

# Team Introduction

Project Name: R-Sports Betting System

Team Members and Roles:

- <Jinwook Kim, Marketing Director @ ROBOTIS, Business Development>
- <Aaron Park, ROBOTIS US office Director, Business Advisor>
- <Prof. Daniel Lofaro @ GeorgeMason University, Technical Advisor>
- <Kimoon Kim @ ROBOTIS, Software Engineer>
- <Daniel Seon @ ROBOTIS, Hardware Engineer>



[Real Pacman by Budweiser @ SuperBowl Ad 2015](#)  
[FPV Pacman](#)

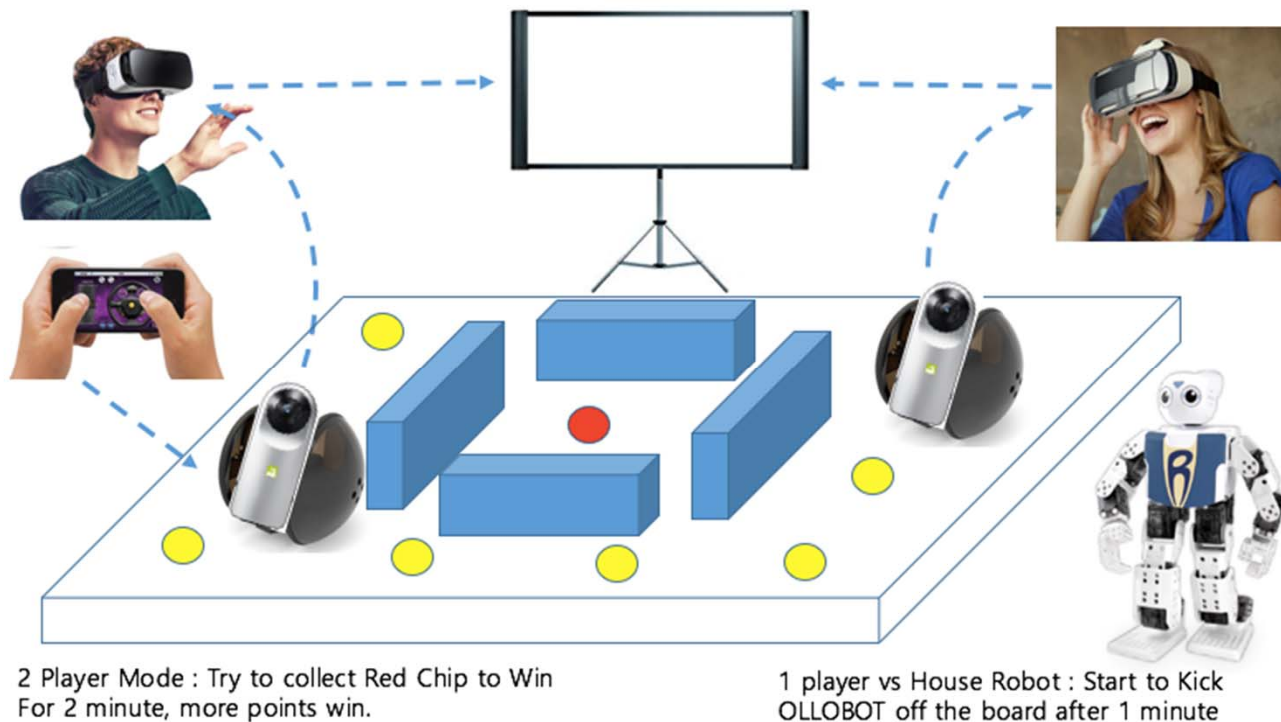
# Problem Statement

Las Vegas No.1 revenue source Casino business is at stake due to new generation who feel gambling is bored. People have entertainment at home and their hands already. How can we renovate Casino for customer engagement while creating revenue?



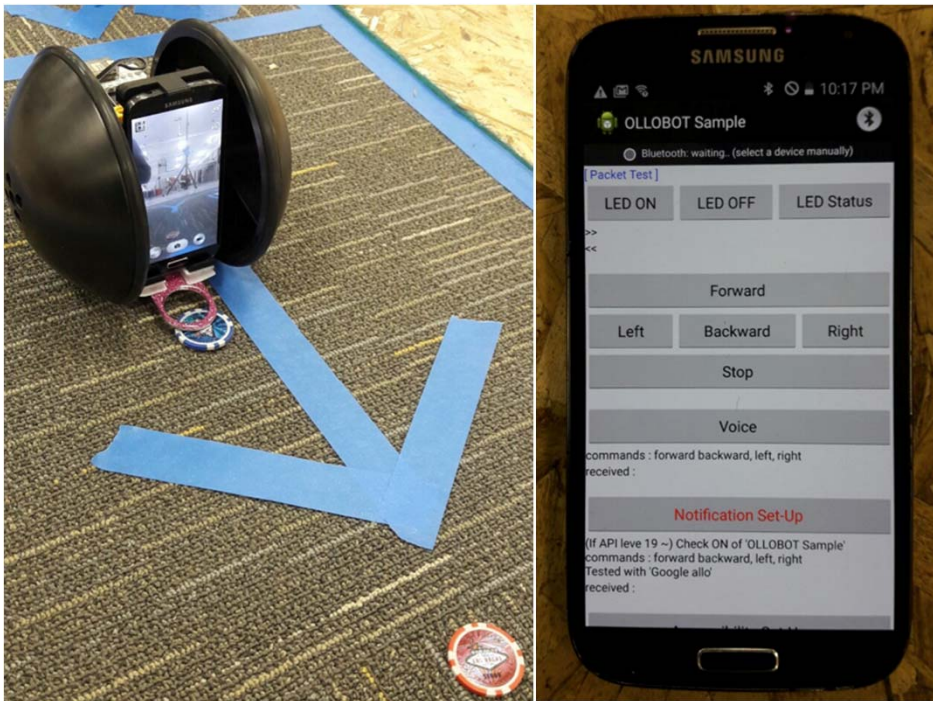
# Solution

- R-Sports (system) can physically engage young generations with unique experience.
- Use cyber money for watching and betting on the R-Sports (can be redeemed at Casino)
- Entertainment Robots are getting more capable, affordable and easy-to-maintenance. (do not require AI much)



# Demo

- For live demo, we designed two games : Pacman Rush and Cash, 1-min-VR-Soccer
- OLLOBOT is collecting magnetic chips, while DARWIN MINI plays soccer with VR goggle.
- Game venue has been prepared by modifying UNLV space and table
- Basic Platform is provided by ROBOTIS, VR system is provided by Prof. Daniel Lofaro.
- Betting scenario with cyber money will be briefly described on business model

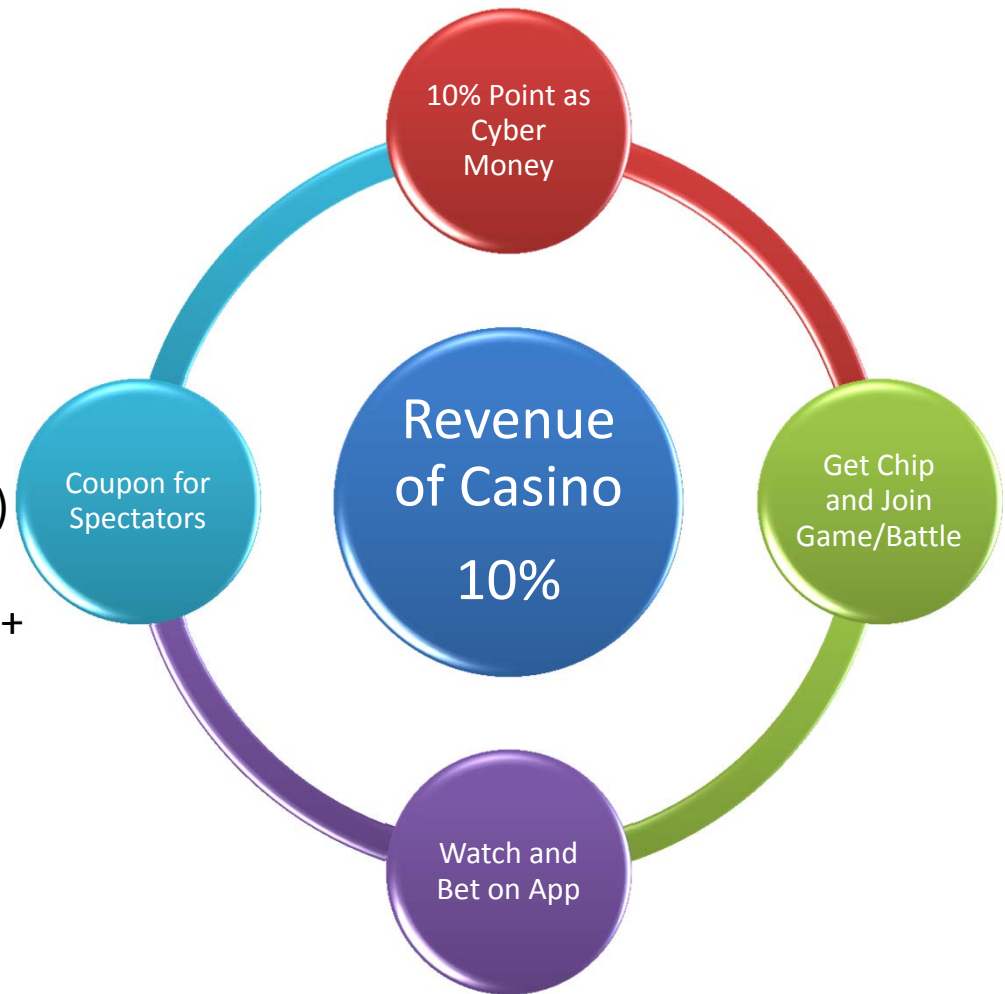


# Business Model

- 1) 10% Loyalty Point as Cyber Money
- 2) Get Chip to Join the Game
- 3) Watch the Show and Bet using App
- 4) Reward Coupon for Spectators (restaurant, show, shop and tour)

VR Soccer System: \$5,000 + Cart + Staff  
200 people x \$10 for VR-soccer a day  
Revenue = \$400 / day (20% after reward)

Pacman System: \$10,000 + App + Venue + Staff  
100 people x \$30 for Pacman a day  
1000 people x \$10 for Pacman Betting  
Revenue = \$1,300 / day (10% after reward)



# Execution Plan

- Marketing Strategy: Pop-up stand (1-min-VR-Soccer) for exposure -> spin-off from UNLV with Investment by Caesar's Entertainment Corp (free space rent and MOU for cyber money) -> Robot System / Content Development by UNLV -> Cyber Money & Betting App Development -> Get License -> Global expansion with other hotel franchise
- Finance Projection:
  - Basic Startup Fund : ROBOTIS + UNLV + App Dev Team
  - Revenue : Robot system sales (2 soccer + 1 pacman = \$20,000) / month + App transaction 30,000 x \$10 = \$300,000 / month
  - Cost : Robot system development, Staff, Venue rent
  - Profit : 20% of H/W system + 5% of app transaction = \$4,000 + \$1500
  - Growth rate : 50% of H/W + 100% of app transaction per year
- Plan and Timelines
  - 2017 2Q – Form a business and investment
  - 2017 3Q – System integration
  - 2017 4Q – Start Proof-of-Concept Service (Betting system by simulation)
  - 2018 1Q – Betting System License

# Summary and Thank You

- R-Sport betting system is Entertainment robot + IT system to grow big in the near future.
- From winter school, I've got to meet important people in hospitality and learn the demand for innovation is urgent and huge.
- Further discussion is needed with Prof. Daniel Lofaro and UNLV for collaboration
- Professional advise is needed regarding how to get license for cyber money and betting system (before license, start betting simulation service)