

## Introducing their SoFit Social Gamification Platform for the Very Large Worldwide Mobile Health and Fitness Industry, InterAmerican Gaming Inc. is Allowing People to Participate in Charitable Events using their iPhones and Adroid Phones



**Gaming**  
**Digital Technology**  
**(IAGM-OTCPK)**



**Marc Askenasi**  
**Founder, President and CEO**

**BIO:**

Marc Askenasi was the founder, President, and CEO of Function Mobile, an innovative mobile gaming solutions provider with past operations in both North and Latin America. Founded in 2007, Mr. Askenasi led the development, launch, and strategic direction of Function Mobile's robust gaming platform. In 2009, Mr. Askenasi orchestrated a successful exit for Function Mobile's investors

via acquisition. Also in 2009, Mr. Askenasi founded Baron Group Ventures, a corporation setup to innovate and provide support to a variety of projects he was involved in with a strong focus on the technology sector. In 2010, Mr. Askenasi led all innovation, branding, and product development initiatives for Vital Hub, a technology healthcare company, created in partnership with Mount Sinai Hospital in Toronto, that provides healthcare professionals more efficient access to patient information via mobile applications. Mr. Askenasi graduated with honors from McGill University, where he focused on industrial relations with a triple major in management, economics, and sociology.

Mr. Askenasi is the Founder of SoFit Mobile Inc.

**Company Profile:**

InterAmerican Gaming Inc. (IAG) is a digital technology company that develops socially disruptive technologies. IAG builds industry defining businesses through a combination of organic growth and acquisitions. IAG's first product (SoFit) is focused on the mobile health and fitness industry.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFO Magazine**

**CEOCFO:** Mr. Askenasi, you are man with many ideas, what is your plan for InterAmerican Gaming?

**Mr. Askenasi:** InterAmerican Gaming was set up for the purpose of rolling SoFit Mobile, which the company created several months ago into it. SoFit Mobile is a social gamification platform that allows people to compete

with one another in real time globally and earn rewards and points as well as money for their charities. The reason we rolled SoFit Mobile into InterAmerican Gaming was to create the opportunity to get international exposure and massive reach. Then at the same time, create a roll-up strategy whereby we could go out and acquire dozens of synergistic companies, products, and solutions to roll it into the SoFit platform in acquiring and developing complimentary platforms that can intertwine with SoFit, all social by design.

**CEOCFO:** What exactly is SoFit?

**Mr. Askenasi:** SoFit is a social gamification platform. The way it works is users can go and download the application. It will be available in early July; it is available for iPhone and Android which represent just over eighty percent of the smart phone market globally. Once you download it onto your mobile device, you have the ability to sign up and sign in instead of using Facebook and Twitter, or you can create your own sign-in. Once logged in, you are able to do a few key things within the application, you are able to compete in major events. We are launching with a major global US State Department as well as 2012 Olympic Games initiative, which is called Walk a Mile, and is a charitable event to create awareness for global tolerance and improve the world one step at a time. The concept behind Walk a Mile, which is the first charity, even that we have on-board, is to get people all over the world engaged through SoFit and working towards a good cause. You can click on Walk a Mile and then away you go, you walk a mile. You

can earn money for Walk a Mile because it is a specific charity, but at the same time, you earn and collect points which you are able to use into the future to redeem in exchange for resale gifts and digital content. That is one way to interact, the other way is you can just hit go, which is another button within our platform. Whether you are walking to work or you want to go on a 10 kilometer run, it does not really matter, but the beauty is you do not have to change your lifestyle in order to engage with an application. As you are walking to work, why not earn points and money for the charity, and why not earn redeemable prizes. You can also race, which allows you for version one, which we will be releasing in early July, to go for one kilometer, ten kilometers, or if you are from the US, one mile. It does not matter what the distance is. You can compete in post real time against key celebrities, athletes, thought leaders, or politicians, who are going to be embedded within our application and are on board for the long shows. Version two of Walk a Mile which will be coming out later right before the Olympics, allows you to challenge and compete against people. For example, if I go on a side kilometer run, I can now compete against and push that to fifty of my friends, and they can all try to beat my time. If they beat my time, they earn more points, ribbons, medals and trophies catered and focused to the health and fitness margin. You use those points to redeem for valuable prizes. Version three, which will be coming out a few months after that, allows people to compete in real time, and that is what we have been working towards. The second we go live with our real time platform, we are able to create borderless marathons, charity events, and remove conventional barriers to entry. Right now, the New York City Marathon got 90 thousand people applying last year, and each one of those 90 thousand people pay around a \$11.00 to be able to participate in the lottery. Out of those 90 thousand people, only around 36 thousand of those people get selected to actually participate, just due to the inability to have more spots for people to participate on the

roads in New York. If it was not for all the barriers to entry, the cost of paying the additional \$300 if you get accepted, the cost of flying to New York, and the cost of leaving your work, you would have millions of people wanting to participate in a major brand and major event such as the NYC Marathon. They unfortunately can not do so just because of the existing barriers. With our application using location based services and GPS and other things, you are able to participate pre, during, and real-time or post event for NYC marathon for example, regardless of whether you were in New York, Toronto, Paris or Dubai.

**CEOCFO:** Is this a totally new concept; why do you think people will be interested?

**Mr. Askenasi:** The health and fitness industry is massive, so we are not creating a new industry. The mobile application vertical for the health and fitness space is also very large, thou-

**We are a for-profit company, so on the payment processing side, we take a seven percent fee on all transactions that go through our platform and then we lay it off to PayPal who hands off our money. - Marc Askenasi**

sands upon thousands of applications. We are not creating a new category within mobile. What we are doing is taking our experiences, my experiences, my partners experiences, pulling them from the gaming space, which I was in formerly, the health-care space, which I have consulted in formerly, and my partners have consulted in, the reward space, the health and fitness vertical, as well as mobile that many of us have been in for at least seven to ten years. We have drawn on all of our experiences and are creating a unique experience for the end user and consumer that currently does not exist on the market. There are tons of applications out there that allow you to track and trend, but we go far beyond tracking and trending or an engagement platform. Our key focus is on the ability of people to earn points, rewards, medals, and trophies, as well as earn money for the charities of their choice, so there is a big social awareness piece also embedded with the application.

**CEOCFO:** You mentioned unique rewards and prizes, what will you offer people?

**Mr. Askenasi:** You can trade accumulated points for a number of prizes. We are finalizing some of our partnerships right now, so I cannot dive into news, but there will be music content, the ability to compete and participate with any major events such as global marathons, and the ability to race against major celebrities. There is both digital new type of content and new recreated content as well as existing content that people would otherwise be consuming and would not be able to do so for free. We are working on some of the major brands and some of the major icons in today's world. It is an exciting piece for us and it will be coming out shortly after launch.

**CEOCFO:** What about the charity connection, are there particular charities you are most focused on or will it be the people's choice?

**Mr. Askenasi:** We have dozens of charities who want to get involved with us, the conventional charity model is for you to work with an online charity payment processor, and people can go to a website and donate money using their credit card. That is the conventional model, and most of the time when they are donating that money, they are donating a hundred, a hundred fifty dollars, or twenty-five dollars; it is a one-time lump sum fee. A really interesting piece and how we differ from those conventional models is how we created a platform and we are working with PayPal that allows people to donate on a per kilometer, per mile basis which is opposed to creating just the one-time donation. That is the end of it until the next event which is usually one year later. It allows the charities, the fundraisers, and the donors to remain engaged with one another all year long. I could sponsor my friend Joe for ten cents a kilometer, and if he runs ten kilometers this month, then he has earned a dollar for charity. What may seem minimal if he has ten people donating ten cents a kilometer, then he has earned ten bucks for charity. If he does that for the entire year, then he has

earned \$120 for the charity of his choice and at the same time, created awareness exposure and engaged with both the charity, and brands supporting the charity as well as the donors all year round. It is creating not just the ability to raise funds, but three hundred and sixty-five days of awareness as well. It is a unique play and very appealing to a lot of the charities who would otherwise not be able to do it because of the massive spend that they are used to on a single event. As you know, there thousands of charity events that everybody is exposed to, so you can not have three hundred and sixty-five days for breast cancer, it is just not feasible. We do not charge any fees to the charity to onboard them, we do not charge any fees to the charity on a minimum monthly basis. It is very simple. We ask them to come on board and work with us, then we will create exposure and awareness based on the user base that we will have on our platform, and give them that exposure and the ability for people to engage with and donate to their charity. In exchange, we ask that on all their materials, they work with us and create exposure and awareness so that people will be exposed to SoFit, download the application and engage within our platform and in term allow them to donate to their charities. It is a win/win situation for the charities as well as us. Our goal is that if people are already walking to work, and going on their runs, that they can be involved in helping the world benefit.

**CEO CFO:** What is the InterAmerican Gaming revenue model?

**Mr. Askenasi:** We are a for-profit company, so on the payment processing side, we take a seven percent fee on all transactions that go through our platform and then we lay it off to PayPal who hands off our money. We just receive the money from PayPal. That is the facilitation management and services fee that we take, so that is one of our revenue streams. We make money on app purchases, so any type of content that is actually purchased as opposed to won and awarded. There are standard percentages we are paid out depending on the markets, it is anywhere between sixty and seventy percent for that

content. Therefore, it is a secondary revenue stream. We are working with some major organizations in the health and wellness space, employment space, and insurance space, as well as gym banners. With that model, it is a little different because we provide them with analytics and information on the back end for all their users. Our model there is per head, per seat basis, so if you have a million users, we charge you X amount per user, and it is a variable amount that we charge based on the volume that any one of our channel partners can drive for us. In addition, we do real-life rewards, so we are integrating with that network. When people complete a raise, finish a run, or reach a milestone, in addition to the points, they earn real-life awards. The way that works is there are engagement coupons and discounts that allow you based on your geographic location. For example, if I am in Toronto, I would receive a coupon or discount that is relevant to me, a social economic demographic, but at the same time, a geographic demographic. If I am in Toronto and I am a guy that is thirty years old, and I am always in a specific area, the coupons can be targeted based on where I am. We receive fifty percent of the revenue that comes from that, from the fulfillment of those. We have a bunch of other revenue streams as well, but it is important for people to understand that we are not creating an environment where we are inundating consumers with useless banner ads. That banner does not work. We have identified dozens of real revenue streams. We would like to continue to grow our user base, and at the same time, monetize certain channels. Our platform is social by design, and the ability to compete and engage with their friends is a huge piece of our growth curve.

**CEO CFO:** What was the most difficult part to put together?

**Mr. Askenasi:** We have faced dozens of challenges. One of the things we have done well is pull together an all-star cast for a management team, board of directors, and advisory board, which has helped across all of our goals and things that we have had to tackle since we conceived the idea

and before building the company. The experiences that some of the team members that we have on board have, and the successes they have had has really opened the doors for deals and opportunities that would otherwise have not been available to most companies let alone most start-ups. It has given us a different trajectory than most start-ups but it was a lot of work to get the right team members and the chemistry. As far as technology goes, there are always hurdles, but the biggest thing is finding a competent team in order to ensure that the product that we are building is rock solid. We looked at dozens of development teams, Canadian, US, outside of North America, and we ended up going with one of the biggest shops in North America, who are actually in Toronto, so that has made it pretty convenient. I would say finding talent both on the software as well as the hardware side is the biggest piece. My partners and I have a lot of experience in a lot of the components which we have incorporated into the applications and are pieces that we have built for our prior projects that we completely understand. We have all done before and a lot of us have it done together.

**CEO CFO:** Why should investors pay attention to InterAmerican Gaming?

**Mr. Askenasi:** It is an early-stage company, but when I say early-stage, it is by no means the conventional early stage company in the sense that we are boot-strapping it, and we hope to get to market with a product that we don't know will succeed. Once we get to market, we have to find our channel partners, our team, and continue to grow it. We have kind of reverse engineered our deal. We had a concept, we turned to the leading experts in the field, and for anyone who wants to, they can take a look at our InterAmerican Gaming.com website, our management team, board of directors, and advisors. They can do some background on them. By putting together the right team, and not just putting them together, but all having invested in the deal, and written checks into the deal, everyone has a stake in it and a really strong position. Everyone wants to see it succeed. Whether you are full-time, with 150%

of your day being spent on SoFit and InterAmerican Gaming, or whether you are an advisor and you are giving your ten, twenty percent a week or whatever it may be, everybody is doing everything they can to make sure that this company has a massive win and continues to drive forward as a successful company and grow. It is a unique position where out of the gate, we have a global audience and access to dozens of A-list celebrities. We have access to tons of the biggest social media companies as well as broadcasters and publishers. We are all on board because of the team we have, but also because of the fact that there is a huge social awareness component and everybody wants to get behind social causes and can identify with the charitable aspect. It has been a very interesting couple

months where we have put together the pieces to make sure that as we go to market, the value for us is the user base and growing user base not as much in cash flow, although cash flow is important. It is a compelling and interesting opportunity for early-stage investors. The other piece is a lot of smaller and early-stage and start-up tech companies are not in the position where they are in control of a public company. It is a unique experience because usually by the time retail investors have the ability to go out and make an investment in an emerging technology company, it is several years down the road. This is because institutions have played the role of financier up to that point and there is some sort of an IPO for example. Then there is still room for growth, but how much room for growth? That is a

good opportunity for anybody if they like the technology company, but this is an opportunity for people who like the technology space, social space, and the gamification space to get involved at an early enough stage where there is tremendous upside that would otherwise and for the most part is not available to the standard retail consumer. It is an exciting time for people to get involved now as we grow because in most cases, this type of opportunity for this type of company is not available.



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