

BUSINESS DEVELOPMENT PROPOSAL



Title: A Multi-Part Proprietary Casino Gaming Development Plan
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SEE Consulting

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I. OBJECTIVE

A business development proposal for a proprietary multi-part new gaming concept for development into a new gaming plan for a multi-location casino enterprise brand.¹

II. PURPOSES

- 1) Provide new adult gaming play options and game play variety for the would-be patrons of the developing casino,
- 2) Potentially increase gaming revenues of the developing casino through general marketing, promotional activities, and advertising campaigns in conjunction with the new adult gaming play options,
- 3) Potentially increase overall market share of the local gaming consumer market in those geographical locations of the developing casino's operations,
- 4) Potentially increase non-gaming hospitality revenues of the developing casino attending both general and focused marketing, promotional activities, or advertising campaigns for the newly developed adult gaming play options,
- 5) Potentially increase intellectual property holding rights to the extent the newly developed adult gaming play options can be perfected as enforceable patent "new

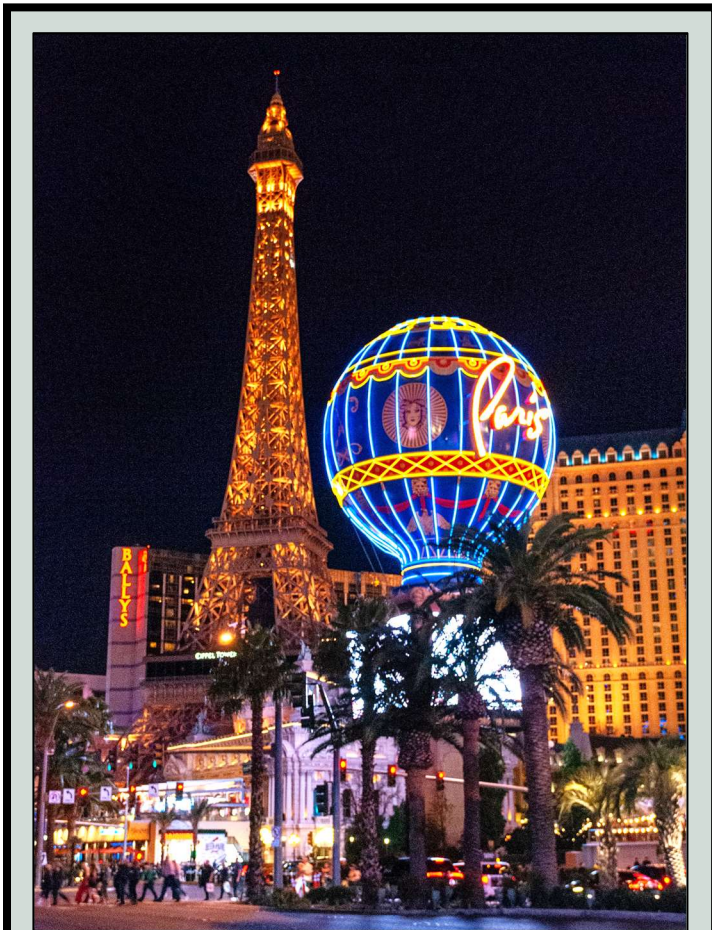
¹ It may be helpful to review disclaimer item #3 for useful preliminary information.

processes" or copyrights with respect to any images comprising the new playing card design,

- 6) Increase brand recognition or leverage intellectual property rights from the newly developed adult gaming play options, if any, to retain an "exclusive play" gaming feature of the developing casino,
- 7) As an alternative to the foregoing, potentially leverage intellectual property rights from the newly developed adult gaming play options, if any, to create revenue producing opportunities attending the premium sale of gaming materials to other external gaming establishments,
- 8) Leverage intellectual property rights from the newly developed adult gaming play options, if any, with the developing casino's brand to create revenue producing licensing opportunities attending the production and sale of the "home version" of the newly developed playing cards, regardless of whether home version players intend to use wagering as part of their own private game play,
- 9) Create, ideally, different versions of the newly developed gaming play materials with a "home version" and commercial version having distinguishable product characteristics specific to their respective distribution chains to maximize revenues, and
- 10) Potentially create a new subsidiary company to handle all aspects of the would-be developed new game options, potential intellectual property interests, playing card manufacturing, and any licensing matters.

III. DEVELOPMENT PROPOSAL

Currently, 2021 revenues generated within the United States domestic gaming industry have surpassed \$53.03 billion. "All jurisdictions with commercial casino or sports betting operations reported an increase in gaming revenue compared to 2020."² While one might rightfully anticipate that the overall increases in 2021 gaming revenues are partially attributable to the adverse impact of covid-related closures, "23 of 43 jurisdictions where commercial gaming is allowed have achieved record annual commercial gaming revenue in 2021." Thus, these upward and escalating gaming revenue trends are not attributable to earlier covid-related lost revenues as one might expect. With a substantial domestic gaming market that is projected to enjoy even further expansive



Nevada, with its high concentration of gaming casinos and accompanying tourist draw, maintains the largest market share of gaming revenues. In 2021, Nevada generated an astounding \$8.86 billion in gaming revenues that accounted for nearly 18% of the total revenues within the domestic gaming market.

² All statistics in this introductory paragraph were obtained from the American Gaming Association, State of the States 2022, May 11, 2022, <https://www.americangaming.org/resources/state-of-the-states-2022/>.

growth, it naturally makes sense to provide gaming consumers with new gaming options that appeal to their entertainment gaming interests, ensure continued tourism, and ideally increase market share revenues.

This "value added" proprietary process Business Development Concept ("BDC") (see BDC description on our "Services" webpage) and related proposal is for a plan to create a variation on certain games that are played with a conventional 52-count deck of playing cards. This new game play option is suitable for adaptation to casino poker and blackjack table games. It is anticipated that its greatest monetary value lies in that application. If developed, the new game could diversify table game play options, peak consumer gaming interests, increase the frequency of casino patron visits, increase and generate additional gaming revenues on top of the already existing blackjack and poker game revenues, and afford the developing casino or entertainment company exclusive game play offerings.



This new gaming concept is partly an adaptation to existing playing cards that, in turn, affords a new game variation with a multi-wager gaming option.

This business development proposal is comprised of two separate integral components. Part A is a variation in game play mechanics that affords an optional multi-wager game. Part B is a variation in playing card design that facilitates part A while permitting blackjack and poker gaming in isolation, as it currently is, or as part of the newly developed multi-wager game play option. It may be possible that newly developed game play option can be played entirely independent of the blackjack and poker games, as further discussed below. Thus, this new playing card is envisioned to have three potential uses: 1) conventional blackjack and poker game play, 2) the newly developed game that can be played in isolation, and 3) the newly developed game as an integrated variation to blackjack and poker games that affords a new multi-wager game playing option.

This multi-wager game play option that is a variation to existing blackjack and poker games utilizes a player versus player game format for both the poker and blackjack versions.³ As mentioned, this new playing deck might also form the basis of its own independent table game play separate and apart from the multi-wager game play option. As an independent table game, the newly developed game might be played in a player versus player format or in a player versus dealer format. To the extent the player versus dealer format is explored, studies of statistical probabilities in game play outcomes would,

³ At this juncture, the multi-wager blackjack and poker game variation does not appear to have any effect upon the statistical probability in game play outcomes concerning the variation applicable to blackjack and poker. This might be an important consideration in deciding whether to proceed with the development of this plan in the context of any needed regulatory gaming approval.

of course, be required.⁴ If this concept were engaged for development with all possible play formats, those statistical probability studies would be best performed after the entire gaming process and preliminary card design were explained in the business development plan. This would afford review of statistical probabilities of play using the preliminary card design integral to game mechanics and potential modification to the playing card design to achieve desired statistical probability variance.⁵

In addition to the multi-wager poker and blackjack table game variation and the potentially alternate and independent new table game, this business proposal could conceivably be adapted



for video poker and video blackjack machines. If both developed and implemented into

⁴ As the mechanics of play for the new game have been roughly conceived and the complete mechanics of game play would be part of the developed plan, at this preliminary juncture a player versus dealer format cannot be ensured, in large part, due to unknown statistical probabilities in gaming outcome that might make the player versus dealer format impractical.

⁵ In addition to the issue of practicality concerning statistical probability outcomes, because adult gaming is a highly regulated industry, the introduction of a any new gaming equipment would seemingly also require approval by gaming regulators.

a video gaming format variation, an entirely new "pay-to-play" method is currently envisioned.⁶ This envisioned new "pay-to-play" method could likely be transferable to an entirely new line of slot or video gaming machines, if new games were developed appropriate for this new "pay-to-play" method. While the newly envisioned "pay-to-play" method would be explained as part of any development plan that is engaged, the mechanics of play (other than the blackjack and poker game variation referenced above) for any additional games are not part of this development plan.

To the extent the entire new "game play process" or the new playing cards could be perfected as enforceable intellectual property rights, this Business Development Concept and business proposal may lend itself to exclusive branding opportunities by the gaming casino or entertainment company that engages its development. The playing cards, as a modification to the standard deck of playing cards that still employs its 52-card count total, has potential home-based card game applications. Building on this intellectual property reference, this concept and development plan might afford casino licensing revenues with the new decks of playing cards sold for private home gaming use. Other revenue streams may be possible as a supplier of gaming materials to other casino gaming enterprises or by differentiating the playing cards product through different commerce channels.

⁶ As this BDC and business development proposal has been prepared by one who has not been in a casino in over 15 years, this referenced new "pay-to-play" method may be impacted by newer gaming developments and game offerings. However, it is anticipated that this newly envisioned process has not been developed or implemented.

Currently, a name for the specialty playing card deck has been formulated. The selected name may be suitable as a branding feature in conjunction with an existing casino gaming enterprise or, alternatively, as its own brand for a manufactured new specialty playing card. Card design for the new playing card has also been loosely envisioned and the mechanics of play have been roughly worked out. However, revision to the playing card design may be needed after the initial business development plan is created in order to implement required or desired statistical probability outcomes since the mechanics of game play are tied to the card design.

IV. FEE REQUEST FOR DEVELOPMENT

The factors involved in the pricing of this BDC and related business development plan include:

- 1) The proprietary nature of the BDC, development proposal, and development plan,
- 2) The novelty of the BDC, development proposal, and development plan,
- 3) The possibility for a new freestanding casino table game,
- 4) The possibility of the developed game as an integrated multi-wager game variation on the currently existing poker and blackjack casino games,
- 5) The possibility of the developed game for use in a video gaming play format,
- 6) The potential existence of intellectual property rights in the newly developed gaming concept,

- 7) The exclusivity, control, and monetization opportunities attending any perfected intellectual property rights, inclusive of branding opportunities and licensing rights of any home game version of the developed game playing cards,
- 8) The possible intangible interests pertaining to prestige and brand recognition accompanying the development of the new gaming concept,
- 9) Game play variety made available to casino gaming patrons with the availability of the new gaming concept,
- 10) Potential use of the newly developed gaming concept to capture a greater portion of gaming patrons and gaming tourist market share,
- 11) The BDC and proposal's "value added" classification with potentially limitless long-term revenues from the newly developed gaming concept if it is implemented,
- 12) Increases in potential hospitality revenues derived from increased patronage,
- 13) The current \$50B+ annual domestic gaming revenues and projections for future increases within the domestic gaming industry, and
- 14) Other unknown or yet to be realized benefits.

Based upon the foregoing factors, the requested fee for this BDC, business development proposal, and the business development plan to be prepared is based upon the following three options:

- A) **Contract with attorney or agent (buyer at full asking price):** \$6.5 million with an allocated \$750,000 to any attorney or independent agent capable of locating and coordinating a buyer (with advanced, but shared development expenses, if any). This fee for the development plan excludes expenses or consulting fees for

execution and implementation (for example, assistance with gaming commission matters) that, if desired, are to be later determined.

B) Contract with attorney or agent (buyer at less than full asking price): A ten percent commission fee will be afforded for locating a buyer at the best offering price that is less than the full asking price, with the final sale price subject to our approval. Whether the best offer price will be accepted is partly dependent upon whether any future share of revenues is to be considered or whether unrestricted rights are to be purchased. Any agreement for sale at less than the full asking price excludes expenses and consulting fees for any time required for execution and implementation if such be desired.

C) Direct purchase: For the direct purchase this business development plan without restrictions on further use or resale of the concept, proposal, and development plan, the cost is \$6 million. This fee for the development plan excludes additional consulting fees for execution and implementation that, if desired, are to later be determined.

While the requested fee is not insignificant, given the above identified factors, the costs for the development of this BDC is insignificant in relation to existing industry gaming revenues, the potential for additional revenues attending implementation of the gaming concept for casino floor play, any revenues from commercial sales of gaming equipment to other casino gaming enterprises, and the related, yet different, home version.

V. THE DEVELOPMENT PLAN

If engaged, this BDC and business development proposal will be further augmented and worked up into a development plan that will include the following deliverables:

- 1) Disclosure of the currently conceived name of the developed new deck of playing cards,
- 2) Identification of how the developed new deck of playing cards is different from existing playing cards currently used with casino table games,
- 3) Description (or possibly a picture prototype rather than physical 3-D prototype) of the new playing card design (as opposed to aesthetic card design) that is sufficient to enable an understanding of the immediately preceding deliverables,
- 4) Explanations of the new gaming concept, as an integrated variation on current poker and blackjack casino table games,
- 5) Explanation of the integrated mechanics of game play, as a variation on the existing casino poker table game,
- 6) Explanation of how the multi-wager function would work in conjunction with the variation casino poker table game version,
- 7) Explanation of the integrated mechanics of game play, as a variation on the existing casino blackjack table game,
- 8) Explanation of how the multi-wager function would work in conjunction with the variation casino blackjack table game version,
- 9) Explanation of the new gaming concept as a potential stand-alone version casino table game,

10) Explanation of the player versus player mechanics of game play for the stand-alone version casino table game play format,

11) Explanation of the player versus dealer mechanics of game play for the stand-alone version casino table game play format,⁷

12) Explanation of the concurrently played A) player versus player and B) player versus dealer mechanics of game play for the stand-



alone version casino table game format (see the immediately preceding footnote for contingencies),

13) Explanation of the new "pay-to-play" method referenced for video gaming versions of the new gaming concept (see earlier referenced footnote 5), and

14) Additional information that, in our discretion, is believed to be beneficial for an understanding of the new game that is the subject of the development plan.

⁷ Refer to the earlier references that the gaming concept is envisioned to be played in a player versus player format for both the poker and blackjack variations. While it is preliminarily believed that a player versus dealer format is also possible, this deliverable (see explanation for the mechanics of play for a player versus dealer format) is contingent upon the viability of this play format, which is not ensured.

VI. DISCLAIMERS & DISCLOSURES

1) In deciding to engage the formal work-up of a Business Development Concept as a development plan, no assurances or guarantees are provided that the proprietary processes or development plan to be provided have not been previously conceived, contemplated, considered, or even rejected by knowledgeable specialists within the particular industry to which the Business Development Concept relates. While effort has been made to provide accurate information for evaluation, in deciding to engage the formal work-up of a Business Development Concept into a development plan, you understand and agree that there is the possibility, even if remote, of unforeseen or unanticipated circumstances that may render a development plan incapable of being implemented or possibly useless. **Please refer to the Terms of Service on our website for additional important information.**

2) Although information believed to be relevant has been presented for consideration, SEE Consulting makes no representations concerning the actual existence of intellectual property rights comprised as part of this Business Development Concept. While one or more intellectual property rights are believed to exist as part of the business development plan that may be engaged, we assume no responsibility for the delivery of any intellectual property rights that will remain the sole responsibility of the buyer, investors, or engaging casino partner to assess, secure, and perfect with appropriate legal professionals. Notwithstanding, the plan will attempt development in a manner – as best as a professional that is not an intellectual property lawyer is able – to best present the options to leveraging any intellectual property rights that may exist.

3) SEE Consulting makes no representations or warranties concerning regulations or regulatory approvals required for the implementation of a new casino table game, needed equipment, or related video game based upon this multi-part proprietary casino gaming development plan. Any buyer, investors, or partnering casino enterprise assumes all responsibility for performing their own due diligence with respect to regulatory matters affecting the introduction of a new game within the jurisdictions of their casino gaming operations. Notwithstanding, preliminary cursory review of Nevada statutes and regulations applicable to gaming have been reviewed and it would appear that applications for approval of A) new games and B) gaming variations of existing approved games may be brought before the Nevada Gaming Commission for review without undertaking the burdensome requirements of acquiring a gaming license. Gaming licenses, however, appear to be required once game manufacturing, distribution, or casino floor play is introduced (to the extent that this development plan is engaged by one not already possessing the required licenses).

Thank you for considering SEE Consulting to potentially assist you with further developing or improving your company or business operations.

Sincerely,

Mr. Cameron Mostaghim