



# 360WIN BUSINESS PLAN

2024

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## I. Executive Summary

### ***Business Overview***

Utilizing our proprietary innovative advertising concept, we host free-to-play, easy-to-win, high-paying tournaments to raise money for worthy causes and charities.

#### **There are two things we can do better than anyone so far...**

We get people to give their undivided attention to video ads AND even interact with them.

To get enough people viewing these ads to make it worthwhile for everyone, we found a way to use this new advertising concept to change the gaming world forever.

We host free tournaments for real money that are easy to win (much easier than any current free or pay-to-play site), offer huge payouts, and do it all for free.

We are doing all of this to make the world a better place. Players not only win more than anywhere else, but we make a matching donation to THEIR chosen cause or charity every time they win cash.

We have built and thoroughly tested the proprietary software needed to achieve this with three different games: Texas Hold'em, Blackjack, and Baccarat.

We have a diverse backend we call PAM (Proprietary Asset Manager) which allows us to filter our advertisers' perfect demographics, provide more accurate and detailed tracking information, automatically pay all the players their winnings, track everything from charity donations to employee pay, and automatically provide any report we need.

We are raising money to get the word out and get enough players to not only produce a huge profit, but to also provide much needed funding for worthy causes and charities.

## ***Success Factors***

360WIN is uniquely qualified to succeed due to the following reasons:

- Our advertising concept is superior to our competitors because we garner the undivided attention of our client's demographic, offer a direct response feature, and only charge for viewers who interact with their ads
- Our Tournament design is superior to our competitors because our players are more likely to win and can win more than any free or pay-to-play competitor.
- Operational Systems: We have developed proprietary systems that enable us to provide high quality tournaments, high quality advertising, and connect it all in an effective manner that allows us to track everything. This includes, ad views, ad interactions, the exact demographics of the viewers with detailed information, prizes won by the players, sales of goods and services, referral earnings, sales commissions, charity outlay, and so much more.
- Intellectual Property (IP): We have Intellectual Property that gives us an advantage over our competitors. Our IP includes our proprietary advertising and tournament design. The most valuable aspect of our company is the combination of these two together.
- Successes achieved to date: We have already accomplished the following, which positions us for future success:
  - Built, tested, and are using a proprietary backend software we call PAM.
  - Built, tested, and are using proprietary Blackjack, Poker, and Baccarat software.
  - Signed agreements with two separate ad agencies that can each provide millions of programmatic advertising.
  - Implemented a secondary source of monetization, so we have backups, alternatives, and/or additions to monetize our tournaments.

## Financial Plan

Below is an overview of our expected financial performance over the next five years.

Our income is directly dependent on two numbers:

1. The number of games played.
2. The CPM rate we get for publishing advertising.

We will use our opening CPM rate for all the projections. However, we expect to garner five times this rate, which will increase our income five times but not our expenses.

5-Year Projections	Number of Daily Plays	Total Income	Total Profits
Year 1	1,000,000	\$98,550,000	\$32,850,000
Year 2	4,000,000	\$394,200,000	\$131,400,000
Year 3	10,000,000	\$985,500,000	\$328,500,000
Year 4	20,000,000	\$1,971,000,000	\$657,000,000
Year 5	40,000,000	\$3,942,000,000	\$1,314,000,000

## Division of Funds

Until we reach 100,000 daily plays, we will use any funds available on marketing to get to that level. At that level we will declare our company profitable and will divide the funds as follows at that point:

- 20% to prizes for the players
- 20% to worthy causes and charities
- 10% to separate affiliate and sponsorship programs
- 33% Profits
- 17% Expenses/Marketing

## Risk Mitigating Milestones

In order to achieve success, the following critical milestones have been defined:

Green = Complete

1. Build an extensive backend to track everything within our company.
2. Build proprietary working game software that is attached to our backend and works with our innovative advertising concept.
3. Sign enough paying advertisers to get us to profitability.
4. Beta test everything thoroughly.
5. Fix all issues related to the beta tests. (Projected by April 12<sup>th</sup>, 2021)
6. Bring in 30,000 players. (Working on that now)
7. Increase our player base to 100,000 players. (As quickly as we can)
8. Increase our player base to 4 million players. (As quickly as we can)

## II. Industry Analysis

The market in which 360WIN is operating can be characterized by the following:

We make our money from our innovative and very effective advertising concept. We get the players who view the advertising that makes us the money from the online casino game industry.

There were more than 40 million Americans playing online poker for real money on a regular basis when poker's version of Black Friday occurred. There are far more blackjack players than poker players. Free tournaments for real prizes are not new and are very popular to this day. All poker sites offer free tournaments called "freerolls" and all casino sites offer free play for real prizes as an attraction to get people interested. Playing for free with a real chance to win real prizes has always been the most attractive way to get new players.

Casino gaming revenue in Nevada alone has averaged over 10 billion U.S. dollars every year for the past decade until COVID-19 shut things down.

The increasing popularity of gambling apps and social gambling will propel the growth of the mobile gambling market in the forecast period, and several online gambling platforms increased their marketing and promotional activities in the form of extra tournaments and bonuses to attract more players as well. With these drivers and the current situation of the world, the online gambling market size is expected to grow from \$58.96 billion in 2019 to **\$92.86 billion** in 2023 at a rate of 12.0%. The market is expected to then grow to **\$113.12 billion** in 2025 at a CAGR of 10.4%.

In the advertising world, the average Fortune 500 company spends tens of millions monthly. Several of the Fortune 500s spend over a billion annually on advertising. With our captive audience, filtered demographics, increased sales opportunities, and detailed tracking, we believe we can get a market share of this, in fact after talking to Fortune 500 companies and ad agencies, we are certain of it. Just a half of a % of the top 500 advertisers alone is worth \$100 Million annually.

### III. Competitive Analysis

There are very few companies who directly fit into our niche. We host free tournaments for real prizes sponsored by advertisers. This same model was shared with three competitors when we started, but they have merged into just one at this time. That company is Cafrino.

#### ***We are NOT gambling, but rather the solution to the problem!***

We are so unique that we really don't have any direct competitors. By replacing popular gambling games with a free version which is easier to win and allows players to win more than traditional pay-to-play versions, we can replace risky gambling games with a no-risk, non-gambling version.

#### ***Indirect Competitors***

There are many companies who could be considered either an indirect competitor or an ally. We could be the perfect replacement to any poker site, online casino, or Brick and Mortar Company's free version of games used to attract new players. We are much more attractive than their current version and our version makes money instead of cost money. Not having a deal with any of these businesses would make them an indirect competitor.

The following two companies are our indirect competitors:

#### **Governor of Poker 3:**

- This is a free social site focusing on Poker but also offering Blackjack and slots
- They are free to play but they constantly offer in-game purchases to help the player progress in the game
- Revenues are generated from these in-game purchases.
- They are in Amsterdam, Netherlands
- They have taken over from Zynga as the largest online social game site servicing over 1.2 million daily players
- Their key strengths are graphics and design. Players can play for free but win valuable items like chips, coins, team points, hats, pins, and more.
- Their key weakness is players are not playing to win real items, only digital items that have no value outside the game.

#### **Poker World**

- This is a popular achievement-based poker game played against bots.
- It is free to play with many available in-game purchases to help you progress through the game.
- Revenues are generated from these in-game purchases.
- They are in Amsterdam, Netherlands

- There is never any waiting for a game and players can find patterns in the play of the bots to defeat them.
- Their key strengths are graphics and design. Players constantly move up in the game till they complete the entire poker world.
- Their key weakness is once a player completes the game, their play is over.

### ***Competitive Advantages***

360WIN is positioned to outperform competitors for the following reasons:

By far our biggest advantage is our advertising platform. It has viewers appreciating and welcoming the advertising like never before. It allows us to offer more exciting prizes to play for and gives players a better chance to win those prizes. This entire platform was built with balance in mind. Balance between the advertisers, players, charities, and equity owners. By doing this we have a design that allows all 4 groups to win big.



## IV. Marketing Plan

In addition to our aggressive referral program, we plan to market our tournaments in at least six other fashions ...

### 1 - Social Media

We will be utilizing Facebook, Twitter, Instagram, YouTube, and all other social media programs to promote our tournaments, and we will be offering rewards to our players every time someone they referred wins something.

### 2 - National TV ad campaign

Because we are using this free tournament to raise millions for charity, we will qualify for a double-your-ad campaign program. For every spot we purchase, we get one spot free. Utilizing this in combination with key sponsors, we will be doing a multi-million dollar TV advertising campaign to promote the tournament. The sponsors pay for half the campaign and our half will be covered by the charity aspect of our venture.

### 3 - Direct Messaging

We have access to several email databases totaling in the millions, plus access to millions via SMS text messaging, and we will be direct marketing to them via a strong campaign.

### 4 - Cross Promotions

Cross promoting is a huge benefit to all involved and we have several cross promotion campaigns planned and will plan many more before the launch.

### 5 - Live Casts

In exchange for promoting specific podcasts whose audience is a demographic match to our needs, we will expect them to promote our free charity tournaments to their audience. We will also do the same type of deal with bloggers who have matching demographics.

### 6 - Charity Promotions

We are the perfect program for charities to promote. We do not take money from their donors but rather put money in their pockets, so we do not interfere with any of the fundraising programs they already have in place. And we have strong incentives to reach out to their donor base and promote our tournaments.

## V. Operations Plan

The key day-to-day processes that our business performs to serve our customers are as follows:

- Answer all customer queries, improve all aspects of our company, increase ad sales, and develop new games.
- *Product Development:* Our IT team will constantly be making adjustments or additions to our current games so they are improved in some fashion. They will also constantly be developing new games and technology to help us grow.
- *Sales:* The ad sales department will always be looking for direct advertisers who will pay a higher CPM than our ad agencies so we can weed out the agencies and become our own agency.
- *Marketing:* Since the more players we have playing, the more money we make, our marketing team will constantly be looking for the best ways to spend our marketing budget to get the most value.
- *Customer Service:* We want our customer service to be the best we can offer, so all emails will be answered daily and in most cases in the same hour received, all calls answered or returned quickly, and all dealings with our players are to be civil and understanding.
- *Administration:* As many things that can be automated have been automated to reduce administration burdens and costs. This leaves the company the freedom to be creative without overloading that administration department.
- *Accounting/Payroll:* We have automated as many things in this area as possible and designed things to allow us to provide the exact detailed reports we need to make things very efficient. However, human oversight is still very important and will be prevalent in this department.
- *Human Resources:* Because we are an ever-growing, ever-expanding company, we will always need top quality people. To get the amazing team we have now it took a village but in the future we will want to find a real head of Human Resources to insure we are always able to find the quality of people we need for our growth and expansion.
- *Legal:* An important aspect of any large company is a sound legal department and while we have used a variety of legal specialists to get where we are, we will need to have a solid consistent legal department.

## VI. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

### Phil Matheney

- Title: Founder
- Key functions: Concept analysis, creative solutions, management
- Created both the advertising and tournament designs
- Education: BA – Tennessee Tech, AS – The Art Institute of Pittsburg

### Rad Geller

- Title: Principal Owner
- Key functions: Finance and Project Management
- Former roles:
  - Client Engagement Manager – DataArt
  - Product Owner/Manager – IBM
  - Project Manager – eBay
  - Software Engineer – Symantec
- Education: BS in Computer Science – NYU Tandon School of Engineering

### Steve Crummy

- Title: CEO
- Key functions: Oversee everything.
- 20+ years' experience in managing and running businesses, with many very valuable connections.
- Education: BA – THE Ohio State University

### Howard Young

- Title: Head of IT
- 30+ years' experience in software and technology development. He has directed technology teams creating and/or improving products for VoIP services, accounting & billing systems, point of sale products, web auctions and military applications. He is experienced in artificial intelligence and is an expert in gaming applications across all platforms including mobile, web, and PC.

## VII. Funding Requirements/Use of Funds

To successfully execute our business plan, we require \$30 Million in outside funding.

The primary uses of this funding include:

- **Product Development:** Because of our strong monetization methods, we want to apply our amazing monetization programs to 360WIN on a global basis.
- **Marketing:** We've developed the most paid attention to, best demographic, most effective, best tracked advertising on the market so now all we need are eyeballs. So we developed a method of taking this amazing monetization platform and use it to improve as many things as possible all with the mission of raising significant funds for worthy causes using a WIN/WIN program instead of relying on donations.
- **Product Improvement:** We realize how brilliant 360WIN is, and soon many large companies will as well, and we will find ourselves with more than just one weak competitor. Therefore, our company had adopted a philosophy that if we are not better today than we were yesterday, we messed up today. We will constantly be improving every aspect of 360WIN, making us a moving target and hard to catch.