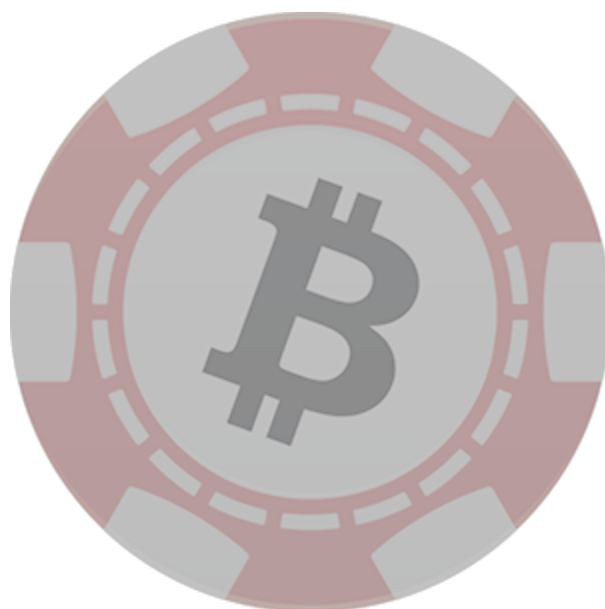


CasinoBitco.in

January 2015 Monthly Report

HavelockInvestments.com



Last Updated: 2/08/2015

# Monthly Overview

## Public Metrics Document:

[https://docs.google.com/spreadsheet/ccc?key=0AmSWZWkGJ1V3dFpxZHVTN0x6ZldUeHRteWdBd1pMNXc&usp=drive\\_web#gid=15](https://docs.google.com/spreadsheet/ccc?key=0AmSWZWkGJ1V3dFpxZHVTN0x6ZldUeHRteWdBd1pMNXc&usp=drive_web#gid=15)

---

## Monthly Results:

-44.156 btc Sportsbook Revenues,  
+ 27.76 btc HTML5 Casino Revenues  
+ 7.7117 btc Bit777/Peerbet Revenues + Peer Games  
**= -8.6843 btc in Combined Revenues**  
**Minus -24.7619, in Combined Expenses**  
**= -31.3175 btc Net Income for November**

---

**January is the first month of Q1, 2015.**

---

January ended the day before the Superbowl this year, and was an exciting start to a new year!

We had several ups and downs as an organization, including continued progress on our new casino which has an upgraded look and feel as well as mobile optimization in the very near-term, plus continued progress on new advertising opportunities and a renewed focus on SEO.

## CasinoBitco.in

Based on struggles maintaining volumes in the Sportsbook, as well as holding ground against professional/syndicate players, we decided a complete overhaul of the Sportsbook is required to gain the average player.

Our New Sportsbook which is going to be Live in Q1 will feature the following additions:

- More live betting options
- 1st half, 2nd half, and quarterly betting offers, our current 3rd party doesn't provide these - but we are in search for supplemental providers
- Derivative offerings/props to supplement live and pre-match
- Fast loading times (one of our current strengths)
- Lowest vig (another strength)
- Futures
- Cross-sport parlays & teasers
- Proprietary Leaderboard & related promotions will drive the social and competitive aspects
- Additional leagues and improved organization tree

If any investors have suggestion for a new odds provider per these requirements - please email [support@casinobitco.in](mailto:support@casinobitco.in). We are in talks with a few options currently to replace or supplement our current provider.

For the month, per the below graph, we up as high as ~55 btc combined but took some hits on both Casino and Sportsbook resulting in a negative month. Fortunately, our 3rd Party Sportsbook Provider will supplement some of the losses per our agreement and these were removed via "Other" column in expenses.

Some basic statistics for January - Sports:

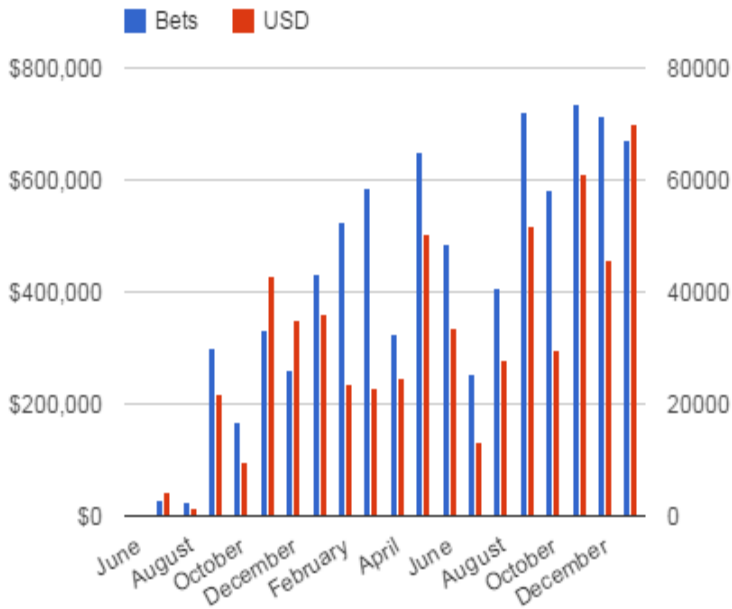
- **2204 wagers**
- **1301 btc wagered**

Casino:

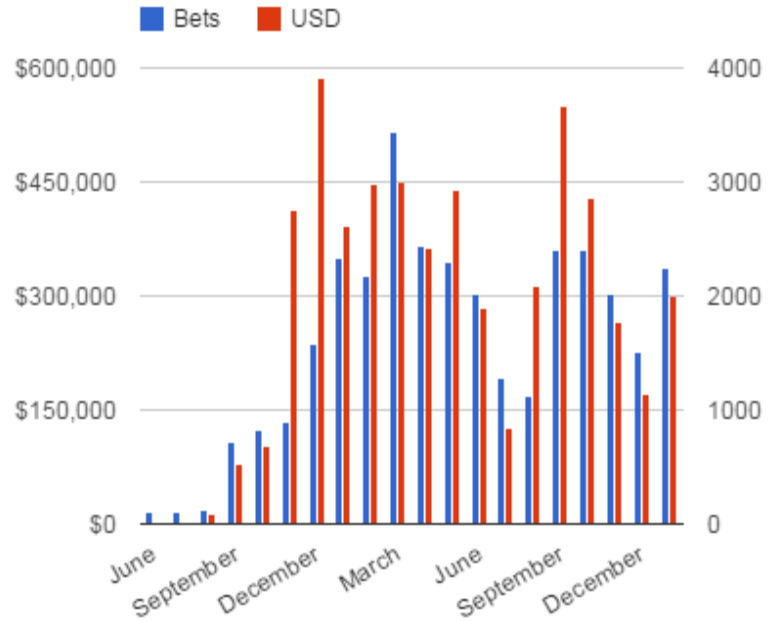
- **67012 wagers**
- **3049 btc wagered**

All-time volume histories are posted below:

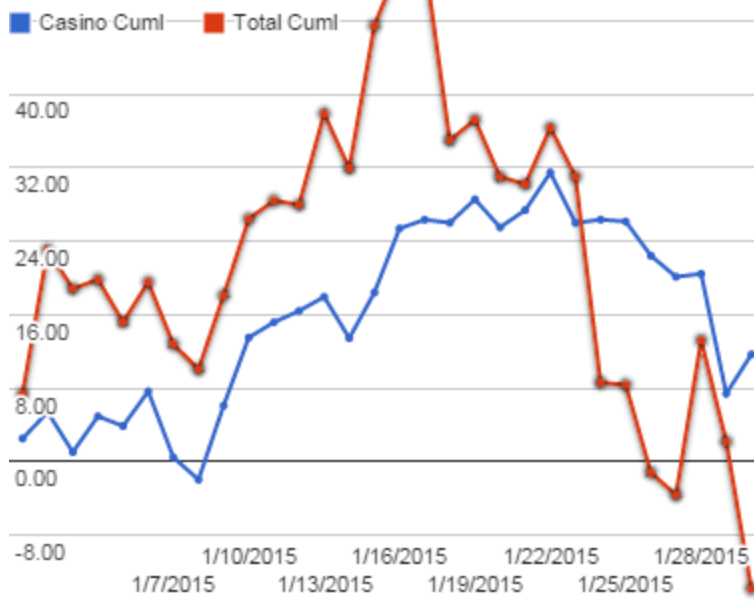
### CasinoBitco.in Casino



### CasinoBitco.in Sportsbook



### P&L All



## **Bit777/PeerBet.org**

Bit777 netted 4.313 btc in January, while PeerBet "House Share" netted 3.4 btc. Player investments at PeerBet netted roughly 11.387 including altcoins! We continue to develop improvements on PeerBet and hope to see a revival in the altcoin market enabling us to continue adding and supporting new coins.

It will take increased marketing and development efforts and activity to repackage these sites to be a premier option, although they do continue to drive traffic. High SEO ratings and focus will be a key area of focus for these properties in 2015.

## **2015 Outlook**

Pageviews grew to 83,862 from 79,704, although still below the previous three months with NFL season. We hope to capitalize on Casino growth in February with the launch of mobile optimized games and continued focus on organic growth.

With many development activities coming to a fold in the next quarter or two, our outlook remains strong for 2015. We have estimated as much as 30% of our betting volume comes from mobile players (from about 20% of logins), making this a prime area of focus. No competitor has a truly strong mobile offering, including fast loading times and responsive optimized website. With a fully "built-out" Sportsbook and Casino ready to launch in the near future, we expect to compete on the same or higher level as other platforms in this space.

There should be no doubt, the BTC/Flat dip has affected our play - although we have seen average wager size take an increase as players "buy back in" at a lower cost basis. We hope to see BTC stabilize in the \$250-500 range in 2015 to most incentivize play by new and old holders alike.

## Marketing/SEO

We explored new advertising opportunities in January, including BitcoinTalk and Bitmedia.io comapigns. We also got some press from CoinTelegraph just before the Super Bowl with extremely favorable results. Together, these three sources accounted for **18.76%** of our new user signups in January, our primary driver of revenue.

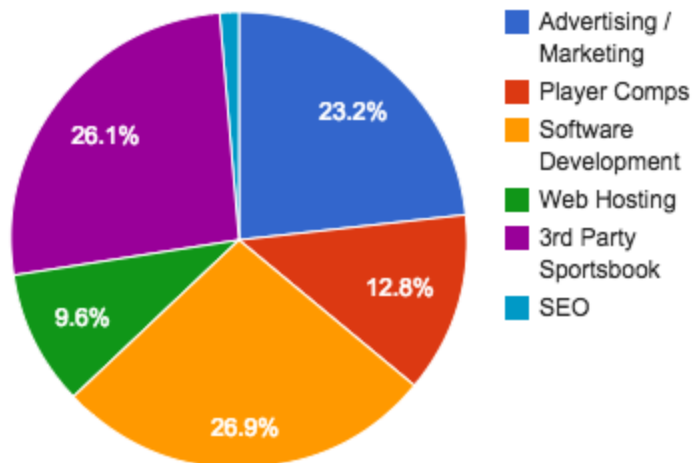
Our average signup that deposits gambles about \$1000-1200 in volume in the casino, our most accurate measure of value. This translates into a value of roughly \$22. We were able to generate 18 depositing signups from a roughly \$110 spend at BitMedia.io. If these numbers hold up, it should translate into roughly a 296% ROI on any further advertising spend at BitMedia.io. We will pursue this and other campaigns in February with at least a 5 btc budget.

We also just launched a new domain (<http://www.casino-bitcoin.com>) which Google will treat more favorable than our current “.in” extension. Currently, our blog is running on that site, and we will be measuring its success, rankings and opportunities very closely.

## Expenses / Investment back into the Company

*Full P&L with exact breakdowns of expenses is located in the appendix of this document, some callouts are below*

**Jan / 2015 Expense Breakdown**



# Technical Product Accomplishments

## CasinoBitco.in / Casino

In January, we officially re-launched our Provably Fair Casino to much satisfaction of our users and the broader Gaming Community. Throughout the month we did some cleanup on visual defects, finished Roulette, and put an adaptive design for Blackjack which now works seamlessly in both Desktop and Mobile Platforms.

## CasinoBitco.in / Sportsbook

We were able to finalize our Proof of Concept for our redesigned Sportsbook and have also begun working on a new data model to support far more betting options than what's currently on CasinoBitco.in. This redesign takes into consideration over 35 feature requests that users have sent to us, and will help capture the casual sports bettor with the help of organic growth and advertising.

### All Soccer Odds

Did you know we offer Live Soccer Betting? [Click here](#) for available games!

Date / Time	League	Match-up	Money Line	Total
2015-01-28 12:30	Dutch KNVB Beker	Excelsior SBV Roda JC Kerkrade Draw	+190 / 2.90 <b>+136 / 2.36</b> +250 / 3.50	Over 2.5 -145 / 1.69 Choose total
2015-01-28 13:00	African Nations Cup	Mali Guinea Draw	<b>+144 / 2.44</b> +225 / 3.25 +198 / 2.98	Over 1.5 -175 / 1.57 Under 1.5 +154 / 2.54
2015-01-28 13:00	African Nations Cup	Ivory Coast Cameroon Draw	Choose line +230 / 3.30 +200 / 3.00	Over 1.5 -179 / 1.56 Under 1.5 +156 / 2.56
2015-01-28 13:30	Turkish Türkiye Kupasi	Galatasaray SK Eskisehirspor Draw	+122 / 2.22 +265 / 3.65 +205 / 3.05	Over 2.5 +102 / 2.02 Under 2.5 -119 / 1.84
2015-01-28 14:45	Italian Coppa Italia	Juventus FC Parma FC Draw	-323 / 1.31 +1050 / 11.50 +420 / 5.20	Over 2.5 -123 / 1.81 Under 2.5 +108 / 2.08
2015-01-28 14:45	English FA Trophy	Wrexham AFC Gateshead FC Draw	+350 / 4.50 -127 / 1.79 +200 / 3.00	Over 2.5 -109 / 1.92 Under 2.5 -109 / 1.92

**Bets & Wagers**

- Excelsior SBV @ Roda JC Kerkrade +136 / 2.36  
single wager: 2
- Mali @ Guinea +144 / 2.44  
single wager: 2
- Ivory Coast @ Cameroon +230 / 3.30  
single wager: 2

**Parlay** (i) bets: 2  
parlay wager: 4  
 Parlay all bets

**Total** bets: 3  
Single Bet Wagers: 6  
Parlay Bets Wager: 4  
Total Wager Amount: 10

Clear Review

## PeerBet

Further database and web application tuning was completed in January across PeerBet and Bit777. The team has nearly completed a cached cube-model for the recent rolls data which is pivotal in our near-term plans for enhancing PeerBet.

## **Near Term Product Developments**

*Below is not inclusive of all items in flight, just a high level overview*

### **CasinoBitco.in / Sportsbook**

We are aggressively pursuing our relaunch, with a preliminary launch date of 3/15 - the weekend before March Madness. Throughout February we will take incremental steps on improving the product and offering without losing focus on the strategic plans and direction we have for the Sportsbook.

### **CasinoBitco.in / Casino**

By the end of the month, all our Casino games will be 100% adaptive, and can be played on Desktop and Mobile Platforms without any downloads! The team will also be tackling a variety of SEO-related enhancements and bug fixes early in the month of February.

### **PeerBet**

We will launch the ability to filter pending wagers by Coin-Type, Size of Bet, and Attempting Odds while also adding a smoother AJAX animation to help the overall play, and look and feel of PeerBet in February.



## **About CasinoBitco.in:**

After months of groundwork, CasinoBitco.in was launched in earnest in May 2013 with the vision of bringing bitcoin as a comprehensive online gaming chip to the masses.

CasinoBitco.in is based in Panama. With each passing week and the progress it brings, we are ever-closer to our goal - appealing to the gaming market through a truly unique hybrid of proprietary, entertaining casino games and sportsbook, and revolutionizing online gaming with “provably-fair” mechanics building upon the versatility of bitcoin.

Visit our social media platforms here:

<https://www.facebook.com/casinobitcoin>

<https://twitter.com/casinobitcoin>

## **Appendix**

View our public documents, including full P&L, here: [Public Drive](#)