



(STRATEGIC MOBILE PRODUCT PLACEMENT GAMIFICATION)

PITCH DECK

6.19.25



AGENDA

How Does the Pinata App Work

The NDMBS™ and QNDMBS™

Legal Protections

Sponsor Revenue Model

Guaranteed ROI - QNDMBS

Guaranteed ROI – Sponsor Example

Pinata Tiers

Video - Copywritten Patent Pending MVP

The Challenge – Gamers Hate Pop Ups

Video – How Everybody Wins

TAM/SAM/SOM

5 YEAR PROJECTIONS

ASK/OFFER

Who Are We?

How To Contact Us



"Pinata: Revolutionizing Mobile Game Marketing with Ethical, Inobtrusive Digital Marketing"



PINATA IS AN AI-DRIVEN MOBILE APP WALLET AND HERE IS HOW IT WORKS

VIDEO 1 OF HOW PINATA WORKS

Changing the world with ethical
in obtrusive digital marketing © 

NDMBS™ AND QNDMBS™ – THE REVENUE ENGINE WE DISCOVERED – DEFINED
OUR TRADEMARKED, PATENT PENDING COPYRIGHTED ALGORITHM
(THE SECRET SAUCE)

NDMBS™: Natural Digital Mobile Buying Stream

NDMBS™ is our proprietary method for tracking real, organic spending behavior in mobile games and apps.

It's not based on impressions or clicks—it's built on actual in-app purchases made over time.

This creates a live stream of verified buyer activity, not just user engagement.

QNDMBS™: Qualified Natural Digital Mobile Buying Stream

QNDMBS™ is a monitored NDMBS™ over a 6-month period within a specific game.

It gives us a **baseline of consistent user spend patterns**, allowing us to predict—and guarantee—future purchasing behavior.

With this, we pre-qualify users who are most likely to convert and spend at scale.



This is how we **guarantee sponsor ROI** before campaigns launch.
We're not chasing buyers—we already know who they are.



NDMBS™ AND QNDMBS™ – THEY HAVE THE DATA. WE HAVE THE ENGINE
THE DATA HAS ALWAYS BEEN THERE; WE JUST FIGURED OUT HOW TO MONITIZE IT ETHICALLY AND INOBTRUSIVELY

GAME COMPANIES TRACK EVERY PURCHASE, SESSION, AND CLICK.
THEY'VE COLLECTED THE GOLD—BUT NEVER REFINED IT.

WHAT WE DID:

- ✓ MONITORED REAL SPENDING BEHAVIOR ACROSS TIME
 - ✓ IDENTIFIED CONSISTENT BUYER PATTERNS
 - ✓ BUILT A PATENT-PENDING ALGORITHM (QNDMBS™) TO QUALIFY ROI-READY USERS
 - ✓ TRANSFORMED PASSIVE GAME DATA INTO A PREDICTABLE REVENUE ENGINE FOR SPONSORS
- THEY USE IT FOR RETENTION.

WE USE IT FOR REVENUE •

THEY MINE THE DATA. WE TURNED IT INTO FUEL.

Legal Protections

Trademarked, Patent Pending and copyright:

Pinata™

Pinata Digital Marketing™

QNDMBS™ (Qualified Natural Digital Mobile Buying Stream)

NDMBS™ (Natural Digital Mobile Buying Stream)

SMPPG™ (Strategic Mobile Product Placement Gamification)

“Changing The World With Ethical Inobtrusive Digital Marketing”™

The Pinata Logo is trademarked

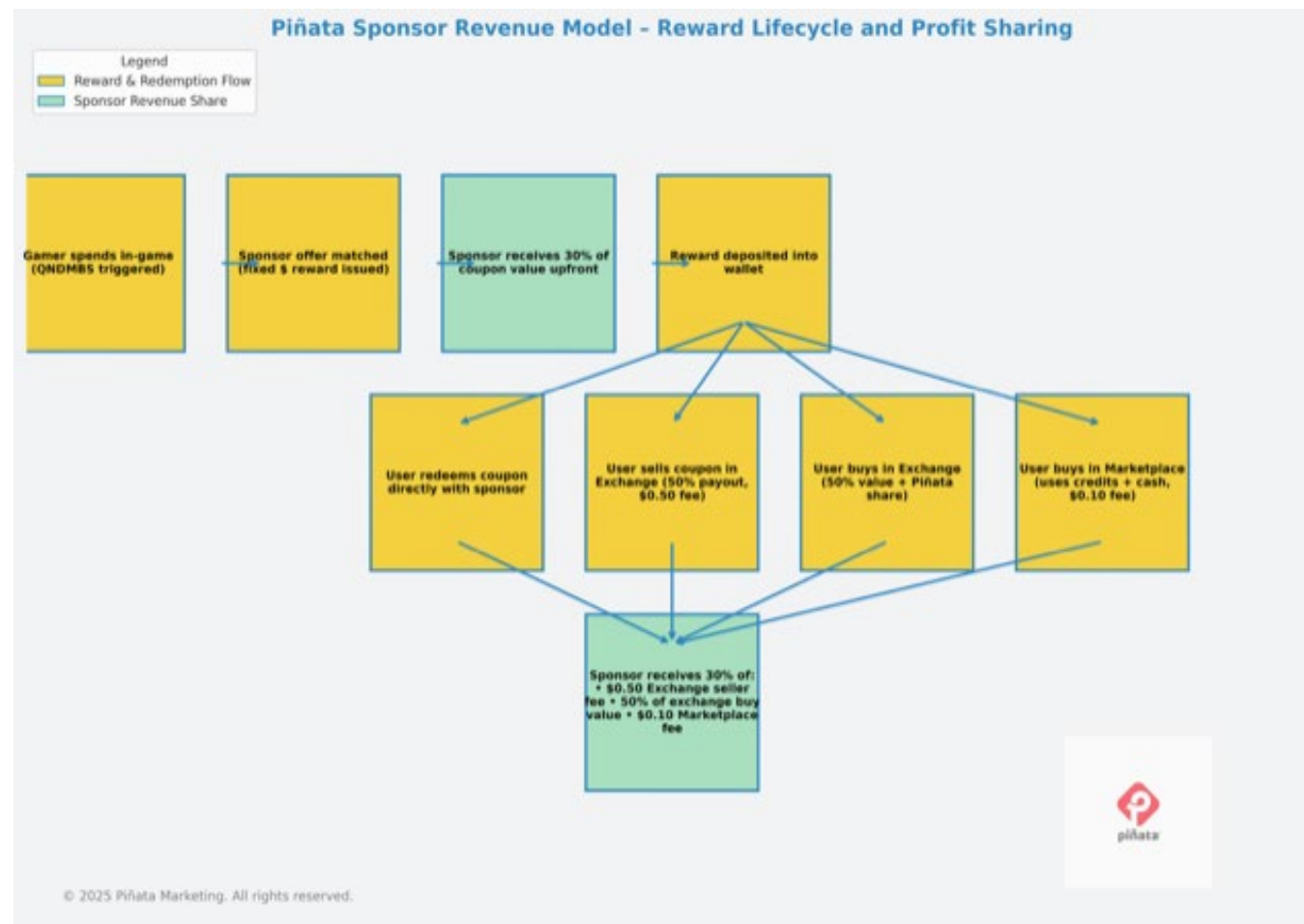
Upcoming plans are to register all our trademarks with the USPTO

Copyright of Pinata Mobile App core code as of June 2025

NDMBS™ QNDMBS™ EXPLAINED

Sponsor Revenue Model

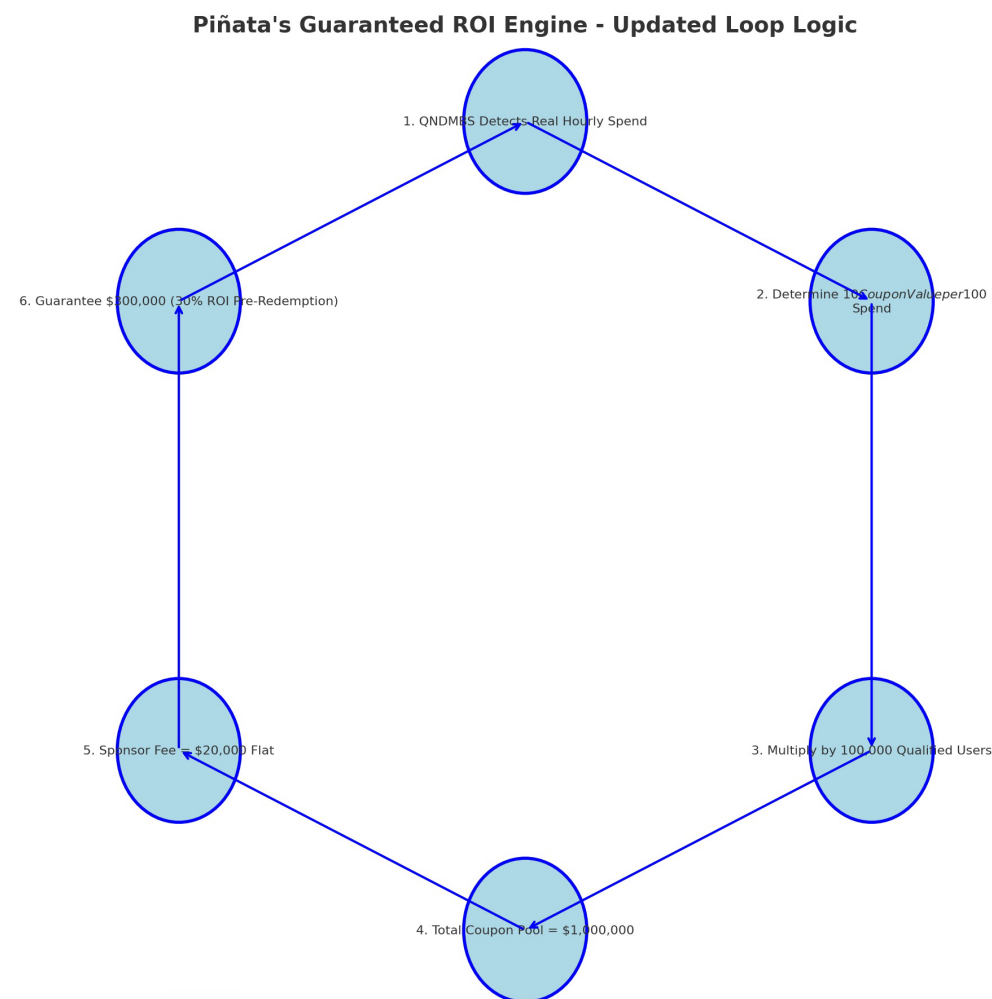
1. Profit sharing for sponsors and recurring residual are a part of the ecosystem
2. Our goal is to keep as much revenue flowing inside the Pinata ecosystem as long as we can and then have continuous profit share with the sponsor regardless of how their coupon used



NDMBS™ QNDMBS™ EXPLAINED

The Core of Pinata's Engine – (Ai Derived Data for Guaranteed ROI)

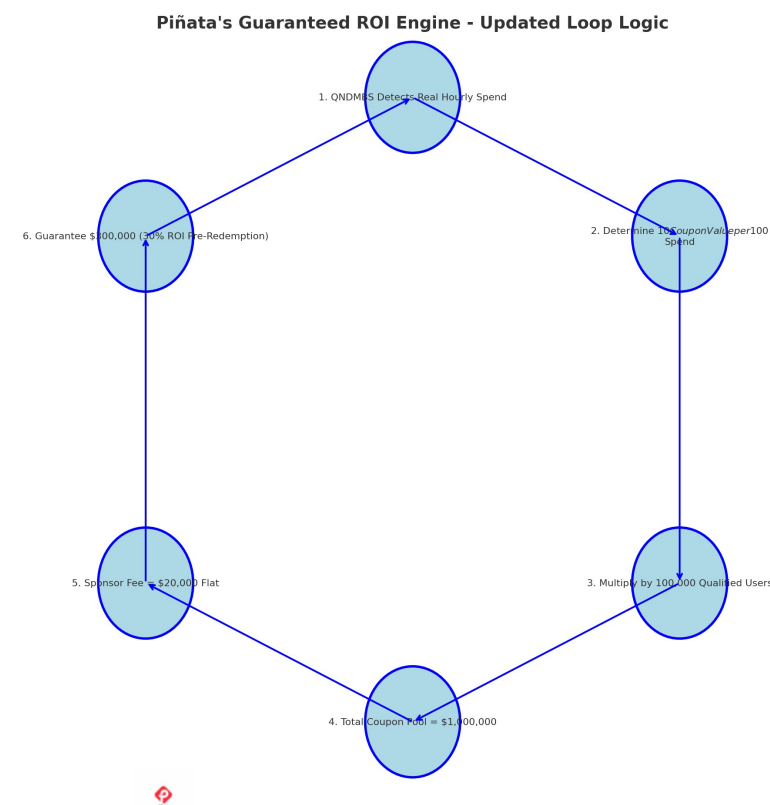
1. Using an in-house Ai tool, we look at hourly spend at specific times on specific days in a specific game = NDMBS becomes QNDMBS after 6 months analysis and can now be used for clients.
2. Determine Matching Coupon Value(10% Rule)
3. Determine Qualified Users
4. Calculate Total Coupon Pool
5. Typically, Sponsor Fee
6. Guarantee 80%% sponsor payout prior to agreement signing and coupon redemption.



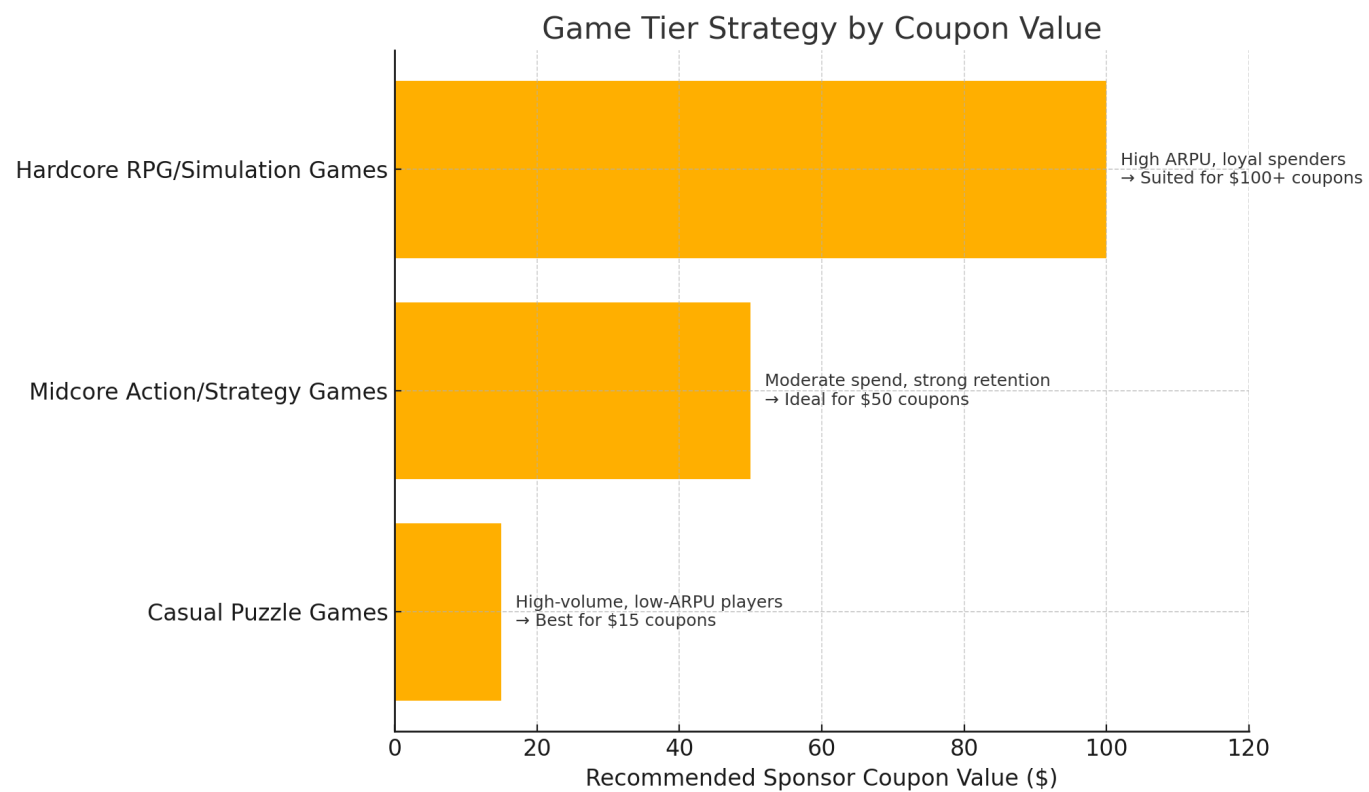
NDMBS™ QNDMBS™ EXPLAINED

Sponsor Example

1. QNDMBS Ai Tool detects 12 am PST to 11:59pm on Saturday PST 100,000 users for the last 6 months baseline spend \$100 per user in that hour.
2. 10% Rule says a \$10 coupon will be deliver to these 100,000 Users
3. $\$10 \times 100,000 \text{ users} = \$1,000,000$ in coupon pool value
4. 80% of \$1,000,000 is \$800,000
5. Sponsor Fee was only \$20,000
6. Sponsor receives \$800,000 in guaranteed funds
7. NET GAIN = \$780,000 Sponsor
8. NET GAIN = \$200,000 Pinata or Licensed Game owner/Adtech company + \$20,000 insertion fee = \$220,000



TIERS



TIER 1

 Tier 1: Casual Puzzle Games
Ideal for \$15 Coupons

High volume, short bursts, low ARPU (Average Revenue Per User)

Game Title	Typical 12-Hour User Spend
Candy Crush Saga	\$3–\$10
Toon Blast	\$5–\$12
Homescapes	\$2–\$8
Royal Match	\$4–\$9
Wordscapes	\$1–\$6

TIER 2

 Tier 2: Midcore Action / Strategy Games
Ideal for \$50 Coupons

*Moderate spenders with strong engagement and competitive motivation
Players spend on upgrades, skins, loot boxes, and energy to climb faster.*

Game Title	Typical 12-Hour User Spend
Clash of Clans	\$15–\$45
Call of Duty: Mobile	\$20–\$50
Brawl Stars	\$10–\$30
RAID: Shadow Legends	\$25–\$50
PUBG Mobile	\$15–\$40

TIER 3

🧠 Tier 3: Hardcore RPG / Simulation Games
Ideal for \$100+ Coupons

High ARPU, deep gameplay, loyal user base

These are your whales. Players regularly drop triple digits to dominate, unlock characters, or speed up builds.

Game Title	Typical 12-Hour User Spend
Genshin Impact	\$50–\$200+
State of Survival	\$70–\$150
Evony: The King's Return	\$60–\$120
Rise of Kingdoms	\$80–\$180
Lords Mobile	\$100–\$300



Copywritten and patent pending MVP of the Pinata mobile app

Login to Piñata

Select your account type to login

User Reward Sponsor

Email

your@email.com

Password



[Forgot password?](#)

Login as User

Don't have an account? Sign up now.

- Pinata does suppress pop up ads
- Pinata does reward users for current game play habits with coupons for tangible rewards
- Pinata never uses SEO tactics to advertise to Gamers
- Pinata is ethical and inobtrusive
- Pinata does Guarantee Sponsor ROI upfront

A diagonal split image. The left side is black with white CSS code snippets. The right side is white.

CHALLENGE

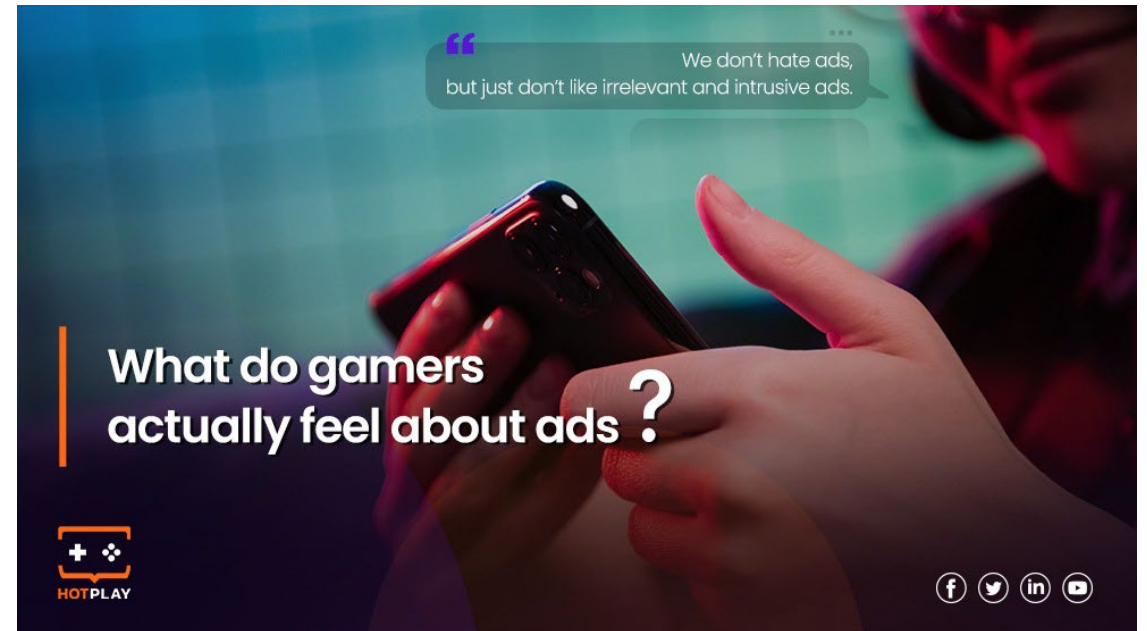
LET'S DIVE IN

Focusing on the challenges in the mobile gaming industry - intrusive ads for gamers, ineffective engagement for advertisers, and monetization difficulties for game owners.



G A M E R S H A T E P O P
U P A D S

Mobile Gaming Downloads and Revenue: In 2022, there were 90 billion mobile game downloads across app stores, and by 2025, the mobile games industry is projected to reach \$138 billion



GAMERS HATE POP UP ADS

Gamer Preferences Regarding Ads: About 74% of American mobile gamers prefer to watch in-game ads **if they receive perks**. This indicates a significant portion of mobile gamers are tolerant of ads, especially when incentivized. However, **70% of Android users dislike mobile ads on websites and stores**, suggesting a nuanced attitude towards ads in different contexts. (<https://truelist.co/blog/gaming-statistics/>)



GAMERS HATE POP
UP ADS

Effectiveness of In-Game Mobile Advertising: Mobile gamers generally accept ads to a certain point. However, if ads are overly intrusive, frequent, or irrelevant, there's a risk of players leaving the game. This can have a negative impact on both publishers and advertisers. **Google has recently banned intrusive interstitial ads on Android, which are full-screen ads interrupting play unexpectedly, indicating a move towards less intrusive advertising formats**

(<https://www.appsflyer.com/blog/mobile-marketing/in-game-mobile-advertising/>)

Nobody:
People in Mobile Game Ads:



G A M E R S H A T E P O P
U P A D S

Rewarded Ads and User Engagement: Rewarded video ads, where players receive in-game bonuses for watching full-screen ads, offer a positive experience for both users and publishers. **These ads don't force players to pay for premium content and are great for building engagement, despite having slightly lower revenue per completion compared to interstitials.** (<https://www.appsflyer.com/blog/mobile-marketing/in-game-mobile-advertising/>)

```
on:absolute; z-index: 999  
x 5px #ccc}.gbrtl .gbm  
display:block; positio  
acity:1; *top:-2px; *le  
/; top:-4px\0/; left:-6  
e-box; display:inline  
display:block; list-s  
e-block; line-height  
pointer; display:bl  
tive; z-index:1000)  
padding-right:9px  
d:url(//
```



G A M E R S H A T E P O P
U P A D S

Ad Fatigue Among Gamers: In-game ads have become so common that some players see them as a mere background element, **something they have to tolerate to enjoy a free game.** Banner ads, especially, suffer from low click-through rates. This has led to some users installing ad-blocking software, which means ads might not reach a significant portion of the target audience.

(<https://www.appsflyer.com/blog/mobile-marketing/in-game-mobile-advertising/>)

SOLUTION -



How the Gamer, Game Owner and Sponsor WIN!



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TAM/SAM/SOM

Data sources: Sensor Tower, Statista, App Annie, Business of Apps.
Assumptions based on global ARPU benchmarks, daily active user estimates, and mobile gaming ad performance trends.



	Est. Game Count	Avg Users Per Game	Coupon Value	Sponsor Fee	TAM (Total Addressable)	SAM (10%) Serviceable Market
10-15 Coupon	500	50,000	\$12.5	\$10,000	\$312.5M	\$31.2M
\$50 Coupon	300	75,000	\$50	\$15,000	\$1125.0M	\$112.5M
\$100 Coupon	200	100,000	\$100	\$20,000	\$2000.0M	\$200.0M

	SOM Yr 1	SOM Yr 2	SOM Yr 3	SOM Yr 4	SOM Yr 5
10-15 Coupon	\$0.3M	\$0.6M	\$0.9M	\$1.2M	\$1.6M
\$50 Coupon	\$1.1M	\$2.2M	\$3.4M	\$4.5M	\$5.6M
\$100 Coupon	\$2.0M	\$4.0M	\$6.0M	\$8.0M	\$10.0M

PROJECTIONS

Year	Campaigns Run	Gross Sponsor Fees (\$M)	Sponsor Payout (80%) (\$M)	Piñata Revenue (20%) (\$M)	Licensing Fee (\$M)
2027.0	50.0	1.0	0.8	0.2	0.5
2028.0	200.0	4.0	3.2	0.8	0.5
2029.0	500.0	10.0	8.0	2.0	0.5
2030.0	1000.0	20.0	16.0	4.0	1.0
2031.0	2000.0	40.0	32.0	8.0	1.0

Year	Infra & OpEx (\$M)	Total Costs (\$M)	EBITDA (\$M)	User Growth	CAC (\$)	LTV (\$)
2027.0	0.6	1.1	-0.9	100000.0	2.0	10.0
2028.0	1.2	1.7	-0.9	400000.0	1.75	12.0
2029.0	2.0	2.5	-0.5	1000000.0	1.5	14.0
2030.0	3.0	4.0	0.0	2500000.0	1.25	16.0
2031.0	4.5	5.5	2.5	5000000.0	1.0	18.0

REVENUE AND ADVERTISING MARKET

1.Global Spending on Mobile Gaming Advertising: It's projected that total global spending on mobile gaming advertising will grow from around **\$40 billion in 2021 to \$130.8 billion by 2025.**

(<https://www.businessofapps.com/marketplace/mobile-game-marketing/research/mobile-game-marketing-costs/>)

2.In-Game Advertising Revenues for 2023: The in-game advertising revenues are expected to reach \$32.5 billion in 2023, with forecasts suggesting an annual **Compound Annual Growth Rate (CAGR) of 9.10% between 2023-2027, reaching a market value of \$46.06 billion by 2027.** (<https://www.businessofapps.com/marketplace/mobile-game-marketing/research/mobile-game-marketing-costs/>)

3.Market Size by 2030: The in-game advertising market is projected to reach a **size of \$17.6 billion by 2030, growing at a CAGR of 11%.** (<https://www.alliedmarketresearch.com/in-game-advertising-market-A16542>)

4.Regional Dominance and Growth: **North America has been dominating the global in-game advertising market and is expected to continue doing so.** This region's market is expanding due to rapid sales of smartphones, PCs, laptops, and other electronic devices, along with the release of high-quality new games. (<https://www.alliedmarketresearch.com/in-game-advertising-market-A16542>)



THE DISRUPTION

Pinata keeps everyone in this gaming ecosystem happy

1. Gamers don't see popup ad and play longer
2. Game Owners can charge for QNDMBS insertions hourly
3. Former advertisers can have guaranteed payouts hourly as Sponsors

PINATA GUARANTEES PAYOUTS TO
FORMER ADVERTISERS

THE DISRUPTION

Pinata disrupts mobile conventional marketing concepts in 7 key ways:

Shift from Intrusiveness to Value Addition: Marketing theories often focus on creating the most eye-catching, attention-grabbing content. Pinata's model, which aims to add value to the user's experience through relevant and integrated ads, moves away from intrusiveness towards a more user-centric approach.

Altering the Notion of Targeting and Personalization: While traditional marketing heavily relies on demographic and psychographic targeting, Pinata's model could leverage in-game behavior and preferences for a new level of personalization, changing how advertisers think about and implement targeting strategies

Questioning the 'Rule of Seven' in Advertising: The longstanding marketing principle that a consumer needs to see an ad at least seven times before they take action may be less applicable in the context of integrated, experiential advertising that Pinata proposes.

Ethical Advertising Approach: Pinata's model challenges the notion that effective advertising must push boundaries regarding user privacy and ethics. By focusing on non-intrusive and ethical advertising, it sets a new standard in an industry often criticized for aggressive data practices.

PINATA DISRUPTS CONVENTIONAL
MARKETING AXIOMS





THE ASK

LOOKING AHEAD

ASK

- **Year 1:** \$400,000 for the development of the MVP, setting up the marketing strategy, covering developer costs, and legal and accounting expenses.
- **Year 2:** \$1.2 million to begin the implementation of Pinata in games and build our in-house games to prove the concept. This phase will also include expanding our team with additional developers and graphic designers and investing in in-house server infrastructure.
- **Year 3:** A significant investment of \$20 million, focusing on marketing efforts, securing licensing agreements with game providers, and developing the second version of Pinata.
- **Year 4:** We anticipate a need for \$25.6 million for further scaling, market penetration, and technological enhancements.
- **Year 5:** An additional \$400,000, potentially raised through a SAFE – a standard startup equity instrument.
- **Total \$50,000,000 USD**



OFFER

- **Years 1-3:** Focus on growth and market penetration, potentially low or no dividends.
- **Year 4-5:** As the company becomes profitable, it might start paying dividends. For example, if Pinata makes a \$1 million profit in Year 5 and decides to distribute 30% as dividends, the total dividend pool would be \$300,000. An investor's share of this would depend on their equity percentage.
- **Exit Event:** If Pinata is sold for a significantly higher valuation, say \$100 million, investors get a share of the proceeds relative to their equity stake.

WHO ARE WE?



Sylvester
Raymond, III

- Pinata Inventor/Founder
- 30 plus years in software development and management
- IBM Blockchain Essentials Certified 2021
- Google AI Prompt Engineering Certified 2025
- Enrolled in Master's of Entrepreneurship with OneDay 2025
- Client list includes; General Motors, US Chamber of Commerce, Federal Reserve Bank, etc



JV Marketing Technologies, LLC/JVMT Robotics

- 8-year-old mobile app consulting and development firm based in San Diego, CA
- Winner of the BBB Torch Award for Business Ethics in 2023
- Torch Awards Judge 2024
- Torch Award Nominee for 2022, 2023 and 2024
- Partners: IBM, Apple, Google, Keenon Robotics
- Approved vendor for: BP, Denny's, Marriott International, MGM International, Wyndham Hotels, etc.



Pinata Marketing

- The world's first inobtrusive and ethical inobtrusive digital marketing firm.

THANK YOU



Sylvester Raymond,
Founder



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