



*DexWin is the most immersive and fair decentralized sports staking experience. Built using blockchain technology, DexWin enables a simple and transparent betting experience while being inexpensive and seamless.*



# THE PROBLEM STATEMENT



**Centralization of betting platforms** – no transparency and unfair odds



**Lack of intriguing cryptocurrency utility**



**Outdated betting experience**



**Lack of a decentralized sporting knowledge reward market**



**Bet cancellations and restrictions on winning bettors**



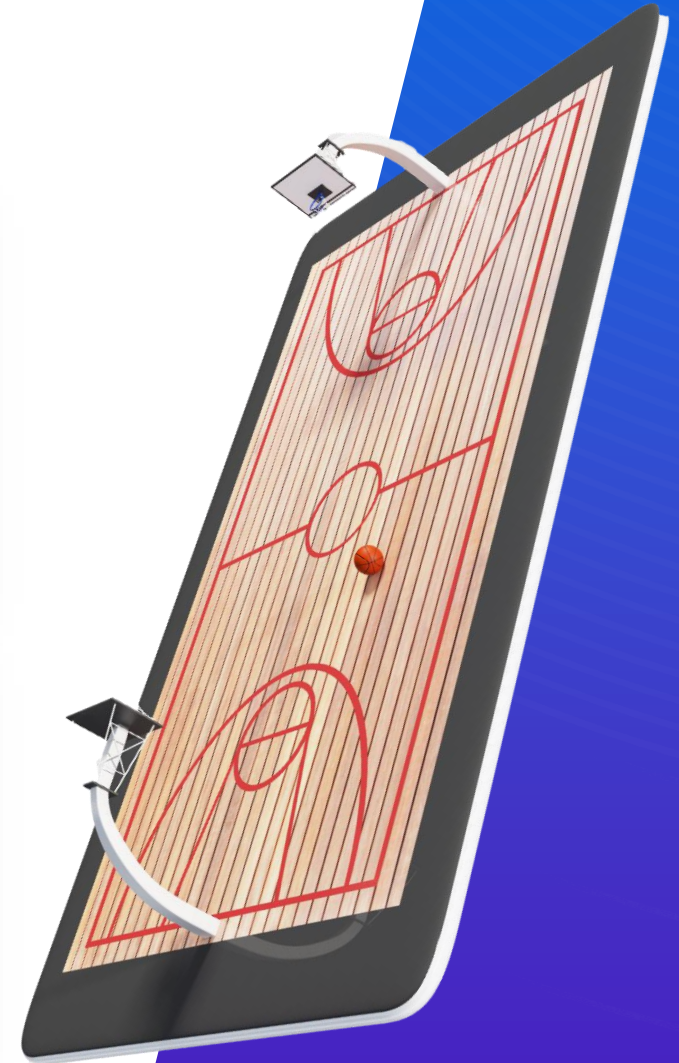
**International Limitations due to prerequisites of a bank account**



**Hidden fees and delays on settlement, withdrawal and deposit**



**Tedious KYC procedures and lack of data privacy**



# DEXWIN - THE DECENTRALIZED SOLUTION



*Fair and transparent  
betting odds*



*Least over round or  
house cut of 1-2%*



*Use stablecoins to place  
bets, during bear or  
bull runs*



*Easy and seamless  
connect with Web 3  
wallets such as Metamask*



*Instant and trustless  
settlement of winnings*



*Can be used by anyone,  
from anywhere in the  
world with internet access*



*KYC - free  
accessibility*



*Immersive and unique  
betting experience*



*No bet cancellations  
and restrictions on  
winning bettors*



*Quick withdrawals and  
deposits using audited  
smart contracts*



# WHAT MAKES DEXWIN DIFFERENT?















*Decentralized Sportsbooks*

*Centralized Crypto Sportsbooks*

*FIAT SportsBooks*

*Decentralized Betting Exchanges*

-  *Decentralized*
-  *Crypto utility*
-  *Transparent odds*
-  *Fixed bet payouts*
-  *Parlays*
-  *Spot betting*
-  *Smart contract fund management*
-  *No KYC hassle*
-  *No demographic restrictions*
-  *No counterparty risk*
-  *No bet cancellations*
-  *Beneficial tokenomics*

✓	✓	✗	✗	✓
✓	✓	✓	✗	✓
✓	✗	✗	✗	✓
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# OUR FIRST SPORT: WHY BASKETBALL?



*Sports betting has a 42.5% market share of online gambling*



*Basketball is the 3rd most popular sport to bet on*



*Popular in countries with decentralized wallets*



*In 2021, NBA ranked 2nd in most wagered sports in the US*



*Higher counting stats with high variance for a richer betting experience*



*Betting possibilities in the offseason (outrights, trades, drafts, free agency)*



*More players from new countries, celebrities in All star game*



*Passion & 60 years of combined basketball experience among core team*

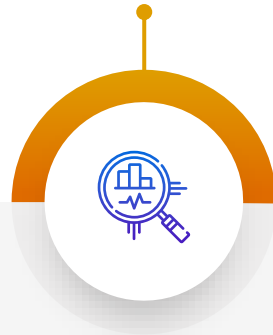


*Early adoption from demographically restricted bettors*

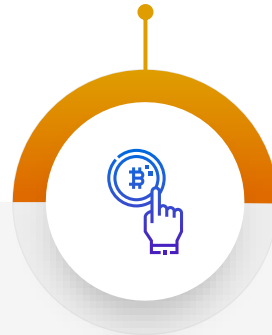


# IMMERSIVE BETTING EXPERIENCE

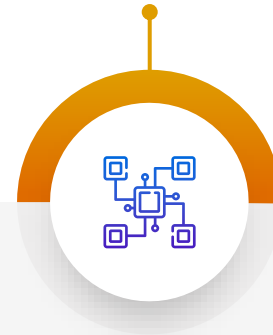
*Fairest and most transparent odds for all bets*



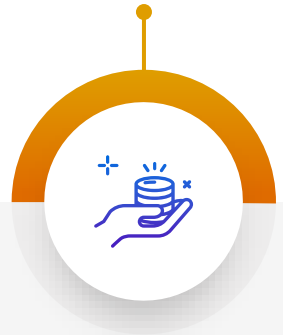
*Spot betting - place any kind of bet on any interval of the game*



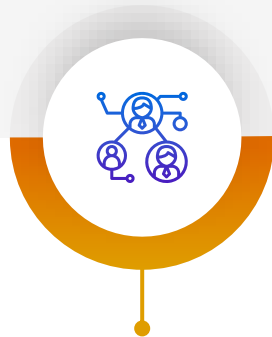
*Intuitive bet builder to support various kinds of bets*



*Combine (Parlay) regular bets for a massive payout*



*The most sophisticated player prop bets*



*All unique kinds of bets from sportsbooks globally*



*Varied betting options to create value for pro bettors as well as new bettors*



# PR AND MARKETING STRATEGY



*Initial focus on mass outreach  
with target-user personalization*  
Channels



YouTube



Instagram



twitter



TikTok



Medium



*Highly engaged DexWin communities  
on Discord and Telegram with various  
incentives and rewards for engagement*



Discord



Telegram



*Building and engaging with relevant  
existing communities on forums and  
other niche platforms*



# MARKET OVERVIEW & TARGET AUDIENCE DATA

**01** Gambling and betting market – Estimated capitalization is estimated at **\$900B**

**02** Sports betting industry – Expected to grow by **\$100B** between 2022 and 2025

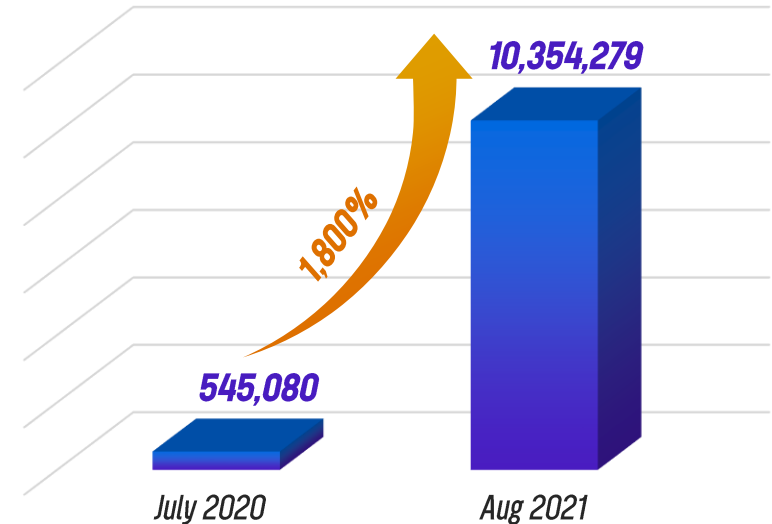
**03** As of August 2021, the top **15** countries using MetaMask include: The Philippines, United States, Vietnam, United Kingdom, China, India, Russia, Brazil, Indonesia, Thailand, Turkey, Germany, France, Canada & Spain.

**04** There is **\$37 billion+** of value in Metamask wallets alone, spread globally. There are a large number of wallet providers across various blockchains where the total value would be much greater.

**05** Crypto adoption is at a rate faster than that of the internet in the 1990s

**06** Great place to be positioned between the crypto and sports betting markets

## Metamask Monthly active users



Currently, Metamask has **21 million** monthly active users

FOOTNOTE: MetaMask serves as the principal interface via which users engage with a world of about 3,700 different Web3 applications.





# ROADMAP



**Q2 2022**  
(May - June)



- ✓ *Market Research*
- ✓ *Competitor Analysis*
- ✓ *Team Structure*
- ✓ *Product Ideation*
- ✓ *Initiating Digital Presence*

**Q3 2022**  
(July-Sept)

- *Product development and deployment on testnet (test blockchain network)*
- *Community building and marketing campaigns*
- *Early adopters incentivization program*

**Q4 2022**  
(Oct-Dec)

- *Launch on mainnet with outrights and futures bets, NBA, NCAA, WNBA, Euroleague and others*
- *Full spread of pre match and live betting*
- *Follow/unfollow bettors - social betting*
- *Copy bets with one click*
- *Top bettor leaderboards*
- *View top bettors bets for a fee*
- *Rebates for bets with friends/followers*

**Q1 2023**  
(Jan-Mar)

- *User betting Analytics Dashboard*
- *Launching the **best football and tennis betting experience***

**Q2 2023**  
(Apr-June)

- *Launch of **mobile app** on Android and iOS*
- *Launching the **best Esports betting experience***
- *Adding betting experience for all sports - **cricket, hockey, horse racing, kabaddi***
- ***Head to Head Betting** – Bet against your friends according to your own odds – backing and laying bets by setting your own odds*
- ***Pool Betting** – Low risk – low reward (people place money on various outcomes, winning outcome users get all the money proportionate to how much they had staked)*

**Q3 2023**  
(July-Sep)

- *Betaverse development on existing top metaverses – **Sandbox, Decentraland, Otherside, etc***
- ***Personalized avatar creation** and mint as NFT*
- ***Live streaming** of sporting events on dexwin*

**Q4 2023**  
(Oct-Dec)

- *Launch of the **BETVERSE** – metaverse where players in their own avatars can interact and watch games being streamed, place bets with each other, etc.*
- *Enabling users to own their betting history on their wallets as NFTs, monetize their own data off DexWin.*



# OUR TEAM



**Karan N Iyer**  
Chief Growth Officer  
and Co-Founder

**Karan** is an engineer by academics and a business enthusiast and strategist by heart. Combining this with his love for sports, he will be passionate in driving growth for DexWin globally.



**Saurab Mitra**  
Chief Executive Officer  
and Co-Founder

**Saurab** is a computer architect, sports and betting enthusiast. His belief in web 3.0 leading to a more equitable world will be crucial to the execution and vision of DexWin.



**Siddarth K**  
Chief Operating Officer  
and Co-Founder

**Siddarth** is a business strategist turned entrepreneur who has worked with organizations like Harman and CAE before switching to startup incubation services with HED Media. His expertise in design and growing companies from the ground up will be extremely beneficial for DexWin.



**Sriram N**  
Chief Strategy Officer

**Sriram**, an avid bettor and a crypto native has worked as a crypto specific VC at Blockpact Capital. His knowledge of blockchain technology, crypto trends and network in the web 3.0 space will be invaluable to DexWin.



**Mukesh Singh**  
Investor & Advisor

**Mukesh** has been the founder at Zop (Now + Smart) for over 10 years. His expertise in technology and knowledge of scaling businesses will be invaluable.



**Subrata Mitra**  
Investor

**Subrata** was the first investor in CasaOne, Curefit, Flipkart (substantially acquired by Walmart), Juspay, Moglix, Money View, Mu-Sigma, Mynta (acquired by Flipkart), Scripbox, Virident (acquired by Western Digital), WIBMO (acquired by PayU), and several other category leaders.



**Ajay Sethi**  
Advisor

**Ajay** is a Go To Market and product specialist at Accel. Over the past years, he has worked with almost all portfolio companies to help them achieve deliberate and sustainable growth.





**THANK YOU**

