



Money Arena + Fydo Overview

Money Arena powered by Fydo

Money Arena is like a training gym for your brain. Instead of practicing basketball shots or running sprints, you practice talking about money, contracts, and deals. It's powered by AI and feels like a game - you try, mess up, learn, and level up.

Money Arena is the AI negotiation gym for athletes, where players practice the money talks that shape careers: agent commissions, contract terms, brand sponsorships/renewals, performance bonuses, family boundaries, and media/crisis interviews. Training occurs voice-to-voice against lifelike personas, with real-time emotional intelligence tracking and end-of-rep scoring and feedback, so athletes learn not just *what* to say but *how* to say it under pressure. We operate a dual GTM: **B2B** (seat-based SaaS with coach/compliance analytics for universities, collectives, and agencies) and **B2C** (direct athlete subscriptions with personalized plans and progress). The web app is live, featuring over 11 **AI scenarios** and active pilots. Launching with a major athlete platform in **January 2026** across ~1,500 clients based in the US and overseas to accelerate distribution.

Why It Matters Now

Athletes in high school, college, and even pros are suddenly being offered NIL (Name, Image, and Likeness) deals worth real money. Most aren't taught how to handle these conversations. One wrong sentence or signature can cost thousands of dollars, limit future opportunities, or create stress with family and friends. Money Arena gives athletes a safe space to practice these conversations before they happen in real life.

How It Works

- **Safe & judgment-free:** mistakes cost nothing.
- **Real-life scenarios:** practice negotiating with agents, asking for better pay, setting money boundaries, or handling tough media interviews.
- **Levels & streaks:** like a video game, athletes progress from Rookie → Starter → All-Star → MVP.

The Rewards

- **Confidence:** athletes walk into real negotiations knowing what to say.
- **Progress tracking:** streaks, badges, and ladders keep them hooked, just like Duolingo or Snapchat.
- **Identity shift:** athletes stop thinking 'I'm just an athlete' and start seeing themselves as 'I'm an athlete who's smart with money too.'

Fydo: The Engine Behind Money Arena

Fydo powers Money Arena with science-backed engagement and transformation tools. At its core are the 3 Power Systems, designed to keep athletes engaged and learning every day.

Negotiate Like A Pro. Transform For Life.



The 3 Power Systems

1. **The Addiction Engine** – Daily triggers like streaks, nudges, and competition make checking Fydo more addictive than checking Instagram.
2. **The Learning Accelerator** – Short 2-3-5 minute lessons use sports metaphors to make complex financial concepts simple and memorable.
3. **The Identity Transformer** – Athletes evolve from 'I'm bad with money' to 'I'm financially elite,' locking in a new identity that sticks for life.

Together, these systems deliver 85%+ daily active usage (vs. 12% industry average), triple the retention of traditional education, and long-term identity lock-in.

The Secret Sauce: 11 Learning Sciences + Emotional Intelligence

Fydo uses 10 proven learning sciences plus Emotional Intelligence (EI) to make money skills stick. These include Cognitive Load Theory (teaching in small chunks), Social Learning (learning from role models), and Transformative Learning (changing how athletes see themselves).

On top of that, Fydo teaches the 5 Emotional Intelligence superpowers: self-awareness, self-regulation, motivation, empathy, and social skills. These help athletes handle pressure moments, family requests, and tough negotiations with confidence.

Example: A friend asks to borrow \$5,000. Fydo helps the athlete:

- Remember boundaries (learning science)
- Notice guilt and manage it (self-awareness + regulation)
- Empathize with their friend (empathy)
- Say no kindly but firmly (social skills)

Result: The athlete keeps the friendship and protects their money.

The Benefits

Short-term:

- **Week 1:** Feel excited about money instead of stressed.
- **Month 1:** Start making smart choices automatically.
- **Month 3:** See progress toward financial goals.
- **Month 6:** Become the financially smart one on the team.

Long-term:

- **Year 1:** Full identity shift — 'I AM a financially elite athlete.'
- **Career:** Avoid the financial chaos 78% of pro athletes face.
- **Life:** Build generational wealth and inspire the next generation.

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The Big Why

Winning on the field is temporary. Winning with money is forever. Money Arena + Fydo give athletes the tools, practice, and confidence to protect their future, own their financial identity, and build wealth that lasts long after their playing days.

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