

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** RE: Bet Index business plan  
**Date:** 28 February 2020 11:33:35  
**Attachments:** [REDACTED]

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[REDACTED]

[REDACTED]

[REDACTED]

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**From:** [REDACTED]

**Sent:** Friday, February 28, 2020 11:01 AM

**To:** [REDACTED]

[REDACTED]

[REDACTED]

**Cc:** [REDACTED]

[REDACTED]

**Subject:** Bet Index business plan

Hi,

I have extracted the relevant elements of the Bet Index business plan which relate to the game they said they were going to provide. Unless I have missed something or there are further documents I haven't seen, there does not appear any reference to selling players.

My basic understanding of the business model presented to us at licensing stage is:

Event

The event that you are betting on is the media coverage of your chosen player – if your player is top of the media coverage list you get 20p dividends on this player every time they top the media list.

The odds

The odds of the bet are determined by how popular your player is on the Bet index – e.g if you have the most popular player then you will pay more for the player (the bet) and the dividend (pay out) percentage against your stake would be lower.

If that model was followed I think in basic terms it would look something like this:

Bet on Virgil Van Dyke – paid £7 for a share which expires after 3 years – during that 3 years I am betting on getting dividends for that player which amount to more than £7. After 3 years bet expires, no stake returned, no sell on value of share.

[REDACTED]

[REDACTED]

[REDACTED]

Regards

