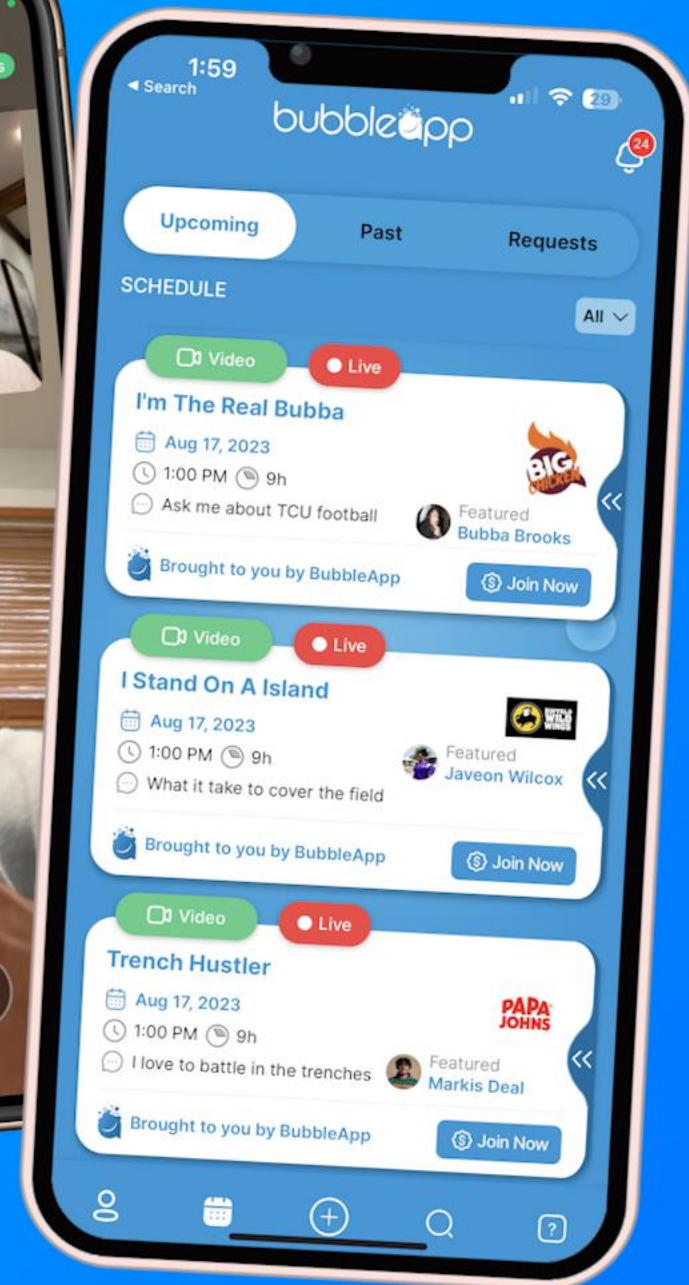


bubbleapp

LET'S TALK.



Fans want live interactions with athletes.
But they can't just Facetime them.



Now they can!

On BubbleApp fans can schedule live video calls with athletes.

Fans don't wait in line for autographs

- They talk live with athletes, record and share their videos

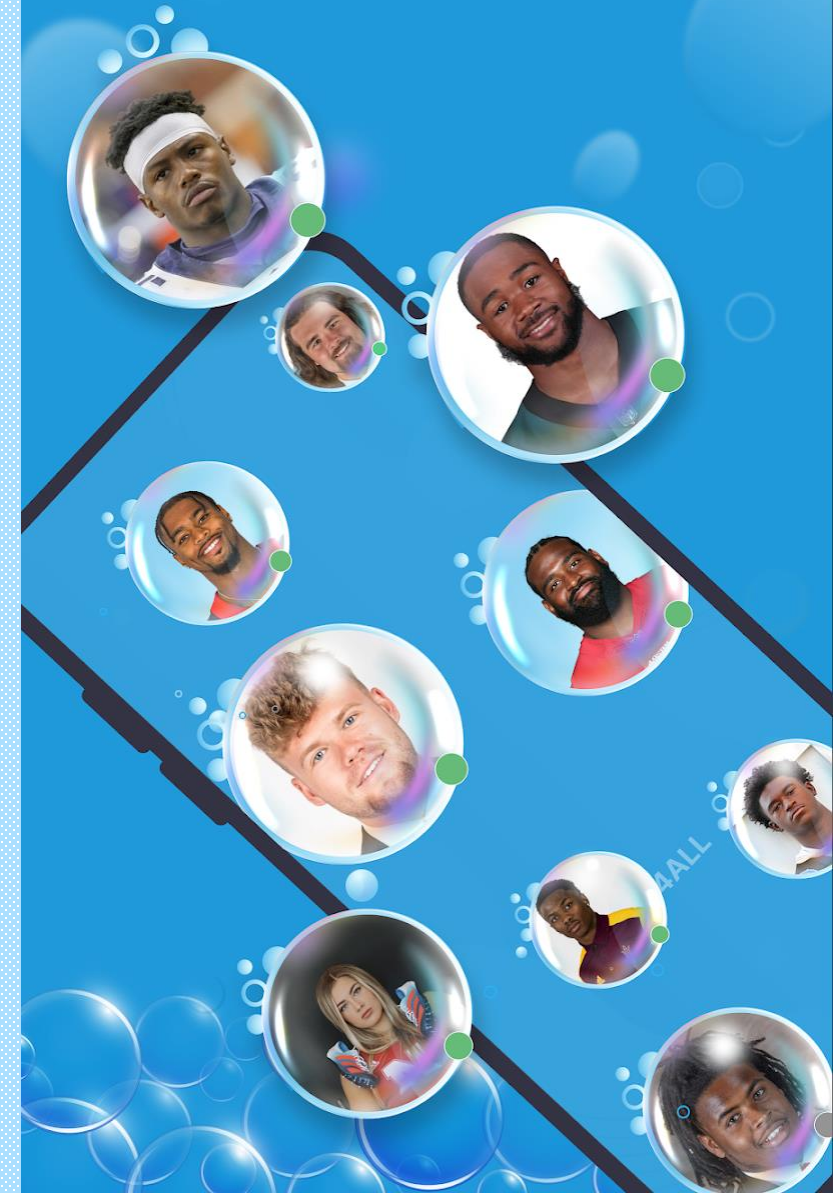
Athletes go live anytime, anywhere

- NIL is in their hands with BubbleApp iPhone + Android app

Fans and athletes schedule live interactions

- Live video calls, in-person appearances, and events

**We're
Champions Of Champions**
It Pays To Play.



NIL is NOW

NIL (Name, Image, and Likeness)

- \$3B* Market
- Universities, Collectives & Brands
- \$100Ms in Untapped NIL Revenue

Scripted is Out, Live is In

- Fans want live conversations, not recorded messages
- Real fan engagement for more genuine connections

Targeted Advertising Campaigns

- By sport, geo, national and international
- Quickly scale using paid media and Ai
- Marketplace connecting brands and athletes

Charitable Engagements

- BubbleAppKids 501c3
- Donor fundraisers and charity auctions
- Athletes can donate their time

*Opendorse NIL at 3. Currently at \$1.67B, will exceed \$2.5+ billion in the first year of revenue sharing (2025).

Market Size

TAM – Millions of athletes and sports fans globally, hundreds of pro teams, thousands of college teams, and thousands of brands.

55 Million Sports Fans
In US Alone

SAM – Over 3,500 pro athletes in the major leagues, NFL, NBA, MLB. 520,000 NCAA student-athletes, 1,100 NCAA member schools, thousands of high school athletes, and thousands of brands.

3,500 Pro Athletes
520,000 NCAA Athletes

SOM (1-3 years) – 3,500+ pro athletes, 520,000 NCAA athletes, 100 NCAA schools, and 5 Fortune 50 brands. 2,500 NCAA athletes going pro.
AND THEIR MILLIONS OF FANS!

Monetization – Per-Call, Per-Team, or Membership / Collective-Subscription Models, plus brand activation revenue

Multiple Monetization Opps:
Per Call, Team, Subscription,
Plus Brand Activations

*Approximately 63% (162.7 million) of U.S. adults are sports fans who own smartphones.

Collegiate NIL Competition

- **Opendorse** is a university platform that facilitates endorsements, social media posts, and appearances, and provides NCAA compliance and education services. Low usage by fans and athletes. Dependent on universities to drive engagement.
- **INFLCR** is a platform that helps athletes, coaches, and teams manage and distribute content. The company focuses on compliance and analytics. Dependent on brands to drive engagement through scripted, sponsored content.
- **Learfield** is a leader in college sports marketing that has expanded into NIL solutions for brand partners and student-athletes. Dependent on university relationships to sell sponsors.

For the Fan: Connection

Facetime your favorite athlete

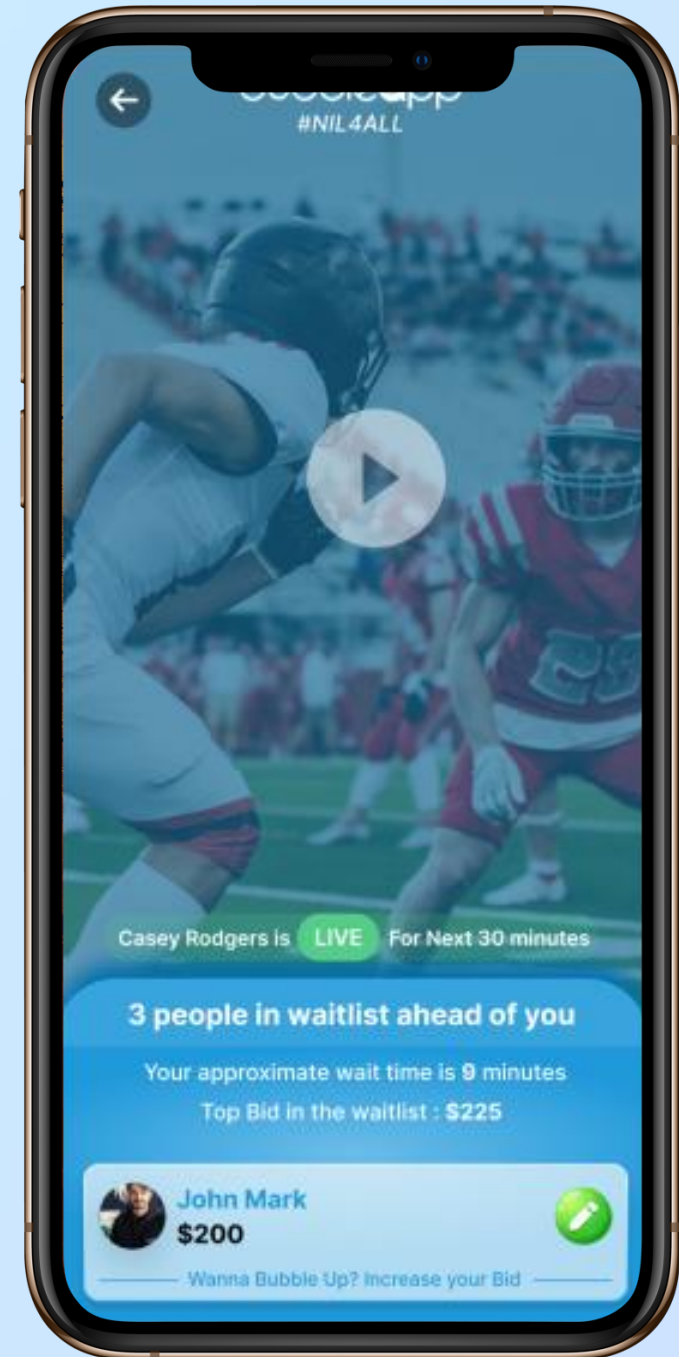
- **Direct Athlete Access:** we connect fans with athletes through live interactions anytime, anywhere
- **Share On Social:** fans talk live with athletes, record and share on their favorite social media apps
- **Tech-Forward:** future AI, VR, and AR integration for innovative, next level fan experiences
- **Built for Fans:** bolt-on live fan interactions for college and pro fan clubs, private labeled to specific teams, organizations



For the Brand: Innovation

Revolutionary new NIL branding opportunities

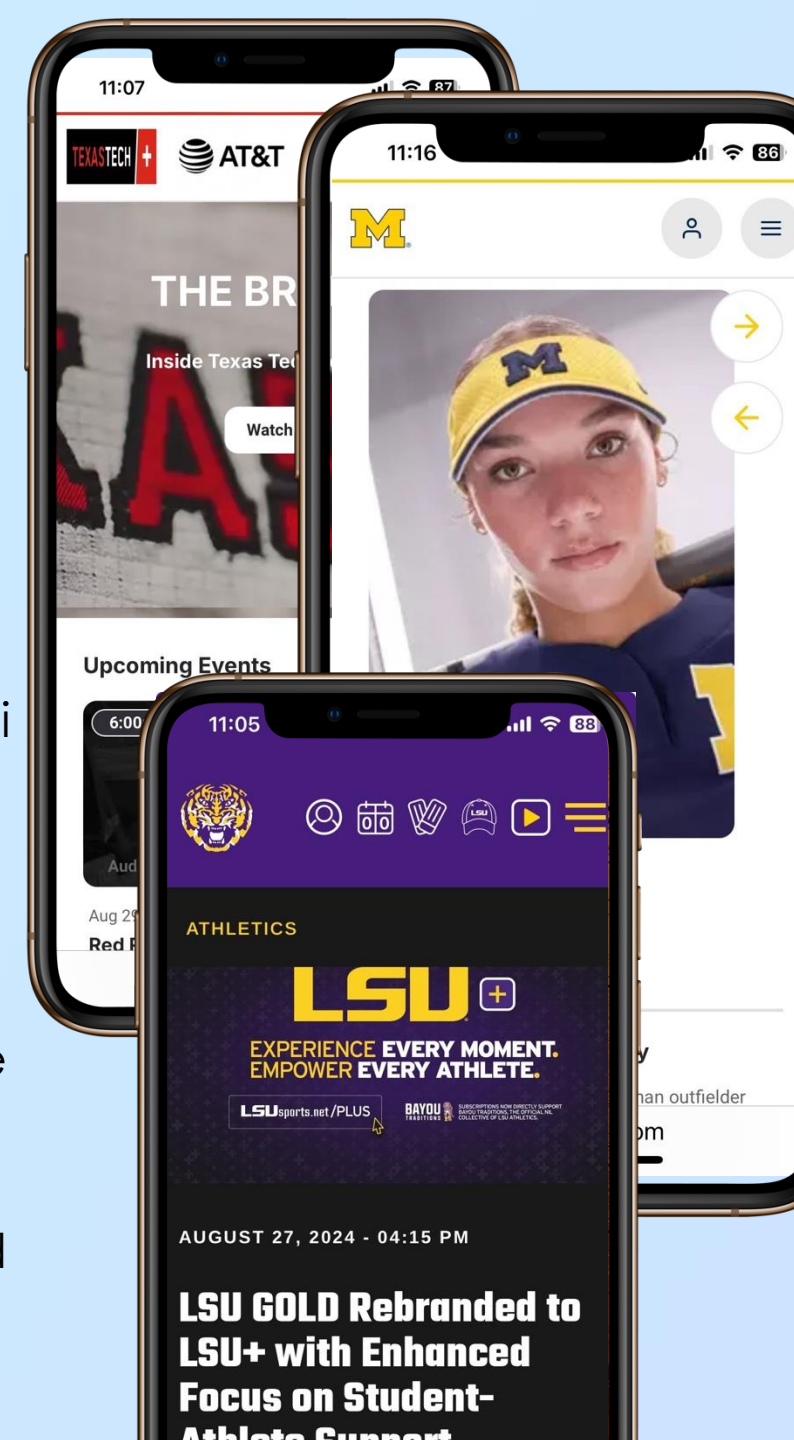
- **Interactive Promotions:** engage fans with exciting contests, sweepstakes, and promotions integrated directly into the app
- **Custom Fan Experiences:** host custom in-person and virtual events with the top athletes, creating memorable brand experiences
- **Charity & Community:** partner with BubbleAppKids for charity events, enhancing your brand's community involvement
- **Social Media Activation:** cross-platform social media app interoperability for fan sharing, and paid social media opportunities



For the Team: BubbleApp+

Live Engagement for Alumni Groups

- **Subscription-Based:** live insider-only videos and interviews
- **Enhanced Memberships:** apply BubbleApp subscriptions to alumni points programs
- **Custom Fan Experiences:** live video and in-person events
- **Charity + Community:** partner athletes with BubbleAppKids for live charity events and alumni donation opportunities
- **Social Media Activation:** leverage live athlete and fan-generated content for fundraising engagement



For the Athlete: NIL+

Athletes Build Their Network and Net Worth

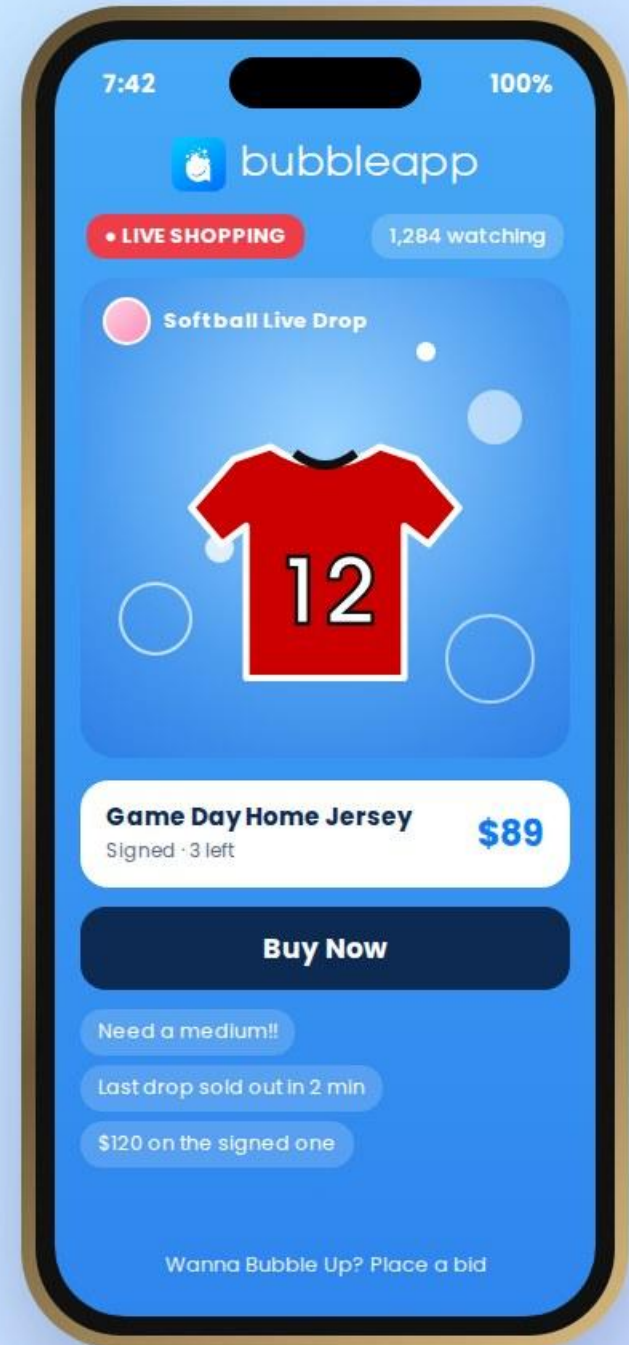
- **Talk Live with Fans:** easy and fun way to make NIL money
- **Innovative Engagement:** live video chats and in-person events
- **Schedule Anytime:** fans request and athletes go live anytime
- **Mobile First:** athletes and fans connect for secure transactions
- **Share on Social:** athletes share their recorded events for viral likes, posts and comments



Live Shopping: NIL+

Athletes Sell Live. Every Sale Builds NIL.

- **Live Shopping Streams:** WhatNot-style live sales, fans buy in real time
- **Athletic Dept Merch:** jerseys and gear sold by the school's own athletes
- **NIL on Every Sale:** athletes earn a cut of every item they sell
- **Influencer Athletes:** soccer, basketball, softball, and cheer stars sell to their followers
- **Drops and Auctions:** signed and game-worn gear that bubbles up in price, live



Tech Stack

Onsite / Offshore Dev Teams

- US-based Client Lead, Solutions Architect, Data Scientist, Full-Stack Software Developer
- Offshore Sr. Project Mangers, Business Analyst, UI/UX Designer, DevOps Engineer, Project Lead, Sr. Software Developer Frontend / Backend, QA Engineer, QA Automation Engineer, Sr. Mobile App Developer, Data Engineer, Scrum Master, Night Shift support staff

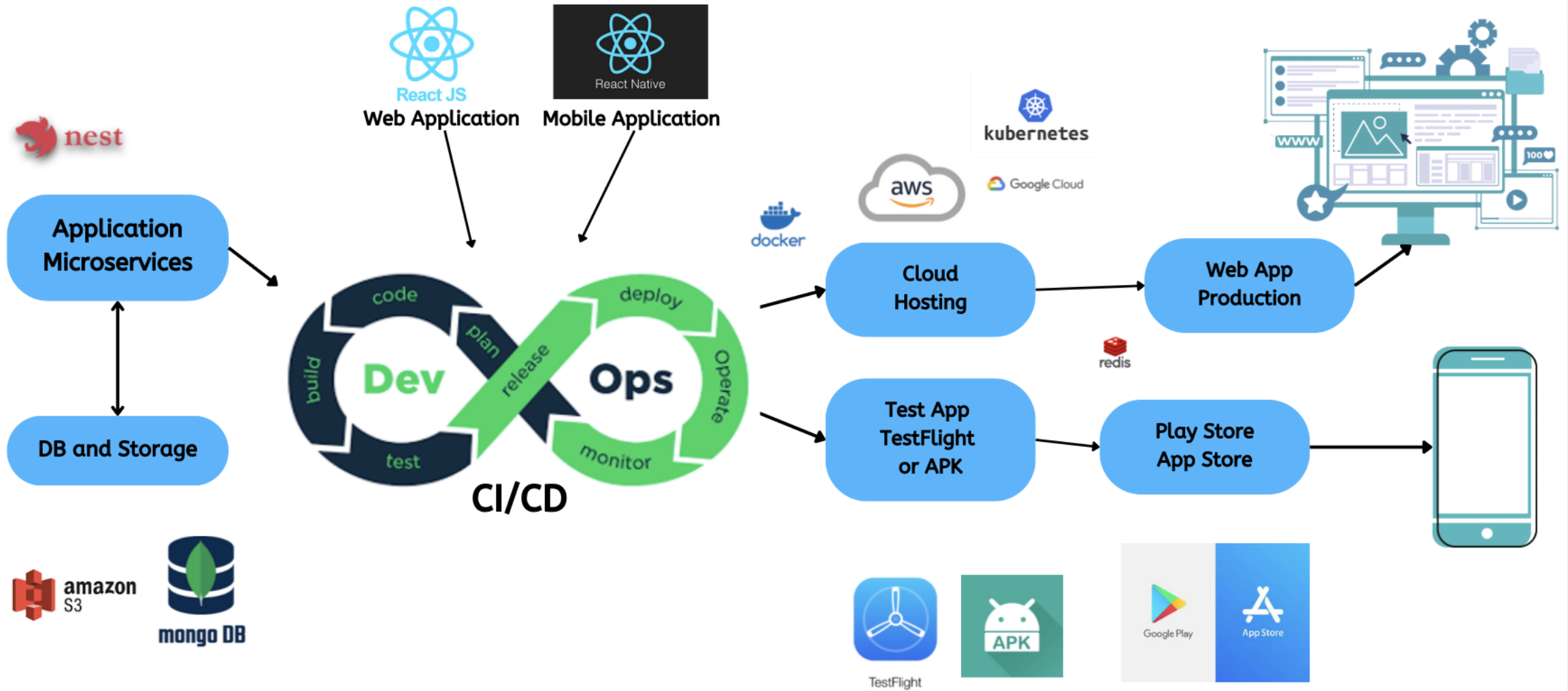
Technologies

- Backend – NodeJS/NextJS, Frontend – ReactJS
- Database: PostgreSQL , Mongo DB, Redis, Casandra
- Microservices: REST, GraphQL
- Cloud: AWS / Google Cloud
- Events: Kafka messaging for supporting high volume of calls

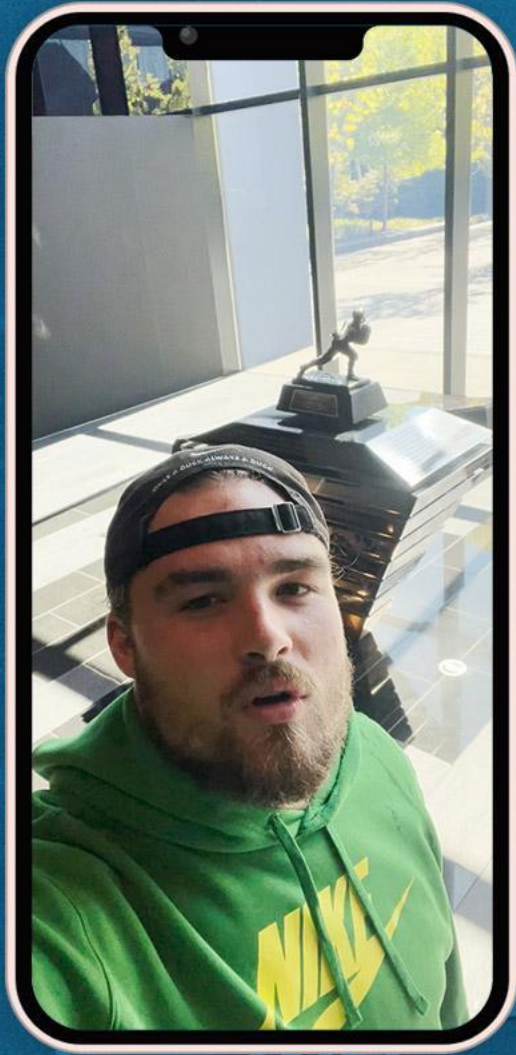
Tools

- JIRA or Azure DevOps Tools; Azure DevOps; Docker and Kubernetes; Auth0, Hubspot, Mailchimp
- Video Calls: Twilio
- Gen AI : Claude / ChatGPT
- Payments and Accounting: Dwolla, QuickBooks, PayPal, ApplePay, Google Pay

Web and Mobile App deploy



College and Pro athletes are LIVE on BubbleApp



CASEY ROGERS
NY GIANTS



KEANU HILL
BYU FOOTBALL



JONATHAN OWENS
CHICAGO BEARS



MEGHAN WALKER
NEBRASKA TRACK & FIELD

Go To Market

Athlete Acquisition

- Sign high-impact athletes from diverse sports to be in-app and social ambassadors
- Leverage key relationships in college athletics departments for access and onboarding
- Design a "bring-a-fan" campaign for athletes to engage network effects

Fan Marketing Blitz

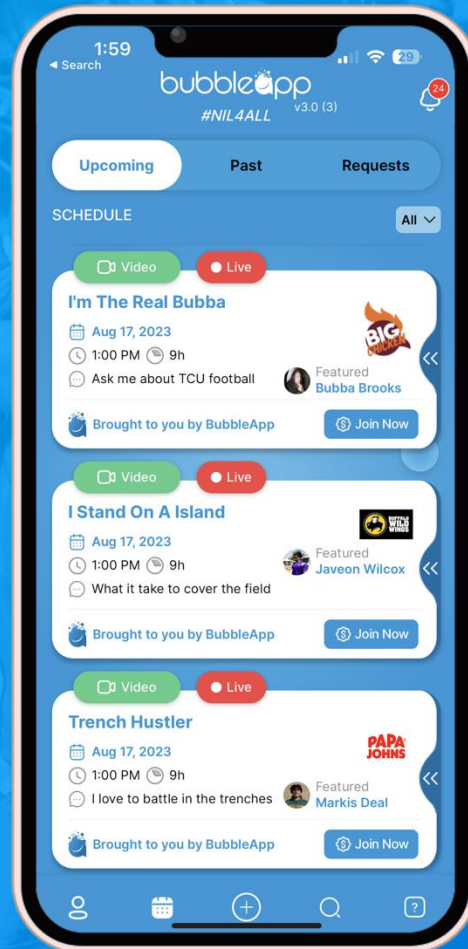
- Partner with influencers, communities, and creators for "exclusive access to athletes" campaigns
- Mobilize campus ambassadors with reward-based incentives to drive awareness and app installs
- Implement targeted paid social and digital campaigns in key markets around buzz-worthy events

Viral Boosts

- Integrate easy sharing, viral challenges, and exclusive in-app content users can share across platforms
- Create user and athlete referral incentive rewards and gamified contests

*Milestones: Year 1 – 1M downloads, 100,000 monthly active users. Year 3 – 10M downloads, 1M users.

BubbleApp is the Only App Where Fans and Athletes Schedule Live Video Calls.



The BubbleApp Opportunity

- BubbleApp is only live video app connecting fans and athletes
- With BubbleApp, everyone wins in the \$3B NIL Marketplace – fans, athletes, brands, teams, colleges, collectives, charities, and investors
- Monetize fan and athlete engagement, anytime, anywhere
- BubbleApp athletes are in beta promoting, booking and monetizing live calls
- The more we market, the more we scale, the more we monetize