**iGB Live2019 Start-Up LaunchPad:**

Please complete this form to the best of your ability and send it back to [ewa.bakun@clariongaming.com](mailto:ewa.bakun@clariongaming.com)

**Important:** Please make sure you have read the LaunchPad Rules on the IGB Live website before filling out this form.

**Important**: As we now receive a large number of submissions, we are not able to carry out follow-up interviews and will be basing our selection on what’s in the submissions only. **Therefore it is very important that you fill out all required sections of the submission form to the best of your ability and answer all the questions thoroughly while respecting the word limit**.

Please make sure that you send your submission with a 2-minute pitch video.

**Submission deadline is 7 June, 2019.**

**I. CONTACT INFORMATION**

Name:

Job Title:

Company Name:

Company Website:

Contact Number:

Email address:

Twitter:

2-minute Video location:

**II. COMPANY INFORMATION**

1. How many employees are in your organisation?
   1. Full time
   2. Part time
   3. Other
2. Where is your company headquartered?
3. Are you licensed as a gaming provider or operator? Yes/No
   1. Where are you licensed?
   2. What kind of license do you possess?
4. How long has your company been active?

**III. CAPITAL RAISING INFORMATION**

1. Are you actively trying to raise funding (please circle)?

Yes No

1. If yes, how much and what are the use of proceeds (please provide up to 300 words)?
2. Have you raised funding to date, (please circle)?

Yes No

1. If yes, how much? What are the types of investors? (Please circle)
   1. Self-funding
   2. Individuals
   3. Institutional capital? (e.g. Venture fund or other type of fund?)
   4. Educational Institution
   5. Other (please explain):

**IV. PRODUCT INFORMATION**

1. What sector of the iGaming industry do you cover (please circle, more than one may apply)
   1. Game Content
   2. Backend Platform Marketing Services (affiliate, acquisition/retention)
   3. Support Services (payments, ID, verification, geolocation)
   4. Other – (please specify)

10. What is your company’s primary product focus? (if more than one applies, please specify all that are relevant)

a. Sports betting

b. Casino

c. Poker

d. Bingo

e. Lottery

f. Other Games

g. Other (please specify)

11. What is your company’s primarily commercial model (check all that apply)?

a. Real money

b. Social/Virtual Currency

c. Free to Play (fixed fee)

d. Other Fees (please explain metrics)

1. What is your company’s primary method of distribution? (if more than one applies please specify all that apply)
   1. Desktop/Canvas
   2. Smart Phone
   3. Tablet
   4. Television
   5. Land Based/Retail
   6. Other (please specify)
2. What is your company’s primary target customer? (If more than one applies then check the one that is the primary or larger market and please provide a sentence or two explaining of the non-primary market)
   1. B2C
   2. B2B
   3. B2G
   4. Other (please specify)
3. What is your company’s unique differentiating idea? (Please provide up to 500 words)?

**V. COMPETITIVE INFORMATION**

1. Who are your main competitors? Please list your competitors by name below. (Note: “No one” is not an acceptable answer and please be specific i.e. do not compare category killers such as Apple, Facebook, Zynga, etc.. unless absolutely necessary)
2. What differentiates you from your competitors? Specifically what do you provide that is currently not available in the market or how do you differ from your competitors? (Please provide up to 300 words)?

**VI. FINANCIAL INFORMATION**

1. What is your revenue model (please provide up to 300 words on how your company makes money. Specifically please include the high level assumptions (KPIs) that generate your revenue model)?
2. Is your company currently profitable?
3. If you are raising capital, will this expected capital take you to profitability? (please circle)

Yes No Not Applicable

**VI. OTHER**

1. Please provide background on founders and key employees. (Please highlight any gaming related experience):
2. What milestones or tangible traction have you achieved to date? (please provide up to 500 words on your success so far, e.g. existing clients, pilot projects, customer base, awards etc.. if you company has not launched please provide other milestones such as pilot if you have one or expected launch date).
3. Please explain your objectives for participating in the IGB Live 2019 LaunchPad (please provide up to 300 words)
4. Other (provide up to 500 words on anything else you would like to add to your application).

Please send your submission back to [ewa.bakun@clariongaming.com](mailto:ewa.bakun@clariongaming.com)

Deadline of submissions is **7 June, 2019**. Finalists will be contacted by mid June 2019.

Thank you for your submission.