



**Allowing creators to engage with their fans anytime,  
anywhere through an interactive, personalized fan club**

# PLATFORM

Imagine offering your fans the exclusive opportunity to engage in a personalized, gamified experience around your brand...

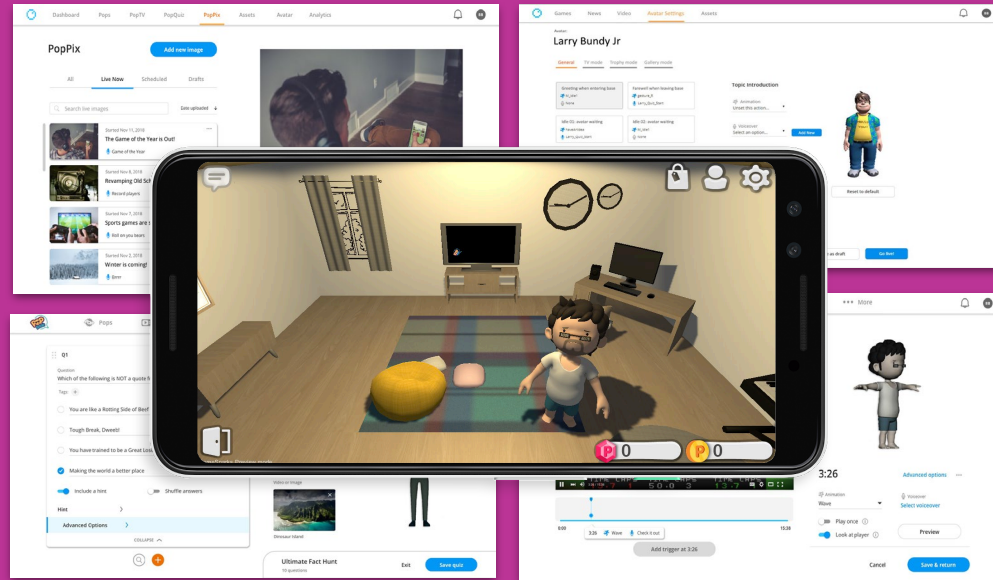


...with PopBase, the digital you can easily engage with fans anytime, anywhere and make money along the way.



# PRODUCT

PopBase is made by creators for creators  
So producing new content is super-easy...



Fill out our online templates – no design, no  
budget, no coding needed



# FANS

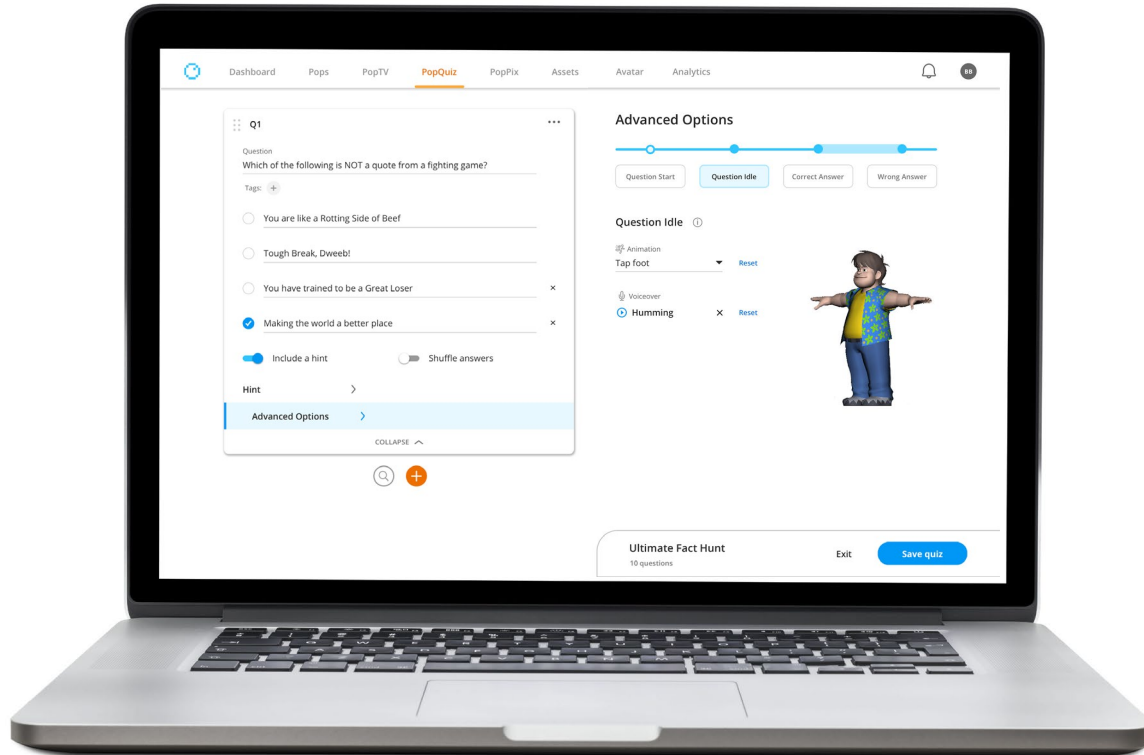


By exploring PopCity, fans find their favorite creators and discover new ones along the way



# CREATORS

Creators **personalize and gamify** every aspect of the experience through a turnkey **web-based dashboard**.



# FEATURES

On  your fans can:



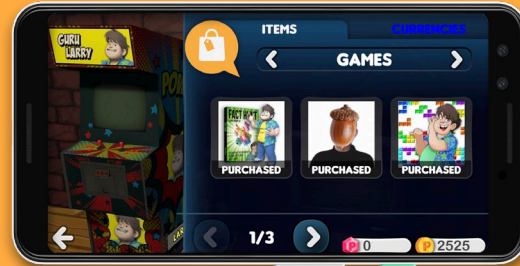
 Watch in-app reaction videos



 Play retro games created by you



 Play trivia hosted by your avatar



 Buy branded in-app purchases



# FEATURES

And....



Win in-app and real-life rewards



Engage with the fan community



Playable customizable digital toys



Personalize your base design



**ALWAYS ON**

**The PopBase Platform runs bi-weekly competitions**



**Sponsors provide real-life rewards to winners**  
**Content you create will drive traffic for you and the entire PopCity community.**








# POPBASE ALPHA






## Expectation

-  Returning Users: **1-2%**
-  Engagement Duration: **5-10 min**
-  DAU: **3%**

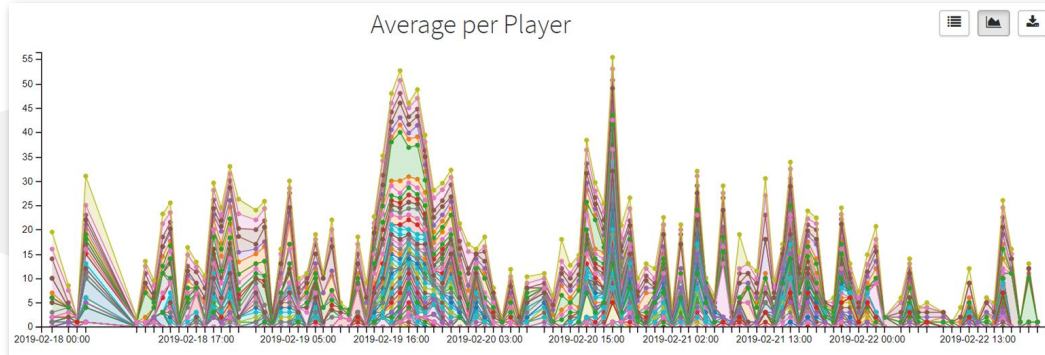
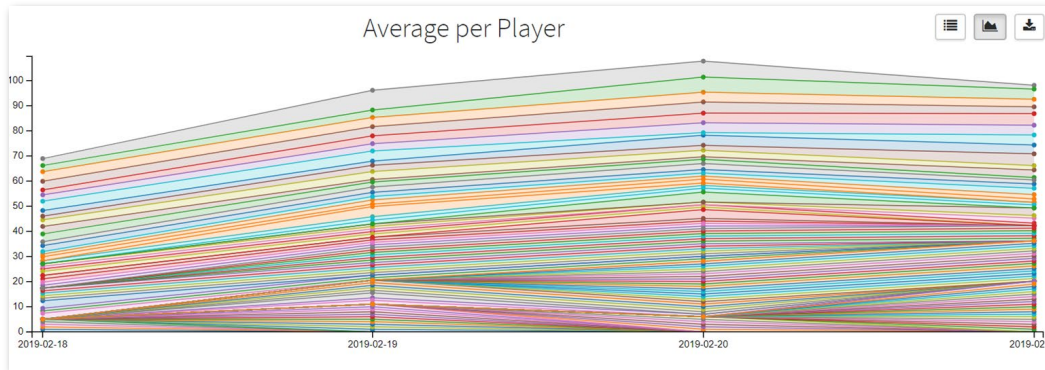


## Result

-  Returning Users: **38%**
-  Engagement Duration: **18.3 min**
-  DAU: **65%**



# POPBASE ALPHA



## Per Feature Breakdown

- **PopCode (highest value)**  
Average Duration : **11.6min**
- **PopTV (high value)**  
Average Duration: **4.12min**
- **PopQuiz (medium value)**  
Average Duration: **1.27min**
- **PopPix (low value)**  
Average Duration: **30 sec**
- **Pops (lowest value)**  
Average Duration: **50 sec**



SUMMER  
2019

We are launching our Beta with 5 selected influencers...



...with a 2M Following on YouTube alone



# CREATOR PROGRAM



Applications for the summer 2019 creator program are now open! Only 30 spots are available for selected applicants.

Creators interested in signing up for summer release, start a conversation by contacting us with your name, channel, brand and stats.

We are looking for active, Micro-Macro influencers with a 10,000 - 1,500,000 following on social media, who want to join PopBase as active members of our growing community.

Pitch Yourself



<http://www.pop-base.com/creators>



# CREATOR PROGRAM

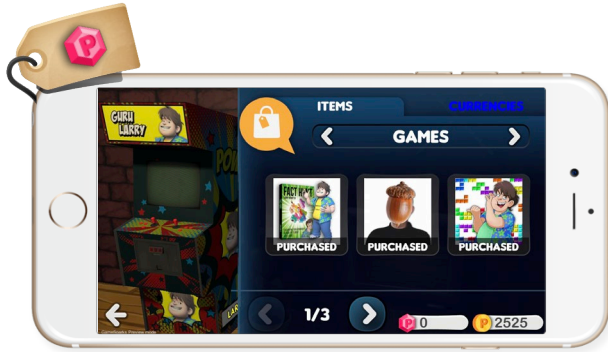
Pitch yourself to join a growing community...



...30 select creators will be onboarded by December 2019



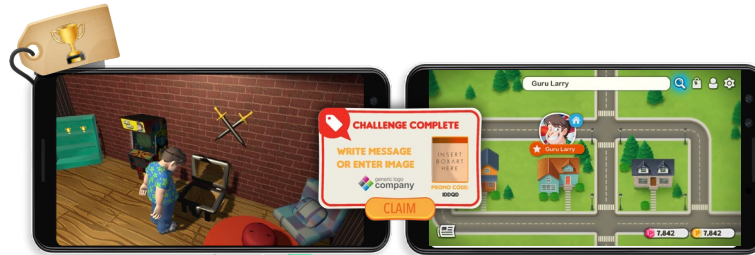
# REVENUE STREAM



**In App Purchases**



**In App Ads**



**Affiliate Ads**



# BUSINESS MODEL

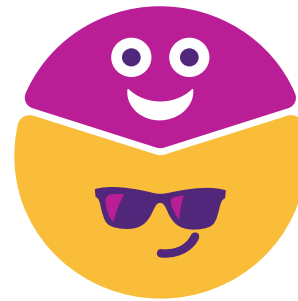
## 2019 Creators



70/30 REV SHARE SPLIT

RECOMMENDATION INCENTIVE

## 2020+ Creators



60/40 REV SHARE SPLIT



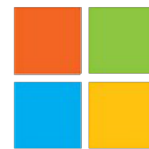
# CURRENT PARTNERS



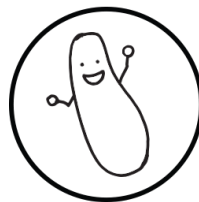
LOOTCRATE™



SKILLSHARE



Microsoft

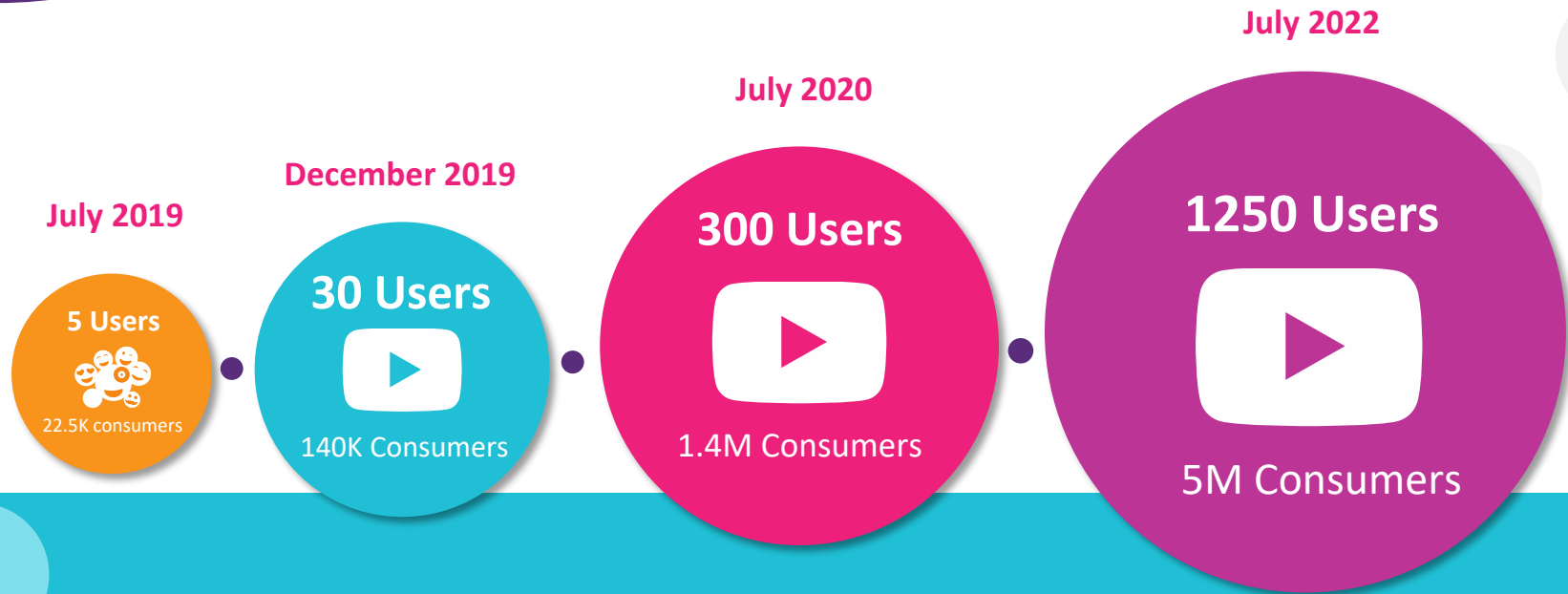


DESIGN PICKLE®





# PLATFORM ROADMAP



Based on 3% Conversion Rate



# TEAM



**Lisa Wong**  
CEO



**Amit Tishler**  
CBDO



**Richard Weeks**  
CTO





**Amit Tishler**

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