

# Mehran Aghzadeh

## Xerxez Online Gaming and sport Entertainment Businessmodel Concept

### Pain (+ Gain)

**What problem is out there in the world?**

Gambling, time wasting gamers, bad local economy.

**What are you solving for your customers?**

On our gaming platform(Xerxez) gamers do NOT need to pay money to win big cash prices. We are offering more attractive games which are more attractive than gambling games like poker and slot machines. Xerxes is helping people to wean gambling.

**What opportunities do we provide for people to be faster,more cost-effective, more efficient, happier, safer,..?**

People can earn money by playing games tournaments on their mobile, tablet, pc and consoles, paying nothing and win huge cash prices without paying anything.

### Product

**As simple as possible: what does your product do for customers?**

Xerxez is an online social gaming platform where people play games and win huge cash prices without paying money.

**How does it work?**

Xerxez has a sophisticated advertising platform through new technologies. With advertisement income gamers create a price poll together and the winner goes with the price. Gamers who are used to play for fun and lose time,now play for real money.

**How have we tested it with customers?**

Xerxez is earlier tested on the other platform in Canada. Currently we are working on the advertisement model prototype. We are also cooperating with University of Amsterdam who are investigating our platform.

### Product Demo

**Live demo?**

We have movies and demo's available.

**Can you show a real customer using it?**

We have a data base of costumers we had in Canada.

**What's Unique Technology/Relationships/Partnerships How do we help our custmers get results differently to our competition, or alternatives?**

We are the only platform in the world with this model. We do not have competition at this moment.

### Customer Traction

**Success so far? Pilot customers? Major brands? Customer reference quotes/movies? PR coverage?**

We have costumer data base from Canada where we have tested earlier platform.

## Business Model

**How do you get paid?**

We get paid by local and global advertisers. We also get paid by raking the price pool which is made by people gamers themselves. We can also sell demographic database to companies which we get from our users profiles.

**What's the opportunity for growth?**

People are going to socialize and play against each other. Creating a price pool and earn money.

**How can you scale beyond your current scope:**

We have created 90% of the total concept. New industries, territories, applications of Xerxez is huge revolution in the advertising world, social media and online gaming. Xerxez is a great help to economy and new way of advertising.

**partnerships and technology?**

Game publishers, Game developers, Local advertisers, Gamers are happy with Xerxez.

## Team

**What relevant experience does your team have that supports your story?**

In the former team of Xerxes we have cooperated with EA sports, Activision and many other major game publishers with an achievement of 60.000 paid unique gamers worldwide.

# Grafic and Interaction Design

## How does the design look like from the beginning?

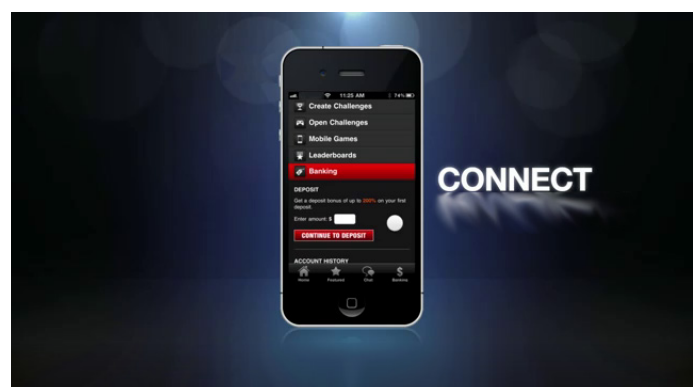
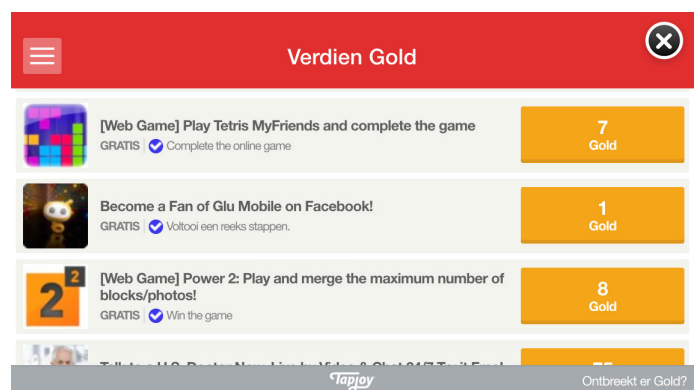
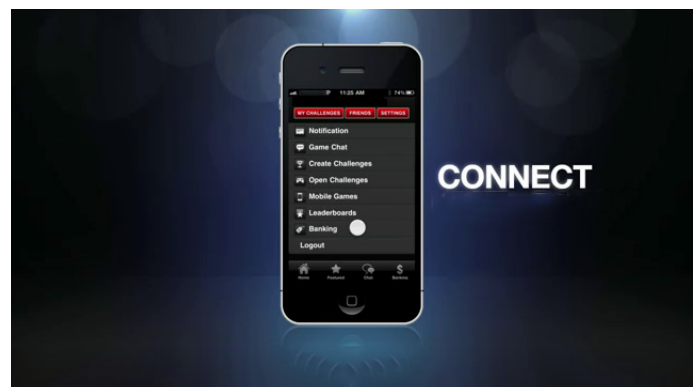
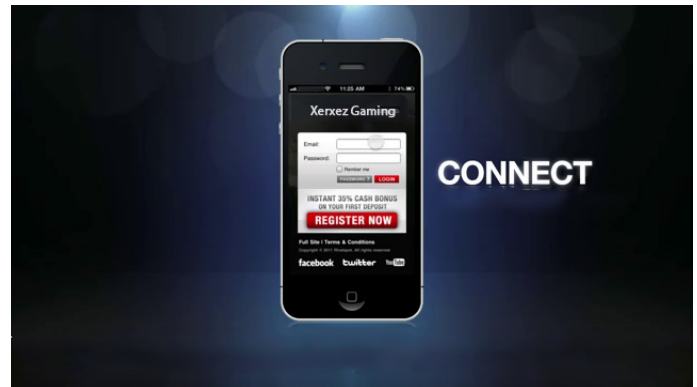
For grafic design I have chosen for an interactive design to attract young and old users. The design is partly coming from former vrrigin gaming, Rivalspot online gaming and sport entertainment and current Pokerstars. I have chosen this design becuase it is better illustrted in a flash movie and it was much time and money saving then if I would try to recrate another one again. You may see how things may look like with Wireframes.

User makes an account.

User connects to the game arena and choses a game. In our game arena he may get an over-view og available games and tournaments.

Users choses an ad from a list of ads with different rewards. Each tournament has diffe-rent entree fee and depending on each tour-noment and users topografic information there will be proper ads shown. After seen the add the user will ge rewarded and ay get an entree ticket to a tournament.

If user shoses to **NOT** to watch the ads then there is an option to wire money through cas-sier. That will get th user also an entree ticket to the tournament.



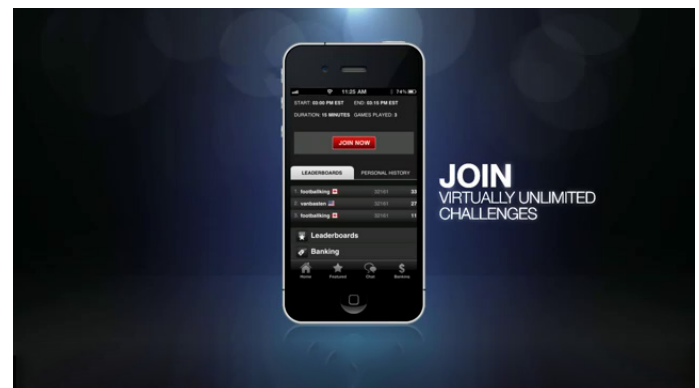
Users choses a game and joins the tournoent.



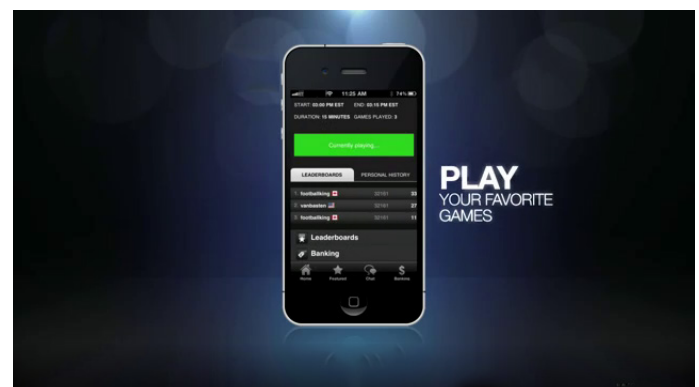
User choses a limit for his game. He may have the choice to play small (e.g. 10-100 people) tournaments, big tournoent(with 100-10000 other users), short(10 minutes), long( 1-3 day tournament)



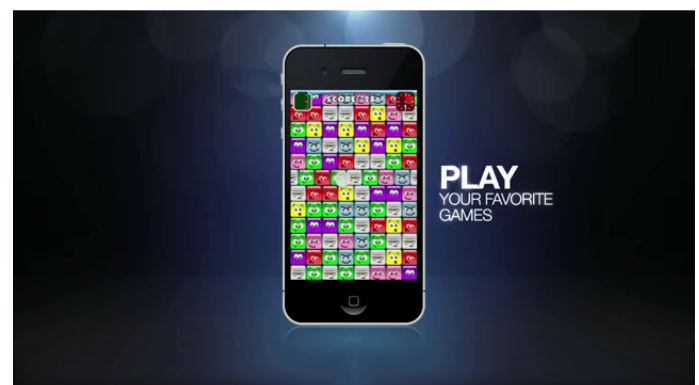
User joins the challenge.



Currently playing



Currently playing



There will be a winner and the winner gets rewarded from the money which was price-pooled by watching ads together.



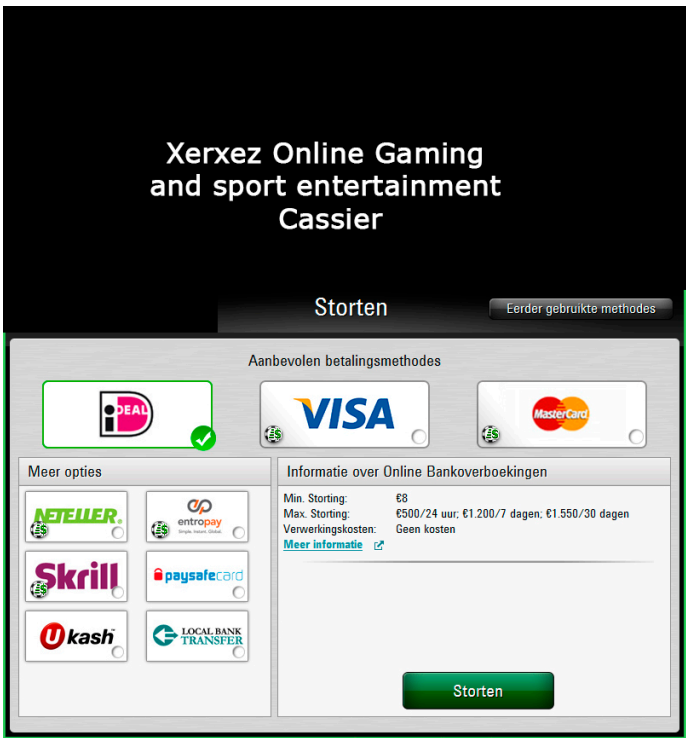
This is an example of a price structuur of a online gaming platform where users pay to play.

Deelnemers	Buy-in	Prizegeld
6.809	\$200 + \$15	\$1.381.800

Plaats	Speler	Vorstigen
1	Mikaelarben	\$162.500,00
2	10ur00up	\$167.038,00
3	PodyTush	\$108.944,00
4	keylibey	\$14.898,00
5	MCRL1	\$57.195,00
6	ak-gogot-wax	\$42.577,00
7	AJAJ-MBP	\$29.959,00
8	mikid898	\$16.341,00
9	Nordwin	\$16.952,00
10	oddmura	\$7.628,00
11	Chigjed	\$7.628,00
12	Rowfcon	\$7.628,00
13	F. Kadiac	\$5.718,00
14	derong	\$5.718,00
15	al'kales	\$5.718,00
16	Blodglick	\$2.011,00
17	Wanaglynt	\$2.011,00
18	veritas	\$2.011,00
19	DonPang	\$2.108,00
20	est-harry	\$2.108,00
21	Heedidene	\$2.108,00
22	Whehu	\$2.108,00
23	PABLO-PELLOA	\$2.108,00
24	high-circus	\$2.108,00
25	TreeBluefin	\$2.108,00
26	muyag20	\$2.108,00
27	HeedMason	\$2.108,00
28	adabed	\$2.048,10
29	serenita20	\$2.048,10
30	focketas	\$2.048,10
31	Mirvus	\$2.048,10
32	Si-Klants	\$2.048,10
33	Franco-DBA	\$2.048,10
34	azcl141	\$2.048,10
35	WorshuJCN	\$2.048,10

The user will get his money on his account within three days. through the cassier.



# Technical design

Because our games are going to be played on multiple devices we have chosen to create our platform suitable with different devices. We build our app for the major mobile platforms, as well as for PC and Macs. Spil-games.com and Steam.com are our first game providers.

We use JavaScript and HTML5 and we get help by Alpha Software company completing end-to-end app development process. This software has a built-in support for an offline app which allows developers to use this software without an internet connection and ensures us that we are synchronized when we are back online and resolve any conflict in an intuitive manner.

We may encounter challenges by the way of bringing the right ad to the right user. We are actually an ad publisher and publishing an ad with the right content to the right user or games is a challenge we intend to solve with google ads and social media tools we have available at this time.

Through social media we get users to our platform and we get ads from a real time bidding platform like Improve digital or DoubleKlick is the best option we can get at this time. We get API from game publishers and RTB platform in order to bring advertisers and users together.

We will create an database from the demographic info and info which is provided by users profiles. This database be available for other advertising proposes.

For the users who may want to join a tournament through the regular payment system and NOT through the money coming from advertising we implement the payment portal from the Global Collect. Global collect is a platform where developers can get the best and most common and close payment system available for a particular country. For example making payments online in China by Neteller is not a common way of making online payments. Chinese users have their own online payment culture. This is a problem that most of the companies encounter who want to operate globally. Global Collect may solve this problem.