

DETAILED PITCH, 2020 ©

**INVEST INTO QUICKLY
GROWING BUSINESS
ADRENALINE SLOTS
SOCIAL CASINO**

SOCIAL CASINO PROVED ITSELF AS SUCCESSFUL BUSINESS

Here are some examples of already working and
successful businesses :



DOUBLEDOWN CASINO

Real casino
turned social



SLOTOMANIA

5 million active
monthly players



ZYNGA

Biggest facebook
gaming company



BIGFISH CASINO

5.6 million monthly
active users

Gaming on social networks and mobile apps has become a
standard in the recent years and keeps growing

BIG TRAFFIC OR EXPENSIVE TRAFFIC?

Unlike classic online casinos and betting brands, social casinos do not allow players to withdraw their winning, sometimes offering merch or account upgrades instead. That means much higher traffic and lower CR (conversion rate from the lead to the real acquisition), while the only profits by the social casino is coins purchases in order to keep playing. According to different various sources, in average **3 to 5% are paying customers with the social casino.**

IS IT GOOD OR BAD?



IN OUR CASE DEFINITELY **YES !**



THERE IS NO NEED TO REINVENT THE WHEEL, BUT THERE IS AN IDEA TO UPGRADE IT !

TRAFFIC

We have more than 5 years of experience in online marketing, affiliate marketing, CPA and revenue share models, online content creation and lead generation. We have contained more than 1000 online marketing campaigns with leads generation on different models and various GEOs. Recently, we are active with live Facebook games advertising and we have a pretty good understanding of **how exactly to turn impression into click, click to lead and lead to the paying customer.**

- 1. TRAFFIC**
- 2. QUALITY OF GAMES**

QUALITY OF GAMES

Is it only about slots? Adrenaline slots are mainly slots, but not by far only!

2020 social casino must be in the line with all modern trends. we are ready to unleash the following complex games offer for our social casino :



1. TRAFFIC

2. QUALITY OF GAMES

and much more...

SOCIAL CASINO MUST BE FUN. WITH OUR EXPERIENCE, we are aimed to promote it globally using all available channels :



COMPETITION?...Not really

As already described, social casino is established and well-working business with plenty of live online players. Already tried by many, sometimes without **any experience** in online marketing, it is obvious, that player acquisition is not the biggest issue and / or subject of competition. The real competition is **players conversion**.



HERE ARE SOME CONVERSION AND RETENTION TOOLS FROM OUR ARZENAL

How to make player pay and buy new coins in social casino for longer term?



LEVEL UPGRADES



ACCOUNT CUSTOMIZATION



VIRTUAL MERCH STORE



ADDITIONAL GAME FEATURES



IN-GAME UPGRADES



PHYSICAL MERCH



MEDIA TOOLS
- re-targeting
- email chains



CONTESTS



PRIZE POOLS



BRAND PARTNERSHIPS

AND MUCH MORE!

ADRENALINE SLOTS ADVANTAGES



Advanced functionality for the user



Robust mobile app and technology



**Most intense games and new, fast,
adrenaline gambling**



Multimarketing on numerous platform + all lead
generation experience from 7 years of practice



**Partnership with popular brands for
prestige and position boost**

CURRENT STATUS OF THE PROJECT

FULLY READY AND FUNCTIONING 35 EXCLUSIVE ONLINE SLOTS with ready engine, marketing and calculated business values (hit rate, volatility etc.), adjustable per social casino metrics.

The project already has well-developed content and infrastructure and looking to boost its presence to online social casino vertical



OUR TEAM

We have 30+ experienced professionals:

- Core development team Front-From-end development team
- Back-office and CRM development team
- Mobile development team
- Production studio (artists, designers, UI, motion, sound)

Technology:

We are using modern and sophisticated technological stack: MongoDB, RabbitMQ, Centrifugo, ClickHouse Microservices, GoLang, ReactJS, Redux Unity 2D \ 3D R, Python, Scala



INVESTMENT OFFER

1. 8-10 months from the beginning of the development to finish technological platform and fully prepare it for the social casino launch
2. We require 1.2 mln. USD to cover all the costs for 1st year of development, IT, R&D, support and marketing in exchange of 8-15% of equity in the JV.

