BouncyCoin
Putting Players in Control

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Agenda

- What is BouncyCoin?
- Problem
- Solution
- How It Works
- Business Model
- Why Now
- Competition
- Team
- Financials
- The Ask

What is BouncyCoin?

BouncyCoin is a Blockchain-based
software that allows players to
win money in games
where they create and control odds.

$80 Billion

The amount Americans wasted playing Lottery games in 2016 [1]

1 in 302.5 Million
Odds to win the Mega Millions Jackpot[1]

4-6 Million
Americans that meet criteria as problem gamblers[2]

$6.7 Billion
Costs per year from problem gambling[3]

The **poorest 1/3** of households **buy more than 1/2** of all weekly lottery tickets.[1]

- **Supreme Court allows states to legalize sports betting, opening floodgates for online gambling profits -** TechCrunch
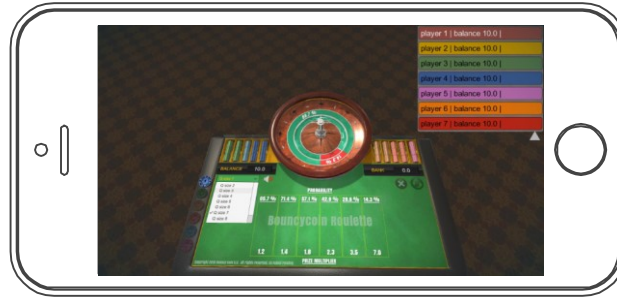
The Solution

- Social games that run on a universal blockchain.

- Enables safe gambling behavior in a controlled environment.

- Monetary success = winning small amounts of money over time.

- Players create and manage risk on terms that they control.
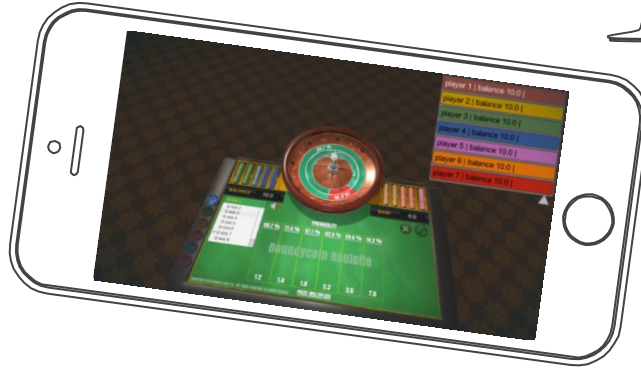

Available 24/7 with players across the globe.

Click picture to play demo

(Browser will open)

Playable
Platforms

Games available on the Web, mobile app & AR/VR headsets.

How It Works

- Players submit a bet and enter a virtual queue. Bets are made in ETH or the BOUNCY token.

- If the queue does not fill, the game is never played.

- If the queue does fill, the game is played.

- The queue size = max amount a player can win.

How It Works

1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	100.0%
0	1.11	1.11	1.11	1.11	1.11	1.11	1.11	1.11	1.11	90.0%
0	0	1.25	1.25	1.25	1.25	1.25	1.25	1.25	1.25	80.0%
0	0	0	1.42	1.42	1.42	1.42	1.42	1.42	1.42	70.0%
0	0	0	0	1.66	1.66	1.66	1.66	1.66	1.66	60.0%
0	0	0	0	0	2.0	2.0	2.0	2.0	2.0	50.0%
0	0	0	0	0	0	2.5	2.5	2.5	2.5	40.0%
0	0	0	0	0	0	0	3.33	3.33	3.33	30.0%
0	0	0	0	0	0	0	0	5.0	5.0	20.0%
0	0	0	0	0	0	0	0	0	10.0	10.0%

Queue of 10 - 10 is max amount player can win.

Here is our replacement for **Lotto**.

Players decide on the maximum amount of money they might win in a single draw. A number matrix is created from this amount as seen on the left.

Players then decide on their risk level row (yellow cell). The risk level is dependent and constrained by the maximum amount.

The system generates a random number between 1 and maximum amount. The random number is then used as an index into the risk level row.

The system then does a lookup in the matrix. The players either loses (if a zero is the value) or wins the non-zero amount shown in green.

There must be 10 people in this game to play else the system times out and returns player money.

BouncyCoin Is...

- ... a software developer who grants software licenses to other parties – some which lawfully operate as gambling businesses.

- ... not a Casino and is not licensed to operate in any country as such.

- ... has pending applications filed with the US Patent and Trademark Office covering aspects of the software.

Business Model

User Controlled Gambling Applications

BouncyCoin will license its software to Casino operators for inclusion in their gaming offerings.

1. Public/partner Blockchain API
2. Casino-hosted Web and mobile apps.

Advertising Revenues

BouncyCoin will integrate an Ad Exchange to promote products within the client-side application.

For example, an advertiser could include a logo on the roulette table.
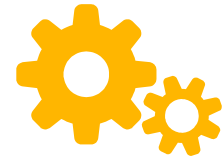
Go To Market
Our Approach

Q4 2018 → **Q1 2019** → **Q2 2019** → **Q3 2019**

Finish and Distribute MVP

Finish development of MVP social game (Roulette) we plan to give away to legitimate Casino and online Gaming companies.

Partner with Casinos and Online Gaming

We plan to pursue partnerships with legitimate Casinos and Online Gaming companies to propagate the model and grow our market presence.

Target US Lotteries' Vulnerable Customers

To acquire customers (players), we intend to target financially disadvantaged minorities aged 18-30 with responsible gambling ("small wins") gaming messaging in Social Media platforms.

Scale Up with Global Lottery Customers

We plan to scale by targeting **India** and **China**, which represent the largest non-US lottery markets.

Why Now?

- US Supreme Court has legalized sports betting for States.
  - This represents an enormous opportunity for online games of chance applications.

- Blockchain technology is now available.
  - Blockchain can eliminate casino cheating, but the games' fundamentals – and potential for addictive behavior – have not changed.
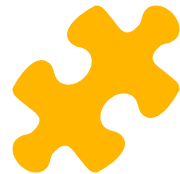
Competition

- State Lotteries
  - Monopolies that benefit from voluminous physical points of presence and convenient accessibility.
  - Snapshot in 2016:
    - 210,000 locations in North America
    - $80.5 billion in revenue (North America)
    - $273 billion in revenue (Worldwide)
  - Lotteries are so financially lucrative that States lack incentive to offer players the ability to create and set their own odds.

Competition

- Tribal Casinos
  - Snapshot in 2015:
    - 242 tribes ran 494 gaming facilities across 28 states
    - $30.5 billion in annual revenue
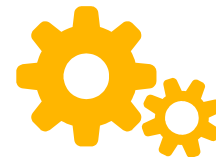 - States have limited ability to regulate or curtail Tribal gaming due to Indian Gambling Regulatory Act of 1988.

Competition

- Offshore-based Online Gambling
  - Thousands of companies that enjoy 24x7 online presence.
  - Estimated revenue in 2015: $37.9 billion.
  - Projected revenue in 2020: $59.8 billion.
  - Many websites offer "free" gaming to attract new players.
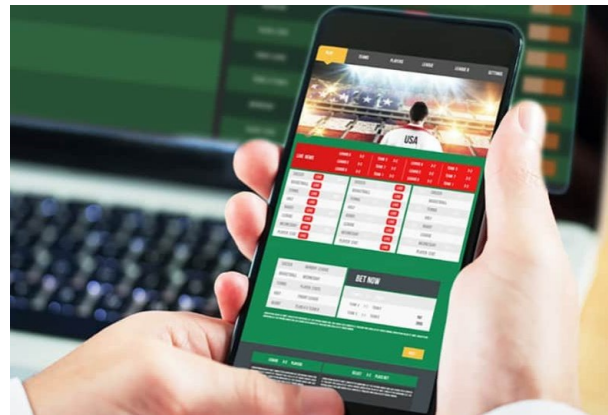
Team

Bruce Macdonald
Cofounder

Lukasz Gasior
Cofounder/CTO

Todor Stoyanov
Game Architect

Financial Projections

Revenue Sources

- Player Entry Fee
- Software Licensing Fees
- Advertising Revenue
- Erc-20 Token dividend

Annual Revenue Projections

- 2019 – 300K
- 2020 – 2 M
- 2021 - 5 M

The Ask

We are seeking in $6 million in funds
to continue development and grow the company.

60%
Product Development

15%
Business Development and Partnerships

10%
Legal Services and Misc. Operations

10%
Marketing

5%
Consultants

Footnotes:

Slide 4:

    [1] Source: North American Association of State and Provincial Lotteries http://www.naspl.org/faq

Slide 5:

    [1] Source: CNBC article, January 5, 2018 - "The odds of winning those record Powerball, Mega Millions jackpots are beyond slim" https://www.cnbc.com/2018/01/05/odds-of-winning-a-lottery-jackpot-are-worse-than-you-expect.html

    [2] Source: National Council on Problem Gambling https://www.ncpgambling.org/help-treatment/faq/

    [3] Source: National Council on Problem Gambling https://www.ncpgambling.org/march-is-problem-gambling-awareness-month-2/

Slide 6:

    [1] Source: Moran 1997 *Public Integrity*, Fall 2006, vol. 8, no. 4, pp. 367-379