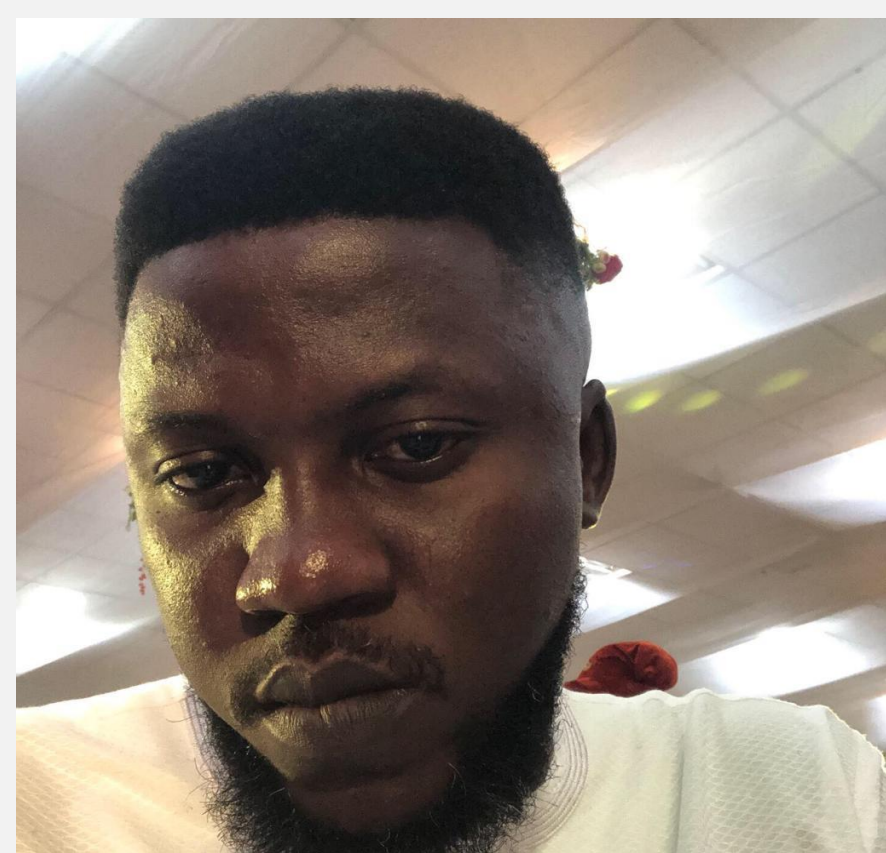


5/90 Lotto forecasting future  
is here...

“Lotto-Forex searching what google can’t”



## About Us

S-tel Technologies Limited

Lagos, Nigeria.

[www.stelng.com](http://www.stelng.com)

# LOTTO FOREX

The first 5/90 Lotto Forecasting App in West-Africa.

The Lotto-Forex app was invented by the MD/CEO of S-tel Technologies Ltd Leke Salami, who is obsessed with inventing apps that really solve real-life issues. This app solves the issues faced by 5/90 lotto forecasters in the West-African region. He is also a gaming consultant that has worked with Give Raffle/ Give Lotto company. He has also coordinated partnerships with the biggest lotto company in Nigeria (Premier Lotto)'s Super Agents. He invented an app called (Principal Bank) which calculates Lotto product sales by percentage sharing between the Gaming House, Super Agents and Retail Agents.

Your Logo or Name Here

# The Problem



## Lotto Results

Lotto magazines are printed and sold weekly and can be hard to get sometimes, due to country border policies.



## Searching

Looking for past similar patterns in Lotto magazine can take hours to find, either by using the retail agent's board or Lotto magazine called chart.



## High Cost

The cost of the Lotto key chart (Lotto Magazine) is about \$2 in the Nigerian market, which you have to buy weekly to stay updated at \$8 per month.



## Health Issues

Over-time the forecasters tend to develop eye problems due to using the Lotto magazine to forecast with candles or torchlights which tends to slowly affect the eyes.



## No Correction Feedback

The lotto magazine is just a piece of search document of past lotto events which is prone to errors by the publisher; this really affects forecast outcomes.

Your Logo or Name Here





# Forecasting using local agent result's board

## The Problem A





# Forecasting using Lotto Magazine

## The Problem B

# The Problem B

2004										2005										2006										2007										2008										2009																																		
2151	31	51	52	13	75	76	267	11	27	58	46	33	175	2203	1/1	2-10-62-61-1	136	19	50	66	16	41	192	2256	7/1	89	58	47	33	16	243	20	76	3-23	9	131	2308	6/1	37	16	29	10	45	137	1-63	2-75	86	227	2360	5/1	79	3-39	43	14	178	30	74	52	8-29	193	2412	3/1	35	87	39	67	42	270	17	90	69	43	13	232										
2152	101	22	80	38	54	43	237	70	61	40	27	87	285	2204	8/1	11-55-53-46	72	237	3	4	61	8	29	105	2257	14/1	33	51	58	41	49	232	52	54	12	71	7	196	2309	13/1	21	38	79	70	51	259	17	86	11	19	16	149	2361	12/1	42	86	59	55	11	253	28	49	27	32	34	170	2413	10/1	20	79	72	35	28	234	70	9	81	5	83	248				
2153	171	6	87	60	76	36	265	64	75	26	58	89	312	2205	15/1	16-69-51-15	48	199	36	55	34	65	80	270	2258	21/1	90	59	67	30	71	317	33	29	4	41	17	124	2310	20/1	17	53	15	59	64	208	7	28	33	70	26	164	2362	19/1	81	13	14	79	10	197	71	4	27	73	83	258	2414	17/1	6	53	75	41	7	182	22	32	24	36	57	171				
2154	241	19	70	67	9	89	254	46	15	24	30	61	176	2206	22/1	7-37-63-44	89	240	82	86	39	84	53	344	2259	28/1	11	87	69	81	23	271	60	52	31	14	88	245	2311	27/1	25	81	32	64	52	254	36	49	7	46	80	218	2363	26/1	57	70	49	46	35	257	12	19	4	21	37	93	2415	24/1	58	71	77	8	55	269	63	47	45	68	54	277				
2155	311	74	76	13	18	8	189	4	60	67	33	37	201	2207	29/1	33-61	71	44	80	289	88	8	83	62	40	281	2260	42	53	76	44	67	304	47	24	35	46	18	170	2312	32	18	7	62	40	187	85	45	11	19	50	210	2365	92	14	21	3	24	62	124	19	63	45	55	49	231	2416	31/1	78	73	10	17	22	200	46	68	74	70	19	277				
2156	72	63	30	48	39	20	200	22	1	29	61	77	190	2208	52	30	82	41	43	236	47	24	71	29	54	225	2261	11/2	33	63	54	57	79	286	6	32	67	69	46	220	2313	102	40	48	49	36	57	230	81	71	51	41	44	288	2366	92	14	21	3	24	62	124	19	63	45	55	49	231	2417	7/2	35	87	67	79	88	356	38	74	50	29	54	245		
2157	142	76	64	90	40	9	279	57	29	43	19	35	183	2209	122	82	5	57	73	34	251	21	15	49	68	89	242	2262	182	67	20	57	6	61	211	27	73	5	35	33	173	2314	172	83	86	3	2	182	192	75	14	53	34	60	236	2367	232	49	81	53	45	46	274	65	33	19	87	3	207	2419	21/2	80	14	83	69	10	256	71	53	12	22	42	200	
2158	21	22	14	79	48	19	181	12	42	84	68	65	271	2210	192	79	33	22	69	48	251	8	49	55	28	72	212	2264	43	52	4	9	45	42	152	83	1	64	5	53	206	2316	3/3	69	26	19	40	30	184	57	58	35	27	1	178	2368	1/3	90	51	13	48	57	259	80	68	65	82	2	297	2420	28/2	81	51	2	88	31	253	24	53	25	35	1	138	
2159	282	15	17	19	9	6	66	10	1	76	25	11	139	2211	262	17	54	58	36	44	209	39	28	76	81	84	328	2265	11/3	80	44	70	80	1	245	84	18	23	61	43	229	2317	103	72	66	7	50	33	228	74	2	48	45	76	245	2369	8/3	86	56	27	24	74	267	35	54	36	41	66	232	2421	7/3	27	2	74	37	6	146	43	36	19	69	46	213	
2160	63	38	15	37	7	23	120	13	11	27	9	87	147	2212	53	58	14	1	69	37	179	41	50	9	10	2	112	2266	183	90	81	66	15	24	276	35	1	30	61	49	176	2318	173	76	46	23	1	158	228	74	2	48	45	76	245	2370	15/3	51	56	35	69	73	284	63	26	78	84	37	288	2422	14/3	5	39	73	43	64	224	89	8	6	81	40	224	
2161	133	1	11	16	48	47	123	27	82	44	7	76	236	2213	123	23	65	58	19	12	177	41	50	9	10	2	112	2267	253	37	89	20	25	66	213	23	62	15	65	38	203	2319	243	65	55	54	54	83	289	90	37	25	63	79	294	2371	22/3	28	44	16	13	77	178	67	29	76	2	241	215	2423	21/3	51	23	87	45	69	275	43	23	60	76	69	271	
2162	203	17	39	69	63	30	218	27	82	44	7	76	236	2214	193	15	75	44	6	68	208	23	22	6	89	77	217	2268	14	13	58	51	63	62	247	23	66	47	25	40	201	2320	31/3	89	19	17	84	88	297	32	31	11	73	28	175	2372	29/3	28	44	16	13	77	178	67	29	76	2	241	215	2424	28/3	77	33	34	3	7	154	52	22	84	20	39	217	
2163	273	10	30	6	43	44	133	63	33	85	1	36	218	2215	263	83	60	14	24	133	194	51	37	55	12	44	199	2269	84	67	1	53	36	79	236	57	8	45	6	78	194	2321	7/4	67	17	86	41	35	246	56	20	32	15	19	142	2373	5/4	16	39	10	5	90	160	51	79	42	36	49	257	2425	4/4	29	11	2	8	65	115	6	23	61	16	19	125	
2164	34	47	62	3	30	75	217	77	11	61	81	82	312	2216	24	29	80	60	36	67	272	51	37	55	12	44	199	2270	15	4	22	90	48	26	6	192	31	9	30	58	20	148	2322	144	9	32	17	54	10	122	84	85	23	57	16	265	2374	12/4	41	45	63	3	20	172	47	35	44	4	26	156	2426	11/4	42	54	1	25	5	127	65	34	16	7	46	168
2165	104	37	20	7	55	62	181	38	49	30	23	69	209	2217	94	5	27	1	50	60	143	53	42	9	37	31	21	2271	254	45	75	37	31	21	209	25	80	40	4	76	225	2323	214	60	29	55	34	11	189	2	49	38	44	69	202	2375	19/4	83	29	22	71	61	266	68	63	28	73	7	239	2427	18/4	56	10	32	33	44	175	43	23	60	76	69	271	
2166	174	38	88	29	62	89	306	13	81	77	10	90	271	2218	164	81	83	71	88	3	326	38	53	52	10	48	201	2272	294	15	34	30	80	4	163	39	9																																															



# Solution



## **Digitized Past Result**

Over 230 Lotto Games would be digitized and saved in our database. The result would automatically be pushed to users as they are released by the operators.



## **Easy to Search with**

Search can be conducted within seconds with over 35 forecasting patterns to search past results with.



## **Value for Money**

Subscription is monthly based and cost-effective at \$2.5 compared to the weekly lotto magazine which cost \$2.



## **Easy Accessibility**

With the Lotto-forex application, users can perform any kind of search on the go, without being called jobless.



## **Like Minds**

Introduction of an in-app forum where like minds can show forecasting skills/ analysis to earn money.

# The Product

## PREMIER FAIRCHANCE LOTTO : 11 hits

1	364	7/3/2013	11	8	87	71	79	256		69	61	67	33	66	296
2	365	7/10/2013	61	73	54	71	78	337		34	35	49	2	58	178
3	366	7/17/2013	90	88	72	9	81	340		42	66	79	75	77	339
4	367	7/24/2013	15	65	32	55	40	207		7	16	12	19	86	140
5	368	7/31/2013	78	85	83	21	77	344		5	13	61	73	19	171
6	369	8/7/2013	36	68	27	25	78	234		69	75	3	41	44	232
7	370	8/14/2013	56	8	12	84	87	247		68	37	70	57	3	235
8	371	8/21/2013	34	66	11	14	35	160		40	62	45	74	63	284
9	372	8/28/2013	33	86	30	20	2	171		66	34	90	75	10	275
10	373	9/4/2013	59	41	61	43	21	225		81	9	62	10	5	167
11	374	9/11/2013	15	33	19	60	84	211		56	4	1	38	65	164
12	375	9/18/2013	74	58	87	38	77	334		35	20	66	9	80	210
13	376	9/25/2013	86	16	82	58	61	303		76	77	2	25	55	235
14	377	10/2/2013	42	49	53	23	57	224		47	51	61	74	9	242
15	378	10/9/2013	76	29	17	26	86	234		39	15	80	3	49	186
Winning ...	379	10/16/2...	13	90	57	78	89	327		81	1	28	18	29	157
Winning ...	380	10/23/2...	31	3	20	39	17	110		34	76	53	23	38	224

### Technology

VR would be used for sponsored draws for user experience.



### Instant Search Results

The result are ranked from top to bottom so that the users see the most relevant matches first.



### Forum

Ability to network with like minds to share forecasts conducted with the app to earn.



# Benefit To Customers

“We search what google can’t”

## Other benefits include

- Saves time and money
- Results are automatically synced
- Syndicate Block Trade stake is allowed
- Best forecasters get awards at the end of each month.
- Easy to learn forecasting from other people on the forum.
- Easy to market as forex to users with no prior knowledge of lotto where they stake on the best forecasters games or syndicate trade to target monthly earnings.
- Ability to stake lotto games played in other countries..
- Search can be conducted in offline mode to save internet data.
- A subscription voucher can be bought through a friend that uses the app if a user does not have a debit or credit card.

Event	Date	W1	W2	W3	W4	W5	Winning Sum	M1	M2	M3	M4	M5	Machine Sum
1	10/13/2015	73	31	55	11	88	258	22	15	64	57	74	232
2	10/20/2015	6	68	25	52	84	235	39	46	81	77	12	255
3	10/27/2015	2	42	17	75	21	157	49	71	53	19	34	226
4	11/3/2015	71	89	58	18	11	247	36	77	46	41	22	222
5	11/10/2015	30	24	16	61	57	188	15	29	31	19	35	129
6	11/17/2015	11	29	60	37	39	176	75	67	13	21	50	226
7	11/24/2015	78	89	84	3	32	286	45	56	74	57	21	253
8	12/1/2015	70	11	10	5	35	131	83	64	39	60	2	248
9	12/8/2015	48	76	86	90	57	357	81	19	80	79	44	303
10	12/15/2015	72	8	89	86	62	317	24	87	59	2	1	173
11	12/22/2015	43	11	26	64	69	213	25	10	27	5	75	142
12	12/29/2015	11	43	41	83	6	184	61	65	70	48	87	331
13	1/5/2016	30	63	88	41	90	312	0	0	0	0	0	0
14	1/12/2016	10	85	59	67	30	251	86	12	40	46	5	189
15	1/19/2016	11	25	75	23	13	147	28	30	20	48	37	163



# Business Model

There is an opportunity for success



## Levels

The introduction of 2 different versions which are Lotto Forex Basic and Lotto Forex Pro has 10 and 15 features respectively.



## Subscriptions

Unlimited access for monthly subscribers to perform search in offline mode for all versions.



## Game Sales

All users would be able to stake Lotto games from other countries via any of the Windows, IOS and Android App versions. while we charge 15-20% as an agent, per ticket.

# Market Opportunity



## \$3B

- With the ability to play games for users via our channel we would be entitled to 15-20% agent percentage fee.
- If the annual sales is about \$3 billion, our target is 5% playing through our channel to get 15-20 percent of \$150,000,000 which is \$22,500,000- \$30,000,000 annually.



## 15M

- Our target audience is about 15 Million clients spread across West African countries. The numbers were more, but got reduced by sports betting because of zero access to lotto forecasting tool, unlike sports betting where you have statistical tools attached to sport betting sites or independent sport statistic websites.
- Our long term aim is to get as high as 1.5 million active users at the end of 5 years span.



# Competition



FEATURES	Lotto Forex	Lottery Spy	Lotto Key Magazine Chart	One2ninety
Database Storage	Device	Cloud	Offline/Paper	Google Docs
Forecast Patterns	35	6	Nil	Nil
Forum	Yes	No	No	No
Syndicate Trade	Yes	Nil	Nil	Nil
Reward System	Yes	No	No	No
Data to Search	No	Yes	No	Nil
Platform	Native App on IOS, Android and Windows Pcs	Web Only	Nil	Web Only
Live Draw Simulation	Yes	No	No	No
Search Speed	Super-Fast	Slow	Nil	Nil
Cost Monthly	\$2.50 Flat	\$3.5 Averagely	\$8 (4 Magazines)	Nil
Access to Search Patterns	Unlimited Access	Point deduction from 200	Unlimited access	Nil

# Growth Strategy

How will we scale in the future

## Phase 1

3 Month, 150k Active Users

- We would target our ads to lotto groups on Facebook e.g. <https://web.facebook.com/lottobigwinners> , where about 495,472 prospect clients meet to discuss 5/90 lotto.
- Using our strategic partners in Nigeria and in Ghana e.g Nigeria's Premier Lotto Super Agents; they would create awareness through their retail agents.

## Phase 2

1, Year, 300k Active Users

- At this point, we would solely rely on referrals which would be generated from the first Phase.
- A one-stop community about 5/90 lotto whereby giving access for users to play West African lotto games without borders

## Phase 3

2, Years, Active 700k Users

- Would stabilize the Syndicate Lotto Block trade, to generate a monthly source of income for clients via auto trade.
- Ability to give scholarships to artisans to further Develop the society.

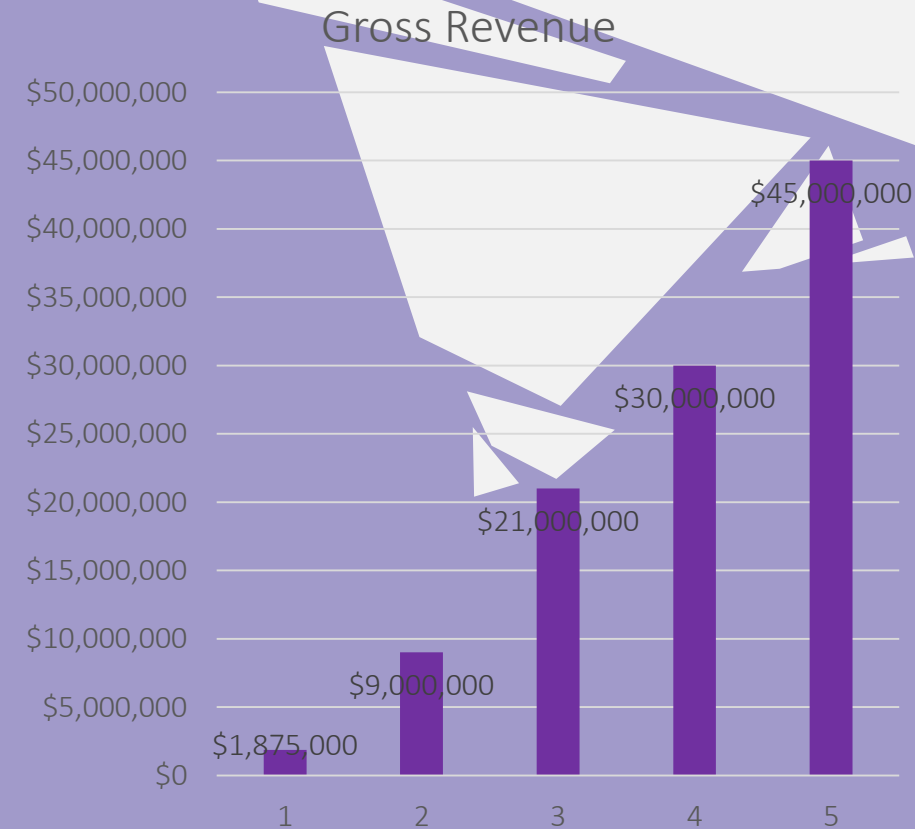
Your Logo or Name Here



# Traction

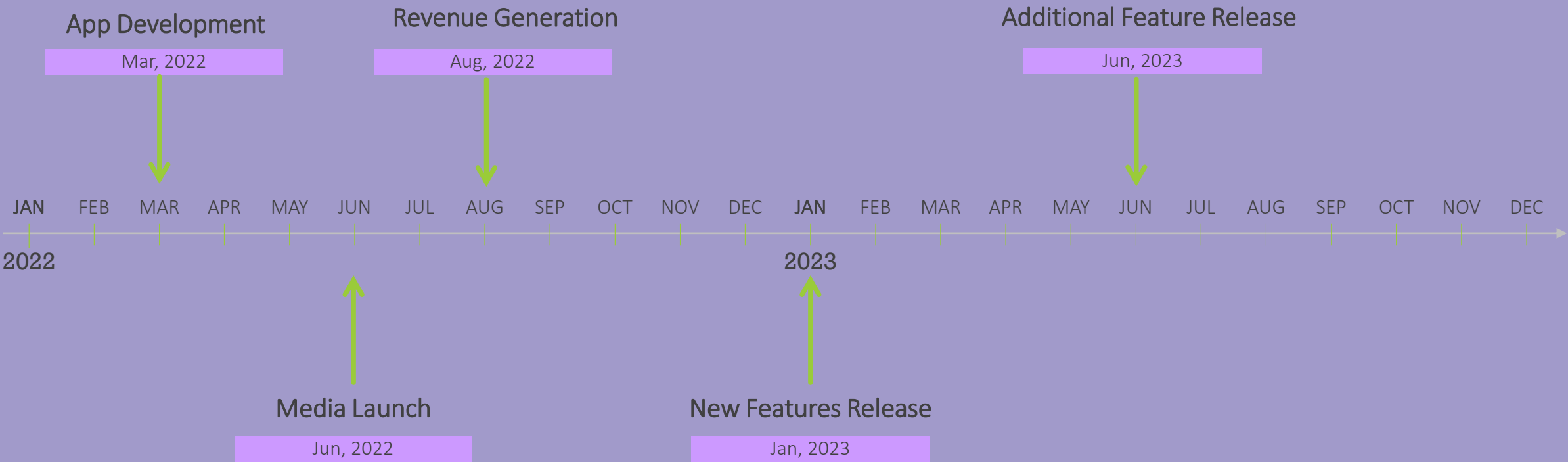
Forecasting for success

YEARS	Users	Gross Revenue	Company Revenue
2022	150k	\$1,875,000	\$1,453,125
2023	300k	\$9,000,000	\$6,975,000
2024	700k	\$21,000,000	\$16,275,000
2025	1M	\$30,000,000	\$23,000,000
2026	1.5M	\$45,000,000	\$34,575,000



# Timeline

Our Two years action plan





# Financials

	Year 1	Year 2	Year 3
• Registered Users	300,000	700,000	1,000,000
• Active Users	150,000	300,000	700,00
• Sales	\$1,875,000	\$9,000,000	\$21,000,000
• Average Price per Sale	\$2.5	\$2.5	\$2.5
• Gross Profit	\$1,453,125	\$6,975,000	\$16,275,000
• Net Income	\$1,063,125	\$6,753,000	\$16,045,000
• App Store Charges (15%)	\$280,125	\$1,350,000	\$3,150,000
• Tax (7.5%)	\$140,625	\$675,000	\$1,575,000
Expenses			
• Sales & Marketing (Ads)	\$120,000	\$60,000	\$40,000
• Salaries	\$35,000	\$42,000	\$50,000
• App Development/ Maintenance/ Aws	\$100,000	\$55,000	\$75,000
• Office Setup/ Rent	\$100,000	\$15,000	\$15,000
• Miscellaneous	\$35,000	\$50,000	\$50,000

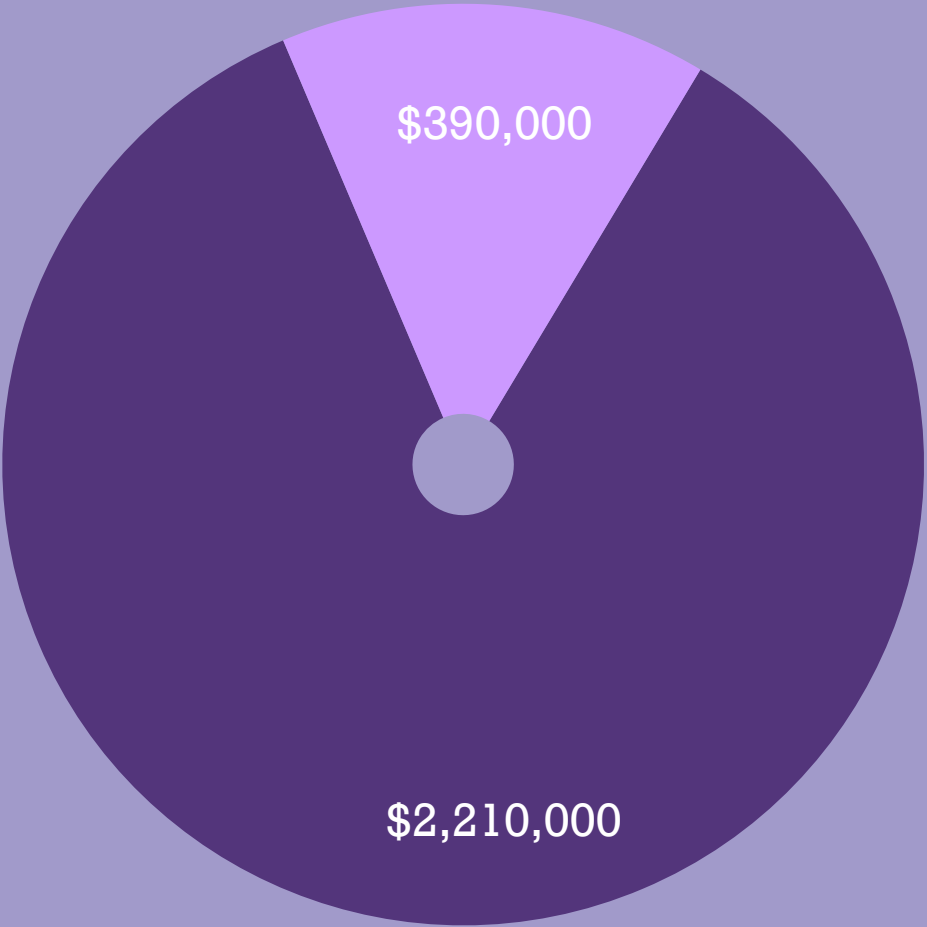
# Funding



Valuation  
\$2,600,000



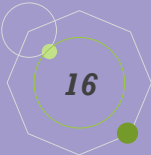
15% Seed Money  
\$390,000



ROI

YEAR	2022	2023	2024
Amount Invested	\$390,000	222,000	230,000
Amount Returned	\$1,453,125	\$6,975,000	\$16,275,000
Investment Gain	\$1,063,125.00	\$6,753,000.00	\$16,045,000.00
ROI	272.60%	3041.89%	6976.09%
Annualized ROI	272.60%	3041.89%	6976.09%

Your Logo or Name Here





# Summary

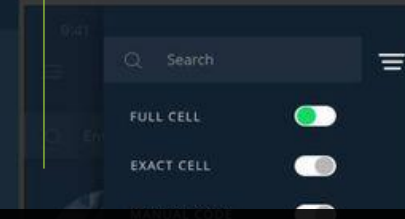
“Lotto-Forex searching what google can’t”

- 5/90 Lotto branding in Africa has been an issue because of stigmatization by the society as they see a lotto forecasters being useless, if found wasting precious time forecasting at the road-side via Lotto magazine or retail agent’s board. Unlike that of the Sport-Betting that people over-look because of accessibility; Access to forecast, play and win privately is key. This we have solved with the Lotto-Forex app.
- Our MVP Pcs software has been sampled and the feedback has been awesome, we can provide contact details of the users for the record purpose.
- We look forward to working on this project with you.





Username: AllanSpades  
Forex Pin: LEK538493  
Name: Leke-Salami  
User type: Advance  
Location: Nigeria



Ranking: 1<sup>st</sup> 5,800 Points  
Medal: 3 Diamond, 5 Gold, 30 Silver & 100 Copper

License: 30

+234-8023-696-110

Lekesalami@stelng.com

[www.stelng.com](http://www.stelng.com)

Leke Salami

# Thank You