S.W.O.T. ANALYSIS

Strengths: The game was very popular, exciting, had very compelling spectator participation with plenty of verbal interaction, and was great to watch. It is very easy to play and learn. It could be executed at minimal cost: a pack of cards and a few willing and able friends. Today, we don't meet around dining tables with families and play cards (of course, bridge, backgammon, and poker are the exceptions), but today's game player is locked away, often in a secluded, dimly lit bedroom, peering at a computer monitor. Once we gain their attention, they will be bitten, infected and addicted.

The concept is very expandable, and in many avenues. Countries, Currencies, Languages, and tables. Our tables offer entry-level play for as long as they like, but every player must start before they can proceed to the next level. Each table will require a minimum bet. Units range from 0.20 to 10,000, and we, the house, do not participate in any game at any time; therefore, we cannot be blamed for any player's loss.

Twenty years ago, without fibre optics and Satellite communications, this concept was nigh on impossible. Today, achieving 99.8% latency is a reality with dedicated servers and high-quality service providers such as Dream Host. I have extreme confidence in our chosen service provider. I have used this company for three decades whilst I was chairman of ANPR Ltd (Automatic Number Plate Recognition) and National Clamps, where good, reliable communication was essential.

After just one month, my partners and I (Dylan and Dinesh) have created the plan for Software and Graphic Design development. To date, we can deal the cards, place the bets, turn the cards over, and determine the winners and losers. All the cards are dealt on tables we have designed in 'Rooms' we've created. The maths involved is impeccable and irrefutable. We have produced Camera Angles and overhead shots to give authenticity. Our biggest challenge is for Dylan to create an Avatar skeleton capable of performing all the aforementioned functions, and for Dinesh to provide costumes and attire for all the different nations and room themes. The game itself can be played within days, its basic, with no frills attached. Without expanding we have probably created 30% of the tasks required. To launch the first room and table with moving, speaking Avatars as paying guests, I would guess at least May (2026)

Weaknesses: Although 90% pure chance, it is a matter of luck. A small amount of card reading is involved, seat placement in accordance with the dealer, and knowing when and how much to bet. A staggering amount of money can be lost, and tempers may flare, although rare, it can be possible amongst some players in deprived areas. A protocol needs to be created and introduced to analyse personal finances and betting patterns, including restrictions on daily spending limits.

The costs of company formation and company governance are minuscule compared to the price of a gambling license. There is an inevitable trade-off between the country of your residence and the country where your company operates. The taxation, both annually, or on dividends, goods or service tax and setting up fees are all considerations, plus litigation, both in protection of intellectual property and from third parties. At the time of writing, the decision is still under debate, and we are exploring our resources. Our 'Intellectual Property' is something that I'm very concerned about. Other companies play the game or use names similar to ShootPoker. Although we have conducted extensive searches over the past three months, we have found very little to be concerned about.

Gambling licenses are my biggest concern; covered in depth below. It seems so wrong that there is no worldwide license and that you must pay to obtain a gambling license in every country where we offer our services. We have one server in one country, so we should have 1 set of rules and one license. I believe in 'Who approaches Who' and that if someone seeks our service, they trespass on my domain. I am currently seeking Gaming rules and jurisdictions at the time of writing.

(Cont)

Opportunities: Fortunately, my extensive experience as an entrepreneur across many fields and endeavours has given me strong insight into potential opportunities. My vision of Shoot Poker is not only playing it at home with family, but also seeing large sums of money wagered on it. I see 'High Rollers' being grossly attracted. I see National, international & World Championships. I see advertisers paying huge fees to sponsor events. And I see large Companies full of Software Developers and graphic artists creating 'ShootPoker' rooms for everyone in the world to see and play in.

ShootPoker will be played in every corner of the world. Elon Musk and star-link makes this totally feasible, if gambling licensing is available in that particular domain then attracting a franchise to cover the costs of the license can be met with consummate ease. I see Space men in Space suits on the space station (before it re-enters) Mountaineers on a snow covered peak in the Himalayas, Under the Eiffel tower, Golden Gate bridge, the Louvre, On the deck of the Queen Mary each room and table is not unique, it can be used multiple times and simultaneously, Soon players will have a lucky table in a lucky room, in a lucky location.

Threats: Copyright and trade mark infringement. I am currently recognising all the ways I can protect the company's interests and my rights. We are adding the © to all literature and the ™ to all logos, banners and letterheads. I have created this business plan, which will include an NDA, explanation, and definition of our copyrights and Trade Marks.

I foresee fiscal obligations and gambling associations delaying permit applications. Other companies will soon be aware of our existence and intentions, and they may buy time to steal our concept or remove us from the race entirely. Maybe Gibraltar, the Isle of Man, and Turks and Caicos are about whom you know and not what you want. Favouritism is a dish, never digested by the outsider

I'm worried for the aggrieved player who has lost his family income for a month. I'm sure gambling associations share the same values as I, and I'm sure that there is a procedure or protocol which we need to adopt, whereas we initially prevent this from happening and prevent support when it does.

Costs: I have invested a mere £3 to £4,000 on software. And around £500 on purchasing the domain name Shoot.Poker and a dedicated server I foresee the cost of a network to be around 5,000 per annum but each server is added only as and when required, and only when finances also permit. 'Rooms' will need to be created, and these can be sourced out to India and the Philippines at 1 to 2,000 pounds each. Again only as and when required. The costs of a Gambling license can range from 5,000 pounds to £35,000 but the corporation tax and GST are a consideration, Crowd funding, Franchising, and a Block Chain are advantageous, if at all required. Even entrance fees and membership are aspects to be considered if funds run low. We do have the filling of accounts, annually. Which is usually included in the management fees of around 10,000 per year.

Executive Summary: Generally speaking, both startup costs and software development are minuscule compared to those of other iGaming startups. However, the overheads can be staggering if the incorrect country is chosen. Selecting a country with speedy formation, low annual license fees, and low demands can significantly enhance profits while reducing risk and overhead. Making informed country choices can foster confidence in strategic planning, which is essential for your success.

After thoroughly analysing every aspect of Shoot Poker, I am confident in predicting its resounding success. My understanding of the game, the enjoyable experiences I've had as both a player and a spectator, and its addictive nature all point to a bright future. In addition; the feedback from both the software developer and the graphic artist has been encouraging; their positive attitudes, dedication, and effort on this project are truly commendable. Friends, family and work associates are very helpful, and encouraging.

While I am not a poker player and I never engage in betting, I can definitely see the appeal of Shoot Poker. I believe it will be a success, and I am convinced that others will feel the same way.

Trevor Whitehouse
06/12/2025