

Introduction to KEKW Gaming

KEKW Gaming is the holding company of www.CSGOBook.com – an esports focused gaming site that breaks from traditional Casino type games. CSGOBook currently operates as an affiliate platform for other Curacao licensed operators such as <https://csgoempire.com> and <https://csgofast.com>.

CSGOBook.com currently ranks #1 for several key google search terms and is a well respected site within the community. We have developed a platform that operates to classic iGaming standards, using the experience of the directors and CTO to ensure we are the most respected, compliant and responsible operator in the CSGO Skins betting market.

The Skins betting market has exploded in recent years. CSGOBook will capitalise on this appetite to gambling with digital assets on Esports games, such as Counter-Strike: Global Offensive. Our system is designed to be compliant worldwide and will geo block any region that has local regulation, or has specifically stated that 'lootboxes' or gambling with 'skins' is prohibited – this includes the Netherlands, Sweden, Denmark, the UK and USA.

Differences at CSGOBook.com

CSGOBook has significant gambling experience behind its operation, making us the leading threat to any Esports operator already in the market. We have developed a system that fully complies with regulations and will treat players like any other regulated business, conducting KYC on deposit and withdrawal as well as AML checks and source of funds.

Due to our dominant position in google rankings, we will have an immediate customer base expected to generate in excess of \$500,000 in wagers in month 1. We have a support team available on Live Chat based in the UK, initially covering English only but with a view to adding Mandarin and Russian in the near future. All player data is stored within our own systems and no external resource is used to supplement our payments or support teams.

All of our games are developed in house by a team who have previously designed and built Online Casino games. Games have been built to UKGC standards to ensure the highest possible quality and security. The business has significant capital available to ensure players are paid promptly and we anticipate development to shift towards FIAT currency, with Sports Betting and general Casino games added within the next 12 months.

CSGOBook.com will join the Esports Integrity Council to ensure any potential issues around match fixing are raised through the relevant authorities.

Games at CSGOBook.com

The company will supply games of chance to customers, as well as skill-based games such as 'Crash' and Sports betting. These games are very popular with the target audience and CSGOBook.com currently ranks #1 on Google for worldwide searches featuring many of these games.

In-house developed game content will feature many of the games defined below, with a view to also introducing a Sports Betting platform in the future, with odds supplied by industry leaders such as

Abios, Bet Genius or Sport Radar. Additional gaming content, such as Slots games, Live Casino and others, will likely be added later in Y1, possibly in Y2 based on customer appetite. We will likely integrate known suppliers such as MrSlotty, Pragmatic Play and Microgaming, who are favourable suppliers on a Curacao license.

Coin flip

- Player A vs Player B. Perfect 50/50 chance of either side winning.
- House will take a small 'rake' from each pot to generate revenue
- For example, Player A chooses Heads, Player B chooses Tails. The bets are equally matched (example, \$10 each) – the pot therefore will be \$18 and the winner takes all. The game will use an RNG to decide the winner and each side has an equal chance of winning.

Jackpot Game

- Players buy in to a prize pot. The higher your investment, the higher your chance of winning. The house will take a rake of around 5% of a pot, similar to Bingo. As people buy in, the amount that they wager will determine their % chance of winning.
- For example, if 2 users buy in and one spends £90, the other £10, the user who spent £90 will have a 90% chance of winning the pot, which will be £95 (£100 total buy in, minus 5% commission to the house).
- This is a winner takes all game and the amount available in each pot will be solely determined by how much the users contribute. The house will not seed this pot in any way. Games will run roughly every 30 seconds and must have at least 2 players.

Roulette

- A classic Roulette game with fewer numbers and lower multipliers on the payouts. This game will feature colours as opposed to numbers, and the likelihood of landing on a colour will be reflected in the odds paid out to players.
- The colours, likelihood of winning and prize payouts are:

Colour	Squares	Odds of winning	Payout (xbet)
Black	1	5%	10x
Green	8	38%	2x
Red	6	29%	3x
Blue	4	19%	4x
Yellow	2	10%	5x
Totals	21	100%	

Crash

- Based on the idea of increasing value, which suddenly crashes, the player must 'cash out' their stake before the crash
- No way to anticipate the point at which the game will crash

- Player is immediately in profit from the first stage, paying 1.01x their bet, increasing to an unlimited multiple, but the maximum win is \$10,000 (or equivalent)
- If the game crashes before cash out, the player loses their stake
- The game can crash immediately, resulting in losses for everyone who entered the game

Technology & Platform

The experience of our developers and technology behind CSGOBook means we will be the market leaders in this space. Our systems are designed to cope with significant traffic and microtransactions. The games are developed using a Provably fair hash system, where no user can predict the outcome of any result and the house has no control over the same outcome.

We have predominantly built games where the house takes a small percentage, or 'rake' from every bet, ensuring players are only playing against one another and the swing of funds is less volatile for the house. This ensures the capital available can be maintained and player balances always covered.

Operational Plan

With the website having such a strong ranking profile for several key search terms, we expect immediate revenue from go live. The website currently refers around 1,000 new depositing customers per month to other sites operating in this industry. With the standard drop off in click thru, we expect this to increase to around 1,400 new customers when we go live, meaning around 50 players per day on site and playing. As we retain customers, this will organically grow and we will continue to develop the site, offering more games, introducing FIAT currency and Sports Betting. We will acquire more traffic through these channels and look to enter regulated markets as the Esports industry continues to grow.

Marketing & Acquisition

Initial marketing work will be solely focused on Social media and SEO. We currently have an incredibly strong SEO profile, and we will continue to invest in this approach. SEO often delivers the highest quality players and deliver the best commercial returns. It is unlikely that we will move to paid media for some time, but we will look to introduce some potential sponsorships where regulation allows for this.

Directors & Management

There are 3 key directors/co-owners in charge of the project, with an additional key consultant who operates on a profit share provided he remains involved in the business. For clarity, we have included a profile on him (Sky Rumsey) as he is acting CTO.

Paul Fitchford – Co-owner & Director, COO

Paul has more than 17 years of experience in iGaming & Betting. He began his career at bet365 in 2004 and has since worked for other global leaders, like Sky Betting & Gaming, as someone responsible for gaming VIP's, responsible play and over £50million of revenue per annum. Prior to that, he has worked for start-up businesses like Costabingo.com and bgo.com. Paul has spent the past 4 years operating as a Consultant for more than a dozen clients. He is the co-founder of Tournament.gg, a software development company and is now also a director with KEKW Gaming.

Josh Lingenfelter – Co-owner, UBO & CEO

Josh understands acquisition better than most and is well respected in the gambling industry. Having sold his Affiliate business to Acroud in 2019 for over £2million, he has since turned his focus to emerging markets, such as CSGOBook.com and Australian Sports betting.

James Meadowcroft – Co-owner & Director, CMO

James has been the right hand man of Josh for many years, helping the Acroud deal complete and achieve the £600,000 earn out over the following 6 months. James is an SEO expert, capable of acquiring high quality, long term traffic. James will take up the CMO role at KEKW Gaming, focusing largely on bringing more high quality business to CSGOBook.com and also exploring additional avenues, such as Social Media and Google paid search. As the brand expands into Sports Betting and FIAT currency, James will begin to acquire a wider range of Esports traffic.

Sky Rumsey – Shareholder, CTO

Sky is acting CTO. A co-owner of Tournament.gg with Paul, he is a software development and network topology specialist. Having built several market leading platforms within the iGaming industry in the past, Sky most recently developed the 'Supe' chat and image sharing platform – a business generating in excess of £1million revenue per month and Superbets, a free to play affiliate platform operating in African markets. Sky oversees the day to day technical capabilities of the platform whilst leading the development of the platform with our studio partners.