DexWin

DexWin is building the most immersive, instant and secure sports betting experience on the planet

sportsbook.dexwin.bet

TAP INTO THE GAME

Our Team

Saurab Mitra
CO-FOUNDER

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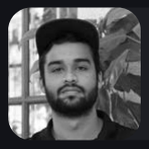
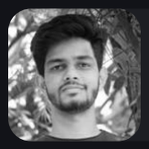


Siddarth K
CO-FOUNDER

Ajay Sethi
GO-TO-MARKET SPECIALIST
ACCEL



Sriram N
CHIEF OF STRATEGY

Sai Kossireddy
STRATEGIC ADVISOR

Problem statement

Withdrawal Delays
upto 4 days or more

Unfair Odds
with high house cut of 8-15%

UI + UX hurdles
which makes navigation hard for bettors

Risk of hacks
on centralized sportsbooks (Fiat & Crypto)

Crypto gambling site Stake experienced $41 million in withdrawals on Sept. 4 in what blockchain security analysts have called "suspicious outflows." The withdrawing account has been labeled "Stake.com Hacker" by Etherscan, implying that the drained funds may be the result of a stolen private key.

Beosin Alert
@BeosinAlert · Follow

🚨@Stake has experienced multiple suspicious outflows on #Ethereum, #BSC and #Polygon.

ETH: ~$15.7M
Polygon: ~$7.8M
BSC: ~$17.8M
The total funds were ~$41.35M.

Scott Oliver @The_Manski · Dec 29, 2019
It was a neat idea to legalize sports betting with apps that allow for live betting. Unfortunately fanduel **sportsbook** has fumbled their responsibility to customers over and over again with technical **issues** during nfl sunday and inexcusable **withdrawal** delays. Goodbye @FDSportsbook

Joey Goodman
@JoeyGoo71913427

What's the deal with the withdrawal issues??? Going on day 4 that the Sportsbook has declined a simple withdrawal. Should customers be worried or what? I've sent a few DMs and email, have not heard anything back yet...kinda crazy

DexWin's solution

15 Second Withdrawals
from anywhere with internet access.

Users control their Funds
trust-lessly at all times.

Best Odds globally
0.1% House Edge - which is 50x lower than avg competitor.

Simplified User Experience
through immersive UI/UX study to trigger increased user activity.

Hack proof user funds
with blockchain technology

Initial target market:

Philippines

Why Philippines ?

1.4
million +
Sports bettors

291
million
Revenue opportunity

3
billion
GMV opportunity

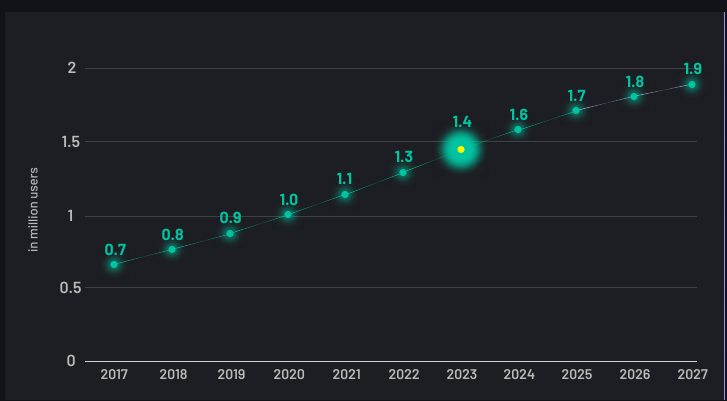
3.57
million
Metamask users

More slot machines than ATMs

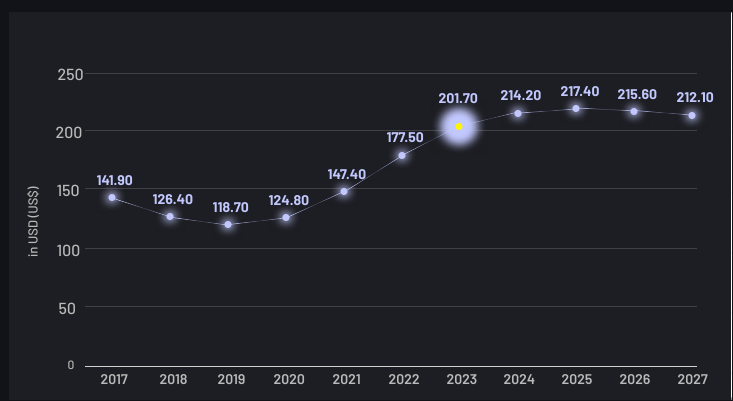
Basketball is a religion

Easy to make a differentiated sports betting experience for basketball. Football, Boxing and NFL betting is large and continuously growing

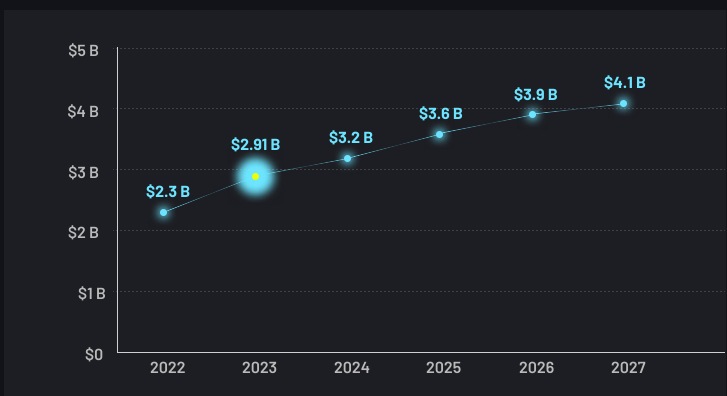
Initial target market: Casual bettors in Philippines



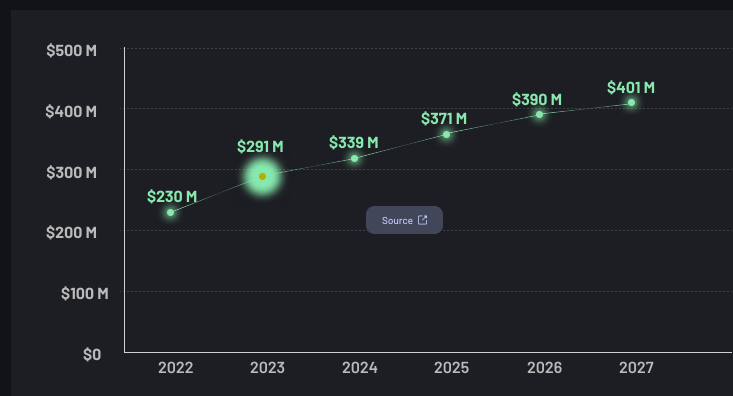
USER GROWTH RATE - 1.4M IN 2023



AVERAGE REVENUE PER USER : $201.7 IN 2023



GMV (AMOUNT WAGERED) : $2.91 BILLION IN 2023



FILIPINO SPORTSBOOK ANNUAL REVENUE : $291 MILLION IN 2023

Early Product Market Fit (PMF)

PMF for agents:

Agents prefer DexWin because they can earn a **steady substantial income** with our **unique agent commission program** (specifics in appendix) unlike the models provided by other sportsbooks

PMF for players:

Players prefer DexWin because our **player bonuses are substantially better** compared to other sportsbooks. **Our odds are higher** enabling them to win more

Instant and secure withdrawals is a game changer allowing them to withdraw to their local currency in a **matter of minutes** (compared to days on other sportsbooks)

All our **monthly agent user cohorts** have **consistently showcased higher retention rates**

than typical global and Filipino sportsbooks

Current traction

24+ **Agents partners** in the Philippines

2700+ **Total Sign ups** (900+from Agents)

1000+ **Active Bettors** (500+from Agents)

400+ **Monthly Active Users (220 from agents)**
(overall total 275+ MAU's)

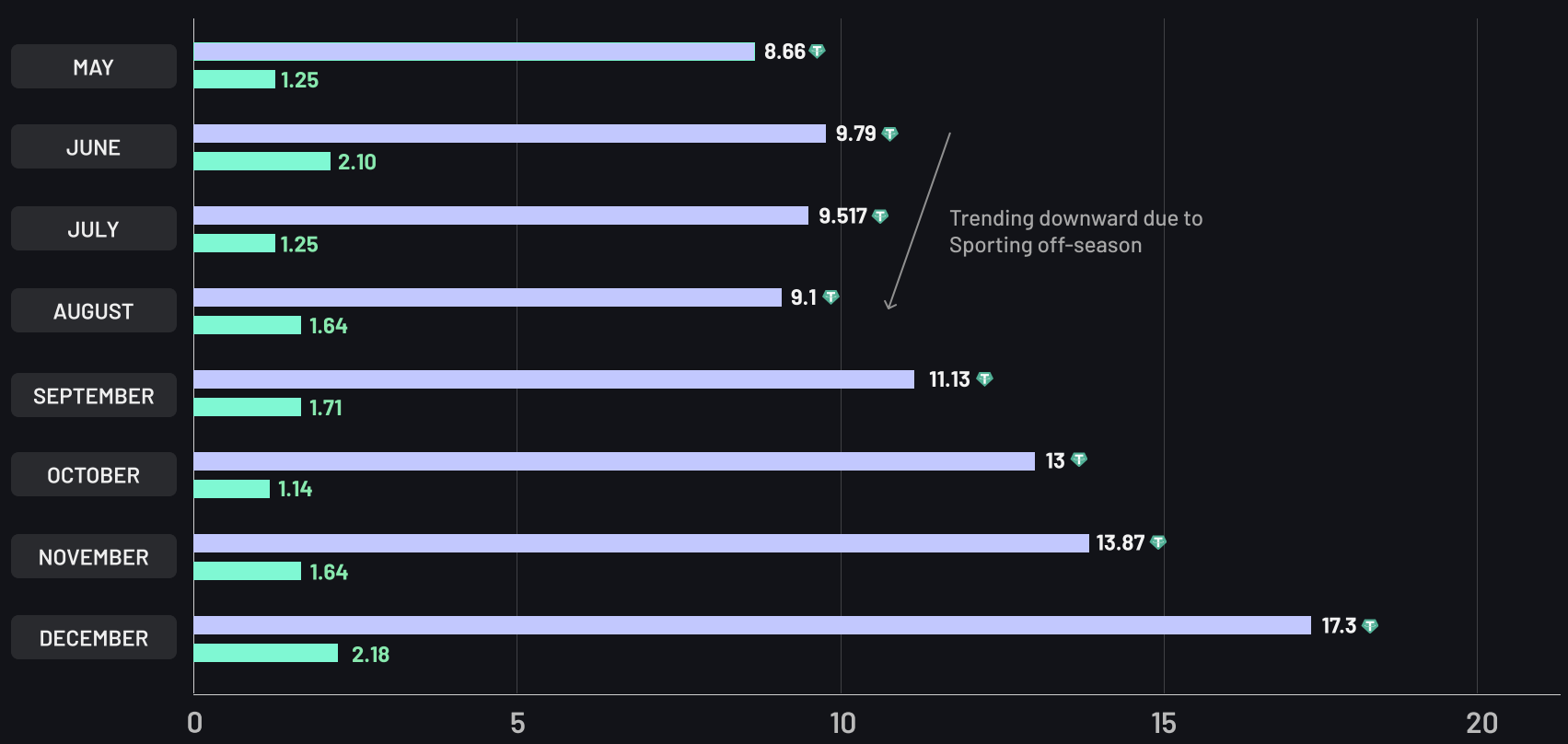
- Overall **50 bets per day** on average
- **Maximum of 110 bets per day** during NBA finals
- **70-80 bets per day** during FIBA world cup
- **100+ bets per day** in Sep,Dec,Jan
- **$300,000+** Committed in Potential Payouts

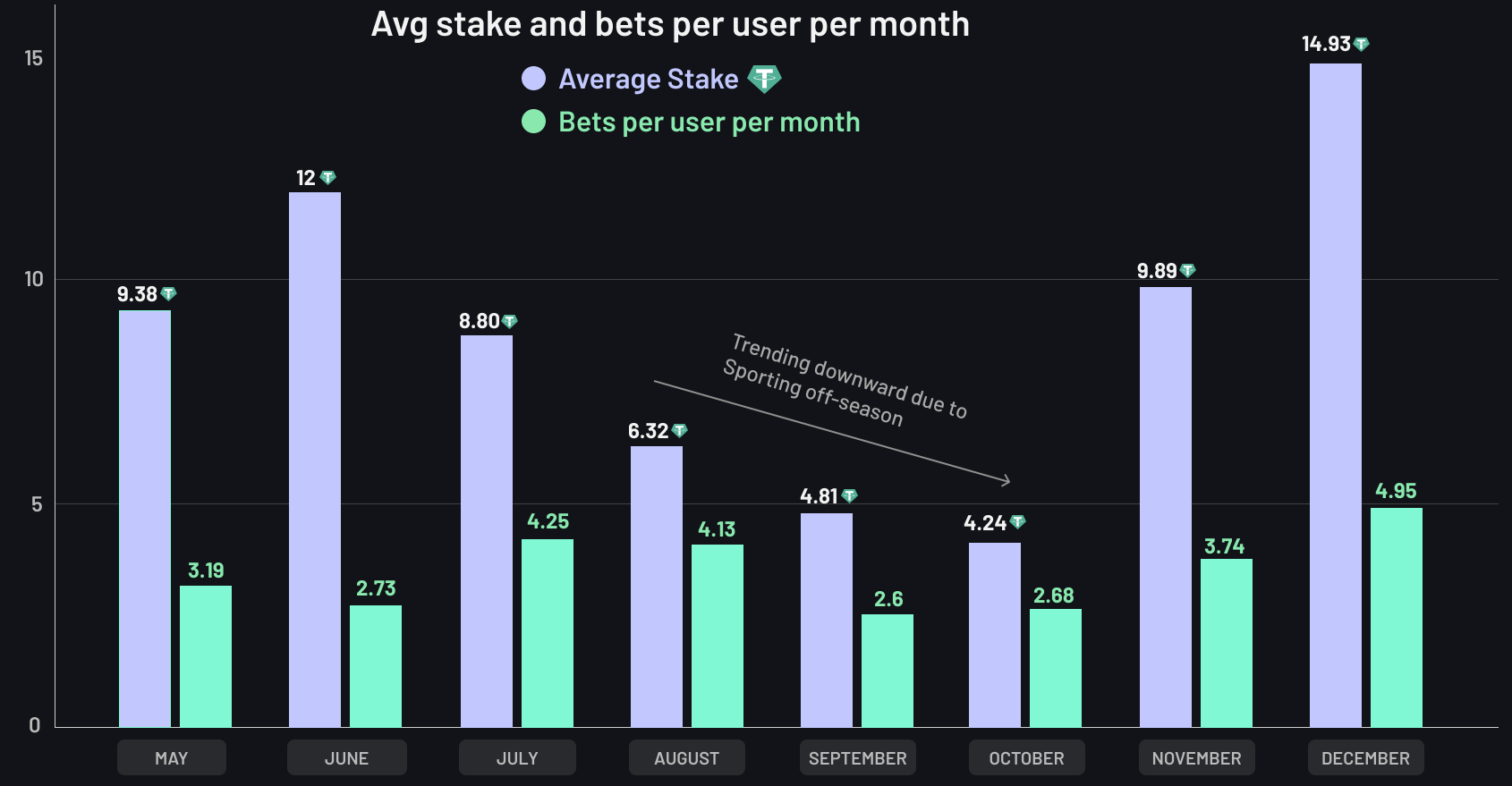
Average deposit
increasing from
$9 to $17
May to December

WAU/MAU ratio
consistently around 40%

- **10,000+ Bets, $85000+ USDT Staked**
- **$10.6K of revenue from 85K+ wagered**
- **The % of GGR/GMV is 12.5% (Above industry average)**

Avg deposits and
No. of deposits per user per month





Network effects

For sportsbook

As more users place more bets - chance of a tighter spread giving us more predictable revenue

For users

- Leaderboards to become more robust
- Players can engage by following and chatting with each other
- Creating higher network effects and retention on the platform
- Players can also study and copy bets from top bettors and refine their own strategy

For agents

We offer a multi-level (upto level 3) referral bonus structure that promotes agents and players to onboard / refer more players which leads to the agents potentially earning a higher commissioned income

For Fantasy, Lottery and Price Prediction

The more users entering these pools, the better the experience for all users as these are peer to peer games

(Future products defined in appendix)

Why should you invest in DexWin ?

1. **Great team -** in depth knowledge of various sports, betting and blockchain. Fantastic performers in the fields of Marketing, Product, Technology & Design
2. **Opportunity in a growing category** with no consolidated players.
3. **Key Pain Points regarding Usability & Efficiency** have been addressed and tested with a Cohort of Early Adopters to establish deep insights of problems in the Philippines betting market.

4. **Identified Affiliate / Agent based GTM** that can be extended to other similar countries for acquisition.

5. **Conducted Research, Beta Programs and partnered with networks of High Rollers / VIP's** to maximize earning potential with deeper liquidity.

6. **A network of Filipino influencers** that we can leverage at the right time

Ask and Milestones

$1M in equity investment

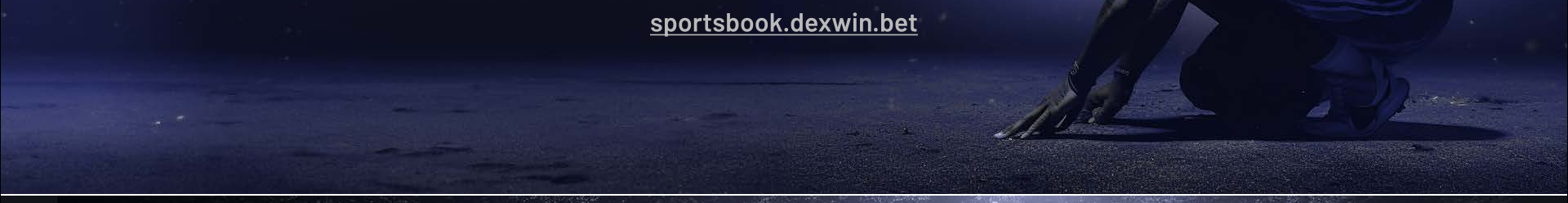
Spend areas

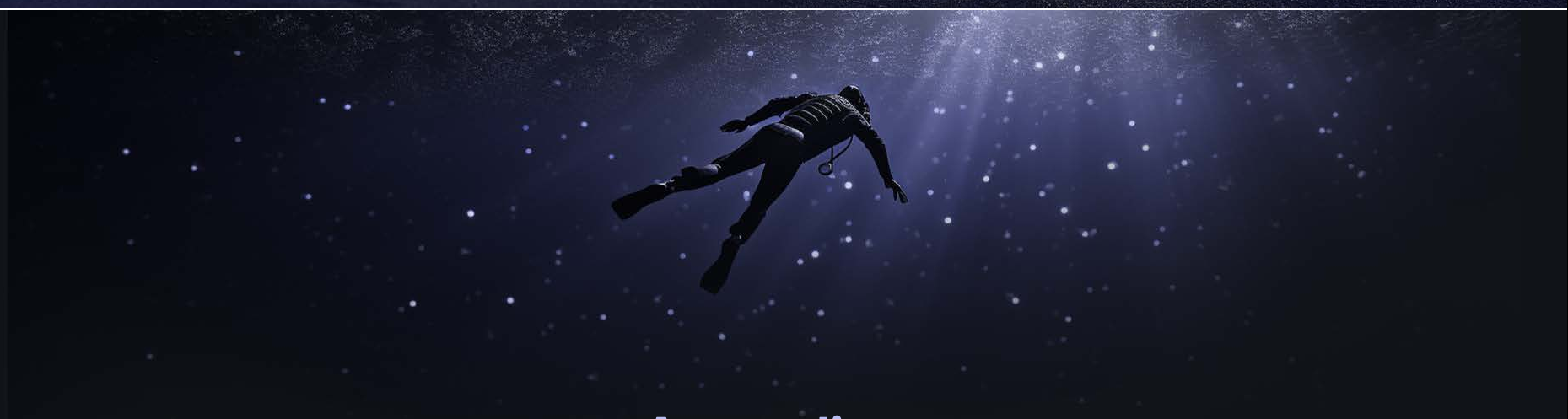
Marketing (acquiring/testing/scaling Agent model in Philippines)
Digital Marketing for global customer acquisition
CAC related direct spends - Free Bets, Promos and VIP program
Team cost
Bet liquidity

Milestones

- Build out end-to-end product with multiple gaming categories. Some with our risk models other with 3rd party
- Acquire 1000 agents from Philippines (10k MAUs) with our unique GTM
- ~0.5-1M ARR in 4/5 Qtrs after investment
- Test out our odds model so that we can make more revenues/bet instead of passing on customers to 3rd party
- In ~4/5 Qtrs post funding we plan to have a viable business in Philippines, and ready to scale to other countries either digitally or using the same agent model

Thank you





Appendix

Explore further for a more comprehensive understanding

Why do Filipino agents prefer us ?

DexWin's commission model enables the agents to earn a steady income based on the betting volume (amount wagered) by their players on a monthly basis

Other sportsbooks give agents a % of revenue share - so agents only make money if their players lose. If their players win, the agents make a loss which is carried forward to subsequent months

Multi level - a player referred by an agent can refer more players. We credit a portion of the amount wagered to the agent upto a player at the third level (second indirect referral) . **This multi level scheme is preferred by the agents**

Agent players withdraw USDT via agents who convert the USDT to PHP (Philippine Peso) and distribute to their players. **This gives them a sense of control over their players funds and involvement with the system**

Our strong rapport with our initial cohort of 15 early agents has developed into a close-knit partnership, characterised by mutual appreciation, including the merchandise such as T-shirts that we provide

Why do Filipino players prefer us ?

Bonuses on other platforms are typically PHP 20-30, whereas a **player on DexWin can earn upto PHP 284 on his first deposit and bet of every month**

Players can also earn an **additional 227 PHP on placing 20 bets each month**

Our odds for basketball bets are higher than other Filipino sportsbooks

Exclusive player props and bets on basketball and other sports which enables players to make the most of their sporting knowledge

The **instant and secure withdrawals** allows them to withdraw their winnings in a matter of minutes rather than days

Instant On Ramp to USDT via GCash which is not available on other crypto sportsbooks globally

Customer testimonials

March 14, 2023

joee 03/14/2023 2:10 AM

I recently used this betting website that operates on the blockchain and I must say I was impressed with the overall experience. The website is user-friendly and easy to navigate, making it simple to find and place bets on a wide range of sporting events.

One of the things that stood out to me was the website's use of blockchain technology. This allows for transparent and secure transactions, giving me peace of mind when depositing funds into my account and placing bets. Additionally, the website offers fast and hassle-free payouts, which is always a plus.

March 18, 2023

leejoo 03/18/2023 7:09 AM

my experience when I tried this Project was very good, the features are interesting and there are several things that make me really like it, namely:
1. the transaction execution is very fast
2. The UI is elegant, simple and easy to use
3. User can understand the menu perfectly
4. There are no defects in the design
5. the product goes according to what the user expects success is always and hopefully it can become a promising project when the mainnet comes.

putra256 03/13/2023 11:55 AM

The web interface is simple and incredibly sleek, making it simple for bettors to understand.

There are obviously a lot of individuals who are interested, including myself, and the desire to fully commit to the universe is extremely great. With a very large profit of 1: 1.5, of course.

polygon

Other DexWin differentiators

- No counter party risks
- On chain receipt of betting performance
- Simple self custodial login via your social login that controls your funds (private key) in a fully decentralized manner

ethereum

Why hasn't it been done so far?

- Too expensive before Polygon to run smart contracts that facilitate instant and secure withdrawals
- High tech prowess required to enable a platform where users keep control of their funds

- More leagues and varied betting options (exclusive player props and championship bets)
- Simple sign up with one step and seamless experience
- USDT has no price variation like bitcoin which helps in onboarding web 2.0 users

- Steep learning curve (with wallets like Metamask) for users to sign up and start playing
- Patchy experience due to wallet popups

Other DEXWIN products

Casino games

enable users spend more time on DexWin even if they are not betting on sports. These are quick, small stakes games

Coin Toss | Dice roll | Crash (Exclusive Dexwin game)

Fantasy Cricket

to tap into the large masses of people outside India who can't play fantasy due to lack on Indian bank account, for players who wish to avoid the new 28% GST on Fantasy stake

Lottery

risk free for DexWin

Slots

that are the most popular casino game in Philippines (coming soon)

Crypto Price Prediction

risk free for DexWin

Agent program

- Typical agent models carry over player wins to the next month. Ours doesn't, **enabling agents to get a steady income**
- Multi level upto Level 2. **So agents make money if their players refer and bet** leading to network effects
- **We have acquired 15 agents in 4 months** with this model. More set to join with a lot more players for the start of the NBA season on Oct 5th

Target Market Expansion

Brazil

- 50% of the population (215M) is estimated to gamble atleast once a year
- Annual Gambling Revenue is $1.6B, out of which $500 million is from sportsbetting (data of only brazilian sportsbooks)
- Majority of bet365's user base (90M) are Brazilians
- Football, Basketball, MMA and Tennis are most popular sports
- Crypto - savy country similar to Philippines with high affiliate-based acquisition potential

Nigeria

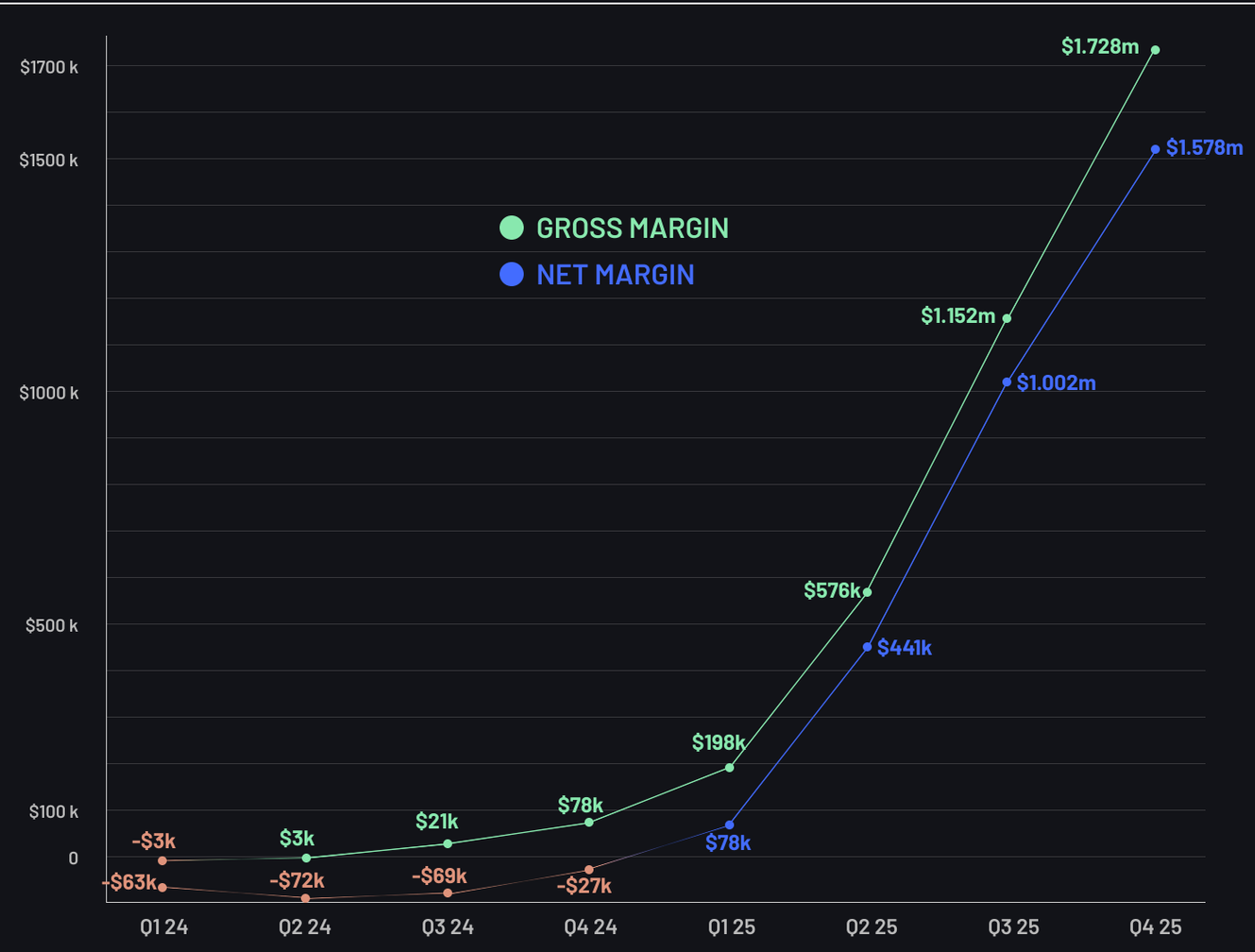
- 1/3rd of the Nigerian population (180M) are regular sports bettors and gamblers
- Annual Gambling Revenue is $2B, out of which $1B million is from sportsbetting (data of only Turkish sportsbooks)
- Football, Basketball, Tennis & Casino Games are most popular betting options
- Data reports suggest that 3 million Nigerians bet using crypto

Turkey

- 10% of the population (85M) are reported to be regular sports bettors
- Annual Gambling Revenue is $2.5B, out of which $921 million is from sportsbetting (data of only Turkish sportsbooks)
- Football, Basketball and Tennis are most popular sports
- Crypto - savy country with a approx 10 million+ wallets holding USDT
- Approx 1.7M users who gamble / bet using crypto

Market Entry Strategy

- Partner with Affiliates on a Pay per User Acquired model
- Enter market with On/off Ramp support with Pix (local payment partner)
- Hire local agents for acquisition (at low CAC) to reach a target of 500 MAU per market by Q4 2024



Overall budget for bet liquidity = $50k per year

Legal Costs = $30k per year

Overall profitable in 2025 with $250k left in bank - this is assuming a **2.5x** growth in **Q1 2024** and a **2x** growth per quarter after that

At this point, we **will look to expand into Brazil, Turkey and Nigeria with Agent Commission Model** - we already have connects in Brazil

Projected Revenues

	Time Period	No. of Agents	Estimated of MAUs	GMV	Est. Rev. (10% of GMV)	Est. Rev. (15% of GMV)	Est. Rev. (20% of GMV)	Net Margin	Gross Margin
2024	Q1	100	1k	$120k	$12k	$18k	$24k	-$63k	- $3k
	Q2	250	2.5k	$300k	$30k	$45k	$60k	-$72k	$3k
	Q3	500	5k	$600k	$60k	$90k	$120k	-$69k	$21k
	Q4	1k	10k	$1.20m	$120k	$180k	$240k	-$27k	$78k
	TOTALS	**1k**	**10k**	**$2.22m**	**$222k**	**$333k**	**$444k**	-$231k	$99k
2025	Q1	2k	20k	$2.4m	$240k	$360k	$480k	$78k	$198k
	Q2	4k	40k	$6m	$600k	$900k	$1.2m	$441k	$576k
	Q3	8k	80k	$12m	$1.2m	$1.8m	$2.4m	$1.002m	$1.152m
	Q4	12k	120k	$18m	$1.8m	$2.7m	$3.6m	$1.578m	$1.728m
	TOTALS	**12k**	**120k**	**$38.4m**	**$3.84m**	**$5.76m**	**$7.68m**	$3.099m	$3.654m

Typically Hold % lies between 10-20% in online sports betting - which is built out on player losses as well as the margin on our odds (House Cut)
Overall profitable in 2025 with $150k left in bank - this is assuming a 2.5x growth in Q1 2024 and a 2x growth per quarter after that

Legal

We have acquired a Curacao gaming license which is internationally accepted

With this license we can offer our e-gaming services to a huge number of countries globally. Starting with **Philippines, eventually heading to other target markets like Brazil, Canada, etc**

List of Countries inoperable completely :
United Arab Emirates, Brunei, Cambodia, North Korea, Japan, Singapore, Cyprus, and Qatar

List of Countries inoperable without local compliances (users can come, but cannot explicitly target) :
Georgia, Sri Lanka, Austria, Belgium, Bulgaria, Croatia, Denmark, Estonia, Finland, France, Germany, Italy, Poland, Romania, Spain, UK, USA and Panama

Our Ideal Investor

Understand the Sports Betting and gambling industry economics and open up access to networks in the domain.

Have connects in Philippines and Subsequent Betting Markets.