



Business Plan

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Background

Pierre Weller has been involved in the global gambling business for over 5 years. As the project lead at White Swan Data, he has led the build and analysis of multiple sports betting and casino games that have led to profits in excess of >£10mm. He has a unique understanding of the market and the games within the market. He also designed a number of slots games which included the cash out concept.

Now Jackpot Hunter BV is bringing a new online casino to market, primarily focused on the leading progressive jackpot games using sophisticated AI and machine learning algorithms to provide insights to customers as to when a jackpot is “heating up” (i.e. getting ready to pay out) and creating social engagement in online spaces on discord for players to join while spinning, bringing a sought after social element to online slots play.

The Casino will be licensed in Curacao with applications for an MGA license underway post go live.

The Market

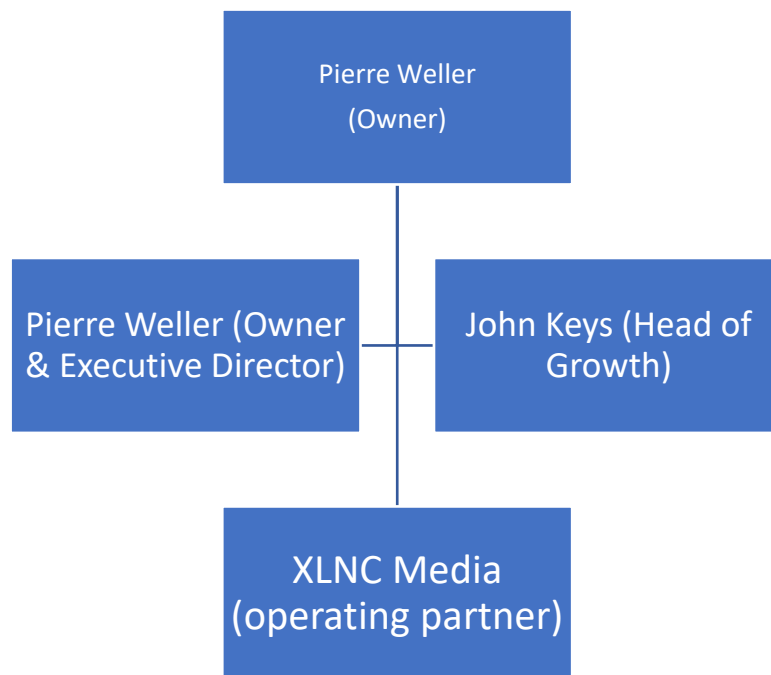
The online casino market has a large number of offerings. However, they are all homogenous in their approach of offering every possible gambling product in an uncurated mess making it very difficult for people who are interested in a single niche to find a place they want to consistently play in.

The Irish casino market is estimated to have an annual gross gaming yield of ~£100mm and while it is difficult to get to a precise figure on slots, they are generally considered to be 60% of casino revenues (£60mm).

Indian smartphone penetration ballooned to 54% thanks for reliance telecoms free internet offering making this a very attractive market to go after. The large playing population in India, strong interest in sports and games and lack of dominant Casino brands present make this a very compelling market to enter. With our unique Free to Play assets we will have a strong offering in the Indian market.

The New Zealand casino market had a turnover of \$504mm in 2020 and as an English speaking nation provides another attractive market for us to offer our games to in order to amortize our costs over more users.

Company Structure



Marketing

We will be performing customer acquisition via affiliates and direct acquisition methods (SEO, paid advertising). We have a very strong, inimitable sign up offer with our large lottery sized jackpot free to play products. We source these products via our sister company, Colossus Bets.

In addition, we have a large number of VIP clients based in Ireland that are ready to sign up to play network jackpot slots. These will form the basis of our core customers.

Free to play

Jackpot hunter will use free to play games (FTP) to acquire and retain customers through their lifecycle. We have an unrivalled offering using daily FTP games covering Football (English Premier League and Champions League) and various top level Cricket competitions (Indian Premier League, South African Super League, Big Bash Australia, T20).

Before the toss:

The image displays three sequential screenshots of a mobile application interface for a cricket betting pool. Each screen shows a 'Pool name' of 'Jackpot prize' and a 'Start time'. The interface includes tabs for 'Solo', 'Syndicates', and 'More info'. Below these are buttons for 'Smart Pick', 'Clear', and a stake of '£2.00'. The pool consists of six questions, each with a set of possible answers. The first screen shows the initial state where all questions are unanswered. The second screen shows the first four questions answered. The third screen shows all six questions answered.

Question	Answers	Selected Answer
1	Runs in first 6 overs of first innings	41-45
2	Wickets in first 6 overs of first innings	1
3	Total match sixes	4-5
4	Total match wide balls	8-9
5	Total match runs	301-325
6	Total match catches	3

2nd Innings:

Pool name
Jackpot prize

Start time

Solo

Syndicates

More info

Smart Pick

Clear

£2.00

1

Jason Roy Innings runs

0-5

6-10

11-15

16-20

21-25

26-30

31-35

35-40

41-45

51-55

56-50

61+

2

Mitchell Starc innings wickets

0

1

2

3

4

5+

3

Innings sixes

0-1

2-3

4-5

6-7

8-9

10+

4

Method of 1st wicket dismissal

Caught

Bowled

Stumped

Run Out

LBW

Other

5

Top Innings batsman (runs)

Jason Roy

Tom Banton

Jonny Bairstow

Eoin Morgan

Jos Buttler

Ben Stokes

Moeen Ali

Other

6

Top Innings bowler (wickets)

Mitchell Starc

Josh Hazlewood

Pat Cummins

Mitch Marsh

Adam Zampa

Other

7

Innings extras

0-3

4-6

7-9

10-12

13-15

16+

Pool name
Jackpot prize

Start time

Solo

Syndicates

More info

Smart Pick

Clear

£2.00

1

Jason Roy Innings runs

0-5

6-10

11-15

16-20

21-25

26-30

31-35

35-40

41-45

51-55

56-50

61+

2

Mitchell Starc innings wickets

0

1

2

3

4

5+

3

Innings sixes

0-1

2-3

4-5

6-7

8-9

10+

4

Method of 1st wicket dismissal

Caught

Bowled

Stumped

Run Out

LBW

Other

5

Top Innings batsman (runs)

Jason Roy

Tom Banton

Jonny Bairstow

Eoin Morgan

Jos Buttler

Ben Stokes

Moeen Ali

Other

6

Top Innings bowler (wickets)

Mitchell Starc

Josh Hazlewood

Pat Cummins

Mitch Marsh

Adam Zampa

Other

7

Innings extras

0-3

4-6

7-9

10-12

13-15

16+

Pool name
Jackpot prize

Start time

Solo

Syndicates

More info

Smart Pick

Clear

£2.00

1

Jason Roy Innings runs

0-5

6-10

11-15

16-20

21-25

26-30

31-35

35-40

41-45

51-55

56-50

61+

2

Mitchell Starc innings wickets

0

1

2

3

4

5+

3

Innings sixes

0-1

2-3

4-5

6-7

8-9

10+

4

Method of 1st wicket dismissal

Caught

Bowled

Stumped

Run Out

LBW

Other

5

Top Innings batsman (runs)

Jason Roy

Tom Banton

Jonny Bairstow

Eoin Morgan

Jos Buttler

Ben Stokes

Moeen Ali

Other

6

Top Innings bowler (wickets)

Mitchell Starc

Josh Hazlewood

Pat Cummins

Mitch Marsh

Adam Zampa

Other

7

Innings extras

0-3

4-6

7-9

10-12

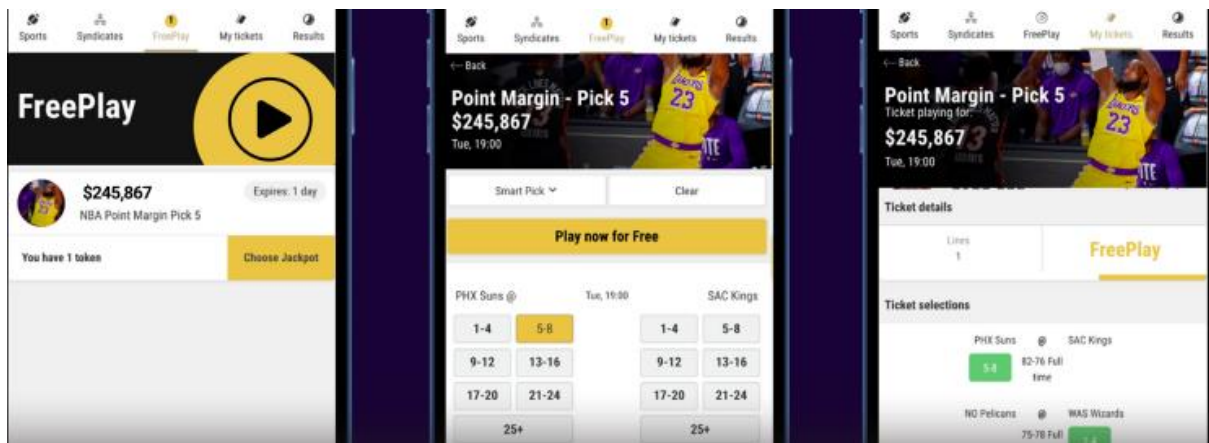
13-15

16+

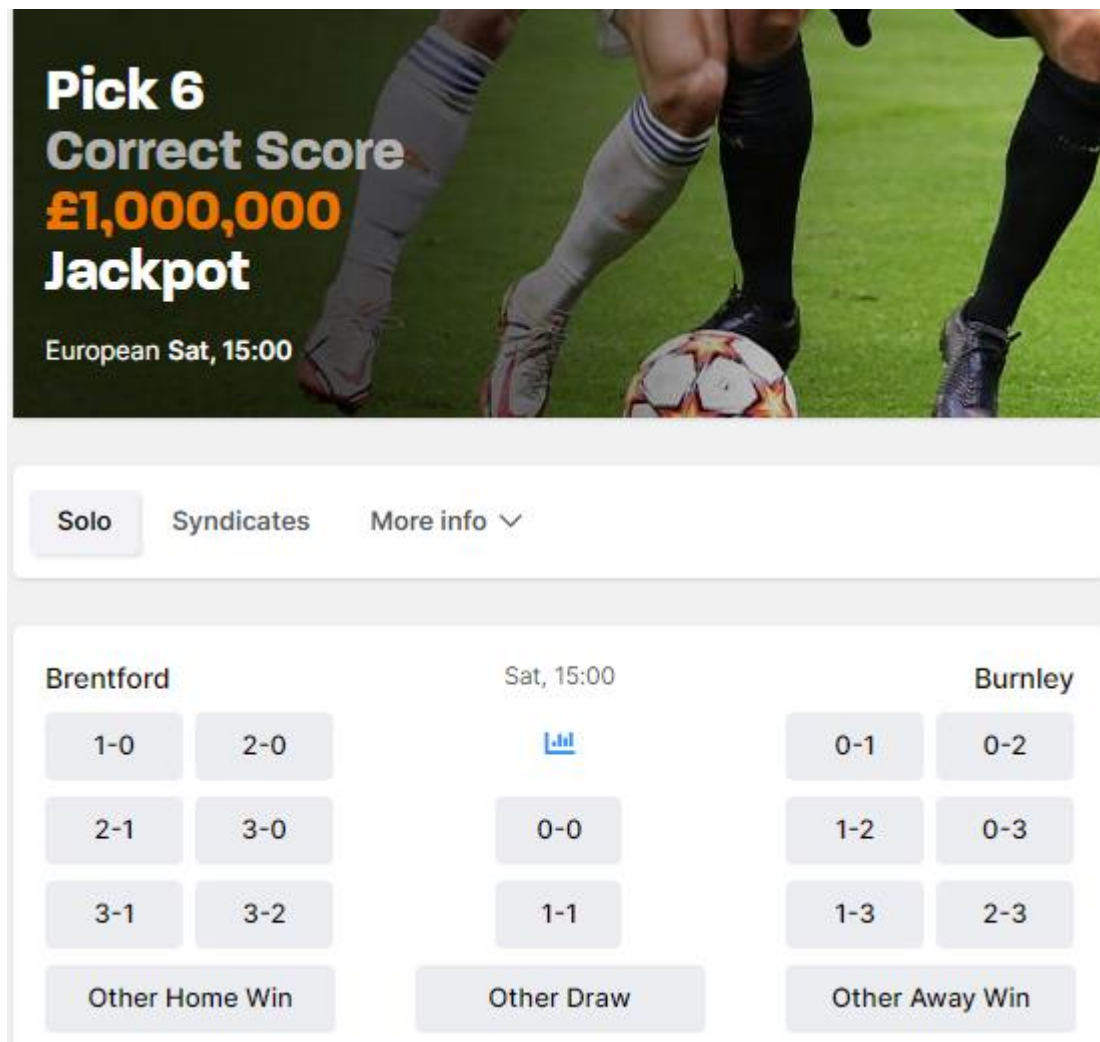
MVP:

Solo				Syndicates				More info			
Smart Pick				Clear				£2.00			
Sat, 12:00	Sat, 17:00	Sun, 12:00	Sun, 17:00	Sat, 12:00	Sat, 17:00	Sun, 12:00	Sun, 17:00	Sat, 12:00	Sat, 17:00	Sun, 12:00	Sun, 17:00
England India	Afghanistan New Zealand	Ireland Pakistan	Sri Lanka Zimbabwe	England India	Afghanistan New Zealand	Ireland Pakistan	Sri Lanka Zimbabwe	England India	Afghanistan New Zealand	Ireland Pakistan	Sri Lanka Zimbabwe
Sort by: Projected score				How are points calculated?				Sort by: Projected score			
23.8				Ben Stokes				All-rounder (ENG)			
23.1				Virat Kohli				Bat (IND)			
22.1				Eoin Morgan				Bat (ENG)			
20.8				Jason Roy				Bat (ENG)			
19.2				Jos Buttler				Bat (ENG)			
17.3				Rohit Sharma				Bat (IND)			
16.8				Shikhar Dhawan				Bat (IND)			
14.5				Lokesh Rahul				Bat (IND)			
13.7				Ravindra Jadeja				All-rounder (IND)			
13.6				Adil Rashid				Bowl (ENG)			
12.9				Chris Jordan				Bowl (ENG)			
12.7				Jasprit Bumrah				Bowl (IND)			
12.3				Yuzvendra Chahal				Bowl (IND)			
11.3				Kuldeep Yadav				Bowl (IND)			
11.1				Tom Curran				Bowl (ENG)			
10.4				Liam Plunkett				Bowl (ENG)			

In addition to free to play cricket pools we have access to the largest jackpot free to play sports pools covering top tier football, American Sports and horse racing.



Pick 6 guaranteed Jackpot example:



Technology

Our go to market partner for player account management is Pragmatic solutions. They are an experienced operator offering multiple B2B casino solutions to operators all over the world. Within pragmatic we will have a host of payment solutions covering credit, debit and cryptocurrency options via Payment IQ integration. Payment options include: (UPI, Netbanking, Rupay, Ripple, Skrill, Neteller, Astropay, Ezeewallet, Jeton, EcoPayz, MuchBetter)

Over the next 12 months we will continue to build out our offering adding more casino games, live table games and sports betting.

We are using a host of software as a service products –

Hosting production – Amazon Web Services

Affiliate solution – Income Access

KYC Solution – Comply Advantage

Messaging Solution – Send Grid and Twilio

CSM Solution – Zendesk

Customer relationship management – Optimove

Business Intelligence – AcuBI

Operations

We have partnered with an external operating partner; XLNC media. They are an experienced operator of Casino's globally with the founders strong background in managing customer acquisition at GVC.

They will manage the day to day processing of the business with twice weekly meetings with John Keys on operations analysis, marketing spend and return analysis and expansion planning.

We will have 24/7 customer service across English and Hindi adding Spanish, Portuguese and language support for the Nordic regions once we have obtained MGA licensing.

Financials

We have estimated start up capital requirement of €1.1mm euros provided by owner Pierre Weller in the form of owners loans.

Financial Assumptions

Uses

Company formation	€	10,465
URL	€	3,000
Technology platform	€	75,000
Y1 Working Capital	€	700,000
Buffer	€	300,000
Total	€	1,088,465

4 year projection:

	2022	2023	2024	2025
JackpotHunter Earning Projections/ Assumptions				
Handle	€ 34,849,923	€ 175,975,557	€ 268,205,901	€ 294,356,267
% growth		405%	52%	10%
Net Gaming Revenue	€ 1,617,886	€ 7,512,129	€ 11,879,720	€ 19,294,455
NGR margin	4.6%	4.3%	4.4%	6.6%
Operating Expenses (ex marketing)	€ 1,056,674	€ 2,631,116	€ 3,733,159	€ 5,560,461
% Operating Expense/GGR	65.3%	35.0%	31.4%	28.8%
Marketing Expenses	€ 1,539,990	€ 3,637,979	€ 6,481,955	€ 11,589,328
% Marketing/GGR	95.2%	48.4%	54.6%	60.1%
EBITDA	-€ 978,779	€ 1,243,034	€ 1,664,606	€ 2,144,666
% margin	-60.5%	16.5%	14.0%	11.1%
EBITDAR - (After Rebates)	-€ 1,081,432	€ 467,662	€ 739,741	€ 995,562
% margin	-67%	6%	6%	5%
Tax	€ -	€ -	€ 25,194	€ 199,112
Net Operating Income	-€ 1,081,432	€ 467,662	€ 714,547	€ 796,450