



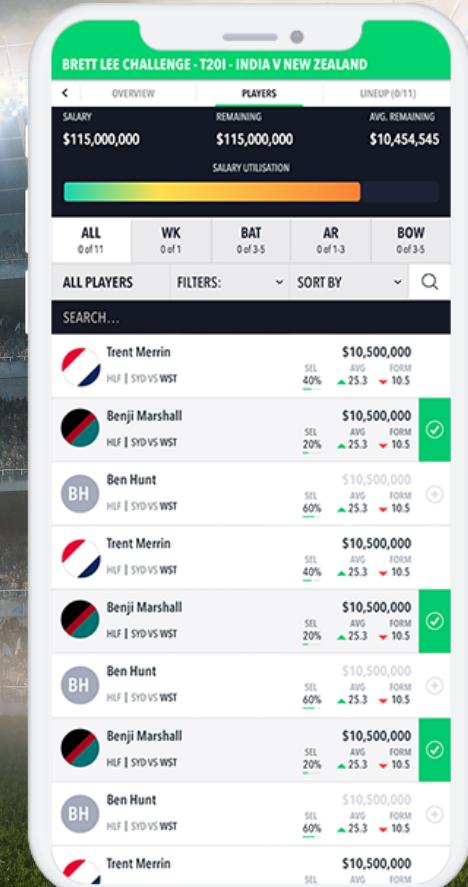
# An Incentivised, Blockchain Enabled, Sports Community & Gambling Ecosystem

SEARCH, SAVE & BROWSE FROM:



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Pitch Deck v1.2  
March, 2018





# Our Market

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**MARKET SIZE 2017:**  
US\$465 Billion



**NOTE:** Estimated market size including unregulated markets exceeds US\$3 trillion

**We have a world class, cutting edge platform with over 400,000 users from 68 countries, growing at over 10% per month, expected to be over 2 million by Q4 2018.**

# PlayChip

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We are launching the PlayChip, an ERC-20 token which will deliver the world's first licensed, blockchain enabled global fantasy sports and online gambling ecosystem.

## CONSUMERS BENEFIT FROM

- Incentivised users
- Bigger prizes and better odds
- Instant redemption
- Increased trust and transparency



## PLAYUP BENEFITS FROM

- Global audiences
- Global liquidity
- Lower operating costs
- Network effects



# Why Now?

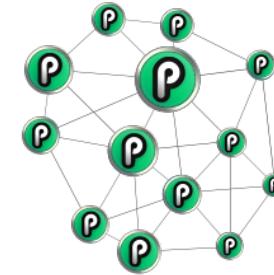
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**The PlayChip provides a unique opportunity to capitalise on the evolution of the **3 Trillion Dollar per year** gambling industry.**



## TRULY GLOBAL

The PlayChip is a truly global, frictionless payment and reward system for sports fans and gamblers everywhere to connect, compete, and collect.



## BLOCKCHAIN

The PlayChip enables us to create a decentralised community, kickstart network effects, incentivise members and provide fast liquidity.

# Product Overview

PlayUp has implemented a business model based on “**freemium**” to “**premium**” transition. Connecting each business unit via our powerful **PlayChip Wallet**.

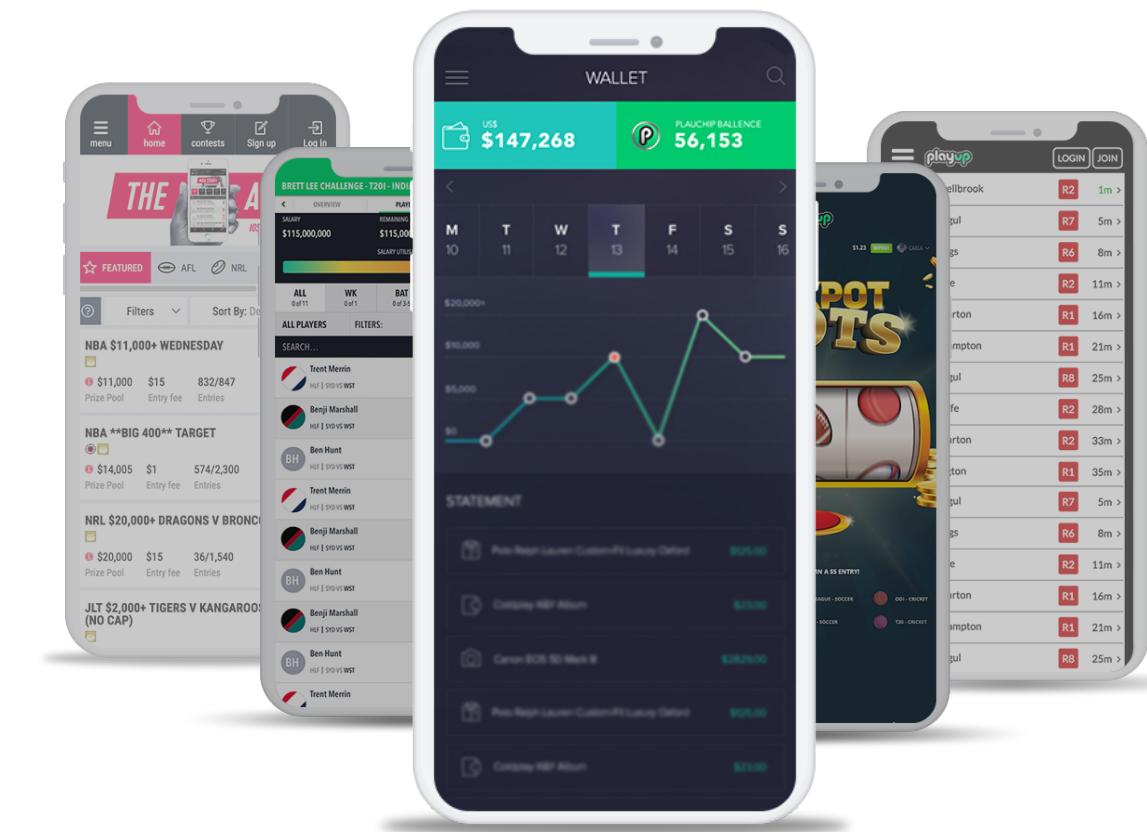
**FREE TO PLAY (Fantasy Sports)**



**PAY TO PLAY (Fantasy Sports)**

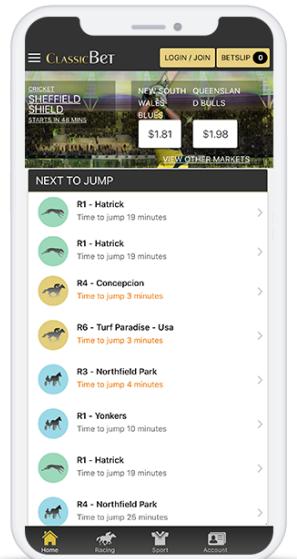
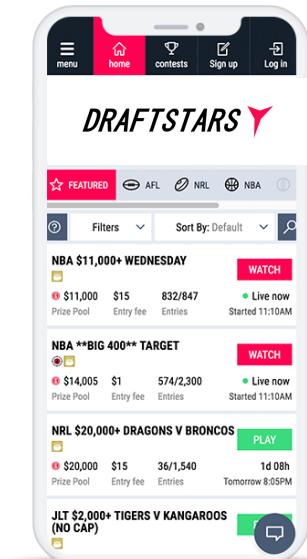
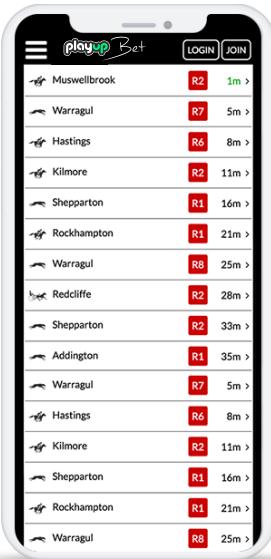
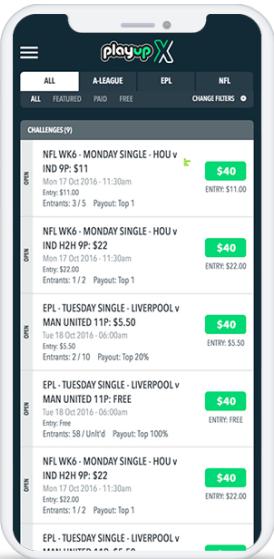


**PAY TO PLAY (Betting and Gaming)**



# Our Business Units

PlayUp Global is made up of a group of strategic businesses, each addressing a specific audience. Combined they address a broad global audience and provide the foundation for a formidable gambling ecosystem.



FREE TO PLAY SKILL  
BASED FANTASY  
SPORTS

PAY TO PLAY SKILL  
BASED FANTASY  
SPORTS

PAID GAMBLING –  
BETTING AND  
GAMING

PAID GAMBLING –  
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PAY TO PLAY SKILL  
BASED FANTASY  
SPORTS

PAID GAMBLING –  
BETTING AND  
GAMING

# Business Model

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## FREE TO PLAY

(Fantasy Sports)

All coins 'mined' into user wallets are **ad funded** via activity based 'mining'.

## PAY TO PLAY

(Pay to Play Fantasy Sports)

PlayUp receive a **10 - 20% Rake**. Users are transitioned from free to paid.

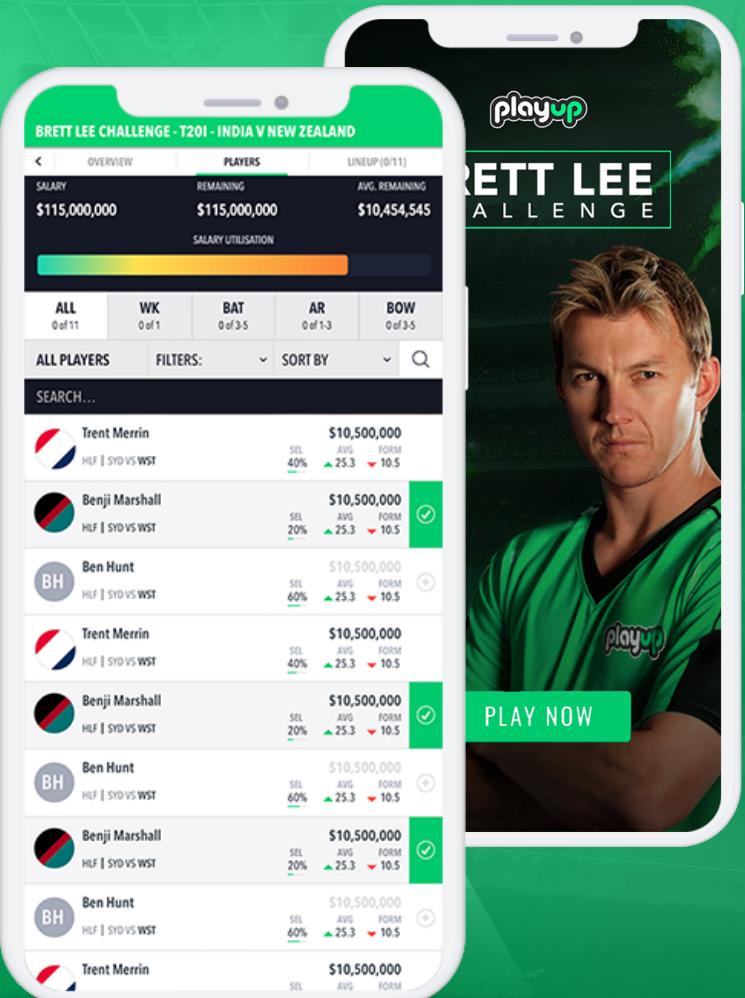
## PAID GAMBLING

(Wagering and Gaming)

Difference between turnover and winnings. **Typically 5 - 10%**

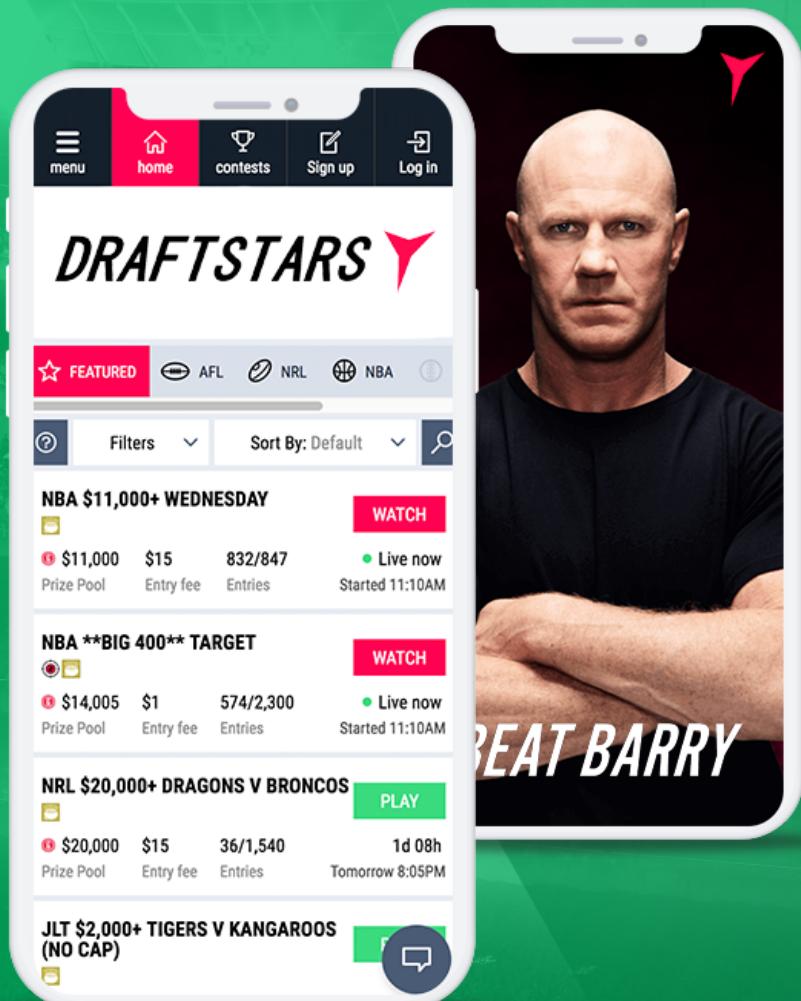


# PLAYUP – FREE TO PLAY SKILL BASED FANTASY SPORTS



- ✓ No Barrier to entry, global coverage
- ✓ Free coins are awarded through activity based 'mining'
- ✓ Promoted by Influencers and ambassadors such as our cricket Ambassador, Brett Lee
- ✓ Low cost user acquisition

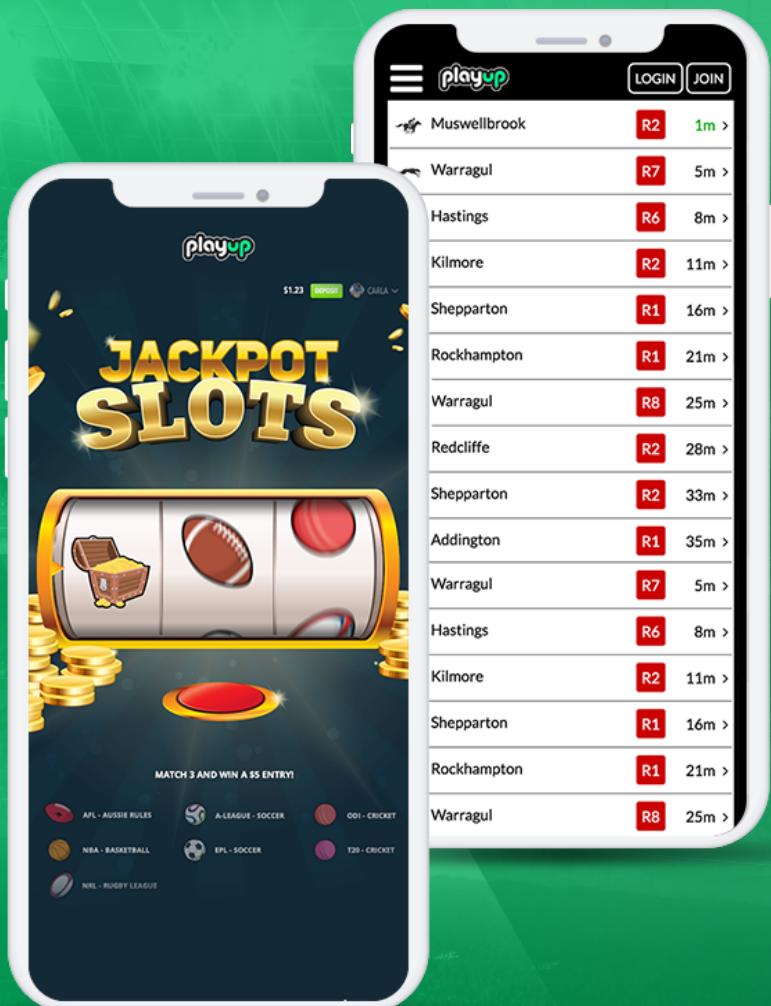
# PAY TO PLAY SKILL BASED FANTASY SPORTS (Licensed)



## DRAFTSTARS

- ✓ Frictionless transition from free to paid via PlayChip wallet and integrated marketing
- ✓ Active in multiple territories via existing licenses
- ✓ Global rollout with additional licenses (in progress)
- ✓ Current Ambassadors Barry Hall (AFL) and Wendell Sailor (NRL)

# PAID GAMBLING - BETTING AND GAMING (Licensed)



## playup BET & CASINO

- ✓ Frictionless transition to other paid products via PlayChip wallet and integrated marketing
- ✓ Active in multiple territories via existing license
- ✓ Global rollout with additional licenses (in progress)

# Traction

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**10+ mins**

Average Session Duration

**400,000+**

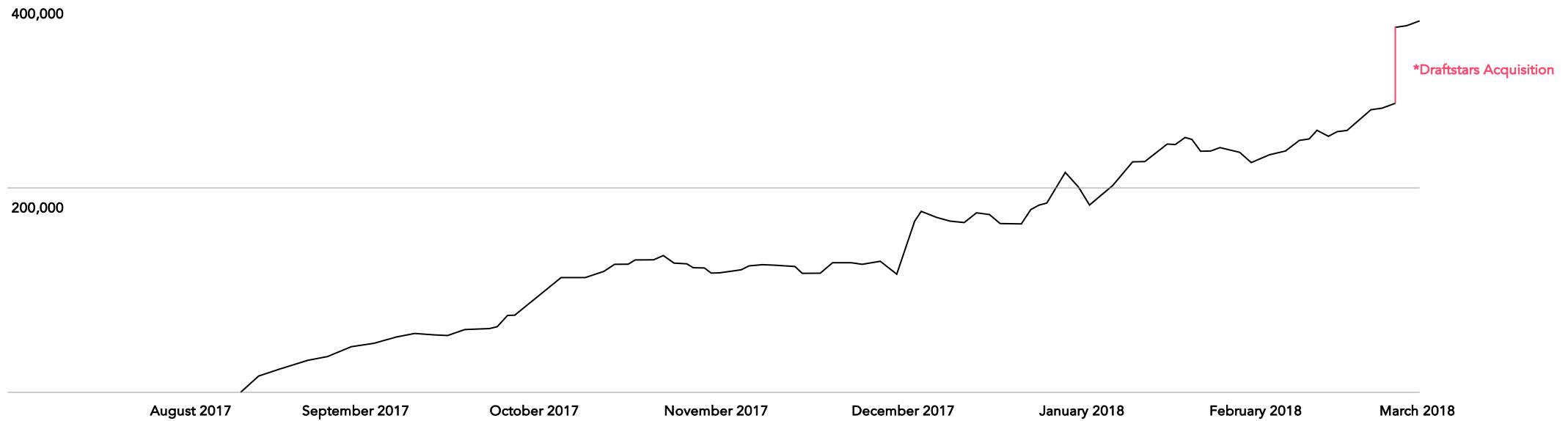
Total Users

**2,000,000+**

Projected Users Q4 2018

## Active Users

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# PlayChip ICO

## TOKEN SALE

- \$50,000,000 USD ICO Token Sale.
- Seed round - **SOLD OUT**.
- Listing in June 2018.

## MARKETING

- Platform 'opened' to worldwide audience.
- Large scale campaign planned in July with Brett Lee to increase users to 1M+.
- New global super star Ambassadors to be announced during ICO.
- 400,000 active users to be provided a free PlayChip wallet.

## ROADMAP

- Secure additional gaming licenses.
- Deploy PlayUp Casino (development in progress).
- Blockchain integration (in progress).



# PlayChip ICO

## Use of proceeds

Cold Storage **50%**

PlayChip ICO **14.1%**

Rewards Bucket **7.2%**

Prize Bucket **7.2%**

Bet Bucket **5%**

Hedge Bucket **5%**

Founders & Advisors Bucket **5%**

Staff Bucket **5.5%**

Supplier Network Bucket **1%**

Affiliates Bucket **1%**

Charity Bucket **1%**

## PLAYCHIP ALLOCATION



## ICO FUNDS ALLOCATION

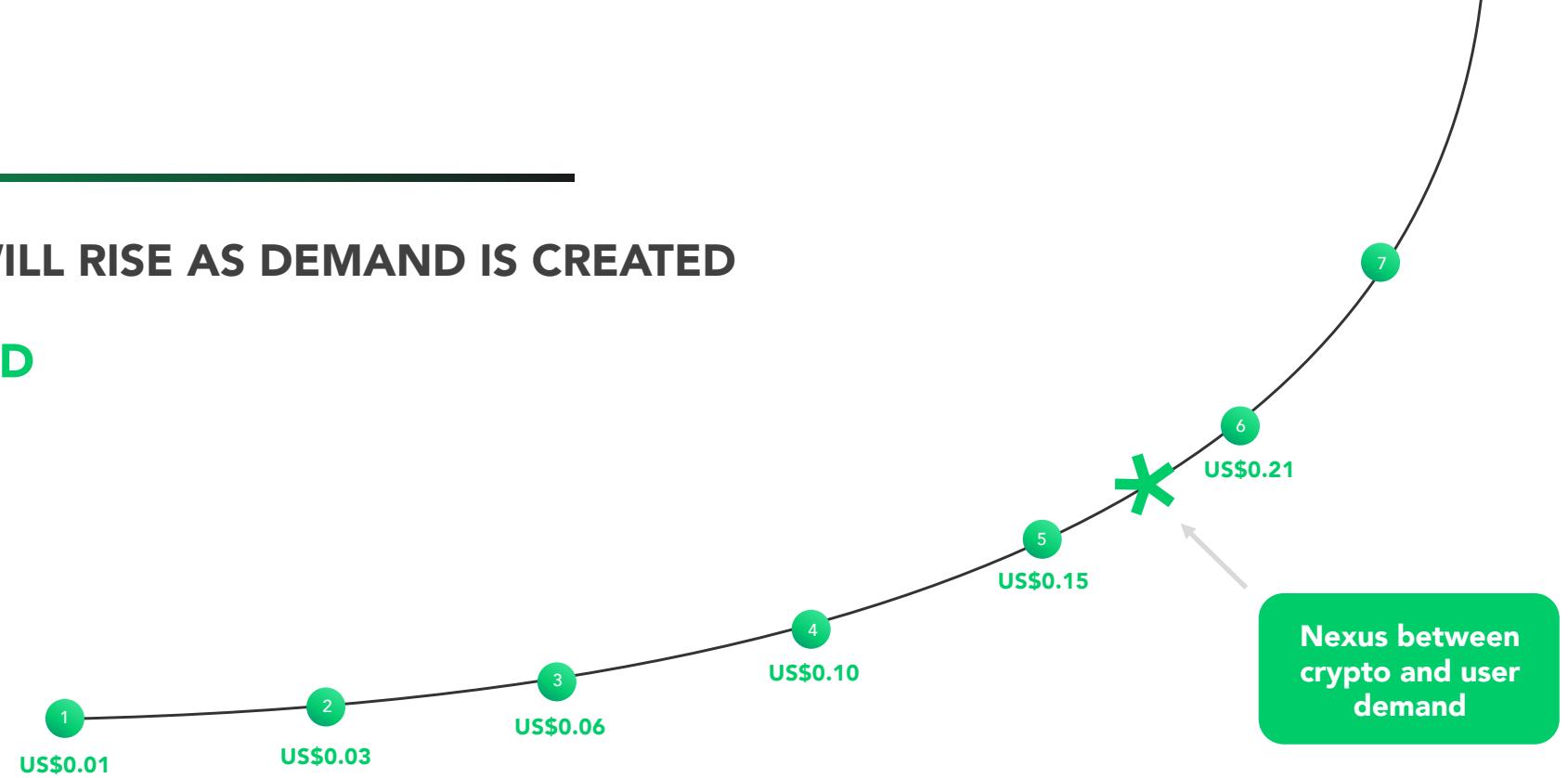


# Demand

THE PLAYCHIP VALUE WILL RISE AS DEMAND IS CREATED

## 2 SOURCES OF DEMAND

- **USER DEMAND**
- **CRYPTO DEMAND**



- ➊ Listing on major crypto exchanges
- ➋ Initial Traction from marketing activities
- ➌ Prize pool growth fuels user demand
- ➍ Increased winnings creates further user demand
- ➎ Increase in user demand delivers increased trading volumes
- ➏ Larger trading volumes fuels crypto demand
- ➐ User and crypto demand delivers exponential growth

# Product Evolution

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**Our products support fiat currency, yet simultaneously will grow the demand for PlayChips (as well as contribute to the mainstream adoption of crypto).**

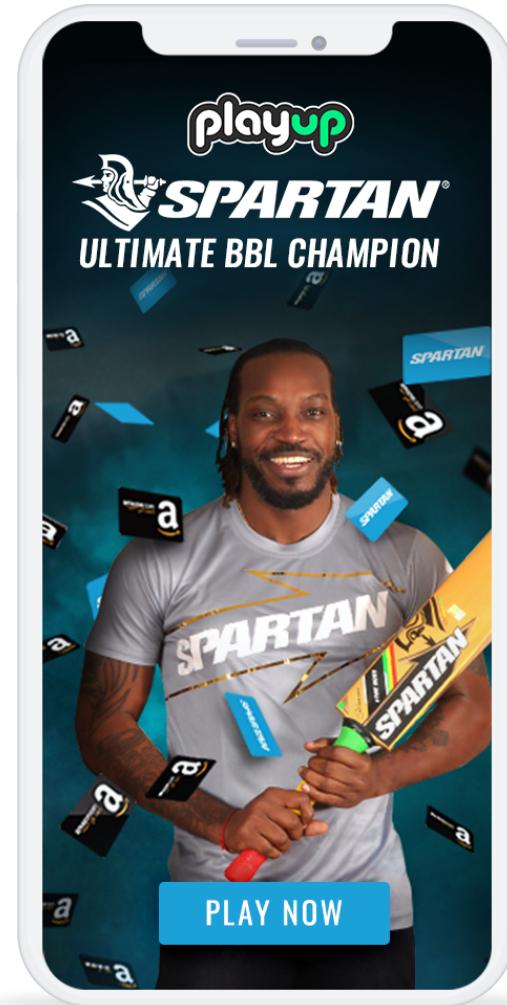
	<b>Global Platform</b> Launched August 2017	<b>Phase 1</b> Q3 2018	<b>Phase 2</b> Q4 2018
<b>Product</b>	<ul style="list-style-type: none"><li>• PlayUp Wallet (free/paid)</li><li>• Daily Fantasy Sports (free/paid)</li><li>• Sports Betting (paid)</li><li>• Sports Slots (free)</li></ul>	<ul style="list-style-type: none"><li>• Integrated global gaming licence (in progress)</li><li>• Integrated blockchain (in progress)</li></ul>	<ul style="list-style-type: none"><li>• PlayUp Casino (paid)</li><li>• Add global sports portal with activity based 'mining'</li></ul>
<b>Protocol</b>	<ul style="list-style-type: none"><li>• Research and Feasibility</li></ul>	<ul style="list-style-type: none"><li>• Ethereum blockchain supported</li></ul>	<ul style="list-style-type: none"><li>• Multi blockchain protocol supported</li></ul>
<b>Users</b>	<ul style="list-style-type: none"><li>• 400,000 + as of March 2018</li></ul>	<ul style="list-style-type: none"><li>• 1 million +</li></ul>	<ul style="list-style-type: none"><li>• 3 million +</li></ul>



# Our Advantage

PlayUp provides both on and off-chain solutions to accommodate the full spectrum of users from crypto enthusiasts to traditional “punters”.

	playup	UNIKRN	FUNFAIR	BETR	Wagerr
Product Viability	✓	✓	✓	✗	✗
Product Offering	FULL	LIMITED	LIMITED	LIMITED	LIMITED
Licensed	✓	✗*	✗	✗	✗
Traction	HIGH	MEDIUM	LOW	✗	✗
Fiat & Crypto	✓	✗	✗	✗	✗
Free to Play Options	✓	✗	✗	✗	✗



# Team

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## MANAGEMENT TEAM



**Daniel Simic.**  
Chief Executive Officer, PlayUp



**Mic Costa.**  
Chief Technical Officer, PlayUp



**Ryan Bowman.**  
Chief Marketing Officer, PlayUp



**Prashant Arora.**  
Chief Finance Officer, PlayUp



**Richard Sapsford.**  
Director



**Matt Sanders**  
Director, Draftstars

## ADVISORS



**Dr Adam Weigold.**  
Founder, Cryptyk



**Jamie Mackay.**  
Founder, BWM Dentsu



**Jesse Merl.**  
Founder, Major League Fantasy



**Dean Richards.**  
Operations Manager, Betfair

## TEAM

PlayUp has **27 full time** talented development and operational staff located in our offices in Sydney (HQ), Melbourne, Darwin and Hong Kong.

## SUCCESSFULLY MANAGING



# Offer

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Round 1

Private Seed

**SOLD**

February

Round 2

Public Seed

**50% Discount**

March

Round 3

Pre ICO

**30% Discount**

April

Round 4

ICO

May



"COME HANG OUT IN THE PLAYUP APP AND CHAT WITH ME!"

 12.1M | 2X NBA CHAMPION

Stephen Curry