

myWishlist

Come check off your wish list!

An alternative to lottery with skill-based gaming

Opportunity

Changing player demographics and preferences:

Decrease in Lottery (Slots, Bingo)  **5%**

Decrease of 5% annually in lottery revenue for traditional lottery such as slots and Bingo gaming and will decrease further.

Increase in Income Inequality 

As income inequality increases, it is getting harder for the average person to afford luxury items.

Increase in Online Lottery Gaming  **20%**

Increase of 20% in revenue in online lottery such as online poker in North America in 2017 alone.

Increase in Mobile Gaming  **21%**

21% increase in global revenue in mobile gaming since 2016.

Increase in Crowdfunding  **82%**

Crowdfunding has become an acceptable form of raising capital. Revenue up 82% since 2015 in North America.

Solution

Skill-based gaming platform to win crowdfunded prizes.

Step 1. Crowdfund Prize

Customers buy entries to raise money for prizes similar to a raffle.

Step 2. Skill-based Gaming to Win the Prize

Everyone that bought an entry will play the same skill-based mobile game where the highest score wins the prize.

Step 3. Purchase and Ship the Prize

Once the winner is determined, the prize is purchased and shipped to the winner.

Pick the Prize



Play the Game

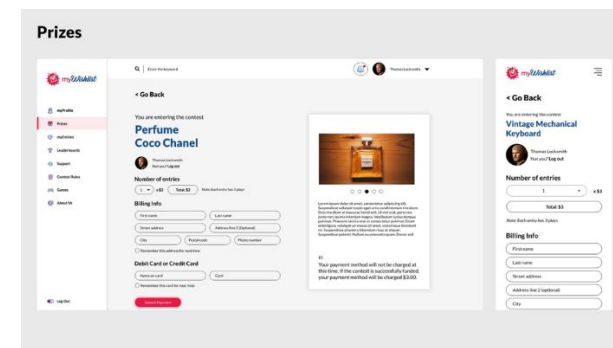
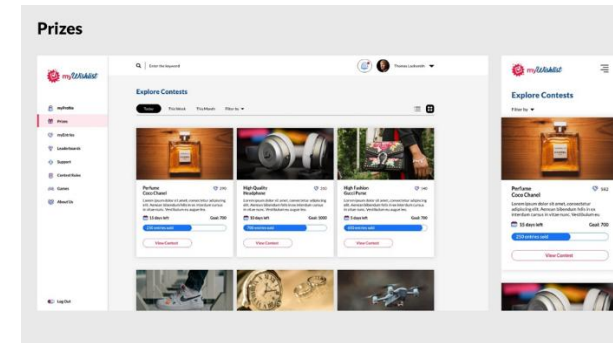
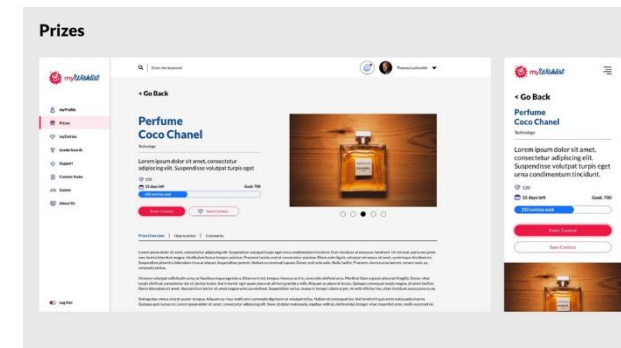
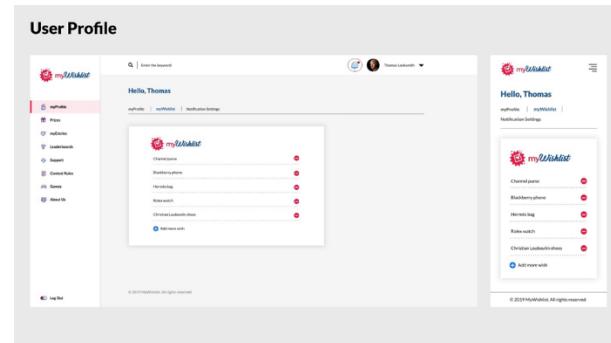
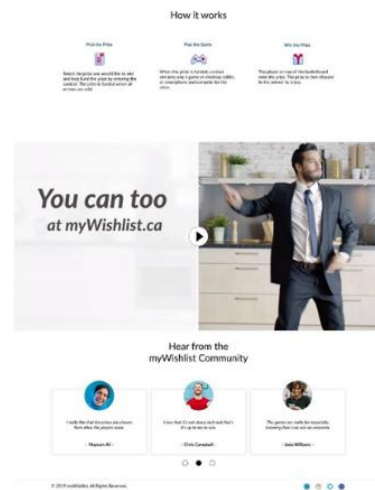
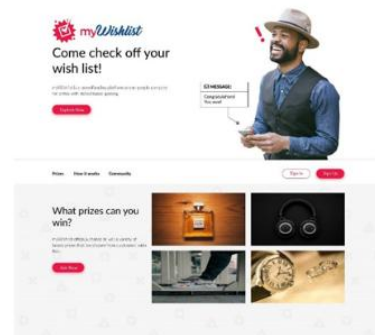


Win the Prize



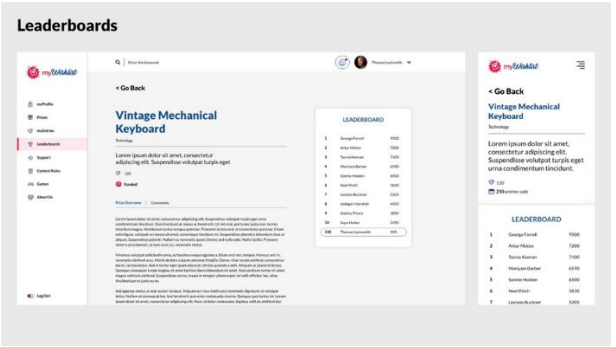
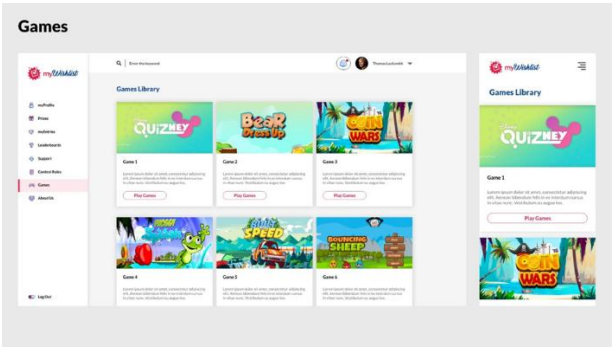
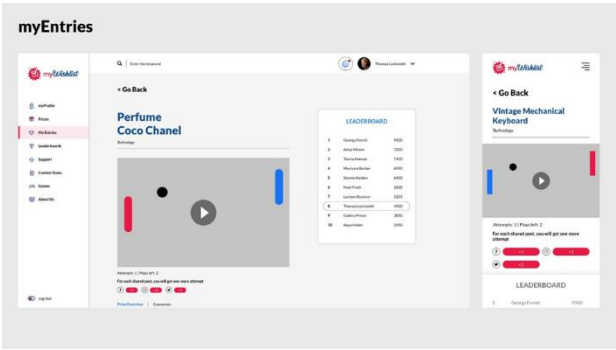
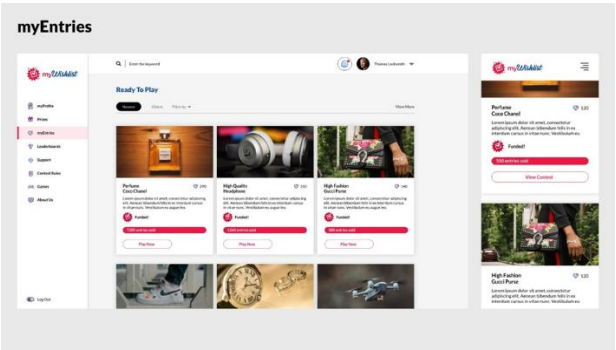
Website and App

Wireframes/Mock-ups



Website and App continued

Wireframes/Mock-ups



LEADERBOARD		
1	Georga Farrell	9500
2	Artur Mckee	7200
3	Tasnia Keenan	7100
4	Mariyam Barber	6590
5	Sonnie Holden	6500
6	Noel Finch	5830
7	Levison Buckner	5205
8	Abbigail Marshall	4500
9	Oakley Prince	3850
10	Aqsa Huber	2450
230	Thomas Locksmith	195

LEADERBOARD		
1	Georga Farrell	9500
2	Artur Mckee	7200
3	Tasnia Keenan	7100
4	Mariyam Barber	6590
5	Sonnie Holden	6500
6	Noel Finch	5830
7	Levison Buckner	5205
8	Thomas Locksmith	4500
9	Oakley Prince	3850
10	Aqsa Huber	2450

Not a Lottery

Three elements to be considered a lottery. Remove one and it is legal.

Element 1 - Prize

Anything of value awarded to winners.

Element 2 - Consideration

Monetary - purchase of a sponsor's product or any other payment/entry fee required to enter.

Non-monetary - substantial time or effort expended which benefits the sponsor in some direct way.

Element 3 - Chance

The process of randomly selecting the winners.

myWishlist removes chance by having the winner determined by skill-based gaming.

Target Market Size

North America

Reward Crowdfunding

\$2.7 Billion Annual Revenue

Funding for goods

Mobile Gaming

\$10 Billion Annual Revenue

210 million mobile gamers

Lottery Gaming/ Gambling

\$104 Billion Annual Revenue

Over 90 million gamblers

North America – Canada (excluding Quebec) & U.S.

Men and Women ages 19/21-45 (Gamers, Gamblers, Luxury Brand Followers)

Canada – 21 million potential customers.

United States – 64 million potential customers.

Competition and Competitive Advantage

myWishlist is skill-based, quick to play from anywhere at any time, and there's always a winner.

Lottery, Casinos, Raffles – luck-based, low odds



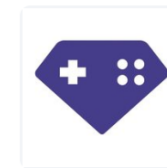
Online Games with Lottery – luck-based, small prizes



Mobile Trivia Games – there's not always a winner, live games might not be convenient



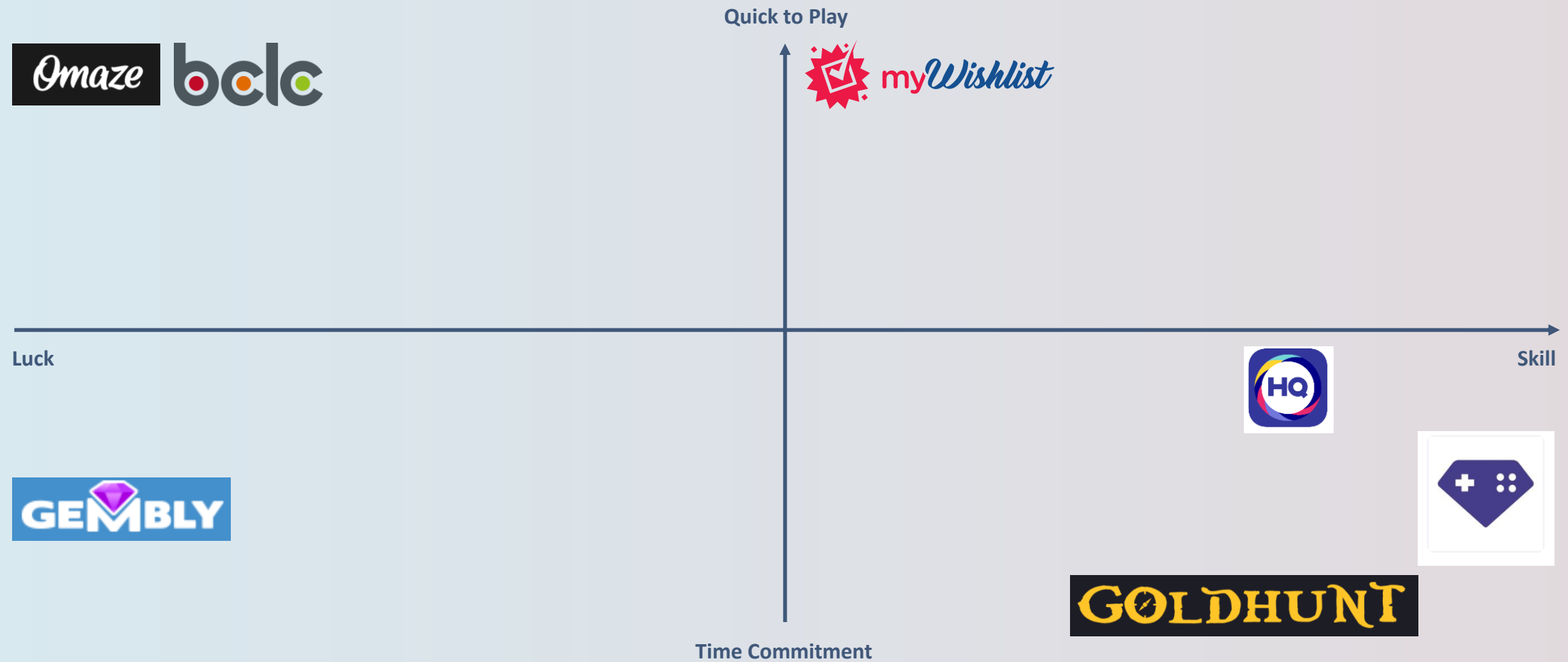
Esports and Video Game Tournaments – hardcore gamers, not always available



Treasure Hunts – hard to scale, city based, huge time commitment



Competition Chart



Pricing Model

Customers buy entries to crowdfund prizes, then compete with the highest score winning the prize.

Small Prizes:

- 1) MRSP price divided by 2.
- 2) Round up for number of entries needed.
- 3) Entry priced at \$3 each.

Example: a designer handbag that costs \$2000 needs 1000 entries at \$3 which raises revenue of \$3000. Gross Margin of 50%.

Large Prizes:

- 1) MRSP price divided by 3.
- 2) Round up for the number of entries needed.
- 3) Entry priced at \$5 each.

Example: a car that costs \$60,000 needs 20,000 entries at \$5 which raises revenue of \$100,000. Gross Margin of 67%.

Marketing

Marketing budget is based on cost per install estimates, customer retention rate, and required customers.

Assumptions and Metrics:

- 1) Cost Per Install (CPI) – \$2.75
- 2) Customer Retention Rate – 50%
- 3) New customers buy 1 entry on average.
- 4) Retained customers buy 2 entries on average per month.

Launch Prizes:

Prize Total - \$81,200

- 1) iPad Pro - \$1,200
- 2) Rolex - \$15,000
- 3) Chanel Handbag - \$5,000
- 4) Tesla - \$60,000

Required Customers - 30,600

Marketing Budget Launch:

Launch Budget - \$170,000

- 1) Ad Budget - \$85,000
- 2) Reserve for Prize Run Rate - \$85,000

Duration – 1 month

Marketing Budget Ongoing:

Monthly Marketing Budget - \$55,000

- 1) Monthly Net New Customers - 20,000
- 2) Monthly New Retained Customers - 10,000

Breakeven Customer Acquisition Cost (CAC) – \$5.50

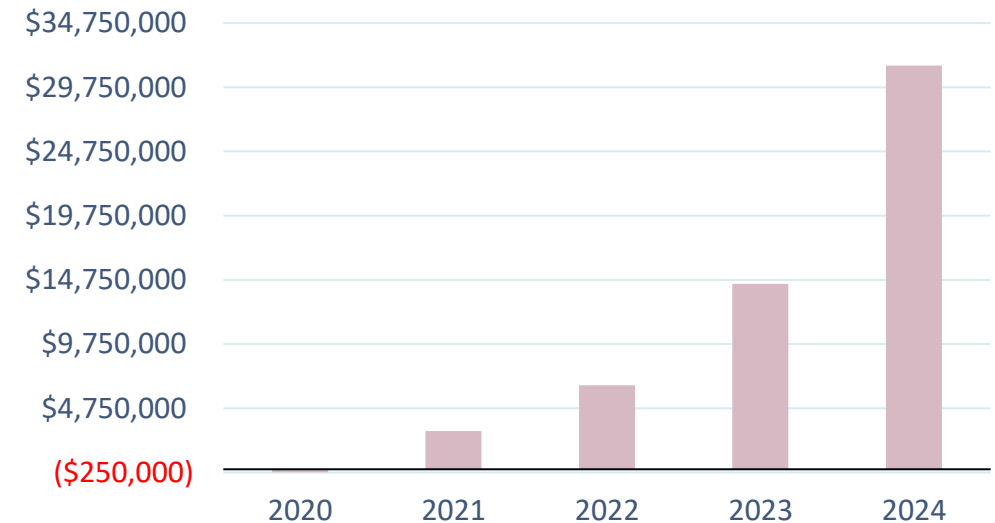
Financials

5 Year Financial Projections

Projections

	Customers	Entries Purchased	Gross Revenue	Net Revenue
2020	171,000	807,000	\$2,745,000	(\$235,000)
2021	411,000	3,611,000	\$12,277,000	\$2,987,000
2022	651,000	6,491,000	\$22,069,000	\$6,546,000
2023	1,170,000	11,668,000	\$39,671,000	\$14,435,000
2024	2,104,000	20,974,000	\$71,312,000	\$31,436,000

Net Revenue by Year



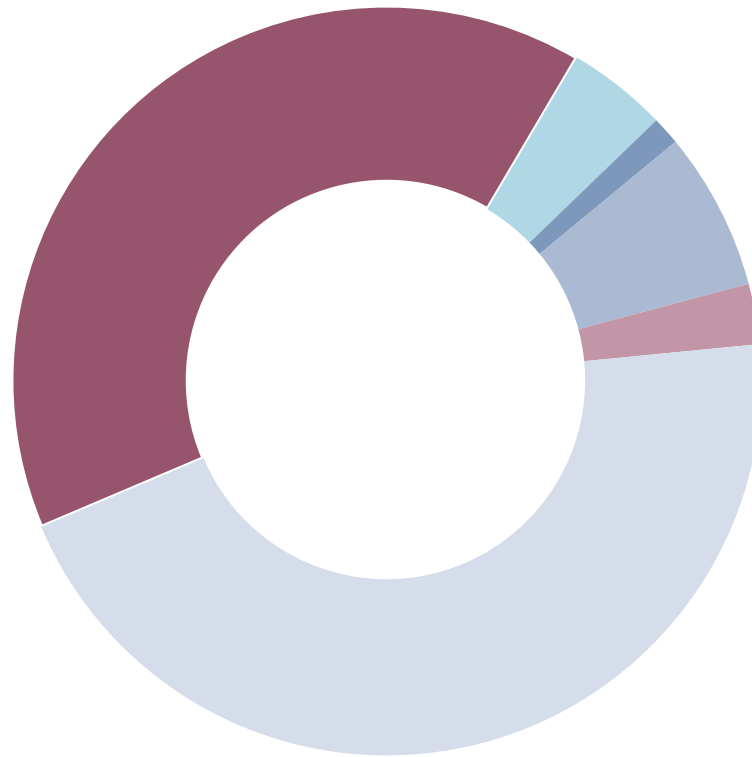
Cashflow positive in Q3 of first year.

Breakeven Number of Entries – 83,000 sold per month

Breakeven Number of Customers – 41,500 assuming buying 2 entries per month on average.

Funding

Capital Funding
\$1,200,000



Fixed Expenses First Year



Burn Rate with No Monetization – 12 months

Timeline

Starts when team is in place.

Gantt Chart for Launch

Tasks	Start Date	Duration	Lead	Q1			Q2		
				January	February	March	April	May	June
Legal Documentation	1-Jan	2 months	COO						
Financial Accounts and Systems	1-Jan	2 months	CFO						
Marketing Campaign Plan	1-Jan	1 month	CMO						
Website and App Graphics	1-Feb	1 month	CMO						
Create Marketing Material and Videos Ads	1-Mar	2 months	CMO						
Social Media Creation	1-Apr	1 month	CMO						
Technology Plan	1-Jan	1 month	CTO						
Web and App Development, Purchase of Third-party Games	1-Feb	3 months	CTO						
Launch	1-May	1 month	CEO						

Founder



David De Medeiros

Founder & CEO

Education

Computer Science

Accounting and Finance

MBA

Experience

Worked at BCLC with Lottery, Casinos, and E-Gaming

Developed software applications for the Oil & Gas Industry

On Global IT Infrastructure Team in the Oil & Gas Industry

Business and Economics University Lecturer

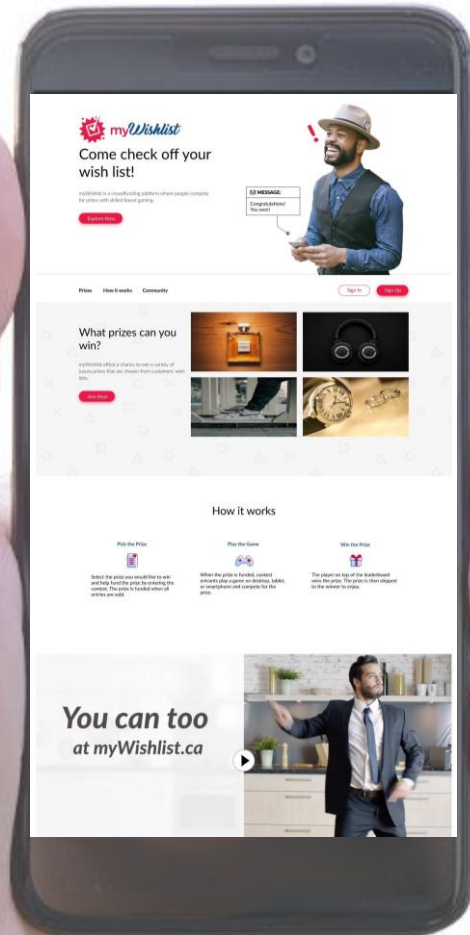
Worked in Accounting and Finance in Healthcare

Won global MBA competition

Summary



myWishlist



Skill not Luck

Customers determine the winner.

Legal

Not considered a lottery.

Scalable

Crowdfunding, no inventory, and unlimited scalability.



my *Wishlist*

Come check off your wish list!

David De Medeiros

Email:

David.DeMedeiros@gmail.com

Phone:

250-318-7882

Business Plan:

Detailed Business Plan Available