



VR 3000 Games Ltd  
160 Kemp House  
City road  
London EC1V 2NX

Company Number 10984426

## **Business Plan 1/11/17**

### **Executive Summary**

#### **VR 3000 Games Summary**

VR3000 Games is a token-based VR gaming platform, allowing users to play online battle games for spendable, tradable tokens. Through our VR3 Debit Card you can spend your tokens as money at any location that accepts VISA and redeem them as cash at any VISA-enabled ATM. VR 3000 Games is the first to combine games, gaming and digital, spendable tokens with our custom debit card.

As well as focusing on games for the emerging esports VR market we provide free to play games and will be the providers of the VRBTC currency and have 1 Billion allocated for this purpose, furthermore upon customers wagering in these battles, 5% of the total amount of the wager is the company's profit margin.

## Vision

### Vision

1. Our Vision is to bring competitive gaming to your living room by allowing gamers to play for effectively real world currency, and taking gaming to the next level.
2. We aim to create free games that are so good people would pay to play them if given the chance.

### Mission Statement

Our mission is use the latest in VR /AR technologies, consistently introducing them to new gaming experiences and concepts.

### Goals & Objectives

1. Gain 5% of the market share of VR headset purchasers to download free games from our platform.
2. Create first official VR E-sports league as a powerful marketing tool
3. Achieve 1 million in free game downloads in year one.

### Strategy

We want to time the release our platform with ten free games in early 2018 to coincide with the release of Facebooks new stand-alone headset the Oculus Go <https://www.oculus.com/go/> which will be released for just \$199 finally making VR affordable which we believe will be the catalyst that push VR into the mainstream, VR Headset to compete will also be released from Microsoft next year as well Dell so we feel our free games platform will be prime position to take full advantage of this new VR user base.

## Product Description

Our product is different to anything else on the market at the moment and we know many copycats will come of the back of us or companies similar inspired by our concepts which is we have built a global team as to come on the market as the leaders of the new VR games market. Not to mention we bring a very real problem to the competition as for price we win as our games will all ways be free.

Target Market

### Geographic

My target market is global and increasing year on year at a tremendous rate and as headsets come down in price those numbers will only raise and through our VR E-sports league with the new professionals in VR promoting our platform it allows to be in a strong position to lead the VR gaming community from the beginning all the way as the market leaders.

### Demographic

We plan to have games and VR experiences on our platform for the whole family  
From VR Museum tours which are very easily done to E-sports games to training videos eventually, as

with VR the applications are limitless.

Gaming is where we will cut our teeth but as the company grows those will be the direction we intend to push.

### Psychographic

Customers will download our platform simply because they have nothing to lose as games are free, and unlike some games where the quality of the game is poor due to it being free our games will be able to compete with PlayStation and Xbox, and the 5% platform fee we charge each winner from every wager game will give us a residual income far greater than a one-time payment, and even if the gamer never uses the wager option as it will not be compulsory to gamble, then while they enjoy their free on game our data base to potential advertisers improves and revenue comes from there.

### Behavioral

The introduction of 5G finally means the hard ware has now caught up with the software allowing for VR to mainstream and succeed as more than just a fad, but a credible entertainment and training alternative.

Gamers are now all aware of crypto currency so we feel globally they are now ready VR3000 games to be the bride that merges gaming and crypto better than any of our predecessors.

### Market Size and Growth Rate

The market value of virtual reality (VR) in the United Kingdom (UK) in 2016 with a prediction for 2020. In 2016, the market value was 46.4 million British pounds and is predicted to grow by a total of 390 percent over four years, bringing it to approximately 180.9 million in 2020.

## **Competition**

### Direct Competitors

As yet we will enter the market free from direct competition as no VR company has attempted this to date, allowing us to begin with a monopoly situation, which will be the time for us establish ourselves and our gaming community.

### Buyers

VR3000 Games will deliver games that ignite gamer's imagination, only vs battle games which allow for the winner to spend that as real currency is very powerful concept all gamers will and have warmed to.

### Suppliers

Our games designers are all seasoned experts as the quality of games will be the cornerstone that attracts gamers to the platform initially which is why we plan to spare no expense as we know the better the game, the more it will be played and the more it is played the more wagers, which will equal more 5% commissions for us.

### Substitutes

There are other free games and experiences in VR however our games will have the wager element they will not have, our games will 3D scanned characters which they will not have, our games will also allow you to spend your winning on Crypto visa debit card, no other platform free or otherwise is doing this.

### **New Entrants**

We fully expect many companies to come in after us attempting to copy, which is why it is imperative we form the VR E-Sports league as Pro VR players will be playing our games in our league promoting our brand, as well as global marketing push we will cement our position as the go to company for VR Games.

### **Marketing Plan**

**We plan to tap into the evergrowing Esports market, which over the years has grown by a phenomal rate. The global Esports audience for 2017 hit over 385 million people, with North America being the largest Esports market, generating revenues of \$257 million this year alone.**

**We are set to create our very first Esports Tournament which will run through January and February of 2018, giving us an indroduction to the Esports community. We expect to engage with many professional teams from Europe, such as the likes of Valencia F.C and Manchester City, both of whom have Esports teams.**

**We aim to reach over 5,000,000 impressions via Social Media during this tournament which will help generate a 'vibe' around the VR3000 Brand before the full launch of our platform in March.**

**Through market research we have determined that influencer marketing is one of the most powerful within esports, therefore we will continue to invest into bringing a host of on-line content creators who will be able to stream and create video content surrounding our product which can then be streamed/uploaded live to platfroms such as Twitch and Youtube.**

**LAN events are the heart of on-line gaming whether it be a place to go and enjoy live events featuring some of the very best gamers in the world or to experience on hand the latest developments in the Esports world, this is the reason as to why we will be placing stands at over 20+ gaming events across the world through the year of 2018.**

**This will be a great way to showcase our games and products to the general public whilst getting feedback. Events such as Insomnia Gaming festival in the UK receive over 45,000 visitors, so the potential to attract new customers and to get our name out there is paramount.**

**We have a great team of marketing experts within the many regions and we will harness on there skills to ensure that the VR 3000 Games platform is available to as many people as possible, working closely with professional gamers and influencers to ensure we are attracting the right people to our platform.**

**Our plans to create the very first Esports Gaming League dedicated to VR has a huge potential not only in terms of being the very first league to offer such a space for aspiring gamers but also in terms of publicity spots for investors.**

**Our games, such as our VR Batting cage, has the possibility to add sponsored billboards in game, something which many games have done previously. This has it's added benefits of the brand logo not**

only being visible in that game, but should the person playing the game be streaming to an on-line community, the potential for brand awareness is huge.

### **Product, Price, Place & Promotion**

Product: State of the art gaming experiences that introduce new gaming disciplines for will professionals and novices alike.

Price: Free making it very hard for our competitors

Place: Games are you easily downloaded with the click of bottom

Promotion: A very heavy online presence as well gaming shows worldwide and E-Sports events as well as through strategic partnerships.

### **Messaging / Positioning Statement**

The Future is now, VR 3000 Games allows for anyone including you to become a virtual professional Gamer paid for your gaming skill, winner takes all.

### **Sales & Business Development**

Sales strategy is to attract at least 1m new gamers downloading the platform within a year and forming strategic partnerships which outlets that sell these new headsets that come on to the market the next year ensuring that when gamers buy their new headsets they remember to download there free games to test it out.

### **Measuring Your Strategy**

We will measure the success of the platform by quickly we reach the 1million user mark and ensuring month on month we are schedule or ahead of this target as the year progresses, as for us our money will come from the volume increasing advertising revenue our game coin price, as well more 5% commissions.

## SWOT Analysis

### Strengths

We have a very experienced global team and a marketing team that will simultaneously push campaigns in various languages encouraging them to go viral.

We have monopoly situation with our product putting us in a very strong position.

A major strength is the fact that we beat any of the major game companies for price and always will because we are free, meaning that they will have to completely change their business model to compete with us.

### Weaknesses

Slow adoption of VR If for some reason the VR revolution is put on hold that will damage us but with several of major companies coming into the market place next year makes that highly unlikely.

### Opportunities

VR Is like a blank canvas with endless opportunities and directions to go in so we will try and always give Gamers what they want fresh new concepts and user experiences

Unbeatable value as well as creating new gaming disciplines and whole new professional scene.

### Threats

We see copycats as the main threats to our business and a ground breaking idea can always expect them, however due to the various levels we have in our business such as the VR3 Card and our Distribution deal with Neosurf <https://www.neosurf.com> which allows our game coin to be purchased from over 150,000 locations means it will be very hard to copy us as business model as we have many dimensions to it.



## Management Summary

### Management and Employee Summary



**Dexter Andrews**  
**CEO**

<http://linkedin.com/in/dexter-andrews-5073a356>

CEO and Founding member of Bitcoin Exchange. Owner and Early BTC adopter who has merged both a passion for games as well as Crypto.

A seasoned deal maker, with the ability to think outside the box with new and exciting concepts and strategies.



**Mark Malins**  
**Co-Founder & Back End Developer**

<http://linkedin.com/in/mmalins>

Mark has worked in Cyber security for years for some of the biggest Banking institutions in world. He is a Highly rated back end developer and what he doesn't know about back end security is not worth knowing.





**Dell Jensen**  
**Co-Founder & Crypto Mining Specialist**

<http://linkedin.com/in/dell-jensen-9a3522b>

Dell is a crypto specialist and professional BTC miner and first started mining BTC four years ago, he Has a degree in Economics and is known as somewhat of a genius to his team in matters of Crypto.

Known to his team as Dell AKA Master of Coin, for good reason.



**Peter Wojick**  
**Co-founder & VR Games Guru**

<http://linkedin.com/in/peterwojick>

Co-Founder and VR Guru with vast experience in AR/VR Games, leading development teams, he started successful games company 1000 Realities and graduated in 2008 from Warsaw University of Technology.



**Gultekin Islamoglu**  
**Director Of Business Development**

Turkey Cyprus & Greece

Gultekin is a former lawyer established in Business Development, and is experienced in advertising, finance as well as Oil and Gas and will lead the charge in securing in game advertisers for his region as well as other strategic partnerships.



**Michael Padurano**  
**Director Of Global Business Development**  
<https://www.linkedin.com/in/michael-padurano/>

Mike went on to explore the world of international business, after performing various tasks for nearly a decade within the US Financial Markets. He is a strategic relationship builder, and can connect the dots on nearly anything that gets placed in front of him. He is looking forward to connecting many dots while assisting in the growth of the VR 3000 Games Global Brand.

#### VR Team



**Justyna Janicka**  
**Project Manager**  
<http://linkedin.com/in/justyna-janicka-64389b136>

Experienced project manager able to work under pressure  
And meet targets, strong Team leader with a global network of contacts.



**Brandon Simonds**  
**Games Designer**  
<http://linkedin.com/in/bsimonds>

Veteran game designer offering over 17 years' experience designing highly successful video games across multiple platforms. Dedicated to ensuring players experience engrossing gameplay. Well versed in leading edge technologies that enable implementation of ground-breaking concepts.



**Eldon Harris**  
**VR Games Specialist**

Many years' experience in games development, he has been involved in some major projects in the US and Founded Roencia Game Creators in 2006. Also founder of an online graphic design company and store, using a variety of design Software. Eldon created and Marketed tens of thousands of graphics for video game development.



**Mohammed Shamil**  
**VR Games Junior Specialist**

3 years in Games Design working as 3D Specialist at Kotex Technology for more than a year, specialities are 3D and Animation.



**James Jensen**  
**Developer**

James loves to make APIs and automation gadgets, he gets a kick out of board games, gardening, and when possible going to the Ocean. He and his family like to go camping and enjoy water sports.



**Jed Smith**  
**Developer**

Jed enjoys Java Script, data science, hardware and everything in between, Jed also enjoys teaching others about technology, whether it is his college students, local library or his own children.



**Kyle Mowery**

**Front end development**

All round IT pro expert in web design and maintenance

<https://www.linkedin.com/in/kyle-mowery-78a56714a/>



**Jin Lin**

**Senior Developer**

Jin is a Senior Web and Mobile developer. He has 7 years of experience in web, mobile and visualization development. He is passionate about the needs and goals.

<https://www.linkedin.com/in/jin-lin-9ba496145/>

## Marketing



**Tamsin Brown**

**Director of Marketing - Europe & South America**

<http://linkedin.com/in/tamsinbrown>

Experienced Social Media Manager with a demonstrated history working in the video games industry. Skilled in marketing with a degree from the Institute of Direct and Digital Marketing. Tamsin has worked within the Esports scene for over 10 years for many professional teams on different levels, thus gaining strong connections with players and Staff from competitive teams.



**Mona Ong**  
**Head of Marketing - Asia**  
<http://linkedin.com/in/monaong>

A Marketing company director for 16 years with a keen knowledge of the Asian market. As well as the ability to transfer those skills to be affective anywhere in the world.



**Jay Ferguson**  
**Head of Marketing - North America**  
<https://www.linkedin.com/in/jay-ferguson-a599a0a2/>

Online Marketing Consultant, in the online gaming industry for 16 years owner of numerous sports betting and casino gaming websites.



**Naoya Kubota**  
**Head of Marketing - Japan**  
<http://linkedin.com/in/naoya-kubota-b285ab4>

Naoya has been at Investment Capital Advisors a FX trading company. Working as a Business consultant for the last 5 years.



**Dennis Mang'oli**  
**Head of Marketing – Africa**  
<http://linkedin.com/in/dennis-mang-oli-27aab033>

Blockchain enthusiast, digital marketing specialist. Experienced Crypt currency journalist covering the African market.

## Board of Advisors



**John Gotts**

Founder Stokens.com, venture capitalists who perform due-diligence on potential investments, Stokens partnered with Capital Hill law firm in order to ensure SEC compliance of our projects.

<https://www.linkedin.com/in/johngotts/>



**John McCabe**

Film maker creating revolutionary VR/AR productions for film and gaming Hollywood based with the ability to merge VR gaming scenes and film scenes

<https://www.linkedin.com/in/johnmccabeeditor/>



**Ishola Pedro**

Seasoned Forex trader as well as an avid gamer and a member of our Esports team as well as a proven crypto analyst

<https://www.linkedin.com/in/ishola-pedro-423419107/>



Lazaro Luis

Professional Esports Player as well as official Ambassador of VR3000 Games. Proven in his field and an important member of our team.

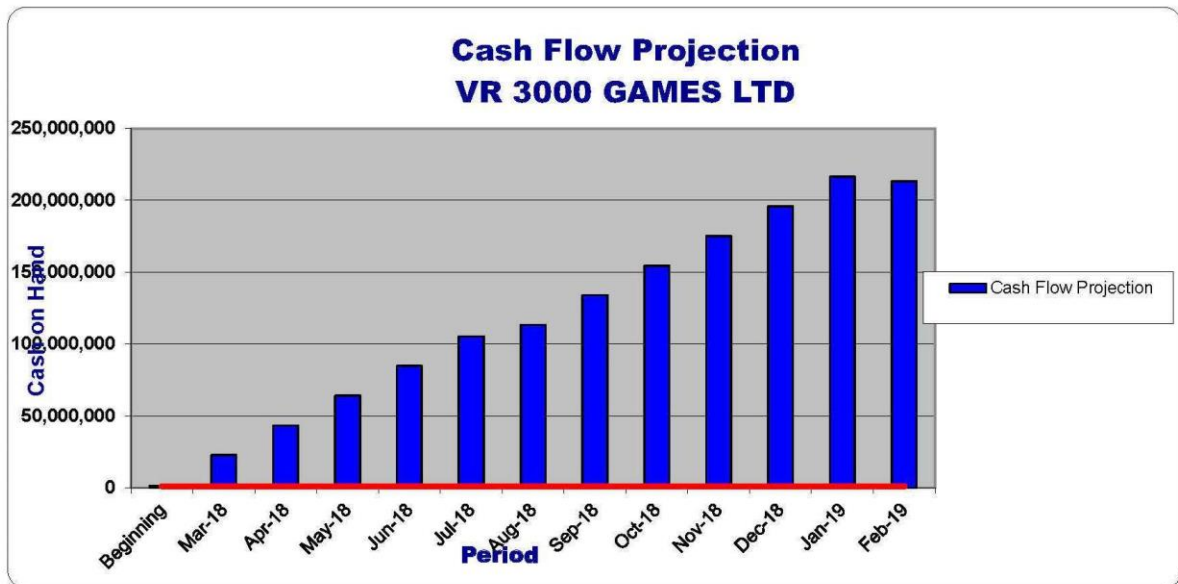
<https://www.linkedin.com/in/lazaro-luis-b61694110/>



Tim Mesker

CTO at Tokens and very knowledgeable on all things Blockchain as a way of finding simple solutions for the most complicated of issues.

<https://www.linkedin.com/in/timothy-mesker-a18599133/>



Cash balance alert minimum \$ 1,000,000

**Projected Business Cash Flow**  
**Based upon 1 Million Users each contribution the minimum 10\$**  
**VR 3000 GAMES LTD**

Starting date Mar-18 Anticipated Launch date  
 Cash balance alert minimum 1,000,000

	Beginning	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Total
<b>Cash on hand (beginning of month)</b>	1,000,000	1,000,000	22,647,000	43,294,000	63,941,000	84,563,000	105,185,000	113,248,800	133,870,800	154,492,800	175,139,800	195,761,800	216,383,800	
<b>CASH RECEIPTS</b>														
Cash sales		10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	120,000,000
Returns and allowances														0
Collections on Competons receivable		10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	120,000,000
Interest, other income 5%		1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	12,000,000
Loan proceeds														0
Owner contributions														0
<b>TOTAL CASH RECEIPTS</b>		21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	21,000,000	252,000,000
<b>Total cash available</b>	1,000,000	22,000,000	43,647,000	64,294,000	84,941,000	105,563,000	126,185,000	134,248,800	154,870,800	175,492,800	196,139,800	216,761,800	237,383,800	
<b>CASH PAID OUT</b>														
Advertising		50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	600,000
Neosurf Commissions and fees 6%														0
Contract labor		100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	1,200,000
Employee benefit programs														0
Insurance (other than health)														0
Interest expense														0
Materials and supplies (in COGS)		0	0	0	25,000	25,000	0	25,000	25,000	0	25,000	25,000	25,000	175,000
Meals and entertainment														0
Mortgage interest														0
Office expense		5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Other interest expense														0
Profit-sharing plan, 10% to Investor							12,583,200							36,283,780
Purchases for resale														0
Rent or lease		10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000
Rent or lease, vehicles, equipment														0
Repairs and maintenance		5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	60,000
Supplies (not in COGS)														0
Taxes and licenses														0
Travel		3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Utilities														0
Wages (less emp. credits)		80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	80,000	960,000
Monthly Competon		100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	1,200,000
Other expenses														0
Other expenses														0
Miscellaneous														0
<b>SUBTOTAL</b>		353,000	353,000	353,000	378,000	378,000	12,936,200	378,000	378,000	353,000	378,000	378,000	24,078,580	40,694,780
Loan principal payment														0
Capital purchases														0
Other startup costs		1,000,000												1,000,000
To reserve and/or escrow														0
Owners' withdrawal														0
<b>TOTAL CASH PAID OUT</b>		647,000	353,000	353,000	378,000	378,000	12,936,200	378,000	378,000	353,000	378,000	378,000	24,078,580	41,694,780
<b>Cash on hand (end of month)</b>	1,000,000	22,647,000	43,294,000	63,941,000	84,563,000	105,185,000	113,248,800	133,870,800	154,492,800	175,139,800	195,761,800	216,383,800	213,305,220	