

**ORANGE DOT**  
**MOBLIE GAMING**

# BUSINESS PLAN

## EXECUTIVE SUMMARY

*In five years time betting will account for 50.48% of the global mobile gambling market with gaming accounting for 39.82% and lottery 9.7%.*

EGR-" H2 launches mobile gambling report"- 05/08/11

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United Kingdom

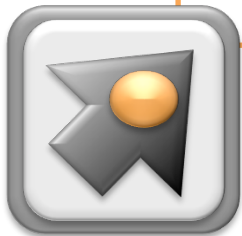
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## OPPORTUNITY

*"A sea-change in operator attitudes towards mobile gambling services, improvements to handset user interfaces and the gradual introduction of legislation permitting remote gambling in selected markets are among the key factors which are expected to push total annual wagers via mobile phones to more than \$27.5bn by 2013, according to a new report from Juniper Research."*

The Opportunity is to develop mobile gambling products for Tier 1 & 2 Operators/Customers on phones and tablets and capture 0.027% of £2.2bn in betting revenue in the UK mobile gambling space.



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### LESSON LEARNT

Gaming Platform and Wallet Providers have learnt that enabling others to integrate can add value to their offering and revenue streams.

### LOW ENTRY COST

Established Companies in the marketplace are having challenges converting existing product to moblie technologies, but Garage teams can get a product base, regulated and integrated for £250,000.

### STRUCTURED REGULATION

Regulation cost can be between £15,000 and £50,000 to productionized the game and it is important to choose the right juristriction.

## VALUE PROPOSITION

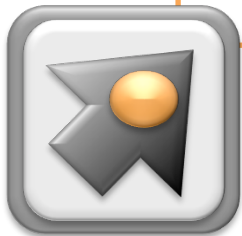


### Non Dependent Device or Browser Gaming Content

The value proposition is to build 60 products for casino and soft gaming

Using a revenue share & licence model to sell the products through direct and indirect channels to gaming Operators customers.

Additional Revenue would be generated through bespoke gaming production service allow operator to develop their own Idea into product



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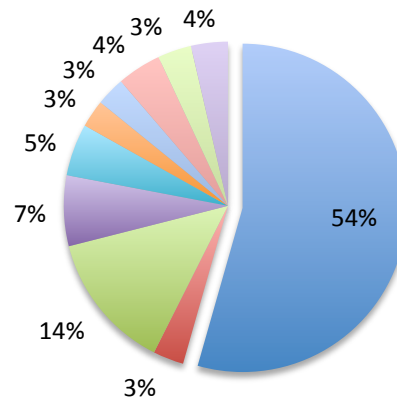
## CAPATIAL NEED, SHARE & EXIT

### CAPITAL NEED

Orange Dot require a investor or a number of investors to invest **£250,000** to enable the team to commit fully to delivering a **innovative gaming portfolio** which can be integrate into any tier 1 and 2 Operator.

### Breakdown of Capital Expenditure

- Salaries + Fee
- RNG Certifications
- Licences ( Alderney Cat 2)
- Marketing
- Hosting
- Development Infrastructure
- Legals and Insurance
- Office Space
- Travel
- General Company Expense



### SHARE ALOOCATION

Richard Clarke	25.1%
Rob Millward	25.1%

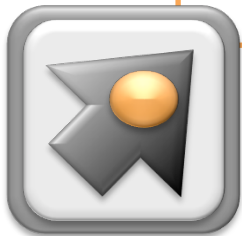
NEW INVESTOR 49.8%

### NON TANGIABLE VALUE

Richard and Rob share allocation levels enable them to be remuiated to enable ture market value of each individual throughout the companys lifecycle.

### EXIT STRATEGY

The Exit Strategy after reaching 10 customers and 60 product which would at the end 2013 is to sell the business to a MGS, Playtech, ITG or similar organgisation for £1m



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## TEAM ORANGE DOT

### Richard Clarke

Richard has been in the gaming sector for over 10 years with operators and product providers, building a mature contact network whilst work in companies such as; Ladbrokes, Amelco, Scratchino and Iforium.

### Rob Millward

Rob has been in the game sector 10 years and has designed and delivered award winning and innovative products for bingo, casino and gaming.

### Jon Towers

Jon has been in the game sector 10 years design graphics and user experiences for Bingo, Casino and games at Netplay, Scratchino and GAME.

### MOBILE EXPERIENCE

#### SPORTSBOOKS

Team members have experience on delivering two different sportsbook web apps

#### SCRATCHCARDS

Delivered scratchcard gaming platform, 20 Games in multiple languages and Certified RNG within 12 weeks.

#### SOFTGAMES

Have delivered 2 soft games ready for release and have 20 product ideas in backlog

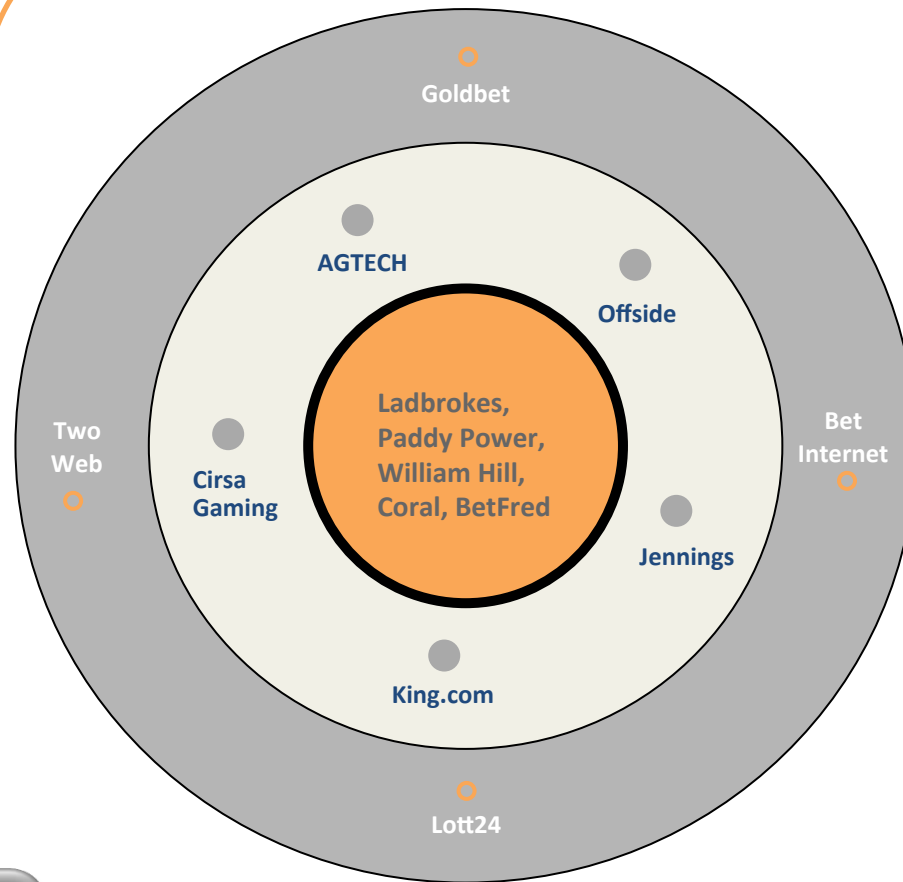
#### CASINO GAMES

Prototype Blackjack and roulette can work on mobile device in HTML 5 for major operator..



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## TARGET PARTNERSHIPS / CUSTOMERS



### PARTNERSHIP FOR PRODUCT

#### MGS QUICKFIRE

Go ahead and replace it with your own text. This is an example text.

#### GTS EDGE

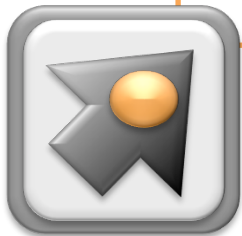
Go ahead and replace it with your own text. This is an example text.

#### OPENBET

Go ahead and replace it with your own text. This is an example text.

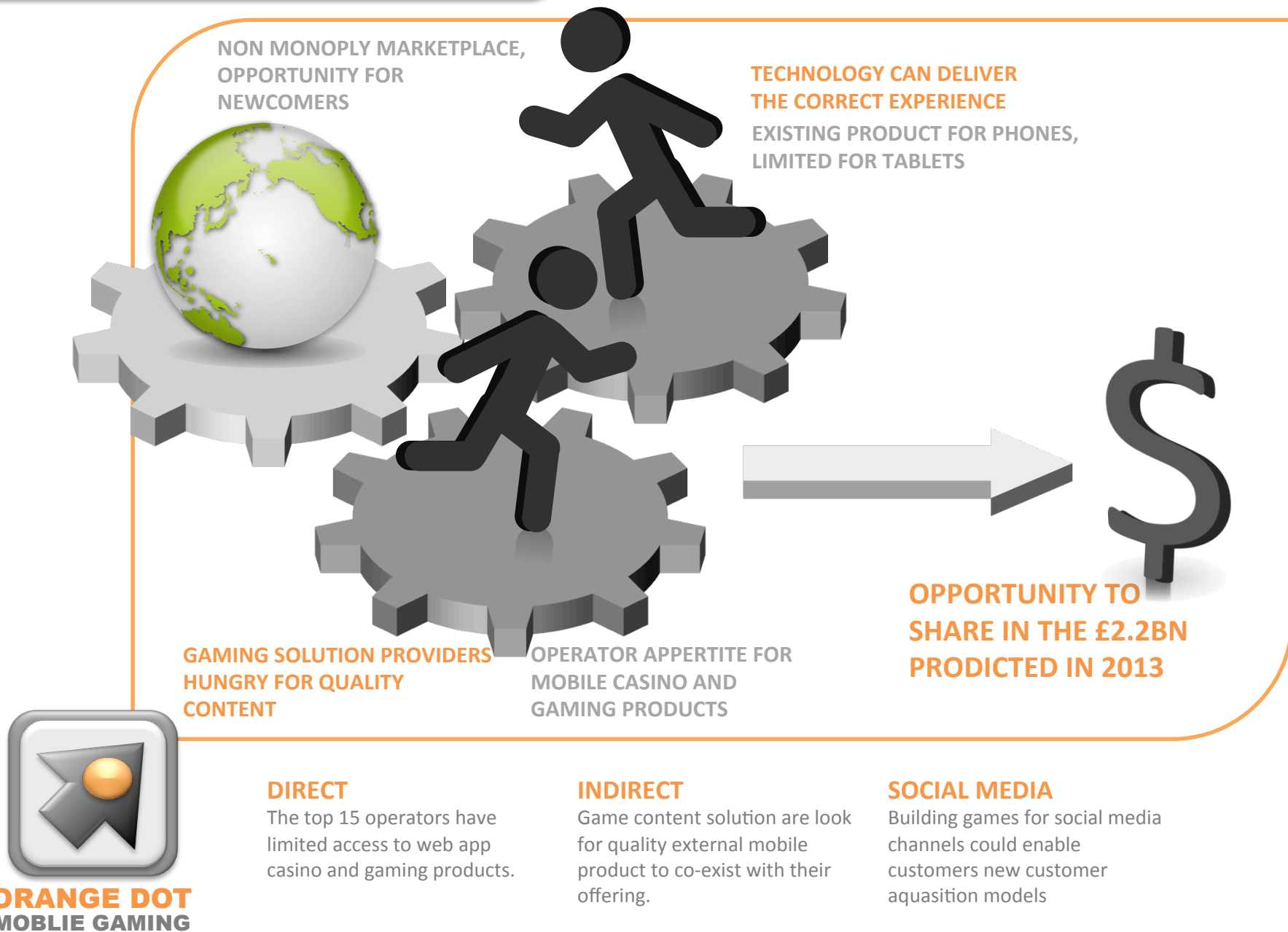
#### MFUSE

Go ahead and replace it with your own text. This is an example text.



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## MARKET POTENTIAL



# COMPETITION

## SUPPLIER

There is a market for Mobile content by operators and solution providers from Game content providers.

threat of  
new  
entrants

## NEW ENTRANT

The marketplace is open for new content and with this bring the treat that Game App Developer will join the Marketplace.

## MARKETPLACE

The key to breaking into the marketplace is focusing on direct deal with operators and integrate into the biggest solution providers

## MAIN COMPETITION

MGS, Playtech, ITG, Zudkuo, Cantanyo, NetENT, Spin, Cozy, Noegames

## SECONDARY COMPETITION

Mfuse, Small Screen, Modko, Greentube, Openbet

bargaining  
power of  
suppliers

competitive  
rivalry

bargaining  
power of  
buyers

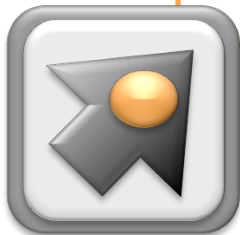
## SUBSTITUTE

If a product is design well and looks gamer attractive products will build loyalty, but substitution is always possible in a innovative marketplace

threat of  
substitute  
products

## BUYERS

The buyers are in control at present look for the content that can be aggregated into their platforms



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## MGS MOBILE QUICKFIRE

MGS Quickfire is the Main competitor, but indicated that it open for new mobile content

## REPLY

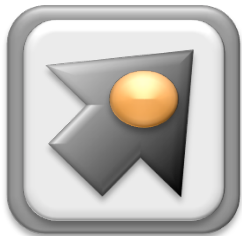
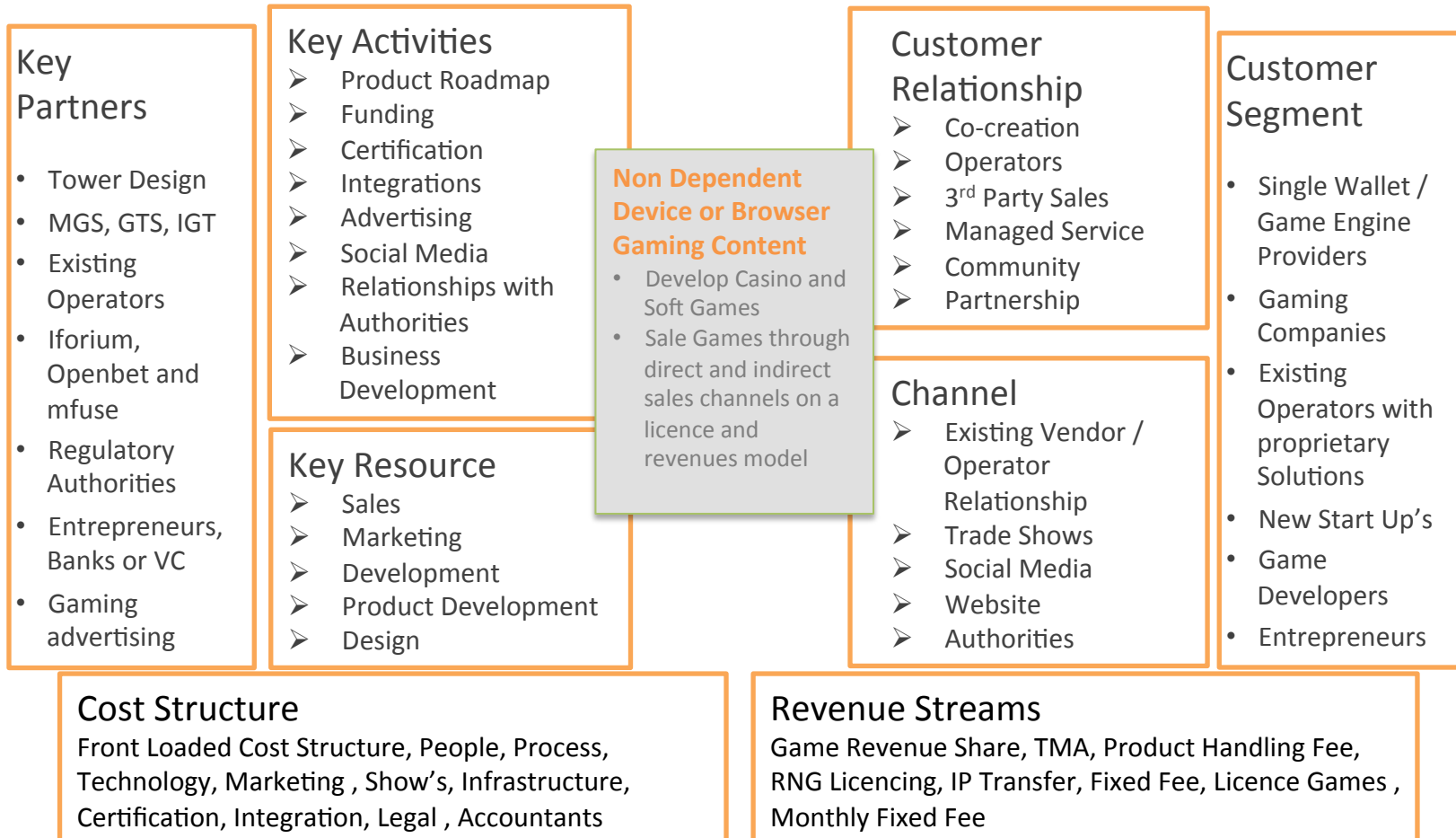
An Italian company which has touch it toes in the market with Ladbrokes and has a mobile gaming team of 100.

## EA

Have been investigating entering or acquiring in the marketplace.



# BUSINESS MODEL CANVAS



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## SALES STRATEGY

Use Contact base to show product and continue discuss with gaming provider on Integrations

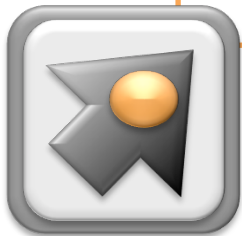
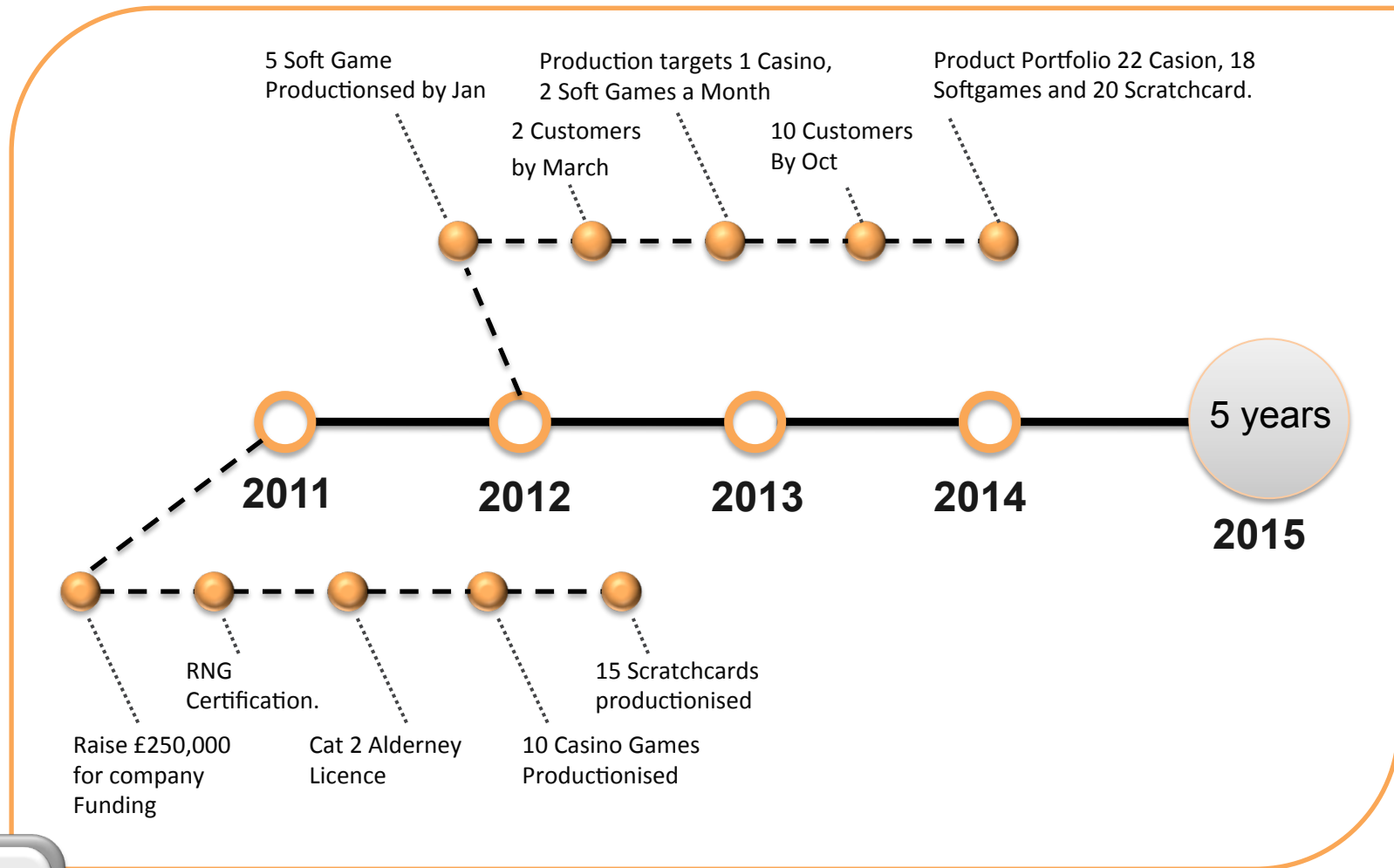
## PRODUCT PLACEMENT

Access to first customer is key and integration to solution provider would be great for ICE 12

## LICENCED & CERTIFIED

Company and regulatory cost understood and documentation ready to start process

## KEY ACTIVITIES



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### 2013

Drive the product portfolio to 60 and introduce Bingo and lottery products for tablet devices and drive towards 15 Customers

### 2014

Maintain client base level and introduce live dealer apps via partnerships through tablet devices

### 2015

Maintain client base and ensure company products are fresh for the future gamers needs.

# BUSINESS PLAN SUMMARY

## 3 Year Balance Sheet

Figures excluded VAT

	Year 1 Nov 2011- Oct2012	Year 2 Nov 2012- Oct2013	Year 3 Nov 2013- Oct2014
<b>Revenue</b>			
Casino Sales	£ 143,424	£ 306,342	£ 291,025
Soft Games Sales	£ 83,222	£ 191,299	£ 181,734
Bespoke Game Development	£ 12,000	£ 18,000	£ 24,000
	<b>£ 238,646</b>	<b>£ 515,641</b>	<b>£ 496,759</b>
<b>Expenditure</b>			
Salaries + Fee	£180,000.00	£ 180,000.00	£ 180,000.00
RNG Certifications	£ 10,000.00	£ -	£ 5,000.00
Licences ( Alderney Cat 2)	£ 45,000.00	£ 35,000.00	£ 35,000.00
Marketing	£ 23,000.00	£ 26,000.00	£ 24,000.00
Hosting	£ 17,000.00	£ 18,000.00	£ 18,000.00
Development Infrastructure	£ 9,000.00	£ 7,800.00	£ 7,800.00
Legals and Insurance	£ 9,400.00	£ 6,900.00	£ 6,900.00
Office Space	£ 14,400.00	£ 14,400.00	£ 14,400.00
Travel	£ 11,000.00	£ 12,000.00	£ 12,000.00
General Company Expense	£ 12,000.00	£ 12,000.00	£ 12,000.00
	<b>£330,800.00</b>	<b>£ 312,100.00</b>	<b>£ 315,100.00</b>
NET OPERATING PROFIT	-£ 92,154	£ 203,541	£ 181,659
CORPORATION TAX ( 20%)	£ -	£ 40,708.24	£ 36,331.83
NET PROFIT	-£ 92,154	£ 162,833	£ 145,327

## YEAR ONE

Due to development , licence and customer aquisition Orange Dot would make a Operating Loss of £92,154.

## YEAR TWO

Is all about steady customer growth and realisation of revenues from Year 1 customer aquisition

## YEAR THREE

Building new product, growing and retain customer base, while pushing customers to developer their own ideas through bespoke game development service



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## SALARIES & FEES

The Salaries are set at 50% of what the key personel could earn in the marketplace, whilst fees are for Graphic Designers

## TAXITION

UK company will be subject to UK VAT and corpration Taxes.

## COMPANY STRUCTURE

The company structure at present will be UK and subsidiary company in the Alderney for the Cat 2 Licence .

# 24m CASHFLOW FORECAST



## 24 Month Cashflow forecast

Figures excluded VAT

Select a month to start	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13
<b>RECEIPTS.</b>																								
Casino Sales	£0	£0	£0	£0	£15,476	£18,952	£6,952	£22,428	£10,428	£25,904	£13,904	£29,380	£17,380	£32,856	£20,856	£20,856	£28,594	£22,594	£30,332	£24,332	£24,332	£32,070	£26,070	£26,070
Soft Games Sales	£0	£0	£0	£0	£8,218	£10,435	£4,435	£12,653	£6,653	£14,870	£8,870	£17,088	£11,088	£19,306	£13,306	£13,306	£17,414	£14,414	£18,523	£15,523	£15,523	£19,632	£16,632	£16,632
Bespoke Game Development	£0	£0	£0	£0	£0	£0	£0	£0	£0	£6,000	£0	£6,000	£0	£6,000	£0	£6,000	£0	£6,000	£0	£0	£0	£0	£0	£0
<b>(A) Total Receipts.</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£0</b>	<b>£23,694</b>	<b>£29,387</b>	<b>£11,387</b>	<b>£35,081</b>	<b>£17,081</b>	<b>£46,774</b>	<b>£22,774</b>	<b>£52,468</b>	<b>£28,468</b>	<b>£58,162</b>	<b>£34,162</b>	<b>£40,162</b>	<b>£46,008</b>	<b>£43,008</b>	<b>£48,855</b>	<b>£39,855</b>	<b>£39,855</b>	<b>£51,702</b>	<b>£42,702</b>	<b>£42,702</b>
<b>LESS PAYMENTS</b>																								
Salaries + Fee	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000	£15,000
RNG Certifications	£5,000	£0	£0	£5,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Licences ( Alderney Cat 2)	£0	£5,000	£5,000	£35,000	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£35,000	£0	£0	£0	£0	£0	£0	£0
Marketing	£0	£3,000	£4,000	£3,000	£2,000	£0	£3,000	£3,000	£0	£0	£3,000	£2,000	£2,000	£10,000	£2,000	£2,000	£0	£0	£2,000	£2,000	£2,000	£0	£2,000	£2,000
Hosting	£0	£0	£3,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500	£1,500
Development Infrastructure	£0	£2,500	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650	£650
Legals and Insurance	£2,500	£900	£0	£0	£1,500	£0	£1,500	£0	£1,500	£0	£1,500	£0	£1,500	£900	£1,500	£0	£1,500	£0	£0	£1,500	£0	£0	£0	£0
Office Space	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200	£1,200
Travel	£0	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000
General Office Expenses	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000
<b>(B) Total cash payments.</b>	<b>£24,700</b>	<b>£29,600</b>	<b>£31,350</b>	<b>£63,350</b>	<b>£23,850</b>	<b>£20,350</b>	<b>£24,850</b>	<b>£23,350</b>	<b>£21,850</b>	<b>£20,350</b>	<b>£24,850</b>	<b>£22,350</b>	<b>£23,850</b>	<b>£31,250</b>	<b>£23,850</b>	<b>£57,350</b>	<b>£21,850</b>	<b>£20,350</b>	<b>£22,350</b>	<b>£23,850</b>	<b>£22,350</b>	<b>£20,350</b>	<b>£22,350</b>	<b>£22,350</b>
<b>(C) NET CASHFLOW (A-B)</b>	<b>-£24,700</b>	<b>-£29,600</b>	<b>-£31,350</b>	<b>-£63,350</b>	<b>-£156</b>	<b>£9,037</b>	<b>-£13,463</b>	<b>£11,731</b>	<b>-£4,769</b>	<b>£26,424</b>	<b>-£2,076</b>	<b>£30,118</b>	<b>£4,618</b>	<b>£26,912</b>	<b>£10,312</b>	<b>-£17,188</b>	<b>£24,158</b>	<b>£22,658</b>	<b>£26,505</b>	<b>£16,005</b>	<b>£17,505</b>	<b>£31,352</b>	<b>£20,352</b>	<b>£20,352</b>
(D) Opening bank balance.	£0	£-24,700	£-54,300	£-85,650	£-149,000	£-149,156	£-140,119	£-153,582	£-141,851	£-146,620	£-120,196	£-122,272	£-92,154	£-87,536	£-60,624	£-50,312	£-67,501	£-49,342	£-20,684	£5,821	£21,826	£39,332	£70,684	£91,036
Closing bank balance. (D+C)	£-24,700	£-54,300	£-85,650	£-149,000	£-149,156	£-140,119	£-153,582	£-141,851	£-146,620	£-120,196	£-122,272	£-92,154	£-87,536	£-60,624	£-50,312	£-67,501	£-49,342	£-20,684	£5,821	£21,826	£39,332	£70,684	£91,036	£111,388

### Disclaimer:

These figures are based on high level quotations and experience from gaming contracts



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## DELIVERY CHANNELS

The Cashflow is based on direct deals with operators. Orange Dot will also looking for indirect deal through operators .

## LICENCE FEES

Product portfolio licences for Casino and games enables a secure revenue stream.

## REVENUE SHARE

If the product is sold direct to the operator then 14% revenue share is the market rate and if indirect 5%.

## SUMMARY

### Progress, so far...

- RNG is Built
- 4 Soft Games are built ready for deployment
- 4 Game Engine built for Scratchcards
- 2 prototype have been built for casino games
- Hosting Contract are ready to sign
- Product backlog of 30 Game already designed
- Engagement Channel Partners
- Engagement with regulators

### ORANGE DOT NEEDS...

£250,000 cash injection for 49.8% of company to enable full time focus on delivering innovative product on mobile devices.



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### ALDERNEY LICENCE

On investment of the funding Orange dot will submit for a Alderney cat 2 licence

### RNG CERTIFICATION

Itectlabs and TST will be engage to test RNG and Game Engines once funding is secure

### TIMELINE

Funding required by end of November 2011 to monopolise on gaming shows and marketplace