



James Knesek  
ByTheJob, Inc.  
3300 Laurel Fork Dr  
McKinney, TX 75070  
E-Mail:  
[investors@bythejob.com](mailto:investors@bythejob.com)  
[jerick364@gmail.com](mailto:jerick364@gmail.com)

**Re: Project Vtanium Investment Proposal**

Equity Investors & Gaming Enthusiasts,

Thank you for taking the time to review this project proposal to launch a new social game experience.

**OPPORTUNITY**

Members of the younger generation are not motivated to save and invest in the stock and bond financial products of yester-year primarily because of the intimidating array of statistics and data-driven factors by which these investments are presented and assessed. Similarly, most agree that the traditional tables, charts, and figures provided by most financial institutions to market these products are neither intuitive nor enticing. Conversely, if the process to buy, sell, and trade stocks, bonds, commodities, and virtual currency were simplified in a gaming/social learning environment to which students could be exposed as part of secondary education economic or financial programs, then adoption and investment might begin earlier in life thereby providing the next generation with greater financial stability throughout their life-time.

As a seasoned software developer with almost 40 years of game and business application engineering experience, I am developing this social game experience with a near term goal of obtaining academic/sponsor pairings beginning April 2022. After academia, implementation would be enhanced to expand into world-wide social gaming markets.

Since there is still much work required to prove our value proposition to you as investors and enthusiasts, I ask that you bookmark and check progress against our [project tracker](#) and [Facebook page](#) and when you are ready to discuss your equity investment, send us an e-mail. In the meantime, please see the attached presentation for projections and I look forward to the opportunity to demo and discuss at your convenience.

Thank you again for your consideration and time to review our proposal.

Sincerely,

*James Knesek*

James Knesek  
CEO/Owner  
ByTheJob, Inc.



# **PROJECT VTANIUM INVESTMENT PROPOSAL**

# Executive Summary

- [Click for Project Tracker](#)
- [Click to follow on Facebook](#)
- **Project Vtanium Goal:** Build and launch an Interactive Social Gaming program that teaches and promotes early saving/investing behaviors in stock/bond/virtual currency markets
- **ROI Opportunities:** TBD
- **Annual Net Income Opportunity:** TBD
- **Equity Injection Opportunities:** Starting from \$10K to \$500K
- **Current Equity Dilution:** 0%
- **Current Software Build Completion:** 100% Complete; Enhancements in-work.
- **Target Markets**
  - Immediate: Secondary Education Financial/Economic class studies
  - Future: Social Gaming

# Academic Income Opportunities

- Sponsored \$2,000/Site/Year \* 50 Sites = \$100,000/year
- Flexible & extensive additional monetizing opportunities available in the product framework. \$TBD

FUTURE



# **SOCIAL GAMING FINANCIAL PROJECTIONS**

# Social Gaming Income Opportunities

- Game Coin sales for game advancement estimated at \$0.25/user/month assuming 20% sale participation rate
- Estimated annual advertiser revenue \$9.6M
- Advertiser buy-in interest (and revenue) will likely exceed estimated \$9.6M annual revenue projection
- Flexible & extensive additional monetizing opportunities available in the product framework.

# Financial Projection Summary

## Project V-Tanium Financial Projections

| Financial Projection Summary*  |                        |                        |                        |                        |                        |                        |                        |
|--|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| (Assumes 1.3% COLA & 1% Annual Expense Increase)                     |                        |                        |                        |                        |                        |                        |                        |
| Description  | Year 1                 | Year 2                 | Year 3                 | Year 4                 | Year 5                 | Year 6                 | Year 7                 |
| <b>Annual Revenue (Assume ¼ Year 1 Sales &amp; 1% Annual Growth)</b> | <b>\$11,400,000.00</b> | <b>\$42,454,325.86</b> | <b>\$42,878,869.12</b> | <b>\$43,307,657.81</b> | <b>\$43,740,734.39</b> | <b>\$44,178,141.74</b> | <b>\$44,619,923.15</b> |
| Projected Annual Expense & Subscription Fees                         | \$742,648.35           | \$750,074.83           | \$757,575.58           | \$765,151.33           | \$772,802.85           | \$780,530.88           | \$788,336.19           |
| First Year Office Equipment/Lease Space Improvements                 | \$65,132.40            | \$0.00                 | \$0.00                 | \$0.00                 | \$9,777.00             | \$0.00                 | \$0.00                 |
| Projected Annual Salary/Compensation                                 | \$1,752,168.00         | \$1,774,946.18         | \$1,798,020.48         | \$1,821,394.75         | \$1,845,072.88         | \$1,869,058.83         | \$1,893,356.59         |
| Annual Cloud Storage/Hosting Fees (Assume 1/4 Hosting Cap Year 1)    | \$786,418.53           | \$3,177,130.88         | \$3,208,902.19         | \$3,240,991.21         | \$3,273,401.12         | \$3,306,135.13         | \$3,339,196.48         |
| <b>Total Expense Projection</b>                                      | <b>\$3,346,367.28</b>  | <b>\$5,702,151.89</b>  | <b>\$5,764,498.25</b>  | <b>\$5,827,537.29</b>  | <b>\$5,901,053.85</b>  | <b>\$5,955,724.84</b>  | <b>\$6,020,889.26</b>  |
| <b>Net Income</b>  | <b>\$8,053,632.72</b>  | <b>\$36,752,173.97</b> | <b>\$37,114,370.87</b> | <b>\$37,480,120.52</b> | <b>\$37,839,680.54</b> | <b>\$38,222,416.90</b> | <b>\$38,599,033.89</b> |

\*Details provided in the supporting data that follows.

# Expense Projections

| Projected Expense & Subscription Fees  |             |          |        |                                    |
|--|-------------|----------|--------|------------------------------------|
| Expense Description  | Rate        | Basis    | Factor | Annual Extended Expense Projection |
| Accounting/Annual Tax Return   | \$4,200.00  | Annually | 1      | \$4,200.00                         |
| Accounting/Payroll Fees  | \$455.00    | Monthly  | 12     | \$5,460.00                         |
| Payroll Liabilities<br>Combined Employer/Employee<br>(FICA, FUTA, Medicare, TWC) | \$24,909.99 | Monthly  | 12     | \$298,919.86                       |
| Group Health   | \$13,000.00 | Monthly  | 12     | \$156,000.00                       |
| Legal/Professional Fees  | \$1,200.00  | Hourly   | 120    | \$144,000.00                       |
| Online QuickBooks Subscription   | \$280.00    | Monthly  | 12     | \$3,360.00                         |
| Service Desk Plus  | \$100.00    | Monthly  | 12     | \$1,200.00                         |
| Keep CRM   | \$79.00     | Monthly  | 12     | \$948.00                           |
| Company Hosting Subscription Expense   | \$64.00     | Annually | 1      | \$64.00                            |
| Company Domain Registration Fees   | \$83.00     | Annually | 1      | \$83.00                            |
| Zoom Subscriptions (3)   | \$75.00     | Monthly  | 12     | \$900.00                           |
| Office Lease   | \$5,000.00  | Monthly  | 12     | \$60,000.00                        |
| <b>Subtotal Projected Annual Expense &amp; Subscription Fees</b>                 |             |          |        | <b>\$675,134.86</b>                |
| <b>Contingency @ 10%</b>   |             |          |        | <b>\$67,513.49</b>                 |
| <b>Projected Annual Expense &amp; Subscription Fees</b>                          |             |          |        | <b>\$742,648.35</b>                |



# Expense Projections (cont'd)

| First Year Office Equipment/Lease Space Improvements                     |             |       |        |                                    |
|--|-------------|-------|--------|------------------------------------|
| PPE Description  | Rate        | Basis | Factor | Annual Extended Expense Projection |
| Lease Space Improvements   | \$25,000.00 | Unit  | 1      | \$25,000.00                        |
| Office Furniture (Chairs, Desks, Partitions, Cabinets)                   | \$1,500.00  | Unit  | 13     | \$19,500.00                        |
| Desktop Extended Monitors  | \$180.00    | Unit  | 13     | \$2,340.00                         |
| Windows Laptop Computer  | \$599.00    | Unit  | 6      | \$3,594.00                         |
| Linux Laptop Computer  | \$499.00    | Unit  | 7      | \$3,493.00                         |
| Software Development Kit (Eclipse OpenSource)                            | \$0.00      | Unit  | 7      | \$0.00                             |
| Linux, Apache, MySQL, PHP (LAMP)<br>(OpenSource Op Sys & Software Stack) | \$50.00     | Unit  | 7      | \$350.00                           |
| <b>Subtotal First Year Office Equipment/Lease Space Improvements</b>     |             |       |        | <b>\$54,277.00</b>                 |
| <b>Contingency @ 20%</b>   |             |       |        | <b>\$10,855.40</b>                 |
| <b>First Year Office Equipment/Lease Space Improvements</b>              |             |       |        | <b>\$65,132.40</b>                 |

# Expense Projections (cont'd)

| Projected Annual Salary/Compensation                 |                |        |   |                                 |        |   |
|--|----------------|--------|---|---------------------------------|--------|---|
| Expense Description                                  | Full-Time Rate | Basis  | Bonus/<br>Performance<br>Incentive              | Bonus/<br>Performance<br>Metric | Factor | Annual<br>Extended<br>Expense<br>Projection |
| Mobile App Senior Team Lead (5+ Yr Exp)              | \$70.00        | Salary | \$8,000.00                                      | Sales & Revenue Growth          | 1,920  | \$142,400.00                                |
| Mobile App Software Engineer 1 (5+ Yr Exp)           | \$58.00        | Salary | \$4,000.00                                      | Sales & Revenue Growth          | 1,920  | \$115,360.00                                |
| Mobile App Software Engineer 2 (5+ Yr Exp)           | \$58.00        | Salary | \$4,000.00                                      | Sales & Revenue Growth          | 1,920  | \$115,360.00                                |
| Mobile App Software Engineer 3 (5+ Yr Exp)           | \$58.00        | Salary | \$4,000.00                                      | Sales & Revenue Growth          | 1,920  | \$115,360.00                                |
| Senior Desktop Software Engineer (5+ Yr Exp)         | \$70.00        | Salary | \$8,000.00                                      | Sales & Revenue Growth          | 1,920  | \$142,400.00                                |
| Senior Desktop Software Engineer (5+ Yr Exp)         | \$70.00        | Salary | \$8,000.00                                      | Sales & Revenue Growth          | 1,920  | \$142,400.00                                |
| Marketing Director                                   | \$90.00        | Salary | \$15,000.00                                     | Sales & Revenue Growth          | 1,920  | \$187,800.00                                |
| Social Media/Marketing Manager 1 (5+ Yr Exp)         | \$40.00        | Salary | \$5,000.00                                      | Sales & Revenue Growth          | 1,920  | \$81,800.00                                 |
| Social Media/Marketing Manager 2 (5+ Yr Exp)         | \$40.00        | Salary | \$5,000.00                                      | Sales & Revenue Growth          | 1,920  | \$81,800.00                                 |
| Marketing Manager                                    | \$55.00        | Salary | \$4,000.00                                      | Sales & Revenue Growth          | 1,920  | \$109,600.00                                |
| Content/Submission Editor/Manager 1                  | \$40.00        | Salary | \$5,000.00                                      | Sales & Revenue Growth          | 1,920  | \$81,800.00                                 |
| Content/Submission Editor/Manager 2                  | \$40.00        | Salary | \$5,000.00                                      | Sales & Revenue Growth          | 1,920  | \$81,800.00                                 |
| CEO/Owner  | N/A            | Salary | Equity<br>Appreciation+<br>Performance<br>Bonus | Sales & Revenue Growth          | N/A    | \$195,000.00                                |
| <b>Subtotal Projected Annual Salary/Compensation</b> |                |        |   |                                 |        | <b>\$1,592,880.00</b>                       |
| <b>Contingency @ 10%</b>                             |                |        |   |                                 |        | <b>\$159,288.00</b>                         |
| <b>Projected Annual Salary/Compensation</b>          |                |        |   |                                 |        | <b>\$1,752,168.00</b>                       |

# Expense Projections (cont'd)

| Annual Cloud Storage/Hosting Fees          |              |          |        |       |                                    |
|--|--------------|----------|--------|-------|------------------------------------|
| Expense Description                        | Rate         | Basis    | Factor | Units | Annual Extended Expense Projection |
| Cloud Hosting/Balancer/DB Cluster          | \$238,031.98 | Monthly  | 12     | 1     | \$2,856,383.76                     |
| Game Domain Registration Fees              | \$83.00      | Annually | 1      | 40    | \$3,320.00                         |
| <b>Subtotal Cloud Storage/Hosting Fees</b> |              |          |        |       | <b>\$2,859,703.76</b>              |
| Contingency @ 10%                          |              |          |        |       | \$285,970.38                       |
| <b>Annual Cloud Storage/Hosting Fees</b>   |              |          |        |       | <b>\$3,145,674.14</b>              |

# Revenue Projections

| Annual User Revenue Projection           |             |                                 |                    |                 |
|--|-------------|---------------------------------|--------------------|-----------------|
| Description                              | User Market | 1/5 Coin Purchase Participation | Monthly Coin Spend | Annual Revenue  |
| U.S. Domestic User Market Opportunity    | 50,000,000  | 10,000,000                      | \$0.25             | \$30,000,000.00 |
| Non-U.S./Foreign User Market Opportunity | 10,000,000  | 2,000,000                       | \$0.25             | \$6,000,000.00  |
| Annual User Revenue Projection           |             |                                 |                    | \$36,000,000.00 |

| Annual Advertiser Revenue Projection |            |                          |                |
|--------------------------------------|------------|--------------------------|----------------|
| Description                          | Advertiser | Monthly Advertiser Spend | Annual Revenue |
| U.S. Domestic Advertiser             | 15,000     | \$30.00                  | \$5,400,000.00 |
| Non-U.S./Foreign Advertiser          | 10,000     | \$35.00                  | \$4,200,000.00 |
| Annual Advertiser Revenue Projection |            |                          | \$9,600,000.00 |

# Competitive Landscape

- Comparable games available with limited play and advertising opportunities
- This solution integrates product and business advertising as part of the game play experience, versus typical disruptive pop-ups
- Feel free to contact us for more details of this exciting investment opportunity

# About James Knesek

- CEO/Owner of ByTheJob, Inc., founded 2002
- Computer Enthusiast & Software Engineer Since 1982
- Extensive (32+ years) Corporate workplace, leadership, and technical experience
- Publications
  - 2020 “Crank-Case Conspiracies: Automotive Secrets that Drive Deadly Consumer Choices”
  - 1988 Computes Gazette: “Quolerus”—Commodore 64 Game Article & Source Code
  - 1986 Computes Gazette: “Decipede”—Commodore 64 Game Article & Source Code
- Patent: Wall-Mount Arcade Cabinet
- Trademark: Vintage Vertical

# Thank You & Next Steps

- Contact James Knesek
  - Location: McKinney, TX 75070
  - E-mail:
    - [investors@bythejob.com](mailto:investors@bythejob.com)
    - [jeri364@gmail.com](mailto:jeri364@gmail.com)
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- Contact us to join the journey