



***RIG* KINGS**

## **Executive Summary**

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## 1 Founder Profile

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## 2 Introduction

**Rig Kings** is a mobile gaming application that was founded by Chad Miller, a 41-year-old Metis Oilfield Dad. Chad has worked in the Oil & Gas sector for over 25 years and holds many high-level credentials such as API 1169 and a journeyman certificate for pipefitting as well.

Chad has ventured into a familiar space of video gaming that connects front end users with a fun and interactive experience to bridge the gap between entertainment and education. Allowing the simplest of users to enjoy the game and learn the ins and outs of an industry they might later choose to enter. They will be able to use this game as a tool and pathway to get accredited allowing them to pursue a career in this field or they can just play for fun.

## 3 Market Summary

The Current leading Mobile Game is *Class of Clans*. It was created in 2012 and has made US\$10 Billion with an average income of US\$2.6 Million a day. There are 5 competitors which are games created by themselves.

In the niche of oilfield games, there are only two that fall in the same category. *Big Oil Well Drilling* and *Oil Tycoon*. The Mobile Gaming Industry is a Multi-Billion Dollar sector. It's projected revenue is to reach 140 billion by 2026.

Mobile games that are fun *and* educational are virtually non-existent. Rig Kings will be the first of its kind to bridge the gap which will provide users the option to play for fun and learn a minimal skill set to be known for a Rig Kings gaming technician at different levels based on their actual experience in the field or off-field. Tailored to offer the ability to acquire certifications towards becoming a rig technician and more. There are no competitors of its kind.

Rig Kings is already running and operational. We are securing software developers, branding partners, graphics artists and designers to help sell our idea to visualize our concept while we work on the software to play the game.

## 4 Finance Summary

Rig Kings is looking to raise US\$750k within the first three months to initiate payroll in order to secure contracts for software developers and game development as well as the legal fees and requirements needed to protect intellectual property.

Rig Kings is committed to having grass-root blue-collar investors to help kickstart the pre-seed round first to allow opportunity for those wanting to invest into something that they will help build from the ground up.

Based on similar games in the marketplace, the average amount of downloads is over 1.5 million with \$8.5 million gross revenue.

Daily 24hr-active players are 405 for Turmoil. Turmoil was launched in 2016 primarily on PC until Jan of 2022 where they joined the mobile game space. Rig Kings is looking to match that within 2 years or beat



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it. With the advancement in technology, the mobile game growth is rising at 12.5% a year. Countries like China, the US and fast-growing India are the three main contributors to the likelihood of growth.

Expenses are to be subjective to market value for management, contractors, and software applications as well as legal fees.

## 5 Company Profile

### 5.1 Vision & Mission

Rig Kings will be a successful gaming application that will pioneer the way into more games like it. Fun, educational, practical, and most needed in today's market.

### 5.2 Company History

Rig Kings was born out of a Global oil recession which led to a creation of a popular social media marketing agency called Oilfielddads where Chad has been doing research and development since 2015 by utilizing Oilfield data and understanding what the industry needs the most.

Rig Kings was trademarked in 2015 and in March of 2022 Chad exited a 25-year career in the industry to pursue Rig Kings full-time. Chad has a marketing background and a huge following on multiple platforms. He has made a lot of connections which has allowed Rig Kings to quickly get people interested in and involved.

We have secured a graphic designer that is working on concept and character art for the game. We have secured software developers and a branding partner. We have several investors that already have invested into Rig Kings and some have committed to investing shortly. We have already received a micro-grant from Mind Fuel and are applying for the several others to help move this further. We are also working with several Indigenous resource networks to give opportunity to all.

### 5.3 Business Description

Rig Kings is a mobile gaming application that entices users to download and play a fun and interactive directional drilling game that connects front end users with practical knowledge through simulated experiences. The mobile game will help them understand how many extract natural resources safely and ethically from the ground thus bridging the gap between entertainment and education.

### 5.4 Compelling Value

Allowing the simplest of users to enjoy the game and learn the benefits and ins and out of an industry they may want to pursue as a career later.

### 5.5 Product/service description

Paid Users will have an opportunity to potentially get accredited certificates to help them get into the industry by way of playing a game in a safe environment. Thus, reducing the cost of onsite training and reducing the high risk of new worker injuries as a result of being more engaged in their own environment. This information can be used to connect recruiters and workers that are looking for trained and competent workers to fill the industry during this boom-and-bust cycle we are currently experiencing.

### 5.6 Legal Structure

Rig Kings is a Limited Liability Corporation. The company will have a board of advisors first as well as a trust fund set up by a law firm. Rig Kings is set up to sell shares in the company. Limit liability, increase profitability and market in Canada and the US. We have trademarked the name. We have a very comprehensive non-disclosure agreement that has been signed by potential investors and developers.

### 5.7 Professional Advisors

We have key people who are our advisors:

- Charles Miller, he is my father and is an international importer/exporter businessman.
- Patricia Forest - successful Indigenous businesswoman that is well experienced with project procurements and staffing.
- Mark Vella - Founder and CEO of Advertise and is a successful branding partner.

## 6 Market Research

### 6.1 Industry Profile & Outlook

Computer/Software Applications - the Global Mobile Gaming Market is projected to Reach \$94.8 Billion this year alone. The mobile technology boom in past years has revolutionized the industry. Some of the top games are Class of Clans and Boom Beach which have over 1.94 billion subscribers.

Combining computer graphics and mobile applications together, the power is more in the hands of the user to be creative and build their dreams quickly. Some of the challenges are the amount of work to build a top-quality game vs marketable.

Availability of large screen smartphones with increased resolutions, for offering enriched gaming experience. A larger number of smartphone users, increasing cross-platform titles and enhancements in mobile internet infrastructure (5G network rollouts) as well as mobile hardware would also contribute to growth for the segment.

The future of mobile gaming is about to kick it up a notch now that India is coming into the picture with 5G and with always evolving technology, the future for the gaming industry is bright! Our market will be mainly North America at first and will expand to other regions.

### 6.2 Swot Analysis

#### Strengths:

- Oil and Gas Industry Experts in each field of choice.
- Strong name recognition.
- Access to large capital.
- Ability to scale quickly.
- Branding partners.
- Experienced Graphics team.
- Strategic marketing strategies for social media and email campaign marketing.

#### Weaknesses:

- Low-penetration into the Oil & Gas industry; low traction (pre-game launch).
- Small capital reserves (founder-founded & owner's equity).

#### Opportunities:

- Government funding for innovative technologies.
- Involve multiple indigenous partners.
- Provide value added jobs to underdeveloped communities thus strengthening our society.

#### Threats:

- Future up-and-coming gaming competitors measuring the success of Rig Kings and deploying "me-too" platforms at a future date.

### 6.3 Target Market

- Consumers (B2C).
- Industry Vocational Educational Alignment via way of Tertiary Educational facilities.
- Our best customers will be the oil companies and industry professionals.
- 23–55-year-old males with a competitive nature, as well as the 14-18 yr old male market looking for online gaming entertainment with a connection to real-world gaming applications.

### 6.4 Keys to Success

Strategic social media marketing and email campaign strategies along with optimal visual presentation that will sell you like a must-see movie that you get to play.

- Building the #1 Most Innovative Mobile Game of 2023. UI user interface and user experiences that are tailored to skillset augmentation. Collaborated industry partners with the latest technologies.
- Striving to be the most downloaded interactive educational mobile gaming App of the year!
- An App that provides a virtual simulation with adaptive and responsive testing that accredits you with a certification for the players that wish to pursue a career in the oil and gas sector.
- We want to be voted most enjoyable mobile gaming experience since Tetris.
- We want to provide a fun and easy to play game that has challenging levels with Mini games.
- An app that enables you to collect bonuses for each connection! Slips and trips will make a day's wage earned.

### 6.5 Customer Survey Summary

We have completed 6 years of customer surveys. In the last 4 months we have polled over 100 people and asked if they would play a game like Rig Kings and 75 percent said they would try it out.

To ensure that the industry is shown in a positive way that will have its stereotypes and educate those willing to get involved in the industry that we are highly trained and qualified professionals who are sacrificing time and bodies to bring energy and happiness to the world one smile at a time.

## 7 Sales & Marketing

Our key competitors charge US\$9.99 per download. Rig Kings will incorporate a FREEMIUM & PREMIUM option where the game will be free to download (possibly for a limited time) with in-game microtransactions being a core focus of revenue generation allowing the ability to further product development without tapping investor capital. Our premium price will be considerably lower at US\$3.99 and will allow players to enjoy the game ad-free with no interruptions to gameplay.

### 7.1 Marketing Strategy

Social Media Marketing  
Email campaigns  
Mobile cross-branding opportunities  
Power walls

### 7.2 Marketing Activities

The Global Petroleum Show in Calgary - June 2023  
Multiple Oil & Gas industry events  
Advertising & Marketing initiatives built around industry collaboration and influence

### **7.3 Marketing Objectives**

To have a playable-ready game developed for public launch for June 2023.

Offer a choice for players to accept the challenge and get accredited for the knowledge-based experience through online play to better certify and qualify industry hopefuls that will keep pushing the envelope of responsible and sustainable development.

### **7.4 The Sales Process**

After completing your free trial of 3 to 4 holes drilled, based on a probability factor of users getting a bonus gusher or duster, the user will purchase the game for US\$3.99 with the ability for in-play purchasing.

## **8 Operations**

### **8.1 Legal**

Intellectual property will always be of primary focus due to the pre-launch nature of the game.

### **8.2 Contract agreements**

We have obtained our Canadian Trademark and are applying for US and International Trademarks as well. Contractual agreements will be drafted up with the offering of a vesting and cliff scenario for those wanting to have sweat equity involved.

### **8.3 Insurance Priorities**

General Liability Insurance  
Accounts Receivable Insurance  
Licence Agreements to continue

### **8.4 Hiring Priorities**

1-10 staff members consisting of Developers, Designers and Operations staff.

### **8.5 Risk Assessment**

We currently host weekly strategic marketing meetings and end-of-week meetings to review and adapt our next week results based on available data. Regular maintenance of lessons learned filed.

Having a support team available to answer technical questions and online forums to keep up to date with suggestions and feedback. We will need to have proper insurance in place to mitigate data breaches.

When a mutually-beneficial sales price has been offered that satisfies the shareholders, board of directors and owners, it will keep long-term employees onboard.