Overview

• Fundamental Shift in Marketplace
  – User Generated Content

• Key Piece of Real Estate Up for Grabs
  – 18-34 Online Male ➔ Hook: Sports

• We Can Quickly Capture & Exploit
  – 1 m+ users within 6 months ➔ Tipping Point
  – Excellent arbitrage opportunities
Fundamental Shift

1. Yahoo!
2. Google
3. MySpace
4. MSN
5. Ebay
6. Amazon
7. YouTube
8. CraigsList
9. Wikipedia*
10. Go/ESPN

From U.S. Alexa rankings 11/02/06
Attractive Piece of Real Estate

Target Audience:
• Males
• 18-34 years old
• Online
• 26-30 million

Target Audience Interests:
• Females (70%)
• Sports (50%)

Source: Juniper Research, “Demographic Profile of Young Affluents”
Quickly Capture & Exploit

• Unique Big Picture Plan
• Key Pieces Identified and Waiting to Go
  – Cornerstone site to buy (ASAP)
  – Professional Scouting Service
  – Core Management Team
• Funding is Last Piece
• Creates Separation and First to Tipping Point
• Exploit
  – Increase advertising rates and revenues
  – Drive more users
  – More page views per user
  – Economies of Scale
Championship Game Plan

Within two years, BaseballBuffet.com will be the de facto standard site regarding baseball for 18-34 year old online males, specifically to provide:

1) Information  
2) Entertainment  
3) Social Interaction  
4) Competition  
5) Acquisitions 

Once successful, this model can then be extended to football (FootballBuffet.com) to capture this market year round.
Examples

Theo Epstein: Stewardship or Sewershup

OCT. 8, 2006 — You don't have to know rocket science or the Theory of Relativity to understand the depth of concern that Red Sox fans have for the organizational direction. Not since 1966 has

In Other News ...

Generalissimus Francisco Franco Is Still Dead
President Ford Is Still Being Buried
And J.D. Drew Remains Unsigned

For Fans By Fans
Without Constraint
# Product

<table>
<thead>
<tr>
<th>National Plate</th>
<th>Local Plate</th>
<th>Personal Plate</th>
</tr>
</thead>
</table>

## Information
- News (fan voted)
- News feed
- Huge statistics bank
- Scouting reports
- Blog scan/RSS feed aggregator
- Scores
- Pitching match-ups
- Odds
- Transactions
- Injuries, etc.

## Entertainment and Social Interaction
- Random rants
- Discussion board
- They Really Said That?!
- Top images (fan voted)
- Best Hat
- Video Vault

- One Stop
- Fully Customizable
- Dynamic
- User Driven

For Fans By Fans
Without Constraint
# Product

<table>
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## Information
*Team focused*
- News (fan voted)
- News feed
- Roster
- Standings
- Huge statistics bank
- Blog scan/RSS feed aggregator
- Scores
- Pitching match-ups
- Odds
- Transactions
- Injuries, etc.

## Entertainment and Social Interaction
*Team focused*
- Random rants
- Discussion board
- They Really Said That?!
- Top images (fan voted)
- Best Hat
- Video Vault

## Acquisitions
*Team focused*
- Clothing
- Tickets
- Memorabilia
- Vacations

- One Stop
- Fully Customizable
- Dynamic
- User Driven

---

For Fans By Fans
Without Constraint
Product

Social Interaction
- Profile
- Photos
- Teammates
- Trash Talk
- Favorites
- Personal Blog
- Contact info

Competition
- Personal standings
- Personal statistics
- Fantasy performance
- Special Recognition
  - All-Star Weekend
  - Columnist
- How Points are Calculated

Acquisitions
- Clothing
- Tickets
- Memorabilia
- Vacations

- One Stop
- Fully Customizable
- Dynamic
- User Driven

For Fans By Fans
Without Constraint
Competitive Advantages

• “PopSugar” Approach ➔ Focus on Attractive but Well Defined Market
• Technological Clean Slate
• Independent ➔ Without Constraints
• Locked-in users (reward system)
• Differentiated Business Model
• Creativity
Opportunity: Acquisition = Immediate Traffic

We have an option to buy several under-commercialized website properties, giving us:

- 1.2M unique users per month
- 12M page views per month

**Monthly Unique Visitors for Sports Websites (millions)**

We will, without any promotion, immediately have 60% the traffic of The Sporting News’ website!

**Acquisition price of $1.5M.**
Additional websites are available to accelerate ramp-up.

For Fans By Fans
Without Constraint
What consumer passion has *not* been tapped into via a user participation website?

**Sports**

There is no established user-participation website for sports fans.

How do we know this is a huge opportunity?

**Five of the top 52 websites are “centrally controlled” sports sites**

10. Go (ESPN)
26. CBS Sportsline
42. Fox Sports
45. MLB.com
52. NFL.com

*From U.S. Alexa rankings 10/10/06*
1. Matsuzaka in route to Boston on Red Sox Plane (www.boston.com)
2. Lester’s cancer in remission (via www.bostonherald.com)
3. Red Sox favorite to land Clemens (via www.chron.com)
4. Kapler retires; will manage Red Sox farm team (via www.sportsnews.com)
5. Pedro blames Red Sox medical staff for shoulder problem (via www.dr1.com)

Top Fan-Ranked Red Sox News

Top Fan-Ranked Images

Today’s Matchup

April 10th, 2007 - 2:05 at Fenway

BOS Schilling (0-0, 0.00)
SEA Rodriguez (0-0, 0.00)

Get the full scoop with Pae’s Scouting Report

7 Day Schedule

Mon Off
Tue, 4/10 7:05 SEA home
Wed, 4/11 7:05 SEA home
Thu, 4/12 4:05 SEA home
Fri, 4/13 7:05 LAA home
Sat, 4/14 1:05 LAA home
Sun, 4/15 2:05 LAA home

Box Score

Final
MIN (90-61) 1 0 0 0 0 0 4 3 16 0
BOS (81-71) 0 1 0 0 1 0 0 0 2 7 1
W: B. Bonser (6-5, 4.33) L: C. Hansen (2-2, 6.87)
HR: MIN: T. Hunter (2B), BOS: D. Ortiz (50)

Division Standings

East W L PCT GB L10 STRK
New York 97 65 .599 - 5-5 L2
Toronto 87 75 .527 106 7-3 W2
Boston 86 76 .531 11 5-5 W1
Baltimore 70 92 .432 27.0 4-6 L1
Tampa Bay 61 101 .371 36.0 3-7 L4

Red Sox Gear & Memorabilia

Gear
Tees, Jerseys, Hats & More

Memorabilia
Event Tickets, Collectible, More

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For Fans By Fans

Baseball Buffet

National Plate
Local Plate
Personal Plate

My Account

Weebs
Boston Red Sox Affiliate
Invite
Contact

Weebs' Blog
12/12/06: Is anyone worried about defense?
12/08/06: Trade for Dunn. Please.
12/07/06: I hope Matsuzaka's wife gets a tv gig here

Latest Blog Posting: Who is The 5th Starter

Weebs' Favs

Weebs' Rankings

Weebs' Stats

Weebs' Teammates

Red Sox Gear & Memorabilia

Gear
Tees, Jerseys, Hats & More
Memorabilia
Event Tickets, Collectible, More

About Me

They call me Weebs. Yes, with a nickname like that, I must be from Boston, and I'm a Sox fan. The World Series Win was great, but we gotta get back on top. 3rd place last year? Behind the Blue Jays? The Blue Jays? You've got to be kidding. Let's get it going, guys. Bring on the trash talk, Yankees fans.

Schilling
Matsuzaka
Beckett
Papelbon

I still think that Varvaro would be a good low-cost option to fill the 5th starter role, certainly at least until Jon Lester is ready to pitch (assuming it will be sometime this season)...

Miguel Batista
Personally, I feel he will find someone who will give him a multi-year deal, even if it isn't for very much money...

Jason Johnson
Just kidding

Rick Helling
Rick pitched in the Brewers organization last season, so I actually have gotten to see a fair bit of his work with the Nashville Sounds...

Mark Redman
Redman pitched for the Royals last season. He was their default #1 starter, staff ace, and wholly deserving All-Star...

Tony Armas Jr.

Red Sox Gear & Memorabilia

Gear
Tees, Jerseys, Hats & More
Memorabilia
Event Tickets, Collectible, More

Weebs' Teammates

Crimson Ninja
Marissa
Steve Sox
Tim the Beer Guy

Weebs' Members

Weebs' Stats

Weebs' Teammates

Weebs has 47 Friends

Weebs' Rankings

Weebs' Favs

Weebs' Blog

Latest Blog Posting: Who is The 5th Starter

Weebs' Rankings

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Red Sox Gear & Memorabilia

Gear
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Weebs' Teammates

Crimson Ninja
Marissa
Steve Sox
Tim the Beer Guy

Weebs has 47 Friends
Driving Traffic

A 12-point Go-To-Market Plan

• Acquire 1.2M Users to Jump Start
• Driven Viral Marketing
  – Citizen Editors
  – Mailing list of acquired site
  – Baseball Buffet incentive system (referrals = rbis)
• Guerrilla Marketing
  – MySpace
  – The Sporting News
  – Fan websites
  – Domain name registration
• Partnerships with small fan websites
  – Syndication/Advertising/Higher Level Partnerships
• Search Engine Optimization
• Other

_Ultimately, Users and User Generated Content generates more users_
Site Traffic – Monthly Page Views Year 1

**Site Traffic – Monthly Page Views Year 1**

**Unique Visitors (UV)**
- Jan: 1,181
- Feb: 1,204
- Mar: 1,264
- Apr: 1,707
- May: 2,134
- Jun: 2,560
- Jul: 2,944
- Aug: 3,239
- Sep: 3,563
- Oct: 3,919
- Nov: 2,351
- Dec: 1,881
- Total: 27,947

**Page Views (PV) per UV**
- Jan: 10
- Feb: 10
- Mar: 11
- Apr: 20
- May: 29
- Jun: 37
- Jul: 44
- Aug: 51
- Sep: 96
- Oct: 61
- Nov: 31
- Dec: 23

**Total PVs**
- Jan: 11,805
- Feb: 12,282
- Mar: 14,196
- Apr: 33,515
- May: 62,840
- Jun: 94,260
- Jul: 130,079
- Aug: 164,550
- Sep: 199,105
- Oct: 240,917
- Nov: 72,275
- Dec: 43,365
- Total: 1,079,179

**CPM**
- Jan: $2
- Feb: $2
- Mar: $2
- Apr: $3
- May: $3
- Jun: $3
- Jul: $3
- Aug: $3
- Sep: $4
- Oct: $4
- Nov: $4
- Dec: $4
- Total: $3,400,011

**Total Ad Revenue**
- Jan: 0
- Feb: 24,319
- Mar: 28,088
- Apr: 98,533
- May: 184,750
- Jun: 274,297
- Jul: 378,529
- Aug: 473,903
- Sep: 573,423
- Oct: 915,486
- Nov: 280,428
- Dec: 168,257
- Total: $3,400,011

* UVs & PV are in units of 1,000 so 1,200 -> 1.2m
Summary Quarterly Financials

Revenue and Cash Flow over time from 1Q07 to 3Q09.
Core Personnel

**Roles**

**Joe Dokes, CEO**
- Short and long-term strategic planning
- Operations and execution excellence
- Exit strategy formulation and creation

**Fred Fatahlah, Founder/President**
- The ultimate fan/face of the organization; “Tom” of Myspace
- New product development and marketing
- Drive content and traffic

**TBA, Director of Revenue**
- Drive revenue generation from advertising, fantasy games, affiliate programs and premium subscriptions.
- Develop new forms of revenue

**TBA, Director of Client Experience**
- Owns quality, quantity & packaging of content and user experience

**TBA, Director of Web Site Traffic**
- Owns number for web site traffic

**Qualifications**

**Joe Dokes, CEO**
- Public Rollup/Turnaround (CFO, Visionics)
- Serial Entrepreneur (InterfaceTechnologies, SDD)
- P&G 11 years, MBA & Board Member of Web 2.0 CIC and former professional baseball player

**Fred Fatahlah, Founder/President**
- Diehard baseball fan; stats junkie; fantasy fanatic
- President/CEO, Biometrix

**TBA, Director of Revenue**
- Owns quality, quantity & packaging of content and user experience

For Fans By Fans
Without Constraint
Driven Viral Effect Extraordinaire
Summary

• Fundamental Shift in Marketplace
  – User Generated Content

• Key Piece of Real Estate Up for Grabs
  – 18-34 Online Male ➔ Sports

• We Can Quickly Capture
  – 1 m+ users within 6 months ➔ Tipping Point
# Sources of Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>3,400,000</td>
<td>11,991,000</td>
<td>23,342,000</td>
</tr>
<tr>
<td>Affiliate Programs</td>
<td>808,000</td>
<td>2,451,000</td>
<td>2,890,000</td>
</tr>
<tr>
<td>Fantasy Baseball</td>
<td>530,000</td>
<td>1,774,000</td>
<td>2,314,000</td>
</tr>
<tr>
<td>Premium Subscription</td>
<td>1,426,000</td>
<td>3,454,000</td>
<td>4,014,000</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>6,154,000</strong></td>
<td><strong>19,671,000</strong></td>
<td><strong>32,561,000</strong></td>
</tr>
</tbody>
</table>
Summary Quarterly Traffic

Ave Page Views per Month
Summary Quarterly Financials

Revenue and Cash Flow over time from 1Q07 to 3Q09.
Projected 3 Year Cash Flow

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>6,153,618</td>
<td>19,670,751</td>
<td>32,560,576</td>
<td>58,384,945</td>
</tr>
<tr>
<td>Cash Out</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee</td>
<td>2,586,267</td>
<td>4,476,619</td>
<td>5,722,337</td>
<td>12,785,224</td>
</tr>
<tr>
<td>External sales commission</td>
<td>1,138,435</td>
<td>2,721,327</td>
<td>2,482,192</td>
<td>6,341,954</td>
</tr>
<tr>
<td>IT/Hosting</td>
<td>778,000</td>
<td>1,255,000</td>
<td>1,272,000</td>
<td>3,305,000</td>
</tr>
<tr>
<td>Promotion</td>
<td>530,000</td>
<td>540,000</td>
<td>600,000</td>
<td>1,670,000</td>
</tr>
<tr>
<td>Content</td>
<td>149,167</td>
<td>131,667</td>
<td>140,000</td>
<td>420,833</td>
</tr>
<tr>
<td>Acquisitions</td>
<td>1,500,000</td>
<td>1,000,000</td>
<td>2,000,000</td>
<td>4,500,000</td>
</tr>
<tr>
<td>Other</td>
<td>504,690</td>
<td>1,938,245</td>
<td>3,156,641</td>
<td>5,599,575</td>
</tr>
<tr>
<td>Total Cash Out</td>
<td>7,186,559</td>
<td>12,062,858</td>
<td>15,373,170</td>
<td>34,622,587</td>
</tr>
<tr>
<td>Pre-tax cash flow</td>
<td>-1,032,941</td>
<td>7,607,893</td>
<td>17,187,406</td>
<td>23,762,358</td>
</tr>
</tbody>
</table>
Monthly Cash Flow for Year 1

Net Cash Flow

Cumulative

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

For Fans By Fans
Without Constraint

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# Use of Funds in Year 1

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition #1</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Payroll in Year 1</td>
<td>2,600,000</td>
</tr>
<tr>
<td>Website development</td>
<td>780,000</td>
</tr>
<tr>
<td>Advertising &amp; Marketing Programs</td>
<td>530,000</td>
</tr>
<tr>
<td>Capital Expenses &amp; External Services</td>
<td>500,000</td>
</tr>
<tr>
<td>External Content</td>
<td>150,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6,060,000</strong></td>
</tr>
</tbody>
</table>
# Team

## Current Roster
- Domain Expertise
- Drive to Start
- Experienced Management
- Core Advisory Board
- Passion

## Free Agents
- Web 2.0 Development
- Scouting Service
- Citizen Editors
- Web 2.0 Revenue Strategy Advisor
- Standard Content (Stats Inc., AP, YouTube)

## Farm System
- VP of Content
- Advertising Sales
- In House VP of Development
- Expand Advisory Boards
- Citizen Editors/Sports Commentator Rock Stars of the Future

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Fund Raising

• Key Part of Strategy
• Use of Funds
  1. $1,500K for acquisition #1
  2. $1,000K-3,000K to hire key staff
  3. $800K to build site
  4. $550K for marketing programs
• Milestones
  1. Acquire XXX – by Feb 1 (12 M plus page views per month)
  2. Baseball Buffet Site Up and Running – April 2
• Exit Strategy
  – Estimate $25-200M in 2-3 years
• Expectations of Partner
  1. Shared Vision & Passion
  2. Rolodex
  3. Domain Expertise in “Web 2.0”
• Action Plan
  1. Interest
  2. Follow Up Meetings
  3. Commit February 1, Funds by February 15 ➔ Spring Training
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Simple Entertaining UGC Examples

Will Borat Speak at Sox Presser?

Size Does Matter

Is Hansen Ready to Get in the Game?

Abandon Ship

Drew’s Anatomy

Epstein Knocks Out Boras; No ‘Fort Knox’ for Dice-K

Thank God That’s Over

For Fans By Fans
Without Constraint
Content Generation

Non-User Generated Content

Proprietary
- Info/Analysis
  - Baseball expert columnist
  - Acquired Assets
  - Professional Scouting Reports

Alliances/Non-Proprietary
- Info/News
  - Associated Press
  - STATS Inc.
  - Real time game scores
  - Stats
  - Box scores
  - Standings
  - Schedule
  - Transactions
  - Images

- Acquisition
  - Tickets (StubHub+)
  - Merchandise (Amazon+)
  - Auctions (eBay+)

User Generated Content

- Info
  - Blogs
  - User-generated scouting reports
  - Breaking info
  - Rumors

- Entertainment
  - Best hat/babe of the day
  - User-submitted videos/YouTube
  - Rants
  - Commentator gaffes

- Socialization
  - User profiles
  - Teammates/Discussion
  - Groups
  - Discussion board

- Competition
  - Fantasy baseball
  - Fantasy baseball writer
  - Other games

Point system for all contributions to determine:
- All Star Weekends
- Fulltime Columnist Job
- Season Tickets
* -- visible via My Personal Plate at all times

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Without Constraint

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Challenges

• Drive Users & Content at the Same Time
  – Target #1: 18-34 Online Male
  – Target #2: Content Creators

• Speed – Race to Tipping Point

• Competitors:
  – Old Guard: ESPN, CBSSportsline, SI
  – New Generation

• Mix of National and Local

• Monetizing at Right Time and Right Way

• Keeping it all Manageable – Product Design
Core Personnel

Joe Dokes, CEO

- Short and long-term strategic planning
- Operations and execution excellence
- Financial reporting and financial projections
- Fundraising and investor relations
- Exit strategy formulation and creation

Qualifications
- CFO, Visionics Technology
- President, Interface Technologies
- Founder, System Decision Dynamics
- CFO, IBM New England
- MBA, MIT Sloan

Fred Fatahlah, Founder/President

- The ultimate fan/face of the organization: Craig of Craig’s list; Tom of MySpace
- New product development and marketing
- Interaction with baseball fans and site users
- Catalyzing of initial content generation
- Competitive analysis

Qualifications
- Diehard baseball fan; stats junkie; fantasy fanatic
- President/CEO, Biometrix
- Founder/President, Global Strength Federation
- MBA, MIT Sloan

TBA, Chief Baseball Writer Guy

- Generation of unique content
- Promotion via appearances on sports talk radio
- Identification and securing of content generation talent
- Writing coach

Qualifications
- Highly recognizable baseball writer from Sports Illustrated, ESPN, etc.
- Accomplished author
- Networked sports talk radio guest

For Fans By Fans
Without Constraint
Competitive Advantages

• “PopSugar” Approach -- Focus on Attractive but Defined Market
  – Baseball
  – 18-34 online (largely) male
  – First of two key pieces

• Clean Slate Allows Modern User Driven User Interface
  – UGC designed from ground up
  – Use proven formulas
  – Expedited Darwinian selection process for new sports commentator rock stars

• Without Constraints
  – Huge differentiator to existing players
  – Entertainment value
  – Adam

• Differentiated Business Model
  – Well funded
  – Jump start to create separation
  – Content and design creation advantage

• Right Product
  – Dual Barrel Approach
User participation – the new Internet business model

Traditional “central control” websites are losing ground to user participation sites

Example: CNN.com vs. Digg.com*

* a technology focused news site where stories are chosen by users, not editors

Digg’s page views are more than 2/3rd of CNN’s after only 2 years of operation!