

# EXECUTIVE SUMMARY

**Mission Statement:** We aspire to make the world a better place by helping those who are already helping others through fundraising via innovative advertising that is attractive to players competing in the most exciting tournaments available.

**Who We Are:** We are a group of dedicated business people who are determined to make the world a better place through innovative ideas. Everyone is completely dedicated to this project as it is seen as a huge game changer in the world and will have a significant impact with:

- Charity Fundraising
- Casino-Style Games
- Advertising

**Vision:** Acting with corporate social responsibility to reduce the societal problem of gambling and to develop optimal relationships of trust with players and advertisers.

**The Brand Name:** 360WIN®

**360WIN (the “Platform”):** Combines advertisers with game players in a way all game players appreciate and enjoy. This allows us to provide the advertiser with everyone’s undivided attention, filtered demographics, direct responses, and the best tracking in the industry, while simultaneously providing game players with the most exciting tournaments on the internet for free.

There are 3 casino-style games offered to players:

- Texas Hold'em
- Blackjack
- Baccarat

**Official Launch:** The Company has launched all 3 games globally with \$100 Cash games throughout each month. The first large tournaments are also launched in the USA with Texas Hold'em and Blackjack. The grand prize is \$10,000 in each.

**Business Model:** Players must win a qualifying game to participate in 360WIN's high-paying tournaments. During the qualifying game, there are a few (up to 8) commercial breaks, much like TV. After each video ad is shown, a multiple-choice question is asked about the video. Those who paid enough attention will win an advantage in the game by answering the question correctly.

**Development:** Five years of innovative tech work has been completed, creating the Property Asset Manager and gaming platform that is currently working. Proprietary Poker, Blackjack, and Baccarat software has been developed, tested, and launched.

**Potential Player Base:** The estimated size of the USA market exceeds fifty million players. Many of these players also have a critical problem – there are strict governmental regulations prohibiting gambling in most states. Our version of these casino-style games is legal in all 50 states, as there is always zero risk.

**Platform Advantages:** Significant reduction in societal costs, because problem gamblers can get the same excitement from our games with no risk or loss. They play for free, yet can win real cash and prizes. Gaming is legal everywhere, gambling is not. Our advertising model, combined with our proprietary tournament designs, allow us to provide casino-style games with a better chance of winning and larger prize pools than real gambling.

**Critical Problem Resolved:** We already have Fortune 500 advertisers on board. The top advertisers believe their message must be seen multiple times before sales will occur. This is called “Consistent Repetitive Messaging.” The best place to find this has been on TV, but things are changing in that world, and all the top companies are now looking for this type of advertising on the internet. Our high-end proprietary software called PAM provides the ability for our advertisers to select volume and repetitiveness, i.e. How many people they want to see their ad and how often. We can also filter their perfect demographic, provide a direct response feature, and only charge if a viewer paid attention to the ad. How do we know if they paid attention to the ad? Because we have them interact with the ad to prove it. While we can make this work with only \$5 CPM, a rate we can get all the advertising we need through programmatic advertising and the agencies we already have on board, we can charge 4-5 times that amount once we get enough players.

**Funding:** One of the biggest issues start-up companies face is a lack of capital. This limited offer resolves that by providing enough funds for expenses, marketing, and growth for 2 years... well beyond the projected profit timetable of less than 6 months. With this limited opportunity, we will have more than sufficient marketing capital to achieve enough daily plays to be in consistent profit growth. Once that occurs, your investment will be making your \$5000 monthly contributions for you, as well as providing you with a growing monthly income.

### **Management Team:**

Phil Matheney – Founder  
Rad Geller – Director of Business Operations  
Howard Young – Director of Technology  
Eric Wytiaz – Director of Advertising Sales  
Adriane Eiseman – Advertising Sales Agent  
Debra Hull – Office Manager / Customer Service  
Devin Brakel – Video Production

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Or email any questions to:  
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