



Business Plan / Clutch.App

I. Summary

Clutch Gaming provides a heightened entertainment and gaming experience for active Crypto/Digital Asset holders. An experience built around Rewards, Community Engagement, and Competition. Rather than solo gambling. Through Clutch, we're seamlessly merging the excitement of casinos, the unpredictability of sportsbooks, the classic allure of horse racing, and our original casino games. But what sets us apart is our commitment to 'gamification'. We believe in offering not just games, but experiences. With Clutch, users aren't just random players or numbers on a dashboard; they are protagonists in their own online adventure within the platform.

Markets for Entry:

1. Canada
2. Brazil
3. India

Clutch will expand globally to Argentina, Vietnam, Indonesia, Japan, Norway, Philippines, Portugal, Mexico, and Poland.

In-depth Market Analysis:

<https://tinyurl.com/ClutchResearch>



II. Software

Under Construction: <https://www.dev.clutch.app>

Completion Date Estimate: January 2024

Betby Sportsbook:

<https://betby.com/sportsbook>

Clutch uses Betby Sportsbook's full integration, which incorporates 125+ Sports across 150,000+ live monthly events. This integration is complemented by their state-of-the-art back-office, detailed reporting, and impervious risk management solutions. Further enhancing our offerings, the integration with their

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The Ear Casino Aggregator:

<https://www.theearcasino.com/>

The Ear Platform are leaders in gaming technology, seamlessly blending tailored solutions for B2C Operators and B2B providers. Empowering startups with tools like our advanced RGS, RNG, and integrated game logic, we ensure a focus on design and aesthetics. Their autonomous system offers Clutch access to over 800 global payment methods and a rich library of 15,000 games.

III. Company Details

CEO/CFO (Founder):

Brandon King <https://www.linkedin.com/in/brandon-king-618975bb/>

A seasoned professional and business owner with over 7+ years of experience in the cryptocurrency industry, specializing in project consulting, marketing, UI/UX design, and blockchain development. A proven track record of marketing, launching, and consulting for various NFT, Gambling, and Cryptocurrency projects. Brandon has been dedicated to the industry, founding and co-founding three innovative companies. With global operations, extensive travels, and keynote speaking, Brandon has cemented his position as a visionary and trusted expert within the ecosystem.

Projects & Success Stories:

- Pixel Guild - Advanced Gaming project launched with **30,000** concurrent players, the highest player count for a Solana Blockchain-based Project.
- Ahoy Validator - Running a Validator on the SUI Network with **+\$61M USD** staked.
- Floki Inu - Funded, marketed & onboarded Key Opinion Leaders (KOLs) for \$FLOKI Token, a Gaming Project on the Binance Network. Floki reached **\$3B Market Cap**.

• Successfully supported **50+ Token & NFT** launches resulting in **+\$25m USD** Sales.

• On boarded **+400,000** users to key blockchains; Solana, BNB, Ethereum, Polygon & Sui.

Designers:

Lime Agency - <https://lime-agency.io/>

Boasting over 7 years of experience in the market. Creating over 300 distinct turnkey websites and executing 800+ design projects, they specialize in designs that resonate with current trends, capturing audience attention. This commitment to excellence is validated by Clutch's quality UI and original art assets.

Developers:

GammaStack - <https://www.gammastack.com/>

GammaStack's expertise lies in software product development, harnessing a blend of cutting-edge technologies to ensure quality and operational tranquility. Our contracted development company is comprised of over 350 passionate professionals and over 8 years of deep-rooted experience in iGaming, with 500+ projects delivered internationally.

Metaversity - <https://www.metaversity.agency>

Our in-house team of experienced developers, contractors, and blockchain specialists, we're been focused on delivering high-quality solutions tailored for our global clients for over 7+ years. Our expertise extends to implementing advanced solutions while ensuring the utmost security, efficiency, and thoughtful product design.

CMO (Marketing Officer):

Jake Lawson - <https://www.linkedin.com/in/jkdowntown/>

Jake is an experienced Strategy Director with over 10 years of working across Marketing, Media Buying, Digital, Creative, and Content Creation. For the past 6 years, he has worked in agency land, leading strategic work for global client partners such as Twitch, Accor Hotels, Binance, and many more.

← Clutch Business Plan

Customer Support/Compliance:

Cha Cruz. - <https://www.linkedin.com/in/charity-dela-cruz-92b505106>

Specialist in Fraud Prevention, Compliance, and Support, previously working as Team Leader for an online sportsbook company in Curacao. They specialize in KYC (Know your customer), CDD (Customer Due Diligence), AML (Anti-Money Laundering), and Customer Support. Handling customer verification, sign-ups, and support tickets.

IV. Market Research

<https://tinyurl.com/ClutchResearch>

Market Sizing:

Globally the total addressable market sits between 335.8M-857.1M over the year. This market traffic is growing by 34.5% each year. Based on these significant growth numbers, we have selected the iGaming market to develop our business.

Audience Details:

Disregarding any countries we cannot enter, the markets with the highest traffic from competitors' sites or aligned search terms are Canada, Brazil, and India.

The audience skews the majority Male (66.9%) between the ages of 25-44. They are most active on Twitter, Reddit, and YouTube.

This audience typically discovers new brands on Ads before online videos, ads on music streaming, billboards, sponsored content, or ads seen on TV. These channels will form the base of our communication strategy and brand awareness approach.

V. Marketing & Sales

Clutch's marketing team has intimate knowledge of both the Crypto space and traditional media strategy. This places us in a unique position to capitalise on a wider audience, where other competitors in the space may be limited to a niche crypto audience.

Our marketing and sales activity will be split across Demand Generation, New User acquisition/Demand Capture, and active user engagement/retention.

1. Demand Generation (Introducing potential users to Clutch):

- Paid Media (Advertising):
 - YouTube & Twitch: Leveraging video platforms, we'll introduce Clutch through engaging videos, tutorials, and teasers about what our platform offers.
 - Digital Display & Online Video: Broad reach campaigns to capture users across various online platforms, ensuring maximum visibility.
 - Podcast Advertising: Engaging potential users through popular podcasts related to gaming and crypto.
 - Twitter Ads: Targeted ad campaigns on Twitter to tap into communities discussing iGaming and cryptocurrency.

2. Demand Capture - Search-Based Strategy for Targeted User Acquisition:

By identifying and targeting high-volume keywords, we position Clutch as a top option for those actively seeking iGaming experiences. This approach also sets us apart from competitors as very few are actively engaging in a paid search advertising strategy.

- Paid Search Advertising & Video Content: Targeted campaigns will introduce Clutch through engaging content, especially on platforms like YouTube.
- Competitor Keyword Targeting: Targeting keywords users associate with our competitors allows us to directly compete for their audience.

Utilizing Database, Owned, and Organic Channels:

1. Email Marketing (Database):

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- Newsletters: Regular updates about Clutch, including success stories, upcoming events, or platform upgrades.
- Re-engagement Campaigns: Target inactive users with special offers or updates to reignite their interest.

2. Owned Channels:

- Website Updates: Regularly update the website with fresh content, such as blog posts, user testimonials, or game highlights.
- Push Notifications: Use browser or app-based push notifications to alert users about new content, games, or promotions.
- Exclusive Offers: Promote exclusive offers or bonuses that are only available to registered users or members, encouraging them to revisit.

3. Organic Social Media Channels:

- Consistent Posting: Maintain a steady stream of content across platforms like Twitter, Instagram, or Facebook, showcasing platform highlights, user successes, and news.
- Engage with the Community: Respond to comments, host Q&A sessions, or run polls to keep the community engaged and foster a sense of belonging.
- Stories & Live Sessions: Use features like Instagram Stories or Twitter Spaces to offer behind-the-scenes looks, game tutorials, or user spotlights.
- Collaborate with Influencers: Regularly share influencer-created content related to Clutch, tapping into their follower base for organic reach.

4. Community Engagement:

- Forums & Discussions: Create or engage in community spaces where users can discuss games, and strategies, or share experiences related to Clutch.
- UGC Spotlight: Regularly feature user-generated content or reviews on your owned channels, encouraging more users to share their experiences.

5. Retargeting:

- Pixel Implementation: Use pixels on your website to track user behavior.
- Retargeting Ads: Run ads targeting users who've visited the site but haven't engaged recently, reminding them of what they're missing.

Marketing Activity Phasing:

Phase 1: Launch

Objective: Build hype, awareness, and initial traction.

- Utilise owned channels and organic social platforms.
- Share exclusive 'Sneak Peek' content across platforms.
- Collaborate with renowned crypto platforms for articles about Clutch's launch.
- Start brand awareness campaigns on platforms like YouTube and Twitter.

Phase 2: Demand Generation

Objective: Drive significant user acquisition and engagement.

- Enhance brand recognition through captivating video content and contextual digital display ads.
- Offer exclusive sign-up bonuses for early users.
- Introduce a rewarding referral system to spur organic growth.

Phase 3: Content Distribution

Objective: Enhance brand presence and engage potential users through authentic content.

- Collaborate with influencers for user-centric content.
- Amplify high-performing content through paid channels.

Phase 4: Organic Growth & Retention

Objective: Nurture the existing user base, drive consistent platform engagement, and ensure long-term user retention.

- User Rewards: Regularly offer bonuses, gifts, or exclusive content to active users, ensuring they remain engaged and loyal to Clutch.
- Organised Events: Host tournaments, competitions, or special game events with attractive prizes, drawing both attention and participation.
- Event Content Amplification: Capture moments, testimonials, or highlights from major events and promote them through social platforms and influencers, creating a buzz in the community.

VI. Financial Plan

12 MONTHS PLAN OF INCOME AND EXPENSES

	Monthly revenues (USD)	Monthly expenses (USD)	Profit/loss (USD)
January, 2024	220,186	279,135	(58,949)
February, 2024	251,077	296,271	(45,193)
March, 2024	282,224	308,793	(26,570)
April, 2024	313,819	321,083	(7,263)
May, 2024	345,927	333,094	12,833
June, 2024	378,610	344,871	33,739
July, 2024	411,998	357,383	54,615
August, 2024	446,154	369,536	76,618
September, 2024	481,079	381,286	99,794
October, 2024	516,900	392,619	124,281
November, 2024	553,618	403,498	150,121
December, 2024	591,360	413,923	177,437

PROFIT AND LOSS FOR 1 YEAR (PROJECTED-2025)

Position		Value (USD)
1	Revenue (Casino)	3,364,560
2	Revenue (Sport)	1,121,520
3	Other/Transactions	306,873
TOTAL REVENUE		4,792,953
4	Cost of revenue (Casino and Sportsbook Providers)	853,143
5	Other	360,151
TOTAL COST OF REVENUE		1,213,294
Gross profit		3,579,659

 Clutch Business Plan

7	Salaries	625,040
8	Rent and office expenses	28,330
9	Other	142,295
TOTAL EXPENSES (SG&A)		2,988,195
10	Depreciation & Amortization	87,916
Profit before tax and interest (EBIT)		503,547
11	Taxes	(151,064)
Net income		352,483