

DON'T TELL MY WIFE

March 2026

We can say that this will be the next **big gambling platform**, but we will not.
We will build value.

This is a clear plan to bring **innovation** designed for **virality**, **execute**, and **scale**.

No fluff. Just fun.

A concise plan by who has **already done it.**



Founders' Expertise & Background



Robert - CEO / COO

Senior iGaming executive with 16+ years in global casino and sports betting brands.

Led growth of crypto-first casino and sportsbook brands like Moonspin & MonkeyTilt through lifestyle and media identity, and contributed to the growth of global tier-1 operators like Betfair, Betsson, & Tipico

Founded Mango Gaming and launched Mangocasino.com, focusing on user-friendly experiences.

Co-founder and CEO of Swivel Gaming, driving product, tech, and commercial strategy in crypto and sweepstakes iGaming

Expert in licensing, payments, UX, marketing, and investor relations.



Keith - CTO

Strategic and hands-on CTO with extensive experience in high-growth iGaming.

Architected 3 major Player Account Management (PAM) systems from MVP to scalable platforms.

Scaled a gaming operation from 4 to 150 employees, supporting 220,000+ monthly active users.

Expertise in casino, sportsbook, fiat & crypto verticals with cloud-native architectures.

M.Sc. in Astroinformatics, applying advanced analytics to complex problems. CTO

betfair

betsson

tipico

GASUMO

MonkeyTilt

SWIVEL

MOONSPIN

IZIGROUP

MANGO
CASINO

Bluewindow

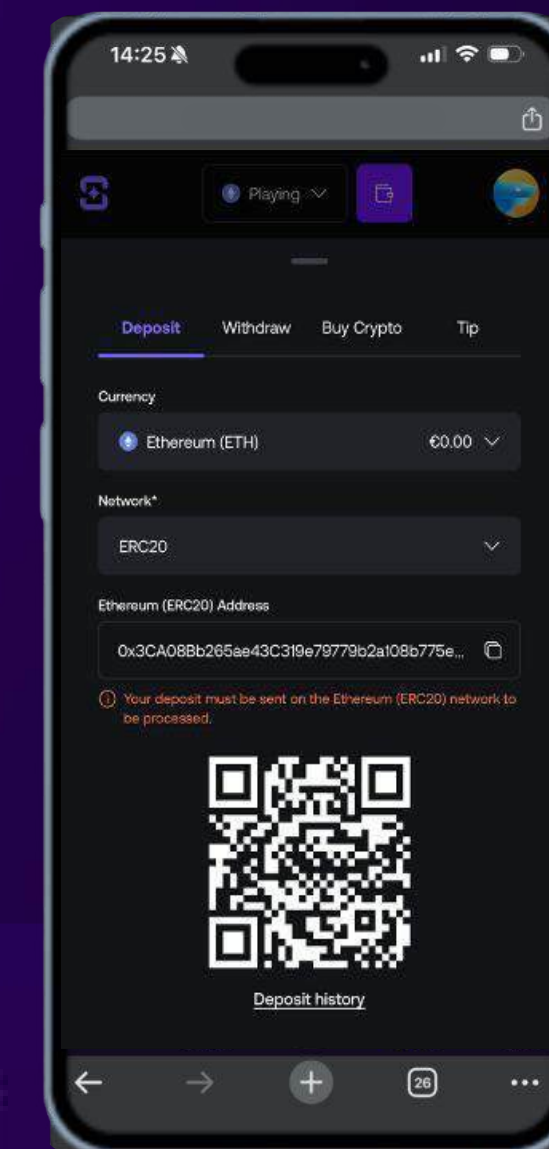
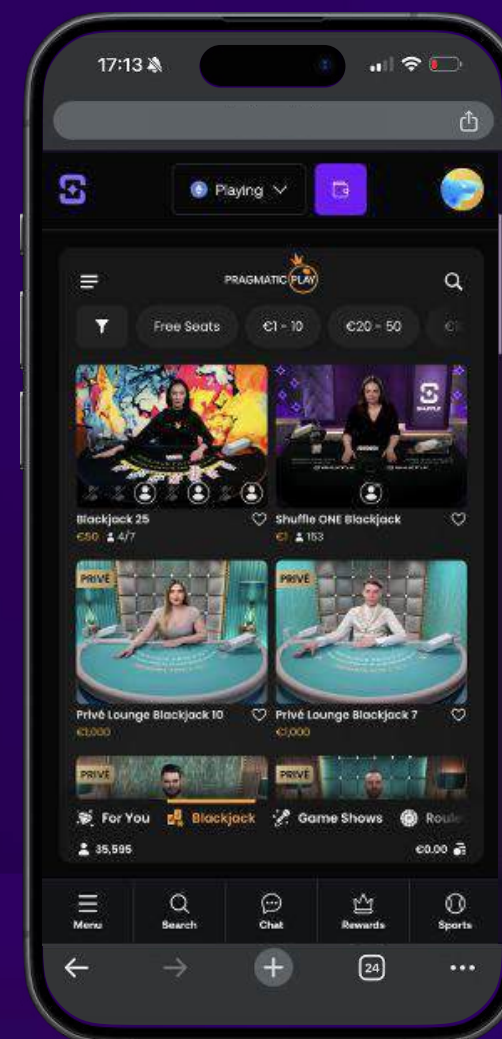
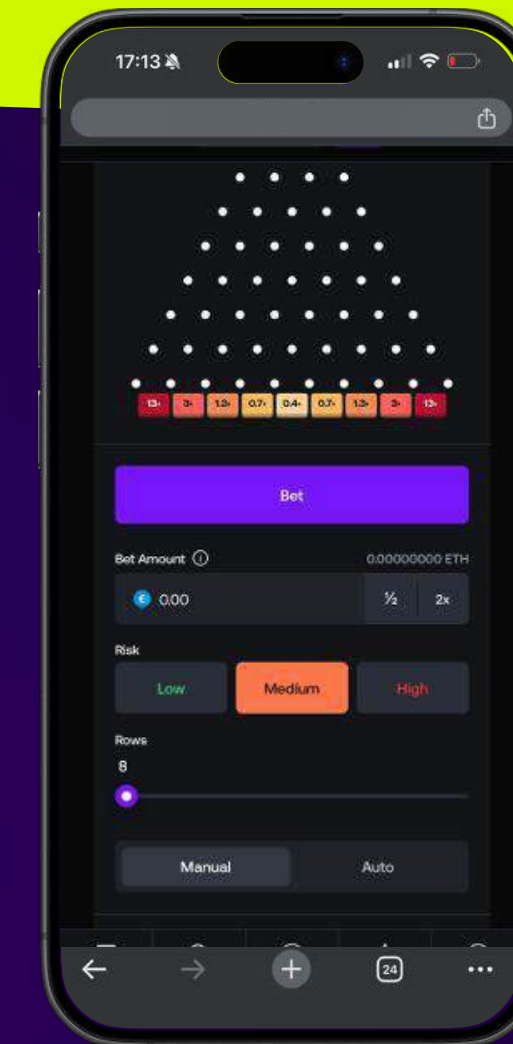
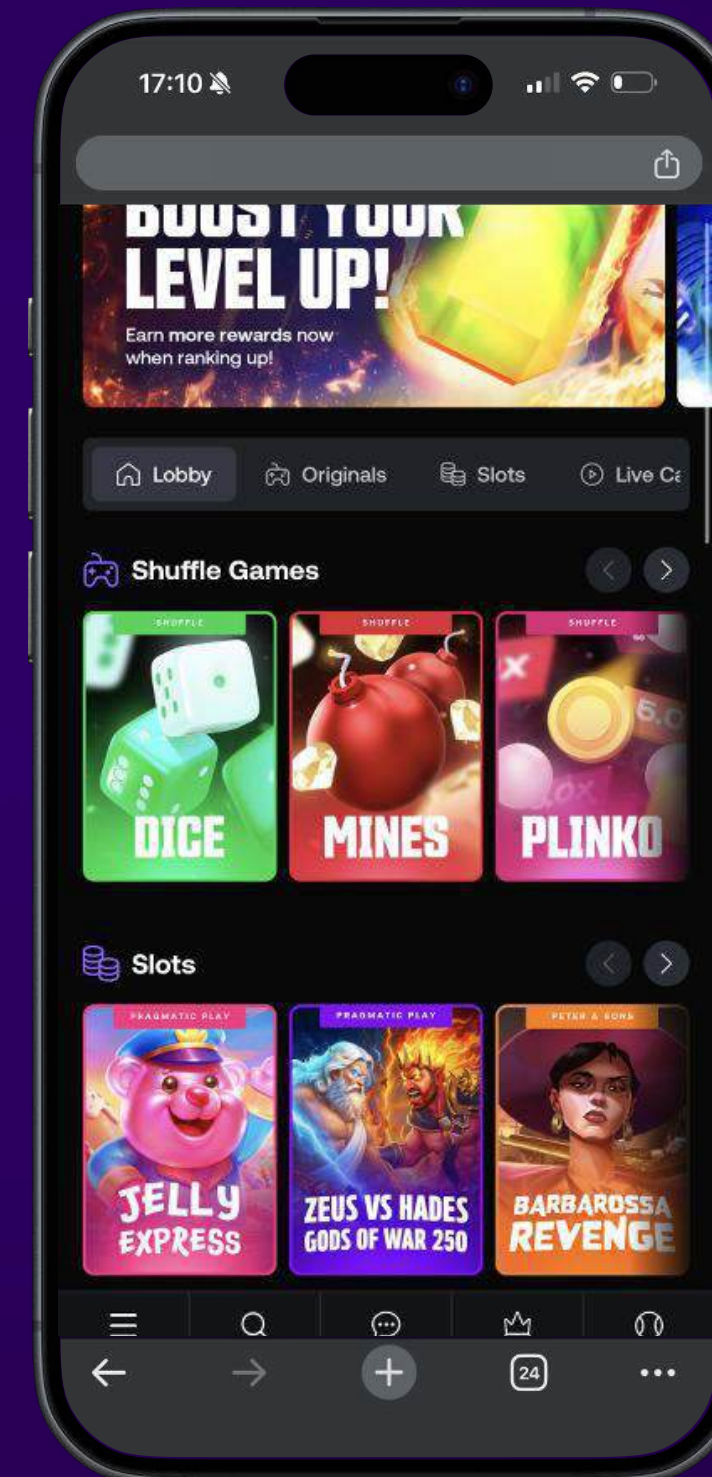
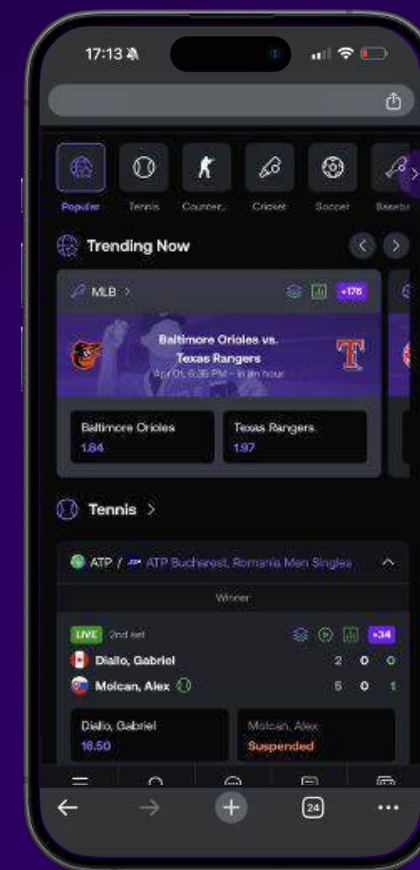
moneybase

Betclik

All Gambling Platforms Are The Same

All brands are an aggregation of the same:

- PAM (Player Account Management) platform
- Game Content
- Sports Content CRM,
- “Original” Games,
- Payment Service Providers,
- Third party products.



Our vision to win the new generation

Pillar 1

STORY-DRIVEN GAMIFIED USER IDENTITY.

Players don't just play, they have **characters that evolve with progression**, turning gameplay into a **personal storyline** filled with wins, losses, and **status moments**.

Pillar 2

TRANSPARENT, INTUITIVE, FUN, & COMPREHENSIVE

An **intuitive product** that covers any type of betting that a user could ask for whilst offering easy and **transparent rewards** mechanics through all products.

Pillar 3

COMMUNITY-LED VIRAL CONTENT ENGINE

The community isn't an audience, it's the **storyteller through shared statuses and connection to the brand**. This drives organic engagement, retention, and viral loops.

Being Unique



PRODUCT → EXPERIENCE → PERSONAL VALUE → SOCIAL LAYER

STAGE 1

AN EVOLVING PLAYER EXPERIENCE & A SURPRISING USER JOURNEY

Players are assigned a **companion character based on their level**. The companion guides the player through the product, bonuses, notifications etc. **Our original games feature the companion in the game**, creating an immersed personalized experience. As the player levels up, **the companion evolves and changes** completely, and the overall game experience evolves with it. The user journey is now **not just gameplay, but a gamified show of status**.

STAGE 2

PROMPT BASED BETTING AGENT

As user behavior across all digital platforms evolves with the use of AI tools, we need to adapt to user expectations. We believe that users will expect platforms to be able to execute their needs through prompting. We plan to have a **Bet Agent** on the the platform that will allow the players to **prompt their betting** strategies and the **platform will execute the bets accordingly**.

Evolving Player Experience

Hey Guapo!

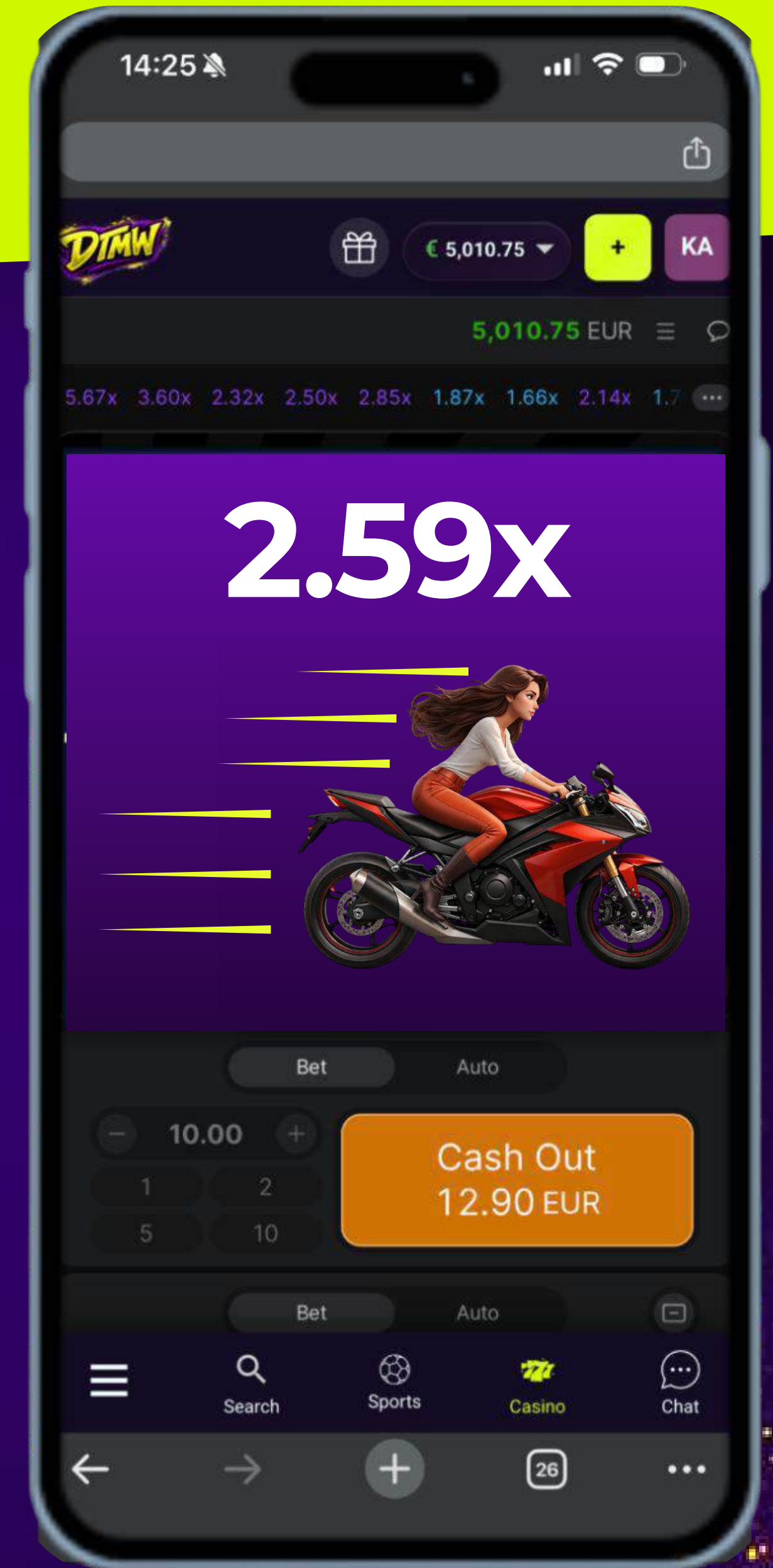
You are a few bets away from reaching level 5! Unlock a \$100 reward, 2% rakeback and 3% cashback!

Study: **Gamified products tied to a player persona** have a **+25% uplift** on the 6-month player retention metrics based on observed performance of iGaming and e-sports skin platforms.

The player's gameplay will not be the same again. **Literally!**

The more you bet the more **your virtual companion evolves**, changes, and enhances your player experience. Your companion will also be **your main character when playing our original games**, and as you progress your games will transform by adapting to your companion.

Share the gameplay, **SHOW OFF YOUR STATUS!**



Prompt Based Betting

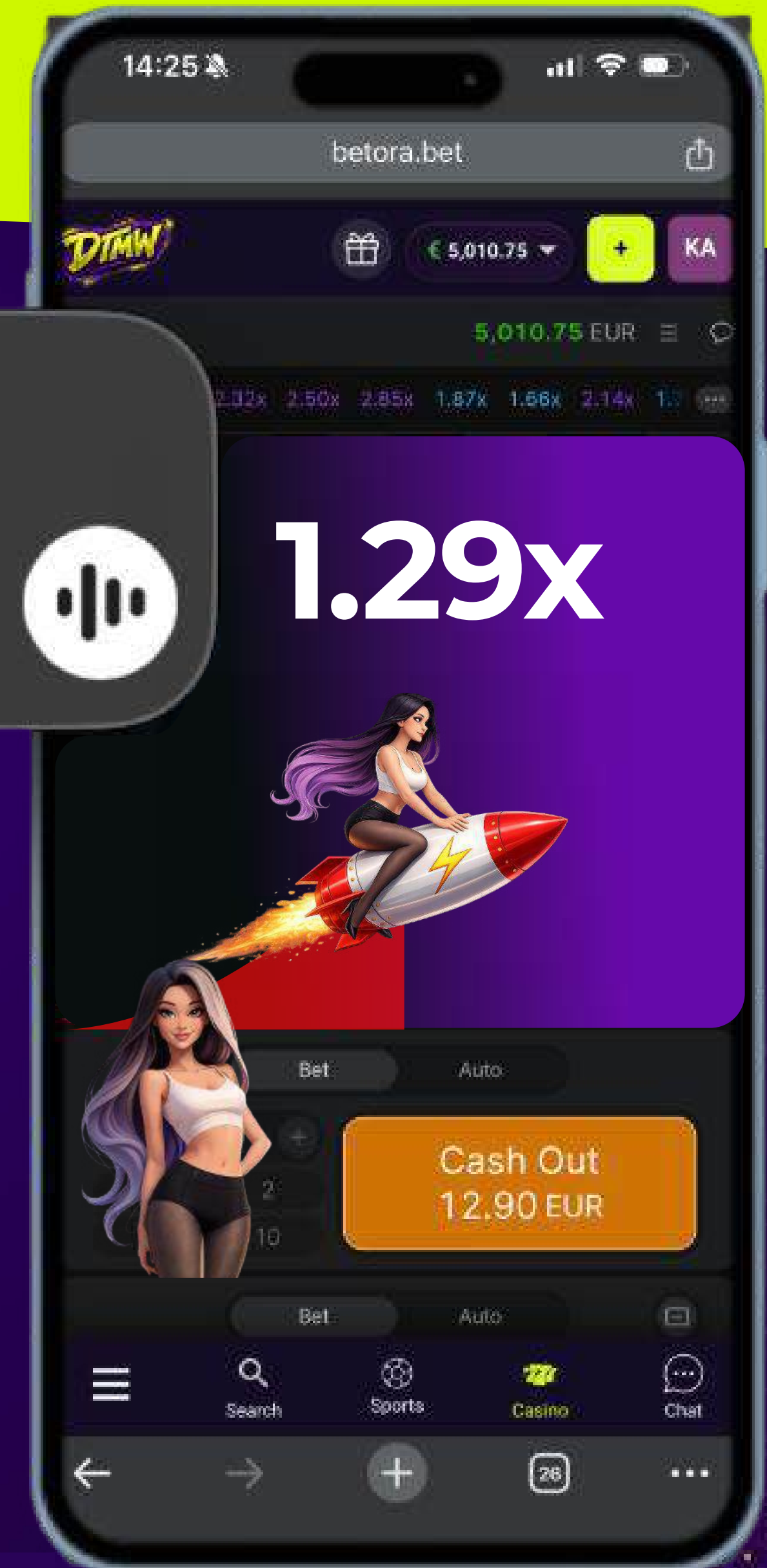
Bet \$10 on rocket crash game



1.29x

The user experience needs to evolve in what today's digital users expect: Automation via prompting.

Players will be able to **prompt their bets** on all Original Games on the platform and the **platform will automatically execute bets accordingly.**



Present Platform Products

Slots & Live Casino

The screenshot displays a user interface for a casino platform. At the top, there are navigation elements including a search bar, a deposit button, and a balance indicator. Below this, several game categories are featured: Evolution Live Casino, Kenos LIVE, Roulette, Quantum Roulette Live, and Muay Thai Champion. A 'Baccarat' section shows American Baccarat, Fortune Gods, Tree of Fortune, and Medusa 2. A 'Blackjack' section includes Blackjack Gold 5, Blackjack 1, Blackjack Macao JACK, and Ezugi Live Dealers - Black... Each game tile features a thumbnail image and a 'View All' button.

Prediction Markets

The screenshot shows a prediction market interface with a grid of betting markets. Each market includes a title, a probability indicator (e.g., 16%, 61%, 51%), and a 'Vol.' (volume) value. Markets include:

- 2026 FIFA World Cup Winner (16% probability, \$727.3M Vol.)
- US x Iran permanent peace deal by...? (61% probability, \$39.7M Vol.)
- 2026 NBA Champion (51% probability, \$313.9M Vol.)
- When will Bitcoin hit \$150k? (10% probability, \$18.4M Vol.)
- Fed decision in April? (99% probability, \$128.3M Vol.)
- Dota 2: Xtreme Gaming vs Team Spirit (BO3) ... (100% probability, \$3.0M Vol.)
- Democratic Presidential Nominee 2026 (27% probability, \$18.4M Vol.)
- Straits of Hormuz traffic returns to normal by end... (7% probability, \$3.0M Vol.)
- US x Iran diplomatic meeting by...? (76% probability, \$18.4M Vol.)

Sportsbook

The screenshot displays a sportsbook interface. At the top, there are navigation tabs for different sports: Football, Basketball, Tennis, Handball, and Ice Hockey. The main content area is divided into 'Top leagues' (UEFA Champions League, UEFA Europa League, Premier League, LaLiga, Serie A, Ligue 1, Bundesliga) and 'Match odds Boosted Odds'. A specific match is highlighted: Bayern Munich (W) vs FC Barcelona (W) with odds of 8.50 for a win, 6.50 for a draw, and 1.25 for a loss. Other matches listed include Tea mans AT1 vs Coffee mans AT1, Liverpool vs Crystal Palace, West Ham vs Everton, and Wolverhampton vs Tottenham.

AI Live Casino



Perps Trading

The screenshot shows a perpetual trading interface for BTC/USD. It features a candlestick chart with a volume indicator at the bottom. The chart shows price fluctuations over time, with a current price of \$78,827.50. A 'Positions Table' is visible at the bottom, showing open orders and trade history. The interface includes various trading tools and indicators.

Level-up Games



Event Based Games

The screenshot shows an event-based game interface. It features a 3D city street scene with cars and buildings. A betting overlay is visible, showing options like 'Under 30', 'Range 31-32', 'Over 33', and 'Exact 30 or 33'. The interface includes a 'BET' button and a 'MIN' button.

Payments

The screenshot shows a payment interface with a 'DEPOSIT' and 'WITHDRAW' section. It lists various payment methods with their respective estimated times of arrival (ETA):

- Virtual Accounts (ETA < 60 seconds)
- Bank Transfer (ETA 2-5 minutes)
- Cards (ETA < 30 seconds)
- USSD (ETA < 60 seconds)
- Crypto (ETA < 60 seconds)
- Ramper (ETA < 60 seconds)

Platform Roadmap: H2 2026

Original Games

Increase the production of our own original games that will be embedded within the gamification of the platform. We plan to release two original games every month.

Characters Evolution

Increase the variety of player companions for player level across the platform. More change in characters gives more product journey evolution to the players.

Decentralized Lotteries

Launch decentralized lotteries with wallet-based ticketing and prize pools.

Anti-Fraud & Retention

Deploy sophisticated on-chain fraud detection and risk management systems to protect platform integrity whilst using on-chain wallet data for user retargeting.

Token & Community

Add more community features such as chatroom with tipping and raining, and prepare the tokenomics for the Token drop and allocation towards the platform users.



Go-to-Market Strategy Overview

Q2 2026

Beta Launch

Focus on social media (X, TikTok, IG, Reddit, FB) with organic videos, clipping campaigns, and build community channels on Discord and Telegram. Launch free-to-play sites and SEO based content.

Q4 2026

Growth Phase

Invest in top ROI channels, onboard affiliates targeting crypto gamblers, and optimize campaigns based on retention data.

Q3 2026

Official Launch

Expand with verified streamers, paid media on Meta, X, TikTok, and test influencers. Use free-to-play sites for targeted ads.

Q1 2027

Scale Phase

Launch Decentralized Token for users, and partner with global ambassadors for brand augmentation and expansion to new markets.

Marketing Channels and Partnerships

Social Media Platforms

Focus on X, TikTok, Instagram, and Reddit, to drive brand visibility and engagement through, short-form videos, clipping, and trailing virality.

Key Partnerships

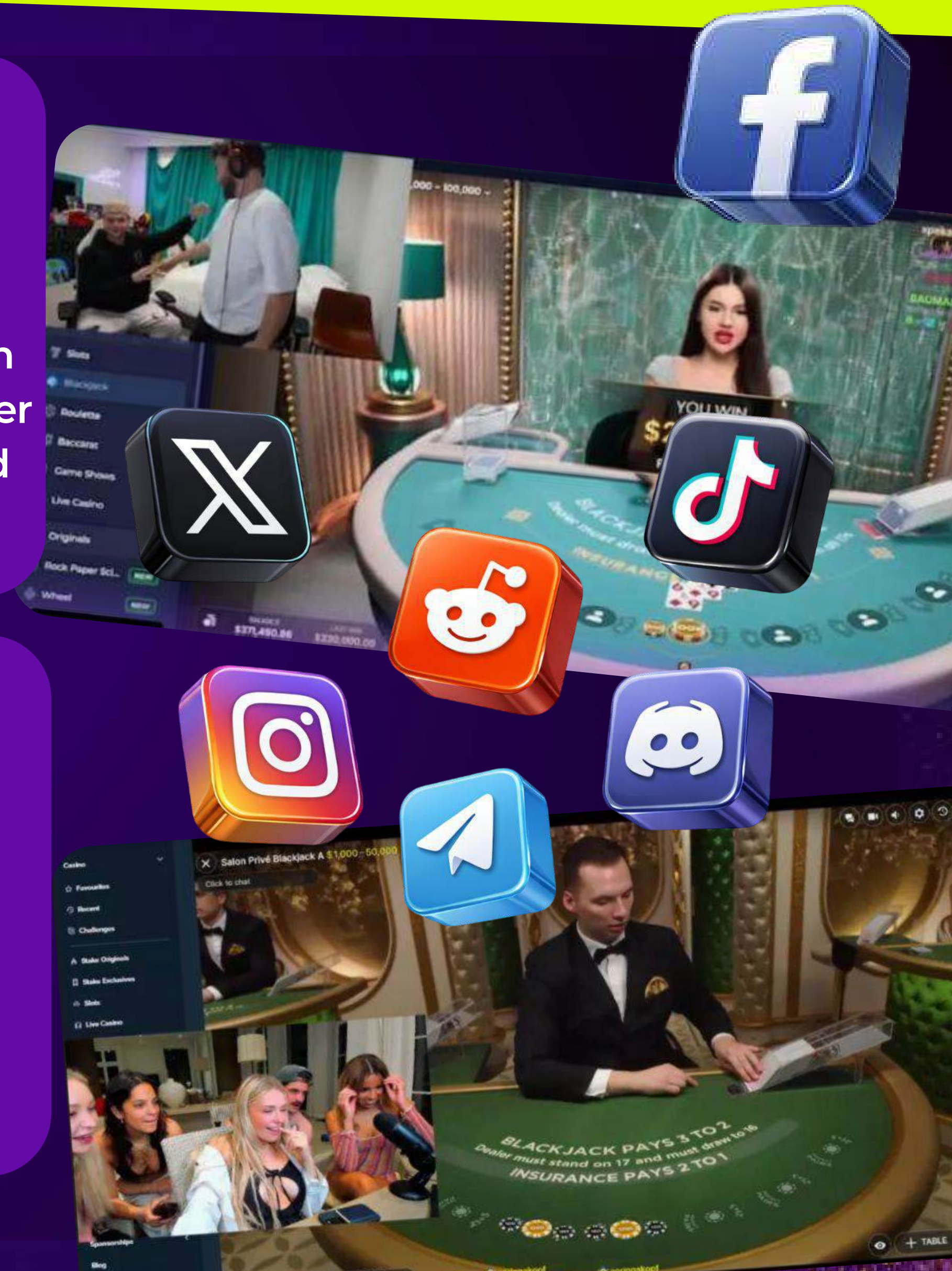
Collaborate with selected few trusted partners with proven ROI delivery within our niche for targeted X and Discord growth hacking. Engage verified streamers and influencers for authentic brand amplification.

Organic Community Building

Amplify organic content to drive interest and develop communities on Discord and Telegram, enabling player discussions, exclusive giveaways, and player feedback loops.

Paid Media, Affiliation and Referral

Start audience targeted paid media campaign across through partner publishers and niche media buying platforms as we leverage our network of 900+ affiliates.



Community-Led Viral Marketing

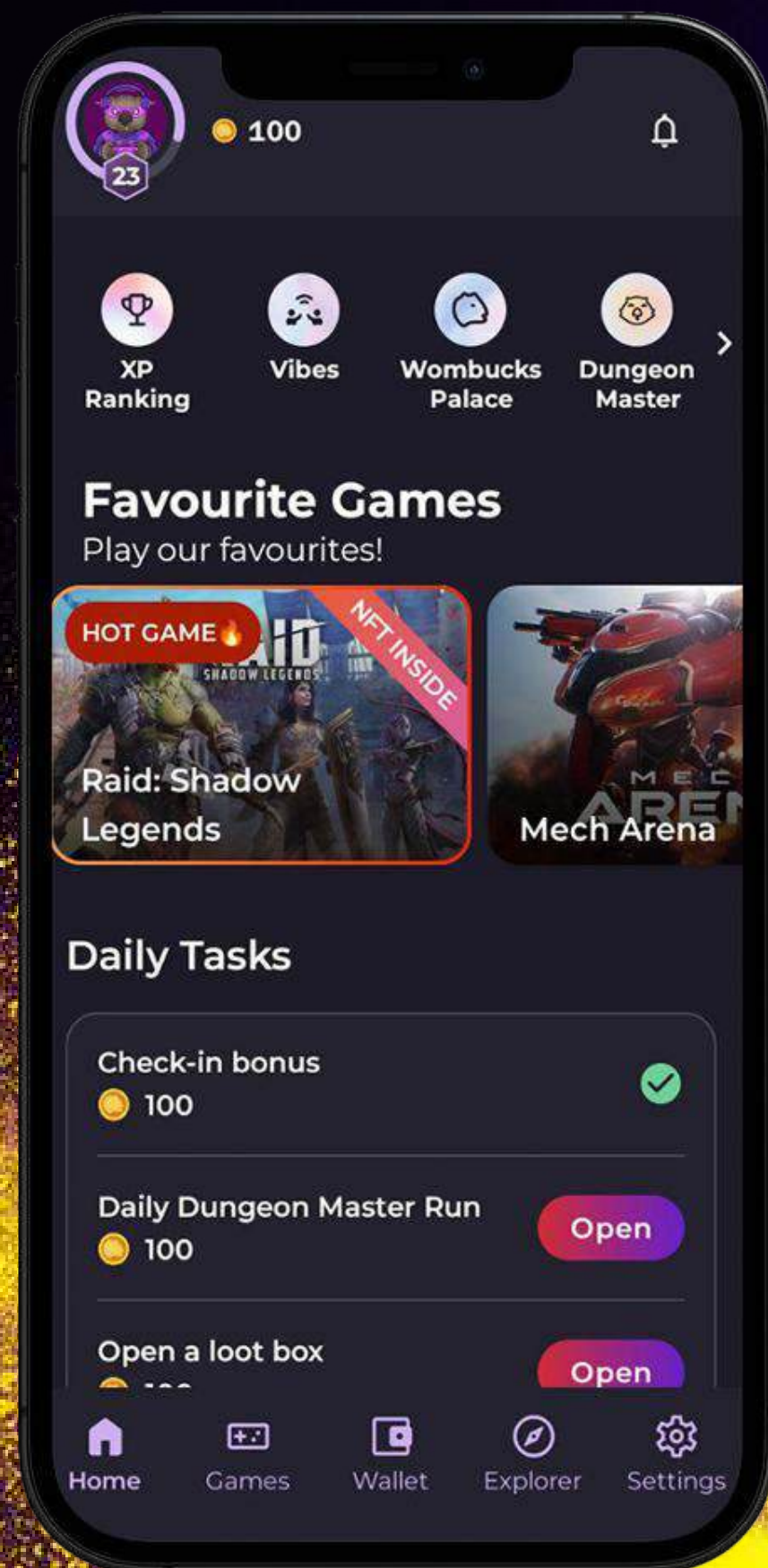
Scaling multiple channels together to hit all consumer touch points.

Balancing spend on marketing channels across **Organic Content + Performance Paid Advertising**

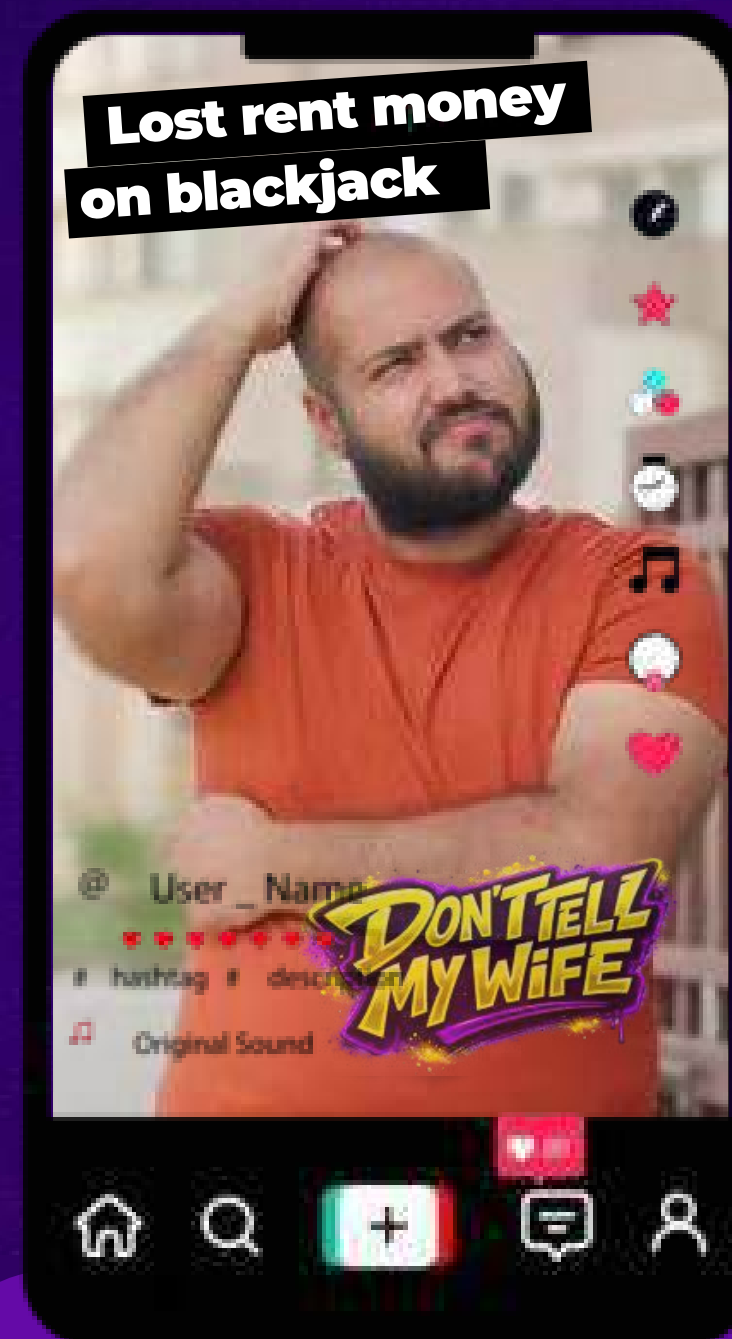
The mix of the unique platform features, organic content, clipping, ambassadors, and streamers, all **leveraging the brand name will boost our virality** and serve as the base for **optimising our conversion** though paid advertising, **reducing our Cost Per Acquisition.**



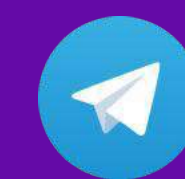
Partnerships & Reach



Partnership with **Wombat** crypto gaming app with preference access to **2,700,000 crypto gaming** users.



Partnership with approved **Clipping** partners generating **200m - 1B views** a month for **brand awareness**.



Telegram gambling accounts scraping



UGC Streamers



Discord engagement



Main Crypto Publishers



900 Gambling Affiliates



5000 crypto casino users

Player Value & Acquisition Optimisation

The focus of the business from this investment will be to continuously optimize and decrease the Cost Per Acquired player (CPA) whilst increasing the player value.

Month 1

\$167

ARPU on Month 2

Month 36

\$312

ARPU on Month 36

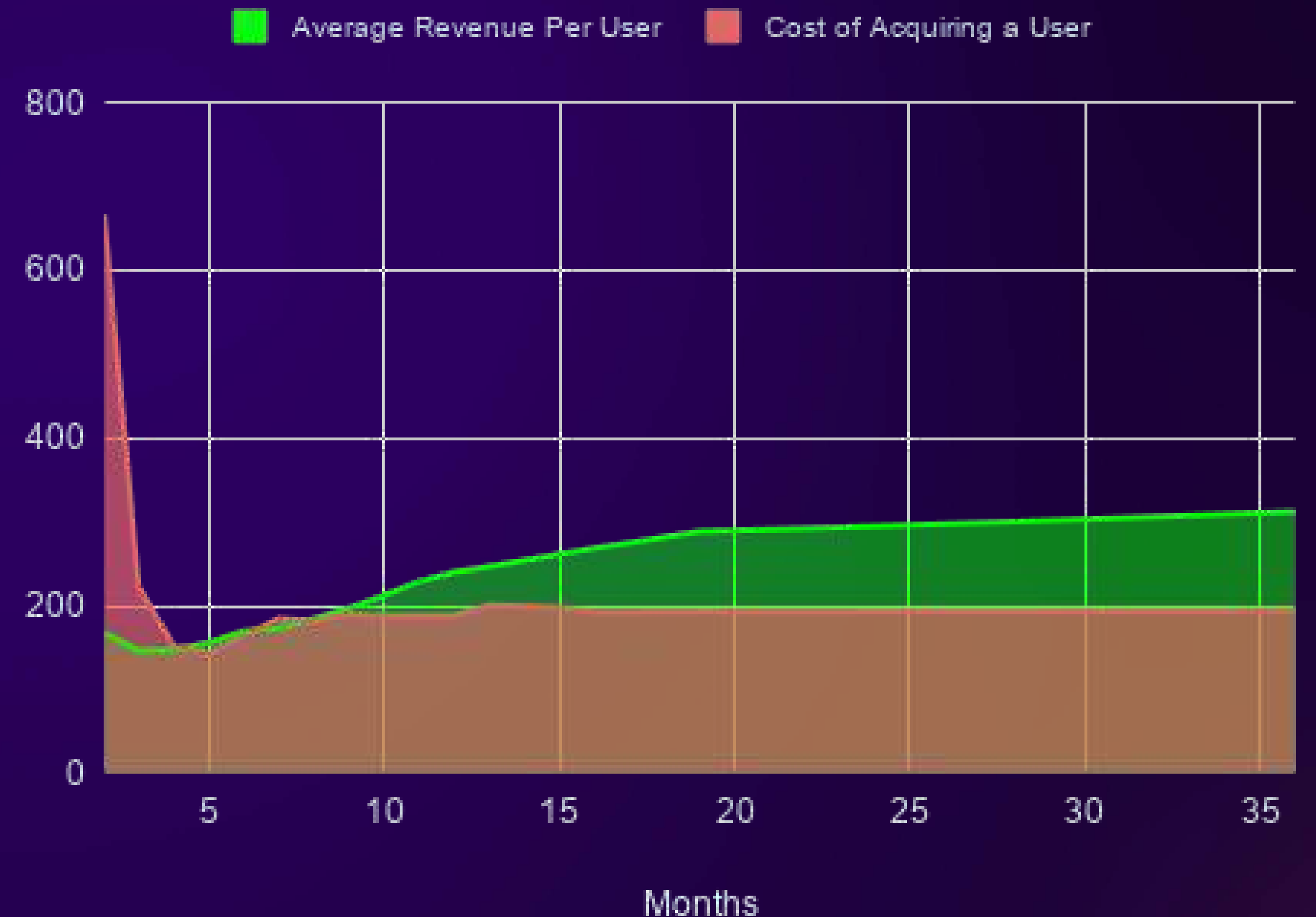
\$667

CPA on Month 1

\$194

CPA on Month 36

ARPU vs CAC



How Do We Compare?

	 SHUFFLE	 ROLLBIT	 Rainbet		 BLUFF	 ROOBET	 thrill	 BC.GAME
PROPRIETARY PLATFORM	✓	✓	✓	✓		✓		✓
FULL CASINO GAME CONTENT	✓	✓	✓	✓	✓	✓	✓	✓
TOP TIER SPORTSBOOK	✓	✓	✓	✓		✓	✓	✓
PERPETUALS TRADING		✓		✓				✓
FIAT PAYMENTS		✓	✓	✓	✓	✓		✓
OWN ORIGINAL GAMES	✓	✓	✓	✓		✓		✓
PROPRIETARY GAMIFICATION	✓	✓	✓	✓		✓	✓	✓
PREDICTION MARKETS		✓		✓		✓		
GAME EMBEDDED GAMIFICATION				✓			✓	✓
PROMPT BETTING				✓				
INBUILT LOTTERIES			✓	✓				✓
TOKEN	✓	✓		✓	✓			✓

Staff Headcount Growth Plan

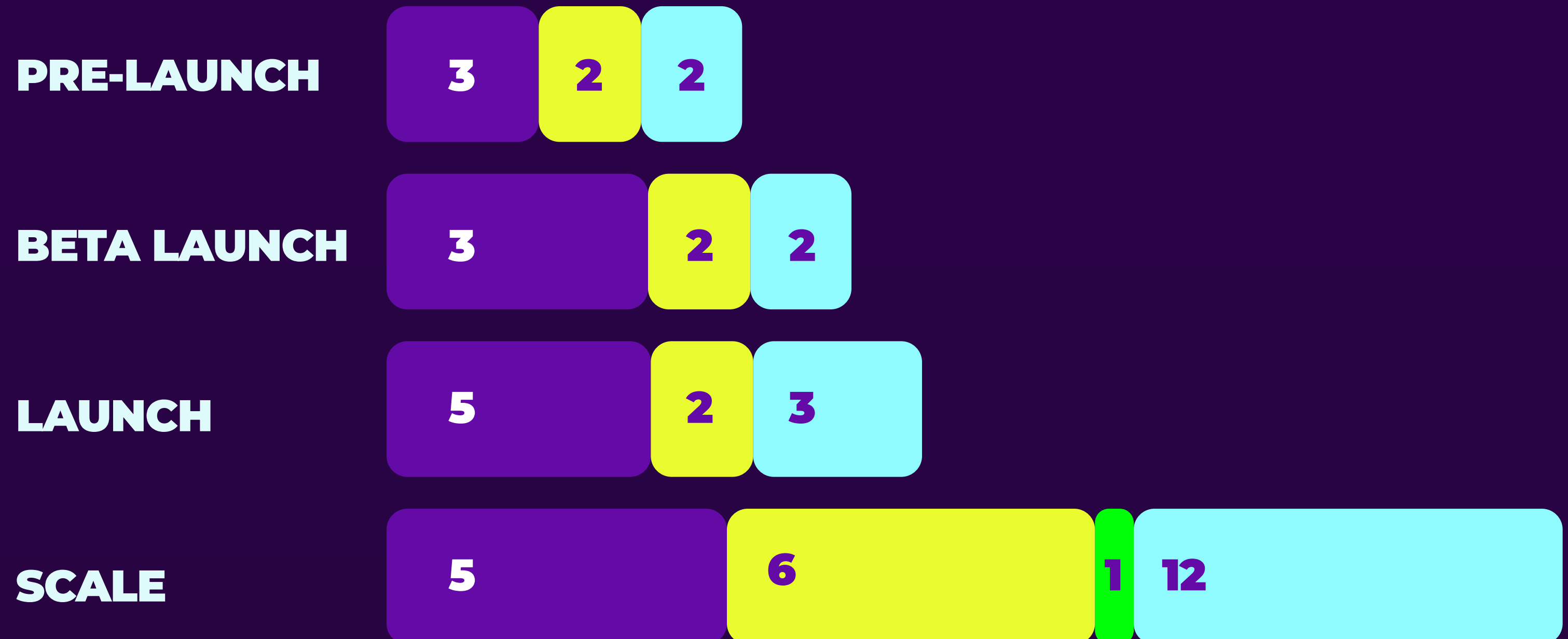
Staff Resource Management

The business is built through a wide and **smart use of AI and automations** where possible across several processes and functions. This will remain our methodology

We will onboard **individuals who understand our target audiences** and speak the same language, to focus on servicing and growing that audience.

Projected Staff Headcount by Department Across Phases

● Technology ● Marketing ● Compliance ● Operations

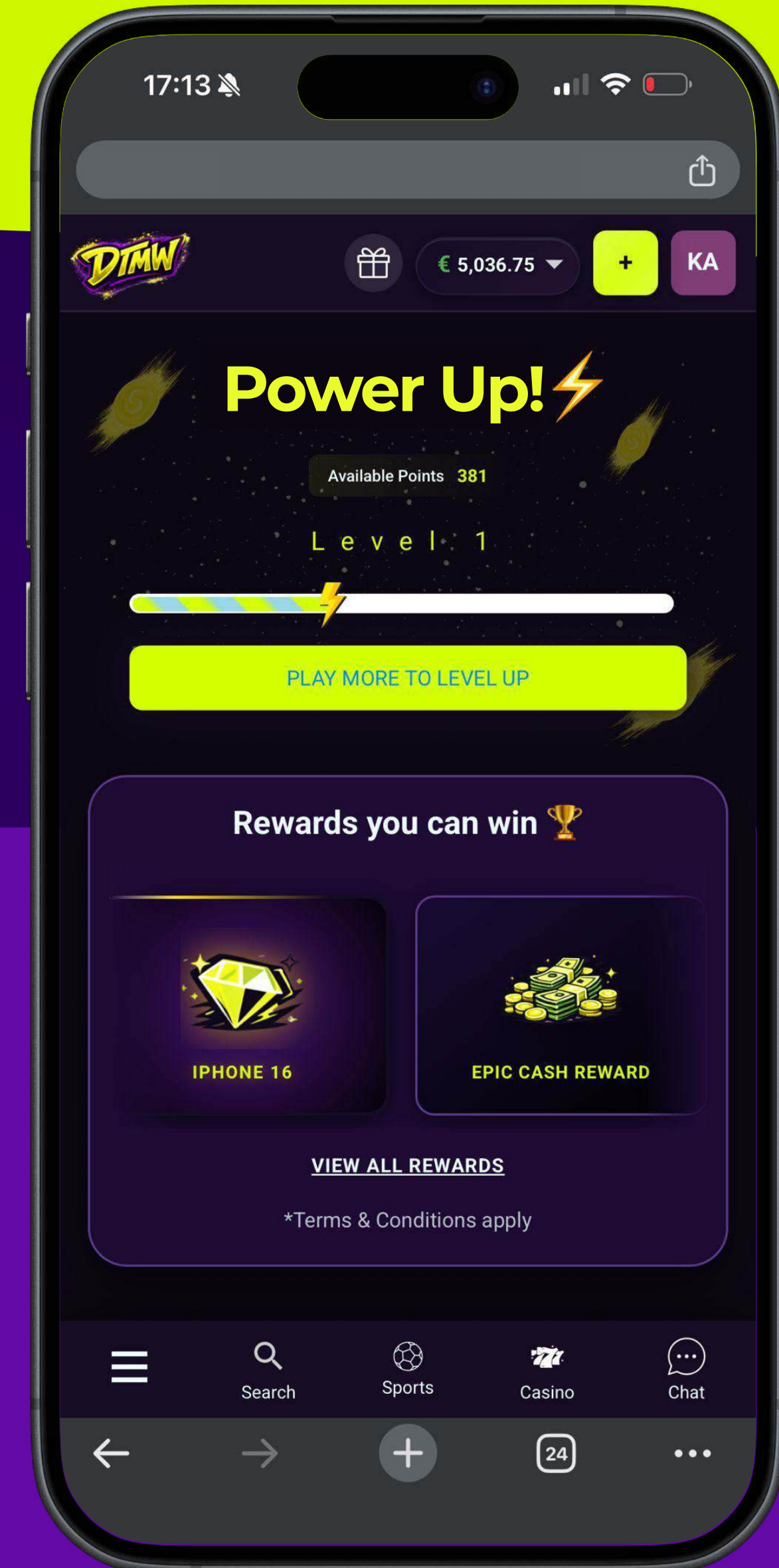


Spend Apportionment

The platform is fully operational and market ready.

The investment will be solely utilized to support the **investment in marketing** and the **growth of the business**.

Structure, Admin, & Tools	0.69%
Third Party Suppliers	33.08%
Retention Marketing	31.54%
Acquisition Marketing	33.57%
Staffing	1.12%



Fuel The Next Step

Bootstrapped Launch. Fueled to Grow.

Seeking Investment of total: **€4,000,000**

For ownership percentage of 40.00%

Capital injection: **€500k / month**

First Capital Injection: **June 2026**

Break-Even Month: **17**

ROI after 2 years: €1,085,068.74

ROI after 3 years: €10,912,996.46

DON'T TELL MY WIFE

robert@donttell.co

keith@donttell.co

Disclaimer

This document and all related materials (the “Document”) have been created on behalf of Donttellmywife.com strictly for informational purposes and are intended solely for the designated recipient. This Document is confidential and may not be copied, reproduced, distributed, disclosed, or made available, in whole or in part, to any third party without the prior written consent of Donttellmywife.com.

It is not intended for distribution to, or use by, any person or entity in any jurisdiction where such distribution or use would violate applicable laws or regulations. Any unauthorized use, disclosure, or dissemination is strictly prohibited. This Document should not be construed as an offer or solicitation to buy or sell any securities. It does not constitute financial, legal, tax, or investment advice and must not be relied upon as such. Recipients should seek independent advice from their own professional advisors.

The financial and other information contained in this Document has not been audited, reviewed, or verified by any independent third party. Certain statements may be forward-looking and are based on current expectations, estimates, and assumptions, all of which are subject to change and involve inherent risks and uncertainties, including regulatory and legal developments. Actual results may differ materially, and undue reliance should not be placed on such statements.

Donttellmywife.com expressly disclaims all liability for any direct, indirect, incidental, consequential, punitive, or special damages arising out of or in connection with the use of, or reliance on, this Document, whether or not advised of the possibility of such damages.

Investing in early-stage companies and startups offers the potential for substantial growth, though it naturally involves a higher degree of risk, including the possibility of losing part or all of the investment. Prospective investors are encouraged to carefully consider their financial position and consult with professional advisors when evaluating such opportunities.