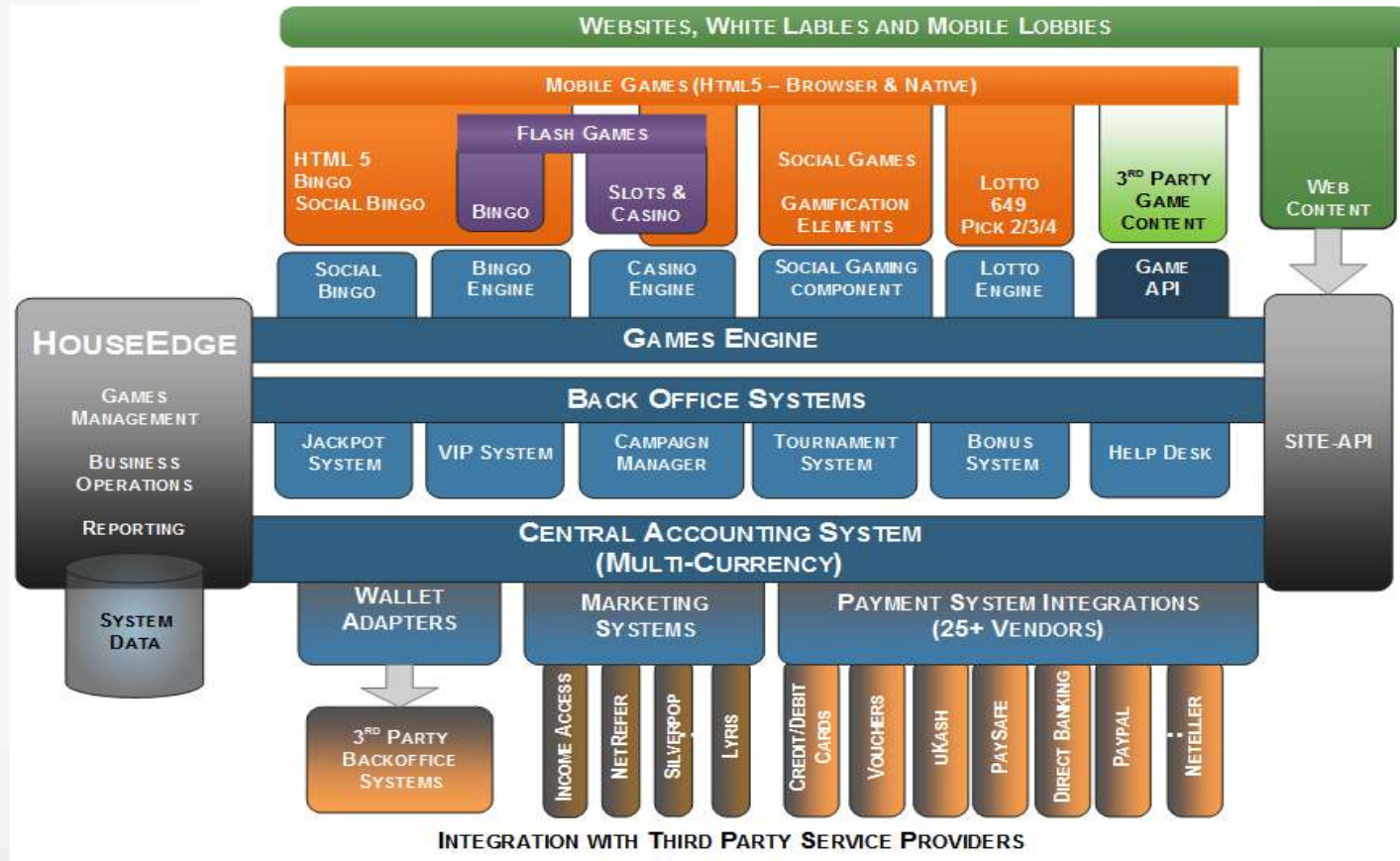
POWERED BY:



OUR TECHNOLOGY...

Our software and technology platform has processed billions of transactions and powered some of the best known brands in the online gaming industry.

Our customized social gaming models and products use this powerful system to monetize Fan participation through gamification.



CORPORATE INFORMATION

Current Shares Outstanding:	23,918,361
Options issued:	1,550,000
Public Float:	Approx 5%
Current/Former F&F, Insiders:	Approx 80%
Public Status:	In good standing Q22017 Filings Complete

PRIVATE PLACEMENTS

Current Offering

Offering Size:

Tranche 1: \$375,000 raised
Tranche 2: \$125,000 remaining
Units at \$0.20
(1 Unit = 1 share + $\frac{1}{2}$ (one year) purchase warrant at \$0.50)

Use of proceeds:

- Software development
- Platform customization
- Sales team enhancement
- Customer W/L development and launch
- General corporate purposes
- Fundraising costs and TSXV re-activation

Prior Offering (Summer 2016)

Friends and Family:

\$275,000 raised - 1,350,000 Units issued
Same terms as current offering

www.backstageplay.com

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