


S'way

Sports Trading... Social Wagering... Innovative Fantasy
...A better social Sports Way



S'way / 'swaə / noun

See also: interactive competition

A better way to enjoy social sports and wagering

...S'way people into a sports trade

...S'way friends into any wager

...S'way people into sports contests

**S'way into a better way to enjoy
social sports and wagering**

The Way to S'way



Sports Futures Exchange

S'way's Sports Futures Exchange platform is a trade entry system that allows for buying and selling teams and players



Social Wagers

S'way's Social Wagering platform allows for social wagers for any event you want to offer to anyone in your S'way network



Player Contests

S'way's Player Contests is a multi-faceted platform that offers pooled player and fantasy contests

Who S'ways

S'way is multi-dimensional to widen the breadth of the potential market size.

More than just the large betting industry and the emerging fantasy industry, S'way was developed to attract anyone willing to engage in social or recreational competition. Anyone willing to engage in a competitive or social contract can S'way – all men and woman in all social contexts, whether it be an office pool or family members from across the country.

S'way is essentially three websites in one, with each platform isolated for initial users, but effortless and encouraged to integrate other platforms under each user.

The three platforms will encourage cross use to broaden the potential market size within each platform. S'way speaks to all audiences across three platforms, then attracts them horizontally across each of the three platforms.

S'wap - Sports Exchange

Be a sports trader. The **S'way Futures Exchange** creates a market for people to be long and short teams or players. It's a P2P secondary market that is entirely between buyers and sellers who effectively set the odds on the potential for a team or player to be the ultimate champion (at any point from start to finish).

The payout on every player/team is \$100/share, so actual odds applied to \$100 is how rational players should post bids and offers to buy and sell teams. Ultimately, one player/team will win, and every other will lose, so everyone holding the winning player/team will win \$100/share, and everyone that's short that player/team will lose \$100/share. You can post an offer to buy/sell at any time.

S'wing - Social Betting

Post your desired spread, and blast your private network of S'wing. S'wing syncs with your phone's contacts, identifying other S'wingers who might want to take the opposite side of the bet.

Moreover, the S'wing Bait feature allows for posting any kind of outcome dependent event, from “What gender will the Johnson's baby be?” to “Who in the office will lose 10 pounds first?”

No Ethereum coins needed – S'wing wins and losses are recorded, and if wins are not mutually agreed upon, they are sent to a mutually agreed upon consortium of reviewers to select the majority winner. All winners receive points, and reviewers receive fractional points.



S'weepstakes - Contests

1) In **S'wipe**, stat categories are grouped together in buckets. S'wipers pay a fixed entry to select their over/under estimate for each category within the bucket. The bucket grows larger with more entrants. The S'wiper who is most accurate wins the pool of entry fees in the bucket.

Over/Under	
Mahome's Passing Yards	
Chiefs's Total Points	0
Ware's Rushing Yards	0
	0

2) In **S'witch**, S'witchers pay a fixed entry to select the victor of head-to-head fantasy matchups on a given scoring system. Select the quarterback, running back, and wide receiver you feel will win; if you have the right combination, you split the pot with the other S'witchers who also had the right combination.

3) In **Fantasy S'weat**, groups of 2 or 4 players draft a limited subset of players ahead of a game. It's a blend of Daily Fantasy Sports and traditional Fantasy Sports. Players must navigate the highest scoring players irrespective of the position.

4) In **S'hootout**, events are offered for a pool of people to survive to the end, similar to fantasy football, but for many different events.

Why Wagering & Fantasy?

In response to the \$150-200b of tax evading dollars in black market betting, in May of 2018, The U.S. Supreme Court struck down a 25-year old federal law known as the Professional and Amateur Sports Protection Act (PASPA), giving states the go-ahead to legalize betting on sports.

The Gaming industry is heavily investing to absorb the market as individual states adopt betting.

With a potential market size of up to \$200b in black market betting alone, in addition to the emerging growth of fantasy sports...

S'way sees the opportunity to provide a value creating disruption to two of the highly opportunistic industries with wide customer bases in a way that promotes social and competitive captivity

Why Blockchain?

Trust. Blockchain transactions automatically create a record that cannot be changed. This allows users the ability to verify that transactions have actually taken place. Blockchain provides provable fairness, meaning that all gambling entries and payouts are verifiable. Provably fair online cryptocurrency-based games are leading to a new paradigm in which players no longer need to trust the house, or even a regulatory body at all.

Decentralization. As a result of Blockchain's viewable record of all transactions, platforms can know who is betting and how much they earned. No need to hold a player's funds anymore, the amount being wagered by the player in that moment will be deposited into the smart contract.

Privacy. Transactions are private and you do not need to produce any personal information, as the authorization of the transaction is provided by a code and a link to the account.

Ease. Blockchain-based platforms provide easier funding and payouts, allowing users to conduct instant cashouts and execute bets immediately.

In short, Blockchain technology provides the S'way spirited self-governed systems of control that give the outcomes more transparency. The game payouts are governed by the protocol and nothing more.

S'way assuages integrity fears while providing a safe, fun environment for people to re-enter the sports betting arena.

Is It Legal?

Similar to Daily Fantasy Sports, the **S'way** concept is predicated on skill and not chance, alleviating the association to gambling.

Additionally, **S'way** represents itself as a platform comprised of contests as opposed to bets. Contests are participatory tournaments with an entry fee and prize pool.

Although **S'way** can safely accept credit card payments and will ultimately migrate to credit card payments, the concept will initially be based on blockchain given it aligns with **S'way's** decentralized theme; also, the immediacy of funding and cashout should simplify the efficacy for initial users.

Revenue Potential

We used fantasy sports as a proxy for web traffic since it contains both the sports content and social appeal.

To illustrate the potential traffic, according to a press release by ESPN, seven out of the ten most popular stories on ESPN.com in a given month were fantasy football related with a total of nearly 35 million views.

A recurring weekly article ranged between 4 to 7 million views, and totaled between 20 to 25 million views across four weeks.

The weekly nature of checking during football season makes for an appropriate comparable for **S'way**; consequently, we feel 25 million could be viewed as a high-end estimate for monthly web traffic.

With that high-end established, below are our conservative estimates with the associated revenue in advertising alone (in addition to our fee structure):

	<i>Monthly Page Views</i>	<i>CTR%</i>	<i>Actual Clicks</i>	<i>CPC</i>	<i>Est. Annual Revenue</i>
Startup Phase	100,000	2-3%	2,000 - 3,000	\$ 0.90	\$21,600 - 32,400
Growth Phase	1,000,000	2-3%	20,000 - 30,000	\$ 0.90	\$216,000 - 324,000
Mature Phase	5,000,000	2-3%	100,000 - 150,000	\$ 0.90	\$1,080,000 - 1,620,000

Exit Potential

Headlines in the Month Post-PASPA

14-May-18	PASPA overturned by Supreme Court
15-May-18	William Hill opens New Jersey office for US expansion
16-May-18	Churchill Downs announces SBTech platform deal for sports betting and online gaming
16-May-18	PPB confirms potential deal with FanDuel (finalized soon after)
17-May-18	B2 max stakes cut to £2 - we expect this negative regulatory development to be pushed back to 2020 giving UK operators longer to prepare for it and an additional year to deleverage
22-May-18	MCM says annual market revenue potential in US is \$5bn by 2024 and that 10 states may legalise sports betting within 5 years. Sportech and Sportradar partner.
25-May-18	CVC CEO says will do something 'big bold and aggressive' in the US and is 'having many discussions in the US'
29-May-18	William Hill announce deal with Ocean Resort Casino in Atlantic City, NJ, to provide sports betting services: we assume the William Hill brand will be used
31-May-18	Kindred appoints Manuel Stan as head of newly created US division
04-Jun-18	CVC announce deal with Ainsworth to launch a range of new proprietary slot games in New Jersey's online casino market – a straightforward supply deal whereby Ainsworth provides CVC with additional online content in New Jersey
05-Jun-18	Delaware starting offering full-scale sports betting at the state's 3 casinos (previously sports betting was restricted to parlay betting (limited form of accumulators)). Parlay bets will continue to be offered in 100 other retail locations.
06-Jun-18	According to eGaming Review, bet365 pays New York lobbyist, Cozen O'Connor Public Strategies, \$18k a month to lobby on online betting, which is currently under debate
07-Jun-18	CVC appoints former Trump Entertainment exec, Virginia McDowell, to company board as non executive. PPB enters into agreements for sports betting in New York (Tioga Downs) and New Jersey (Meadowlands Race-track)
11-Jun-18	Paddy Power Betfair to adopt FanDuel as main US betting brand
12-Jun-18	New Jersey Governor signs sports betting bill into law
15-Jun-18	888 partner with Evolution Gaming for its NJ live casino product. William Hill becomes sports book partner to Las Vegas Lights FC: William Hill to promote the club on its mobile site – this is the first operator/sports team partnership (the first of many in our view)
18-Jun-18	ICT strikes social casino cross-licensing deal with FlowPlay
18-Jun-18	Rhode Island lower house approves sports betting
19-Jun-18	Pennsylvania stands by online regulations allowing existing casinos to file for sports books, despite no applications received following a 36% tax rate and a £10m fee
19-Jun-18	Kentucky panel, 9 senators and lawmakers from both sides, will explore the potential of sports betting in the state, with aim to draft legislation to implement SB in Kentucky

Because of the proliferation of fantasy and betting regulation being lifted, this is a rare opportunity to be one of the first wave operators in an industry that immediately offers full demand and adoption capacity.

Moreover, because of the industry's immediacy to establish a stronghold, the sector is highly acquisitive with larger gaming operators rapidly acquiring startup concepts (See: Activity post-PASPA overturn [left]).

Based on a revenue multiple of 8 to 12, the following value range can be estimated at maturity:

<i>Est. Annual Revenue</i>	<i>Multiple Range</i>	<i>Est. Value Range</i>
\$1,080,000 - 1,620,000	8 - 12x	\$8,640,000 - 19,440,000



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