



A collaborative, multi-media content platform that allows sports teams, entertainers and brands to leverage the power of memories for greater fan relationships and revenue

Right Platform. Right Time.

A Unique Experience that Fills a Void

- Current social media platforms were **never designed** for:
 - Preserving memories
 - Collaboration
 - Marketing/PR

Significant Available Market (US Only)

- \$20 **Billion** spent on Memory Preservation (2018)
- \$40 **Billion** spent on Content Marketing (2018)
- \$19.5 **Billion** spent on Sports Sponsorships (2019)
- Expected market growth of 2%-4% over next 5 years

Before CoronaVirus Pandemic

FAST COMPANY

January 2019

“Turns out **more than 70%** of people say that content on their **social media feeds makes them angry...** which is exactly what social media companies want.”



sports innovation lab

**The Fluid Fan
Research Report 2019**

“New technologies are creating opportunities for fans to do more. **Sports organizations need to work with technology partners that enable their fans to do more** while still staying in the same ecosystem...”

ANDREESSEN HOROWITZ

**Li Jin – Associate
October 2019**

“In the next few years, we'll see more large communities **moving off major social platforms** where they originated and **setting up their own independent properties**, with built-in direct monetization models.”

After CoronaVirus Pandemic

ESPN's Embrace Of User-Generated Content Is Here To Stay

media / march 26th, 2020
BY MICHAEL MCCARTHY



Front Office Sports 
@frntofficesport

Without Basketball, Rockets Develop Content Plan With Heavy Fan Input



Sports Tech Summit
@sportstech2020

"Sports fans want more innovative technology - whether in the stadium or at home"

SaaS Model = Sports/Entertainment/Brands

The Dallas Stars invite you to tell your story.
You have until 5pm CST to collaborate.


Game 6: Dallas Stars defeat Nashville Predators

It's on the the next round!



Not this time Remove me


[I want to tell my story](#)



Round 2 vs St. Louis Blues

Stars prove future is bright despite heartbreaking end


PLAYOFFS 2019 PREDATORS BLUES



14 STORIES / 143 STORYTELLERS

[VIEW STORY](#)

2019 Stanley Cup Playoffs


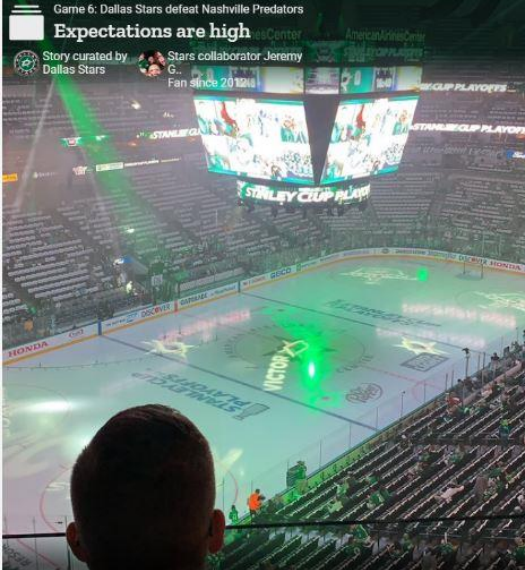


Game 6: Dallas Stars defeat Nashville Predators

Expectations are high

Story curated by Dallas Stars
Stars collaborator Jeremy
Fan since 2012

Want to be invited to collaborate on a future story? [f](#) [t](#) [s](#) [x](#)



Here at this rink...war will be waged, sticks shattered and sweat pouring. I'm nervous and anxious. I want the win and I'm ready for the ride...let's go STARS!! #beloud #weargreen #GoStars

[FULL STORY](#) [RECAP](#) [<](#) [>](#)

SaaS Model = Sports/Entertainment/Brands

Benefits

- Build strong fan relationships through two-way communication and content collaboration – in stadium, at home or viewing party
- Create and control a positive digital fan experience via branded portal
- Open a variety of new recurring revenue streams YEAR ROUND
- Leverage unused fan content into long-lasting digital memory books
- Re-purpose social media posts that have short shelf-life
- Monetize historical content with an extensive series of digital books
- Extend value of sponsorships through branded digital scrapbooks
- Create personalized digital books for VIPs, special events, and sponsors
- Leverage ecommerce capabilities within powerful emotional context
- Easy implementation, little training, ongoing tech support and updates



Jess Smith

@WarJessEagle

In 2020, it's time for social teams put a focus on platforms & partnerships outside the "big three".

There's a huge opportunity to connect w/ people outside of TW, FB & IG.

The brands that continue to think about distribution, community & reach differently will reap rewards.

12:23 PM · Dec 31, 2019 · [Twitter Web App](#)

13 Retweets 190 Likes

***Jess Smith --- Head of Digital for New York Rangers
Former Head of Digital for New York Yankees***

SaaS Model = Revenue Model

Teams/Entertainers/Brands

<500,000 fans/users

- **Basic**
 - Branded Portal + Licensee Content + Fan Collaboration + Ecommerce
- **Premium**
 - Basic Features + Fan Accounts

>500,000 fans/users

- **Basic**
 - Branded Portal + Licensee Content + Fan Collaboration + Ecommerce
- **Premium**
 - Basic Features + Fan Accounts

The Team



Andrew Naugher – Founder

- 30 years in marketing, PR, influencer/social media
- Global agencies and startups
- Worked with Hallmark Cards, Victoria's Secret, H&R Block, TI, Negro Leagues Baseball Museum



Keith Davidson – Acting CFO

- CFO -- CliftonLarsonAllen
- Business Unit Leader -- ICS
- Finance/corporate strategy Kimberly-Clark and EndoChoice



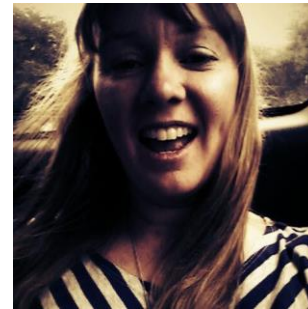
Kevin Klammer – Enterprise Sales

- Sr. Director – Sports Business Journal
- Premium Sales – Jacksonville Jaguars
- Sr. Acct Exec – Virginia Tech/IMG



Jeevan Betigeri – Acting CTO

- 20 years experience in IT
- Founder of Fathom Software
- Lead developer on profitable Dallas startups MenuRunners and Mambo



Carri Craver-- UX/UI Strategist

- 15 years experience with startups and corporations.
- UX/UI Instructor
- Ambassador and Mentor with entrepreneurs



Jessica Vittorio – Legal Counsel

- Startup and Small Business Law
- U.S. House Legislative Counsel
- Adjunct Professor, Business Law
- Graduate – Baylor Law

Current Status

Milestones

- Raised \$375k for prototype, testing and operations
- Tested with more than 1,000 consumer users
- Received trademark on rikodi name and logo design
- Completed UX/UI Design
- Demos with and license interest from more than 25 NCAA Division 1 Athletic Departments, Pro Sports Teams and Global Brands

Next Steps

- Raise up to \$500K (Equity, Convertible Note, SAFE Note)
 - \$150K to finish back end dev and roll out product to licensees
 - \$60K to hire sports sales consultant (monthly base + commission + expenses—moves to 100% commission after 6 months)
 - \$90K for marketing and sales support
 - \$200K for operations
- Close license deals with finished product 2020
- Launch consumer product 2021