Top 3 problems

Lottery companies take too large fee/commission from the participants and less is left for the prize pot. This gives less return to winners.

A lot of people use digital currency instead of fiat to play. Unfortunately there are not enough lottery companies that accept cryptocurrencies

Participants in a lottery often would like to be anonymous if they win. Most lotteries require some kind of identification to play.

Existing alternatives

Manual lotteries with high fees, lower prices, and less chance of winning

Solution

Bitcoin Lottery grants a new layer of anonymity, pseudonymity at least. By having a payment address as the entry.

Less fee gives players more incentive to play. Instead, a small fee can go to charity.

Utilizing new market of people who only use cryptocurrency

Key Metrics

Lottery winners get higher prizes / more return and higher chance of winning.

Automated operation of entries, drawing and sending prize to the winner.

Cryptocurrency users can play lottery with their favorite currency

Value Proposition

Grant users a new option for lotteries, using cryptocurrency which ensures pseudonymity.

Very easy to participate and avoid huge fees that other lotteries charge.

Automatic drawing and payout.

All transactions are stored in the blockchain and all deposits are accredited. This ensures there cannot be unclaimed prize pools or cheating.

International prize pools

High-level pitch

Jackpots on blockchain

Unfair Advantage

Possibility of anonymity

Automated lottery system

Less fees

Channels

Social Media

Word of mouth

Charities

Online ads?

Customer Segments

Lottery players

Cryptocurrency users

Charity

Early adopters

Cryptocurrency users

Cost structure

Development
Infrastructure
Server / web hosting
Domain

Revenue streams

Community driven (open source)?
Donation?
Charity driven?
Small fee to development?