

# Financial prognoses of the PlayBets game platform

To calculate the platform's financial metrics, we used the following input data

<b>MAU</b>	the number of paying users on the platform per month
<b>CPI</b>	the cost of attracting one player (taking into account attracting users to web games through Facebook, AdWords, YouTube and mixed sources)
<b>CPI, Budget</b>	the daily budget for attracting users is calculated as $CPI * Monthly\ Audience * 70\% = Marketing\ Budget$ (Calculations also included Retention D1-50%; D7-20%; D28-10% – the user retention rate and K-factor (viral user attraction) = 15% and Bounty factor = 5% user attraction)
<b>Wagered</b>	the total sum of all bets per average user over a month (from 120 to \$340 per day - at various stages of the platform's development; the presented data are collected from the internal analytics of mixed game projects)(see <a href="#">BitKong</a> → Statistics (Wagered)) Average allowable number of bets by each user per month = 200
<b>RTP</b>	the percentage of payouts to players from the overall rate of return, amounts to 97% depending on the game. The average % of platform revenue (House Edge) equals 3% of the overall rate of return in all games
<b>ARPU, Monthly</b>	monthly revenue of the game platform (calculated as the volume of all bets in the month multiplied by a coefficient of revenue, calculated as $Wagered * 10\% = ARPU\ Monthly$ )
<b>Revenue</b>	revenue of the game platform in the month, without calculating expenditure on supporting the service, jackpots, taxes and payouts. $Revenue = MAU * Wagered * 10\%$

Date	MAU	Wagered, (USD, \$)	CPI, \$	CPI, Marketing Budget, \$	ARPU, \$	Revenue, \$	Jackpot, Monthly (\$)	Jackpot, Weekly (\$)	Jackpot, Daily (\$)
Jan. 2018	>4000	-	-	-	-	-	-	-	-
Feb. 2018	5.000	-	-	-	-	-	-	-	-
Mar. 2018	7.000	-	-	-	-	-	-	-	-
April 2018	10.000	120	2	14.000	3,6	36.000	(3.600 + 5 K \$ Bonus) = \$8.600	(900 + 3 K \$ Bonus) = 3.900 \$	-
May 2018	15.000	120	2	21.000	3,6	54.000	14.000	5.250	-
June 2018	20.000	150	2,5	35.000	4,5	90.000	23.000	7.500	-
July 2018	25.000	150	2,5	43.750	4,5	112.500	11.250	2.812,5	-
Aug. 2018	30.000	150	2,5	52.500	4,5	135.000	135.00	3.375	-
Sept. 2018	50.000	190	4	140.000	5,7	199.500	19.950	4.987,5	-
Oct. 2018	75.000	210	4	210.000	6,3	315.000	31.500	7.875	-
Nov. 2018	100.000	230	5	350.000	6,9	690.000	69.000	17.250	-
Dec. 2018	150.000	240	5	525.000	7,2	1.080.000	108.000	27.000	3.600
2018	150.000	173,3	2,9	1.285.550	5,2	2.712.000	8,6-108 K	2,8-27 K	3.600
Q1 2019	240.000	240	4,5	1,984 M	7,2	4,5 M	129,6-172,8K	32,4-43,2K	4.320-5.760
Q2 2019	330.000	250	5	3,145 M	7,5	6,75 M	202,5-247,5K	50,6-61,8K	6750-8.250
Q3 2019	420.000	270	5	4,095M	8,1	9,47 M	291,6-340K	72,9-85K	9.7-11.3 K
Q4 2019	510.000	300	6	6,048M	9	12,96 M	405-459K	101,2-114,7K	13,5 -15,3 K
2019	510.000	265	5,125	15,272 M	7,95	33,72 M	129,6-459K	32,4-114,7K	4,3 -15,3 K
2020	1.500.000	340	6,5	-	10,2	-	-	-	-

## Designations

- \$ – US dollars
- K – x1,000 (one thousand)
- M – x1,000,000 (one million)
- Daily Jackpot – a daily Jackpot amounting to 10% of all daily revenue
- Weekly Jackpot – a weekly Jackpot amounting to 10% of all weekly revenue
- Monthly Jackpot – a monthly Jackpot amounting to 10% of all monthly revenue  
(without taxes)

## Notes

- in the description of MAU in Q4 2018; 2018, Q1/Q2/Q3/Q4 2019, 2019, 2020 – the total sums of the audience based on the results of platform growth are shown
- marketing budget – throughout 2017 and 2018, this will be financed from the crowdsale. from 2019, funds for attracting users will come from revenues.
- Weekly Jackpot – will build up until the first lottery in June 2018  
(with a starting bonus of \$3,000)
- Monthly Jackpot – will build up until the first lottery in June 2018  
(with a starting bonus of \$5,000)
- Daily Jackpot – starts in December 2018 (all token holders with at least 5,000 PLT or a betting volume of at least \$10 in a single day can enter the lottery, maximum of 2 tickets for participating in the Jackpot lottery)
- the overall sum of all Daily Jackpots will amount to 10% of the platform's monthly revenues, and it will be calculated from the development expenses and distributed in the following manner (68% Platform Development; 10% Monthly Jackpot, 10% Weekly Jackpot, 10% Daily Jackpot, 2% Bounty Program)
- the sum of jackpots proportional to the game platform revenues; can be reduced depending on overall revenue; a commission in the form of taxes and transfer costs will also be taken from the overall sum of jackpots
- in spite of the fact that the prognosis is built on the working business model of one of the mixed cryptocurrency services and experienced business managers, we request that this schedule be treated as a proposed schedule which may grow or shrink