

LEAGUE OVERVIEW

- proof-of-concept for a proper team-based professional sports league
- each team is comprised of three hand-picked players, representing 7 major geographic regions (North America, North Europe, West Europe, East Europe, Asia, East Asia, Southeast Asia)
- format will be like every proper sports league: a regular season followed by a playoff event
- first time that players will be paid salary for the regular season, and then prize money for the playoffs

THE PILOT EPISODE

- still missing all the punchy elements, such as the show intro, player walk-in animations, and rack format animations
- merely a means to showcase innovation and match layout; NOT indicative of the actual production value
- entire show was created by one person in their spare time while working full time on his actual day job
- not a professional, yet did all the software development, filming, editing, graphics, etc
- all aspects of the real league will be delegated to talented professionals to revamp/refine to proper quality

THE GAME

- We use a new “pro” version of 8 ball, which only uses 3 pockets per team
- Same rules as 8ball, which is the most well-known game in the world
- Instead of stripes and solids, it uses 7 blues, 7 reds, and a black ball
 - o balls are easier to see on TV
 - o can be played with standard ball set, but much better if fans buy our custom ballset
- Pro version only uses 3 pockets per team
 - o blue balls go in 3 blue pockets, red into 3 red pockets
 - o no more small pockets, we standardize with amateur sized pockets
 - o the larger pockets make standard shots easy for the pros, but that enables them to pay much tougher position to get to the balls that are over the opposite color pockets
 - o larger pockets also makes bank/kick/jump shots more likely
 - o result is 20x the number of bank, kick, jump, and break out shots in a match
 - o call pocket only
 - o no extra rules required

INCOME STREAMS

- Each of the teams is franchised and given to celebrity owners
 - o owners can obtain sponsorship for their team, and a percentage is kicked back to the league
 - o league also gains exposure to the celebrity owners’ fan base
- Our partner Rasson will create a PBL table
 - o fully standardized to our league, which becomes the official specs of professional pool
 - o Rasson uses their existing global infrastructure for manufacturing, sales, shipping, and installation
 - o PBL receives a royalty on every table sold
 - o we turn our players into a sales force, by offering them commission on table sales
- Custom new pro 8ball ball sets
 - o We offer entry and premium versions of our custom ball set (7 blue, 7 red, and a black)
- Gambling
 - o For the first time in pool history, our software enables accurate and comprehensive betting lines
- E-commerce
 - o We integrate an e-commerce storefront into the PBL website which we heavily promote in our broadcasts

- The storefront is tied into the backend of Cuestix international, which carries every billiard product imaginable
- Cuestix has a retail front called PoolDawg, who ships internationally and takes care of all fulfillment
- PBL essentially becomes a drop-shipper with massive global advertising reach
- Fantasy Leagues
 - We expand our basic fantasy league system and tie it into existing fantasy sports platforms

FUNDING & LAUNCH

- First option is we pass over control to our new partners
 - They delegate all aspects of the league within their network of qualified personnel
 - We retain a small amount of equity in the company and become employees
 - We become the liaisons back to the pool world, helping with the format, player acquisition, commentary, player negotiations and contracts, scheduling, make the software production ready, add further innovations, etc
- Second option is we raise full funding to do this ourselves
 - we retain controlling equity
 - funding secures a lease and we build a studio in Toronto
 - we put a qualified person in charge of all business operations
 - we acquire all the necessary talent for production, marketing, etc
 - we start small and scale over time