

Urban Games Ltd

Where Virtual Immersive Worlds, Free-To-Play and Real-Money Gaming Converge.



PURPOSE and VISION

Urban Games Ltd UK is poised to redefine the iGaming industry by delivering an **AI-powered platform** that seamlessly blends immersive experiences with cutting-edge technology.

Our strategic approach focuses on an immersive product that leverages **Augmented and Virtual Realities (AR/VR)** to engage Gen Z and Millennial online igaming enthusiasts.

Phase 1: Immersive mixed reality (XR) gaming experiences designed to captivate Gen Z and Millennial audiences who want to move forward with real money sports betting.

Phase 2: Introducing Digital Twins of land-based casinos, premium cruise liners, replicating the in-person gaming experience for a seamless and authentic online transition.

Our unique integration of web3 technologies and AI-powered solutions platform positions us as a trailblazer in the iGaming sector.

TARGET AUDIENCE – Gen Zs

PROBLEM: The Next Generation of Gamers Demand More

- Traditional gambling platforms fail to captivate Gen Z and Millennials who crave the immersive, interactive and gamified experiences they are familiar with.
- Lack of new technology and AI-powered innovation in mature Gaming companies.
- Difficulty onboarding younger audiences with outdated designs and experiences.

TARGET AUDIENCE – Gen Z and Millennials

SOLUTION: An AI-powered immersive AR/VR environment

- A new immersive AR /VR branded environment - inspired by familiar platforms like Roblox and Fortnite, now specifically created for F2P and real-money betting audiences.
- Engaging players within community game rooms, loyalty rewards and gamification, social interaction, and seamless transitions into real-money gaming.
- AI-powered personalized marketing automation to enhance onboarding and retention.

WHY NOW?

AI TECHNOLOGY IS FINALLY HERE - TO ENABLE OUR VISION

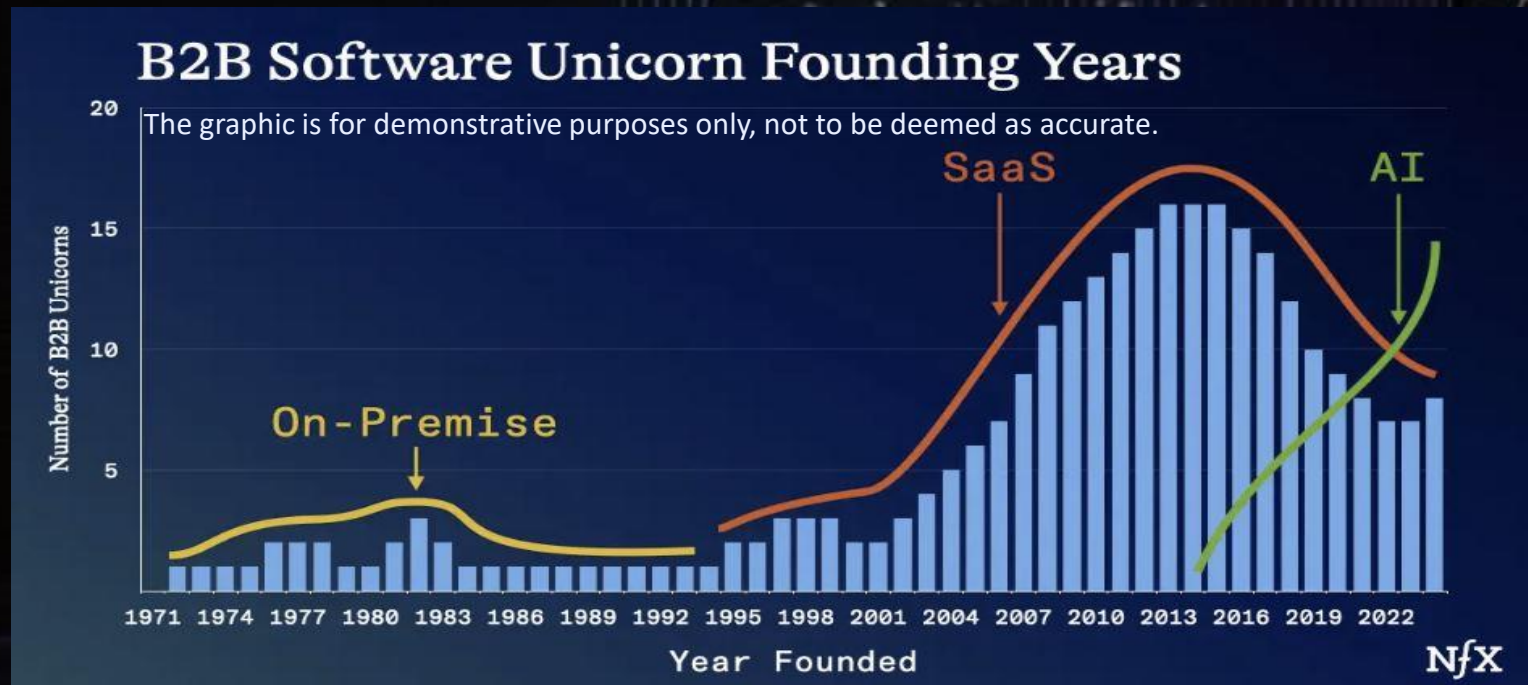
The combination of AI-powered marketing automation throughout the platform, coupled with the advances in Augmented and Virtual Realities allows for a full-funnel interactive and highly immersive player journey.

The convergence of technological advancements, evolving consumer behaviors and regulatory shifts in 2025 has created an optimal environment – the “perfect storm” for Urban Games Ltd UK to introduce its immersive and interactive iGaming platform.

THE OPPORTUNITY

TECH OPEN WINDOW FOR B2B2C SOFTWARE TO CREATE UNICORNS

We are in the tech open window of AI. Best time to invest is between the third and fourth open window – the time is right now, to create big.



UNLOCKING NEW DIMENSIONS

THE ROLE OF GenAI IN AI-POWERED AR/VR

✉ **AI-Driven CRM & Loyalty**

GenAI automates VIP engagement flows, challenge creation, rewards personalization, and campaign copy across Solitics or any CRM

👛 **Smarter Brand Integrations**

Integrate third-party brands into AR/VR platforms via GenAI-powered ideation, partnership storytelling, and cross-brand experience creation.

📊 **Insights, Not Just Data**

GenAI turns behavioral data into actionable recommendations—surface what your top players want before they ask.

🚀 **Faster Go-to-Market**

Reduce time from concept to campaign or experience by letting GenAI co-pilot ideation, scripting, and execution.

UNLOCKING NEW DIMENSIONS

THE ROLE OF GenAI IN AI-POWERED AR/VR

Conversational Intelligence

GenAI enables dynamic, real-time NPCs, dealers, or guides in virtual casino and gaming worlds—offering lifelike, adaptive interaction for players.

Immersive Personalization

AI-generated content adapts gameplay, environment, and offers to each user's behavior, preferences, and VIP tier in real time.

On-Demand Asset Creation

GenAI can create 3D characters, environments, and branding assets for AR/VR worlds—accelerating design, prototyping, and rollout.

Mapping GenAI to the needs of your Brands

We will map GenAI capabilities to your current brand immersive environments.

WHY US?

WE ARE BUILDERS – READY FOR THIS AI OPEN WINDOW

**We don't just spot trends. We drive them.
With an AI-powered platform and AI marketing automation.**

Fast, visionary, and hands-on in iGaming, with land-based casino Digital Twins.

Web3, AR/VR, gamification, loyalty, community-driven, immersive environment.

Acquisition-driven social media and Free-To-Play gamification app, casino, sports betting, esports – no licensing required.

**You bring the real-money casino environment, we offer the wraparound
“cruise-verse” immersive environment and gamification.**

OUR 3-PERSON UNICORN TEAM



Nicholas de Freitas
Chief Executive Officer

<https://www.linkedin.com/in/nicholas-de-freitas-59964826/>

- Founder of Urban Games Ltd UK
- Founder of Urbanactive, leading IT and software development outsourcing company and consultancy
- Built and managed relationships with software developers, successfully implementing casino, lottery, sports and poker products
- Graduate of Digital Marketing studies at Stellenbosch University.

Nick, our CEO, is a visionary generalist whose mastery of tech stacks, CRM, gamification, and user experience drives our innovative, scalable workflows.

Nick keeps the team grounded and can guide the team through product development roadblocks or technical pivots.

THE EXECUTIVE TEAM



Robin Lawson

Chief Operating Officer

<https://www.linkedin.com/in/robin-lawson-08ba46134/>

- Co-founder and COO, esports.com (exit to ProSieben)
- 10+ years igaming experience in Operations Management
- Founded two VIP casino departments in Latin America and Europe
- Senior igaming consultant for multiple casino groups and blockchain tech companies.

Robin, our COO, ensures operational precision, overseeing compliance, retention, VIP and conversion-focused campaigns.

If the team faces bottlenecks in customer ops, fraud prevention, or affiliate marketing, Robin's systems-driven approach can stabilize processes.

UK EXECUTIVE TEAM



Lynn Pearce
Chief Marketing Officer

<https://www.linkedin.com/in/lynnpdf/>

- Extensive senior management experience in B2B2C iGaming.
- Data-driven, commercially focused, strategic marketing leader with over 20 years of proven success in gaming.
- Launched over 40 Successful Casinos, Live Casinos, Sports Betting and Esports products into the USA, Canada, UK, Europe, India, Brazil and Latin America.
- Extensive experience in marketing, regulatory compliance, and operational efficiency.

Lynn, our CMO, is a storytelling powerhouse with 20+ years in global iGaming, forging strategic partnerships and data-driven brand momentum.

Lynn's reputation for integrity and ability to unite people around a shared vision makes her the team's emotional glue.

During stressful periods or tight deadlines, she can foster open communication, ensuring the team stays aligned and motivated.

WHAT SETS US APART?

Our combined skills and experiences – our “unfair advantage”

- **We are a three-person marketing and operational iGaming powerhouse, blending decades of expertise into a lean, unstoppable force.**
- **We have over 40 years of combined gaming industry experience in 360-degree Marketing and Operations, Strategic Brand Marketing, Customer Service, Affiliate Marketing, VIP, Loyalty and Gamification, Go-To-Market (GTM) campaigns, Direct marketing, casino, sports betting, poker, lottery, bingo, live casino and esports, in both B2C and B2B iGaming globally.**
- **We work with trusted and proven suppliers, affiliate networks and performance media for lead generation, brand awareness and social media campaigns to drive acquisition.**
- **We are data-driven and constantly monitor and improve operational effectiveness and efficiency to better manage costs and maximize margins for profitability.**

SOCIAL NETWORK EFFECTS

TRIBAL , BELIEF and LANGUAGE

Urban Games is building defensibility through Social Network Effects, primarily Tribal, Belief, and Language-based effects — the same dynamics that have driven the rise of esports, crypto, and youth subcultures.

Our platform is designed for Gen Z and Millennials — a demographic wired for online identity, shared experiences, and immersive environments.

We create virtual cruise ship casinos and digital twin betting spaces that feel like home, built with AR/VR, gamification, and multiplayer features.

HOW DO WE DO IT?

Here's how we build network defensibility

- **Tribal NFX:** Users engage in rooms themed around specific games (poker, esports, sports betting) — forming affinity groups, collecting exclusive digital assets, and sharing content across social channels. Each tribe deepens retention and identity.
- **Belief NFX:** Early adopters are operators and affiliates who see the shift toward immersive, loyalty-driven gaming. As usage grows, belief in our format's profitability strengthens.
- **Language NFX:** We're defining the category — “Digital Twin Casinos,” “iGaming Metaverse,” “Cruiseverse™.”
As operators, players, and partners use our terminology, the brand becomes embedded in the lexicon of next-gen iGaming.

MARKET SIZE for iGAMING

TAM, SAM, and SOM analysis for iGaming only.

TAM

By 2026, the global online gambling market is projected to reach

\$212 Billion

Significant portions of the global market are in North America, Europe, Canada and the United Kingdom.

SAM

Canada, UK and Europe

\$14.12 Billion

by 2030

SOM

Initial capture target of 5%

\$706 Million

by 2030

Our estimates for TAM, SAM, and SOM are based on the projected growth and current valuations of the online gambling markets in Ontario and the UK. These figures reflect a realistic and scalable approach to capturing market share, leveraging our innovative immersive platform to attract early adopters and expand rapidly within these regulated markets.

CRUISEVERSE FOR OPERATORS

These terms should convey premium, immersive, environments

- **CasinoVerse™** – A fully immersive 3D casino environment.
- **PlayPalace™** – A customizable VIP space or high roller area.
- **LoyaltyLounge™** – The branded rewards zone for player retention.
- **SpinDock™** – A branded dock of slot terminals inside the Cruiseverse.
- **JackpotJetway™** – Onboarding flow for new player arrivals to the platform.

CRUISEVERSE FOR AFFILIATES

Brandable names that convey virality and cross-platform acquisition

- **ClickCasino™** – Immersive affiliate-branded portal within the **Cruiseverse**.
- **BetBridge™** – Branded pathway between acquisition and game engagement.
- **ReferralReef™** – Social sharing, friend invites, and referral tracking zone.
- **FunnelDeck™** – The analytics dashboard environment for affiliate partners.
- **XPport™** – A hybrid loyalty/XP zone affiliates can promote via CRM.

CRUISEVERSE FOR SOFTWARE PROVIDERS

White-label customization and plug-and-play monetization

- **DevDock™** – Provider access zone for onboarding, testing, and updates.
- **WhiteLabelBay™** – Where branded, skinned versions of the Cruiseverse™ are launched.
- **GameHarbor™** – The interactive space showcasing all partner games.
- **ReelVault™** – On-demand slot and table game access hub.
- **EngineRoom™** – Control center for analytics, SDKs, APIs and player data.

CRUISEVERSE FOR SPORTS BETTING

Names that evoke social and live-action environments

- **BetArena™** – Central sportsbook floor with live-streamed games.
- **FanDeck™** – Social betting hangout with avatars, chat, and promos.
- **StatDome™** – Interactive stats, odds, and data viz overlays.
- **LiveLine™** – Where real-time odds and microbets come alive.
- **SportSphere™** – Themed sports environments (football, MMA, basketball).

CRUISEVERSE FOR ESPORTS

Designed to feel like the “arena” Gen Z players crave

- **BattleVerse™** – Immersive esports arena with multiplayer activations.
- **SkillZone™** – Competitive head-to-head play in casino-style games or free-to-play esports.
- **ClashPort™** – Tournament center with brackets, live chat, and avatars.
- **XPLeague™** – Track wins, progress, and rewards — integrates with Ziqni gamification.
- **SpectaSphere™** – Spectator zones for fans and bettors watching live tournaments.

CRUISEVERSE FOR POKER

PokerPier™ A stylish, elevated poker destination in the Cruiseverse™ — evokes exclusivity and social energy, like a luxury yacht club where elite poker action happens.

The BluffBay™ Perfect for a fun, Gen Z-friendly twist — leans into the psychology of poker (bluffing) and creates a memorable, shareable location inside your ecosystem.

StackDeck™ A competitive zone where players “stack chips” — also has double meaning for customizing one’s play style or setup.

RiverRoom™ Refers to the final card in Texas Hold’em (“the river”), making this name intuitive for poker players while sounding premium and immersive.

CardCore™ Evokes both the technical and competitive heart of poker — perfect for a flagship poker experience with leaderboards, tournaments, and rewards.

CRUISEVERSE FOR POKER

Beginner Poker Zone (Onboarding & Casual Play)

- **LearnLounge™** – A chill, guided space for new players to learn hands, odds, and etiquette with tutorials and casual tables.
- **FreeFlop™** – A casual playroom for freeroll tournaments and zero-risk practice.
- **DeckStart™** – The starting zone for poker journeys; low-stakes tables and social tips for newbies.
- **PocketPairs™** – A social poker hangout where friendships and play styles form early.

CRUISEVERSE FOR POKER

Core Poker Zone (Main Multiplayer Area)

For experienced, daily players and tribal competition:

- **RiverRoom™** – Your main room for real-money play, sit & go's, and mid-stakes action.
- **StackDeck™** – Core progression and chip-accumulation area for loyalty and volume grinders.
- **The BluffBay™** – Where game psychology and avatars meet — great for table talk and community.
- **FlopFloor™** – A dynamic zone rotating new game types (Omaha, Stud, Hold'em) to keep the meta fresh.

CRUISEVERSE FOR POKER

VIP / High Stakes Poker Zone

Designed to evoke luxury, privacy, and elite status:

- **The PokerPort™** – A luxury cruise terminal where high-stakes games depart in private cabins.
- **SalonSuits™** – Inspired by real-world “Salon Privé” areas — invite-only rooms with premium buy-ins.
- **RoyalDeck™** – Exclusive high-limit Hold'em room, adorned with golden chip stacks and tailored design.

TECHNICAL INTEGRATION

Full Loyalty, Gamification and Product Platform

Technical Integration requirements:

- Loyalty program driven by CRM and CMS integrations
- All actions tied to analytics dashboard for transparency
- Dynamic reward unlocking with gamification API (e.g. Ziqni)
- Push notification + SMS/email marketing integrated

WHAT SETS US TECHNICALLY APART?

Key Differentiators

- 1. Mobile First:** Optimized for on-the-go gaming.
- 2. AI-Powered Platform:** Harnessing AI for marketing automation, chatbots, and enhanced player engagement.
- 3. Immersive Environment:** Designed for Gen Z and Millennials who are beginning to dominate the iGaming audience in 2025.
- 4. Digital Twins Technology:** Replicating land-based casino experiences online for unparalleled player familiarity.
- 5. Future-Ready:** Poised to lead in a \$200B industry with cutting-edge web3 interactive and immersive technology.

COMMUNITY BUILDING

Free-To-Play Casino and Sports game rooms

Player interactivity:

- Social Features:** Enable users to create avatars and interact with friends in virtual rooms designed for tournaments or social gatherings.
- Guilds and Teams:** Allow players to form or join guilds or teams for collaborative gameplay and shared goals, enhancing community and long-term engagement.
- Share Resources and Knowledge:** Exchange in-game items, tips, and strategies to help each other progress.
- Leaderboards and Competitions:** Introduce leaderboards that display player rankings in tournaments, fostering competition and engagement.

COMPETITORS

Competitors are based on the iGaming industry only

- Top iGaming companies using either AR or VR technology
 - **Ontario, Canada:** Top 25 casinos have either AR for signing up of players or VR for retention purposes.
 - There is no casino that has a full web3 immersive environment.
 - There is no casino that has Digital Twins in Canada, UK or Europe.

PRODUCTS

CASINO, SPORTS BETTING, ESPORTS, BINGO, LOTTERY, LIVESPINS

A product redefining the online gaming experience for Gen Z and Millennials.

- Key Features:

- Embracing a fully AI-powered platform and software apps.
- Seamless immersive integration with AR/VR metaverse technology.
- Gamified onboarding and player journey, including a loyalty program.
- Real-money gaming products: casino, sports betting, and esports.
- Crypto (**Stablecoins**) and fiat payment compatibility.
- LiveSpins is community building – betting behind the Streamers.

OUR MARKETING STRATEGY

Engaging Players Through Community, Immersion and Innovation

A comprehensive approach to player acquisition, conversion and retention.

- **Main Partners:**

- **TBD:** AR/VR metaverse-themed and branded environment.
- **Chalkline:** Social media promotions driving targeted player acquisition.
- **Ziqni:** Gamification challenges, leaderboards, and tournaments integrated throughout the player journey.
Reward systems to encourage frequent play and loyalty.

Associate - Technical Partner TBD



OUR AFFILIATE MARKETING COMPANY

Leveraging the Power of long-standing Partnerships

We have a proven track record in affiliate marketing to drive traffic and revenue.

Key Highlights:

- Over 400 affiliate networks across gaming, retail, and entertainment sectors.
- Extensive media, advertising and performance agency partnerships.
- Social media influencers in gaming, including Twitch, YouTube, and Instagram.
- Decades of gaming industry experience, with a focus on performance-driven results.



The iGaming Agency



Organic SEO and Paid:

Partnering with the **iGaming Agency**, who specialise in casino and sports betting organic SEO, PPC, Performance and Backlink strategy.

- **Content Optimization:** Create high-quality, keyword-rich content that attracts organic traffic. This includes blog posts, guides, and FAQs about the brand.
- **Backlink Strategy:** Develop a backlink strategy by collaborating with relevant agencies and networks of journalists to create newsworthy coverage to improve search rankings and gain high-quality backlinks.

SOCIAL MEDIA PROMOTIONS



Social Media FREE-TO-PLAY Sports betting and Casino Promotions:

Partnering with the **Chalkline**, who specialise in casino and sports betting promotions to the Gen Z and Millennial age groups.

- **Promotional Content for casino and sports betting.**
 - Casino “**Free-2-Play**” social media app for building the database with massive lead generation of Gen Z and Millennials.

LIVESPINS – Bet behind your Streamer

Livespins

**BET WITH
STREAMERS**



A new era of live entertainment has arrived.



Urban Games Ltd

COMMUNITY BUILDING METAVERSE

COMMUNITY BUILDING – player interactivity:

- **Social Features:** Enable users to create avatars and interact with friends in virtual rooms designed for tournaments or social gatherings.
- **Guilds and Teams:** Allow players to form or join guilds or teams for collaborative gameplay and shared goals, enhancing community bonds and long-term engagement.
- **Share Resources and Knowledge:** Exchange in-game items, tips, and strategies to help each other progress.
- **Leaderboards and Competitions:** Introduce leaderboards that display player rankings in tournaments, fostering competition and community engagement.

DATA ANALYSIS

Data Analysis Throughout the Player Journey:

- **Tracking User Behavior:**

Implement analytics tools to track user behavior from sign-up through VIP status. Analyze data to understand player preferences and optimize experiences accordingly.

- **Predictive Analytics for Player Retention:**

Utilize predictive analytics to forecast player behavior, such as potential churn or high-value engagement opportunities.

- **Feedback Loops:**

Create mechanisms for gathering player feedback on their experiences in the intraverse and their token usage to continually refine offerings.

MONETIZATION STRATEGY

Free-To-Play Casino and Sports Games inside the Metaverse

WHO PAYS:

- Online Casino Operators:** pay 2–5% of Gross Gaming Revenue (GGR) plus a setup fee for White-Labeled immersive environments.
- Casino Software Providers & Aggregators:** license our tech for 1–3% GGR, reselling themed digital environments to their client base.
- White Label Platforms:** pay ~3% GGR + setup/customization fees (starting at \$3,500).
- Affiliate Networks:** onboard as revshare partners, up to 50% commission.

MONETIZATION STRATEGY

Monthly Recurring Revenue

There are a variety of models we can add to our monetization strategy, including but not limited to the following suggestions for recurring revenue:

- In-app advertising
- In-app purchases (tokens, avatar achievements)
- In-app NFTs
- Affiliate marketing revshare deal
- Micro-transactions generating rewards
- Free-To-Play Casino slot games
- Billboard advertising
- Sponsorship
- Merchandising

DIGITAL TWINS OPPORTUNITY – PHASE 2

Understanding Digital Twins

- **Definition:**
 - Digital Twins are precise virtual models of physical assets, processes, or environments.
- **Functionality in iGaming:**
 - Mirror the physical casino environment online, providing real-time interaction and engagement.
- **Benefits:**
 - Real-time data synchronization between physical and digital environments.
 - Enhanced decision-making through data analytics.

DIGITAL TWINS OPPORTUNITY

Key Advantages for Land-Based Casino Operators

- **Differentiation:** Stand out in a crowded market with immersive experiences.
- **Data Analytics:** Collect and analyze player behaviour for targeted marketing.
- **Increased Revenue:** Higher player retention and lifetime value (LTV).
- **Enhanced Engagement:** More enjoyable and interactive gaming sessions.
- **Trust and Security:** Confidence in fair play and secure transactions.
- **Personalization:** Customized gaming experiences based on preferences.
- **Integration in iGaming:** Recreate table games, slot machines, electronic gaming, and exclusive Salon Privé rooms.
- **Private and Open Rooms:** Provide players with **360-degree views** and interactive gameplay.

DIGITAL TWINS OPPORTUNITY

Data Analytics and Monetization

- **Data Collection:** Real-time data from player interactions within the Digital Twin environment.
- **Analytics Platforms:** Combine with AI and machine learning to interpret data.
- **Monetization Strategies:**
 - **Subscription Models:** Offer premium features or access levels.
 - **Data-as-a-Service (DaaS):** Provide insights to third parties under compliant frameworks.
 - **Performance Metrics:** Track KPIs such as player retention rates, average spend, and session durations.

FUNDRAISING

Fundraising Overview

We're targeting a **\$450,000** raise from Investors for product development, MVP integrations (CRM, affiliate, gamification), and prepare for go-to-market.

Following this, we'll open a **\$650,000** seed round to scale operations, onboard strategic partners, expand sales and marketing, and support our entry into key regulated markets like the UK, Canada, and Europe.

FUNDRAISING

Fundraising Use of Funds

Stage 1: Angel Round – \$450,000

- ◆ Finalize MVP integrations: gamification, CRM, affiliate platform
- ◆ Build showcase demos (poker, slots, sports lounge)
- ◆ Hire key freelance dev/design support
- ◆ Secure first paid pilots and proof of revenue

Stage 2: Seed Round – \$650,000

- ◆ Scale sales & marketing into the UK, Canada, and Europe
- ◆ Attend G2E, ICE, SBC Summit, and other major iGaming expos
- ◆ Expand tech team (Unity/Unreal, AI integrations, analytics)
- ◆ Launch white-label partnerships with operators and platforms
- ◆ Support infrastructure (SaaS hosting, security, customer success)

INVESTOR SNAPSHOT

Revenue Stream	Who Pays	Est. Revenue or Margin
GGR Rev Share (Operators)	Online Casino Operators	2–5% of GGR
GGR Rev Share (Aggregators/Resellers)	Software Providers, Aggregators	1–3% of GGR
White-Label Setup & Rev Share	Platforms/Turnkey Providers	3% + \$3,500+ setup/customization
Affiliate Rev Share	Affiliate Networks	Up to 50% of referred GGR
In-App Purchases	Players (via Operators)	\$0.99 – \$4.99 per purchase
In-App Advertising	Studios, Sponsors	TBD – sold billboard/room space
Sponsorships & Branded Zones	Brands, Studios, Cruise Lines	TBD – per tournament or campaign
Slot Game Promotions	Game Studios	Fee per launch or featured placement
Merchandising	Players / Operators	TBD – physical and digital product tie-ins
NFTs (Optional Layer)	Players	Collectibles, custom avatars, skins (TBD)

CAP TABLE

Investor/Owner	Equity Share	Investment	Notes
Founders (Lynn, Robin, Nick)	40%	-	Assumed majority stake for control.
Angel Investors	20%	\$450,000	Investment for apps and platform development.
Seed Investors	30%	\$650,000	For fundraising, proof of concept of Digital Twins and marketing.
Advisory Shares	5%	-	Reserved for key advisor .
Associates	5%	-	Partners integral for social media, gamification, Web3 development in the metaverse.

THANK YOU!

Ready to revolutionize iGaming with us?

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