



# BACKSTAGEPLAY .com

*WHERE FANS PLAY THEIR WAY TO THE **BACKSTAGE!!***

## **Gamification Platform and Business Overview**

January 2016

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# PUBLIC COMPANY INFORMATION

**Backstageplay Inc.**  
**( NEX: BP.H )**

**CUSIP# 056362106**  
**ISIN# CA0563621063**

## **Financial:**

Year end December 31

Last SEDAR filed Quarter: **Q32015**

Shares Outstanding: **21,078,361**

## **Executive Team:**

Seasoned public company executive team focused on software development and licensing, law, online gaming, social media, loyalty with deep and extensive contacts in the North American music industry. Over 80 combined years of expertise in online gaming operations and management:

### **Scott White LLB, CEO:**

Co-Founder and CEO Parlay Games Inc. (1998-Present); Managing Partner, Bush, Frankel White Barristers, (1990-2000). Scott has incubated numerous private and public enterprises in Canada and the USA where I have served as a director, officer and investor. He has been involved in the online gaming marketplace as a supplier and advisor since 1998 and has served as a guest speaker and panellist for more than a decade.

### **Tim Brack, President:**

A graduate from York College of Arts & Technology (England), Tim has close to 40 years experience in the music business and his vast experience ranges from promoting shows, managing artists, founding and managing marketing companies to running an independent record label. Mr. Brack was the co-founder and president of Continuum Records where he personally signed two members of THE ROLLING STONES, Charlie Watts and Ronnie Wood, to the label along with Roger Daltrey of THE WHO and Kid Rock.

### **Lawrence Gouett, COO:**

Lawrence has launched and consulted for some of the leading social gaming and soft gaming brands in the marketplace today. He has proven his knowledge of the sector from all aspects of operations management, community development; acquisition, retention, affiliate management, game creation, technology management, strategic direction and overall revenue generation. Lawrence is well recognized throughout the online 'soft gaming' community as one of the leading pioneers in this fast growing sector.

### **Sean Hodgins, CA, CPA (Illinois):**

CFO, Corporate Secretary and Director - Mr. Hodgins is responsible for managing the Company's financial and compliance matters. Mr. Hodgins has over 19 years experience working in the mining and technology sectors both in Canada and the United States, and has served as the CFO for three TSX venture listed public companies. Mr. Hodgins is the President of Tandem Accounting Group Ltd. which provides contract CFO and controllership services to a wide variety of private and public companies. Mr. Hodgins is a Chartered Accountant and holds a Bachelor of Commerce Degree in Economics from the University of British Columbia.

# Board Of Directors:

**Scott White, Chairman and Director**

**Sean Hodgins, Director**

**Andrew Branscombe, Director:**

Management consultant and business development executive in the Internet and social gaming industries where he has represented a number of large suppliers and operators in the including The Intertain Group Ltd., Cryptologic Inc., Cashcade Inc. and Parlay Entertainment Inc..

**Howard Blank, Director:**

Senior entertainment executive and consultant with more than 20 years of experience in the execution of large-scale entertainment projects and high-profile events. Most recently, Mr. Blank served as the VP-Corporate Communications, Entertainment & Responsible Gaming with Great Canadian Gaming Corporation.



**BACKSTAGEPLAY.COM** is a unique *gamification* platform that marries the vastly popular and lucrative world of online games with Artists, their music, virtual goods and their Fans.

**BACKSTAGEPLAY** enables Artist partners to connect with their Fans by rewarding Fan participation and game-play activity through virtual goods and prizes, producing a new avenue for monetization.

**BACKSTAGEPLAY** features Artist content (including art, logos, voiceovers, clips, video and chat) letting Fans connect with their favourite Artists in multiple ways throughout the day.

**BACKSTAGEPLAY** features Artist inspired and branded gaming content using traditional game room, multiplayer, arcade, fantasy and other gaming/entertainment products.



Fans are directed to Artist game rooms through Artist social media promotions where they have access to games for free using monthly allocations of gaming credits.

Through game participation, Fans will have a chance to win prizes. The ultimate Fan experience, which could include increased contact with the Artist, exclusive offers, unique content and rewards, would be obtained through the purchasing of additional game credits or through a monthly VIP subscriptions.

**BACKSTAGEPLAY** monetizes through subscription revenue, top-up credit purchases and revenue-share opportunities for advertising brands, as loyal Fans generate increased website activity from targeted social media campaigns.

**BACKSTAGEPLAY** creates a gaming platform where Artists become networked partners, thereby maximizing corporate cost structures and administration for the operator.



## **BACKSTAGEPLAY** player acquisition and monetization

Artists promote **BACKSTAGEPLAY** launch via social media where Fans are invited to become basic **BACKSTAGEPLAY** members for **free** or **enhanced VIP** members for a monthly subscription fee.

Rapid player registration allows Fans to access gaming credits quickly and play in Artist-branded gaming environments.

Fans compete to acquire as many credits as possible, seeking advanced status as exclusive VIP members.

Artists provide prizes such as free (or advance) music/video downloads, concert tickets, backstage passes and aspirational experiences.



The **BACKSTAGEPLAY** platform is designed to activate and engage Fans on social networks

[www.YourWebSite.com](http://www.YourWebSite.com)

Connected to your pages on Social networks

facebook

Google+

YAHOO!

myspace  
music

twitter

VEVO

YouTube

Social network users enter and become Members/Players

Sign-ups spread virally  
helps increase and drive  
more traffic back to  
Your website



**BACKSTAGEPLAY  
GAMING SYSTEMS**

**Your Branded Casino/Game Room**

Percentage of Members/Players pay to play

Builds a unique membership  
database that you can access  
and market back to

**REVENUE / ROYALTIES**

Royalties are paid based on Your VIP Game Room generated revenue





## **BACKSTAGEPLAY BUSINESS MODEL**

The Artist promotes the **BACKSTAGEPLAY** gamesroom, which features tournaments, leader boards, VIP levels of achievement and calls-to-action where Fans will be rewarded with additional game credits for watching videos, rating songs, posting on social media, etc..

The Artist and **BACKSTAGEPLAY** revenue share in membership fees, top-up purchases, advertising revenue and member merchandise purchases resulting from Fan acquisition and play in **BACKSTAGEPLAY** game rooms.

Virtual prize pools and related prize redemptions allow for minimal prize pool cost structures.



**Step 1** - Artist promotes Fan to website or mobile website...

Matchbox Twenty website navigation: LOGIN / REGISTER, MATCHBOX TWENTY, HOME, NEWS, EVENTS, MEDIA, MUSIC, COMMUNITY, STORE.

Three promotional tiles:

- ONLINE STORE**: Powered by BandMerch. Features a photo of the band members.
- COMMUNITY STORE**: Powered by ground:trf. Includes the text "BECOME AN OFFICIAL MEMBER" and "JOIN THE MATCHBOX TWENTY FANCLUB". Features a photo of the band members.
- VIP GAME ROOM**: Powered by VIPGames. Features a stack of casino chips and the text "JOIN PLAY WIN".

Footer: © 2013 Matchbox Twenty. All rights reserved. Privacy Policy - Terms - Support - Powered by ground:trf. Visit www.OnGuardOnline.gov for social networking safety tips for parents and youth. LAUNCH MB20 RADIO. Social media icons for email, YouTube, Facebook, Twitter, Instagram, and Pinterest.



**Step 2** – Fan registers, is awarded credits and starts to play with friends...

**Step 3** – Fan attempts to increase score by attempting to register the highest number of wins ...

LOGIN / REGISTER

MATCHBOX TWENTY   HOME   NEWS   EVENTS   MEDIA   MUSIC   COMMUNITY   STORE

**Fan Profile:** Mary Jo Simmons ( MJO22 )

Game Credits: 6   Points: 3450

**Highest Scores**

Fan	Game High Score
1 <sup>st</sup> Wanda45	10,567
2 <sup>nd</sup> Brenda34	8,566
3 <sup>rd</sup> MB20fan34	5,888
4 <sup>th</sup> MJO22	5,267
5 <sup>th</sup> SomeGuy2	4,245
6 <sup>th</sup> Perry51	3,767
7 <sup>th</sup> SteveMeister	2,788
8 <sup>th</sup> .....	...
9 <sup>th</sup> .....	...
10 <sup>th</sup> .....	...

Top 25

WendyLikesBMT, Stan45, mary677, oscar Philip, joes78...

Tournament Ends: Nov. 12. 8pm

**1<sup>st</sup> Place**  
1000 Points

**2<sup>nd</sup> Place**  
750 Points

**3<sup>rd</sup> Place**  
500 Points

**Top 10**  
250 Points

**Top 25 Place**  
100 Points

MJO22   Points: 125   Game Score: 5,267

Each Game round costs 1 credit and gives you 100 Spins.... Try to place on the Leader board to earn points!!!

5 WILD WINS 25,000! (on Max Bet Only)

Pays

Last Win: 125

Score **5,267**

Spin

27 Spins to go

Play to Win great Matchbox20 swag... 1 Game Credit gets you 100 Spins.  
High Scores get posted to the leaderboard... Good Luck!  
New tournaments start each week. Collect even more points by referring friends and collecting game awards..... BLAH BLAH BLAH.....

Need More Credits??

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Visit [www.OnGuardOnline.gov](http://www.OnGuardOnline.gov) for social networking safety tips for parents and youth.

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# BACKSTAGEPLAY TECHNOLOGY



**BACKSTAGEPLAY'S software platform operates using the Parlay Games back-office and game management system.**

## **Key Features:**

**Network, Turn-Key:** Partitioning players into separate Artist websites is built into the gaming platform. Data access is filtered by site to support multiple Artist partners on one gaming system.

**Internationalization:** All games and APIs are fully internationalized and currently support all major languages out of the box.

**Multi-Currency:** Player accounts can be established in various currencies, point systems, credits, etc..

**Industry leading back-office management system** provides flexible, powerful and modular capabilities. Integration is seamless into unlimited CRM, processing, merchandising and other required interfaces.

# BACKSTAGEPLAY SOFTWARE PLATFORM

