

To: Mart Doyle

From: Dan Kovacs

Subject: IMVU

By introducing gambling into the world of IMVU, users will become more invested in their avatars, meet new people, and spend additional money. Our company would create social games that have the option to bet in-game credits (which is essentially real-life money) on the outcome. The revenue for this idea will be that our company gets 20% of any tournament betting done inside IMVU.

The capability of this service is that it will allow users to either challenge another avatar one on one or they may enter a tournament. The games that will be included in this gambling service will have poker, horse racing, small skill games, and others. The objective is to allow every user to find a game that they can excel at, so every user feels like they have an equal opportunity to win. We will offer tutorials for games like poker to acclimate any users who have never played it before. No one under the age of 21 will be able to gamble or even purchase the service and our company will closely monitor that. The service will allow users to set up community dates for tournaments that our company will approve and monitor to make sure that it isn't a scam. Users who win in these tournaments or one on one battles can either keep the credits, spend them on new items, or sell the additional credits to other users. The goal is to make the gambling a by-product to the fact that people who utilize the service will be meeting and interacting with new users that they may not have ever thought to talk to.

The revenue for this product will come from the tournaments. The tournaments will only have a five to ten dollar maximum buy in or bet, but considering the size of IMVU, the tournaments will fill up with thousands of participants. For each of these tournaments, we will take 20% of the total amount. Also, users will have to pay an initial fee to buy the service that includes all of the games with the ability to gamble. Users of IMVU will want to purchase this service because it will be the next step in the evolution of this social world.