

JACK'S HOUSE

BUSINESS PLAN

April 2024

I. BUSINESS OVERVIEW

Jack's House is a licensed crypto casino and esports betting platform. We are a modern casino with an esports vibe, featuring original games and innovative features designed for gamers and esports fans.

Why gamers for our casino? With over 3 billion video game players worldwide, we're targeting the natural crossover relationship between gamers and gamblers:

- 79% of video game players gambled last year
- 71% of gamblers played video games last year

Source: [PubMed](#)

We're following a strategic plan to get to feature parity with market leading Web3 casinos. While there are 1000's of traditional online casinos, the pool of Web3 casinos with a utility token is still relatively small. The plan is to enter the market, differentiate our brand and offerings, and capture a piece of the growing pie.

There are 4 major components to our platform:

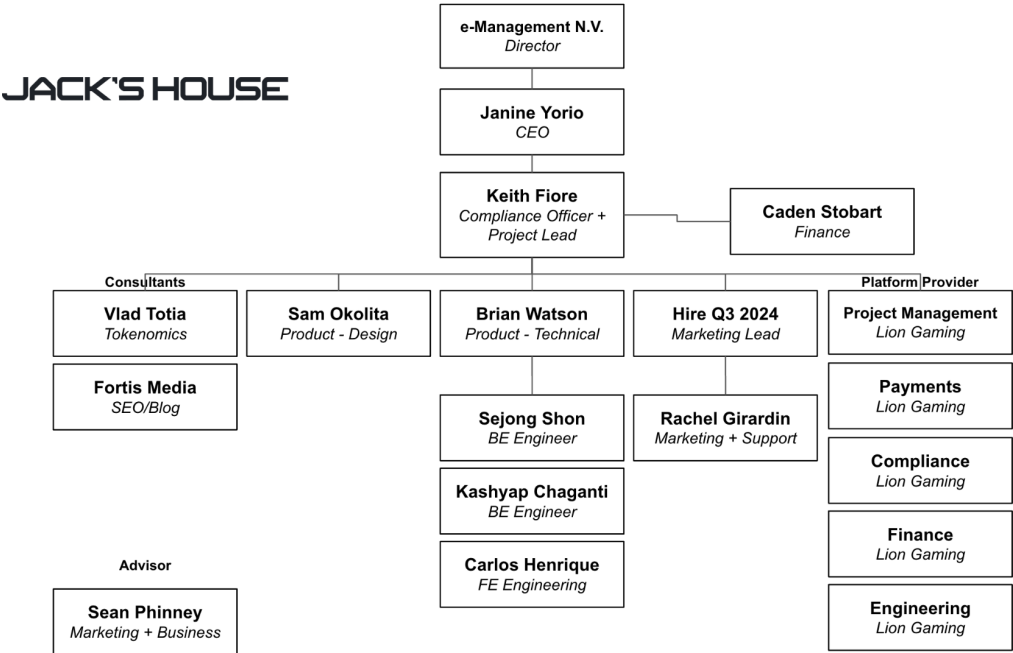
- **Casino:** Features table games, slots, live dealers, and arcade-style games like Crash from the most popular game providers
- **Esports:** Features 1000's of monthly events and 500+ tournaments annually. We have the highest number of truly live markets, the best player tools to theorize and calculate around each match, and HD streams for all live matches
- **CS2 Loot Crates:** An original game to capture some of the undeniable popularity of CS2 gambling: Players can open one of our CS2 Loot Cases and try their luck at winning rare and valuable skins
- **Token:** We're developing a well-balanced native token that will both drive player activity on our platform and provide them meaningful rewards and incentives (i.e., utility)

We're starting with what we know works—the proven model of online casinos. Our strategy:

- Places the proven casino business model at the center of our platform.
- Provides the flexibility to innovate atop the casino like we're doing now (e.g., token strategy) and into the future (whichever way the Web3 winds may blow at that time)

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II. COMPANY MANAGEMENT STRUCTURE



III. BUSINESS FORECAST

Jack's House: 3-Year Forecast

LAST MODEL_VERSION_v1 (11.08.23)	2024	2025	2026	2024-2026 Total
TURNOVER (amount wagered)	\$415,000,000	\$1,250,000,000	\$2,100,000,000	\$3,765,000,000
GGR	\$20,750,000	\$62,500,000	\$105,000,000	\$188,250,000
Bonus Costs	\$5,187,500	\$15,625,000	\$26,250,000	\$47,062,500
NGR	\$15,562,500	\$46,875,000	\$78,750,000	\$141,187,500
Managed Fees/Rev Share	\$3,112,500	\$9,375,000	\$15,750,000	\$28,237,500
REVENUE	\$12,450,000	\$37,500,000	\$63,000,000	\$112,950,000
OPERATIONAL EXPENSE	\$4,166,362	\$9,154,235	\$14,652,829	\$27,973,426
License	\$65,000	\$100,000	\$200,000	\$365,000
Staff/Employees	\$1,850,000	\$3,000,000	\$4,000,000	\$8,850,000
Vendor Fees	\$326,362	\$1,029,235	\$1,452,829	\$2,808,426
G&A	\$250,000	\$325,000	\$500,000	\$1,075,000
Marketing/Paid Media Spend	\$1,425,000	\$2,200,000	\$3,500,000	\$7,125,000
Sponsorships	\$250,000	\$2,500,000	\$5,000,000	\$7,750,000
GROSS PROFIT (LOSS)	\$8,283,638	\$28,345,765	\$48,347,171	\$84,976,574
Taxes	\$3,064,946	\$10,487,933	\$17,888,453	\$31,441,332
NET PROFIT (LOSS)	\$5,218,692	\$17,857,832	\$30,458,718	\$53,535,242

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IV. GROWTH STRATEGY

We're pursuing a 2-phase growth strategy over the course of the next 12 months to successfully launch and grow our brand. We have a \$1,000,000 marketing budget for the first year to execute on our strategy and, additionally, we will divert a portion of casino profits into our marketing budget during the first 12 months. The goal is to achieve profitability within the first year.

Markets

We will target major crypto markets like Norway, Brazil, and New Zealand. We will geo-block all territories restricted by our Curaçao license such as Dutch Kingdom (Netherlands, Curaçao, Aruba, Bonaire, Sint Maarten, Sint Eustatius, Saba), France, United States, United Kingdom, Sweden, Australia, Austria, Czech Republic, Belgium, Germany, Hungary, Slovakia, and Estonia.

Phase 1

Phase 1 is all about driving players to our site and retaining them to determine key KPIs and player LTV.



We will roll out various marketing strategies to drive growth in Phase 1.

- Token Marketing
- Affiliate Marketing
- Paid Placements
- SEO/Content
- Socials (contest, giveaways, etc.)
- CRM

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Token Marketing

As a crypto casino with its own forthcoming native token, we plan to leverage our token to drive interest in our brand and activity on our platform.

- *Point Farming*: We will encourage people to interact with Jack's House in various ways (register, follow us on social media, etc.) to earn points that later will result in an airdrop of tokens based on a player's accumulated points.
- *KOLs*: We'll work closely with 'key opinion leaders' to get the word out to Web3 and crypto communities about our token and drive interest in our brand.
- *NFT Communities*: We will offer points to popular NFT community members who sign up for Jack's House and hold the NFT in their wallet.
- *Targeted Airdrops*: We will airdrop our token to wallets with significant holdings of other casino tokens (e.g., \$RLB, \$SHFL, etc.).

Affiliate Marketing & Paid Placement Strategy

- Our forecast is based on industry average acquisition costs and player values (LTV) by geo
- Our approach balances "player intent" vs "cost" across paid channels we know work best in our geos. We use tried and tested strategies to drive relevant traffic, good engagement, and ultimately customers
- As we track player behaviors/deposits (typically 1-2 months of activity), we:
 - Adjust the strategy to focus on the channels that are driving the most value and maximize performance in these areas
 - Address areas which should perform better (working on the user journey and creative to improve the conversion rate)
 - Turn off the channel sources that are underperforming
- This approach gives confidence in the early stages and allows us to scale once we have maximized performance. We maintain tight control over our budget and make data-led decisions impacting the wider strategy (data-driven)
- We tag all activities in our CRM/affiliate platform. This means we can measure performance of individual keywords, placements, and audiences to understand which are the most profitable
- We review ROI and player performance over months 1, 3, 6, and 9 to assess what channels to push harder and to predict future performance, particularly with offer changes
- We also work closely with the CRM team and data analysts to understand the most profitable customers and audience personas which we can utilize in our marketing strategy
- We're currently estimating a 7-10 month return on investment based on experience and standards
- If our strategy doesn't work as expected (i.e., we do not return the industry level of engagement or LTV), then we identify the issue and address it quickly

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- By studying our key metrics (non-exhaustive list below), blockers are quickly identified and solutions planned:
 - Impression/ view to click rates
 - Click to Registration
 - Registration to FTD
 - First Deposit to Next Deposit
 - Frequency of Visit to the site
 - Time on site
 - Engagement levels
 - Email open rate
 - Click out from Communications
 - Game Play/focus
 - Profit metrics
 - GGR
 - NGR
 - Deposit Values
 - Deposit Frequency

SEO/Content Strategy

We are publishing an esports-centric blog, featuring informative and valuable articles in the online betting and gaming domain. Topics include:

- Esports betting guides and strategies
- Game-specific betting guides
- Crypto casino games and betting
- Educational & knowledge-intensive articles
- Gaming tips and tricks

We're creating high-quality content for our blog based on the basket of keywords we're trying to rank for.

Our keyword selection criteria:

- Geo-Relevancy
- Crypto Gaming & Betting
- Popular Game Titles
- CS Gambling and Esports betting
- SEO Competition
- Traffic Potential

Our keywords plan:

- [100 high-impact keywords](#) based on intent
- 103K total monthly search volume
- 1.24M total yearly search volume

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We're conducting "SEO Outreach" to 'influence' the google algorithm over time to lift our blog articles (and domain in general) higher in organic search results.

Socials (contests, giveaways, etc.)

Our social media strategy is built on 4 content pillars:

- Token
- Casino
- Esports
- CS2 Gambling

We will leverage the popularity of providing rewards, promo codes, and giveaways on social media to drive attention.

CRM

In addition to operational emails, our CRM team will deploy several promotional CRM initiatives:

- *Life-Cycles*: Automated marketing communications to engage players from signup to ongoing play, fostering player loyalty and enhancing their overall gaming experience.
- *Ad-Hoc Monthly Campaigns*: Monthly marketing initiatives that are created on a MoM basis, responding to current trends, business needs, or market opportunities.
- *Loyalty Program*: Marketing strategy that incentivizes customers to engage with Jack's House on an ongoing basis by offering daily, weekly, and monthly rewards/missions (XP) or exclusive benefits in return for their continued betting activity.

For phase 2, we will rollout additional strategies to drive players to Jack's House:

- Influencers
- Partnerships
- Sponsorships
- Platform innovations that differentiate us in the market that are "only available at Jack's House"

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V. KEY SUPPLIERS AND MATERIAL DEPENDENCIES

The following is a list of our key suppliers and dependencies.

Software Providers:

- Platform/Gaming Software: **Lion Gaming**
 - Provides our platform and hosting/IT infrastructure, CRM, back-office, and security software
- Payment Processing Software: **CoinPayments**

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- Provides secure and efficient crypto deposits/withdrawals

Game Providers:

- We rely on top game providers like **Hub88** (game aggregator), **Pragmatic**, **Evolution**, **NetEnt**, **Microgaming**, etc. that are integrated with our platform partner to create the various casino games offered on our platform, including slots, table games, and live dealer games.

Regulatory Compliance Partners:

- Legal and compliance consultants who ensure that our casino operates within the framework of applicable laws and regulations: **Ifrah Law**, **Lion Gaming**
- Certification and testing agencies that verify the integrity and security of our platform: **Elliott Davis**, **Target Defense**

Marketing and Advertising Partners:

- While we are currently handling marketing efforts internally, we will hire advertising agencies and marketing firms (TBD) to help promote Jack's House through various channels.

Material dependencies for Jack's House may include:

Internet Connectivity:

- Reliable internet connectivity is crucial for the continuous operation of our platform and for players to access the games without interruption.

Regulatory Compliance:

- Compliance with gaming regulations and licensing requirements is essential for the legality and reputation of our casino. Failure to comply could result in fines, penalties, or even losing our operating license.

Player Trust and Security:

- Maintaining trust and confidence among players requires robust security measures to protect their personal and financial information from unauthorized access and cyberattacks.

Financial Stability:

- Access to financial services and resources is necessary to process player deposits and withdrawals promptly and to ensure the financial stability of the online casino.

Technological Innovation:

- Staying competitive in the online gaming industry requires continuous investment in technology and innovation to offer new and engaging gaming experiences to players.

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As a company, we're committed to building strong partnerships with reliable suppliers, maintaining regulatory compliance, ensuring player trust and security, and adapting to technological advancements and market trends.

VI. RISK EVALUATION AND MANAGEMENT

Risk Assessment:

- *Identify Potential Risks:* We conduct comprehensive analysis to identify various risks such as regulatory compliance, cybersecurity threats, fraud, financial risks, reputational risks, etc.
- *Risk Quantification:* We assess the potential impact and likelihood of occurrence for each identified risk. This could involve statistical analysis, historical data review, expert opinions, and industry benchmarks.
- *Prioritize Risks:* We rank risks based on their severity and likelihood, focusing on those with the highest potential impact on the business.

Risk Mitigation:

- *Implement Controls:* We develop and implement strategies and controls to mitigate identified risks. For example, implementing robust cybersecurity measures, conducting thorough background checks on employees, utilizing fraud detection tools, etc.
- *Compliance Framework:* We ensure compliance with regulatory requirements and industry standards. This may involve regular training for employees, implementing policies and procedures, and periodic assessments to ensure adherence to standards.
- *Insurance:* We have insurance coverage to mitigate financial losses arising from certain risks.

Auditing:

- *Internal Audits:* We will conduct regular internal audits to assess the effectiveness of risk management processes and controls.
- *External Audits:* We will engage external audit firms to conduct independent audits of financial statements, compliance with regulatory requirements, and the effectiveness of internal controls.
- *IT Audits:* We perform regular IT audits to assess the security of the online platform, data protection measures, and compliance with relevant regulations such as GDPR (General Data Protection Regulation) for handling customer data.

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Oversight:

- *Oversight Committees:* We plan to establish an oversight committee of senior management and independent directors to provide governance oversight of risk management activities. These committees will regularly review risk reports, audit findings, and discuss strategies for risk mitigation.
- *Risk Registers:* We will maintain a centralized risk register documenting all identified risks, their potential impact, mitigation strategies, responsible parties, and status of implementation. We will regularly update the risk register based on new developments and changes in the business environment.

Continuous Improvement:

- *Monitor and Review:* We will continuously monitor the effectiveness of risk management processes and controls, adapting them as necessary to address evolving risks and regulatory requirements.
- *Incident Response:* We will develop and maintain robust incident response plans to address unforeseen events promptly. We conduct post-incident reviews to identify lessons learned and improve future response strategies.

By following a systematic approach to risk assessment, mitigation, auditing, and oversight, Jack's House can enhance its resilience to various threats and ensure sustainable business growth while maintaining trust among stakeholders and regulatory authorities.

VII. LEGAL AND GOVERNANCE FRAMEWORK

e-Management N.V. is the sole Director of Jack's House B.V., whereby e-Management N.V. is represented by or has the following authorized signatories:

- Directors: Raoul Behr, Herman Oosten
- Proxy A Holders: Annesol Melaria, Bryon Finies

The Board of the parent company, Jack's House Inc. is composed solely of Janine Yorio, CEO. Janine Yorio works closely and meets weekly with Keith Fiore, Compliance Officer and Project Lead of Jack's House Inc., to discuss all pertinent matters facing the company.

Janine Yorio and Keith Fiore work closely and communicate frequently with e-Management N.V.

For legal matters, we work with Ifrah Law, a leading igaming law firm.

VIII. TARGET KPIs AND BUSINESS OBJECTIVES

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Measuring success for Jack's House involves assessing various aspects of its performance, including financial metrics, customer satisfaction, regulatory compliance, and long-term strategic objectives.

Key Performance Indicators (KPIs):

- *Customer Acquisition Cost (CAC)*: The cost incurred to acquire a new customer through marketing and promotional activities.
- *Churn Rate*: Percentage of customers who stop using our platform over a specific period, indicating customer retention effectiveness.
- *Active User Rate*: Proportion of registered users who regularly engage with our platform, indicating user engagement and loyalty.
- *Conversion Rate*: Percentage of website visitors who complete desired actions such as signing up, depositing funds, or making bets.
- *Average Revenue per User (ARPU)*: Total revenue divided by the number of active users, indicating the average contribution of each user to our business.
- *Player Lifetime Value (LTV)*: The predicted net profit attributed to the entire future relationship with a customer, reflecting the long-term value of acquiring and retaining customers.

Financial Metrics:

- *Gross Gaming Revenue (GGR)*
- *Net Gaming Revenue (NGR)*
- *Profitability*: Net profit margin, indicating the efficiency of operations in generating profits after accounting for all expenses.
- *Return on Investment (ROI)*: Evaluates the efficiency of investments made in marketing, technology, and other areas relative to the returns generated.

Operational Metrics:

- *Uptime and Performance*: Availability and responsiveness of our platform, ensuring minimal downtime and smooth user experience.
- *Compliance Adherence*: Rate of compliance with regulatory requirements and licensing standards, avoiding penalties and reputational damage.
- *Fraud and Security Measures*: Effectiveness of fraud detection and prevention measures, ensuring the security of financial transactions and player data.

Long-Term Business Objectives:

- *Market Expansion*: Penetration into new markets or geographic regions, diversifying revenue streams and expanding the customer base.

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- *Product Innovation:* Introduction of new games, features, and technologies to enhance the gaming experience and stay competitive in the market.
- *Brand Recognition:* Building a strong brand identity and reputation through marketing initiatives, sponsorships, and partnerships.
- *Responsible Gaming:* Promotion of responsible gaming practices, ensuring player safety, and contributing positively to society while adhering to ethical standards.

By tracking these metrics and aligning them with our strategic objectives, we can effectively measure our success, identify areas for improvement, and make data-driven decisions to drive growth and profitability.

IX. POLICIES AND PROCEDURES

- All of our company policies were drafted by Ifrah Law, an external law firm that specializes in igaming and has extensive experience providing legal counsel to Curaçao brand casinos.
- We pledge to immediately notify the GCB if there are any material changes to our company's key personnel (including UBOs), financial status, or business plans/operations.
- Lion Gaming, our casino platform provider, is an experienced igaming company that provides another layer of expertise to ensure our procedures are compliant and up to industry standards.
- e-Management N.V., Director of Jack's House B.V., is a proven entity that is extremely knowledgeable on Curaçao brand casino operations and Curaçao regulatory matters.
- The UBOs of the parent company, Jack's House Inc., are both experienced entrepreneurs and operators from the gaming industry.

[Newly added business plan requirements to follow on the next page]

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X. Financials & Crypto Holdings

- Financials P&L 2023 (site not live in 2023)

JACK'S HOUSE INC.

Profit and Loss

For the 12 month period January-December 2023

Revenue	
Sales	\$ -
Total Revenues	0
Expenses	
Technology & SaaS	193,936
Professional Fees	31,363
General and Administrative	36,737
Other expenses	24,573
Total Employee Compensation & Benefits	67,559
Independent Contractors	255,072
Travel	29,775
Sales & Marketing	44,756
Total Expenses	683,771
Other Income	8,575
Net Income	-675,196
Net Income	\$ (675,196)

- Player Crypto Holdings: As we are still in early days (site in Beta) and currently working to complete the MVP of our platform (thus not driving traffic yet), we are currently holding only ~\$6,500 USD value of player funds. All holdings are crypto.

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CoinPayments DashboardAccount ▾ Dashboard			
Home Your Wallet Coin Settings Transaction History			
Top Coin Balances			
COIN	BALANCE	BTC VALUE	USD ▾
Ether	0.57694569 ETH	0.02895110 BTC	2029.34468740 USD
Tether USD (Tron/TRC20)	1637.02596360 USDT.TRC20	0.02335933 BTC	1637.38622148 USD
Bitcoin	0.02167807 BTC	0.02167807 BTC	1519.53729522 USD
Litecoin	11.25527844 LTC	0.01544668 BTC	1082.74428246 USD
Dogecoin	271.07264737 DOGE	0.00074886 BTC	52.49179004 USD
Est. Value of Entire Wallet:		0.09162108 BTC	6422.23445575 USD
View all balances			

- Outstanding Liabilities: There are currently no outstanding liabilities or player disputes.

XI. Name Change: Background Information

- The parent (UBO) company of Jack's House B.V. is Jack's House Inc. Jack's House Inc. changed its name from "World Builder's Metaverse Inc." to "Jack's House Inc." in 2023.
- We changed the name of the company because it was originally incorporated for a different purpose (i.e., to be a metaverse marketplace and not an igaming business). When the business changed to igaming, we made the decision to remove "metaverse" and pick a name that is better-suited for a modern online casino.
- Please note that this name change occurred before our site was ever live to the public. As a result, there are no potential liabilities to players under the original name of the parent (UBO) company.

XII. Compliance Officer

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- The company acknowledges that a UBO of Jack's House cannot serve in the role of Compliance Officer.
- The company is appointing Keith Fiore as Compliance Officer.

XIII. Key Person

Janine Yorio serves as CEO of Jack's House, Inc. Janine has proven a formidable entrepreneur and fundraiser in her career with an emphasis on gaming.

Keith Fiore serves as Compliance Officer and Project Lead of Jack's House Inc. Keith is a longtime entrepreneur across industries such as media & advertising, ecommerce, and gaming and interactive entertainment. As a founder, Keith has signed deals with, and developed and operated tech platforms for, some of the largest companies in the world including Universal Music Group, Simon Property Group, NBCUniversal, and Gala Games. Keith is adept at taking a company from 0 to 1 and has scaled teams and revenues for multiple companies across his career. (Resume on next page)

JACK'S HOUSE

KEITH FIORE



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www.linkedin.com/in/keithfiore/

Professional Overview

- Entrepreneurial, vision-driven operator with 20 years of building digital platforms from the ground up with exceptional experience in management, business development, operations, and building teams
- Dealmaker who closed key deals with some of the largest companies in the world spanning retail (Simon Properties) to music (Universal Music Group) to media (NBCUniversal) to blockchain (Gala)
- Versatile leader that is comfortable defining strategies, developing processes from scratch, crafting presentations, building teams, leading sales & legal negotiations, managing a P&L, and raising capital
- Exceptionally calm under pressure, frugal, flexible, and driven to complete the mission

Experience

CEO, Jack's House

February 2023- Present

Jack's House is an online casino and esports betting hub featuring a sleek esportsbook with all the top live matches, a full casino, and an innovative player experience that's designed to make gamers and esports fans feel at home.

Co-founder & Chief Operating Officer, Endless AI

January 2020 - December 2022

Endless AI is an emerging leader in AI-driven entertainment for a Web3 world.

- Signed deal with Gala Games, a top blockchain platform, to develop a first-of-its-kind "living" NFT project
- Created the first-ever project that combines blockchain technology, artificial intelligence, and gaming
- Developed proprietary tech IP to produce "living" characters on chain (e.g., animated, voice-recognition, AI-enabled beings that you can talk and interact with on your mobile device)
- Achieved day one, multi-million dollar revenue from an early sale of our project, Fuzzle

Chief Operating Officer, Endless Entertainment

October 2016 - January 2020

Endless Entertainment is an interactive storytelling company. We developed NBCUniversal's interactive storytelling platform, *Series*—for which we created all of the content and our technology powered the platform.

- Led the pitch and negotiations with NBCUniversal through deal signing
- Scaled revenue from \$0 to \$12mm in 18 months
- Scaled team from 5 to 50+ in 18 months
- Designed a complex production engine and process to produce high-quality interactive storytelling content at scale, with 10-14 different IPs in development concurrently

Co-founder & CEO, Miner Labs

May 2012 - March 2016

Miner is the best way to buy clothes. I led the company from initial concept to Startup Weekend winner to a fast-growing NYC startup.

- Led all aspects of the pitch, negotiation, and signing with the world's largest music company, Universal Music Group. Operated virtual pop-up shops on fans' smartphones at live shows
- Launched the Miner-branded shopping app that quickly became one of the fastest growing shopping apps in the App Store and a Top 100 shopping app
- Pitched, negotiated, and signed deal with the world's largest retail real estate company, Simon Property Group, to realize the company's larger "Everywhere Store" vision and enable omnichannel retail

Founder & CEO, 2aTEE Golf Media

September 2003 - August 2014

Founded what became the leading company in the golf out-of-home media space.

- Controlled an ad network of over 30K in-cart digital screens
- Clients included American Express, GM, Verizon, Comcast, Chase, etc.
- Acquired by GPS Industries

National Account Executive, Clear Channel Malls

August 1998 - August 2003

Charged with selling ad inventory inside shopping malls across a network of 300+ shopping malls

- Highest grossing salesperson 3 out of 5 years. President's Club winner 2001-2003

Education

BA, University of Virginia

Personal

Tech, writing, reading, concerts, movies, and skiing