Olé

Football. Friends. Fun.

Idea

- ❖ **To provide a platform for friends to test their knowledge and predict outcomes for football matches in a fun yet responsible environment.**

- ❖ We want to tap on technology to automate the predictions' process flow and features.

- ❖ Football and the English Premier League in particular have a huge fan following in Asia.

- ❖ Currently, users are limited to football betting platforms that have a sign up fee or platforms that involve money and / or promotes gambling.

Mission & Target Audience

Mission - To foster bonding between friends, and to provide a safe platform for users to predict outcomes of football matches and win non-monetary rewards.

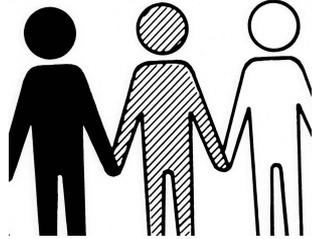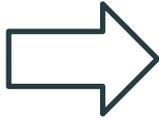As money is not involved, we aim to steer users away from the negative effects of excessive betting.

Target Audience - Everyone who wants to pit their football knowledge against their friends. We will restrict usage to those 13 and above.

How it works?

❖ **Private Leagues**: Users are given the ability to create mini leagues among their friends. The reward for the winner will be set by the group (e.g. meals, drinks, movies) and input into the app. Strictly no money is involved.

❖ **Public Leagues**: Users can sign up for a public league which is open to everyone on the app. The reward for the winners will be set by us (e.g. points, gifts, vouchers, leaderboards for public recognition). Strictly no money is involved.
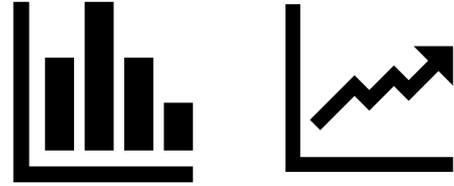
How it works? – Private League

1

Friend 1:
Creates the mini private league and invites friends

Friends:
Accept the request to join league and decide on reward

2

1. Bobby: 2-1
2. Vishal: 0-1
3. Caleb: 1-1
4. Nizam 1-0

Friends predict the scores of football matches

3

System will keep track of scores and provide detailed analytics

4

System will remind users of their choice of reward

Safeguards

❖ Because users have to input their rewards into the app, it is a way we can use to additionally point out if anyone is setting money as the prize.

❖ System will alert us if there are certain 'monetary' keywords like "$", "cash", etc. It will keep users in check, making sure no money is involved, at least on our end.

❖ They cannot create the dashboard, unless they input a prize, to force them to set their prize.

❖ We will draw up a Risk Governance SOP to prevent abuse (please refer to Slide 10)

How it works? – Public League

1

Users sign up & competes with all other participants in the public league
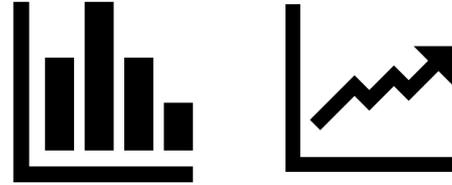
2

1. Bobby: 2-1
2. Vishal: 0-1
3. Caleb: 1-1
4. Nizam 1-0

Friends predict the scores of football matches

3

System will keep track of scores and provide detailed analytics. The system will also showcase the leaderboard to recognise top scoring users

4

Top scoring users will win prizes

Advantages

❖ Users can predict football matches and test their knowledge without money being involved.

❖ Deter teenagers and young adults from turning to online gambling websites which are readily available.

➢ Partner with National Council on Problem Gambling (NCPG) to champion Olé as the approved Football Predictive Gaming app

➢ Partner with schools to promote Olé as a fun & responsible platform that is recommended by NCPG

❖ Free signup for users

➢ Most apps would require the users to pay a sign up fee

➢ Verification Code through Mobile Numbers (for accountability/deter multiple accounts to cheat the system)

❖ User-friendly app with easy to navigate UI

Scalability

❖ We want to start with football.

❖ After that, we want to expand this to other sports.

❖ Eventually, this can be an app for any form of prediction among friends. Examples include:

  - Elections
  - Reality Shows / Movies / TV Dramas
  - Weather

❖ We may also include trivia questions on various topics (e.g. football, history).

Risk Governance SOP

We will draw up a Risk Governance SOP which is a list of processes or follow up action which we would carry out should there be:

1) Blatant abuse of system

2) Proof of user moving on to excessive gambling after using the app, and it turned viral

3) PDPA policy since we are dealing with personal data

Olé

Thank you.