



BUSINESS PLAN 2025

DEVELOPED BY EX SPORTS | POWERED BY SEAN GARNIER



1. EXECUTIVE SUMMARY

The last crypto bull market proved that Play-to-Earn could go viral — projects like **Axie Infinity** and **StepN** reached multi-billion-dollar valuations by combining gaming with token rewards. However, their growth was short-lived. Most users played purely for profit, not passion, and when token prices dropped, engagement disappeared.

Urbanballer, developed by **EX Interactive Gaming**, is redefining this space with a Play-to-Compete model — where **real players, verified gameplay, and token utility** create lasting value.

The platform merges **street football, AI referee technology, and blockchain incentives**, allowing users to record real 1v1 matches, earn tokens, and climb global rankings. It's not for speculative gamers — it's for football fans.



2. THE COMPANY BACKGROUND

EX Interactive Gaming is a Abu Dhabi-based sports technology and gaming company that:

- ✓ **Owns and operates the EX Sports fan engagement platform** (streaming, gaming, and athlete crowdfunding).
- ✓ **Controls and Holds 90% of the EXS Token**, the digital asset powering all fan engagement and gaming products.
- ✓ **Survived the 2022–2024 bear market**, continuing to build new IPs and maintaining token operations.
- ✓ **Reinvests company profits into EXS token buybacks**, stabilizing long-term value and liquidity.
- ✓ Is now **relaunching Urbanballer** as a flagship global game in partnership with **Sean Garnier**.

EX Interactive Gaming is the growth engine and token-holding entity for all fan engagement products and digital games under the EX Sports ecosystem.

3. EX SPORTS TRACK RECORD

The Urbanball IP has already proven its market fit. **In 2023**, the original Urbanball play to earn game was integrated into the EX Sports fan engagement app, achieving:

Metric	Result
Registered Users	100,000+
Gameplay Hours	Hundreds of thousands
In-Game Revenue	\$600,000+
Sponsorship Deals for League	\$1,000,000+
Ambassador	World freestyle football champion Sean Garnier

This validated strong engagement and monetization — even before AI integration and dedicated marketing.

In 2026, Urbanballer will launch as a **standalone app** with deeper features, advanced gameplay, and a fully integrated **EXS Token economy**.



4. STRATEGIC POSITIONING 2025



OUR VISION:

- ✓ Acts as a **sports and entertainment aggregator** focusing on **mobile games, live events, and betting funnels**.
- ✓ Uses the **EXS Token** as the **universal utility asset** across all EX-branded products.
- ✓ Positions itself as a **funnel for betting operators**, capturing users through sports apps and events and converting traffic into high-value leads.

APP LAUNCH:

- ✓ **Ownership Structure:** 50% **EX Interactive Gaming**, 50% **Sean Garnier**.
- ✓ **Token Ownership:** 100% **EXS Token** remains under EX Interactive Gaming.
- ✓ **Strategic Role:** Urbanballer acts as both a **global game brand** and a **user acquisition funnel** for betting and sports engagement partners.



This alignment combines mass adoption via gaming with monetization through betting and live sports integration.



5. INVESTMENT OVERVIEW

TOTAL RAISE: USD 3,000,000

Allocation	Amount	Purpose
1. Token Buyback & User Acquisition	\$1,000,000	Token buybacks + incentive program to onboard 1.5M users
2. Technology Development	\$500,000	AI referee, wallet integration, Urbanballer app scalability
3. League Production & Marketing, TV Show	\$1,500,000	Launch of Urbanballer League, content production, and influencer-driven growth

6. INVESTOR STRUCTURE OPTIONS

Option	Investment Vehicle	Ownership	Revenue Participation	Token Exposure	Summary
1. EX Interactive Gaming Equity	Direct equity investment into EX Interactive Gaming	10% equity	Pro-rata participation in all revenues from the Urbanballer App (50% shareholding), EX Sports platform, sponsorships, content licensing, and betting funnel	Full exposure to EXS token appreciation	Provides diversified exposure across the full EX Sports ecosystem including token, gaming, and content revenues.
2. Urbanballer SPV	Investment into a new SPV created specifically for the Urbanballer App	30% equity in the SPV	Participation limited to Urbanballer App revenues and profits only	No exposure to EXS token or EX Interactive Gaming revenues	Focused exposure to the Urbanballer App performance and monetization only.

Investors can choose between:

- 1. **A broader strategic position** through EX Interactive Gaming (10% equity) that provides full ecosystem exposure across all revenue streams and token appreciation; or
- 1. **A focused position** through a dedicated Urbanballer SPV (30% equity) offering higher ownership in the app itself but without exposure to token growth or other revenue-generating verticals under EX Interactive Gaming.



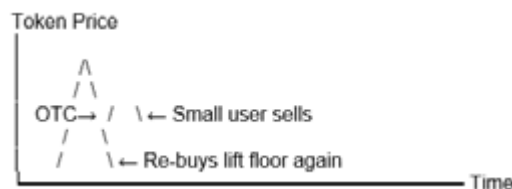
7. TOKEN BUYBACK & USER ACQUISITION MODEL

Flow	Description	Market Impact	Result
A. OTC Buy (\$700K)	Acquire EXS tokens from early holders (~\$0.015)	Removes weak supply, boosts market confidence	✓ 1.5M active users
B. Redistribution (\$0.50/user)	Reward 1.5M verified users	Drives real user adoption	✓ CAC = \$0.67/user
C. Secondary Buys (\$300K)	Gradual market re-buys	Supports liquidity and price floor	✓ Perceived token value = \$1.80/user @ \$0.045
			✓ Token price projected to rise 3-4x in six months

7.1 FINANCIAL SNAPSHOT

Metric	Value
Total Tokens Controlled	60M @ \$0.0167 avg
Users Onboarded	1.5M
Real CAC	\$0.67 / user
Perceived Value	\$1.80 / user
Projected Price (6 mo)	\$0.055-\$0.065
Market Cap	\$55-\$65M
Treasury Gain	+230% appreciation
Effective CAC (net)	\$0.50-\$0.60

7.2 MARKET BEHAVIOR SUSTAINABLE GROWTH CURVE



- ✓ Initial buy cleans up speculative supply
- ✓ Distribution spreads to real users
- ✓ Re-buys stabilize and lift the market floor
→ Controlled, organic growth with natural trading activity



8. FINANCIALS & PROJECTIONS

ASSUMPTIONS OVERVIEW

- ✓ Timeline: **24 months** (progressive rollout to 1.5M users)
- ✓ Betting funnel revenues: **80% retained by EX Interactive Gaming**
- ✓ Urbanballer app revenues shared **50/50** with Sean Garnier
- ✓ Token price expected to rise gradually from **\$0.015 → \$0.06** over 6-9 months
- ✓ Sponsorship & event broadcasting shared **50/50**
- ✓ Conversion rate to betting partners: **10% of user base**

8.1 USER GROWTH MODEL

Period	Total Registered Users	Active Weekly Users (35%)	Token Match Players (40% of active)
Year 1	500,000	175,000	70,000
Year 2	1,500,000	525,000	210,000

Growth driven by token reward onboarding, influencer campaigns, and global Urbanballer League exposure.

8.2 URBANBALLER APP REVENUE MODEL (FULL PLATFORM)

Revenue Stream	Description	Year 1	Year 2
Token Match Commissions (10%)	Platform share of total wager volume	\$7.2M	\$14.56M
Withdrawal Fees (3%)	Applied on user token cash-outs	\$1.1M	\$2.18M
In-App Purchases	Game Items	\$300K	\$600K
Advertising & Sponsorships	Sponsorships, Brand activations, in-game ads	\$1.5M	\$3.0M
Total Urbanballer App Revenue	—	\$10.1M	\$20.34M

8.3 EX INTERACTIVE GAMING SHARE (50%)

Revenue Source	EX Interactive Share	Notes
Urbanballer App	\$10.17M × 50% = \$5.085M (Yr2)	App and gameplay revenues
Sponsorship & TV Rights	\$3M × 50% = \$1.5M (Yr2)	Shared with Sean Garnier
AI Licensing SPV Share	\$4M × 50% = \$2M (Yr2)	EX Interactive portion from AI JV
Betting Funnel (80%)	TBD (see next section)	Major driver of recurring revenue

8.4 BETTING FUNNEL MODEL

User Conversion Assumptions:

- ✔ Conversion rate to betting: **10% of users**
- ✔ Average revenue per converted user: **\$25 per year** (affiliate + commission income)
- ✔ EX Interactive share: **80% retained**, 20% shared with partners

Metric	Year 1	Year 2
Users Converted (10%)	50,000	150,000
Gross Funnel Revenue	\$1.25M	\$3.75M
EX Interactive 80% Share	\$1.0M	\$3.0M

8.5 COMBINED REVENUE MODEL (EX INTERACTIVE GAMING SHARE)

Source	Year 1	Year 2
Urbanballer App (50%)	\$2.5M	\$5.1M
Sponsorship & Broadcasting (50%)	\$0.75M	\$1.5M
AI Licensing SPV (50%)	\$1.0M	\$2.0M
Betting Funnel (80%)	\$1.0M	\$3.0M
Total EX Interactive Revenue	\$5.25M	\$11.6M

8.6 COST STRUCTURE

Cost Category	Year 1	Year 2	Notes
App Development & Maintenance	\$1.0M	\$0.5M	Backend, AI, server scaling
Marketing & Influencer Campaigns	\$0.7M	\$0.9M	Expansion & retention campaigns
Events & Production	\$1.0M	\$1.0M	Urbanballer League, content, logistics
Operations & Salaries	\$0.8M	\$1.0M	Core team, developers, support
Token Buybacks (ongoing)	\$0.5M	\$0.5M	Liquidity & reward pool refills
Total Costs	\$4.0M	\$3.9M	Efficiency improves in Year 2

8.7 PROFIT & LOSS SUMMARY (EX INTERACTIVE GAMING SHARE)

Metric	Year 1	Year 2
Total Revenue	\$5.25M	\$11.6M
Total Costs	\$4.0M	\$3.9M
Net Profit (Pre-Tax)	\$1.25M	\$7.7M

By Year 2, EX Interactive Gaming becomes **cash-flow positive** and highly profitable due to network effect scaling and revenue diversification.

8.8 24-MONTH VALUATION SCENARIO

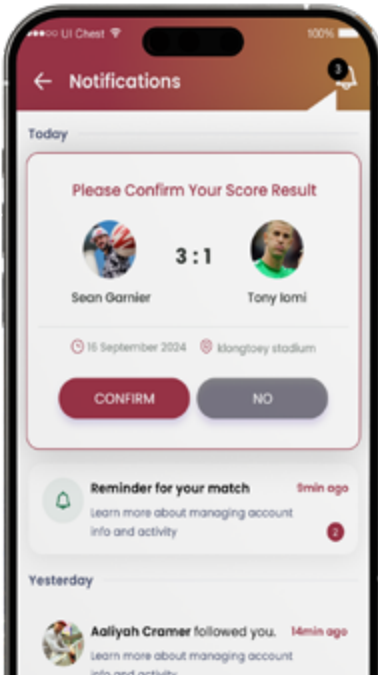
Valuation Driver	Basis	Estimated Value
Urbanballer App (50%)	10× EBITDA multiple on \$2.5M share	\$25M
Betting Funnel (80%)	8× recurring income multiple on \$3M share	\$24M
AI Business (50%)	5× multiple on \$2M share	\$10M
EXS Token Treasury Appreciation	\$15M → \$45M projected	+\$30M
Total Potential Valuation (24 months)	—	≈ \$90–100M

The combination of **token appreciation**, **recurring betting revenue**, and **digital ecosystem scaling** positions EX Interactive Gaming for potential Series A valuation reaching \$100M within two years.

8.9 KEY FINANCIAL INSIGHTS

- ✔ **Low CAC, High LTV:** \$0.67 CAC vs. \$12–\$15 lifetime value → 18–20× efficiency.
- ✔ **Sustainable Tokenomics:** Fiat revenue (betting + ads) funds continuous token buybacks.
- ✔ **Multi-Layered Monetization:** Gaming, events, data, betting — all anchored by EXS token.
- ✔ **Built-in Hedge:** 80% fiat-driven revenues stabilize performance across market cycles.

Over 24 months, EX Interactive Gaming can scale to **1.5M users**, achieve **\$12M+ in annual revenues**, and reach **\$7M+ net profit**, while simultaneously tripling the value of its token treasury.



9. CAC VS INDUSTRY BENCHMARKS

Acquisition Channel	Avg CAC	Retention	Comment
Urbanballer Token Model	\$0.67	High	Real users, verified play
Organic / UGC	\$0.80–\$1.00	Medium	Limited scale
Influencer / Ambassador	\$1.00–\$2.50	High	Costly
Paid Social	\$1.50–\$4.00	Medium	Short lifespan
Performance Ads	\$2.50–\$6.00	Low	Inefficient

The token-led acquisition strategy achieves **60–85% lower CAC** while increasing user retention and long-term token utility.

10. SUSTAINABILITY & UTILITY

Mechanism	Function	Long-Term Impact	Comment
AI Referee Verification	Ensures real gameplay	Eliminates bots & farming	Limited scale
In-App Token Use	Entry fees, upgrades, collectibles	Continuous demand	Real users, verified play
Revenue Recycling	10–15% of platform/betting income into buybacks	Price stabilization	Limited scale
Urbanballer League	Physical events and content	Converts digital users into fans	Costly
Betting Funnel Integration	Partners monetize engagement	Ongoing fiat revenue loop	Short lifespan
Performance Ads	\$2.50–\$6.00	Low	Inefficient



11. THE BETTING FUNNEL SYNERGY

EX Interactive Gaming is building a powerful two-way funnel:

Inbound: Users from games like Urbanballer enter the ecosystem.

Outbound: A percentage of them convert into partner betting and fantasy sports platforms.

Funnel Element	Revenue Driver	Token Effect
App Engagement	Game playtime, upgrades, NFTs	Token demand
Betting Conversion	Affiliate commissions	Fiat income for re-buys
Advertising & Sponsorship	In-game branding	Treasury growth
Live Events	Ticketing + content	Real fan economy

This synergy links Web2 revenue models (ads, betting) with Web3 economics (token appreciation and circulation).

12. INVESTMENT UPSIDE

Source	Upside Driver	Investor Benefit
Token Appreciation	\$0.015 → \$0.055–\$0.065	3–4× treasury gain
Urbanballer App Growth	1.5M+ users	Increases EX Interactive valuation
Betting Funnel Revenue	Affiliate & partnership income	Recurring, high-margin revenue
Ecosystem Expansion	More games & sports added	Long-term scalability

- ✔ **Reignite token growth** through structured buybacks & user rewards
- ✔ **Launch the Urbanballer app** with advanced AI gameplay
- ✔ **Launch global tournaments & live events** in partnership with Sean Garnier

At the same time, it will **build a powerful betting funnel**, converting sports fans into monetized users while driving token utility and appreciation.

- ✔ **Urbanballer** isn't Play-to-Earn — it's **Play-to-Compete**.
- ✔ **EX Interactive Gaming** isn't just launching a game — it's building a scalable sports entertainment ecosystem that merges **real-world passion, tokenized rewards**, and **betting revenue funnels** into a single, sustainable growth engine.



