

Social Gaming  **AKSHUN**  Sports Betting

Connections, prizes and bragging rights for a new generation of sports fans

Concept

Akshun is a mobile platform which focusses on fan engagement with live sporting events, where customers...

- **Purchase, Trade & Collect** sporting NFTs
- Receive **Real-time rewards** based on player's performance
- **Unlock** unique perks and experiences

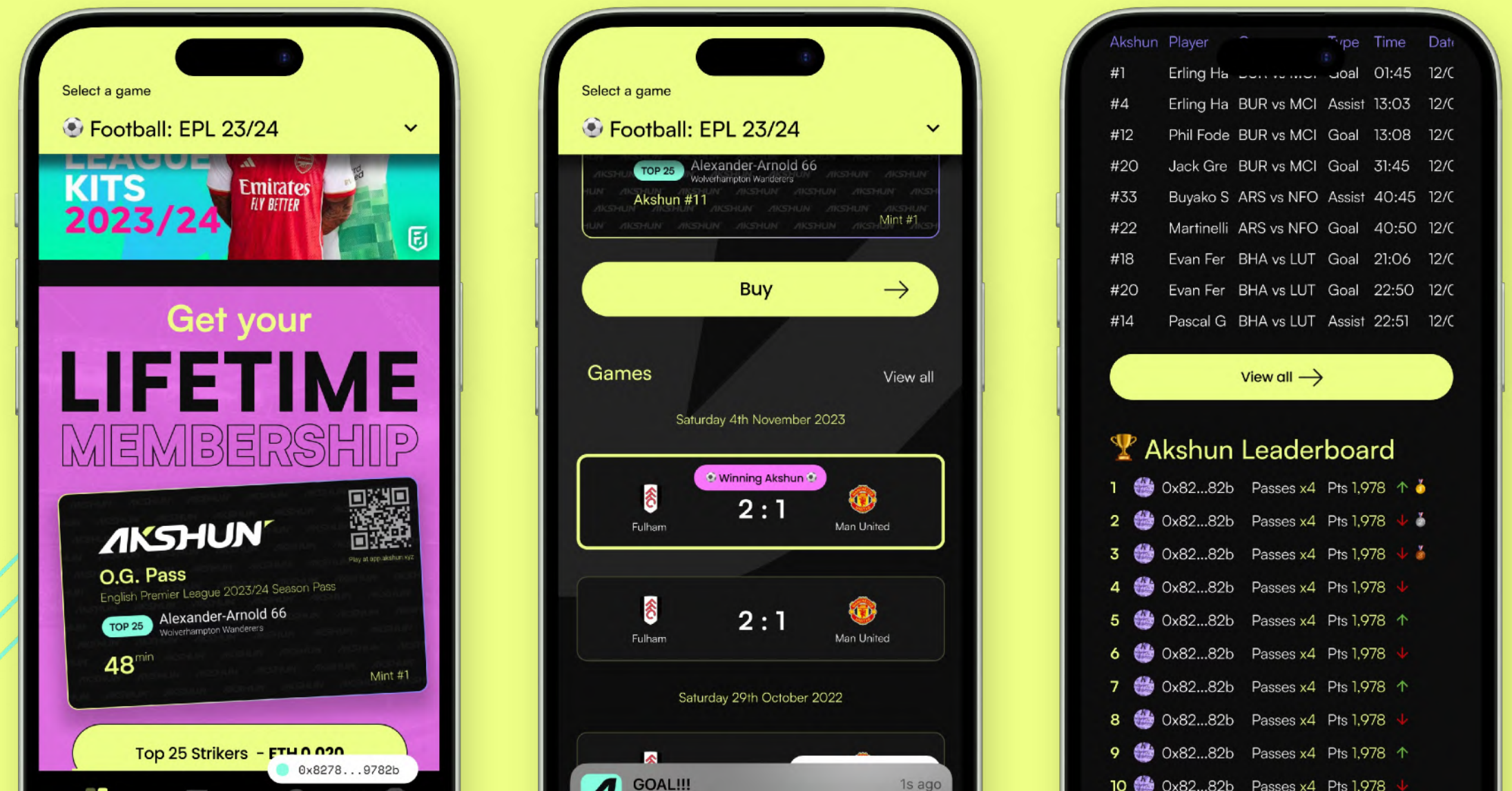
MVP & Beyond

- English Premier League **Launch** (2024)
- **Replicate** to other competitions, sports and events (2024)
- Bespoke Web3 sportsbook **Betting** (2025)

The Ashun experience:

1. **Buy** your Akshun Pass
2. **Reveal** your player
3. **Unlock** access to communities
4. **Track** performance with real-time data
5. **Win** based on performance of your player
6. **Engage** with the community, via discord

Try Pitch



A Winning Team

- The founding team is led by experienced entrepreneurs in the web3 / technology space
- Both CEO and CTO are proven Blockchain & NFT experts
- The wider team has sports and gambling industry expertise, including from a number of advisory members



Ben, CEO

Bitcoin OG 2013. Elliptic, CoinBurp, Proxy Wallet. Award winning product manager. First in Europe to use a BTC ATM



Will, CRO

10+ years online gambling experience in commercial and analytical roles within Sports and Casino products



Mat, Governance

25 years online gambling, trading regulations and compliance within the IT sector



Matej, CTO

Ex-Bitstamp Senior lead. Full-Stack Developer and Blockchain dev. MSC in Maths & Computer Science



Craig, Strategy

20+ years in industry growth and transformation, specializing in strategy, leadership, and tech-driven insights

English Premier League



Global Audience
\$3.2bn

Bets Placed Season '21
€68bn

Web3 Competition

Social Gaming



100k mau
\$5m month rev



75k mau
\$5.2m month rev

Web3 Betting



50k mau
\$5m month rev



30k mau
\$2.4m month rev



40k mau
\$3.6m month rev

Try Pitch

Market Opportunity

Akshun is targeting extremely large markets with a unique product that aims to traverse the web3 / gambling cross-over

- Sports agnostic - no IP required
- Intersection of proven markets
- Exponential growth potential

Innovative Product

The product harbours pioneering technology which is flexible, scalable and fun

- Unique community participation
- Bespoke Web3 sportsbook launch and cross-sell

High-growth markets

Sports Betting Market by '25
\$95bn **\$206bn**

NFT Market by '27
\$3bn **\$14bn**

Fan Engagement Market by '23
\$5bn **\$27bn**

MVP Game Revenue Model

Season passes are to be sold for an EPL player via ethereum transactions, initially from the top 100 predicted scoring players

0.05 ETH **\$100**

EPL 24/25 Top 100 Season Pass

Payouts

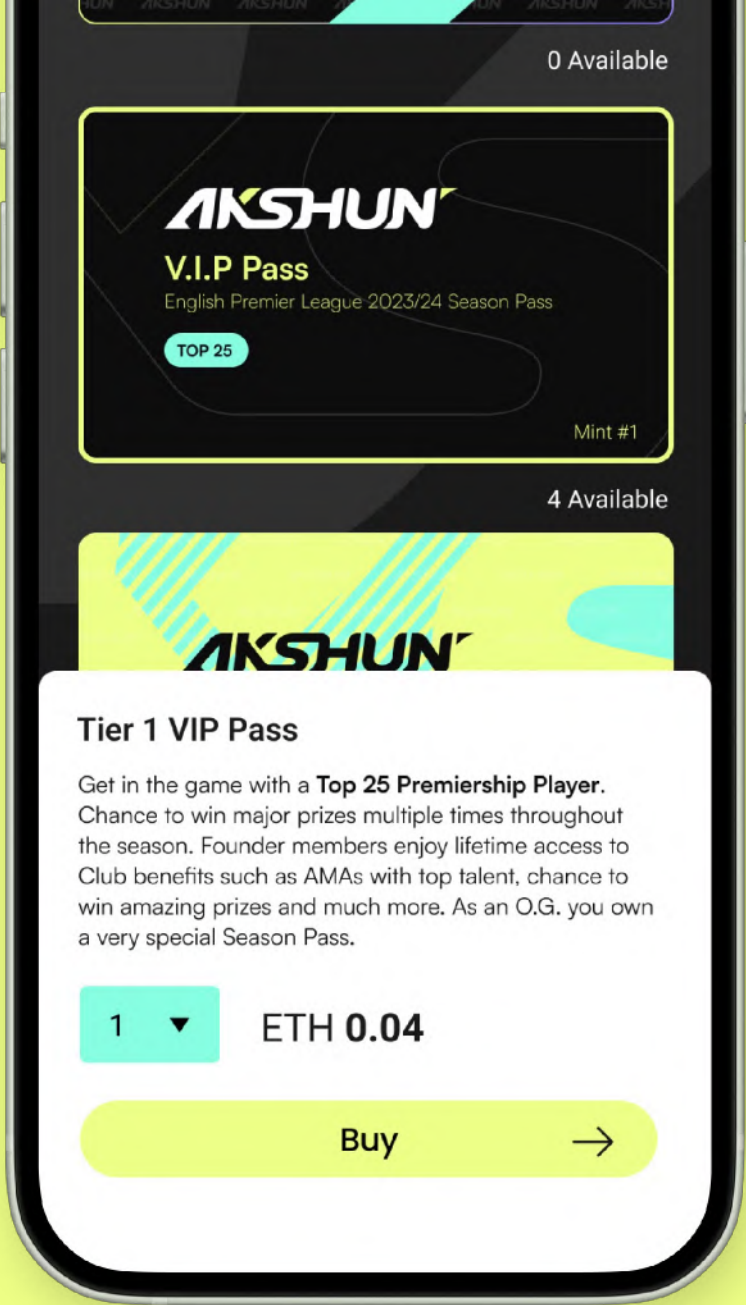
Shots on target	0.001 ETH	\$3
Player Assist	0.002 ETH	\$6
Player Goal	0.003 ETH	\$9
Player Goal + Minute Jackpot	0.05 ETH	\$150



Try Pitch

Returns are triggered to customers via player performance payouts

...and leaderboard prizes and perks



Next up....

- **Launch** 2023/24 MVP game with GTM plan
- Open **NFT's** for sale
- Ramp up **Marketing** efforts
- Select and design web3 **sportsbook** white-label

Costs	Year 1	Year 2	Year 3
HR	£1.05m	£845k	
Operations	£90k	£60k	
Marketing & Advertising	£500k	£1m	
Compliance	£100k	£60k +	
Acquisition, Retention	£100k	£200k	
Security	£50k	£30k	
Talent	£200k	£300k	
Total	£2.09m	£2.5m	
Revenue			
EPL	£681k	£2.04m	£5.45m
Bundesliga		£681k	£2.04m
Seria A		£681k	£2.04m
La Liga		£681k	£2.04m
Ligue 1		£681k	£2.04m
Sportsbook		£9m	£31.8m
Total	£681k	£13.7m	£45.4m
Total	-£1.41m	£11.2m	