



Clutch Business & Financial Model

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Clutch Gaming offers a next-level entertainment platform, combining the best features of casinos, sportsbooks, horse racing, and original games. Clutch provides an immersive experience centred on **Rewards**, **Community Engagement**, and **Competition**. Our focus on **Gamification** sets us apart, transforming users from mere players into active participants in a personalised online igaming experience.



Key Markets for Entry

- **Primary Markets:** Canada, Brazil, and India
- **Planned Expansion:** Argentina, Vietnam, Indonesia, Japan, Norway, Philippines, Portugal, Mexico, and Poland

Clutch's global expansion strategy ensures we tap into high-growth markets backed by in-depth market research.

Review Clutch's Market Research:

<https://docs.google.com/presentation/d/1FBQ9Bicude8EHN1Vu4RoLaAknwFBiHu5yLBhrvI5y60/edit?usp=sharing>

Technology and Integration

Clutch Software Suite

Clutch uses a comprehensive software solution designed to provide users with a seamless and engaging experience. The platform leverages partnerships with top-tier providers to ensure maximum performance, scalability, and variety.

- [Betby Sportsbook Integration](#): Provides access to **125+ sports**, **150,000+ live monthly events**, and cutting-edge back-office support, including detailed reporting and robust risk management solutions. Betby's customisable front end ensures that Clutch users enjoy a user-friendly interface with options like **Free Bets**, **Combo Bets**, **Cashouts**, and in-depth statistics.
 - [The Ear Casino Aggregator](#): Offers access to **15,000 games** and supports **800 global payment methods**. The platform seamlessly integrates with Clutch, providing tailored solutions for both B2C operators and B2B providers, utilizing an advanced RGS, RNG, and integrated game logic.
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Company Leadership

CEO/CFO (Founder): Brandon King

<https://www.linkedin.com/in/bking-clutch/>

Brandon King brings over 7 years of experience in the cryptocurrency industry, specialising in **project consulting**, **marketing**, **UI/UX design**, and **blockchain development**. He has successfully founded and co-founded three innovative companies, with a proven track record that includes launching an advanced gaming project with **30,000** concurrent players, running a validator with **\$260M** staked on the network, leading token marketing efforts that helped achieve a \$3B market cap, and supporting over 50 token launches, generating **\$25M** in sales while onboarding more than **400,000** users to key blockchains.

CTO (Founder): MJ Mirzazadeh

<https://www.linkedin.com/in/mjmirzazadeh/>

MJ is a seasoned tech leader with extensive experience developing scalable, cloud-based systems and iGaming applications. Formerly with **Crownbet**, he founded three successful ventures: **Roundtable Apps**, **Cloud Guardians**, and **Rapidpace CRM**, mainly focused on driving innovation in the gambling industry

CMO: 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 7 years, he has worked in agency land, leading strategic work for global client partners such as **Twitch**, **Accor Hotels**, **Binance Australia**, and many more.

Compliance Officer: Tony Ciccocelli

<https://www.linkedin.com/in/antonello-ciccocelli-39148511/>

With over **+20 years** of experience in the iGaming industry, Tony is a **Malta-based** veteran known for expertise in Payments, Compliance, Operations, and Risk Management. A trusted authority across both regulated and grey markets worldwide, he brings a proven track record of ensuring operational excellence and compliance in complex, dynamic environments.

Marketing & Sales Strategy

Clutch's marketing approach capitalises on both **crypto-specific** and **traditional media** strategies to create a broader appeal. Our efforts are split across the following categories:

1. **Demand Generation** (Introduce new users to Clutch):
 - **YouTube & Twitch:** Engaging tutorials, platform teasers, and influencer-led content to introduce Clutch.
 - **Twitter Ads:** Targeted campaigns aimed at communities actively discussing iGaming and cryptocurrency.
 - **Podcast Advertising:** Promoting Clutch through popular gaming and crypto-related podcasts.
 2. **Demand Capture** (Search-based strategy for acquiring targeted users):
 - **Paid Search:** Campaigns targeting high-volume keywords related to iGaming and crypto.
 - **Competitor Keyword Targeting:** Attract users who are already searching for our competitors.
 3. **User Engagement and Retention:**
 - **Push Notifications:** Notify users about exclusive content, new games, or personalised offers.
 - **Social Media:** Regularly post content across Twitter, Instagram, and Facebook to maintain active user interaction.
 - **Referral Program:** Users can invite friends and receive incentives, fostering organic growth.
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Financial Overview

Our **12-month projection** shows strong revenue growth driven by scaling operations and expanding our user base. This growth is supported by an initial capital investment of **\$700,000 USD**, raised from over **+20** prominent venture capitalists and angel investors. Funding was secured through a **SAFT (Simple Agreement for Future Tokens)** agreement.

Projected Revenue for 2025:

- **Gross Profit:** \$.56M (Gross margin of 69%)

Projected Revenue for 2026:

- **Gross Profit:** \$4.199M (Gross margin of 75%)

Projected Revenue for 2025:

- **Gross Profit:** \$12.52M (Gross margin of 76%)

All figures in USD	2025	2026	2027
Income Statement			
Casino	343,080	3,402,630	10,010,910
Sport	171,540	1,701,315	5,005,455
Token staking	286	2,836	8,342
NFT staking	572	5,672	16,686
Commission	45,744	453,684	1,334,788
Staking NFT Vault	929	3,925	7,990
Revenue	562,151	5,570,062	16,384,170
<i>Revenue Growth</i>		891%	194%
Cloud & Storage	30,000	60,000	60,000
AML & KYC	13,049	55,147	112,256
Third party	96,425	937,451	2,753,000
Crypto exchange	32,021	317,579	934,352
Cost of revenue	171,495	1,370,177	3,859,608
Gross Profit	390,656	4,199,885	12,524,563
<i>Gross Margin</i>	69%	75%	76%
Rent and Office expenses	11,880	19,872	20,326
Payroll	241,020	625,040	677,040
Marketing	874,366	3,925,110	8,788,643
Other Operating Expenses	56,363	228,501	474,300
SG&A	1,183,629	4,798,523	9,960,309
EBITDA	(792,974)	(598,637)	2,564,254

<i>EBITDA Margin</i>		-11%	16%
Depreciation & Amortization	35,150	85,540	140,530
EBIT	(828,124)	(684,177)	2,423,724
<i>EBIT Margin</i>		-12%	15%
Interest	-	-	-
EBT	(828,124)	(684,177)	2,423,724
Tax	-	-	(48,474)
Net Income	(828,124)	(684,177)	2,375,249
<i>NI Margin</i>		-12%	14%

Free cash flow

EBIT(1-t)	(828,124)	(684,177)	2,375,249
+ Depreciation	35,150	85,540	140,530
- chg. In WC	220,000	-	-
- Capex	302,700	255,900	296,400
FCFF	(1,315,674)	(854,537)	2,219,379