SHOOT POKER

Business Feasibility Review

The Initial Business Feasibility Review will look at the overall market feasibility, technical feasibility, financial viability, operational capacity, legal requirements (licencing), Jurisdiction and Tax considerations, and Risk Assessment. The aim of this Initial Business Feasibility Review is to determine if the business idea is practical and likely to succeed by evaluating costs, benefits, resources, and risks before significant time and capital are invested. The detailed look will be part of the formal business plan

Key components of the Initial Business Feasibility Review

- Market Feasibility Analysis: - This area has already been looked at by the project developer and won't be considered further as part of this review, but this will need to be included as part of the formal business plan.

  o Online gambling (also known as iGaming or iGambling) is any kind of gambling conducted on the internet. This includes virtual poker, casinos, and sports betting.

  o The iGaming industry has gone far and wide to become one of the fastest-growing industries, worth $61.5 billion in 2022 and growing at a CAGR of 11.6% to touch $159.6 billion by 2030. Online casinos, sports betting, poker, esports, etc., are the verticals that constitute the industry.

  o Whether "Shoot Poker" succeeds in the competitive iGaming world depends on unique gameplay, strong marketing, clear rules, and securing licenses, as poker is profitable but saturated; and success hinges on our innovation, user retention through fun and skill, and regulatory navigation, not just being a new poker variant.

  o The "Shoot" Factor has a twist because of the unique betting, and a different card dynamic. Aces are low, betting is based upon probability and chance, rather than skill. Audience participation is a key factor and sound and players reactions will be added to the Avatars who represent each player. These novelties are key factors for standing out from Texas Hold'em, Omaha, etc.

  o The game itself is easy to learn, and hard to master. Beginners can play for free providing the need for a quick understanding; Whilst experts with skill dare and devilment can hit the ceiling.

  o Shoot Poker is not a Player vs. House vs. Player (PvP): Is it Player vs Player only. The house cannot, and does not play or influence the game. The house receives revenues only when a player 'Cash's-in' providing 10% commission to the house.

  o The role of the House is to provide the facilities, which includes ambiance, the location, the table, Virtual Cashier and Virtual Chips. It does not participate and therefore cannot be attributed to losses.

  o Regulatory Compliance, known as licensing is complex and costly. These can be divided into two categories, established, expensive that provides player confidence. And new easy to access, inexpensive regulatory body that is perfect for start-ups, but does not reassure the high rollers, therefore limiting larger stakes.

  o Hype is crucial in iGaming, so too is the overall experience, Shoot Poker will be player in a virtual Grand Canyon, On the Deck of the Queen Mary, In Trafalgar Square, from a lifeboat in the middle of the pacific, to a game held in the space station, the list is endless.

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- Technical feasibility analysis review is whether the proposed project can be built and implemented using existing technology and resources.

    o The feasibility of running and playing shoot-poker was nigh on impossible just 10 years ago
    o The Infrastructure and System Checks need to be instantaneous to create 99/8% latency.
    o Thanks to Elon Musk and Star-link the game can be played worldwide at incredible speeds/

- Financial Feasibility Analysis: Review if the project is economically viable and can generate a sufficient return on investment (ROI).

    o Each Jurisdiction has different timing and a cost for the licences. The decision depends on many factors, such as Credibility, Induction cost and recurring fees, and the target audience
    o 'The Build' is underway and we've probably achieved 30% of the desired launch standard. Distributing the cards, the maths based upon the rules, winners and losers is complete, so too the first 'Room' and 'Personalised tables' Animation and the Avatar's attire needs to be created. We envisage over a thousand different locations, and over a thousand Avatars.
    o Our revenue projections and potential income is vast. Our goal and target objective is to witness players entering stakes greater than $100,000 in which case the cash flow is one way. It is also important to understand at this stage, that we only need 1 table in 1 room with six avatars, used time and time again simultaneously a thousand times, world wide. Every chip purchased is in service until it is 'Cashed-In' Therefore our assets can be determined by the number of chips still out there.
    o The investment analysis is nominal, Our current labour force (The creators) are a Graphic artist who resides in Mauritius, A software developer in the UK, and the author of this report who resides in Southern Spain. My role besides the design graphic user interface (GUI) designer. Is corporate formation and governance. We all work part-time and on minimum wages provided by myself, the intellectual property owner
    o Our current assets are sufficient to create the working model we require, not only can they be used for pleasure without breaking the law we can seek sponsors and advertising agents. Should we need additional funds for licensing or we have time on our hands whilst processing our application, we can turn to crowd funding, block chains, franchising banking facilities.

- Operational Feasibility Analysis: Review the organisation regarding the necessary resources and capabilities to execute the project.

    o Our three current operatives are more than sufficient to complete all tasks, we have sufficient education and experience to succeed.
    o The uppermost objective is ensuring that the servers than we use for communications, web hosting and the game itself are the best reliable and secure.

- Legal and regulatory feasibility and reviewing compliance with all relevant laws and regulations is underway.

    o The Permits and Licensing Authorities that require business registrations, licenses, and permits all differ in assess, the timing. and associated costs. Choosing the best country is difficult.
    o The Legal Risks can be daunting, Data protection is uppermost and we require good server security. Falling foul of litigation and a breach of each countries laws. Money laundering, under age use. debt management and customer care. A limited company can only provide nominal protection.

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- Jurisdiction and Tax Considerations: Review possible Jurisdictions and tax considerations:

  - Jurisdictions: We are currently identifying possible jurisdictions and possible pros and cons.
  - Taxation based on the Jurisdictions identified, review tax is still under considerations.

- All three creators risk assessment is again nominal, as we have full time employment, and we only work at leisure and have no overheads. Personally I work in the Leisure industry renting out motorhomes. The only other potential threat that is worrying is intellectual property theft. Having registered patents in the past, I believe that being 'First' is paramount.