

Group: Last Fan Standing

Deliverable Item: Elevator Pitch

Last Revised: 4/14/14

Our product is a mobile trivia sports application that challenges players to enter a round of trivia at a very low cost (ie. 50 cents) and compete for the opportunity to take away large cash prizes (ie. \$140 dollars) and the title of the smartest fan of a respected topic. Partnerships with data providers will be leveraged to make an exclusive experience for our users. In the simplest form, our application will leverage the freemium model, allowing users to compete in multiple free quiz lobbies to strictly gain reputation points via the leaderboard or take their skill to the next level and wager small amount of tokens to pull away a large cash prize. Last Fan Standing is disrupting the mobile gaming industry by delivery a skill game that adds additional value to that will entrench consumers in this multi-billion dollar industry for years to come.