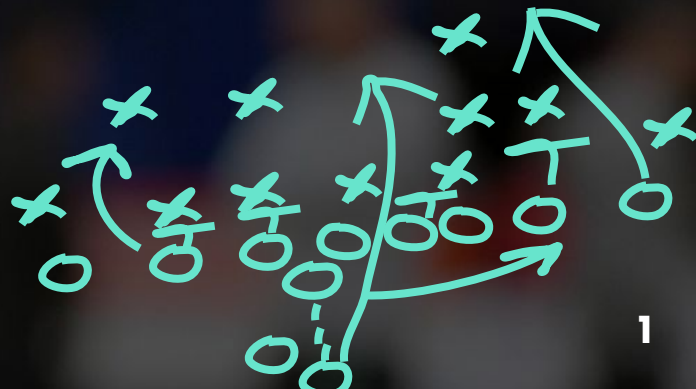




sleeper

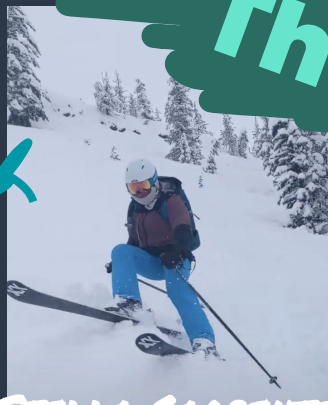
GROUP 4



COURTNEY YAMADA



ANDY HERRERA



STELLA CARPENTER

The League



JESS ROSE



KEELAN ONTIVEROS

HUNTER NORMAND



The Power of The "Sleeper Pick"



Great fantasy football teams often originate from a late-round draft pick who ends up exceeding expectations.





Just like the late-round sleeper pick that everyone searches for, Sleeper CEO, Nan Wang and his all-female design team are looking to draft a **whole new fantasy football audience.**



Sports bring people **together.**





Fandom is a lifelong commitment,
often passed down **through generations.**



The party is just as fun as the game.



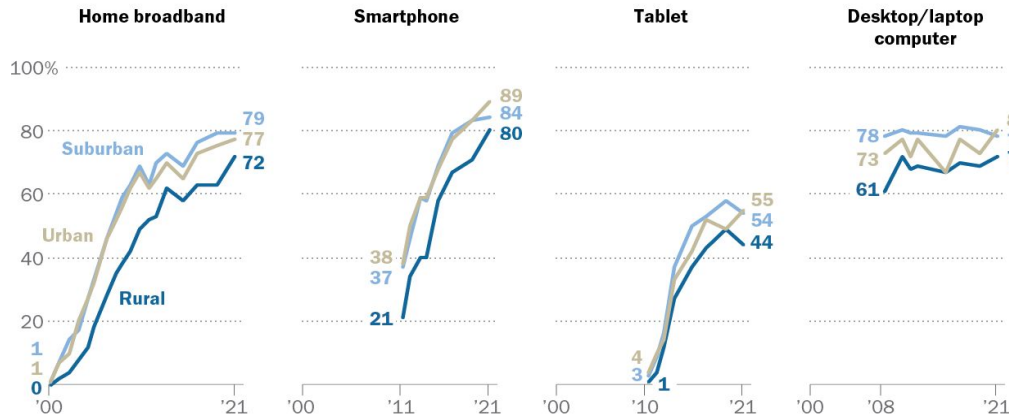
The Audience: **Newcomers to Fantasy Sports**

They want to join in on the fun of sports.
They want to feel a sense of belonging.
They want to play with friends,
or make new ones through the game.



There has never been an **easier** time to get into fantasy sports

% of U.S. adults who say they have or own the following



Source: Survey conducted Jan. 25-Feb. 8, 2021.

PEW RESEARCH CENTER

More people than ever before have access to the technology that gets them into the game.



Choose a Fantasy App



Social, fun, customizable

For those whose first reason for playing fantasy football is the social aspect.

Free, **no ads**



Classic, conventional, comprehensive

For those who want a simple experience that focuses on the classic necessities of fantasy football.

Free, has ads



Clean, easy, straight from source

For those who are purely focused on football, and want trusted expert analysis.

Free, has ads



Mainstay, simple, distinguished

For those who want more of a casual experience, without the level of customization that other, more in-depth, apps offer.

Free, has ads

The Tension

44% who spent more than 45 minutes or more per day on Fantasy sports **experience mild low-mood** (anxiety, stress, frustration) because of the game.



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44% who spent more than 45 minutes or more per day on Fantasy sports experience mild low-mood (anxiety, stress, frustration) because of the game.

The Problem

Many players focus on their scores, stats and analytics instead of enjoying the entire experience of fantasy football.



90% of people engage
in fantasy sports
for friendship.

The **feeling of belonging** is the most powerful force of
sports fandom and fantasy sports.



Players love the engagement, and no other fantasy sports app focuses on the **social experience** as much as Sleeper.

2-3 times

Times a user opens the app daily to chat

3-4 minutes

Time a user spends in the app per session to chat

30 minutes

Time a user spends talking with friends in the app on game day



Fantasy football isn't just about the stats. It's about the **experience.**

It's the excitement before, during, and after the game.
It's the highs and lows that come with victory and defeat.
It's the joy in building community and long-lasting tradition.



**What's the best way that we celebrate this
experience?**



**What's the best way that we celebrate this
experience?**



The Tailgate.



The First Tailgate

The tailgating ritual has roots in chariot racing in ancient Rome, a feature of the heroes' seasonal games. Caesar invited the crowd to celebrate with him from the back of his chariot, the first tailgate.





The **Wartime** Tailgate

In the United States, tailgating dates back to the Battle of Bull Run in 1861, the U.S. Civil War's first major battle.

"GO BIG BLUE!"



Sports and the Tailgate Collide

1869 marked the first college football game with Rutgers vs. Princeton. Fans traveled to the game together by horse-drawn carriage, grilling sausages at the “tail-end” of the horse before the game, giving rise to the term “tailgating.”



The Modern Era of Tailgating



Tailgating looks different today than it did 2,000 years ago. F-150s and Tacomas have replaced chariots and carriages. And propane grills have replaced wood stoves.

Yet, the tradition remains the same.



A FEELING OF FRIENDLINESS TOWARD PEOPLE
THAT YOU WORK OR SHARE AN EXPERIENCE WITH



LIVELY AND NOISY FESTIVITIES



It's the camaraderie and revelry of the tailgate
that brings people together.





Carry the tradition of the tailgate to Fantasy Football.



TOUCHDOWN!

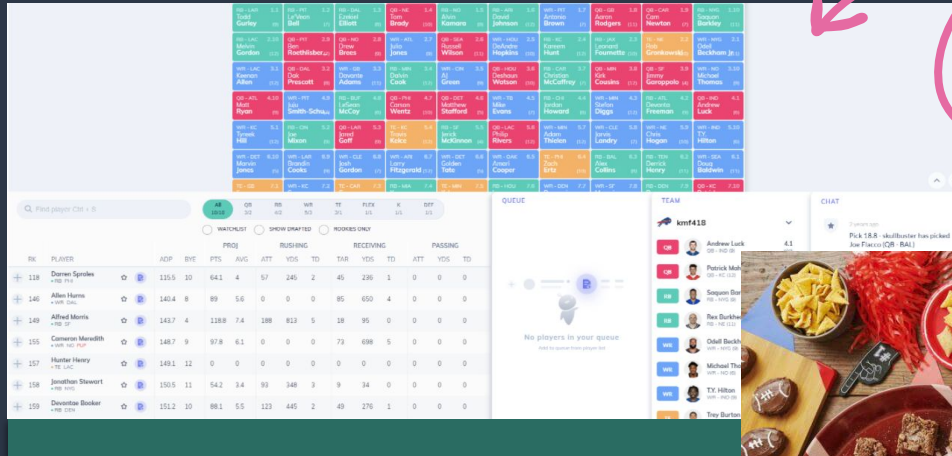
START A YEARLY ROUTINE,
FOCUSED AROUND
THE PARTY!

Carry the tradition of the tailgate to
Fantasy Football.

SLEEPER BRINGS THE FULL
EXPERIENCE OF A TAILGATE
RIGHT TO YOUR LEAGUE.



The Draft Board = The Snack Board

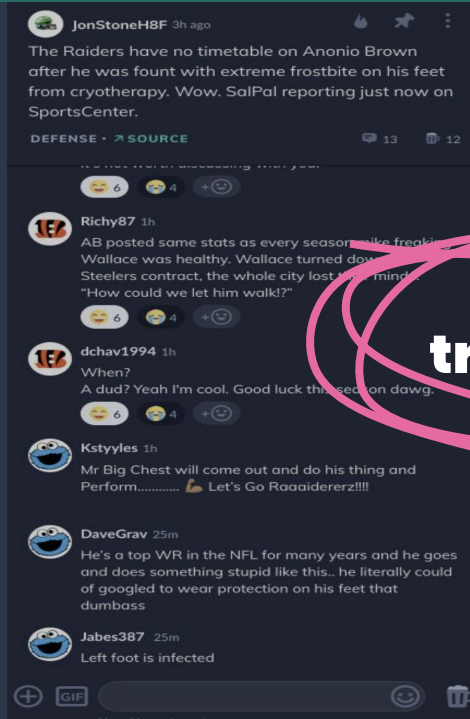


| PK | PLAYER | ADP | BYE | PTS | AVG | ATT | YDS | TD | TAR | YDS | TD | ATT | YDS | TD |
|-----|------------------|-------|-----|-------|-----|-----|-----|----|-----|-----|----|-----|-----|----|
| 118 | Darren Sproles | 1155 | 10 | 64.1 | 4 | 57 | 245 | 2 | 46 | 226 | 1 | 0 | 0 | 0 |
| 146 | Alton Harris | 140.4 | 8 | 89 | 5.6 | 0 | 0 | 0 | 95 | 650 | 4 | 0 | 0 | 0 |
| 149 | Alfred Morris | 143.7 | 4 | 118.8 | 7.4 | 188 | 813 | 5 | 18 | 95 | 0 | 0 | 0 | 0 |
| 155 | Conner Meredith | 148.7 | 9 | 97.8 | 6.1 | 0 | 0 | 0 | 73 | 698 | 5 | 0 | 0 | 0 |
| 157 | Harbin Henry | 149.1 | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 158 | Jonathan Stewart | 150.5 | 11 | 54.2 | 3.4 | 93 | 348 | 3 | 9 | 34 | 0 | 0 | 0 | 0 |
| 159 | Dexter Mcak | 151.2 | 10 | 88.1 | 5.5 | 123 | 445 | 2 | 48 | 276 | 1 | 0 | 0 | 0 |

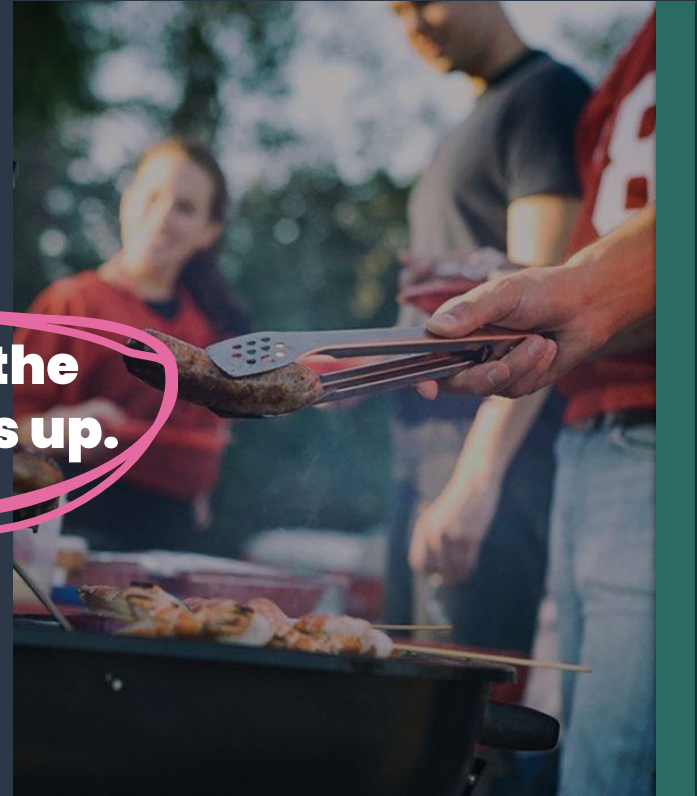
The important choices are made right here.



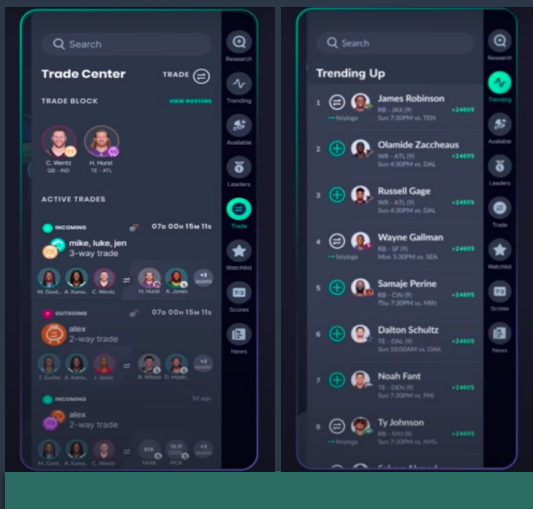
Live Chat Room = The Grill



This is where the trash talk heats up.



The Waiver Wire = The Cooler



When you need a refreshment, you'll find the perfect option.



GameDay Home = The Club Suite

Catch the action of NFL Sunday from the best seat in the house.



Sleeper's dedication to design and constantly evolving features create a fantasy football experience that is as engaging as the tailgate.



The Playbook



Uber Eats X sleeper

Partnership with UberEats or other delivery service to create group orders for the whole league, wherever they are.





sleeper

Partnership with Coleman to create sweepstakes/contests for Sleeper users to level up their tailgates with Coleman Grills.





sleeper

Sleeper hosts a Super Bowl Mega-Tailgate for a single fantasy football league at the end of the season, with tickets to the game.



See you at our next Tailgate*.

(*BYOB)