



# PhoenixRising

— GAMES STUDIO —

## INVESTMENT DECK

Execution-Ready Slot Studio | Seed Investment Opportunity



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# EXECUTIVE SUMMARY

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**Phoenix Rising is a B2B iGaming slot studio built around execution confidence rather than creative scale.**

The business is being structured to generate early revenue through disciplined distribution and controlled content delivery, before expanding deliberately into high value regulated markets, including the United States.

The focus is on predictable execution, capital discipline and acquisition readiness, rather than speculative growth.

The company is raising €2m for 30% equity in a Seed round to fund commercial launch and early execution.



# MARKET CONTEXT & OPPORTUNITY



## PROBLEM

The global slot content market is crowded but inefficient. Studio failure is driven far more often by weak distribution and slow execution than by content quality.



## GAP

Highly regulated markets offer premium value, but present meaningful operational and compliance barriers that most early stage studios are not equipped to manage.



## OPPORTUNITY

This creates a clear opportunity for studios designed to execute reliably rather than experiment aggressively.



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**01**

Distribution pursued through aggregators and direct operators in parallel

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**02**

Operator prioritisation driven by income generation potential

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**03**

Infrastructure and integrations in place prior to launch

**04**

Regulatory experience, including United States facing structures

**05**

Capital deployed in stages and tied to delivery milestones

**Execution confidence is embedded structurally, not assumed.**

## EXECUTION ADVANTAGE

**Phoenix Rising is differentiated by execution certainty across the full operating cycle.**



# PRODUCT & CONTENT STRATEGY

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Phoenix Rising prioritises execution over speculative innovation. This does not imply any compromise on content quality. All titles will be built to meet the standards expected by players and online casino operators, without reliance on unproven mechanics.

Content quality, performance benchmarks and release approval are owned, governed and enforced by the Chief Product Officer.



# PRODUCT & CONTENT STRATEGY

## Continued...

- Early games development outsourced to maintain a lean cost base
- Avoids early over investment in permanent development infrastructure
- Accelerates speed to revenue and market validation
- Titles will be purchased outright only on completion and CPO sign off
- Target release cadence of 2 games per month at steady state
- Scales to a 48-game owned portfolio over the planned release horizon
- Internal development capability planned from Year 3 onwards to support scale and exit viability



# DISTRIBUTION & GO-TO MARKET

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Distribution will be executed through two parallel routes. Aggregation platforms provide early scale and revenue, while direct operator relationships support margin optimisation and strategic positioning.

Initial focus will be on pre-regulated markets to accelerate speed to cash, followed by phased expansion into regulated jurisdictions. The United States is positioned as a core thesis market.

Distribution strategy, operator access and revenue delivery are owned by the Chief Commercial Officer, who is also the Founder of the business.



# TRACTION & READINESS

**Phoenix Rising enters the market with key commercial, technical and delivery foundations already established.**

**Letters of intent signed with more than 10 operators and aggregators combined**

**Outsourced development partners secured**

**Remote Gaming Server to be owned outright following completion of vendor financing**

**Execution infrastructure ready for deployment**

Vendor financing for the Remote Gaming Server, combined with a disciplined release cadence of 2 games per month, reduces upfront capital load and preserves cashflow for commercial execution.

Platform stability, integrations and technical readiness for regulated markets are owned by senior technical leadership.



## BUSINESS MODEL

Phoenix Rising operates a B2B licensing and revenue share model with operators.



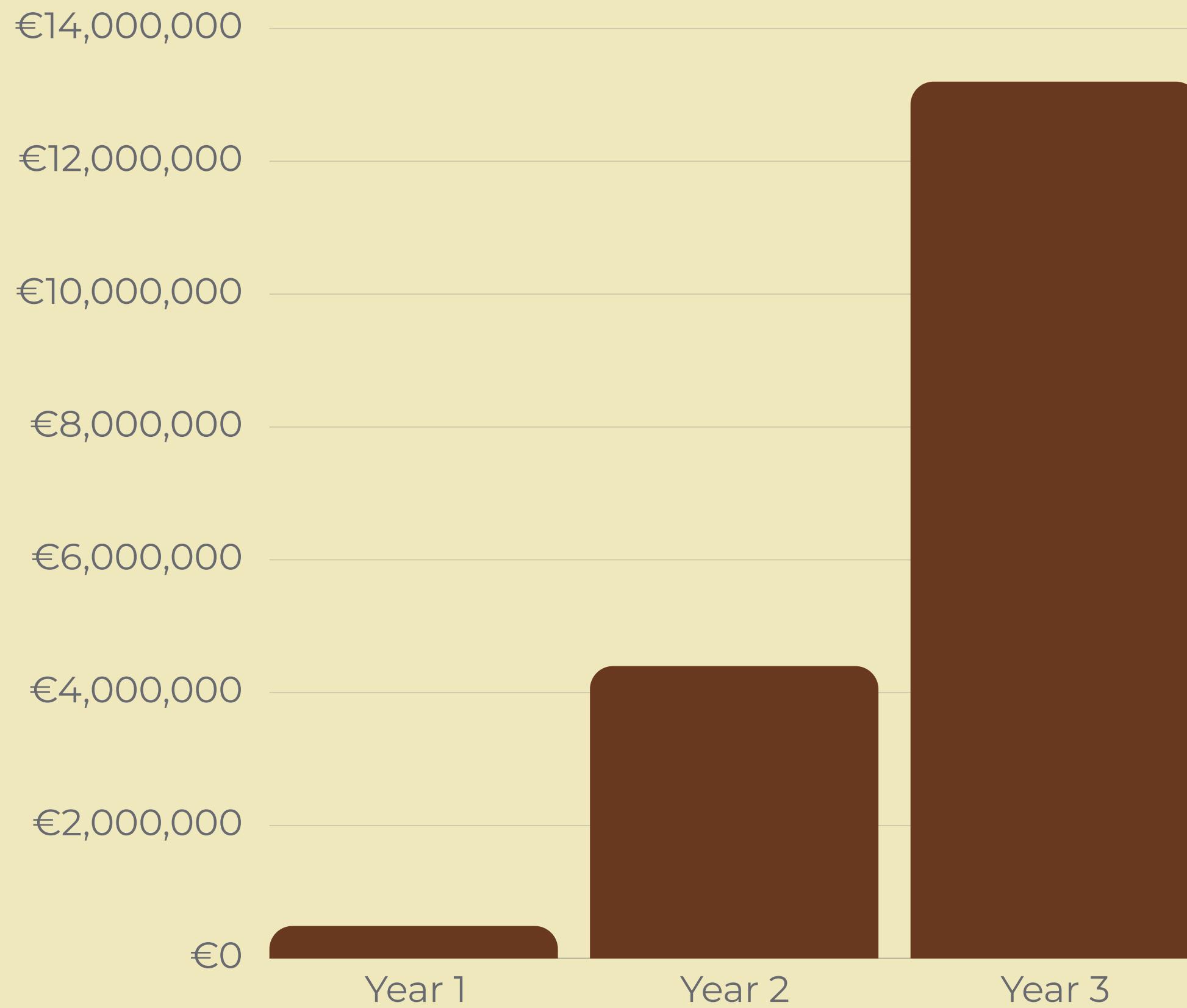
Each title is intended to contribute recurring, high margin income, with revenue compounding as new games are released and distribution expands. The model is designed for predictability and repeatability rather than reliance on hit driven outcomes.



Operating cadence, cost control and financial oversight are owned by the Chief Operating Officer, with dedicated finance leadership to be appointed as scale and regulatory complexity increase.



# FINANCIAL OVERVIEW



The financial model is designed for predictability rather than revenue maximisation.

Revenue will be scaled deliberately to preserve margin quality and operational discipline, while retaining material headroom for acquirer-led expansion.

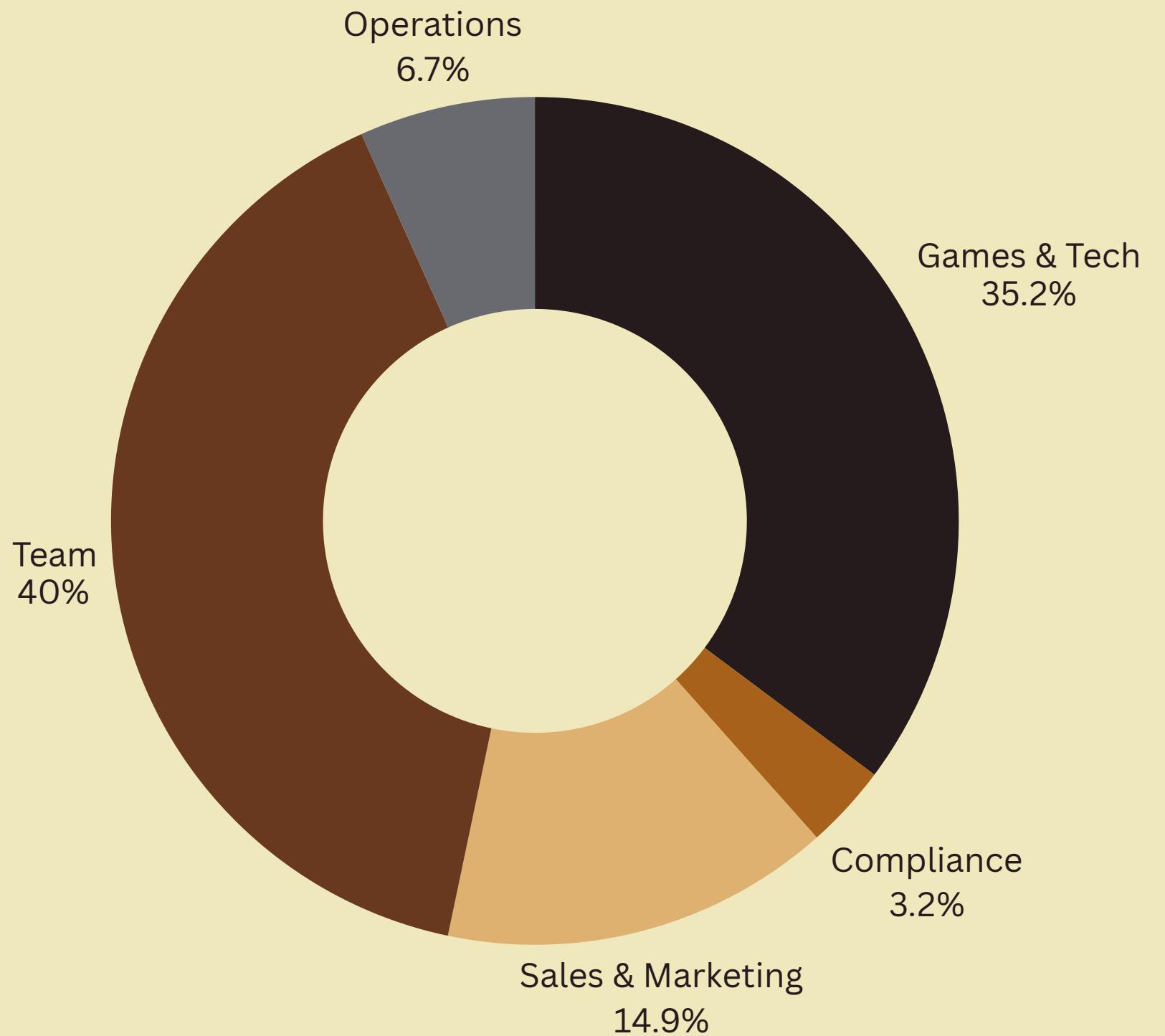
- Revenue start month 7
- Year 1 revenue: €487K
- Cashflow positive month 15
- Year 2 revenue: €4.4M
- Year 3 revenue: €13.2M
- Year 3 Net Income: €5.1M
- Indicative valuation potential aligned with comparable outcomes
- Planned exit (Year 5–8)



# CAPITAL STRATEGY

Seed capital is allocated to revenue enablement, delivery capability and regulatory readiness, rather than growth maximisation.

- **Games & Tech (35.2%)** → RGS core infrastructure and staged content delivery
- **Operations (6.7%)** → Build core systems and processes to support content delivery and scale into new markets
- **Regulatory & Compliance (3.2%)** → Secure licences and meet jurisdictional requirements in priority markets
- **Sales & Marketing (14.9%)** → Boost operator and player awareness
- **Team (40%)** → The founding team plus hire critical growth roles





# FUNDING ASK

## Seed Round Terms

**Phoenix Rising is raising €2m in a Seed round in exchange for 30% equity.**

### Use of Capital

Seed capital will fund commercial launch, early content delivery and distribution execution in pre-regulated markets, while progressing regulated market readiness.

### Future Capital Strategy

Additional capital for regulated market expansion, including the United States, is anticipated and will be pursued as staged growth following demonstrated execution rather than upfront dependency.

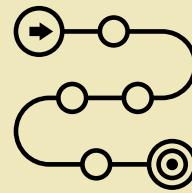
### Investor participation

Seed investors will have the opportunity to participate in follow-on rounds to maintain their ownership position.

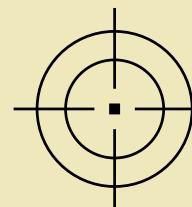
# EXIT CONSIDERATIONS

Phoenix Rising is being deliberately structured for acquisition from inception. The business is designed around owned intellectual property, disciplined operations and scalable distribution agility across regulated markets.

Exit readiness will be driven by the establishment of regulated market access, ownership of the game portfolio, a repeatable commercial model and operating discipline, rather than by maximising short term scale.



The strategy is to build the company to a point of proven execution and commercial viability, while intentionally preserving meaningful headroom for a larger entity to accelerate growth, expand scale and unlock additional value.



The indicative exit valuation range of €240m to €360m reflects comparable outcomes and acquisition logic, rather than a fixed or predetermined result.



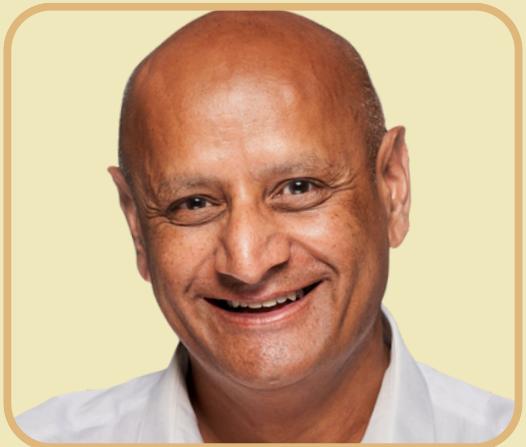
# TEAM & GOVERNANCE



Phoenix Rising is led by a compact leadership team with direct accountability for all early stage execution risks. Each core operating area critical to delivery, capital discipline and exit readiness has clear ownership at leadership level.



**Adam Daniel**  
COO  
Ex CEO - Playson Group



**Prash Patel**  
CEO  
Ex CMO - SiGMA Group



**Ashot Shahakyan**  
CPO  
Ex COO - Digitain



**Matthew Gera**  
Founder - CCO  
Ex CCO - Ruby Play



**Mitchell Rankin**  
Technical Advisor  
Ex Founder - Snow Cat

## Chief Executive Officer

Overall execution, capital discipline, investor alignment and exit readiness. The CEO will also lead marketing strategy and execution during the early stage, transitioning to a dedicated Chief Marketing Officer as the business scales.

## Chief Commercial Officer and Founder

Founder-led distribution strategy, distribution partner access and revenue delivery.

## Chief Operating Officer

Operating cadence, cost control and financial oversight during the early stage, transitioning to dedicated finance leadership as scale and regulatory complexity increase

## Chief Product Officer

Content quality, performance benchmarks, release approval and intellectual property ownership

## Senior technical leadership

Platform stability, integrations and regulatory readiness



# WHY INVEST IN US

Phoenix Rising offers an opportunity to invest at Seed stage in a studio built for reliable execution in a sector where delivery, rather than product quality, drives success. The business is structured to reduce early stage risk, preserve capital and build towards acquisition readiness from inception.

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01

Core infrastructure, distribution routes and content delivery capability in place prior to launch

03

Capital deployed deliberately, with early revenue generation ahead of heavy regulatory investment

02

Commercial demand validated through signed letters of intent

04

Clear pathway to regulated market scale and acquisition, without forcing premature growth



## NEXT STEPS

- One page IC memo and supporting materials available
- Management discussions open

## CONTACT

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THANK YOU

[www.phoenixrising.net](http://www.phoenixrising.net)