

Changing the way we game

Our philosophy

1. Back Yourself

You are f**ing awesome. You play hard, you deserve to get paid...hard.

2. Gambling is stupid

Throwing money at something you can't control is for the foolish. Control your own destiny.

3. Power comes from community

If we play together, train together, learn together, we win together.

How do I spice things up and win some serious prizes for spanking my mates at my favourite games?

Well, you can't because of these issues...



Non-inclusive

All these 'win prizes' options are aimed at the uber-gamer-elite. What about me, my bros and brosohines?



Slow

I want to play now! Not when you tell me to. And I don't want to spend an entire Judge Judy episode setting everything up and have to have my PC on my sofa whilst I play XBox.



House wins

Why does the house win when I lose? And why do I get nothing for being your best sales rep and growing your brand, eh?



Restrictive

I don't want to just play in tournaments where the same people win all the time! I wanna play one-on-one like a true combatant.



Esports only

I'm a competitor! I'm more than just online. What if I want to beat Super-Competitive Sally at beer pong and Mega-Hench Mike at CrossFit?

I get it. It's a serious issue. But how do we **fix** this terrible state of affairs?

It's easy my pitch deck reading friend - come on down to Stakester town and let's raise the stakes! Choose the game or sport and pick the terms - play, win, ding-a-ling!



Flexible

Play what you want, when you want, with who you want, for how much you want.



Fast

Set and issue a challenge in less time than it takes to devour a Krispy Kreme* from the comfort of your phone.



Loyal

You invite a new player in to the fun zone, we reward you like you should be. Everyone's a winner (...baby, that's the truth)



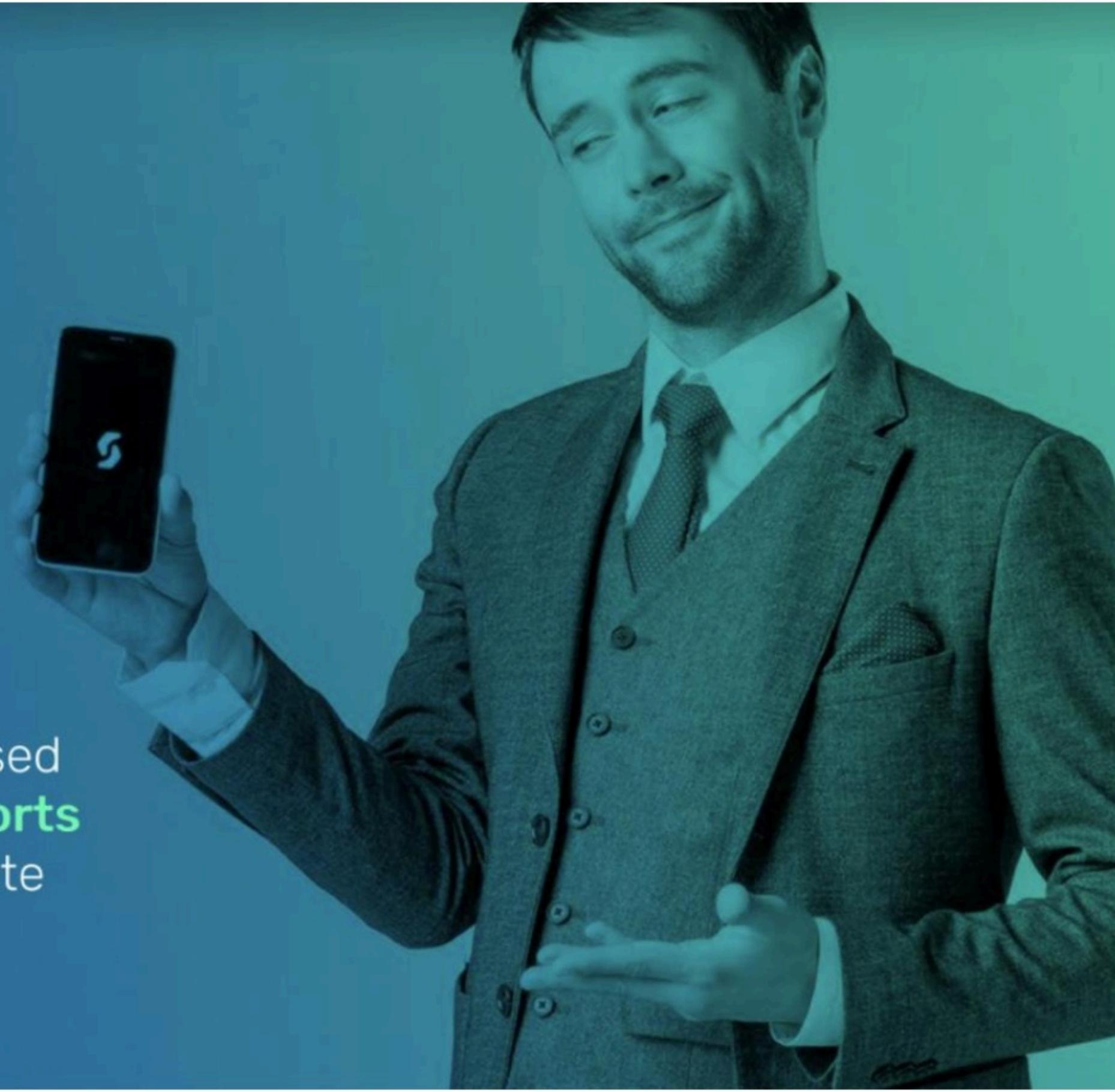
Global

Who cares about regional victory? Nobody. Dominate worldwide. Play worthy competitors all over the shop.

*independently verified

#techchat

We are the world's first mobile based competition platform across **Esports** and **Sports** where players compete for prizes including money.



Who's going to use this wonderful tool and how big is that market?

If you are alive and like to compete, we've got your back.
But let's start by focusing on the gamers aged 18 to 35:

Primary Addressable Market

2.4bn

2.4bn addressable games* were played in June

\$285m

1% share = \$285m revenue for Stakester per annum**

*An addressable game is a competitive online game with more than two players over the age of 18 who play more than the average number games per week vs. the market standard.

Bottom up - YEAR 1

200k

Our closest competitor achieved 200k games in July.
They were two years old.

We expect to achieve this in six months from launch.

\$2m

This equates to \$2m revenue per annum**

**Based on an average entry fee of \$5 and 10% Stakester fee

How do you **grow** and how do you make money?

Stakester is driven by **community growth** and is **inherently viral** - it takes two to tango.

We are **ALL** about community so we give **HUGE** incentives to our players to bring new winners to the Stakester **community**

We have two core revenue streams



Fees per challenge



Subscription

These are some sexy numbers, how did you **validate** them?

We surveyed **600** 18+ gamers in the UK and US.

This is what they said:

How many hours a day do you play?



67%

Would you back yourself financially?



63%

How many matches do you play a day?



47%

What stake would you typically lay on yourself?



37%

What is it that makes you so deliciously awesome?



Squad

The founding team have a track record of start-up success building extreme growth global tech and gaming companies.



Timing

The timing is right - the technology is available, the market is established, it is growing, but it is not being exploited to its potential.



Loyalty

We incentivise our customers to grow our community, garnering loyalty and exponential growth.



Market Approach

We appeal to the competitive and our priority is on building the audience and community.



Product

Unlike any other product we offer both eSports **and** Sports.

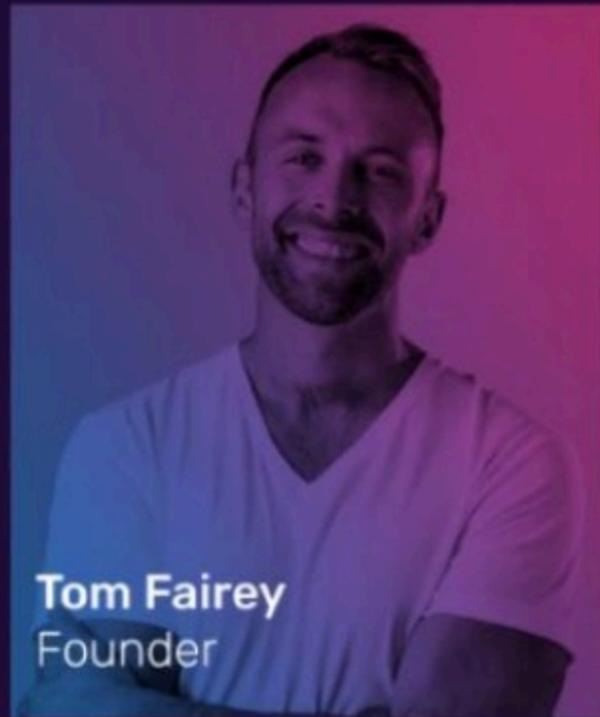


Technology

Built for scalability, we are super simple to use and can add new games, countries and payment methods as fast as the community needs us to.

What about the **squad**?

A game-changingly powerful balance of proven experience and market expertise



Tom Fairey
Founder

Previously CRO and founding team member at tech startup and grew business from 0-£125m valuation in two years.



Monika Hathaway
Head of Growth

Former MD at Lewis PR, one of the world's largest PR firms.

Gaming market specialist.



Leander Hambley
Lead Developer

Veteran games developer of Introversion fame.

Co-created the acclaimed 'Prison Architect'.



Andy Charlton
Head of Product

Has designed products for high growth start-ups and governments.

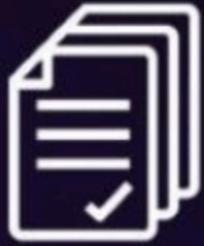
Online gaming and gambling enthusiast.



Gary J. Foreman
CTO

Co-founder of Rockstar Games, the creators of 'Grand Theft Auto'.

You've got me super excited, tell me what you've **done** so far.



We got legit

We won't pretend this isn't a complex legal conundrum. But we take these things seriously and have sought legal advice from the relevant gaming commissions and leading law firms. We are proud to say that due to our unique model we have been officially confirmed as non-gambling and therefore not regulated in the UK and 39 US states.

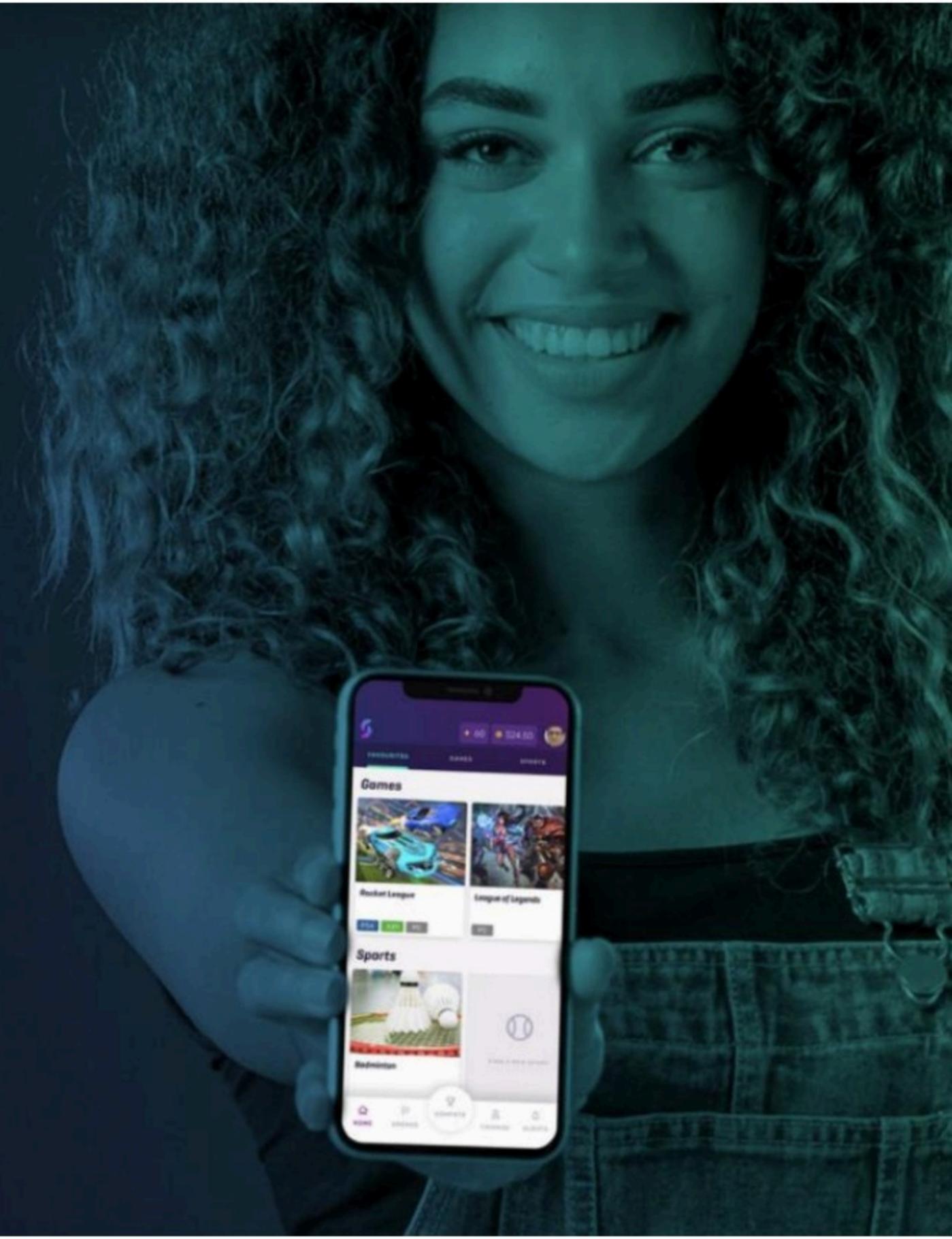


Version 1.0 built

We backed ourselves to design and build in four months. And we jolly well delivered!

The launch version is ready and it's slicker than Ryan Reynolds. It's so beautiful in fact that the Louvre called and asked to exhibit it*

*Some or all of the last sentence may be false. But it is beautiful



Partnerships

We partner with the world's best gaming brands in two ways -

Distribution

Our customers can issue challenges directly to their communities giving us instant access to the most competitive gamers

Awareness

We create combined content to increase our reach and gain targeted attention for the Stakester brand

Our partners



- Europe's #1 eSports League

And the crowd went wild...

We announced our existence with a manifesto video, and the crowd went wild. Shared with fewer than 20 people, and more than 12,000 people watched it.

[Watch the video here](#)

We launched the app in early April and had 3000 downloads in the first twenty days!

[Check it out yourself here](#)



15,000+

Active Users

Thomas Fairey

Founder

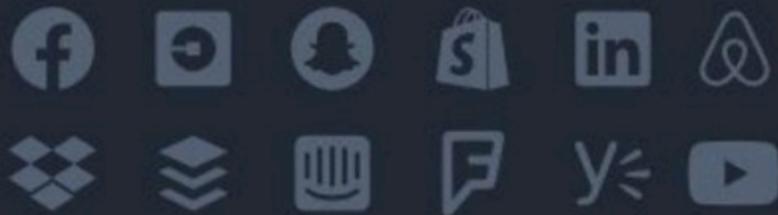
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