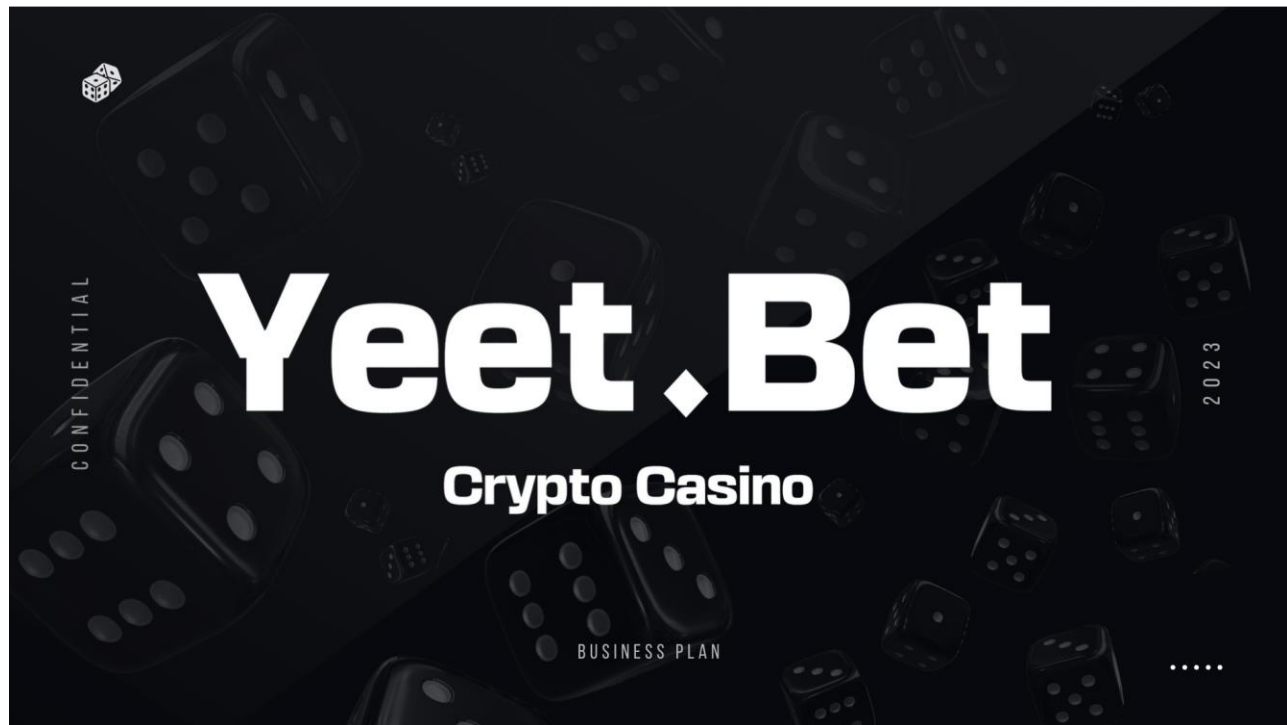




Executive summary

Yeet is a cutting-edge online casino that leverages blockchain technology and cryptocurrencies to provide a secure, transparent, and innovative gambling experience. Our platform offers a wide range of traditional and crypto-specific casino games, including slots, table games, poker, and more. With a commitment to fair play and responsible gaming, Yeet will provide users with world class gaming experiences.

Mission Statement

To revolutionize the online casino industry by delivering a secure, transparent, and user-friendly gambling platform powered by blockchain technology and cryptocurrencies, ensuring fair play, and fostering responsible gaming.

Vision Statement

To become the go-to destination for crypto enthusiasts and online gamblers worldwide, offering an unparalleled gaming experience while leading the way in blockchain technology adoption.

Market Analysis & Strategy

Industry Overview

The online gambling industry is a thriving market, with annual revenues exceeding \$80 billion. The crypto-enabled casino sector has experienced significant growth in recent years due to the advantages of blockchain technology, including transparency, security, and anonymity. The increasing popularity of cryptocurrencies, such as Bitcoin and Ethereum, has led to a surge in demand for crypto casinos.

Target Market

- Crypto Enthusiasts: Individuals who hold and actively use cryptocurrencies.
- Online Gamblers: Traditional online casino players looking to explore the benefits of crypto gaming.
- Global Audience: Our platform will be accessible worldwide in jurisdictions that allow online gaming, catering to a diverse customer base.
- The main targets to start are tier 1 geographies, such as Canada, that have an overlap with crypto currency usage

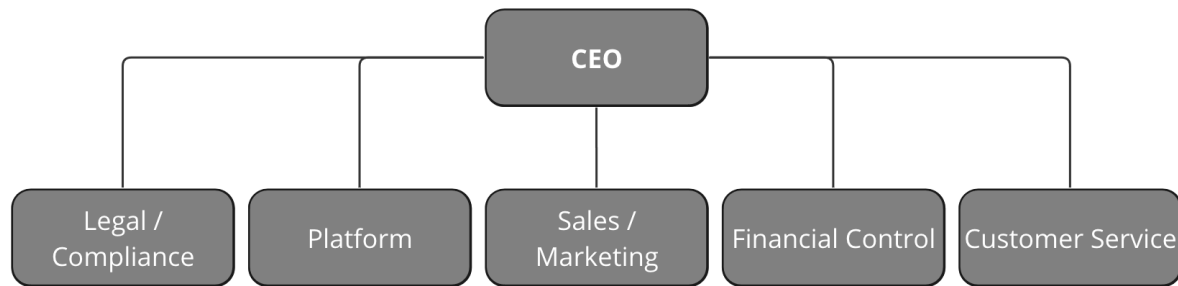
Competitive Analysis

- Stake: One of the market leaders, known for its innovative approach and extensive game offerings.
- Bitcasino: Offers a wide range of casino games, including live dealer games.
- Roobet: Specializes in cryptocurrency sports betting and casino games.
- Shuffle: Offers a variety of traditional and crypto casino games.
- Rollbit: Offer a wide range of traditional and crypto casino game types.

Yeet will differentiate itself through a commitment to transparency, user experience, and responsible gaming. We aim to be the most trusted brand in the crypto casino space by having a team that is forward facing and very reputable within the industries of crypto, gaming, and finance.



Structure



Software & Suppliers

Our platform will be built by Gammastack, a leading iGaming developer with over 8 years of platform building experience.

We will be using Softswiss as our aggregator, which will allow us to integrate many of the most popular and well respected gaming providers such as Evolution, Pragmatic Play, Push Gaming, Paytech, etc.

Our sportsbook services will be provided by Altenar and BetRadar.

Our payment processing will be done by Coinspaid.

We will have access to all the required reporting resources to ensure we remain strictly compliant with Curaçao regulations.

Management & Operation structure

- **Chief Executive Officer (CEO): *Ben Cowley***

Ben Cowley, has huge experience across managing risk in finance, cryptocurrency and technology. Ben worked for 10 years as a credit trader at Barclays, Deutsche Bank and JP Morgan, leaving as a Director in 2021 to move full-time into crypto. Co-founded Canary Labs and led the advisory business which worked alongside top brands such as Red Bull & Audi.

- **CFO: *Chris Nordling***

Chris previously worked for MGM Resorts International, where he served as President of Corporate Entities, responsible for all large corporate departments. He was also the CFO for the CityCenter Project, a \$9 Billion mixed-use development, including Aria Resort, on the Las Vegas Strip. Additionally, he served as Executive Vice President and CFO of Mirage Resorts from 2005 to 2010. During his tenure with Mirage Resorts, Inc., Chris oversaw all financial aspects of 9 MGM MIRAGE operating units, including such brands as Bellagio, The Mirage and Beau Rivage. This group was responsible for over \$1 Billion in operating cash flow annually.

- **Legal & Compliance: *Ray Genco***

Ray Genco is a licensed lawyer specializing in corporate structure, tax, and contract law. Ray Genco responsibilities include overseeing all regulatory and enforcement matters, including KYC/AML compliance programs. He also is integral in setting up all corporate entities and red lining all contracts.

- **Platform Design & Features: *Parker Singleton***

Parker is an experienced full-stack developer with knowledge of React, Solidity, Node.js, SQL, and noSQL databases. He is also an experienced front-end designer with experience using Figma & Adobe Illustrator. In web3 he has worked on various projects, most notably building Degenz (degenz.finance), a premier NFT analytics hub. He also worked alongside the Canary Labs advisory team for various development projects for top-tier brands and NFT companies. Prior to web3, Parker combined his business acumen and programming expertise to build an e-commerce business that generated over \$3m revenue.

- **Marketing & Sales: *Peter Fittin***

Second BD person hired at arbitrum and I am responsible for partnerships and marketing. My efforts and network have helped build arbitrum from a Princeton University academic research project to the biggest L2 and one of the most recognizable brands in all of crypto. I am known as being the face of the greater arbitrum ecosystem. As an influencer, I am going to lean heavily into creating content with other KOLs and influencers and myself and the team will make Yeet into a widely recognized lifestyle brand that transcends crypto, gambling, poker, and lifestyle content.

- **Financial and Risk Control: *Michael Anderson***

Worked for 10 years as a credit trader at Barclays and Goldman Sachs, leaving as a Director in 2021 to move full-time into crypto. Was responsible for one of the most profitable trades of the NFT bull run, netting \$17m by holding and eventually selling 72 Bored Apes. Co-founded Canary Labs which focused on venture & advisory in the web3 space, as well as managing two successful NFT projects rektguy & Degenz. Founded various crypto podcasts & newsletters including Rug Radio, Rekt Radio & Mando Minutes.

- **Sportsbook & Casino Operations Management: *Matthew Kolibas***

Background in Finance and Trading, have been a successful trader for 16 years working for Trillium Trading and Chimera Securities (won numerous yearly top 10 trader awards at both firms), crypto trader since 2018 (#1 volume on Bybit and top 10 PnL during different periods in 2021-22), NFT trading since 2021 (top 5 PnL on Opensea in 2021), co-host of Rekt Radio (weekly podcast about crypto and risk taking with 20k listeners/ viewers per week), poker player and gambler for 20+ years, ran sports books on a personal level scale for many years. Very well versed in content creation and community building and helped Rollbit with their KOL marketing push from 2022- present. A jack of all trades and wearer of many hats.

- **Director of Risk Management: *Ben Lamb***

Professional poker player and gambler for 18 years. Has been a mainstay competing at the highest stakes in the world in both cash games and tournaments. Won Player of the Year in 2011. Entered and began trading cryptocurrencies in 2017. Experience in identifying and quantifying risk in all forms of gambling.

Marketing & sales strategy

Marketing Channels

Digital Marketing

In our digital marketing crusade, we will deploy a multi-faceted SEO approach, targeting high-yield keywords pertinent to the iGaming sector. Our content strategy will be anchored in creating player-centric, engaging material, driving organic traffic and enhancing our SERP rankings. Key KPIs here include a measurable uptick in organic search traffic, improved keyword rankings, and a lower bounce rate, which are indicative of enhanced user engagement and content relevancy. On the social media front, we will leverage psychographic targeting in our ad campaigns, aiming to maximize player acquisition and conversion rates. The primary KPIs will be Cost Per Acquisition (CPA) and conversion rates, reflecting the efficiency and effectiveness of our social media campaigns. Our email marketing strategy will focus on segmentation and personalization, aiming to boost open rates and click-through rates (CTRs), key indicators of successful player engagement and content relevance.

The digital marketing channels that we are most focused on are forms of social media such as Twitter, Kick, Youtube, Instagram, and Tiktok. We will use a top of funnel system that attracts key influencers in each area and has them promote our product to relevant audiences in the target geographies.

Affiliate Marketing

In orchestrating our affiliate program, we will engage with top-tier iGaming affiliates, employing competitive CPA and revenue share models to incentivize high-quality traffic. The program will be rigorously monitored using advanced tracking solutions to optimize affiliate performance. The primary KPIs will be affiliate-generated traffic and revenue, along with the player lifetime value (LTV) stemming from affiliate referrals. This approach ensures that we are not only attracting new players but also engaging valuable, high-retention users.

Community Engagement

Our community engagement strategy will focus on cultivating a vibrant player community, leveraging platforms like Reddit and Bitcointalk. We will measure our success through increased forum engagement rates and positive sentiment analysis. By nurturing these online communities, we aim to enhance player retention rates, a crucial KPI in sustaining long-term revenue growth. Additionally, through regular player feedback and interactive events, we aim to boost our Net Promoter Score (NPS), a key indicator of player satisfaction and loyalty.

Promotions

Our promotional strategy will be a blend of welcome offers, loyalty rewards, and targeted campaigns. Welcome bonuses are designed to reduce the initial barriers to entry, a strategy reflected in the KPIs of new player sign-ups and first-time deposit rates. The loyalty program, structured around tiered rewards and exclusive offers, aims to increase player retention and average player value (APV). Regular promotions and referral incentives are geared towards stimulating player activity and referral traffic, closely monitored through KPIs such as the frequency of player deposits and the number of successful referrals.

This comprehensive and data-driven approach in our marketing efforts is tailored to not only attract and engage players but also to closely monitor and optimize the metrics that matter most in the online casino industry. By focusing on these key performance indicators, we ensure that each aspect of our marketing strategy is aligned with the overarching goals of player acquisition, retention, and revenue growth, all while adhering to responsible gaming practices.

Financial Projections

Expense	Dollar Amount	Percentage Of Total
License Fees & Corporate Setup	\$20,000	0.80%
Developer Costs	\$100,000	4.00%
Marketing Treasury	\$1,080,000	43.20%
Support & Maintenance	\$85,000	3.40%
Salaries	\$100,000	4.00%
Bank	\$1,080,000	43.20%
Legal & Compliance	\$35,000	1.40%
Total		\$2,500,000
Year 1 Projections		
Depositors		7,000
ARPU		\$650
GGR		\$4,550,000
Projected Costs % of GGR		
Casino & Sportsbook		12%
Bonuses & Promotions		15%
KOL Marketing Budget		20%
Net GGR Projection		\$2,400,000