# gamblewise

KNOW YOUR LIMITS

BETTER CHANGE

**Our aim is to become the leading provider of Social Responsibility based tools for the global gambling industry.**
Using our innovative technologies, a shared ethos and motivation we will provide our clients with the products to be at the forefront of Social Responsibility, giving their customers the tools to stay in control of their gambling.

# **Control** is at the heart of responsible gambling

Research shows that people who enjoy gambling do so as long as they feel that they are in **control.** To stay in control of their gambling, people set themselves mental boundaries to guide what they feel is and isn't 'ok' for them – for example:

How much they **spend**

**When** they gamble

**Who** they gamble with

What **games** they play

As long as they stay within these boundaries, they stay in **control** of their gambling, and they continue to enjoy it.

If people do not stay in **control**, they often no longer enjoy gambling, and they often times feel regret or remorse. Worse, they may experience gambling-related harm. For these reasons, responsible gambling initiatives should start from the premise that they need to help people stay in **control.**

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# Research shows customers want to be **Empowered**

**"Empower** me to be the one in **control"**

Gamblers through research and practice are found to respond and adhere to limit settings in both time and money when they are the ones in control.

It is allowing and trusting the customer to take control and help themselves.

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# **Mobile Application** For Your Customers

The Mobile App Has **Two** Functionalities

**1** A **diary** where your customers can log their wins and losses against a budget

**2** A gambling **time** and **frequency** tracker

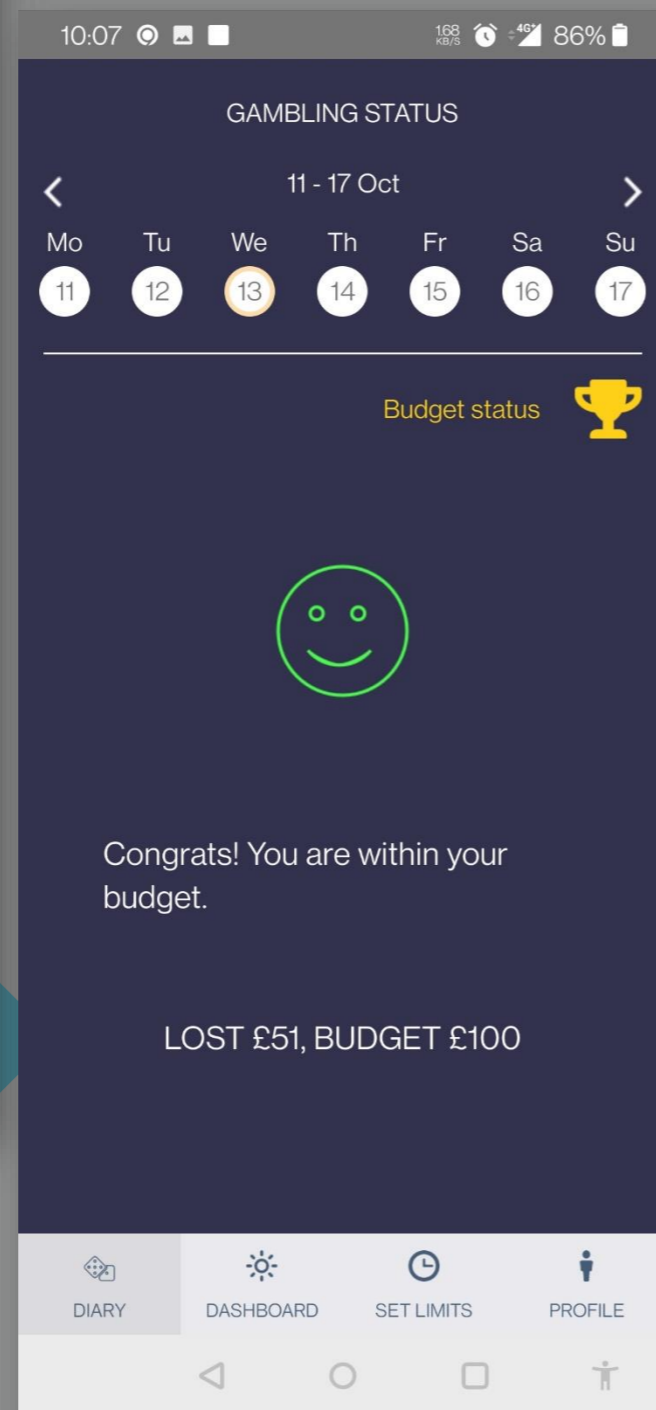Inform, Interact and Protect your Customer
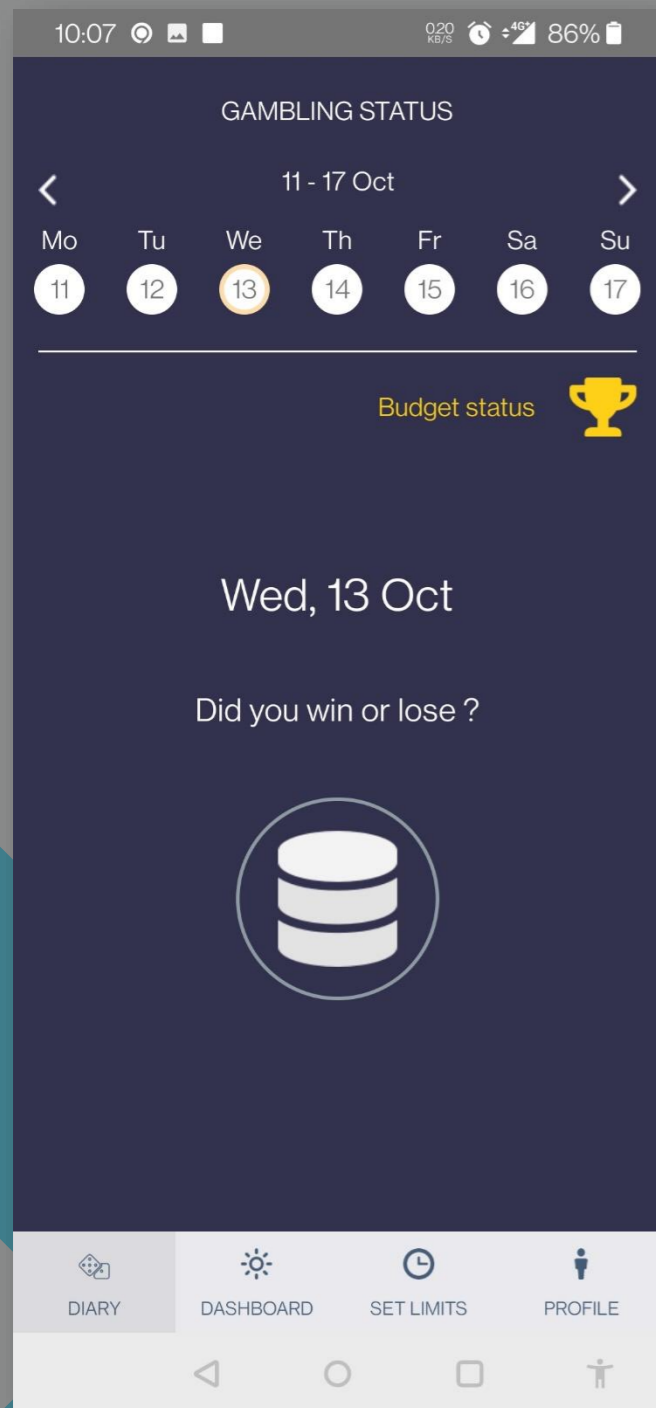
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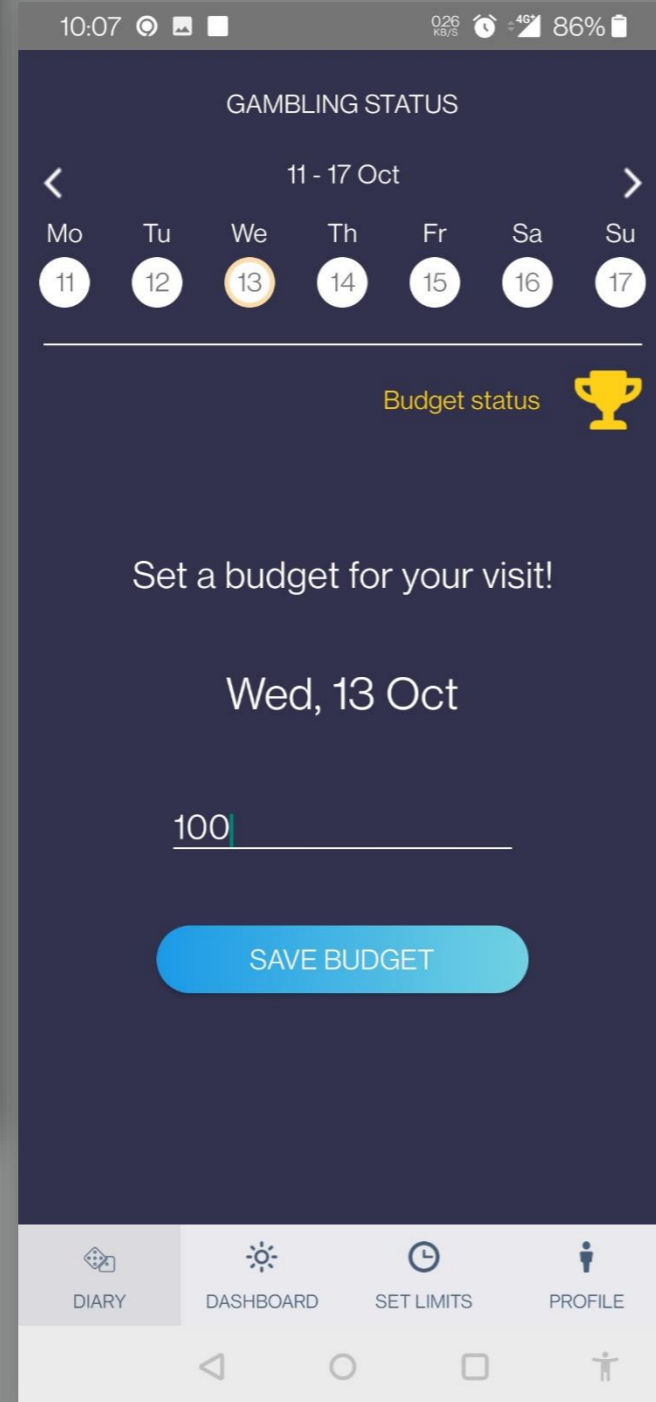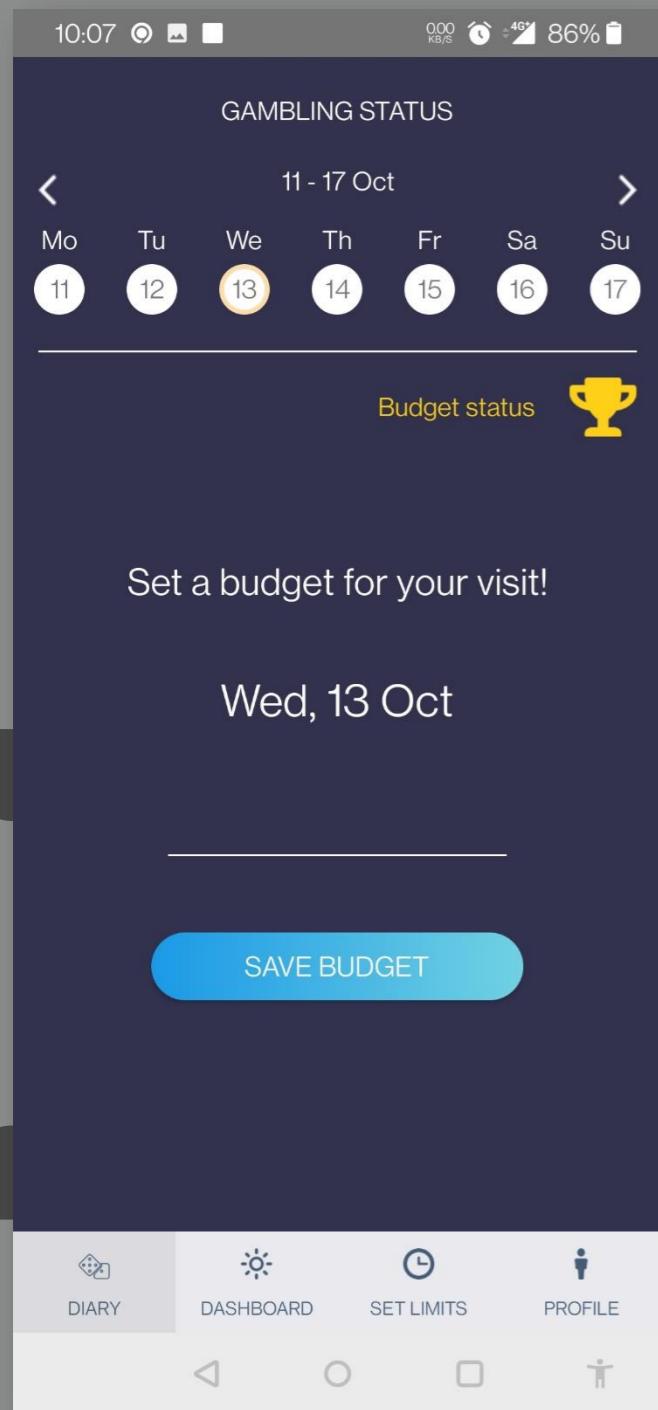
# Gambling **Diary**

Before gambling, customers can set a **budget**

Inform, Interact and Protect your Customer

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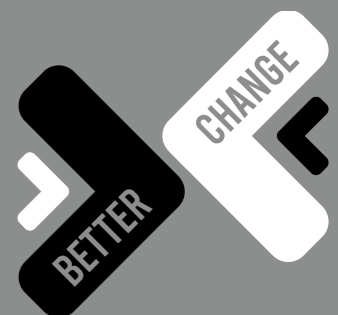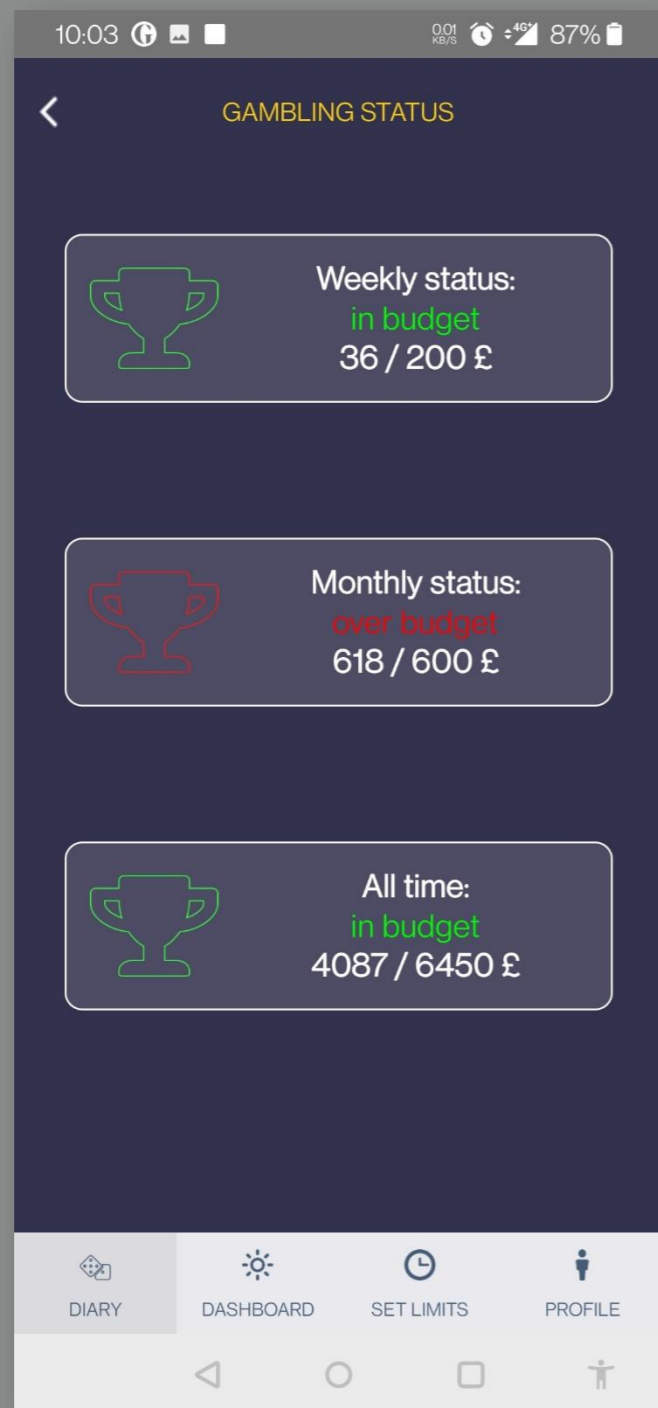BETTER CHANGE

# Gambling **Diary**

## When they finish, they can enter their **result**

**Inform, Interact and Protect your Customer**

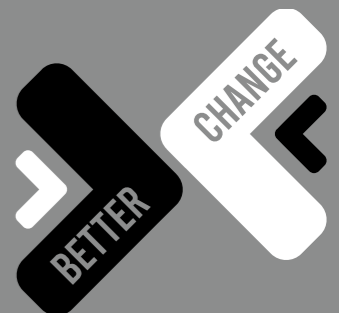gamble**wise**
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# Gambling **Diary**

They can also see their **wins** and **losses** against their budget **over time**

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# Time and Frequency Tracker

Inform, Interact and Protect your Customer
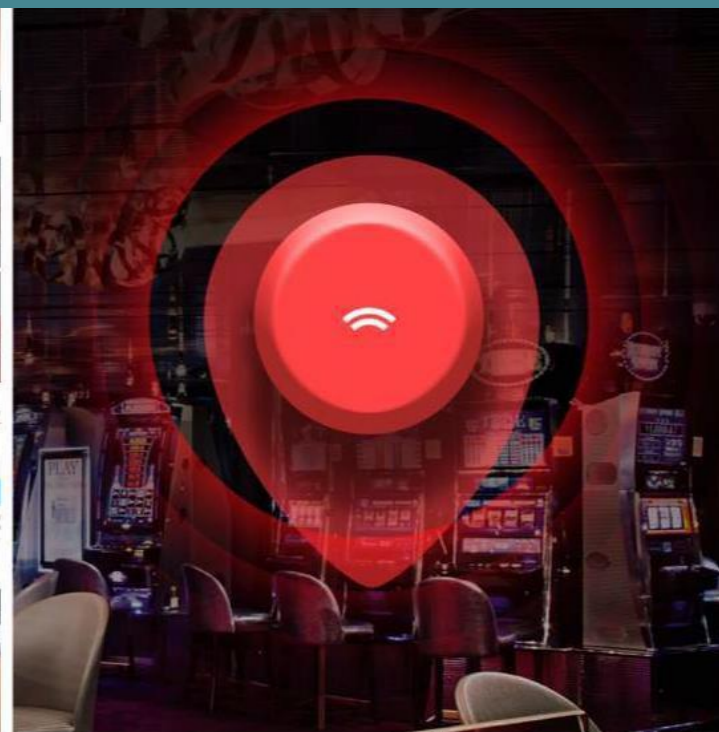
gamblewise
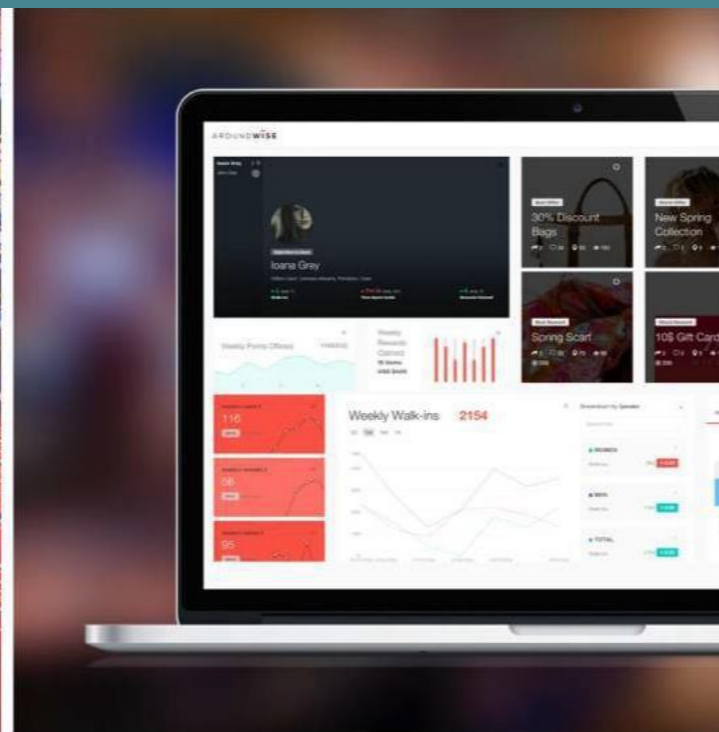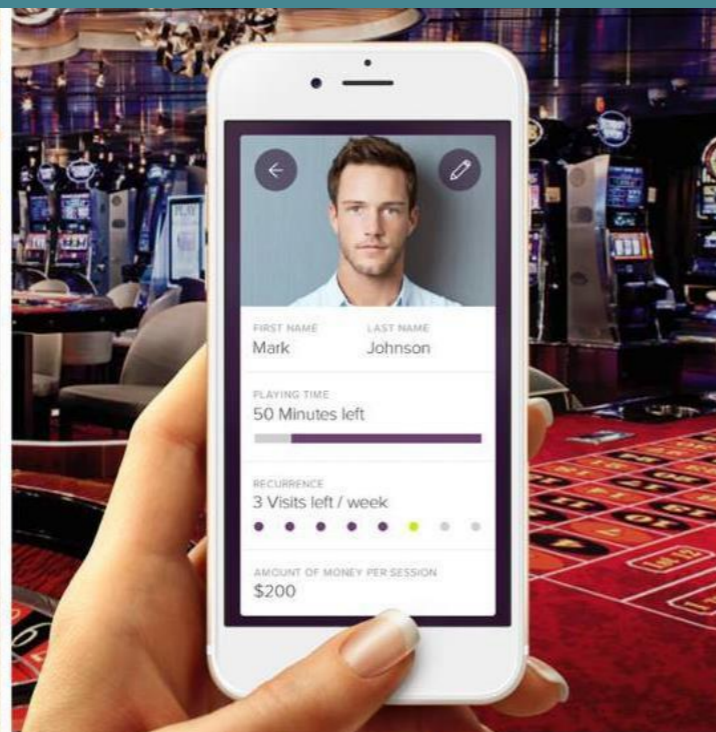KNOW YOUR LIMITS

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Inform your customer's when they have reached or exceeded their limits. Put **control** and **awareness** in their hands.

## Mobile App
### iOS and Android

## Android Mobile App
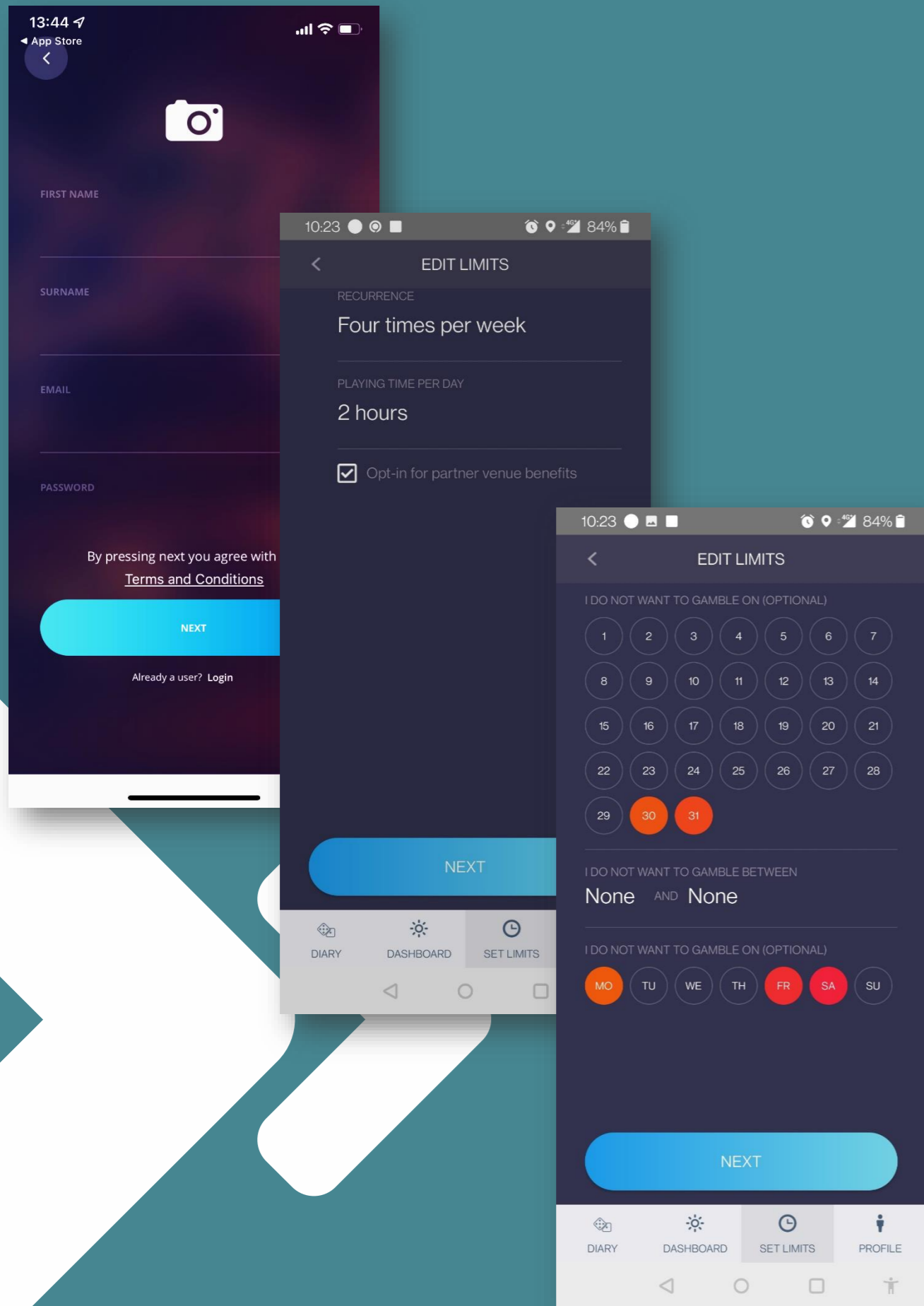### Location Manager

## Management & Analytics
### Platform

## iBeacon/Eddystone/WiFi
### Infrastructure



PLEASE BE AWARE OF YOUR LIMITS

60 MINUTES

RECURRENCE
2 Visits left / week

AMOUNT OF MONEY PER SESSION
$200

Recommended games



FIRST NAME          LAST NAME
Mark                Johnson

PLAYING TIME
50 Minutes left

RECURRENCE
3 Visits left / week

AMOUNT OF MONEY PER SESSION
$200



Weekly Walk-ins 2154

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# Time and Frequency Tracker

## Customers register and then enter their personal information, preferences and limits

Available on the App Store

GET IT ON Google play

Gamblewise is a free to the end user, voluntary tool that allows customers to keep track of and limit the time they spend gambling

Limits are time and frequency based

Customers can be notified via the App and SMS when they reach their self selected limits

During the login process the customer will input their personal information, upload a photo, set their playing preferences and limits.

The App will alert customers to turn on Bluetooth.

*Management data-entry option available

*Personal beacon option available for those with no smartphone
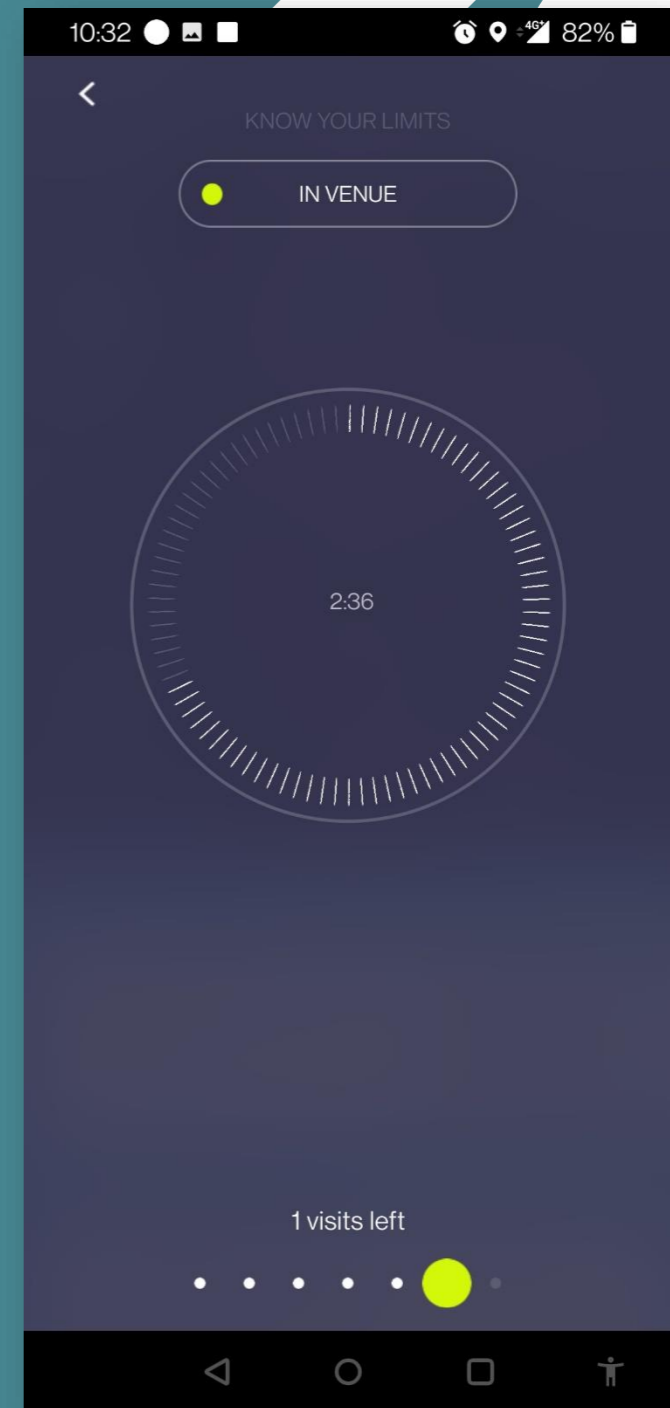
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# Time and Frequency Tracker

On entering a venue, the Gamblewise App goes into **countdown mode.**

When a customer enters the venue, the App detects the beacon signal, causing the App to interact with the central server. It delivers an automated welcome notification to the customer with a reminder of their limits; or simply tracks time for those who have chosen "no limits"
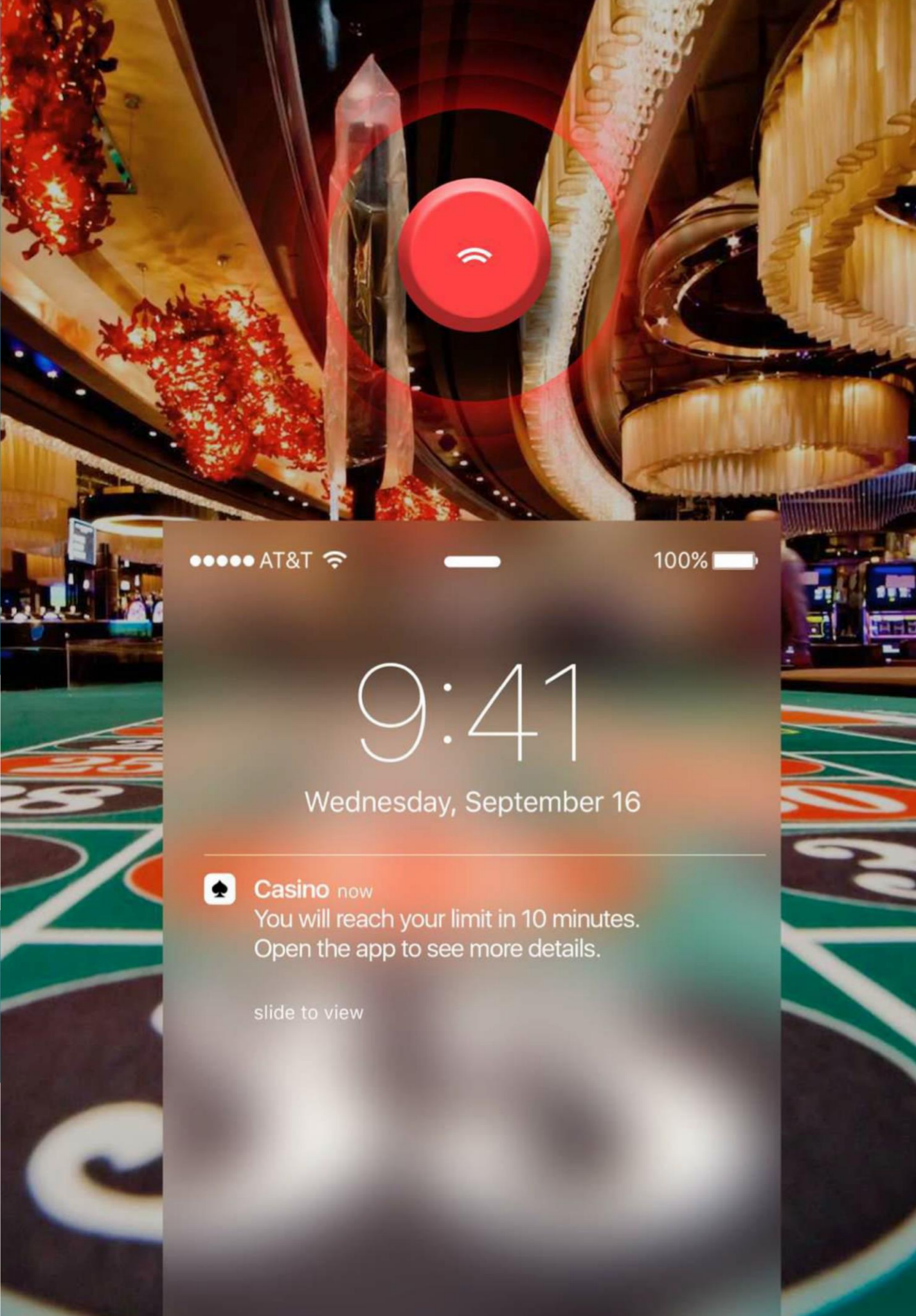
The App automatically goes into countdown mode, tracking the time spent in the venue.

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# Time and Frequency Tracker

Customers are informed as they approach their limit

An automated notification appears on the customer's phone when they are 10 minutes from their limit.

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+1 (937) 529-0280

that you have reached your time limit. It is time to leave.

You are halfway through your session now. Are you keeping to the budget that you set?

Today 03:05

Welcome to GambleWise. Open the app for the full experience. Have you set a budget for this visit?

Today 04:54

You are halfway through your session now. Are you keeping to the budget that you set?

Today 06:31

You have fifteen minutes remaining. It's time to get ready

Inform your customers when they have reached or exceeded their limits

An automated notification appears on the customer's phone when they reach or exceed their limit.

If they are at or over their limit and have requested a reminder they are advised that they should leave and the manager has been informed.

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# Time and Frequency Tracker

Venue staff will be informed when a customer who has already reached their limit enters

Venue staff will be notified each time a customer who has reached their limit comes into a Gamblewise partnered venue.
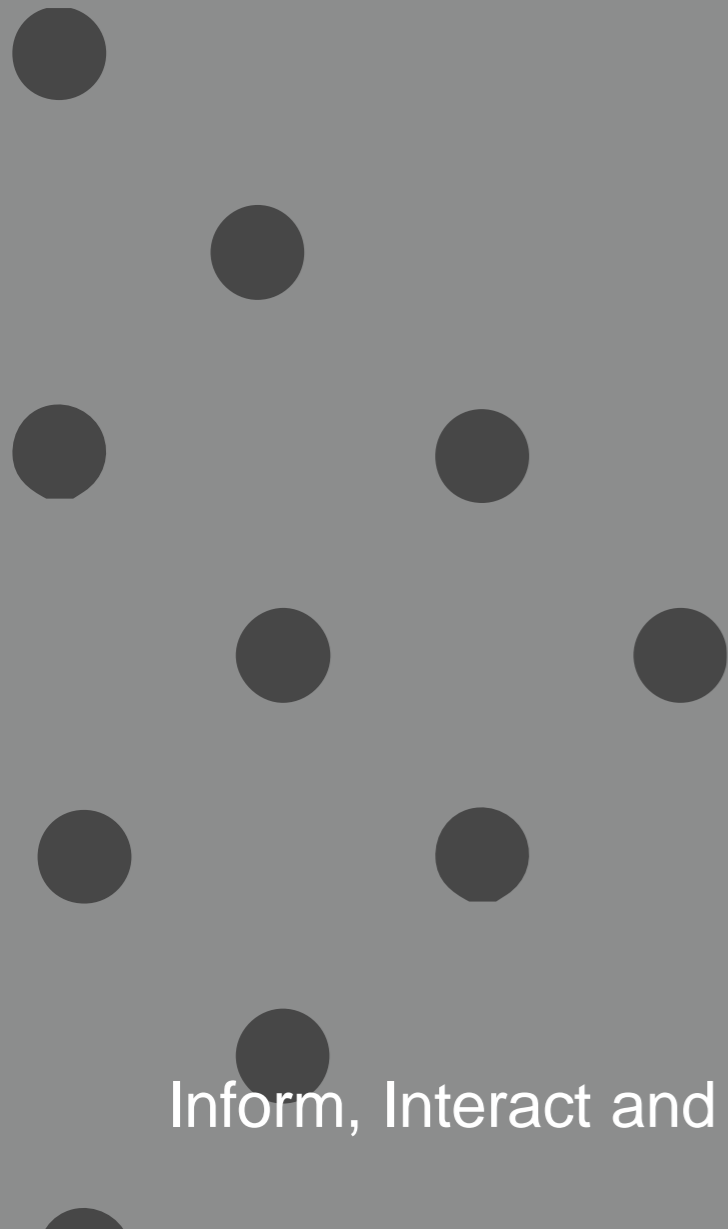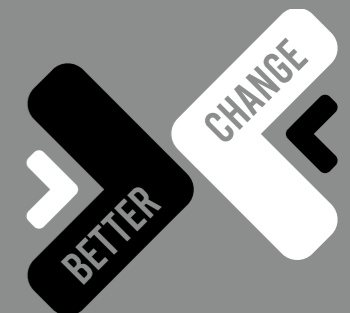
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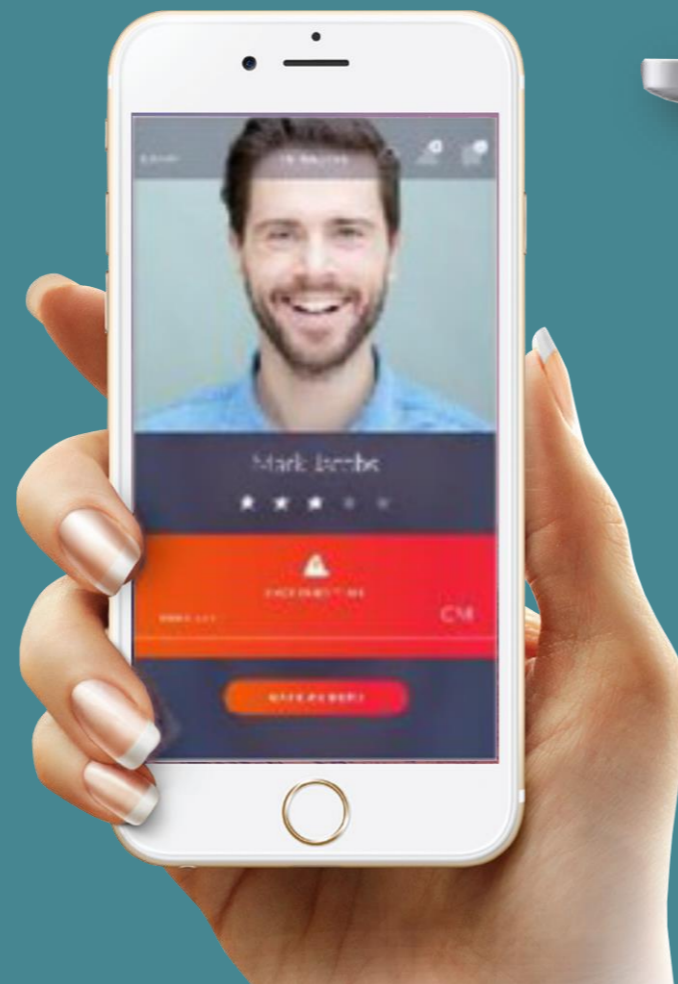
Android (iOS under development)

# **Mobile Application** for the Location Manager on duty

Inform, Interact and Protect your Customer

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# Manager App

Receive a notification when a registered customer enters the casino

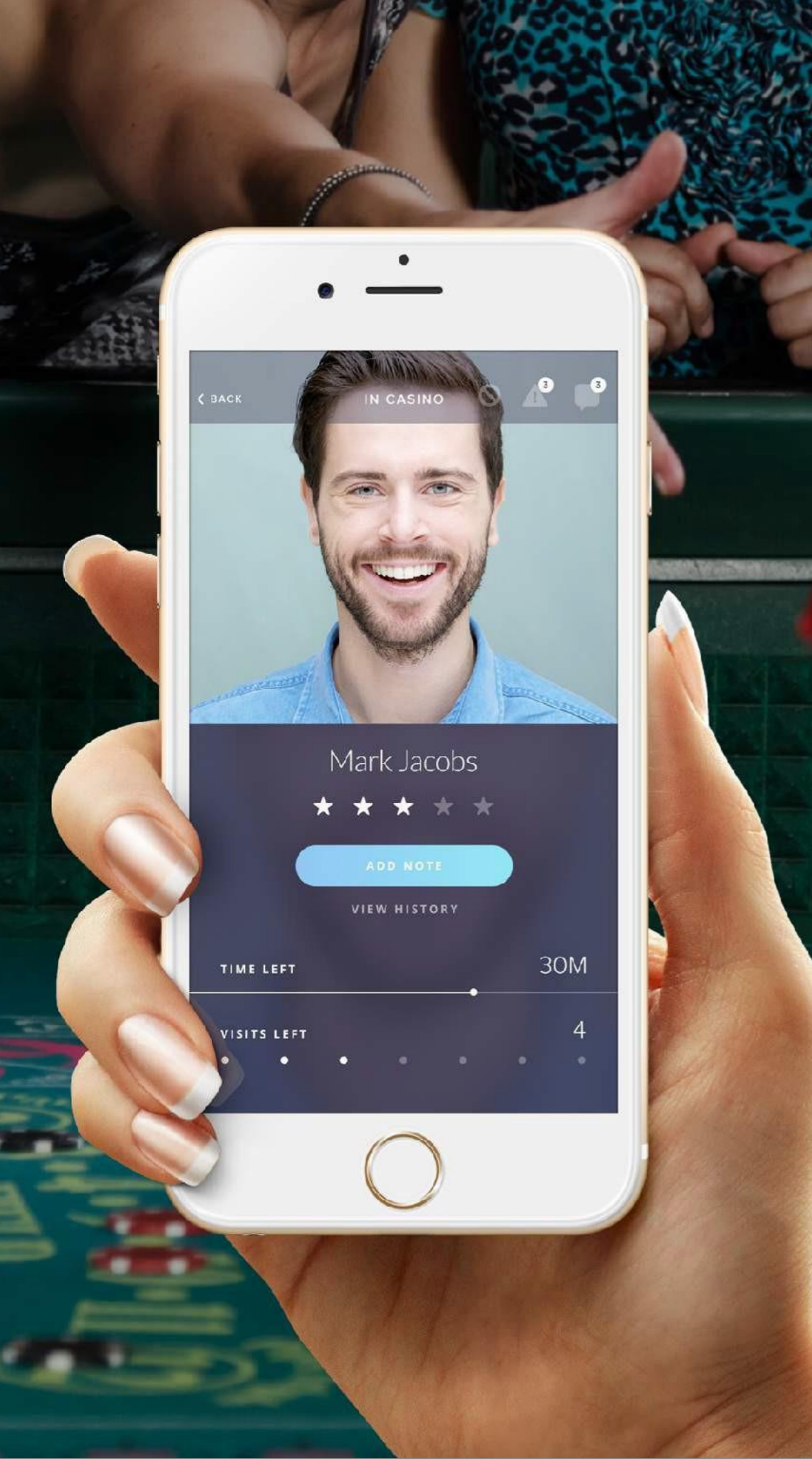The Manager receives a notification when a registered customer enters the premises.

Only the tablet of the Manager on duty will receive the notification.

It is possible to be notified by a fixed line phone call, email or text message

*Activated by customer's smartphone

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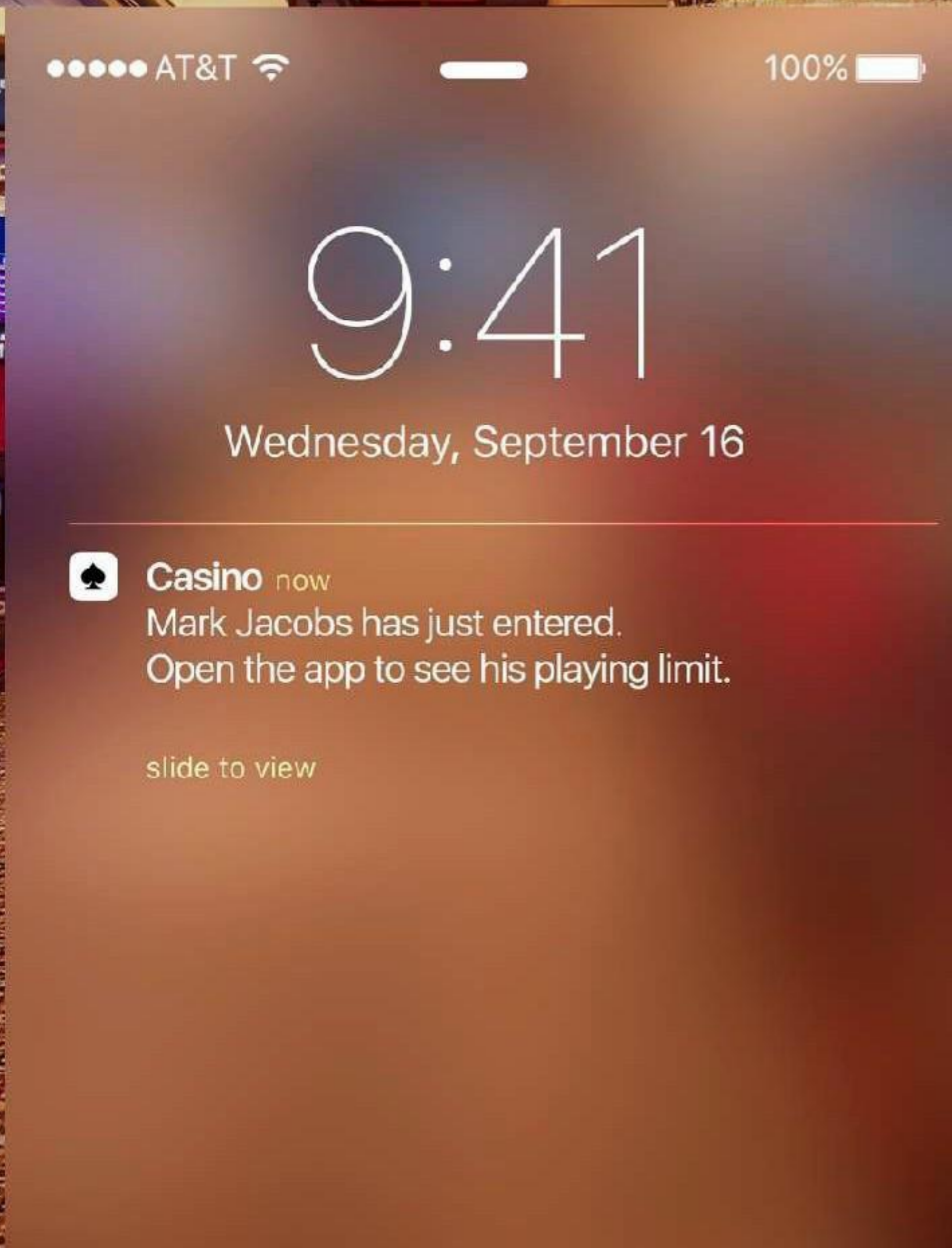
# Manager App

The customer's profile is pushed to the Manager's phone or tablet

The Manager receives a notification when a registered customer enters the premises.

Only the tablet of the Manager on duty will receive the notification.

It is possible to be notified by a fixed line phone call, email or text message
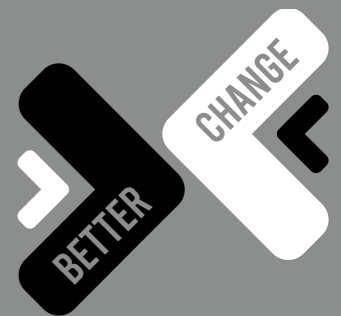
Quick access to the customers profile and history.



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# Manager App

Easily add notes to a customer's profile

Quickly add notes and comments to a customer's profile

If the customer enters another location the Manager at this location will automatically see the profile notes.
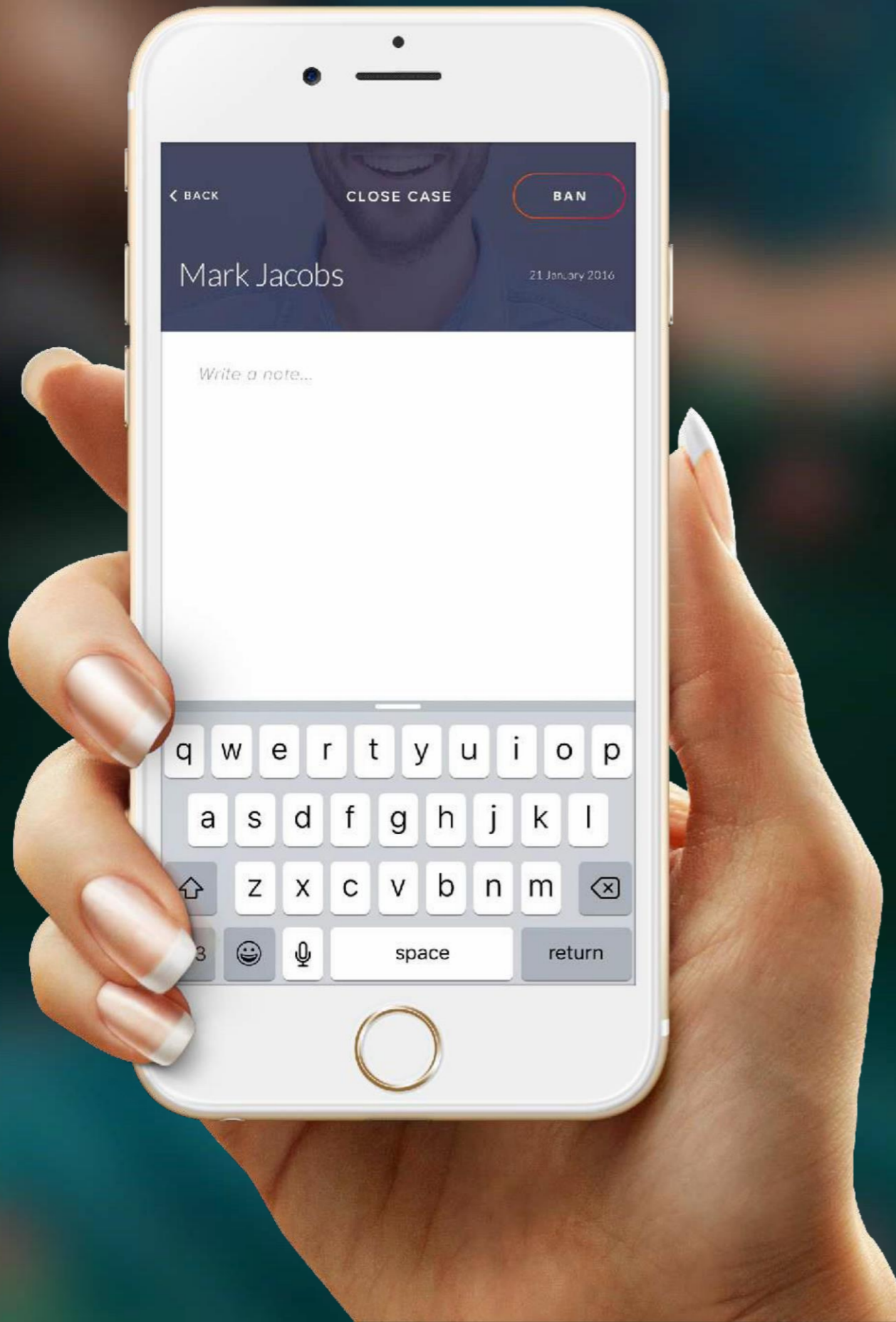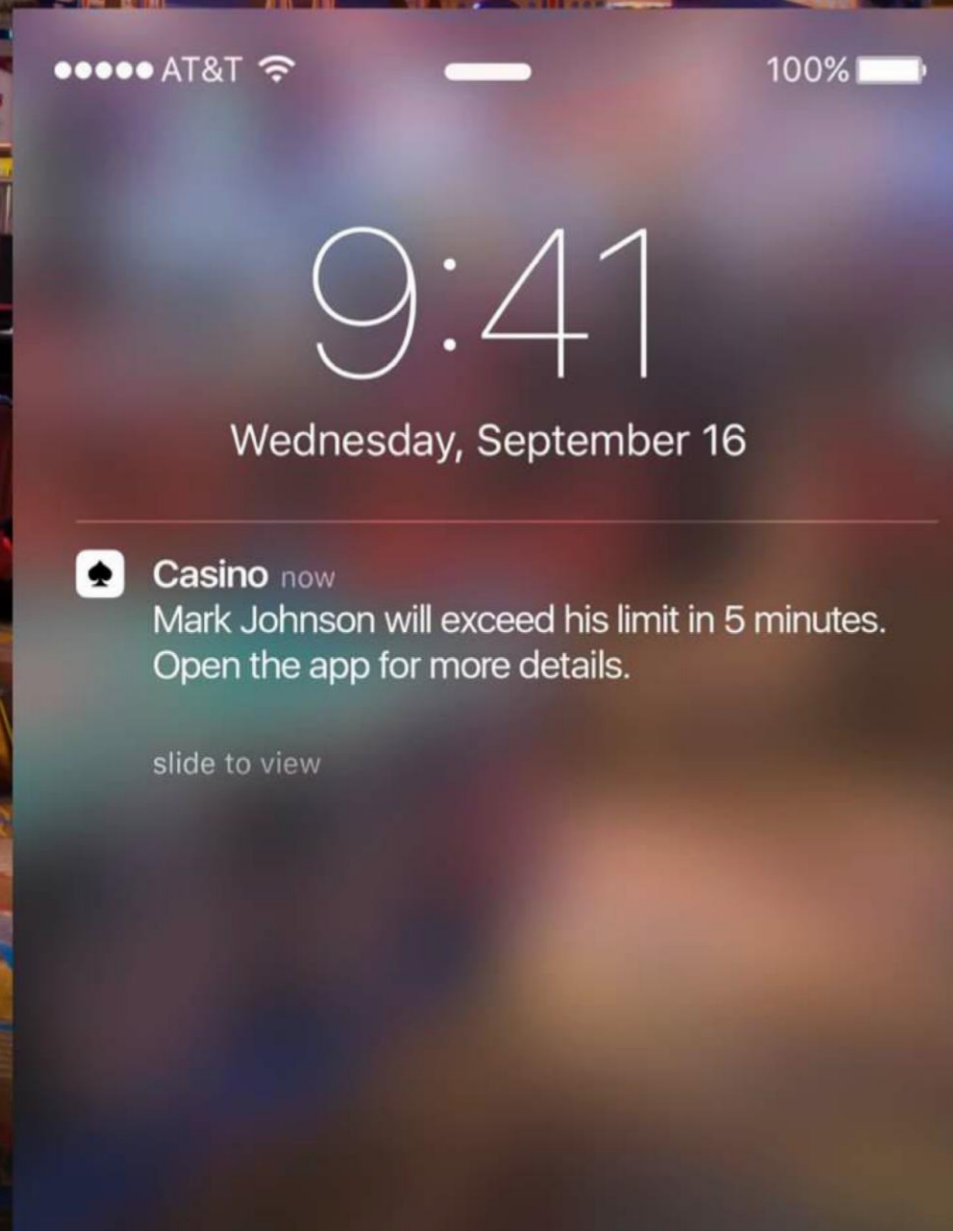
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# Manager App

Get notified when a customer is approaching their limit

Be Informed in advance when a specific customer approaches their limit.



●●●●● AT&T 📶   100% 🔋

# 9:41

Wednesday, September 16

♠ **Casino** now
Mark Johnson will exceed his limit in 5 minutes. Open the app for more details.

slide to view

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# Manager App

Get notified when a customer is approaching their limit

Be informed when a specific customer has reached their limit.

If requested the Manager should remind the customer and write a note of the conversation.

Information about the reminder will be centrally logged and can be accessed by head office and used for reporting, audit and control purposes.

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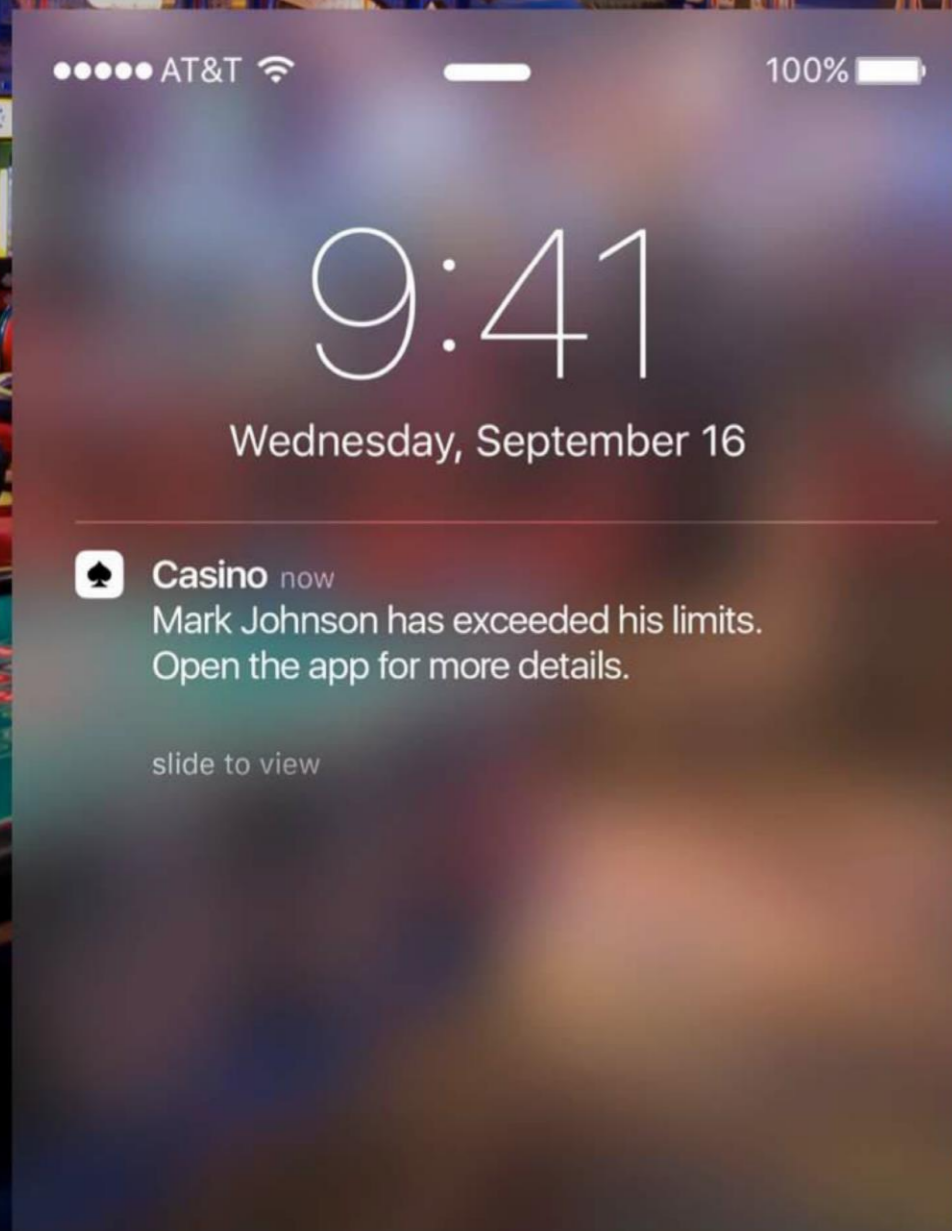
# Manager App

The Manager will enter a note of a reminder

Details of the conversation will be centrally logged and can be accessed by head office for reporting, audit and control purposes.
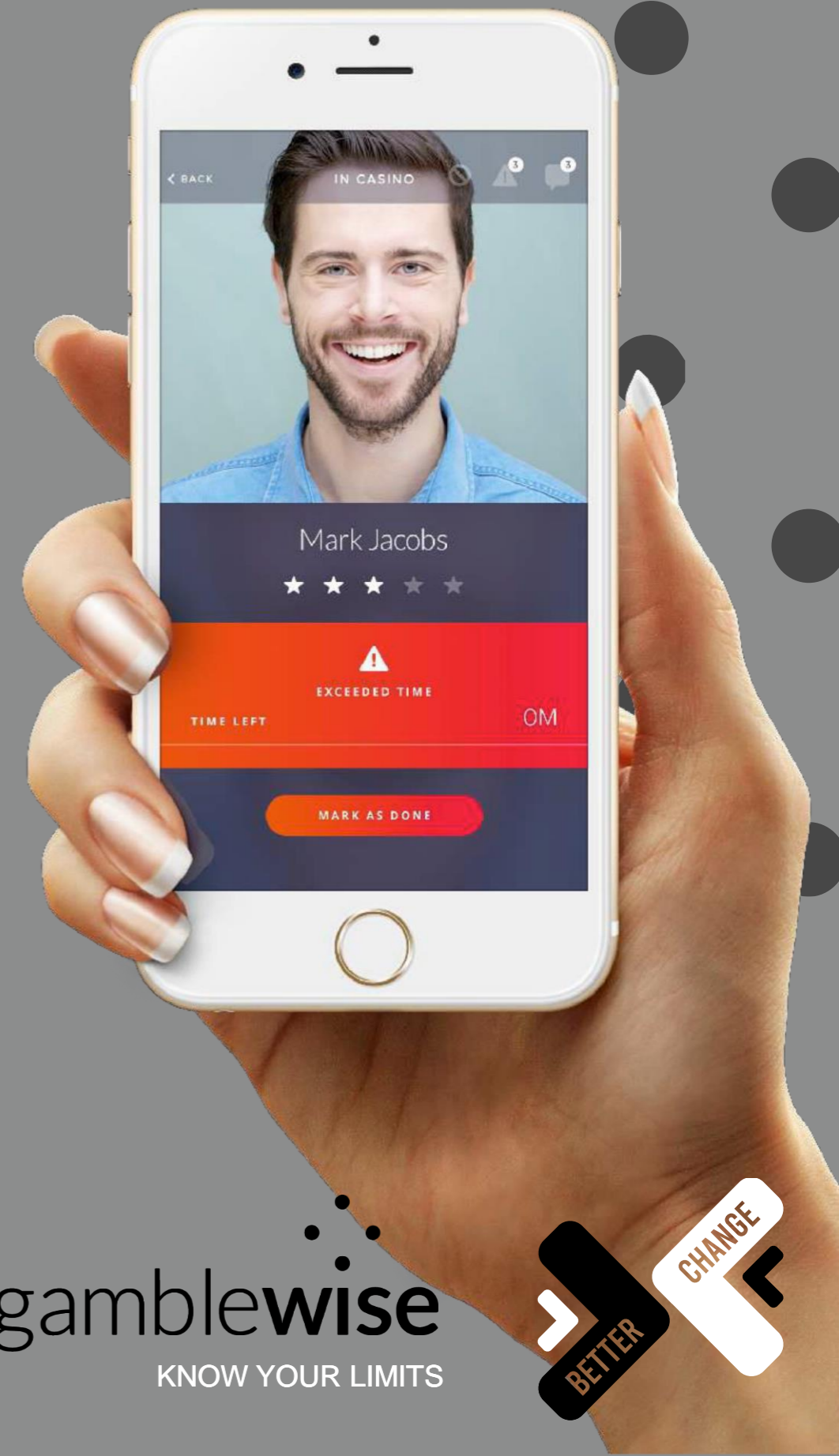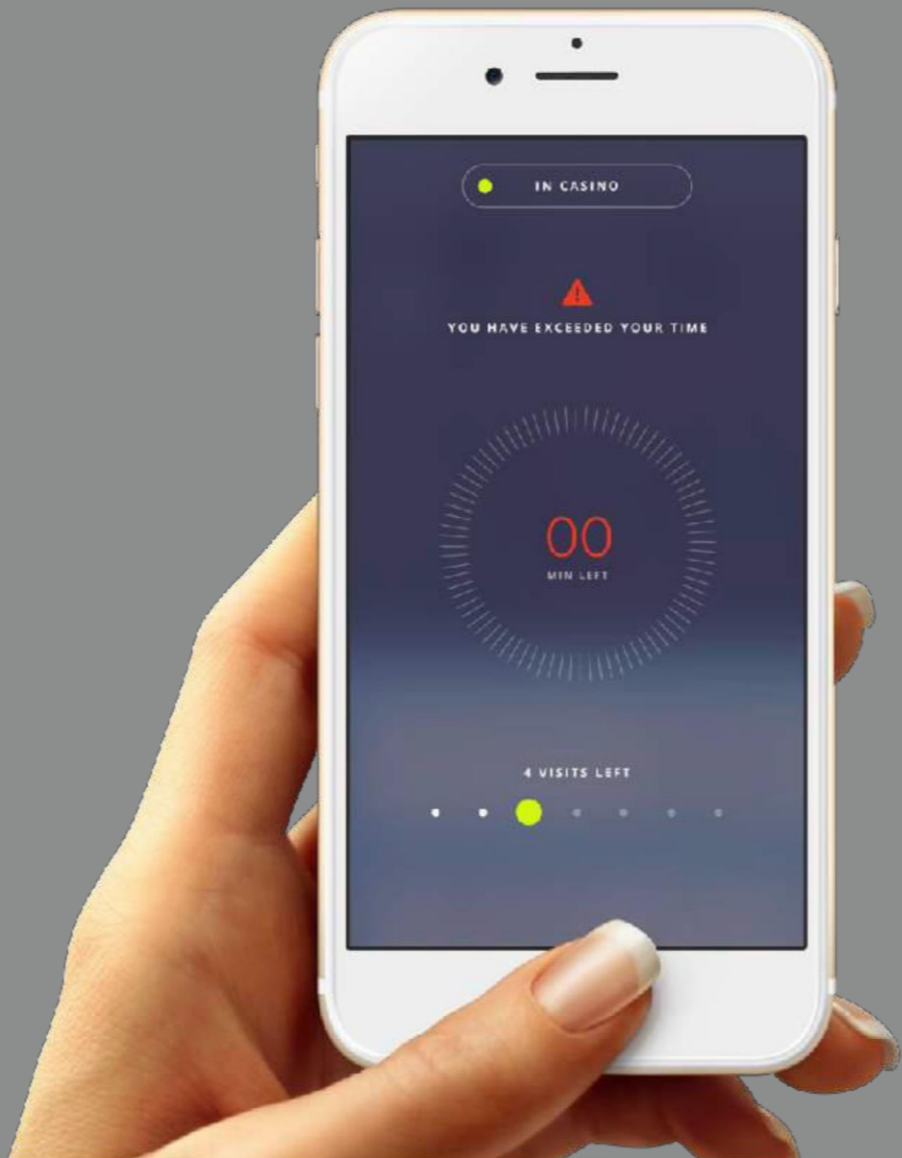


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## Marketing and Management

Gamblewise propose to have our own appointed area managers who will visit each location in the country on a regular basis, to enable us not only to inform your Customers about the Gamblewise App, but to show them how to use the App effectively. We will have constant feedback from customers of their thoughts about using the App, which will allow us to better understand how we can improve it and keep them as active users.

## Point of Sale Material

Let your customers know that they can control their gambling

Support and communicate with "in store" leaflets, posters, digital screens, placards direct marketing, staff promotion, social media.

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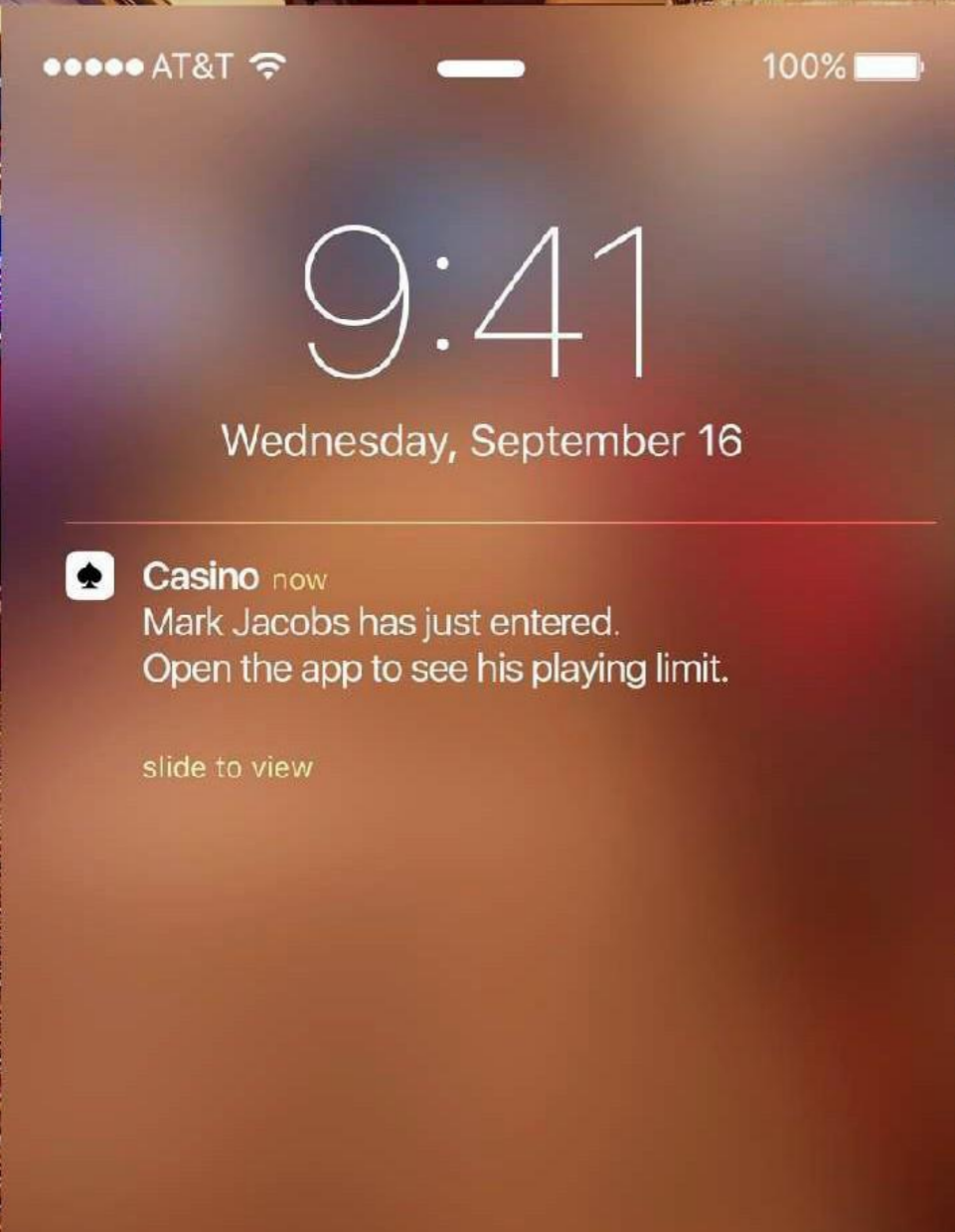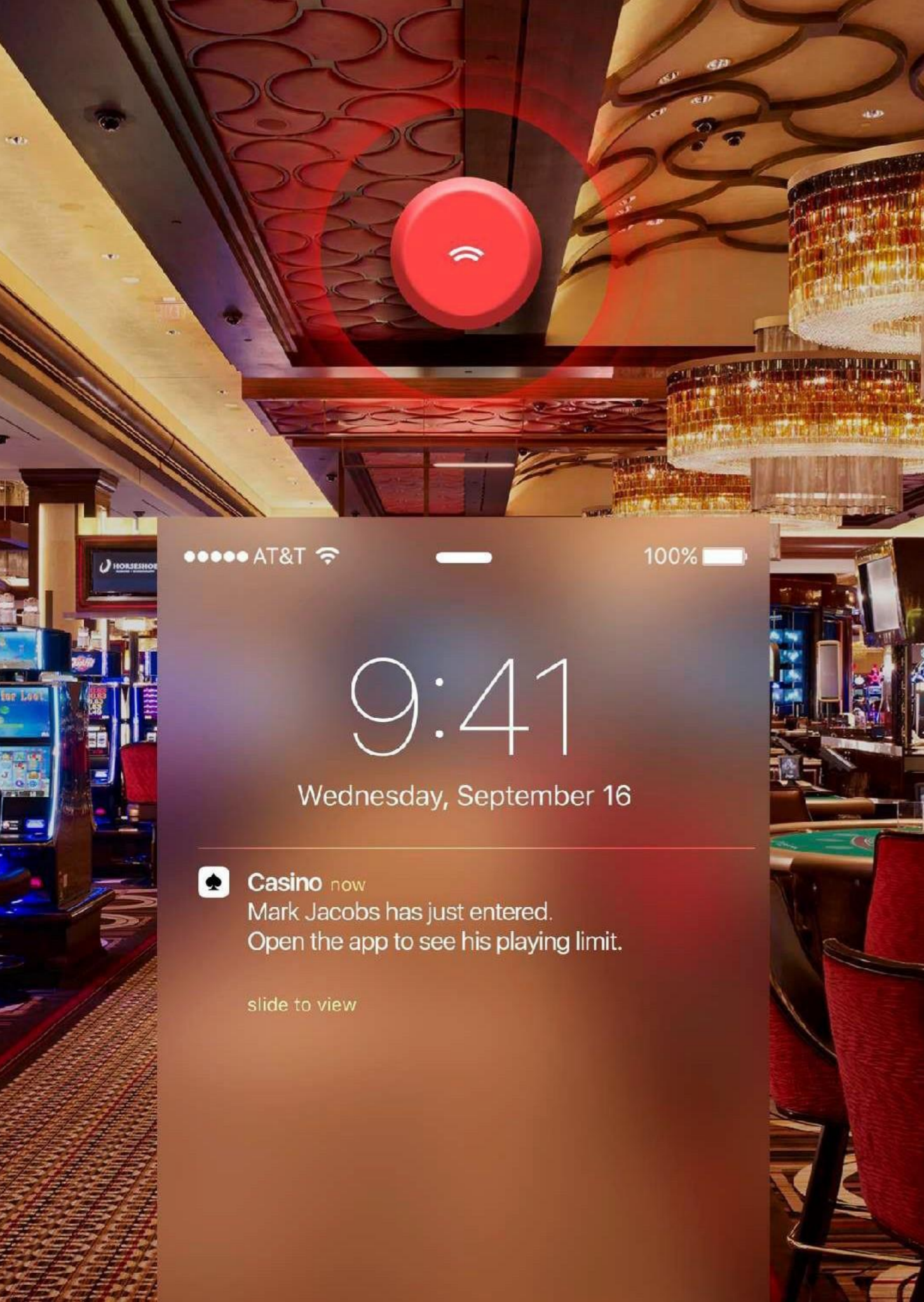
# Manager App

Managers are informed in real time about their customers

The Manager receives a notification when a registered customer enters the premises. Only the tablet of the Manager on duty will receive the notification.
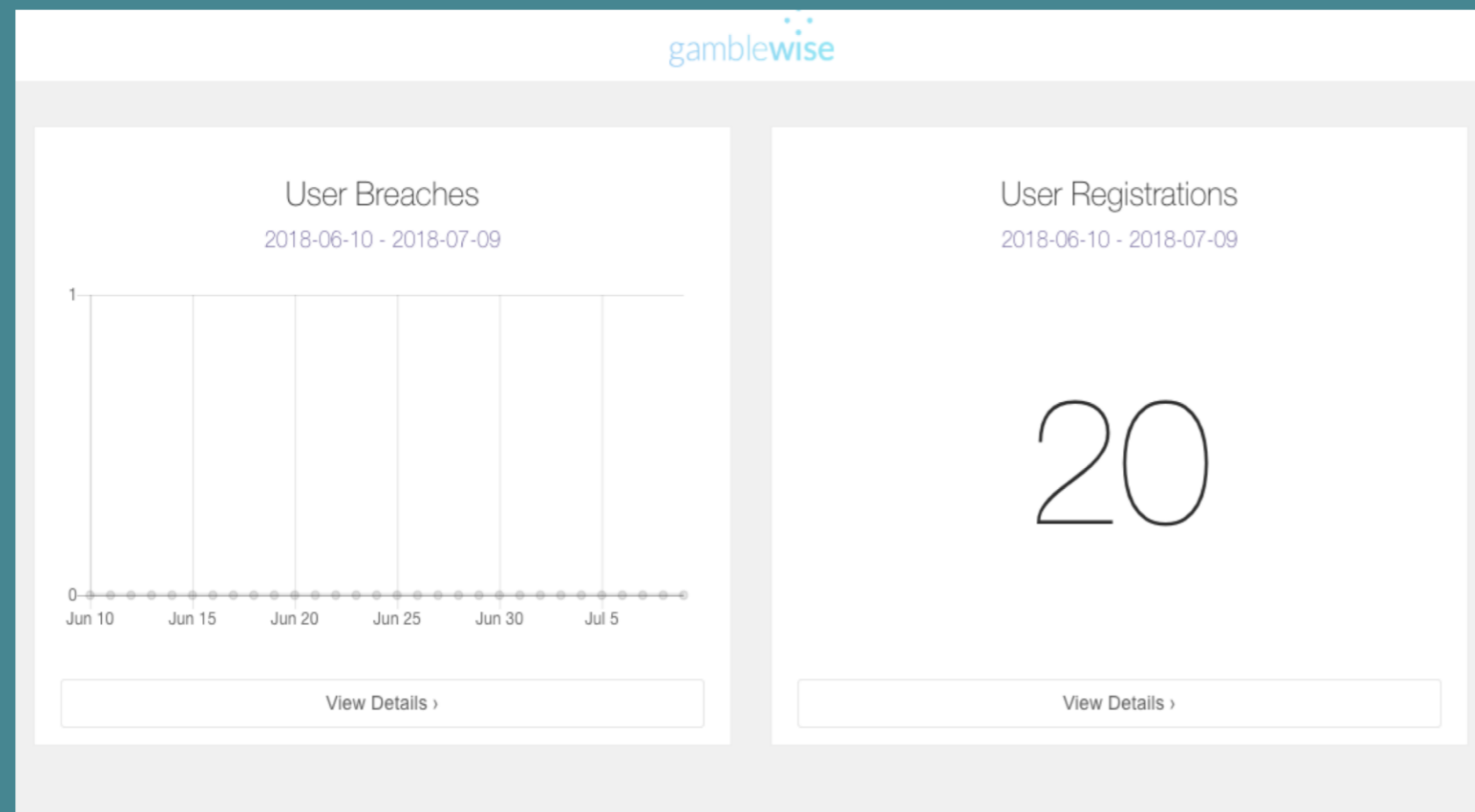
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# Web Platform
## Management and Analytics Platform

## View the data and understand your customers



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| User Breaches | User Registrations |
|---|---|
| 2018-06-10 - 2018-07-09 | 2018-06-10 - 2018-07-09 |
| | 20 |
| View Details › | View Details › |

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# **Web Management** Platform
# for Senior Management

Get access to analytics and incidents. Each operator is given access  to the management system to view, analyse and utilise customer

data and behaviour. The data is secure and each operator signed up to the

Gamblewise system can only access their own customers' data.

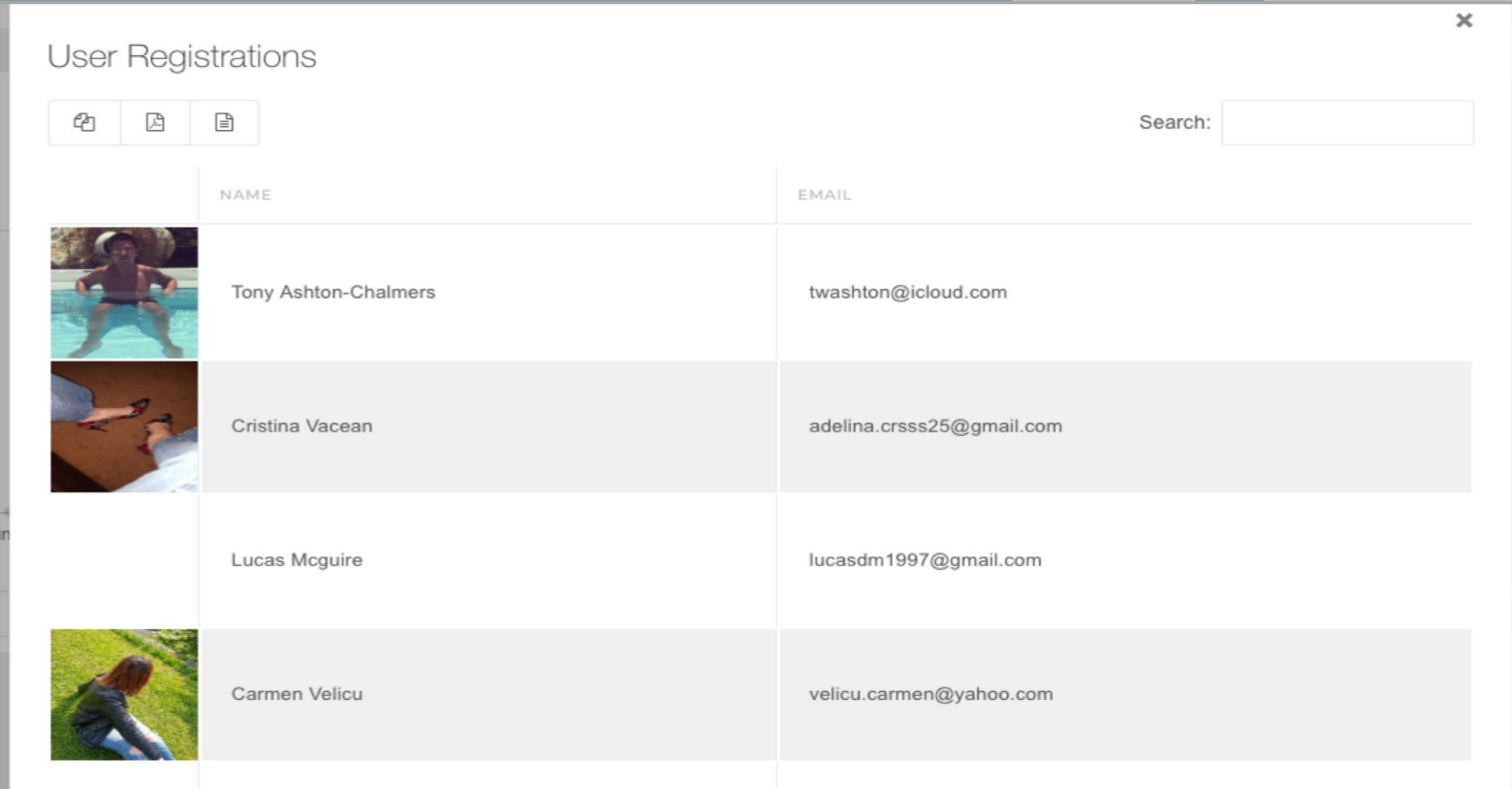Customer limits are shared between operators



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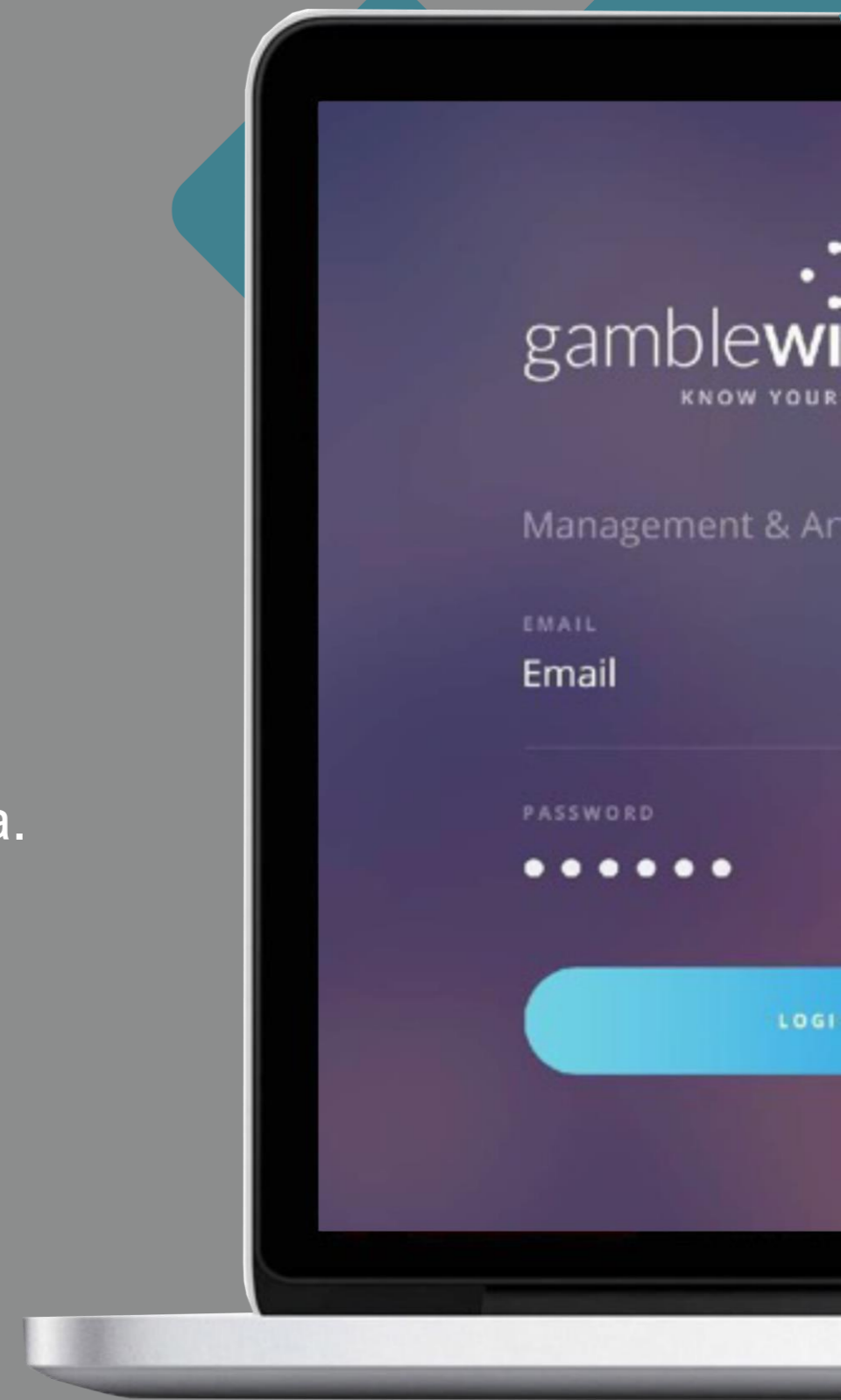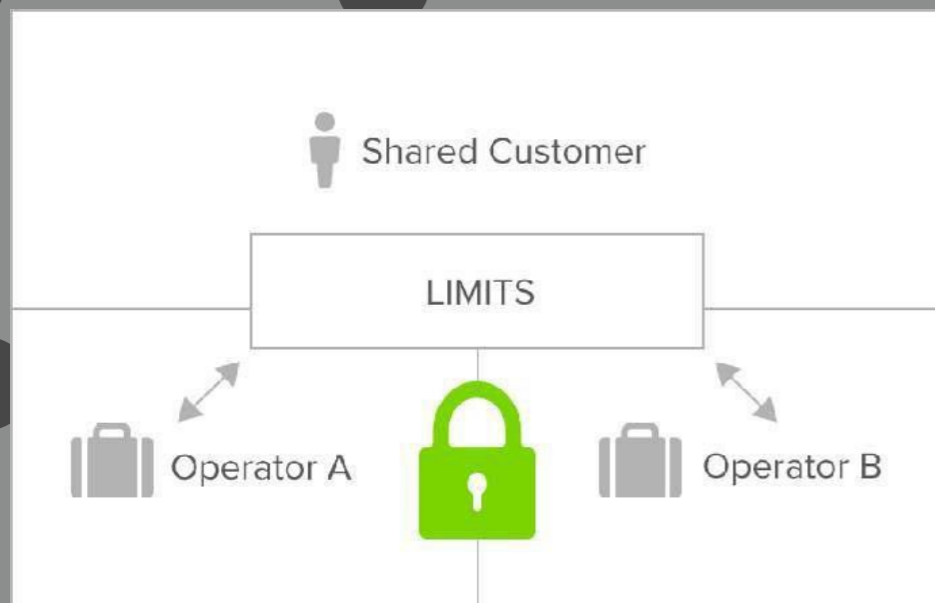
# Incident Reports

Access a real time database of incidents

Through collection of data which includes the customer's activity and duty Managers' interactions.

Any operator can sign up to the same system but the data is secure and each company can only access their own customers' data.

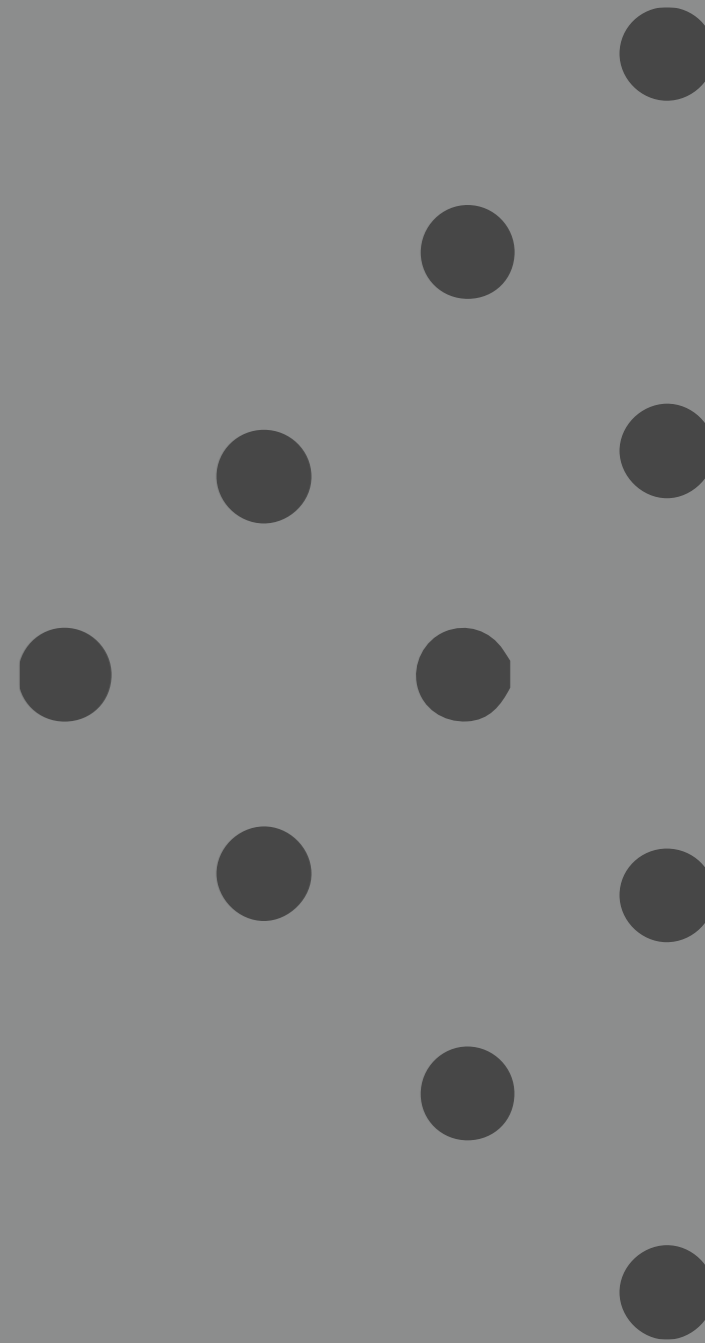Customer limits are shared between operators.



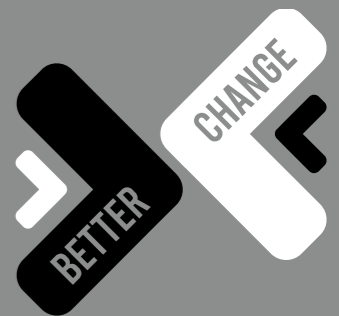User Registrations

Search:

| NAME | EMAIL |
| --- | --- |
| Tony Ashton-Chalmers | twashton@icloud.com |
| Cristina Vacean | adelina.crsss25@gmail.com |
| Lucas Mcguire | lucasdm1997@gmail.com |
| Carmen Velicu | velicu.carmen@yahoo.com |

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# Hardware Infrastructure

Bluetooth Low Energy and WiFi Devices

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**System Overview**

Bluetooth

Bluetooth

IN CASINO

3½
MIN LEFT

4 VISITS LEFT

Mark Jacobs

★ ★ ★ ★ ★

ADD NOTE

VIEW HISTORY

TIME LEFT 30M

VISITS LEFT 4

WiFi of 3G/4G

WiFi of 3G/4G

iBeacon

BLE Devices

**Customer App**

iOS and Android

**Manager App**

Android

Central Server

**Management Analytics**

Web Based

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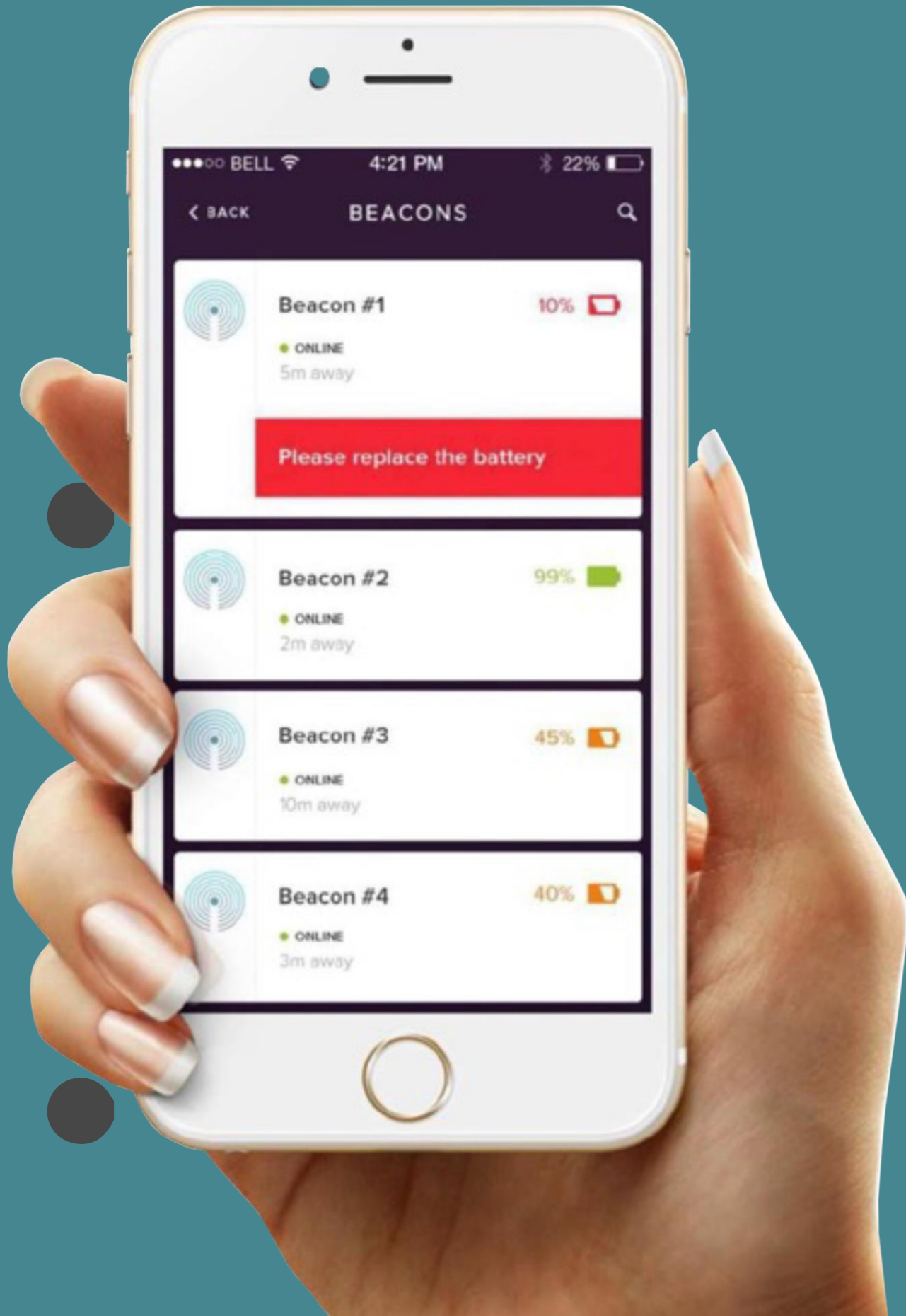
# Battery Information

Get notified when you need
to change the iBeacon's battery

Batteries last up to 4 years, they are very
easy to change. It's even easier to know
when to do it.

Or you can opt for our iBeacon
Management Program.

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Introducing

# GW Proximity Device

for Gambling Venues

Wi Fi™    iBeacon    Eddystone

## The Core of our System

iBeacon™, Eddystone™ and WiFi Technology

Depending on the size and/or type of indoor location we can deploy a beacon, multiple beacons or networked WiFi solution

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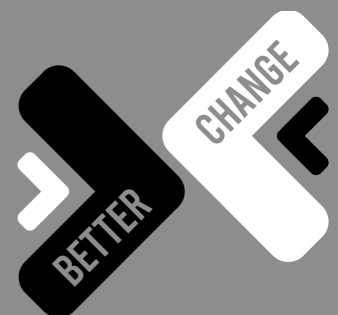
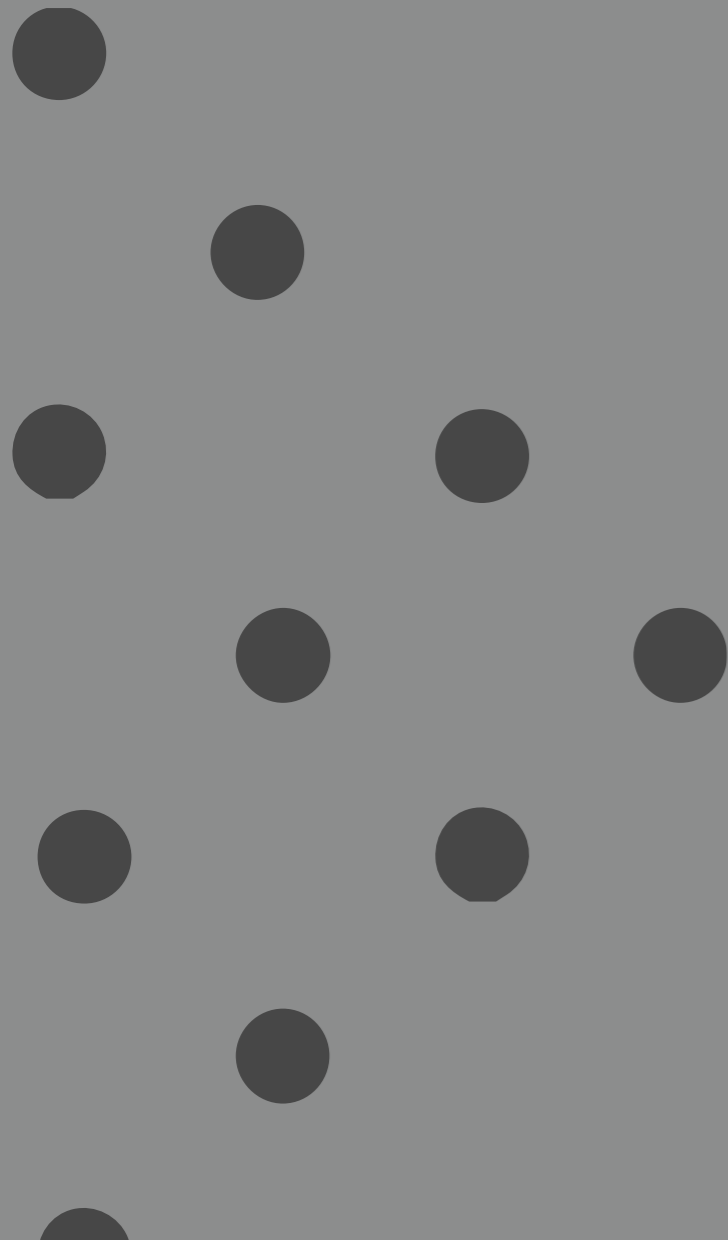BETTER CHANGE

# Gamblewise is fully GDPR compliant

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**David Richardson**
**Better Change**
**David@better-change.org**

# Thank you!

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