



PourPlay

***The Future of
Wine Enjoyment***

The Problem with Wine Today

Wine is one of the world's oldest cultural traditions – but the industry hasn't kept pace with modern audiences.

- **Communication:** Retailers and wineries rarely communicate with customers outside of a transaction, and small brands struggle to reach new buyers; shoppers stick to familiar labels
- **Price opacity & poor promotions:** Fragmented discounts, confusing loyalty offers, inconsistent regional pricing
- **Scalability:** Traditional, in-person tastings are limited in reach.
- **High Churn:** Subscription clubs and DTC boxes struggle with retention after delivery.
- **Outdated Experiences:** Younger consumers expect interactive, gamified engagement, which the wine industry lacks.

The Solution: PourPlay

PourPlay transforms wine discovery into an engaging, playful experience. It's a gamified platform where people find, learn, taste, use coupons to purchase and connect through interactive activities including live tastings, games and classes.

- **Coupon AI:** Customers gain access to tailored online and off-line coupons from our affiliates and partners.
- **Gamified Learning:** From mobile games to live tastings, PourPlay keeps customers engaged long after the first sip.
- **Social Connection:** Wine becomes approachable, social, and fun through shared experiences and community features.

Who We Target

PourPlay serves as a bridge connecting two key groups in the wine ecosystem:

- **B2B** – Wineries & Retailers: Direct Wines, Total Wine, Wine.com, and wine brands seeking modern engagement solutions. *Value:* Reach, engagement, and retention.
- **B2C** – Wine Enthusiasts: Adults 25–55 interested in wine education, discovery, gaming and social experiences. *Value:* Free & premium memberships.
- **Our Unique Position:** Wineries gain marketing and customer insights; consumers enjoy gamified wine discovery.

How It Works

Users join the PourPlay platform to source and earn coupons for wines, and to enjoy a seamless journey into the world of wine, packed with games, activities, and rewards.

- **Play & Challenge** – Games, quizzes, roulette, mini-challenges- enabling them to expand their palette and explore new wines
- **Taste & Learn** – Live/virtual tastings, blogs, news, expert content-provides an interactive experience with many cross-sell and upsell opportunities for wineries and retailers
- **Earn & Connect** – Points, coupons from our affiliates and partners, leaderboards, social rooms-provide additional touch points with customers and enthusiasts

How It Works

- **Members** – PourPlay will source initial Freemium users through partnerships like Direct Wines (500,000 users); daily free wine coupon give away promotion pages, FB & Google ads, and an email campaign to a 500,000+ database of contacts. A 10% Conversion on the initial 500K or 50,000, would be \$150,000/m in revenues.
- **Freemium** – Everyone that registers on a free wine page or signs up on PourPlay gets a Freemium account and gains access to all available coupons, games, learning tools, etc.
- **Premium** – When they are ready to upgrade, would like to use a coupon, or convert points earned games and from learning to a coupon they must convert to a Premium account at \$3/m. PourPlay will earn around 2% on affiliate sales.

Revenue Model

Multiple revenue streams from day 1:

- **Memberships** – \$3/month or \$36/year premium
- **Affiliate Wine Sales** – 2% commission on affiliate sales
- **Branding & Sponsorships** – 1% of members at 1,200/year
- **Other Revenue** – Tastings, Classes, Games, Gifting, Merchandise, Data insights, Events, & Licensing (\$5/yr avg. per member)

Market Opportunity

PourPlay - At the intersection of massive growth markets:

- **Global Wine Market: \$347B+**
- **EdTech: \$250B**
- **Social Gaming: \$110B**
- **Online Wine Sales: \$23B+**
- **Wine Purchased With Coupons & Discounts:**
As of late 2024 and early 2025, estimates place the percentage of wine purchased with discounts or on promotion at around 40%. The exact number fluctuates, but promotions are a significant part of the wine market, particularly for lower-priced bottles

Market Opportunity

Global Wine Trends:

- **Premiumization:** Consumers are increasingly choosing higher-quality, premium wines, a trend supported by e-commerce expansion and evolving consumer tastes.
- **Declining consumption:** Some reports note a trend of declining wine consumption, particularly among younger consumers who prefer other alcoholic beverages or low- and no-alcohol options. This is a key concern for the industry.
- **E-commerce growth:** Online sales channels continue to gain traction, giving consumers convenient access to a wider variety of wines and allowing wineries to sell directly to consumers. Wine subscriptions are the fastest-growing DTC segment
- **Gamification & interactive learning demand is rising**
 - **PourPlay targets an untapped white space**

Market Opportunity

Key factors influencing wine discounts in 2025:

- **Oversupply:** As of early 2025, the U.S. wine market has an inventory surplus, which has driven an increase in discounting.
- **Falling sales volume:** With wine sales and consumption volume declining overall, promotions have become a key tactic to attract consumers, although they have not successfully reversed the downward sales trend.
- **Price sensitivity:** Consumers, especially younger ones, have become more sensitive to price due to inflation and other economic pressures. This has pushed them toward lower-priced bottles and has made discounts more important.
- **Promotional effectiveness:** Data from 2024 and 2025 shows that discounts are most effective for lower- and mid-range wines, while buyers of premium wines are less driven by price.
- **Shift in consumer habits:** The industry is seeing a generational shift in consumer behavior, with younger drinkers choosing more affordable options or cutting back on alcohol overall.
- **Discounting strategies differ by brand and segment.** Premium wineries, concerned about devaluing their brand, may offer more discreet incentives like free shipping or exclusive online offers. For more widely distributed brands, sales at large retailers like supermarkets and big-box stores are a primary channel for promotions.

Traction & Partnerships

- **Direct Wines** – 500,000 U.S. subscribers will get Freemium accounts on PourPlay; talks to embed wines on PourPlay, and layer gamified tastings into subscription model:
www.directwinesinc.com
- **Inbound Interest** – Other industry players eager to engage next-gen consumers
- **Affiliate Programs** – e.g. Wine.com, Total Wines

Meet the Team

Byron Bennett – CEO

Byron blends finance, strategy, and sector depth to build and scale ventures. He started his career in New York City as a credit analyst at an international brokerage, then moved into senior financial analyst, consulting, and special-projects roles. His path spans banking, investment banking, asset management, pharmaceuticals, consumer retail (chocolate and wine), board games, wine importing and retail, fintech, container shipping, and maritime transportation infrastructure—experience that fuels practical innovation and disciplined strategic planning. 20+ years in the wine industry: founder of Discovery Wines in NYC, creator of the VitiVini wine board game, and author of Wine 101.

Wharton business school graduate.

<https://linkedin.com/in/byronbennett>

Anthony Genovese – CFO

Anthony Genovese is an experienced finance and commercial leader with a strong track record in fundraising, strategic go-to-market execution, and operating high-growth healthcare and biotech ventures. As Founder and General Partner of Auxin Capital and Venture Partner at Sutton Capital, Anthony sources and diligences investments, manages fund reporting (IRR, KPIs), and drives fundraising and portfolio strategy. He has led successful fundraising efforts for startups (including a \$500K MVP raise) and served as a fractional CCO and executive board leader across diagnostic, wellness, and cell & gene therapy companies, providing operational oversight for clinical studies and strategic partnerships. A former senior commercial leader at Certara and WuXiAppTec, Anthony consistently exceeded revenue targets and negotiated complex global contracts. He holds an MBA in Leadership (University of Phoenix) and a BS in Organizational Dynamics, bringing a blend of financial rigor, commercial acumen, and board-level governance to executive finance roles.

<https://www.linkedin.com/in/argenovese/>

Meet the Team

Noah Schwartz – Content & Education

Noah was born in Oregon, studied English literature at Vassar College in New York, and somehow ended up working in financial communications for 13 years. He moved to London, where he lived for 10 years, and eventually fell down the vinous rabbit hole when he took a series of wine courses with legendary wine educator Michael Schuster. He continued to pursue his love of wine by reading voraciously, traveling to key wine regions and vineyards across the world, attending press tastings and wine festivals, being a member of specialist tasting groups and writing about his experiences. After moving back to the U.S. in 2010, Noah began working as a wine writer for Laithwaites. Noah earned his WSET Level 4 Diploma (DipWSET) in 2017 and was awarded The Amorim Scholarship for achieving the highest U.S. score for his WSET Level 3 Exam. Noah regularly travels to visit favorite producers in the U.S. and Europe and tastes well over 2,000 wines each year.

<https://www.linkedin.com/in/noahschwartz>

<https://www.instagram.com/laissezfare/>

Fraser M.S., LMHC – Content & Education

Content & Education Global Sunny Fraser, M.S., LMHC, is a global wine, spirits, and food communicator, consultant, and digital creator. A former winery owner and inventor of the award-winning “Wine Tube,” she has built brands, judged international wine competitions (including as a WIA Expert Judge), and co-hosted the Food News & Views podcast. Through her digital brand @sunnyonscene, Sunny is known as a tastemaker and trusted voice on wine, travel, and lifestyle. With a background spanning CEO roles, COO consulting, and licensed mental health counseling, she brings a rare mix of business leadership, creativity, and deep industry insight.

<http://linkedin.com/in/sunnyfraser>

<https://www.sunnyonscene.com/>

Meet the Team

Aoife Brown – VP Design & Operations

Creative Operations BA Honors in Interactive Media Arts & PG in Business & Entrepreneurship. Background in creative strategy, marketing, and operations. Leads product positioning, brand storytelling, and creative direction.

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Farhan Saeed – VP Technology

Farhan works at the intersection of strategy, design, and technology, helping organizations bring clarity to complex digital, narrative, and human systems. Over the past decade, he has partnered with institutions, cultural organisations, and mission-driven companies across media, education, fashion, hospitality, and med-tech. His focus is not volume production, but system design: shaping how ideas translate into digital presence, products, and experiences that endure. His background spans creative direction, full-stack development, immersive media, and public messaging, allowing me to operate upstream, advising on structure, intent, and coherence before execution begins.

<https://www.linkedin.com/in/farhan-saeed-156053325/>

Product Roadmap

- **Q1 2026** – *Development: MVP*
- **Q3 2026** – *Launch & Partnerships: Direct Wines, Affiliates (Wine.com etc), Shop & Social Features*
- **2027** – *Content Scaling: Learn & Explore, Certifications*
- **2028** – *Global Expansion: International rollout, global partnerships*

The Ask

\$250K Pre-Seed Funding For 20% Equity

Use of Funds:

- **\$100K** – MVP & Development
- **\$60K** – Marketing & Community
- **\$50K** – Partnerships & Pilots
- **\$40K** – Operations & Team

PourPlay, Inc. - P&L Highlights

	2026	2027	2028
Memberships	500,000	1,000,000	2,000,000
Revenues	\$18,700,000	\$57,800,000	\$115,600,000
Salaries	\$360,000	\$600,000	\$900,000
Total Expenses	\$2,589,700	\$6,084,500	\$11,755,500
EBITA	\$16,110,300	\$51,715,500	\$103,844,500
Pretax ROI (X) on Seed Investment	12.9	54.3	137.3
G&A % of Revenue	13.8%	10.5%	10.2%
Salaries % of G&A	13.9%	9.9%	7.7%

PourPlay, Inc. - Profit and Loss Summary

	2026	2027	2028
Memberships (Partnerships & new users eg Direct Wines = 500K Freemium users)	500,000	1,000,000	2,000,000
Revenues:			
Memberships @ \$3/m	\$9,000,000	\$36,000,000	\$72,000,000
Affiliate Sales @ 2% on average sales of \$20/m	\$1,200,000	\$4,800,000	\$9,600,000
Sponsorship Ads & Branding @ 0.1% of Members @ \$100/m	\$6,000,000	\$12,000,000	\$24,000,000
Other Revenues: Tastings, Classes, Merchandise; and Gifting @ \$5/yr	\$2,500,000	\$5,000,000	\$10,000,000
Total Revenues	\$18,700,000	\$57,800,000	\$115,600,000
Expenses:			
Salaries:			
Byron Bennett - CEO (\$60K base + 1% revenue bonus)	\$60,000	\$100,000	\$150,000
Anthony Genovese - CFO (\$60K base + 0.75% revenue bonus)	\$60,000	\$100,000	\$150,000
Farhan Saeed - VP Technology (\$60K base + 0.75% revenue bonus)	\$60,000	\$100,000	\$150,000
Aoife Brown - VP Design & Operations(\$60K base + 0.75% revenue bonus)	\$60,000	\$100,000	\$150,000
Noah Schwartz - Content & Education (\$60K base + 0.5% revenue bonus)	\$60,000	\$100,000	\$150,000
Sunny Fraser - Content & Education (\$60K base + 0.5% revenue bonus)	\$60,000	\$100,000	\$150,000
Salaries Sub-total	\$360,000	\$600,000	\$900,000
W/C, P/R Taxes, Benefits	\$97,200	\$162,000	\$243,000
Development & Website & Partnerships & Maintenance (Initial MVP = \$30K - \$50K)	\$1,000,000	\$2,500,000	\$5,000,000
Marketing & Advertising, SEO & Daily Prizes (Free wine pages)	\$1,000,000	\$2,500,000	\$5,000,000
Office Rent (Spaces Las Olas)	\$12,500	\$27,500	\$30,000
Office Equipment, Furniture, Supplies & Printing	\$5,000	\$10,000	\$15,000
Legal & Accounting	\$10,000	\$25,000	\$50,000
Insurance (D&O etc)	\$2,500	\$5,000	\$7,500
Travel and Entertainment	\$2,500	\$5,000	\$10,000
Miscellaneous Expenses	\$100,000	\$250,000	\$500,000
Total Expenses	\$2,589,700	\$6,084,500	\$11,755,500
Earnings Before Taxes, Deprec, Amort.	\$16,110,300	\$51,715,500	\$103,844,500
General and Administrative Expenses as a Percentage of Revenues (G&A%)	13.8%	10.5%	10.2%
Salaries as a Percentage of G&A	13.9%	9.9%	7.7%
ROI on Seed Investment: \$250,000 for 20% Equity			
Pretax Return (\$)	\$3,222,060	\$13,565,160	\$34,334,060
Pretax ROI (%)	1289%	5426%	13734%
Pretax ROI (X)	12.9	54.3	137.3



Join Us in Building the Future

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.

Join PourPlay

PourPlay Proof Of Concept Site:

<https://pourplay.app>

Contact:

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