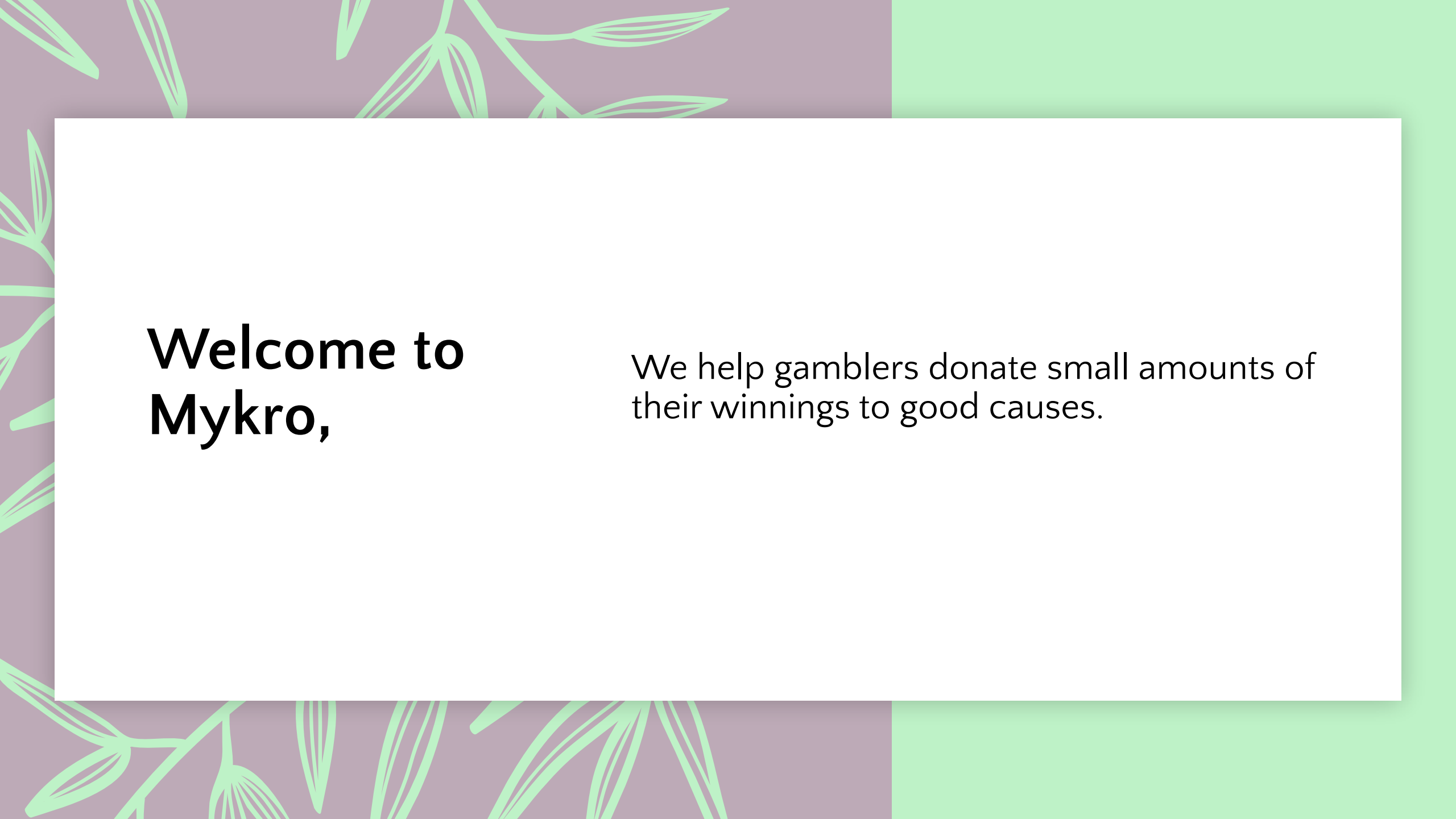




winnings matter



**Welcome to  
Mykro,**

We help gamblers donate small amounts of  
their winnings to good causes.

# Three problems

The gambling industry has an image problem

Charities won't take industry money

Win or lose; gambling can feel a bit grimy



**We**

Give customers the opportunity to donate some of their winnings to good causes

Find & partner with charities to take those funds and do good works with them

Give operators the opportunity to show support for those causes too

# You win some

Congratulations!



**You won £75.00!**

Your £50.00 bet on Premier League Match was successful.



## Your Charity Donation

As promised, 5% of your winnings (£3.75) has been donated to Global Education Initiative.

### Impact of your donation:

Provides educational materials for 2 children

[Place Another Bet](#)

[View Your Donations](#) →

# They win when you win

## Customers

- Donate winnings to causes they care about
- Get data on the impact their donation made

## Operators

- Get data on the volume of customer donations
- And opportunities to support causes too

# You lose some

Better Luck Next Time



**You didn't win this time**

Your £50.00 bet on Premier League Match didn't win.

 **You Still Made an Impact!**

A donation of £0.75 (20% of what would have been donated if you won) has been made to Global Education Initiative.

**Impact of your donation:**

Provides educational materials for 1 children

Place Another Bet

View Your Donations →

# They win when you lose

## Customers

- Lose the bet but are left with the feeling that all wasn't wasted

## Operators

- Choose a contribution they will make in the event the customer loses the bet. For example:
  - Match the pledged contribution
  - Offer a flat amount (1% of stake, £1, 1p)
  - Choose the cause (or match the customer's)
- Draws customer attention back to how they are supporting good causes

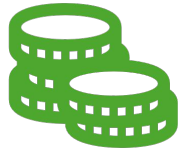




# Donation Models

- Spare change
- Static amount (£1)
- Percentage of win
- Operator contributions

# Spare change



Customer donates spare change by rounding down the pay-out to the nearest £.

“You won £6.50! Do you want to donate the spare change (0.50p) from this win to good causes? (you still win £6)”

- Commonly understood by consumers
- Donations of between £90k and £8m

# Static amount

£

Customer donates a static amount; e.g. £1

“You won! Do you want to donate £1 from this win to good causes”

- Round number: easy to understand
- Acceptably low for most customers
- Est. donations of between £180k–£16m

## Percentage of Win



Customer donates a small percentage of their winnings (1%, 2%, 10%)

“You won. Would you like to donate 1% of your winnings to good causes?”

- More deliberate choice required
- Donations between £3.5m and £350m

## Operator Contributions



Operators donate to causes alongside their customers

“If you lose the bet, Flutter will make the contribution for you”

- Will incentivise more giving
- Dependent on contribution size.



**User flows**

# User Flows

- Pledge Flow
- Post-win Flow
- Withdrawal Flow
- Campaign Flow



## Pledge flow

*Before* a customer confirms their bet, they're given a seamless opportunity to donate a small amount of the potential winnings to charity;

This could be a one-off, or longer-term

“Place Bet (est. returns £6.50).”

“If you win, would you like to donate the change (50p)” to your chosen charity”

## **Post win flow**

When a customer wins, they're given a seamless opportunity to donate a small amount of it to charity;

This could be a one-off, or longer-term

“You won £6.50! Would you like to donate 1% (65p) to your chosen cause”  
(donate 1%) (donate 2%) (donate 5%)

## **Withdrawal flow**

When a customer cashes out, they're given a seamless opportunity to donate a small amount of it to charity;

“Withdraw £6.50? Would you like to donate £1 to your chosen cause before withdrawing”

## Campaign Flow

When a gambling operator is wanting to promote a specific cause

“We’re supporting Comic Relief. Pledge your spare change and we will match it”



**Operator Costs**

## How much will this cost operators

- The interest on funds that would have remained in customer accounts (need to make an assessment of this)
- Fees charged to customer not operator
- Proportion of overall donation / additional 'tip jar' fees
- f



**Distributing funds**

## **How will funds get to good causes**

- Mykro manages these relationships as a trusted third party
- We feedback stories to operators about how funds have been used, and what causes have been supported
- We support customers to reach a wide range of causes (who might not otherwise have taken funds linked to gambling)





**screenshots**

## **Need screenshots / wireframes of the following**

- Different user flow images (post win, pledge, operator campaign)
- different customer decision points (e.g. donation %, win notification with option to donate)
- Feedback images (you supported X, you helped Y)
- Stories for operators to tell (your customers raised XX for comic relief)



## **Other design ideas or images to include**

Image of feedback to operator (your customers donated XX to good causes this year, you match funded...)

Image of feedback to customer (the impact of their donations, how much they have donated over time)