



FANPLAY

Global Contech Solutions Ltd

and its subsidiary

Frontier Gaming B.V

T/A FANPLAY

BUSINESS PLAN

CONFIDENTIAL

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1.Introduction: The Vision of FANPLAY

FANPLAY aspires to transform the Web3 gaming and betting sectors through a revolutionary spectator engagement platform. Our platform offers a user-friendly, social, pari-mutuel wagering layer that can be integrated seamlessly into video games (including Web2 and Web3), elevating the user experience and letting them become part of the action not dissimilar to real world sports and spectators.

Vision (B2C):

Our vision is to provide spectators of games with the ability to get involved in the action by placing bets on the outcome of races, events and tournaments using our innovative on-chain wagering technology.

Mission:

FANPLAY is shaping the next era of Web3 gaming by transforming how spectators engage. Starting with wagering and evolving into a full suite of interactive experiences—like live streaming, avatars, and dynamic team cheering—we ensure that everyone involved is at the core of the gaming universe.

Unique Selling Proposition (USP):

A Universe Beyond Wagering: FANPLAY's plug-and-play platform elevates spectator engagement in Web3 games, from real-time bets to interactive fan experiences.

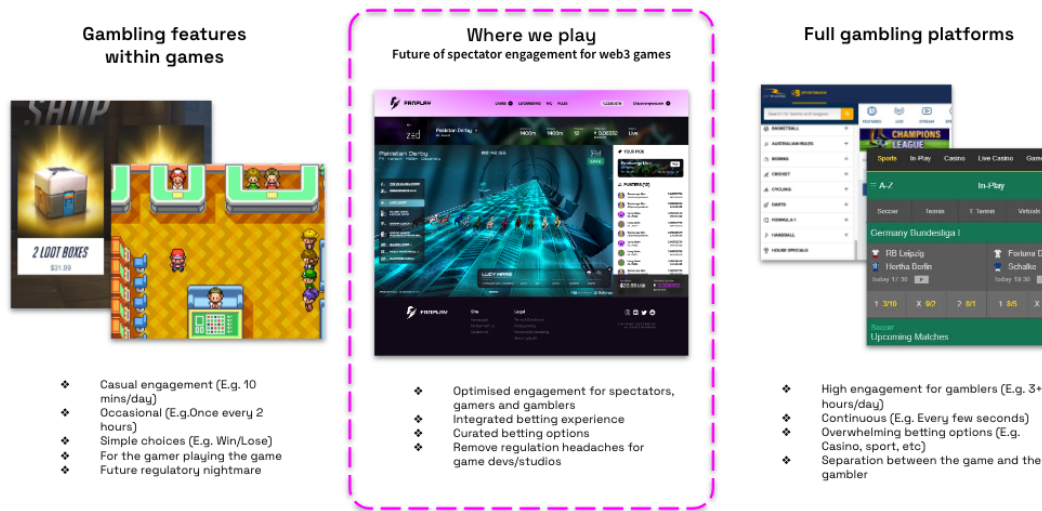
1.1 Why FANPLAY: The Need in the Market

FANPLAY is set to redefine the gaming experience, delivering a platform that is exciting, engaging, and rewarding.

- **Simplicity and Accessibility:** Traditional sportsbooks, with their complex interfaces, often intimidate new bettors. FANPLAY bridges this gap with a simple, intuitive platform that resonates with both game studios and gamers alike, making betting more accessible to all.
- **Gaming Integration and Regulatory Preparedness:** While many games have flirted with gambling elements like loot boxes, these often provide a shallow engagement experience and face potential regulatory challenges. FANPLAY steps in by offering a comprehensive, immersive betting platform tailored for web3 games. This not only deepens player engagement but also positions game studios and gamers ahead of the curve, ready for any future regulatory shifts. By integrating betting seamlessly into the gaming narrative, FANPLAY ensures a richer, more rewarding experience for all.
- **Targeting a Unique Market Segment:** The intersection of gamers and gamblers is a market segment that is often overlooked. However, studies suggest an overlap of up to 70% between these two groups. FANPLAY is strategically positioned to cater to this audience, offering a platform designed specifically for their needs and preferences.

Our product positioning

Where gaming meets betting:
Engaging the new wave of spectators



1.2 Role of FANPLAY in the Web3 Ecosystem

In the face of the user acquisition and retention challenges that plague the Web3 gaming industry, FANPLAY offers a solution.

- **Gambling and Gaming Synergy:** Traditional industries show that gambling and sports, including esports, have always maintained a symbiotic relationship, fulfilling people's need for excitement and thrill. Together, they form a market that is worth nearly \$500 billion globally.
- **Driving the Success of Web3:** For the burgeoning Web3 gaming ecosystem to flourish, it needs a betting counterpart designed specifically for its social audience. FANPLAY, with its game-enhancing features and user-centric approach, can play a crucial role in achieving this balance. By catering to the human instinct for fun, excitement, and competition, FANPLAY is set to propel the Web3 gaming industry to new heights.

1.3 The FANPLAY Team

The FANPLAY team brings a wealth of experience from general business management, gaming, regulated payments, user acquisition and venture capital. An overview of the senior team is detailed here.

Three of the founders are original members of BANXA, the second largest fiat-to-crypto on/off ramp, processing \$1B+ in compliant transactions per year. BANXA is a publicly traded company and therefore must adhere to strict regulatory standards. Part of BANXA's success was obtaining licences in its jurisdictions that it operates throughout the world to ensure all

transactions are compliant with local law.

The Dream Team

- **BANXA** processes over **\$1B** in compliant fiat/crypto transactions to **1M+** web3 customers per year - we built and grew it
- **PERION** raised **\$16M+ USD** in 2021, backed by Animoca Brands, Spartan, Pantera, Framework Ventures & more
- **Amos** was the **#1 Axie Infinity** player in the world, inspiring PERION
- **User acquisition** for the biggest brands in the world







Mike Tun
Product & Tech / Co-Founder



Gregor Cooney
Growth & Operations / Co-Founder



Jan Hartmann
Strategy / Co-Founder Perion



Sinjin Jong
Gambling Expert/Advisor
Ex- PokerStars Asia,
China/Macau Government



Mitch Penman-Allen
Tokenomics /
Co-Founder Perion



Amos Whitewolf
Technology /
Co-Founder Perion



Lee Lagdameo
Gaming Advisor/Investor
Ex-Gametech COO

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Please note Sinjin and Lee are formal advisors to Fanplay given their wealth of experience. Sinjin brings 30+ years of experience in the regulated gambling space.

Jan, Mitch and Amos are co-founders of WBSS who is the third shareholder, and together form the third UBO of Fanplay.

2. Market Opportunity

The world of Web3 gaming holds great promise but has often grappled with the challenge of sustaining long-term engagement. Many games require an external catalyst to bridge this gap, enhancing the evolution of the games and sustaining audience interest.

2.1 Overview of the Web3 Gaming Landscape

The web3 gaming market is in a nascent stage, characterized by rapid evolution, untapped potential, and a blend of challenges and opportunities. Here's a closer look at the market dynamics:

- **Emergence of AAA Games:** While the web3 gaming space has seen a surge in indie developers and startups, many AAA game developers, known for producing high-quality titles with significant budgets, are yet to make their mark in this domain. Their entry could bring a massive influx of players and mainstream attention to the ecosystem.
- **Immature Ecosystem:** The surrounding infrastructure and services that support traditional gaming, such as game guides, content creation, fan communities, and third-party tools, are still in their infancy in the web3 space. This presents both a

challenge in terms of player support and a significant opportunity for ecosystem builders.

- **Market Speculation:** Given the financial aspects intertwined with web3 games, especially with NFTs and DeFi integrations, there's a noticeable amount of market speculation. Investors and players are on the lookout for the next big game or asset, leading to volatile market dynamics.
- **Regulatory Uncertainty:** The blending of gaming with financial mechanisms in the web3 space has caught the attention of regulators worldwide. This uncertainty can influence major game studios' decisions to enter the market and shape the strategies of existing players.
- **Collaborative Opportunities:** As the ecosystem is still developing, there's a significant opportunity for collaborations. Game developers, content creators, and third-party tool providers can work together to shape the future of web3 gaming and ensure a holistic growth.
- **Monetization Models:** With the traditional gaming industry relying on models like in-game purchases, subscriptions, and ads, web3 gaming offers a paradigm shift. However, finding the right balance to ensure profitability while offering genuine value to players is a challenge that the market is grappling with.
- **Player Education:** The intersection of gaming with blockchain and finance means players need to be educated not just about gameplay, but also about secure transactions, asset management, and more. This presents a unique market dynamic where player onboarding involves both gaming and financial literacy.

2.2 Market Size

This document provides an in-depth analysis of the Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM) for Fanplay.gg.

2.2.1 Initial Market Sectors

- **Gaming Market:**
 - Total Market Size: \$320 Billion
 - Web3 Gaming Segment: \$4 Billion
- **Gambling Market:**
 - Total Market Size: \$250 Billion
 - Sports Betting Segment: \$182 Billion
- **Spectator Market:**
 - 55,000 eSport pro players
 - Watched by 600 million spectators
 - 93 billion minutes watched per month on Twitch

2.2.2 Total Addressable Market (TAM)

The TAM would be the aggregate of markets Fanplay.gg can technically address. It comprises gamers interested in web3 games, gamblers invested in sports betting, and spectators who frequent platforms like Twitch.

Calculation

TAM = \$320 Billion (Gaming) + \$250 Billion (Gambling)

TAM = \$570 Billion

2.2.3 Serviceable Addressable Market (SAM)

SAM is a refined market segment that Fanplay.gg aims to capture initially. We are focusing on the Web3 gaming segment and the subset of the sports betting market that could be interested in video games.

- **Web3 Gaming:** \$4 Billion
 - **Sports Betting for Gaming:** We assume 20% of the sports betting market might show interest in betting on video games.
 - 20% of \$182 Billion = \$36.4 Billion

Calculation

SAM = \$4 Billion (Web3 Gaming) + \$36.4 Billion (Potential Sports Betting in Gaming)

SAM = \$40.4 Billion

Twitch-based SAM

Based on the latest data, Twitch has 140 million monthly active users who are potential customers for Fanplay.gg.

Assumption: 1% of Twitch's 140 million users are interested in betting.

- 1% of 140 million = 1.4 million users
- Average wager from beta test: \$43.50/user per hour
 - Potential annual revenue from this segment:
 - \$43.50/user * 1.4 million users = \$60.9 million/month
 - \$60.9 million/month * 12 = \$730.8 million/year

Updated SAM:

SAM = Web3 gaming/sports betting SAM (\$40.4 Billion) + Twitch-based SAM (\$730.8 Million)

SAM = \$41.13 Billion

2.2.4 Serviceable Obtainable Market (SOM)

SOM represents the market share that Fanplay.gg aims to capture in the short term. Based on our calculations and conservative estimations, capturing 1% of our SAM seems feasible in the first few years.

Calculation

SOM = 1% of \$41.13 Billion

SOM = \$411.3 Million

2.3 Competitive Analysis: Understanding our Differentiators

Competitor Definition: Our competitors fall into two main categories:

- *Direct Competitors:* Platforms that combine gaming and betting to create an engaging spectator experience, similar to FANPLAY of which there are very few.
- *Indirect Competitors:* Platforms that cater to either the gaming or the betting market separately. These include traditional betting platforms, games with betting mechanisms, and eSports betting platforms.

Competitor Analysis:

- **Bet365 (Indirect Competitor):**
 - *Strengths:* Well-established with a robust user base, wide range of sports and event coverage, advanced features like live betting.
 - *Weaknesses:* Not tailored to the gaming industry, lacks integration with Web3 games, lacks the social aspect of gaming communities.
 - *Opportunity:* Leveraging their brand and infrastructure to move into the gaming betting market.
 - *Threat:* Regulatory changes affecting their operations across multiple jurisdictions.
 - *FANPLAY's Differentiators:* Web3 integration, unique focus on gaming spectator engagement, social interaction among users.
- **Unikrn (Direct Competitor):**
 - *Strengths:* Focused on eSports betting, wide game coverage, established user base, offers both skill and luck-based betting.
 - *Weaknesses:* Lacks deeper integration with individual games, user experience is more geared towards traditional betting rather than gaming.
 - *Opportunity:* Expanding their eSports betting into more games and increasing integration.
 - *Threat:* Regulatory changes affecting their operations, competition from platforms offering a more gaming-centric betting experience.
 - *FANPLAY's Differentiators:* Seamless integration with Web3 games, intuitive and immersive user interface, focus on spectator engagement.
- **Counter-Strike: Global Offensive (CS: GO) (Indirect Competitor):**

- *Strengths:* Large and dedicated gaming community, well-established game, loot boxes provide an element of betting.
- *Weaknesses:* Betting is limited to in-game items, lack of a cash-out feature, betting experience not as comprehensive as dedicated betting platforms.
- *Opportunity:* Enhancing the betting aspect of the game to engage their community further.
- *Threat:* Regulatory changes around loot boxes, competition from dedicated betting platforms integrated with games.
- *FANPLAY's Differentiators:* Full-fledged betting experience, ability to cash out, plug-and-play functionality with multiple games.

Summary:

Our analysis shows a promising opportunity in the market intersection of gaming and betting. Traditional betting platforms, while established, lack the gaming focus that FANPLAY provides. Games with betting mechanisms engage their users, but lack a comprehensive betting experience. Direct competitors, such as Unikrn, focus on the eSports betting market but lack the seamless game integration and immersive spectator experience that FANPLAY offers. This sets the stage for FANPLAY to leverage its unique proposition, providing an intuitive, engaging, and integrated betting experience for gaming spectators.

2.4 The Untapped Market Opportunity: Merging Gaming and Gambling for Enhanced Spectator Engagement

The world of online gaming and gambling are colossal giants in their own right, yet there remains an uncharted territory where these two intersect: spectator engagement. With FANPLAY, we're on the precipice of pioneering a revolution in this space. Here's why:

The Rise of Gaming: Not Just Child's Play:

Gaming has skyrocketed in recent years, evolving from mere entertainment to a behemoth industry, outpacing even the film and music sectors. In 2020 alone, the gaming industry generated revenue upwards of \$159.3 billion. Furthermore, with esports drawing audiences that rival traditional sports, it's evident that the gaming realm has broadened its appeal across all age demographics.

The Evolution of Gambling: Beyond the Casino Lights

Online gambling has metamorphosed from basic poker games to a multi-faceted industry that encompasses sports betting, virtual casinos, and live dealer games. Digital platforms now offer a level of immersion and convenience that brick-and-mortar establishments can't rival.

The Untapped Potential: Spectator Engagement:

Esports viewership is expected to surpass 500 million globally in 2023. Despite this staggering number, a significant portion remains spectators, passive in their engagement.

FANPLAY's innovation lies in harnessing this potential, transforming passive viewing into active, thrilling participation.

Web3 - The Future of Digital Interaction:

Web3, in simple terms, represents the next evolution of the internet – a decentralized and user-centric ecosystem. For the gaming and gambling world, it ensures more transparency, control, and opportunities for innovation, bridging the gap between game developers, players, and bettors.

FANPLAY: Spearheading the Fusion:

Where most see two distinct industries, FANPLAY perceives a symbiotic fusion. By integrating a betting layer into Web3 games, we're not just offering another platform; we're pioneering an ecosystem where every interaction, every emotion, enriches the gaming experience.

For gaming studios, this means heightened engagement, increased retention, and a fresh revenue stream. For gambling platforms, it signifies expansion into a younger, tech-savvy demographic hungry for novel experiences.

In Conclusion:

At the crossroads of gaming's vast reach and online gambling's immersive experience lies an untapped reservoir of engagement. FANPLAY's vision isn't just to tap into this potential, but to elevate and redefine it. We invite partners, investors, and enthusiasts to join this groundbreaking journey, shaping the future of digital entertainment.

2.5 Competitive Advantage

- **In-depth Regulated Industry Knowledge and Versatility:** FANPLAY is steered by a leadership team with a deep understanding of regulated markets as well as web3 technology. This combination of expertise enables FANPLAY to swiftly navigate the dynamic landscape and adapt to changing regulatory environments and industry trends. This blend of skills is rare and gives FANPLAY an edge over other platforms.
- **Broad and Influential Network:** FANPLAY's robust partnerships within the gaming and gambling industries along with its investor network, provide not just financial support but strategic relationships that can facilitate collaboration and integration opportunities, positioning it uniquely in the market.
- **Distinctive Blend of Gaming and Gambling:** The platform's pioneering approach to integrating gaming and betting within a transparent, blockchain-based system delivers a new kind of entertainment experience. This unique blend differentiates FANPLAY from traditional gaming or gambling platforms.
- **Technologically Advanced Real-time Experience:** FANPLAY's provision for real-time game watching and betting, powered by advanced technology, offers an immersive, engaging experience that greatly enhances user interaction and fosters loyalty.
- **Proven Scalability and Dependability:** By leveraging blockchain for automated fund distribution, FANPLAY ensures the platform can scale effectively while providing

consistent and reliable services. This operational efficiency builds user trust and satisfaction, reinforcing FANPLAY's competitiveness.

3. Customer Understanding

3.1 Fundamental Principles of Spectatorship:

- **Shared Experiences:** At its core, spectatorship is about shared experiences, witnessing events together, and deriving communal emotions from them.
- **Narrative Engagement:** Whether it's sports, eSports, or other forms of entertainment, there's a narrative at play. Spectators become invested in the storylines, the ups and downs, the unpredictability.
- **Personal Connection:** Often, spectators feel a connection with players, teams, or characters. This emotional bond is what brings them back, game after game, season after season.
- **Social Interaction:** Discussing, debating, celebrating, and even mourning the outcomes of events is a crucial part of the spectator experience.

What Might Change:

- **Medium of Consumption:** From live physical events to radio broadcasts, from TV to online streaming, and now potentially to VR/AR or direct neural interfaces, the medium through which we consume events is ever-evolving.
- **Interactivity:** Future spectatorship may not be a passive activity. With advancements in tech, spectators might influence events, choose camera angles, or even dictate game strategies.
- **Personalization:** AI could curate a unique viewing experience for each spectator based on their preferences, providing tailored stats, replays, or commentary.
- **Integration with Other Tech:** The amalgamation of blockchain, AI, and AR/VR can lead to unique monetization strategies, like token-based systems for fans, predictive analysis-based betting, or virtual goods and collectibles.
- **Scale & Accessibility:** Enhanced digital platforms can make events accessible to a more global audience, breaking down geographical or economic barriers.

What's Unlikely to Change:

- **The Thrill of the Unknown:** One of the primary draws of any live event is its unpredictability. No matter how advanced we get, the essence of real-time events and their inherent uncertainty will remain a major attraction.
- **Emotional Investment:** Fans will continue to root for their favorite teams, players, or characters. The euphoria of a win or the heartbreak of a loss is a human emotion that transcends technology.
- **Communal Experience:** Despite the medium, the shared experience of watching an event with others, whether physically or virtually, will remain central to spectatorship.
- **Narrative Attachment:** The stories, the histories, the rivalries, and the sagas will always be an integral part of spectator engagement. The evolution will be in how these narratives are presented and consumed.

By dissecting spectatorship through a first principles lens, it's evident that while the methods and mechanics of engagement may undergo significant evolution, the core emotional and social underpinnings of the experience are timeless. The future lies in harmoniously blending these immutable aspects with the ever-changing technological landscape.

3.2 Fundamental Principles of Online Gambling:

- **Risk & Reward:** The foundation of gambling is the balance of risk and reward, where individuals wager something of value on an uncertain outcome with the hope of winning something greater in return.
- **Entertainment:** While financial gain is a motivation, a major aspect of gambling, especially online, is entertainment. The sounds, visuals, and game mechanics provide a pleasurable experience.
- **Convenience & Accessibility:** Online gambling platforms allow individuals to engage from the comfort of their environment, reducing barriers related to physical location.
- **Trust & Fairness:** Players need to believe in the integrity of the system – that they have a genuine chance to win, and the game is not rigged against them.
- **Social Interaction:** Online platforms often incorporate chat rooms, leaderboards, or multiplayer modes to retain the social element of gambling.

What Might Change:

- **Technological Integration:** AR/VR might create immersive gambling environments, making online experiences feel as real as being in a physical casino. Additionally, blockchain could be leveraged for transparency in bets and outcomes.
- **Customization & Personalization:** AI-driven platforms could tailor games to individual user preferences, altering visuals, difficulty levels, or even game mechanics for a personalized experience.
- **Regulations & Oversight:** As online gambling grows, it's likely we'll see evolving regulatory landscapes to protect players, ensure fairness, and prevent addiction.
- **Interactive Gaming Models:** Future online gambling platforms may allow players to influence the outcomes more actively through skill-based games or real-time decisions, blending traditional gaming with gambling.
- **Payment Methods:** Cryptocurrencies or token-based systems may become mainstream for online gambling, offering quicker payouts, increased transparency, and potentially reduced transaction fees.

What's Unlikely to Change:

- **The Element of Chance:** While skills can be part of some games, the element of luck or chance remains central to gambling. It's this uncertainty that makes it thrilling.
- **Psychological Drive:** The dopamine rush from winning, the allure of the 'next big win', and the inherent thrill in risking something valuable is deeply rooted in human psychology and will continue to drive people to gamble.
- **Seeking Edge or Strategy:** No matter the platform, players will always seek strategies or systems to gain an edge, even in games of pure chance.

- **Economic Model:** The house will always have an edge. It's an economic model that ensures the profitability of gambling operations.
- **Social Aspects:** While the modes of interaction may evolve, the inherent desire to share, compete, or interact with fellow gamblers is a timeless component.

Online gambling, while rooted in age-old practices, continuously evolves by integrating cutting-edge technologies. However, its fundamental principles are anchored in human psychology and behavior, ensuring that certain core aspects remain consistent across ages.

3.3 Fundamental Principles of Video Games:

- **Engagement & Escapism:** At their core, video games offer a medium for players to immerse themselves in alternate realities, experiences, or challenges.
- **Skill & Mastery:** The appeal of many games is the opportunity they present for players to develop and master specific skills, from problem-solving to hand-eye coordination.
- **Narrative & World-Building:** Many video games offer rich storylines and vast universes that captivate players, making them emotionally invested in the game's outcomes.
- **Competition & Cooperation:** Multiplayer games offer players the chance to compete against or cooperate with other players, creating social dynamics.
- **Achievement & Reward:** Game mechanics often involve a system of challenges and rewards, giving players a sense of accomplishment.

What Might Change:

- **Platform Evolution:** From arcade to PC to consoles and now to VR/AR and cloud gaming, the platforms on which games are played will continuously evolve, potentially leading to direct neural interfaces or fully immersive realities.
- **Monetization Models:** With the rise of microtransactions, battle passes, and in-game economies, future games might experiment with newer monetization models, possibly integrating blockchain for in-game assets or even AI-driven personalized monetization strategies.
- **Interactivity:** Future games might be deeply adaptive, using AI to adjust storylines, challenges, or environments based on real-time player reactions.
- **Cross-Reality Integration:** Games might merge with our reality more seamlessly, with AR games that integrate with real-world surroundings or events becoming more prevalent.
- **Social Integration:** Social networks and games might further intertwine, leading to hybrid platforms where social interaction and gameplay are inseparable.

What's Unlikely to Change:

- **The Drive for Challenge:** Humans inherently seek challenges. The pleasure derived from overcoming obstacles or mastering a task in a game setting will remain a constant allure.

- **Emotional Investment:** Whether it's attachment to a character, investment in a storyline, or the thrill of competition, the emotional engagement players have with games is timeless.
- **Social Dynamics:** Whether it's a cooperative mission or a competitive match, the desire to connect, collaborate, or compete with others in a game setting is fundamental.
- **Diversity of Genres:** Just as literature has genres catering to different tastes, video games, with their varied themes and mechanics, will always cater to diverse interests, from action to mystery to simulation.
- **Artistic Expression:** Video games, like movies or books, are a medium of art. The desire of creators to express ideas, tell stories, and push boundaries through this medium will persist.

Video games, born from the intersection of technology and art, will continue to evolve in mechanics and presentation. However, their essence as a medium for challenge, storytelling, and human connection will remain central, regardless of the transformations they undergo.

3.4 Customer Profile & Segmentation

Primary Target Audience

- **Social Punters**
 - a. **Who:** Individuals finding themselves with idle time between daily activities looking for entertainment or a fast-paced thrill.
 - b. **Why:** Looking to infuse an element of excitement and unpredictability into their day. They seek not just to kill time, but to make that time more thrilling with the potential for a rewarding outcome.
- **Twitch and Kick Users**
 - c. **Who:** Active participants on streaming platforms like Twitch and Kick, not just passive viewers.
 - d. **Why:** Community engagement, interactivity, and entertainment.
- **Esports fans**
 - e. **Who:** Enthusiasts who follow esports events, teams, and players religiously.
 - f. **Why:** For the love of competition, community engagement, and excitement of the game.

Secondary Target Audience

- **Skill learner**
 - g. **Who:** Gamers who actively seek to improve through tutorials, guides, and watching expert gameplay.
 - h. **Why:** To become better players and get that sense of achievement.
- **Strategic gamer**
 - i. **Who:** The thinkers who love dissecting game mechanics and predicting outcomes based on strategies.
 - j. **Why:** Intellectual engagement, love for the intricacies of the game.
- **Social gamers**
 - k. **Who:** Players who engage with communities, often stream their own gameplay, and invite others to participate.

- I. **Why:** Social validation, community building, and interactive fun.

3.5 Understanding Customer Needs and Behaviours

Gaming Bettors

Common Traits & Behaviours: Gaming Bettors are deeply invested in the eSports scene. They enjoy the competitive elements of games and the thrill of betting on outcomes, mirroring traditional sports bettors. They rely on their understanding of the games, players, and teams to improve their odds.

Unique Characteristics: Unlike traditional bettors, their expertise often stems from personal gaming experiences, offering them a unique perspective when betting. They also represent a younger demographic, aligning with the eSports community.

In-Game Gamblers

Common Traits & Behaviours: Like traditional gamblers, In-Game Gamblers enjoy the thrill of chance and potential for big rewards. They're often drawn to in-game elements that mimic gambling, such as loot boxes or virtual slot machines.

Unique Characteristics: Their gambling behavior may be more casual, impulsive, and intertwined with their gaming experience, making it distinct from traditional gambling. Their spending could be driven more by the gaming elements than the gambling ones.

Skill-Based Gamblers

Common Traits & Behaviours: Similar to traditional poker players or sports bettors, Skill-Based Gamblers enjoy games where they can use their skills to influence outcomes. They take pride in winnings that affirm their skills and invest time in honing their gameplay.

Unique Characteristics: They are typically more strategic, patient, and analytical, recognizing that their winnings correlate directly with their abilities. Their preferred games often require strategic thinking, such as poker or certain types of sports betting.

Gamer-Gambler Hybrids

Common Traits & Behaviours: As regular participants in both gaming and gambling, these individuals enjoy the thrill of both domains and seek platforms offering both experiences. They might have higher spending habits given their dual interests.

Unique Characteristics: Unlike others, they separate their gaming and gambling activities, moving fluidly between the two. Their exploration of new games and betting options is broader, covering a wider range of interests.

3.6 Jobs to be done for Spectators

1. Enhanced Experience:

- Job: Spectators seek a deeper connection and immersion while watching games.
- How FANPLAY Fulfills It: FANPLAY enriches the viewing spectrum, allowing spectators to dive into games, making predictions and shaping outcomes.

2. Participation in Outcomes:

- **Job:** Spectators often believe in their ability to foresee game dynamics and outcomes.
- **How FANPLAY Fulfills It:** FANPLAY turns these intuitions into active participation, allowing spectators to influence and be recognized for their game acumen.

3. Social Engagement & Community:

- **Job:** Spectators crave community interaction and shared experiences.
- **How FANPLAY Fulfills It:** Through community tools, leaderboards, and interaction avenues, users can share insights, discuss strategies, and enjoy a collective experience.

4. Financial Opportunity & Fun:

- **Job:** Spectators look for avenues to elevate their viewing experience.
- **How FANPLAY Fulfills It:** Beyond enhancing the entertainment quotient, FANPLAY provides an avenue for spectators to receive tangible returns, making each game more thrilling.

5. Accessible Gaming:

- **Job:** Spectators desire a sense of inclusion in the gaming realm without necessarily playing.
- **How FANPLAY Fulfills It:** FANPLAY democratizes the gaming ecosystem, allowing spectators to engage and influence outcomes without the need for gaming proficiency.

6. Transparency and Fairness:

- **Job:** Trust, especially when assets are at stake.
- **How FANPLAY Fulfills It:** FANPLAY's blockchain foundation ensures each transaction is transparent and verifiable, building trust and authenticity.

What's in it for the spectators?:

- **Active Involvement:** Spectators evolve from mere viewers to key influencers, making each game event a personal journey.
- **Rewards & Recognition:** Apart from the sheer joy of engagement, there's potential for tangible rewards and acknowledgment of game insights.
- **Community Interaction:** Engaging with peers, sharing perspectives, and being part of a dynamic gaming community.
- **Inclusive Participation:** Ensuring every spectator, regardless of their gaming skills, can have a meaningful impact on the gaming landscape.
- **Trust and Assurance:** Leveraging blockchain for guaranteed transparency and fairness in all engagements.

3.7 Customer Engagement & Retention Strategies

FANPLAY's customer engagement and retention strategies, tailored to meet the unique needs of its primary target audience (Gaming Bettors and Gamer-Gambler Hybrids), are as follows:

Enhanced Game and Betting Experience:

FANPLAY aims to provide a comprehensive game and betting experience by supplying detailed, data-driven insights about the game and betting scenarios. This caters to Gaming Bettors and Gamer-Gambler Hybrids, who are likely to be interested in metrics that can enhance their betting decisions. Key features to consider may include tracking of game statistics, bet odds, and personal betting histories.

Competitive and Collaborative Environment:

While competition is a significant aspect of gaming, cooperation should not be neglected. Gaming Bettors and Gamer-Gambler Hybrids are likely to appreciate opportunities to team up, compete, and interact, thereby enhancing their engagement with the platform.

Reward System:

Aside from offering the potential for monetary gains, consider implementing non-monetary incentives such as leaderboards, achievement badges, or exclusive content. Personalizing rewards based on a user's gaming and betting preferences can serve as a significant retention tool.

Responsible Gaming Tools:

Maintaining a positive and responsible gaming environment is crucial. FANPLAY aims to develop tools that help users manage their time and money effectively when it comes to gaming and betting. Such features include the ability to set betting limits, self exclusion periods, and resources to help users understand the risks associated with excessive gaming and betting.

4. FANPLAY Positioning

FANPLAY is positioned as the go-to platform for on-chain betting on web3 games. We focus on spectators seeking an enhanced gaming experience that integrates convenience, engagement, and smart betting strategy.

- **Engagement:** We serve spectators who value an immersive gaming experience that combines watching and betting in real-time.
- **Convenience:** Our seamless integration with WETH wallets on Polygon allows customers to place bets easily and securely from their mobile devices.

4.1 Our Unique Value Proposition

Our Unique Value Proposition

FANPLAY offers a distinct blend of services and features that elevate the gaming and betting experience for our users.

Immersive Betting: FANPLAY brings an extra layer of excitement by providing a platform where spectators can watch and place bets on their favorite web3 games simultaneously. This makes the gaming experience more engaging and enjoyable.

Integrated Betting Tools: Our platform will feature comprehensive betting history and profit/loss analytics tools. These empower users to track their performance, strategize better, and bet more responsibly.

Shared Excitement: At FANPLAY, we believe that winning is more than just a financial achievement. It's an exhilarating moment that should be shared. Our platform fosters a sense of community where users can share their victories and experiences, adding to the overall enjoyment of the game.

5. Marketing Strategy

5.1 Channels and Tactics for User Acquisition

Our user acquisition strategy unfolds in three distinct stages - Game Integration, Community Engagement, and Growth Targets. Additionally, we leverage the power of influencers, adopt affiliate marketing, run geo targeted paid advertising campaigns, host legal promotional events, and emphasise on analytics and optimization to accelerate our growth.

It should be noted that FANPLAY is only available in certain jurisdictions and is unable to target a number of countries. More information about the prohibited markets can be found under the Operational Excellence section.

Stage 1: Game Integration

We identify upcoming games for integration based on the following criteria:

- **Early Integration:** We prioritise games that are 3-6 months away from official launch, aiming to become their first betting platform.
- **Potential Success Metrics:** We evaluate games on key metrics including initial user feedback, platform engagement, retention rates, and social media following.
- **Spectator Engagement:** Our positioning as a platform enhancing spectator engagement allows us to align with games for effective cross-promotion.
- Also target successful games

Stage 2: Community Engagement

We focus on forging strong ties within the game communities:

- **Mid-Level Community Trials:** Starting with mid-level communities, we run trials such as tournaments to gain insights into community values and prepare for larger community engagements.
- **Influencer Partnerships:** Collaborating with influencers within the gaming community can amplify our reach and attract their follower base to our platform.

Stage 3: Growth Targets

We set aggressive yet attainable growth targets:

- **Acquisition Target:** Our goal is to secure 10% of the game's player base. Considering the significant overlap between gaming and gambling audiences, this target is feasible.
- **Betting Target:** We aim for \$100 worth of bets at 10x frequency in our first month on the platform, expecting a subsequent increase in lifetime value (LTV) with a returning user base.

Additional Strategies

- **Affiliate Marketing:** To incentivize user acquisition, we propose an affiliate marketing program offering rewards to existing users for referring new ones.
- **Paid Advertising:** We will leverage paid social media campaigns and other digital advertising mediums to expand our reach and attract a larger audience. Paid advertising allows FANPLAY to geo target permitted countries.
- **Promotional Events:** Hosting special events or promotional offers can boost user acquisition and retention.
- **Analytics and Optimization:** Regular analysis and optimization of our user acquisition strategies will help us stay attuned to performance and continuously refine our approach for maximum growth.

Case Study - DerbyStars: The DerbyStars case exemplifies our strategy.

- We connected with them during their Beta stage and fostered our relationship through their launch. Initially, DerbyStars started with around 20,000 followers on Twitter and about 4,000 gamers.
- At the point of their launch, they experienced explosive growth, boasting over 100,000 Twitter followers, 30,000+ active players, and over 50,000 Discord users. This upward trajectory continues, with up to 10,000 new users per week in the last two weeks leading up to their launch—an exceptional achievement for a Web3 game at this stage.
- Our target: we're aiming to enhance the engagement experience of at least 10% of the DerbyStars spectators.

6. Three Horizons - Business

6.1 Horizon 1: Core Business Strategy

- **Product & Integration**
 - Integrate with at least 5 leading web3 sports games.
 - Establish partnerships with 10+ games in their alpha or beta stages.
- **Brand & Identity**
 - Secure a top 3 position as a recognized leader for spectator engagement in the crypto gaming sphere.
- **User Growth & Engagement**
 - Acquire a user base equivalent to 10% of the total users of partnered games, targeting 50,000 users in the first year.
 - Aim for an average of 20 minutes per session with a 60% retention rate.
- **Revenue & Monetization**
 - Initiate a rake system, starting at 5% and optimizing up to 10%.
 - Engage with 20+ potential investors, aiming to secure at least 5 solid investment/grants partnerships.
- **Expansion & Outreach**
 - Diversify into 3 additional crypto ecosystems.
- **Responsible Gaming**
 - Develop tools to identify and support problem punters, targeting a 20% reduction in their time spent.

6.2 Horizon 2: Emerging Opportunities

- **Revenue & Monetization**
 - Begin the pilot phase of ad-based revenue generation, aiming for a 10% increase in total revenue from this stream by the third year.
- **Product & Integration**
 - Branch out to 3 more verticals within the web3 gaming landscape.
- **User Growth & Engagement**
 - Maintain or exceed a 60% retention rate.
 - Target an average bet of \$200 and 20 bets per month.
 - Introduce new interactive features, targeting an average session time of 25 minutes.
- **Responsible Gaming**
 - Refine problem gambler support tools, aiming for an additional 10% reduction in platform time.

6.3 Horizon 3: Long-Term Innovations

- **Market Penetration**
 - Expand into 5 major global markets, aiming to acquire 10% of the market share in each.
- **Compliance & Regulation**

- Obtain all requisite licences for new markets.
- **Revenue & Monetization**
 - Innovate and launch 2 new revenue streams that can account for up to 50% of total revenue.
- **User Growth & Engagement**
 - Foster community-driven events, targeting a session duration of 30 minutes and ensuring a 65% retention rate.
- **Responsible Gaming**
 - Collaborate globally on a comprehensive approach to responsible gaming, aiming for another 10% reduction in problem punters' time.

7. Product Strategy within Three Horizons Framework

7.1 Horizon 1: Improving & Scaling Current Products

- **Spectator Interaction & Integration**
 - Integrate with web3 sports games to allow for real-time betting during live events.
 - Embed live chat and discussion forums for spectators to engage with each other during events.
- **Gamified Features**
 - Introduce easter eggs within the platform that offer rewards, creating an explorative and fun environment.
 - Incorporate daily/weekly challenges to encourage repeated visits and foster friendly competition.
- **Social Sharing & Referral**
 - Design bet slips on the result page, making them shareable on social media platforms within regulatory boundaries. These slips will act as referral links, offering rewards for both the sharer and the new user.
- **Platform Discovery & Cross-Promotion**
 - Showcase popular games and trending events on the platform's landing page, encouraging spectators to explore new betting opportunities.

7.2 Horizon 2: Developing & Testing New Features

- **Collaborative Features**
 - Develop group betting modes, allowing friends or community members to pool bets.
 - Introduce spectator tournaments, where users can compete against one another based on their betting success.
- **Platform Enhancements & Personalization**

- Allow users to customize their dashboard with their favorite games and preferred bet types.
- Utilize AI algorithms to suggest games and bets to users based on their betting history.
- **Social Tools & Features**
 - Add features like leaderboards, badges, and titles to reward and recognize top performers and active community members.
 - Develop a spectator profile, where users can see their stats, achievements, and past interactions, and share it with others.
- **Community-Centered Development**
 - Host quarterly community polls to decide on potential new features, ensuring the product remains in line with user desires.

7.3 Horizon 3: Innovating for the Future

- **Next-Gen Spectator Engagement**
 - Introduce augmented reality (AR) and virtual reality (VR) integration, enhancing the spectator experience.
 - Develop in-game widgets for web3 games that directly connect to our betting platform, allowing for seamless betting without leaving the game.
- **Interactive Features & Enhanced Rewards**
 - Launch a loyalty program with tiered rewards based on activity, promoting continued engagement.
 - Introduce innovative game mechanics like prop bets, where users can bet on specific events within games, such as 'First Player to Score' or 'Next Character to Fall'.
- **Advanced Community Tools**
 - Facilitate community-driven events and challenges, leveraging user creativity and promoting further platform engagement.
 - Develop advanced matchmaking features that pair users of similar skills and interests for betting duels or team-ups.
- **Exploration & Discovery**
 - Regularly introduce and highlight new games and web3 innovations on the platform, ensuring users are always at the forefront of the web3 gaming space

8. Operational Excellence

8.1 Ensuring Compliance

Holding a licence from Curacao, a leading jurisdiction in online gaming regulation, FANPLAY gains immediate credibility and the ability to operate in multiple international markets. This strategic advantage enables us to focus on pioneering new ways for spectators to engage with Web3 games, while providing the secure, fair, and transparent experience that our diverse user base expects.

Whilst Curacao is an internationally recognised license, FANPLAY is **unable to offer its services in the following jurisdictions currently:**

Dutch Kingdom
France
USA
Sweden
Australia
Austria
Czech Republic
Belgium
Germany
Hungary
Slovakia
Estonia
Spain
Serbia
Slovenia
Latvia
Ireland
Ontario, Canada

Geoblocking for the above areas has been implemented.

FANPLAY plans to enter the above markets in due time and will do so on a jurisdictional basis in line with local regulations.

8.2 Key Suppliers & Material Dependencies

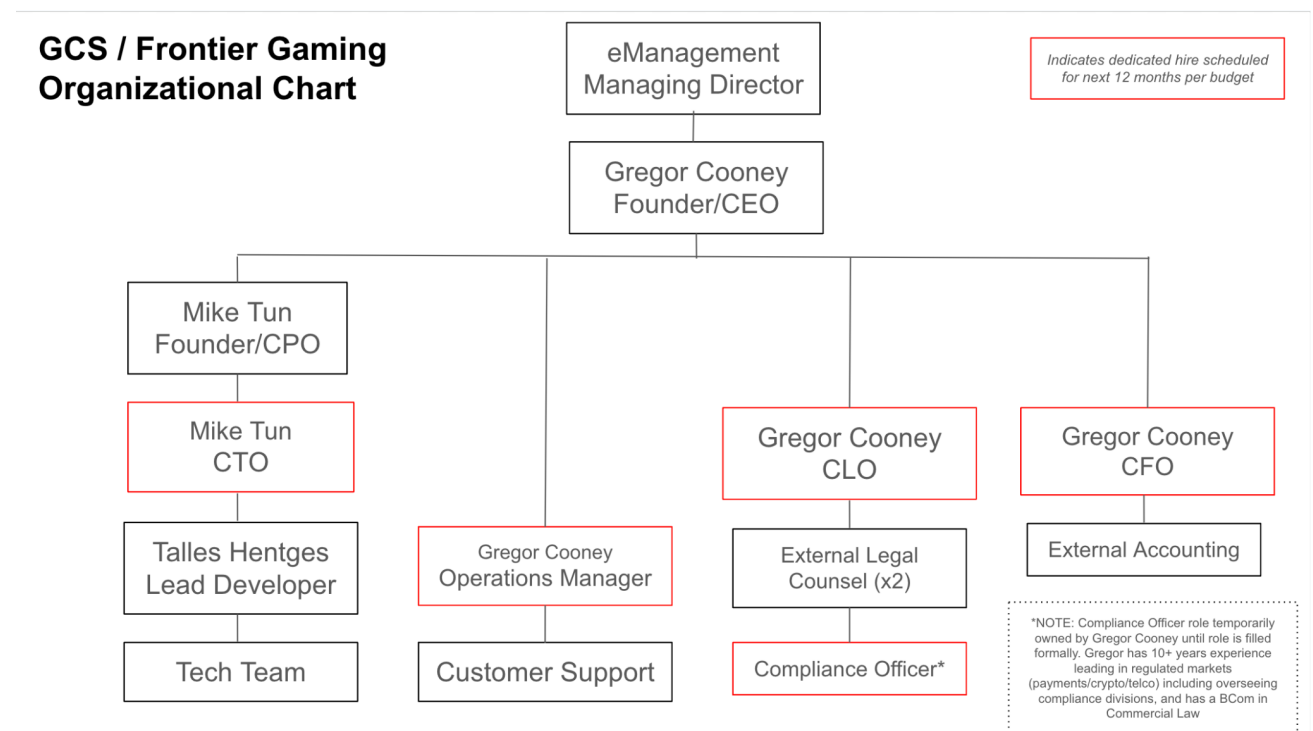
- eManagement are engaged as FANPLAY's official representative and entered into a Principal Party and Management agreement on 8th January 2024
- Xace is currently being onboarded as FANPLAY's official banking partner. FANPLAY intends to set up a second bank within the next 6 months as a redundancy if required, and we also have access to other banking facilities via our founding shareholder Web Based Software Solutions.
- Given FANPLAY is fully on-chain, player funds are held in their own cryptocurrency wallets, FANPLAY does not custody any player funds.
- FANPLAY enters into IP licence agreements with each underlying game, typically for a period of 5 years to ensure continuity of the platform and offerings.

8.3 Company Management

Given FANPLAY is still in the early stages of its business lifecycle, the Company is still in the process of filling some of its key C-Level positions which will be done so throughout the coming months in line with the business growth and as budgeted.

In the meantime FANPLAY has engaged third party expertise in the areas of legal, compliance and finance to assist with ensuring all requirements in these fields are met to the expected standards of the local jurisdictions. Over time these roles will slowly be transitioned to internal personnel that the company appoints.

An organisational chart depicting current roles and responsibilities as well as future appointments is outlined below.



8.4 People - Roles and responsibilities

(R = Responsible, A = Accountable, C = Consulted, I = Informed)

Task/Role	Mike (Product and Tech Lead)	Gregor (GM & Growth)
Product Development & Strategy	R, A	C
Data Analysis	R, A	I
Customer Support & Feedback	R, A	C, R

Regulatory Understanding	R, A	C, R
Regulatory Compliance	C, I	R, A
Technical Development & Maintenance	R, A	C
Platform Security	R, A	C
Technical Compliance	R, A	C
Growth Strategy & Partnerships	C, R	R, A
Community Engagement	C, R	R, A
Investor Relations	C	R, A
Corporate Responsibility	C	R, A
Go To Market	C, R	R, A

8.5 Corporate Governance

The Board comprises all three shareholders, detailed here

PART B - Shareholding Structure

Name of Shareholder	No. of Ordinary Shares held in the Company	Percentage (%) of Total Issued Share Capital
PAR THREE HOLDINGS LP	555	37%
WEB-BASED SOFTWARE SOLUTIONS PTY LTD	390	26%
MICHAEL TUN	555	37%

Matters requiring **unanimous** approval of the Board are outlined in the Shareholders Agreement and include but are not limited to:

- Disposal of assets having a book or market value of greater than €50,000 or a subsidiary of the Company
- The taking of any action that is likely to result in the termination of any of the licence/s required for the operation of the business
- The appointment or dismissal of C-level executives
- Capital or operating expenditure in excess of €50,000 that is not provided for within the expenditure of the budget
- Entering into any lease, license or obligation which exceeds €50,000 which is not provided for within the budget

- The adoption of, and the making of any amendments to the Company's budget
- Entry into, surrender or material variation of any usual or onerous contract or any other material or major or long-term contract
- The borrowing of any money using any debt instrument in excess of €100,000
- The fixing of any remuneration or benefit in kind, if any, for any director.

Matters requiring approval of Shareholders and the unanimous approval of the Founding Shareholders outlined in the Shareholders Agreement include but are not limited to:

- Alter the provisions of the Memorandum and Articles of Association of the Company
- Merger, amalgamate, consolidate, reorganise
- Change its name
- Pass any resolution for its winding up, dissolution or liquidation
- Change the general nature or scope of the business of the company
- Change its Auditors
- Offer shares for subscription or sale
- List on any public stock exchange
- Commence or settle any litigation, arbitration or other proceedings that could have a material adverse effect on the business of the Company
- Enter into any joint venture, partnership, consortium or other similar agreement
- Incorporate any new Subsidiary of the Company

With the current shareholdings a deadlock is not possible.

In time the Board will invite the CEO (Gregor Cooney) and CFO (To be appointed) to Board meetings, and may call on other C-Level executives where required. The Board may invite advisors to Board meetings specific to their topic of expertise from time to time, but they have no voting rights.

Legal counsel is provided by

Richard Bernard, be Legal Advocates,
The Penthouse, 58, Main Street
St. Julian's STJ 1017, Malta

And

Krish Gosai, Gosai Law
Level 2, 194 Varsity Parade
Varsity Lakes QLD 4227
Australia

8.6 Policies And Procedures

All policies to date have been created according to guidelines provided by eManagement to ensure they are in accordance with Curacao law. These have been reviewed and approved by CIL.

In this early stage of the business lifecycle, Gregor Cooney has been managing the creation and updating of policies with eManagement and CIL, however these duties will be handed over to the Compliance Officer in due course. The Board is confident that given eManagement are engaged to work with Gregor Cooney on ensuring the policies are compliant and in line with Curacao laws, that this ensures excellence in compliance and policy whilst the full time Compliance Officer role is filled in the coming months. Gregor also has over 10 years experience leading teams in regulated industries and managing the compliance divisions so he understands the importance of a robust and sound compliance division to ensure operational excellence.

FANPLAY is committed to ensuring the GCB is appraised with all necessary information and updates and will have the procedures in place to do so.

8.7 Risk Assessment

Risk	Likelihood (1-5)	Impact (1-5)	Priority (L x I)	Mitigation Plan
Regulatory Changes	5	5	25	Monitor target market regulations. Engage specialized legal counsel. Stay adaptable.
Need for continuous platform improvement	5	5	25	Invest in a strong product team. Regularly gather user feedback. Promote a culture of innovation.
Deterrence of gaming partners due to gambling's perceived risk	3	5	15	Develop and communicate risk management protocols to ensure safe gaming.
Limited ability to advertise	5	3	15	Focus on organic growth strategies like SEO, content marketing, and partnerships.
3rd party integration limits control	3	5	15	Develop a controlled integration approach. Analyze the impact on integrated games.
Replication by other companies	3	5	15	Innovate the platform, strengthen partnerships, and protect intellectual properties.
Resourcing constraints	3	3	9	Plan funding strategies and optimize project management for resource efficiency.
Lack of fixed odds discouraging professional gamblers and organizations	2	3	6	Research preferences of professionals. Consider fixed odds if it aligns with user demands.

9. Financial Overview

9.1 Current Financial Status

FANPLAY has employed a diversified funding approach that combines a favourable loan agreement from Perion (founding shareholder), personal capital contribution, and targeted grants from key players in the Web3 and gaming ecosystems. These loan agreements offer us the flexibility to navigate initial operational costs, while our personal investments underscore our unwavering commitment to FANPLAY's vision.

FANPLAY has recently kicked off a capital raise and is in final stage discussions with numerous notable VC funds from North America and APAC. This is an ongoing process and FANPLAY can provide updates on this as requested.

There are no outstanding issues or liabilities to players under the current sublicense.

9.2 Financial Projections and Assumptions

P&L \$USD	Total Year 1	Total Year 2
Revenue		
On-Game Revenue	\$91,493.02	\$5,519,083
Pooled Betting Revenue	\$708,323.06	\$4,514,327.95
Swaps Revenue (Socket.tech)	\$21,000.00	\$150,000.00
Net Revenue	\$820,816.09	\$10,183,411
Expenses		
Salaries/Wages/Consultants	\$503,748.00	1,335,969.00
Marketing	\$123,500.00	565,500.00
Overheads, General & Administration	\$167,500.00	262,950.00
Total Expenses	\$794,748.00	2,164,419.00
Net Profit Before Interest & Tax	\$26,068.09	\$8,018,992

Given the infancy of the business, forecasts longer than 2 years are not recommended.

10. Performance Metrics and Goals

10.1 Key Performance Indicators (KPIs)

B2C KPIs

North Star Metric NSM

- Average Betting Frequency per Returning User

Leading Indicators:

- Number of New Users Acquired Monthly
- Monthly User Retention Rate
- Monthly User Activity by Region
- Referral Rate
- Average Betting Frequency per New User
- Average Betting Frequency per Returning User
- Number of Users Identified at Risk of Problem Gambling
- User LTV

Lagging Indicators:

- Daily Active Users to Monthly Active Users Ratio
- Average Betting Volume per User
- Number of Users Assisted with Gambling Moderation

B2B KPIs

Leading Indicators:

- New Game Integrations per Quarter
- Number of Meetings with Potential Game Studio Partners

Lagging Indicators:

- Active Game Partnerships
- Bettor Engagement within Each Game Partnership