



### **BUSINESS USER ENGAGEMENT**

Businesses can interact and transact directly with their customers without OTA or similar services.

### LAS VEGAS UTILITY REVENUE STREAMS

Advertisements

**Custom Business** 

Business Listings

Featured Quests

(47.6K Subscriptions)

(per/mo)

VIP

(30k per/mo)

**RECURRING UTILITY** 

**REVENUE** 

TOTAL

77.6K per/month

Posts

# Download & Experience ZoomedOUT From Social Media

Download & Play ZoomedOUT From Social Media Posts

USER GENERATED USER ACQUISITION

Social

Share Game Achievements On Social Media





### **UTILITY+GAME LOOP**



Experience quests, explore cities before you go, and learn about local activities and accommodations

Share Quests

On Social Media

### Utility To Game Hook

UI designed to embed casual gaming experience into the utility components in a non invasive way

UTILITY

Tried and true game mechanics will increase time on device and keep users coming back even when they aren't using it as a utility

Game

Gameplay for all levels of play from

casual to the traditional gamer.

Conquer & build your own city, play at

your own pace or play with a team



**GLOBAL** GAME **REVENUE** STREAMS

Game Related In-App Purchases

Upgraded Game Related Benefits (2.2M per/mo)

Player Subscriptions (908K per/mo)

> Unity Ad's (25K per/mo)

RECURRING GAME REVENUE TOTAL 3.13M per/month



**USER ACQUISITION** FROM DIRECT MARKETING (Google Ads/Facebook Ads)





## **BUSINESS USER ACQUISITION**

Businesses can leverage their in game value to change the users perception of a business in the real world.



Game To Utility Hook

significance and benefits

User will begin valuing businesses differently based on their in game



will enable businesses the chance

to convert a user into a customer.