



# Proposal

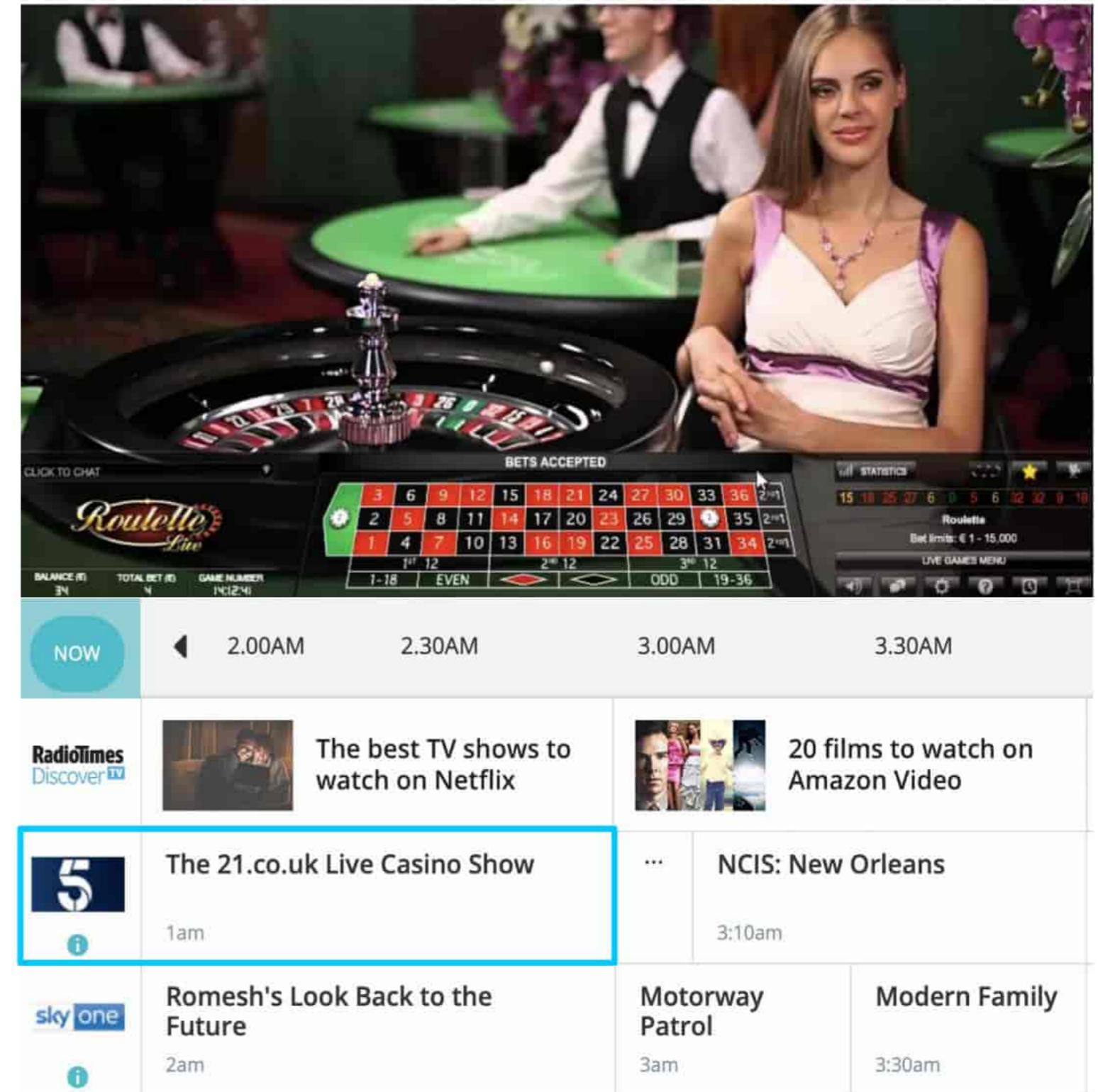
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# What are live dealer casino games?

- Live casino tables streamed online with players making real bets
- Live dealer casino games represent 30% of Real-Money online casino market
  - \$4B Annual Gross Gaming Revenue in Europe
  - Players spend more and retain better than RNG
- Live roulette broadcasts on TV in Europe, e.g ITV, Channel 5, Sky 1.

Live dealer is huge outside the United States in regulated gaming markets



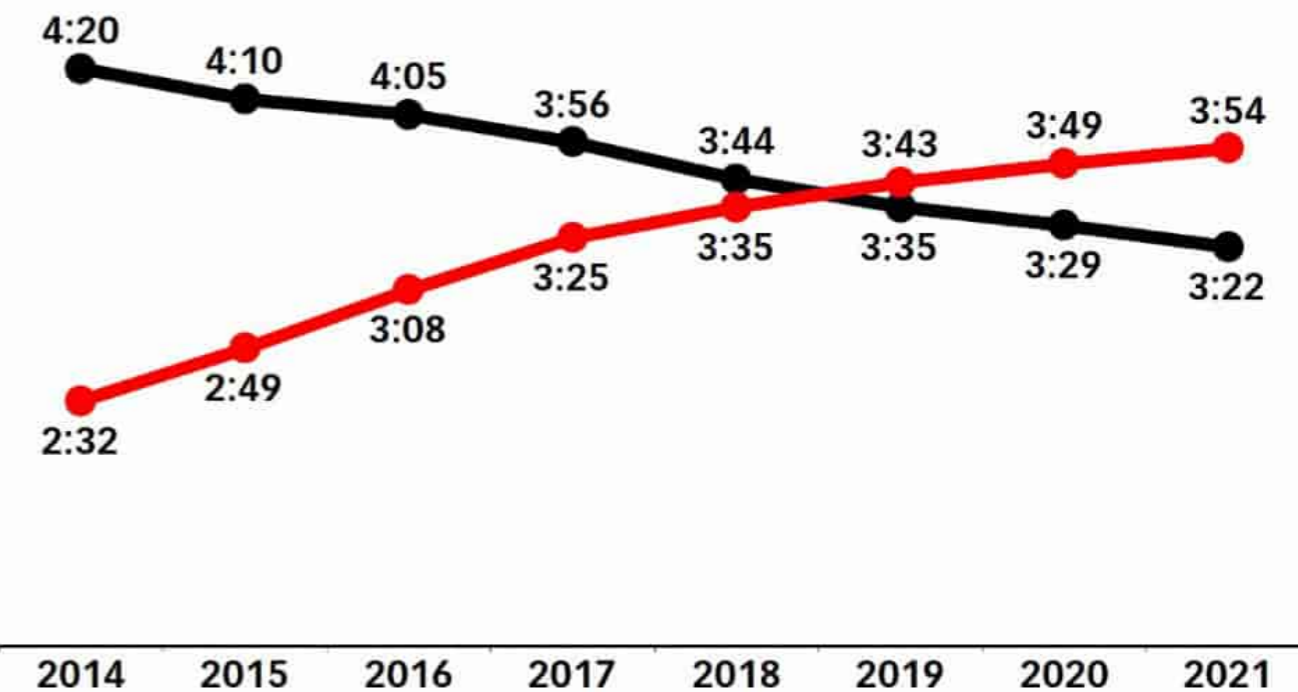
# Live streaming market will reach \$145B by 2025

- In 2019, the phone became the main screen
  - Mobile screen time surpassed TV screen time in 2019 for the first time
- Live streaming apps have exploded in the last 2 years
  - TikTok at 500M MAU and valued at \$75B (Oct 2018)
  - HQ Trivia app achieved 5M DAU in first 6 months
  - Live.me exceeds 60 million users
- Live streaming market growing at 30% GAGR and will reach 125B by 2025

Content is now consumed primarily on the mobile device

## TV and Mobile Devices: Average Time Spent in the US, 2014-2021

hrs:mins per day among population



■ TV\* ■ Mobile devices

Source: eMarketer April 2019



# The opportunity: Bring live streaming to social casino

- Live streaming casino games are unknown in the US market
  - No legal real money gambling outside of NJ and emerging regulated states
- There's no live streaming in the \$6B (CY19) social casino market
  - Social casino growing at 6.8% CAGR
  - Projected to reach \$7.2bln by CY23
  - Distinct gap in the market, ready for innovation
- US Gambling market is worth \$124B GGR
  - In the 48 states that allow gambling, that's \$402 per head
  - Casinos and VLT slots represent \$244 per head
  - Americans lost more than 10 times the amount on gambling as they spent on movies in 2017

**Huge demand for live streamed casino gaming content, but US market is currently underserved**

# Putting the 'social' into social casino



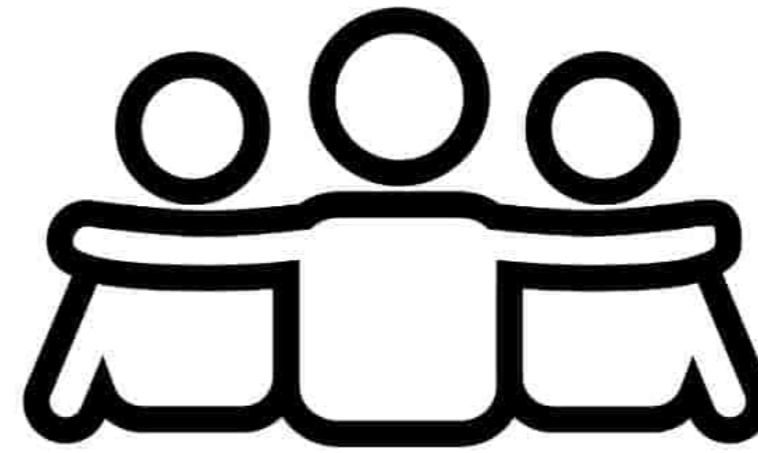
Bingo with  
Live  
Streaming  
Hosts



Designed and  
Optimized for  
Mobile  
Devices



New to the  
US Market  
and Fully  
Legal

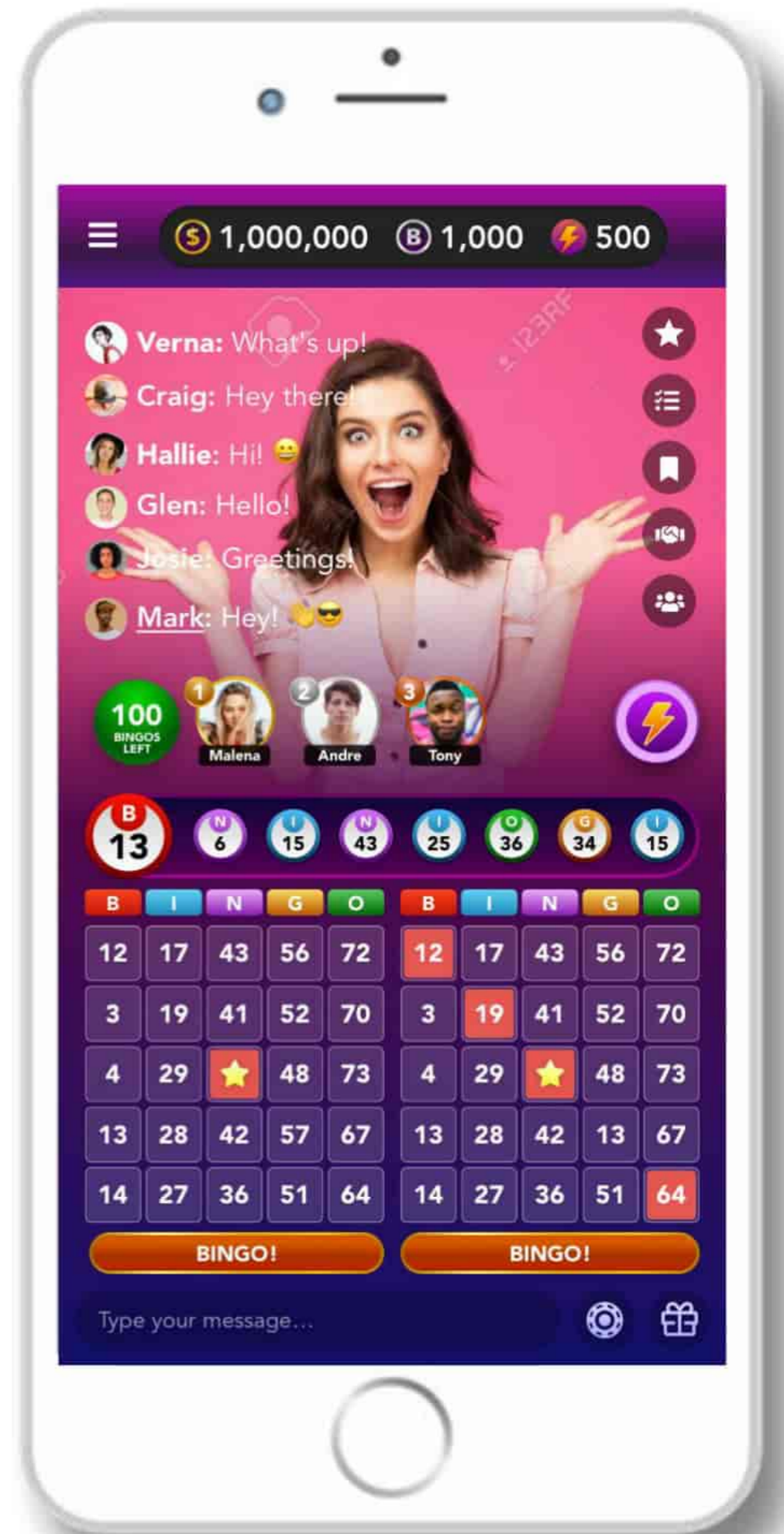
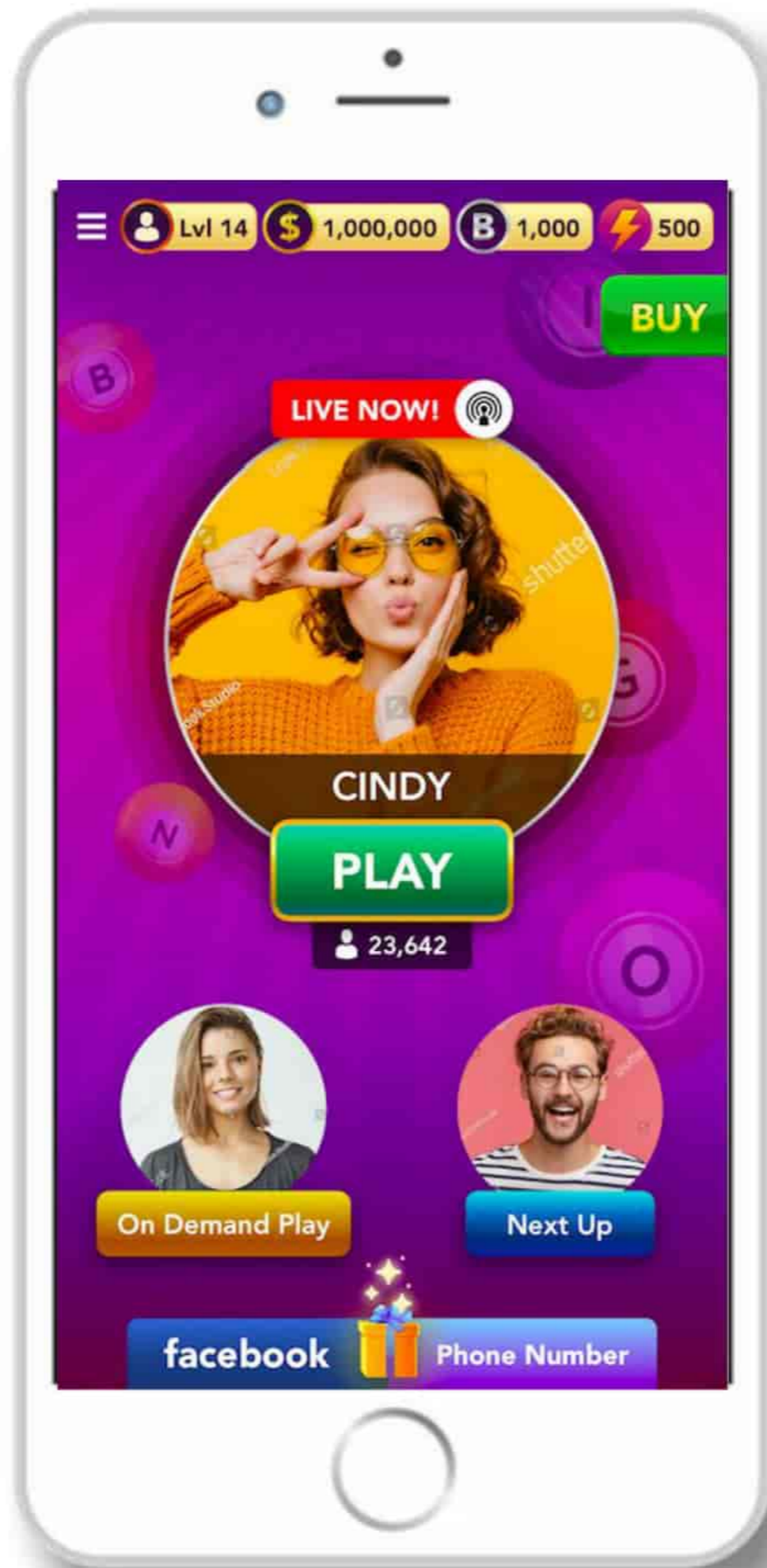


Play with  
Friends in a  
Real Social  
Casino 24x7



Legal,  
Free-to-Play  
Casino-Style  
Games

**This is not a gambling product**

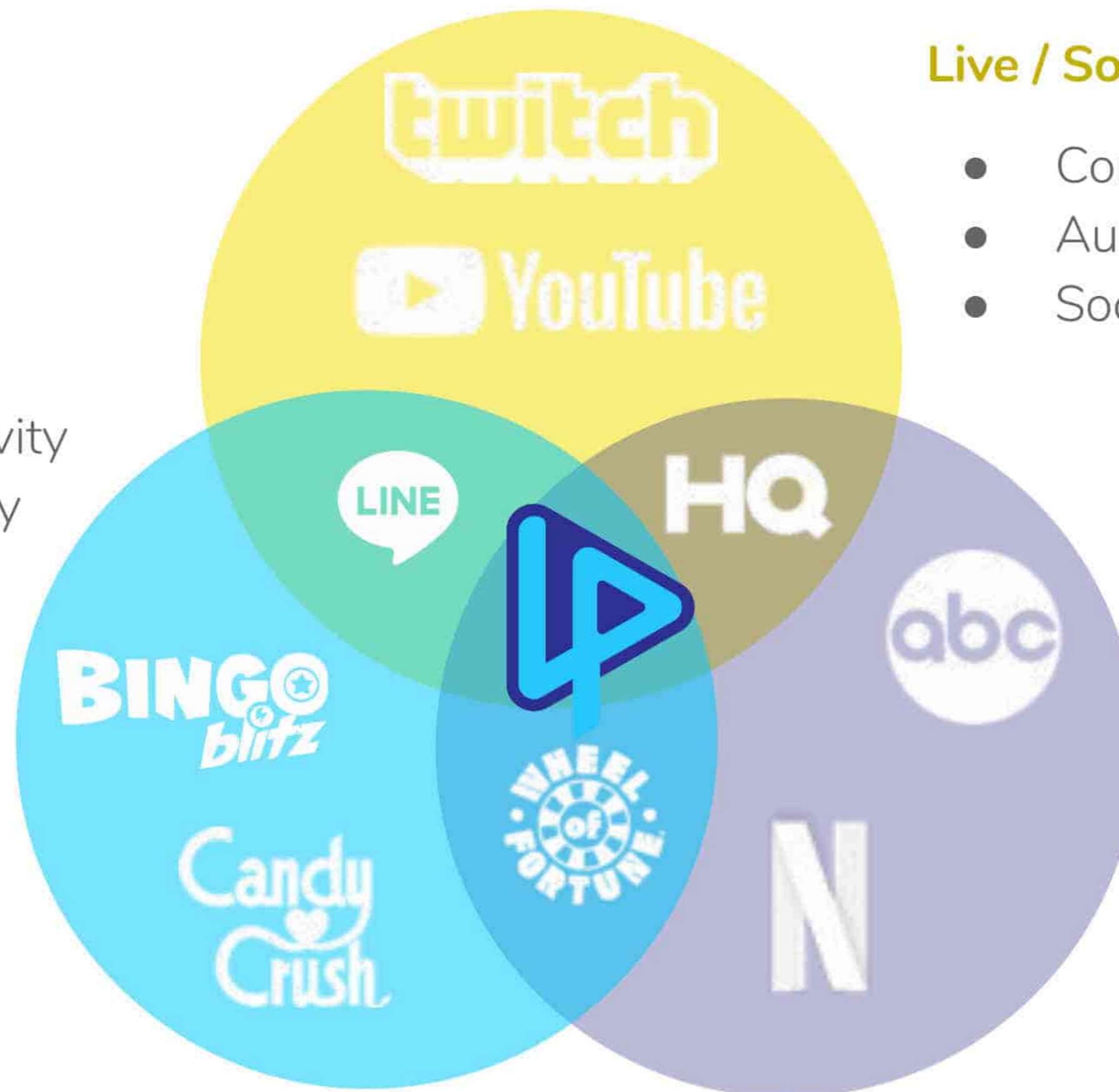


Contact us to view a video demo of gameplay

# The future of entertainment

## Mobile Games

- 24/7 Content
- Rewarding Interactivity
- Progression, Mastery & Accomplishment



## Live / Social

- Connection to Celebs
- Audience-Driven Communities
- Social Recognition

## TV Content

- High Quality
- Tons of Choice
- On Demand

# World-class team



## Stuart Lewis-Smith

**Founder & CEO (San Francisco)**

Social and RMG gaming veteran. CEO of Idle Games (sold to Sony), GSN Games senior executive. Real Money Gaming leadership with PartyGaming, Cereus Poker and Ministry of Sound. Technology investor, advisor and entrepreneur with 2 tech exits.

[www.linkedin.com/in/stuartlewissmith](http://www.linkedin.com/in/stuartlewissmith)



## Geremie Camara

**Head of Broadcasting (Los Angeles)**

Executive from Sony Pictures Entertainment and Paramount Pictures. Chief Content Officer responsible for talent and broadcasting strategy at Tellie (Live streaming app). <https://www.linkedin.com/in/geremie/>

## Development and Production Team



**Michael Kuksin, (Kiev)**  
Head of Engineering



**Nick Yaroshchuk, (Kiev)**  
Senior Full Stack Developer



**Eugene Lytnov, (Kiev)**  
Senior Full Stack Developer



**Oleg Fomenko, (Kiev)**  
Tech Artist / Animator



**Martina Kurtic, (Kiev)**  
UX/UI Designer



**Leandro Basallo, (USA)**  
Senior Game Designer

## Advisors



**Matt Davey, President & CEO Tekkorp Capital**

Gaming industry veteran. Former CEO of NexGen Gaming, NYX (acquired by Scientific Games for \$631M), and CEO of SG Digital.



**Chris Perone, Technology Advisor**

Current CTO at Epic! Formerly GSN Games, Kixeye, Crowdstar. Multiple apps & over 50 Slots developed. Expert in casino gaming performance at scale.



**Scott Bauer, Mobile Marketing and Growth Advisor**

10+ years leading the UA & Growth strategies for the largest mobile gaming brands such as: GSN Games, Idle Games, Blue Shell Games, Caesars and Station Casinos.



**Fred Hsu, Startup and Operations Advisor**

Serial entrepreneur - two 9-figure exits. Founder/CEO of Oversee.net (sold to Private Equity \$420M valuation), Founder/CEO of Manage.com (\$100M exit)

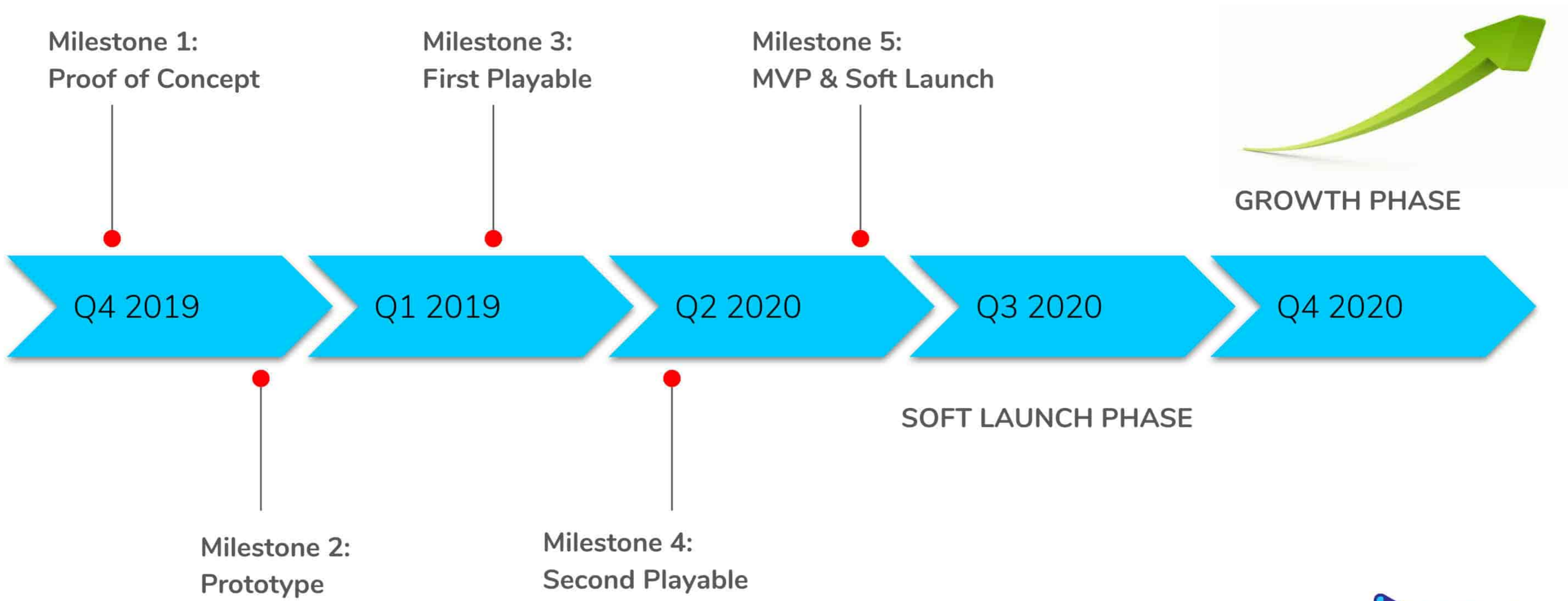


**TBD, Broadcasting Advisor**

Seeking advisor with a strong broadcasting / talent management background



# Roadmap



# Progress

- ✓ Advisory board formed
- ✓ Key team hired
- ✓ Platform development underway
- ✓ Successful low-latency live video system developed
- ✓ App core gameplay loop in place
- ✓ Talent sourced and pilot shoot completed

## Immediate Next steps:

- Close seed round financing
- User testing with game prototype
- Add critical resources to dev team
- Complete MVP product roadmap feature development
- Begin live studio setup, prepare for soft launch

# Executive Summary



## Who are we?

- Online casino and TV broadcasting veterans with decades of social gaming experience
- US company with offices in Silicon Valley and Los Angeles, CA
- Low cost dev center in E. EU.



## Product Overview

- Innovative mobile social casino
- Live video streaming games hosted by professional presenters
- Sophisticated social interactions with friends and favorite streaming hosts



## Value Proposition

- Combines best elements of live chat streaming, social gaming and established casino gameplay
- The first ever live streaming app for social casino players
- A truly social gameplay experience



## Market

- \$6B social casino market 2019
- \$124B US gambling market 2019
- Live dealer represents 30% of \$12B online casino market in Europe



## Technology

- Native iOS and Android apps
- Low-latency live streaming technology
- Robust, scalable, gaming platform



## Deal Summary

- Opportunity to invest in initial seed stage of studio
- Raising \$1.15M SAFE
- **Email: [stuart@liveplaymobile.com](mailto:stuart@liveplaymobile.com)**

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