



Online Poker: Bringing Offshore Dollars Home

In the wake of a dramatic bust by the Justice Department, the poker industry is in turmoil. Three of the major sites (70% market share) -- PokerStars, Full Tilt Poker and Absolute Poker -- are inoperable in the U.S.



Because all facets of online gambling currently are deemed illegal in America, online poker is mostly operated outside of America (illegal offshore poker operations still exist), and often run as highly collusive businesses, regularly cheating the player out of his money.

It is the specific use of American currency to gamble on websites offering such services that is deemed a criminal offence for both the consumer and provider.

As a result, several poker networks exist in America with a sweepstakes format, wherein a monthly membership to the poker community qualifies the user to enter tournaments with real cash prizes. These sites operate under the **legal loophole** that no actual currency is wagered, and the payouts are geared to skill-based sweepstakes.

A humongous opportunity has opened up now with the entire U.S. online poker industry, where 2.5 million Americans play and bet \$30 billion annually (arguably much higher at \$50–60 billion annually).

Accustomed to playing cards at home on the top poker websites, these players will need to find some other way to get their daily/weekly poker fix.





PokerLiberty.com

The typical monthly membership program for a poker tournament does not cater to the excitement and immediacy required by the serious poker player. They are looking for instant gratification and gigantic jackpot prizes, which are impossible to offer with the limited revenue available through membership programs.

PokerLiberty.com has Jackpots that are structured as skill-based online poker tournament where customers enter and play based on their purchase of a donation ticket from **Knights Without Borders**, a non-profit organizations exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code (IRC).



- This donation entitles the donor a pass to enter our Poker Liberty tournament that enables the player to legally play in a series of online poker tournaments and potentially win their way to a final table and a grand prize of \$15,000,000 (the largest giveaway in Poker History).
- The tournaments are point-driven, where players accumulate points by winning a table round and the player with the most points wins the tournament.
- Players cannot purchase poker chips, as the chips are assigned to a tournament pass and are provided for free with the purchase of a charity donation ticket.



Knights Without Borders was created as a charitable organization in 1986 designed to help those in need, and has created the most unique, productive and substantial fundraising initiative in history. Today, Knights Without Borders is a Federal Charity based in New York, with a record of providing help around the world.

Through our unique and exciting promotion, KWB intend to repurpose over \$1 Billion per year in monies that are currently wasted on illegal offshore gambling back into America, and to use the proceeds to assist Americans in need. Our unique fundraiser (www.PokerLiberty.com) will instantly attract worldwide media attention for our charity.



Putting Prizes Directly into the Hands that Need It

PokerLiberty.com is a revolutionary new method of captivating the US Poker market and generating tremendous goodwill at the same time. With a unique approach to the operations, PokerLiberty have attracted a massive wave of enthusiasm and garnered partners with market leaders such as Big Vision Entertainment productions. As a fully legal US operation, PokerLiberty is poised to garner a minimum 10% market share of the entire online poker industry within the next 24 months.



What is likely most exciting about this venture is the world changing marketing plan that will be implemented upon launch in late June 2011.

The primary objective of this business is to raise billions of dollars in charitable money that can both stimulate and improve the lives of Americans by giving away tournament prizes online and grand prizes on Television. "Knights Without Borders" will be using the net funds raised in areas of Social Need. We believe that this will be one of most significant acts of philanthropy in 2012.



Customers will make their donations through Knights Without Borders, a New York state licensed charity, and will be automatically entered into a Free Poker Tournament wherein 24 winners will win a seat at the final table of the largest poker jackpot in US history.

Included with their free pass to an online poker tournament is a series of cash prizes awarded for skilful play. Ultimately, the top 20 winners of the online tournament will win a seat at the final table, along with 4 randomly selected instant winners.

Our Tournaments will be promoted on the PokerLiberty website, and will feature a television show wherein the contestants will play for substantial prizes (total = \$15,000,000).





PokerLiberty Tournaments: Why they are legal

- Each charity donation ticket includes a free pass to enter an online tournament. He accumulates points by winning a table round and the player with the most points wins. He can not purchase chips, nor can he gamble with real currency.
- Players can not purchase chips, nor can they gamble with real currency.
- The tournament format will require a demonstrated skill and proficiency of the game of poker in order to win the entire series of tournaments.
- Real money wagering is not offered, and all chips are allocated based on the specific tournament structure.
- All tournaments will require the player to advance several rounds prior to finally winning the sweepstakes, therefore requiring advanced skills.
- PokerLiberty will remit all State and Federal taxes related to donations as required.
- Only entrants from States (currently 47) where sweepstakes of this nature are legal will be accepted into the tournaments.



How it works:

- 1) The player (US resident, minimum 18 years old) visits a New York State licensed donation site (Knights Without Borders) and purchases a \$25 donation ticket.
- 2) The user is given a donation ticket with a unique identifying number and they enter it into their PokerLiberty account in order to enter the online tournament.
- 3) 3 players will win their way to the finals through the donation component.
- 4) 3 players will win their way to the final table by playing online and accumulating the most points in a point-driven system.
- 5) The final table will be a live event recorded in Las Vegas for broadcast on the Poker Liberty's weekly NBC TV show.



4 Steps to Playing Online

1. Customers visit www.KnightsWithoutBorders.com to purchase a donation ticket.
2. Customer receives a unique identification number by e-mail.
3. Customer logs into PokerLiberty.com and enters the unique ID #.
4. Customer enters the online poker tournament.



Benefits to PokerLiberty.com

- Everyone who joins must create an account and profile, enabling PokerLiberty to create instant revenue from the customer base by cross and up selling products.
- PokerLiberty is simply an infrastructure provider, handling the free tournament passes and facilitating the tournament.
- PokerLiberty online will receive a flat payment for each tournament pass issued, which will far outweigh the traditional house rake (3.5%), therefore making it more lucrative than traditional online poker.
- Knights Without Borders charity will accept all transactions, and make payments to PokerLiberty, and therefore accept all legal risks and liability.
- Knights Without Borders will also provide credit card processing and transactional information associated with PokerLiberty and the donation identification number.



Knights Without Borders/Poker Liberty Online Charity Poker Business Model

Based on the biggest prize in the history of Poker

2 Tickets per week – 12–Month Sales Projections – Assumes rapid growth until 2.5 million customers (then zero growth)

1st YEAR RESULTS													
A – Steady, consistent growth	Jun 2011	Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	1st Year Total
Members													
New Website Members	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	600,000
Total Members	50,000	100,000	150,000	200,000	250,000	300,000	350,000	400,000	450,000	500,000	550,000	600,000	600,000
Revenue													
Revenue @ \$200/month/customer	\$10,000,000	\$20,000,000	\$30,000,000	\$40,000,000	\$50,000,000	\$60,000,000	\$70,000,000	\$80,000,000	\$90,000,000	\$100,000,000	\$110,000,000	\$120,000,000	\$780,000,000
Fund Disbursements													
Media Fund – \$5	\$2,000,000	\$4,000,000	\$6,000,000	\$8,000,000	\$10,000,000	\$12,000,000	\$14,000,000	\$16,000,000	\$18,000,000	\$20,000,000	\$22,000,000	\$24,000,000	\$156,000,000
Charity Portion – \$12.50	\$5,400,000	\$10,800,000	\$16,200,000	\$21,600,000	\$27,000,000	\$32,400,000	\$37,800,000	\$43,200,000	\$48,600,000	\$54,000,000	\$59,400,000	\$64,800,000	\$421,200,000
Accumulated Charity Portion	\$5,400,000	\$16,200,000	\$32,400,000	\$54,000,000	\$81,000,000	\$113,400,000	\$151,200,000	\$194,400,000	\$243,000,000	\$297,000,000	\$356,400,000	\$421,200,000	\$421,200,000
Administration – \$7.50	\$2,600,000	\$5,200,000	\$7,800,000	\$10,400,000	\$13,000,000	\$15,600,000	\$18,200,000	\$20,800,000	\$8,400,000	\$11,000,000	\$13,600,000	\$16,200,000	\$142,800,000
Accumulated Administration Portion	\$2,600,000	\$7,800,000	\$15,600,000	\$26,000,000	\$39,000,000	\$54,600,000	\$72,800,000	\$93,600,000	\$102,000,000	\$113,000,000	\$126,600,000	\$142,800,000	\$142,800,000
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TV Show Prize Pool Giveaway	--	--	--	--	--	--	--	--	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$60,000,000

B – Realistic, aggressive growth	Jun 2011	Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	1st Year Total
Members													
New Website Members	50,000	50,000	100,000	200,000	300,000	300,000	300,000	300,000	300,000	300,000	300,000	0	2,500,000
Total Members	50,000	100,000	200,000	400,000	700,000	1,000,000	1,300,000	1,600,000	1,900,000	2,200,000	2,500,000	2,500,000	2,500,000
Revenue													
Revenue @ \$200/month/customer	\$10,000,000	\$20,000,000	\$40,000,000	\$80,000,000	\$140,000,000	\$200,000,000	\$260,000,000	\$320,000,000	\$380,000,000	\$440,000,000	\$500,000,000	\$500,000,000	\$2,890,000,000
Fund Disbursements													
Media Fund – \$5.00	\$2,000,000	\$4,000,000	\$8,000,000	\$16,000,000	\$28,000,000	\$40,000,000	\$52,000,000	\$64,000,000	\$76,000,000	\$88,000,000	\$100,000,000	\$100,000,000	\$578,000,000
Charity Portion – \$12.50	\$5,400,000	\$10,800,000	\$21,600,000	\$43,200,000	\$75,600,000	\$108,000,000	\$140,400,000	\$172,800,000	\$205,200,000	\$237,600,000	\$270,000,000	\$270,000,000	\$1,560,600,000
Accumulated Charity Portion	\$5,400,000	\$16,200,000	\$37,800,000	\$81,000,000	\$156,600,000	\$264,600,000	\$405,000,000	\$577,800,000	\$783,000,000	\$1,020,600,000	\$1,290,600,000	\$1,560,600,000	\$1,560,600,000
Administration – \$7.50	\$2,600,000	\$5,200,000	\$10,400,000	\$20,800,000	\$36,400,000	\$52,000,000	\$67,600,000	\$83,200,000	\$83,800,000	\$99,400,000	\$115,000,000	\$115,000,000	\$691,400,000
Accumulated Administration Portion	\$2,600,000	\$7,800,000	\$18,200,000	\$39,000,000	\$75,400,000	\$127,400,000	\$195,000,000	\$278,200,000	\$362,000,000	\$461,400,000	\$576,400,000	\$691,400,000	\$691,400,000
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TV Show Prize Pool Giveaway	--	--	--	--	--	--	--	--	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$60,000,000

Assumptions:

A – New Member growth is steady & consistent with 50,000 new members monthly.
B – New member growth is rapid until 2.5 million customers in 11 months and then remain constant.
Customer attrition is absorbed by rapid growth / static growth.
Average customer spends \$200 per month (2 donations per week).
All costs of running online and offline programs paid by Administration.
Prize Pool will be replaced by Administration the month following when Jackpot is given away.
First Prize Pool giveaway scheduled for February 2012, occurring monthly afterwards.
Fixed expense: Media Fund– 20%
Fixed expense: Charity Portion (Knights Without Borders) – 50%
Fixed expense: Administration (Poker Liberty LLC) – 30%



Knights Without Borders/Poker Liberty Online Charity Poker Business Model

Based on the biggest prize in the history of Poker

2 Tickets per week – 12–Month Sales Projections – Assumes growth stopped at 2.5 million customers (then zero growth)

2nd YEAR RESULTS													2nd Year Total
A – Steady, consistent growth	Jun 2011	Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	
Members													
New Website Members	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	600,000
Total Members	650,000	700,000	750,000	800,000	850,000	900,000	950,000	1,000,000	1,050,000	1,100,000	1,150,000	1,200,000	1,200,000
Revenue													
Revenue @ \$200/month/customer	\$130,000,000	\$140,000,000	\$150,000,000	\$160,000,000	\$170,000,000	\$180,000,000	\$190,000,000	\$200,000,000	\$210,000,000	\$220,000,000	\$230,000,000	\$240,000,000	\$2,220,000,000
Fund Disbursements													
Media Fund – \$5	\$26,000,000	\$28,000,000	\$30,000,000	\$32,000,000	\$34,000,000	\$36,000,000	\$38,000,000	\$40,000,000	\$42,000,000	\$44,000,000	\$46,000,000	\$48,000,000	\$444,000,000
Charity Portion – \$12.50	\$70,200,000	\$75,600,000	\$81,000,000	\$86,400,000	\$91,800,000	\$97,200,000	\$102,600,000	\$108,000,000	\$113,400,000	\$118,800,000	\$124,200,000	\$129,600,000	\$1,198,800,000
Accumulated Charity Portion	\$491,400,000	\$567,000,000	\$648,000,000	\$734,400,000	\$826,200,000	\$923,400,000	\$1,026,000,000	\$1,134,000,000	\$1,247,400,000	\$1,366,200,000	\$1,490,400,000	\$1,620,000,000	\$1,198,800,000
Administration – \$7.50	\$18,800,000	\$21,400,000	\$24,000,000	\$26,600,000	\$29,200,000	\$31,800,000	\$34,400,000	\$37,000,000	\$39,600,000	\$42,200,000	\$44,800,000	\$47,400,000	\$397,200,000
Accumulated Administration Portion	\$161,600,000	\$183,000,000	\$207,000,000	\$233,600,000	\$262,800,000	\$294,600,000	\$329,000,000	\$366,000,000	\$405,600,000	\$447,800,000	\$492,600,000	\$540,000,000	\$397,200,000
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TV Show Prize Pool Giveaway	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$60,000,000

2nd YEAR RESULTS													2nd Year Total
B – Realistic, aggressive growth	Jun 2011	Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	
Members													
New Website Members	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Members	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000
Revenue													
Revenue @ \$200/month/customer	\$500,000,000	\$500,000,000	\$500,000,000	\$500,000,000	\$500,000,000	\$500,000,000	\$500,000,000	\$500,000,000	\$500,000,000	\$500,000,000	\$500,000,000	\$500,000,000	\$6,000,000,000
Fund Disbursements													
Media Fund – \$5.00	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$1,200,000,000
Charity Portion – \$12.50	\$270,000,000	\$270,000,000	\$270,000,000	\$270,000,000	\$270,000,000	\$270,000,000	\$270,000,000	\$270,000,000	\$270,000,000	\$270,000,000	\$270,000,000	\$270,000,000	\$3,240,000,000
Accumulated Charity Portion	\$1,830,600,000	\$2,100,600,000	\$2,370,600,000	\$2,640,600,000	\$2,910,600,000	\$3,180,600,000	\$3,450,600,000	\$3,720,600,000	\$3,990,600,000	\$4,260,600,000	\$4,530,600,000	\$4,800,600,000	\$3,240,000,000
Administration – \$7.50	\$115,000,000	\$115,000,000	\$115,000,000	\$115,000,000	\$115,000,000	\$115,000,000	\$115,000,000	\$115,000,000	\$115,000,000	\$115,000,000	\$115,000,000	\$115,000,000	\$1,380,000,000
Accumulated Administration Portion	\$806,400,000	\$921,400,000	\$1,036,400,000	\$1,151,400,000	\$1,266,400,000	\$1,381,400,000	\$1,496,400,000	\$1,611,400,000	\$1,726,400,000	\$1,841,400,000	\$1,956,400,000	\$2,071,400,000	\$1,380,000,000
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TV Show Prize Pool Giveaway	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$15,000,000	\$60,000,000

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Customer attrition is absorbed by rapid growth / static growth.
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