

INVESTOR DECK · 2026

PourPlays

The Future of Wine Enjoyment

A gamified platform turning a \$347B industry into the most engaging wine experience on the planet.

pourplays.com

Currently in beta

Pre-Seed · \$250K for 20% equity



The wine industry is stuck in a cellar.

Wine is one of the world's oldest cultural traditions — but it hasn't kept pace with modern audiences. Oversupply, declining consumption, price sensitivity, and broken promotions have left the industry scrambling.

01 Communication

Retailers and wineries rarely communicate with customers outside of a transaction. Small brands struggle to reach new buyers; shoppers stick to familiar labels.

02 Price opacity & poor promotions

Fragmented discounts, confusing loyalty offers, inconsistent regional pricing — shoppers can't find deals, brands can't measure them.

03 Scalability

Traditional, in-person tastings are limited in reach. The economics break before they begin.

04 Outdated experiences

Younger consumers expect interactive, gamified engagement. The wine industry gives them stuffy tasting notes and broken coupons.

Don't sell wine. Make wine a game.

PourPlays transforms wine discovery into an engaging, playful experience — gamified learning, curated coupons, live tastings, social connection, and real rewards.

Coupon AI

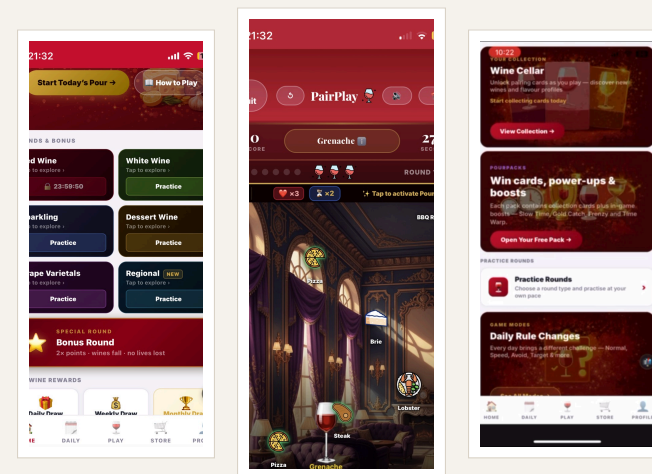
A centralized database of online and offline coupons tailored to each player's taste profile, redeemable at partner retailers.

Gamified Learning

From mobile games to live tastings, PourPlays keeps consumers engaged long after the first sip — unlocking coupons and rewards as they progress.

Social Connection

Wine becomes approachable and fun through shared experiences — game, gift, and share with friends inside the platform.



A two-sided marketplace, gamified end-to-end.

PourPlays bridges two key groups in the wine ecosystem — delivering value to both simultaneously.

B2B

WINERIES & RETAILERS

Laithwaites · Total Wine · Wine.com · Wine Brands

- Profile wineries & communicate directly with consumers
- Issue Regular & Golden Coupons (up to 99% off)
- Conduct AI & live tastings
- Gain first-party market insights & data
- Targeted reach to wine-engaged, next-gen consumers

B2C

WINE ENTHUSIASTS

Adults 25–55 · Free & premium memberships

- Play & Challenge — games, quizzes, mini-challenges
- Taste & Learn — live tastings, blogs, expert content
- Earn & Connect — points, coupons, leaderboards
- Centralized access to wine coupons & discounts
- Free Freemium tier + Premium at \$3/month

Winery engagement, reimagined.

Only a limited number of wine sites profile wineries. PourPlays gives wineries a direct channel to consumers — promotions, tastings, and market insights built into the game.

SAMPLE 30-DAY WINERY PROMOTION PACK (~\$3K)

30

Golden Bottles

Wine < \$50 each

4

Golden Cases

Case of wine under \$500

1

Golden Subscription

Annual subscription — cases under \$1,000

∞

Regular Coupons

Unlimited, X% off

HOW PLAYERS UNLOCK COUPONS

1. Complete a round → Regular coupon
2. Complete a Level → Golden Bottle coupon
3. Daily Leaderboard leader → Golden Bottle
4. Reach "Casual Drinker" status → Golden Case
5. Weekly Leaderboard leader → Golden Case
6. Progress to Enthusiast / Connoisseur / Sommelier / Master → Golden Subscription
7. Monthly Leaderboard leader → Golden Subscription

A seamless journey into the world of wine.

PLAY & CHALLENGE

Games, quizzes, roulette, mini-challenges — enabling players to expand their palate and explore new wines. PourPlays' first game, PairPlays, is a tetris-like food and wine pairing game. More games follow: PairPlays Slice, VitiVini.

TASTE & LEARN

Live and virtual tastings, blogs, news, expert content — an interactive experience with cross-sell and upsell opportunities for wineries and retailers at every touchpoint.

EARN & CONNECT

Points, affiliate coupons, leaderboards, sharing, and social rooms — additional engagement touchpoints that keep consumers inside the PourPlays ecosystem.

Three tiers. One platform.

MEMBERS

500K+ pipeline via Direct Wines partnership, social media marketing on LinkedIn, FB, Instagram & TikTok, daily free wine coupon giveaway pages, email database of 500K+ contacts. Target: 10% conversion on initial 500K = 50,000 premium members.

FREEMIUM

Everyone who registers gets a Freemium account with immediate access to all available coupons, games, and learning tools. On PairPlays, no subscription fee applies — users unlock coupons through gameplay.

**PREMIUM —
\$3/month**

When ready to use coupons or convert earned points, users upgrade to Premium. PourPlays earns ~2% on affiliate wine sales. On the full PourPlays platform, consumers subscribe to Premium when they are ready to redeem.

Five revenue streams. Live from day one.

Streams 01–03 activate at PairPlays launch. Streams 04–05 unlock with the full PourPlays platform.

**STREAM
01**

2%

Affiliate Wine Sales

Commission on affiliate partner sales via Wine.com, Total Wine, Laithwaites, FlexOffers.

**STREAM
02**

\$1/mo

In-Game Pack Sales

Average Freemium member spend on packs, power-ups, and extra lives inside PairPlays.

**STREAM
03**

\$0.25/mo

In-Game Ad Revenue

Rewarded video ads — opt-in model, Freemium members only. No forced interruptions.

**STREAM
04**

\$3/mo

Premium Memberships

\$36/year. Unlocks coupons, advanced content, and premium prize draws. Activates with full PourPlays platform launch.

**STREAM
05**

\$1/mo

Other Revenue

Per Premium member — Sponsorship, tastings, classes, gifting, merchandise, events, licensing & data insights.

Three giant markets. One white space.

PourPlays sits at the intersection of three massive, growing categories — and there is no incumbent.

\$347B+

GLOBAL WINE MARKET

Plus \$23B+ in online wine retail in the U.S. alone. 40% of wine sold on discount — brands desperate for engagement.

\$250B

EDTECH MARKET

Mobile-first learning is the fastest-growing segment. Our players are paying to learn.

\$110B

SOCIAL GAMING

Casual mobile gaming has eclipsed Hollywood. Daily-loop games dominate retention charts.

Whoever owns the daily wine ritual on mobile owns the next decade of this category.

Why the wine industry needs us now.

01 Premiumization

Consumers are increasingly choosing higher-quality wines, a trend supported by e-commerce expansion and evolving tastes — creating an engaged, spendable audience.

02 Declining consumption

Younger consumers prefer other beverages or low/no-alcohol options. The industry must meet them where they are — on their phones, through gamified discovery.

03 E-commerce growth

Online wine sales continue gaining traction. Wine subscriptions are the fastest-growing DTC segment, creating natural integration points for PourPlays.

04 Gamification demand

Interactive, gamified learning demand is rising across all verticals. PourPlays targets a proven, untapped white space in wine.

40% of wine sells on discount. We fix that.

01 Oversupply

As of early 2025, the U.S. wine market has an inventory surplus, driving an increase in discounting. Brands need new distribution and engagement tools urgently.

02 Falling sales volume

With consumption volume declining, promotions have become the primary tactic — but they haven't reversed the trend. Engagement is the missing lever.

03 Price sensitivity

Younger consumers are more price-sensitive due to inflation. They are being pushed toward lower-priced bottles — making smart couponing essential.

04 Shift in consumer habits

Younger drinkers choose more affordable options or cut back entirely. Interactive, mobile-first discovery is how the category wins them back.

Play. Learn. Win.

PourPlays' first mobile game — a food and wine pairing course disguised as a tetris-like game.

PLAY

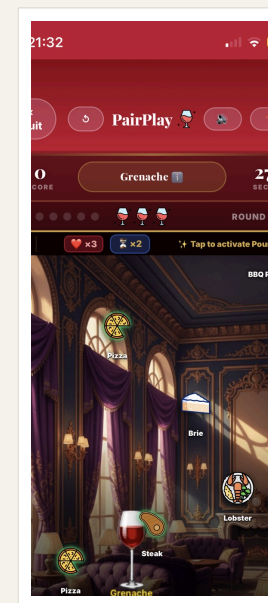
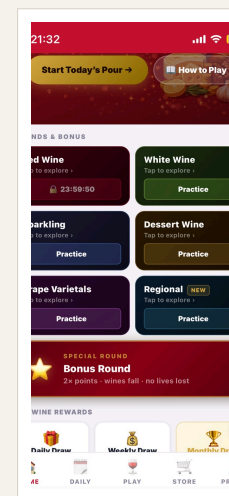
Players catch falling objects that pair well with foods, wines, and grape varieties — earning points and coupons along the way, building their wine knowledge, and progressing up the education ladder.

LEARN

Players start as Casual Drinkers and progress through 5 stages: Enthusiast → Connoisseur → Sommelier → Master. Each stage has 3 Levels (15 total). Each Level features 3 modes (Single Target, Normal, Avoid) with 7 Rounds each: Red, White, Dessert, Sparkling, Grape, Region & Bonus.

WIN

Players win every time they log in and play. Each Round unlocks coupons and Wine Cellar cards. Daily, Weekly, and Monthly leaderboard leaders win Golden Coupons — bottles, cases, and subscriptions at up to 99% off.



Live product. Live partnerships. Live wins.

AFFILIATE PROGRAMS

Laithwaites · Wine.com · Total Wine · FlexOffers — standard 2% rev-share affiliate programs operational at scale. PourPlays plugs into existing infrastructure on day one.

DIRECT WINES · 500,000 U.S. SUBSCRIBERS

Agreement to embed Laithwaites Wines on PairPlays. 500,000 U.S. subscribers will receive Freemium PourPlays accounts. Laithwaites will issue Regular and Golden Coupons through the game.

www.directwinesinc.com · www.laithwaites.com

INBOUND WINERY INTEREST

Adair Family Wines · Agajanian Vineyards · Domaine de Chevigneux · Domaine della · Paumanok Vineyards · The Wine Group — inbound interest from wineries and followers eager to engage next-gen consumers.



Byron Bennett

CEO & Founder

With over 20 years in the wine industry, Byron has served as founder of Discovery Wines in New York City, creator of the VitiVini wine board game, and author of Wine 101. His career spans credit analysis, investment banking, asset management, pharmaceuticals, consumer retail, fintech, and maritime transportation—experience that fuels practical innovation and disciplined strategic planning. Wharton School graduate.

Wharton Undergraduate Business School

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MEET THE TEAM

PourPlays



Luis E. Rivera Cuyar

CTO

Founder of Riv Lux Media. Brooklyn-based creative technologist with 10+ years in digital media, photography, and cinematography. Worked with RED, CANON, SONY, PANASONIC, ARRI, and PANAVISION. Born in Puerto Rico, built in New York — brings a unique visual and technical edge to PourPlays.

New York Film Academy · Universidad del Sagrado Corazón

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📷 @luisrivlux



Noah Schwartz

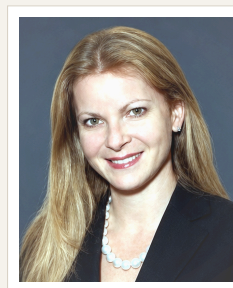
Content & Education Lead

Financial communications writer turned wine expert. Studied English at Vassar College, spent 10 years in London. WSET Level 4 Diploma (DipWSET) in 2017 — awarded The Amorim Scholarship for the highest U.S. WSET Level 3 score. Wine writer for Laithwaites, tastes 2,000+ wines annually.

DipWSET · Vassar College

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📷 @laissezfare



Sunny Fraser M.S., LMHC

Content & Education Lead

Global wine, spirits & food communicator, consultant, and digital creator. Former winery owner and inventor of the award-winning Wine Tube. International competition judge (WIA Expert Judge). Creator behind @sunnyonscene. Background spans CEO roles, COO consulting, and licensed mental health counseling.

M.S., LMHC · CEO | COO background

↗ [linkedin.com/in/sunnyfraser](https://www.linkedin.com/in/sunnyfraser)

📷 @sunnyonscene

From MVP to global wine ritual.

Q2 2026

MVP Polish & Seed Close

Lock \$250K pre-seed. Stabilise iOS/Android wrappers. Onboard first Freemium players. Launch PairPlays beta.

Q3 2026

Launch & Partnerships

Embed in Direct Wines' 500K subscriber base. Launch first Laithwaites co-branded gameplay rounds. Go live with affiliate integrations.

2027

Content Scaling

Learn & Explore modules. Wine certification content (WSET). Social features — groups, leagues, friends. Premium engine push.

2028

Global Expansion

EU and APAC rollout. International partnerships. Full PourPlays platform with tastings, classes, gifting, and merchandise.

THE ASK

PourPlays

\$250K

for 20% equity

Pre-seed round. Closing now.

USE OF FUNDS

		MVP & Development
\$100K	40%	iOS/Android shells, infrastructure, anti-cheat, payment integration
		Marketing & Community
\$75K	30%	Launch campaign, content team, paid acquisition seed budget
		Partnerships & Pilots
\$15K	6%	Direct Wines launch, pilot integrations
		Operations & Team
\$60K	24%	Legal, compliance, payroll runway

PROJECTED PRETAX ROI

On \$250K @ 20% equity, based on 3-yr P&L

2026
\$1.8M return
1.8×

2027
\$12.8M return
12.8×

2028
\$34.8M return
34.8×

FINANCIALS PourPlay – Three-Year Financial Projections

PourPlays

PourPlay — Financial Projections	2026 (Launch)	2027	2028
MEMBERS			
Freemium Memberships	1,537,734	2,306,601	2,652,591
Premium Memberships (10% Conversion Rate)	153,773	230,660	265,259
REVENUES			
Subscriptions @ \$3/m — Premium Members	\$461,319	\$691,980	\$795,777
Affiliate Wine Sales @ 2% on \$20/m	\$57,609	\$86,414	\$99,376
In-Game Pack Sales @ \$1/m avg on Freemium	\$738,867	\$1,108,301	\$1,274,546
In-Game Ad Revenue @ \$0.25/m avg on Freemium	\$184,717	\$277,075	\$318,636
Other Revenue @ \$1/m Premium	\$70,137	\$105,205	\$120,986
Total Revenues	\$1,261,740	\$2,268,975	\$2,609,322
COST OF GOODS SOLD (COGS)			
Payment Processor Fees (3%)	\$37,852	\$56,778	\$62,456
App Store Fee (15% of in-app purchases)	\$189,261	\$283,892	\$312,281
Total COGS	\$227,113	\$340,670	\$374,737
Gross Profit	\$1,034,627	\$1,928,306	\$2,234,585
OPERATING EXPENSES (SG&A)			
Salaries Sub-total	\$200,000	\$600,000	\$900,000
Development, Website, Partnerships & Maintenance	\$187,500	\$281,250	\$323,438
Marketing & Advertising	\$80,000	\$120,000	\$138,000
Prizes + Office + Legal + Insurance + T&E + Misc	\$145,172	\$217,508	\$250,146
Total Operating Expenses	\$613,672	\$1,220,508	\$1,613,584
BOTTOM LINE			
Operating Income	\$420,955	\$707,798	\$621,001
Net Profit (after 27% tax)	\$366,955	\$626,798	\$527,851
EBITDA	\$648,068	\$1,048,468	\$995,738

PourPlays

PourPlay is redefining how people discover and enjoy wine.

We are building the future of wine enjoyment — one that is gamified, social, and infinitely scalable.

Let's Build The Future Of Wine Enjoyment Together

Website: <https://pourplays.com/investors>

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