

## **A LIMITED OPPORTUNITY FOR A FEW LUCKY INVESTORS**

- **Pick Six Weekly Lottery, and Texas Hold'em Poker are Two of the Most Popular Games Played in the World!**
- **Atlantic West has developed a Completely Legal World-Wide Internet Hybrid Texas Hold'em Poker/Pick Six Lottery Game that has been successfully operating for over one year.**
- **The Company is Debt Free but needs to raise the funds required to promote the game.**
- **Once we have reached our goal of only 100,000 players, profit sharing can provide earnings of up to \$2.64 per share annually.**
- **For a very limited time, we are offering shares at \$1.00 each.**
- **Our goals are easily attainable, utilizing Google email services, with a player acquisition cost of \$2.50 for each player.**
- **All of this information is readily verifiable.**

**Atlantic West Management Group, Inc.** is headquartered in the U.S., with offices in Hollywood, Florida and Southfield, Michigan. The company has subsidiary corporations in San Jose, Costa Rica and St. John's Antigua British West Indies.

Atlantic West is a **software developer, ISP, and internet game operator.** The company writes all of its own software, and serves all of its own sites, from servers located in Nova Scotia Canada and Hollywood, FL. The company is entirely self sufficient and operates its own Cloud Servers, on its own Internet Back-Bone Connection.

If the reader is at all familiar with the Internet Gaming Industry, they must realize that it is growing at an incredible rate, with significant annual increases in player participation. **Internet Virtual Gaming** is now a **500+ billion dollar annual industry world-wide.**

**Lotteries** world-wide will generate in excess of **300 billion dollars** in annual ticket sales in the next year.

**1/3 of the world's population plays poker, and at least that many people also play lottery games.**

If one could purchase a lottery ticket on their computer or mobile device, would they go down to the gas station on a rainy night to wait in line to buy a lottery ticket?

Atlantic West is a 20 year old Internet Software Developer and has developed a unique product that addresses both of these lucrative markets. It is a hybrid game that allows the ticket holder to first play

poker, and thus have the potential to acquire extra tickets in a weekly pick six lottery drawing. The product is protected by both copyrights and patents, and this product is currently in Play For Real Money Mode under the name [www.placeyourchipsscaribbean.com](http://www.placeyourchipsscaribbean.com).

In addition to this game, the company offers a complete catalog of off-the-shelf internet games. **All of these games operate across all computer platforms and operating systems**, and all of the games are also available as **Mobil APPS both for I Phone and Android Devices**.

If one were to watch television for even only a short while, they would see millions being spent daily on internet games such as Fan Duel, and WPT Poker Tournaments.

This is a concept that will produce fantastic revenue even if the Poker / Lottery game only achieves 2% to 3% of the current world lottery market, the profits resulting will be huge.

---

# **Atlantic West Management Group, Inc.**

## **REVISED PROPOSED BUSINESS PLAN - December 01, 2019**

*This Business Plan is being presented as an alternative to the existing plan, as there have been many changes in the internet gaming and entertainment industry since the last presentation of a business plan and in considerations of a careful evaluation of the company's current inventory of software assets and the market position and marketability of these assets.*

## **COMPANY INFORMATION**

*Wholly Owned Subsidiaries, Board of Directors and Advisory Board, Registered Office, Headquarters and Other Offices, and Corporate Legal Advisors.*

### **Atlantic West Management Group, Inc.**

Incorporated In Florida - August 26, 2010 - Florida Number: P10000070504 - EIN# 27-3331193

### **Wholly Owned Subsidiaries**

As of June 30, 2011, **Atlantic West Management Group, Inc.** a Florida Corporation, in exchange for 50 million of its common shares, acquired all of the assets of **Atlantic West Management S.A.**, a Corporation duly incorporated in Costa Rica as: ATLANTIC WEST MANAGEMENT SOCIEDAD ANÓNIMA, ID number: 3-101-508423. (Incorporated November 1, 2007)

**Atlantic West Management S.A.**, is the vertical integration of, Atlantic West Management Ltd., Caribbean Internet Technology Ltd, and Softnet Communications Caribbean Ltd., all former Antiguan IBCs.

**Atlantic West Management S.A.** is a Costa Rican corporation operating as an Internet Service Provider, a Software Development Company, an Internet Marketing Company, and an Online Transaction Processor.

**AWMG LTD** is an Antiguan IBC incorporated in Antigua & Barbuda in April of 2015, and is a wholly owned subsidiary of Atlantic West Management S.A. and operating as a provider of International Lottery Technology.

**AWMG Caribbean IT Scholarship Foundation, Inc.** Incorporated on December 28, 2015 - Florida Number N15000012172 - EIN# 81-0961771, a U.S. 501c3 is a Non-Profit Foundation.

All Officers and Board Members are common to both **Atlantic West Management Group, Inc.**, and its subsidiary, **Atlantic West Management S.A.**. The board of Directors of **AWMG LTD** and **AWMG Caribbean IT Scholarship Foundation, Inc** are listed separately below.

### **Board of Directors & Officers**

Mark Anton	President, Managing Director, & Chief Operating Officer
Sharon K. Hamilton	Vice President of Marketing & Deputy Managing Director
Paul Jarvis	Vice President, Secretary and Board Member
Antonio Fernandez Barrantes	Executive Vice President, & Director of Technology
William Lowe	Director
Arthur H. Masarky	Director
Brooks Hinkle	Director
Dr. Bakulesh Patel, M.D.	Director

### **Advisory Board**

Benjamin R. Stutz, Esq.	Advisor
Ronald J. Ryan, CFA	Advisor

---

### **Wholly Owned Subsidiary**

As of April 02, 2015, **AWMG LTD**, an Antiguan IBC (International Business Corporation) was formed as a wholly owned subsidiary of **Atlantic West Management S.A.** This subsidiary was formed for the purpose of facilitating the new Caribbean International Internet Lottery Games and Websites.

### **Board of Directors & Officers**

Mark Anton	President, Managing Director, & Chief Operating Officer
Sharon K. Hamilton	Vice President of Marketing & Deputy Managing Director
Antonio Fernandez Barrantes	Executive Vice President & Director of Technology
Paul Jarvis	Vice President, Secretary and Board Member
Arthur Thomas.	Board Member

### **Company Owned Non-Profit Foundation**

On December 28, 2015 **AWMG Caribbean IT Scholarship Foundation, Inc**, a U.S. Registered 501c3 was formed. This foundation was formed for the purpose of facilitating the operation of the new Caribbean International Internet Lottery.

## **Board of Directors & Officers**

Mark Anton

President

Sharon K. Hamilton

Vice President

Atlantic West Management Group, Inc.

Serving as Vice President

---

## **Registered Offices and Headquarters**

### **Atlantic West Management Group, Inc.**

P.O. Box 221200

Hollywood, Fl. 33022-1200

Phone: 954-964-8600 - Toll Free Phone: 1-800-642-7286 - Fax: 954-989-1190

### **Atlantic West Management Group, Inc. (Administration)**

1109 Federal Highway

Hollywood, Fl. 33021

Phone: 954-964-8600 - Toll Free Phone: 1-800-642-7286 - Fax: 954-989-1190

### **Atlantic West Management Group, Inc. (Marketing /Accounting)**

19785 W. 12 Mile Road

Southfield, MI 48076-2584

Phone: Toll Free - 1-844-699-AWMG (2964)

### **Atlantic West Management Group, Inc. (Stock Transfer Agency, Lead Manager & Sponsor))**

P.O. Box 221200

Hollywood, Fl. 33022-1200

Phone: 954-964-8600 - Toll Free Phone: 1-800-642-7286 - Fax: 954-989-1190

### **Atlantic West Management Group S.A. (Subsidiary)**

Escazu

San Jose, Costa Rica

Phone: 954-964-8600 - Toll Free Phone: 1-800-642-7286 - Fax: 954-989-1190

### **AWMG LTD (Subsidiary)**

St. John's

Antigua, BWI

### **AWMG Caribbean IT Scholarship Foundation, Inc. (U.S. 501c3)**

Box 221200 Hollywood, Fl. 33022-1200

Phone: 954-964-8600 - Toll Free Phone: 1-800-642-7286 - Fax: 954-989-1190

---

## **Corporate Legal Advisor**

### **Bufete Chamberlain S.A.**

Escazu. San Jose. Costa Rica

Lic. Percy J. Chamberlain B. - Cédula 107950671

011 (506) 2289-3798 - 314-735-4136 - [percychamberlain@gmail.com](mailto:percychamberlain@gmail.com)

### **Corporate Legal Advisor (AWMG LTD)**

#### **Thomas John & Co.**

P.O. Box 990 FDICIC Bldg. - Lower Factory Road - St. John's Antigua British West Indies

**Note: A full individual description about each Director & Officer is available online at: <http://www.atlanticwestmanagement.com> in the PPM Document (Private Placement Memorandum)**

---

## **Product Overview**

### **PlaceyourchipsCaribbean.com:**

Founded in 1999, Atlantic West Management Group, Inc., (Atlantic West) a 20 year old Software Development Company is pleased to announce an exciting new project designed to support and intensify the Information Technology [IT] industry for Caribbean residents. IT Service and Development is one of the few untapped areas where the Caribbean region can compete with the rest of the world on a level playing field. Atlantic West, a company with its roots on the Island Nation of Antigua & Barbuda, has launched this International Internet Based Lottery Program that brings about World-Wide participation in a brand new Hybrid Lottery Game. The revolutionary game combines Texas Hold'em Poker with a weekly "Pick-6" lottery drawing that creates a special exciting experience for poker players and lottery players alike.

The new game can be viewed and played at: <http://www.placeyourchipsCaribbean.com>, and is currently available in its final form and available for "play for real money" on both computer and mobile devices.

### **HOW IT WORKS:**

When the player enters the site, the player has a choice of which one of the 10 countries the player chooses to support. Once registered at the login page for their country of choice, deserving students from that country where player registered will receive the IT scholarship benefit of player's purchase.

The player purchases an annual membership for \$ 29.99 which entitles the player to receive 50 pick six lottery tickets, every Monday morning, for which they may pick the desired numbers for all or some of the tickets, or they may allow the computer to make automatic picks and simply wait until the following Sunday evening for the drawing. If the player makes no choices as to how they wish to play all of the tickets, then they will receive an e-mail on Sunday morning that offers them one more chance to decide upon the numbers. If they fail to respond to the e-mail, then the computer will automatically perform the auto-pick feature one hour before the weekly drawing and send the numbers picked via e-mail, to the player, one hour before the weekly drawing.

### **THE POKER GAME CONSISTS OF 2 ELEMENTS:**

If the player wishes to potentially increase their odds of winning the lottery, they may convert all or some of the 50 pick six tickets to Poker Points and each lottery ticket will give them 50,000 poker points to play as follows.

- A.** The first part is a 6 ½ day per week "Sit N Go" poker tournament where the player can effectively increase their lottery odds before they proceed to the 2<sup>nd</sup> part of the program, the Pick-6 drawing.
- B.** Part two of the program, the Pick-6 drawing, where players redeem their points for Pick-6 tickets allows for increased chances of winning the weekly Drawing, as points earned in the poker tournament can be redeemed for Pick-6 Tickets.

The Player uses the Poker Play Tickets with 50,000 play chips each to be used to enter the weekly poker tournament. The player may continue to play poker as often as they wish until they either lose the 50,000 points, or can continue to play until they have earned enough poker points to convert to multiple Pick-6 Tickets. They will receive one additional pick six ticket for every 50,000 poker points that they win playing Texas Hold'em, however, once converted to poker points, each ticket stands on its own, and results from individual tickets cannot be combined.

Each week's Top Poker Tournament winner will be rewarded with an additional 100 Pick-6 tickets, along with a promotional prize, and the 2<sup>nd</sup> place winner will be rewarded with an additional 50 Pick-6 tickets.

As players achieve more poker points, they may redeem them for one Pick-6 ticket per 50,000 poker points.

### **TICKET SALES DISTRIBUTION:**

The membership purchase dollar will be distributed as follows: 40% is applied to the Winner(s) of the Weekly Pick-6 Drawing, 5% is given to the country of the player's registration, and 40% is applied to a College IT Scholarship Fund. Scholarships are awarded to students from the country where player registered and are based on applications presented to that country's Minister of Education. The remaining 15% is retained by Atlantic West to cover the cost of operating the game.

### **EDUCATIONAL AND CHARITABLE PURPOSE:**

This program is specifically designed to elevate the Caribbean Nation's IT (Information Technology) education opportunities, activities and industry exposure. For these reasons, residents of the countries benefitting from the program will not be allowed to purchase tickets. Caribbean residents may play for Free and for Fun with no possibility of winning any prizes.

### **GAME STATUS:**

The game has been fully functional and out of the "Beta" mode for 14 months and has been available world-wide and accepting membership contributions from players, and allowing for the use of all game features for the players. The game; [www.placeyourchipsocaribbean.com](http://www.placeyourchipsocaribbean.com), can be viewed and played on computers, and is also available at the Apple iTunes and Google Stores as APPS for mobile devices.

Although Atlantic West has little or no debt, and does have some software licensing sales, unfortunately, it is still dependant on investor support and as a result has never had sufficient available cash on hand to properly advertise and promote the game to the point necessary to acquire the 100,000 + players required to generate a significant profit.

Because the weekly prize is calculated using a pari-mutuel formula, it has never been sufficient to gain the player interest and therefore most new signups feel that they need to have more incentive than the current \$ 1,000.00 prize in order for them to play regularly. As a result, the project is essentially at a "Stand Still" until Atlantic West can somehow find financing of between the \$ 250,000.00 - \$ 500,000.00 necessary to increase the current 14,000 registered player base to the 100,000 necessary to bring the weekly prize up to the point that the game can be run with a distributable profit for the current 815 shareholders.



## **MOBILE APPS: THE FUTURE OF COMMERCE WELCOME TO THE NEW “IDEA” ECONOMY**

**The official announcement?**

**There was none.**

**You didn't get the memo?**

**Neither did we.**

**What about the press release?**

**I still can't find it on the internet.**

**Your broker didn't tell you?**

**Probably not. But, don't feel bad. Ours is oblivious too.**

**- - - BUT - - -**

**Whether you already know this or not,**

**IT HAS ARRIVED.**

**And IT is here to stay.**

**“IT” IS THE NEW 21<sup>ST</sup> CENTURY “IDEA ECONOMY”**

Now – we’ve all heard about the money that’s being made with Mobile Apps right now. Not only by the companies **themselves** – like **Uber, AirBnB, Dropbox, WhatsApp, whatever** – **but the folks who INVESTED in those startups**. It’s incredible, but if you just look at Uber, the taxi service, for example, every \$1,000 investment at the beginning is now worth \$4.5 million. OK? **Which is 4,500 times your money**. Or look at Dropbox, the file sharing company. A \$5,000 investment at the beginning would be worth \$77,350 by now, which I don’t need to tell you is a lot better than you’ll get from most ordinary stocks and bonds.

The Biggest gains you can make right now come from new IDEAS – Breakthrough ideas that can change society.

HDTV, HIGH-SPEED INTERNET, GOOGLE, FACEBOOK, AMAZON, and our love affair with our SMARTPHONES have revolutionized the way we live and communicate. They are also forever changing how we acquire nearly everything.

Investors in this New Economy are making huge profits, by taking advantage of situations that most conventional investors have no clue about. The simple truth is: We no longer live in the old-fashioned economy we grew up with. The old economy is in our rear-view mirror, and the sooner we can see this, the sooner we can improve our approach to facing the future. In the old days, if you wanted to get rich as an investor, you looked for a great publicly traded company... with a great product or service... and tried to buy in at a great price.

**But TODAY, there’s something a whole lot better. You see – somewhere in the last 20 years, without any announcement, we switched over to a completely new type of economy... Lets call it the “Idea Economy.”**

The Idea Economy doesn’t reward buying stocks using the old-fashioned metrics our parents or grandparents looked at. In the Idea Economy, all the ten-baggers, the twenty-baggers, the chances to make 50 times your money – they go to the investors who find and grab up the BEST IDEAS before anyone else.

**What is the innovation that drives our society today? Ideas.**

A new way of finding a taxi... A new way of booking a hotel room... A new way of communicating with people. These have all been Big Ideas with documented ability to make you money. In the last ten years, we have seen these ideas become amazingly valuable. UBER...AirBnB...Facebook! The biggest gains you can make right now come from these types of evolutions of the old normal. An Idea Economy. . . Promoting breakthrough IDEAS that change how society works, plays, or shops. And we’re seeing this in multiple sectors...

Snapchat, a startup with a new way of storing photos, is **up 1,131%**. Stripe, a startup with a new way of processing payments, is **up 1,624%**. And AirBnB – the startup that’s changed the hotel industry forever – is **up an incredible 700,000%!** All of those gains are 10 to 20 times higher than that of the best Blue Chips, in their respective industries, over the same period. What this means is that focusing on just ONE SINGLE breakthrough idea makes for a very powerful investment in today’s economy.

Did you know that your 401k or IRA might be one of the riskiest investments of 2016?

Most retirement funds are tied to the market and Wall Street is now in the upper edges of it's trading range. With growth of normal business lackluster, at 1.5-2% per year, perhaps this is NOT the year to Gamble with your savings in the Old Economy. To make money in today's economy, you have to adapt. Mobile Apps are the embodiment of the New IDEA Economy. Try something different this time, and stake your claim in the New IDEA Economy.

## LEGACY WEALTH

Legacy wealth creation is going to the Investors who are taking advantage of New Ideas in the Mobile App sector. And, with the chance to make 20 times, 50 times, or even 100 times or more on your money, and you don't need to risk a lot of money taking a large position. It is not necessary to "bet the farm" when a \$20,000 investment can grow to over \$1 million in as little as 1-3 years. BUT – there is one small problem . . .

Ordinary folks are generally shut out from getting in early.

### How do you get into these things?

If you don't live in Silicon Valley or you don't work at the company yourself, how do you even HEAR about the best New Ideas before it's too late? . . . before the Big Profits are harvested by others? Why didn't your broker, or Jim Cramer, or the Wall Street Journal, or anyone else for that matter, tell you about Google, Facebook, AirBnB, UBER, Instagram until they went public, and so many others when the companies were still in their infancy? When Huge Profits were still in the future?

You see – the problem with Silicon Valley is that these deals are typically OFF LIMITS to regular investors. Investors who are "well-connected" gobble up these opportunities . . . and the Enormous Profit that comes with them.



## **Listed below are a handful of the many opportunities you may have missed.**

<u>Function</u>	<u>Today's Valuation</u>	<u>Speed / (Return on investment for initial investors)</u>
Dropbox	File storage and sharing \$10 billion	in 7 years
Square	Credit Card processing \$5 billion	in 6 years
WhatsApp	Free text and calls \$22 billion	in 4 years
Candy Crush	Game \$3.5 billion	in 3.5 years
Facebook	Social Media \$350 billion	in 12 years (70,000:1 ROI)
Uber*	Taxi alternative \$68 billion	in 6 years (17,000:1 ROI)
AirBnB*	Lodging alternative \$25 billion	in 7 years (450,000:1 ROI)
Instagram*	Photosharing \$35 billion	in 6 years (14,230:1 ROI)
Snapchat*	Photos/Social Media \$22.7 billion	in 4 years (7,566:1 ROI)

**ALL OF THESE MADE THE EARLY INVESTORS A FORTUNE.**

**\*The last 4 of those listed above are profiled later in this piece.**

---

## **FOUR Types of Mobile Apps**

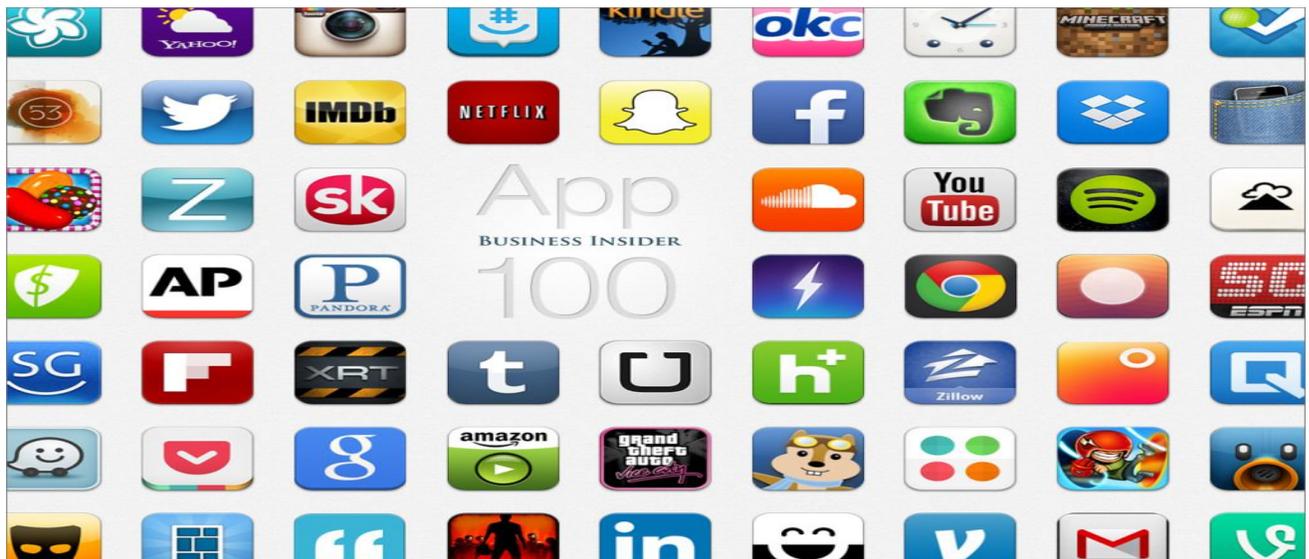
There are 4 basic categories of Apps in the Mobile space.

1. Utility, Customer Service and Enhancement Apps – These are normally extensions of an existing business for customer service, or improved customer experience and would include Banking, Utility Company's, Restaurants, Shopping, Shipping, Online Stock Trading, Internet Browsing and Search, News, Travel, etc. Monetization for these apps range from intangible non-cash benefits for the businesses all the way up to significant tangible advertising and 'in-app' purchases and upgrade revenues.

2. Games, Communication, and Social Media Apps – These Apps are primarily for Entertainment, Communication or both and include Facebook, Instagram, Angry Birds, Candy Crush, Clash of Clans, Mobile Strike, Snapchat, Tumblr, Viber, WhatsApp, Twitter, Words with Friends, Snapchat, etc. Monetization for these apps include advertising revenues, 'in-app' purchases and upgrades, and ultimately cash-out options such as acquisition or IPO.

3. Service Apps – These are the Apps that offer a new or improved experience for existing activities, and habits that users are already engaged in. Unique to this category is that virtually all activities in these Apps equate to ‘in-app’ purchases. Some examples of this type of App would include Uber, AirBnB, Travelocity, Expedia, Priceline, Amazon, Ebay, Etsy, etc. Monetization in these Apps is ‘built-in’ because as the users of the App transact normal business in a new, improved or enhanced way, the company earns a percentage of each transacted amount. This characteristic enables this type of App to become almost instantly profitable, and typically results in explosive valuations for the company. Additional monetization revenue streams are advertising, sales, and possible upgrades.

4. All Other Apps – These Apps run the gamut from photo editing, graphics, design, emoji creation, stargazing, horoscopes, calculators, productivity, health and fitness, personal development, education, finance, weather, traffic, maps, and on and on. Monetization for these Apps include advertising and ‘in-app’ purchases. Many of these apps charge the user in order to download due to the sophistication or unique capabilities and functions provided to the user.



### **THE TOP 1% Mobile App Success Markers – How can I tell the difference between a WINNER and a Loser?**

**Let's examine the 3 Absolute “must haves” for a high probability of Success.**

There are multitudes of contributing elements; but these 3 fundamentals are common to the **Top 1%** of all Mobile Apps:

- A. Does the App Improve and/or Enhance the users experience?** For example, in the case of UBER, users report that compared to conventional traditional taxi service that UBER drivers are: More reliable and courteous, Uber cars are cleaner, Fares are significantly cheaper (sometimes

less than ½ of taxi fares), and the App is super convenient and user friendly. While AirBnB users enjoy nicer lodging, more flexibility, and cheaper rates.

**B. Frequency of use - Does the App cater to occasional or habitual users?** An App that will be used daily or weekly will have the advantage over an App that will only be used once each month or less. Since advertising revenues are based on ‘eyeballs,’ with a small or limited reach, potential revenues may be smaller. There are exceptions to this, so it carries a little less weight than the other 2 factors listed here.

**C. Is there a large existing potential user base?** In this case, your App should appeal to the widest market - the LARGER – the better. An existing universe of one billion potential users is generally superior to a base of only one million. Example - An App for Free Food would have a potential user base of Billions, while an App servicing left-handed triathletes would have a very small base.

How about some Examples: The following segment on Mobile Apps focuses in on some of the recent, notable, widely documented Success stories from the New 21<sup>st</sup> Century IDEA Economy.

These 4 profiled companies are representative of the two most profitable of our previously listed Four General types of Mobile Apps - Categories #2 and #3. You may actually already know and use them.

These stories are insightful, inspiring, and downright mind expanding when it comes to understanding what is really going on all around us; and the hidden bonanza that up until now . . . has been a very closely-guarded secret among Silicon Valley insiders, well-connected Hedge Fund Managers, and a handful of Elite Venture Capitalists, who to the exclusion of the rest of us, enjoy the continuous rewards of their “First In, Best Dressed” Status.

Read on . . . and imagine having had the chance to participate in one or more of these paradigm shifting, explosively profitable, Mobile App Ideas of the 21<sup>st</sup> Century Economy. ENJOY!

---

## AirBnB, Valuation Timeline: 2009-2016 +450,000%



April, 2014

The founding members of AirBnB and early investors are laughing all the way to the bank, as news emerges that a Series C funding round of \$450 million is closing at the valuation of \$10 billion. Can you imagine what it would be like to have been able to invest back in 2009?

Venture capitalist Fred Wilson thinks about it often to this very day. Why? In December of 2009 he turned down the fledgling founders' opportunity to invest, saying, "You have too many problems that you won't solve. It will kill you."

An analyst from *Forbes* (using Y Combinator's standard investment terms and data around Sequoia Capital's typical seed-round valuations) estimated that prior to this \$10 billion valuation round, a \$1,000 investment into AirBnB in 2009 would have been worth \$589,667. With the new **\$10 billion** valuation, then that same **\$1,000** investment in 2009 will be **worth roughly \$2 million** in less than 5 years.

The numbers are staggering. Even ignoring the seed-round valuations – which have remained undisclosed – AirBnB's valuation has risen from **\$1.3 billion** in 2011 to \$2.5 billion in 2012, and now **\$10 billion** in 2014.

Remarkably, at this valuation (2014) the company is worth more than Wyndham Worldwide Corp, which manages 7,500 hotels under the Wyndham, Ramada, and other brands and is valued at \$9.3 billion; and also more than Hyatt Hotels Corp with 652 properties and over 80,000 employees, with a market value of \$8.4 billion.

**Update:** As of summer 2016 AirBnB's valuation is now over **\$25 billion (2015 earnings =\$150mm)**. They still do not own any hotel rooms, expensive prime real estate, employ any housekeeping workers, kitchen staff, or any other type of hospitality employees. AirBnB's valuation has surpassed the market cap of major hotel chains like Marriott (\$20.6 billion), Starwood (\$14.1 billion), and Wyndham (\$10 billion), and it's close to eclipsing that of Hilton (\$27.4 billion).

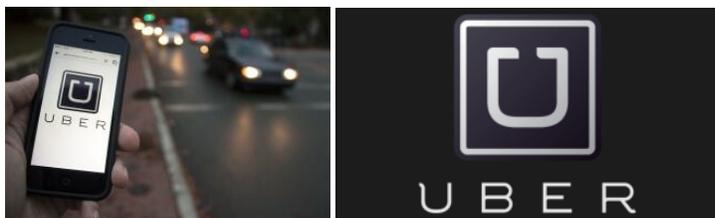
AIRBNB Summary: 2009-2016 **\$25 billion** **1<sup>ST</sup> Investor 7 yr. Return: 450,000%**

2009 **\$30,000** 2011 **\$1.3 billion** 2012 **\$2.5 billion** 2014 **\$10 billion**  
2016 **\$25 billion**

---

## UBER Valuation Timeline: 2010-2016 - **+17,000%**

Have you ever experienced getting stranded late at night, while it was raining, because you had no car and there was no cab in sight? This happens to a lot of people, and this was what inspired two young men to create an app that has now become synonymous with "better than taxi" transportation in different countries all over the world. This is the story of how Uber came to be, and how it aggressively raised its physical and financial value over the years.



Of course, the story begins with the founders Travis Kalanick and Garrett Camp.

Kalanick and Stumble Upon founder Camp were in Paris when they thought of creating an app that could allow them to simply tap a button and get the ride they need. That was in 2008, when Kalanick first heard of the idea at a LeWeb technology conference. Today, that app has become a game changer, not only in the transportation industry, but in the technology world as well. Uber has become the world's partner for reliable rides serving over 377 cities in different parts of the world.

## *The Founders*

Garrett Camp is Uber's chairman. However, he also spends his time with Expa, a startup studio that helps new companies. Bloomberg Business Week conferred him with the Tech's Best Young Entrepreneur award in 2008.

As of February 9, 2016, Camp is number 4 in Forbes' list of America's Richest Entrepreneurs Under 40. His net worth is \$6.2 billion.

Los Angeles native Travis Kalanick was in middle school when he first started to learn how to code. He studied at the University of California in Los Angeles (UCLA) but eventually dropped out to work in Scour, a file sharing company. Scour filed for bankruptcy after it was sued for a big amount. Kalanick then started looking for backers for his startup called Red Swoosh (Mark Cuban was an investor). When the company started to take off, he sold it for \$19 million and he began concentrating on his role as an angel investor.

Kalanick acknowledges Camp as the one who thought of the idea for Uber. It actually started from complaints about the traffic in San Francisco. The idea escalated when they found themselves having a difficult time getting a cab in Paris.

The Uber co-founder made it to Forbes' America's Richest Entrepreneurs Under 40. As of February 9, 2016, he is ranked 4<sup>th</sup> (tied) with a net worth of \$6.2 billion. Kalanick is Uber's CEO.

Here is a timeline of Uber's funding and valuation.

**2010** - The ball started rolling for Uber in October 2010, during its angel-funding round. It was led by venture capital firm First Round Capital, Shawn Fanning (Napster co-founder), Founder Collective, and Lowercase Capital, among many other angel investors. The investment was worth \$1.25 million. Valuation - **\$4 million.**

**2011** - Another round of funding took place in February 2011. The Series A funding round was led by Benchmark Capital. Alfred Lin of Sequoia Capital also invested in that round.

Apart from gaining a board of director in the person of Benchmark's Bill Gurley, this funding round gave Uber a valuation of **\$60 million.**

Later that year, Uber spread its wings by taking on the New York City market. It is said that NYC is one of Uber's biggest markets, with an estimated 82,000 daily rides since it first offered its services to New Yorkers.

In December 2011, apart from its international growth – Uber started serving Parisians – the company received Series B funding from various investors led by Menlo Ventures, Goldman Sachs and Jeff Bezos of Amazon. The investment was \$32 million. Valuation is undisclosed.

**2013** - Despite the emergence of rivals / competitors, Uber continued to make waves and expand. After conquering Paris, it went to Africa and India. At the same time, the company raised additional money through a Series C funding led by Google Ventures, which gave a \$258 million investment. As a result, Uber's value increased to a whopping **\$3.76 billion.**

This funding round also saw investments from Benchmark Capital, TPG Capital and an unnamed investor.

**2014** - Uber gets into China after it raised another round of funding in July. The company's newest investors included Wellington Management, BlackRock Inc., and Fidelity Investments, along with Kleiner Perkins, Menlo Ventures, Summit Partners, and Google Ventures. The deal was worth \$1.2 billion.

At this point, Uber has already raised a total of \$1.5 billion in funding since it first started operations and was worth a total of **\$17 billion**.

Towards the end of the year, in December, Uber surprises everyone by getting a \$600 million investment from Baidu, a Chinese Internet powerhouse company, raising the value to **\$40 billion**. Part of the deal was for Baidu to include a "request a ride" button on its app.

**2015** - In September, Uber China fights off its rival Didi Kuaidi by raising \$1.2 billion in funding. The investors included Baidu.

Just before 2015 ended, Uber raised another \$2.1 billion through a Series G funding round. The investors in this yearend rally included Tiger Global Management's venture capital arm. The \$2.1 billion funding raised Uber's valuation to **\$58 billion**.

**2016** - In January 2016, Uber announced that it was raising funds with the help of retail investors, particularly with Morgan Stanley. The amount pledged was at \$250 million when the reports came out. Other investors are also expected to pitch in. Once closed, Uber's valuation will increase again to an estimated **\$68 billion**.

UBER Summary: 2010-2016 **\$4 million to \$68 billion** -

**1<sup>st</sup> Investor 6 yr. Return: 17,000%**

2010	<b>\$4 million</b>
2011	<b>\$60 million</b>
2013	<b>\$3.7 billion</b>
2014	<b>\$17 billion</b>
2015	<b>\$58 billion</b>
2016	<b>\$68 billion</b>



**Instagram Valuation Timeline: 2010-2016 +14,230%**

**March 2010:** Stanford University grad Kevin Systrom closes a \$500,000 seed round from Baseline Ventures and Andreessen Horowitz, while working on a location-based app called Burbn. Seed funding

from Baseline Ventures, Andreessen Horowitz and undisclosed investors on March 5, 2010, put post-money valuation at **\$2.6 million**.

**July 2010:** Systrom and Mike Krieger, who also studied at Stanford, begin designing an app for sharing photos.

**October 2010:** Systrom and Krieger [launch](#) the Instagram photo-sharing iPhone app with 80 initial users.

**February 2011:** Users [grow](#) to 1.75 million, sharing more than 290,000 photos daily. The company raises a \$7 million financing round led by Benchmark Capital and a group of angel investors

**November 2011:** News reports hint that the company is [seeking a \\$20 million valuation](#) as it puts together another round of funding.

**April 2012:** Sequoia Capital is said to be leading a \$50 million funding round for the company, [valuing Instagram](#) at **\$500 million**.

The company unveils its [Instagram for Android](#) app and says it now has [more than 30 million users](#).

Facebook purchases Instagram for **\$1 billion** in cash and stock.

**Mar. 16, 2016** Update - Instagram is now a **\$37 billion** business, according to Bank of America Merrill Lynch analysts Justin Post and Joyce Tran.

Summary: 2010-2016 **\$2.6 million to \$37 billion** **1<sup>st</sup> Investor 6 yr. Return: 14,230%**

2010 **\$2.6 million**

2011 **\$20 million**

2012 **\$1 billion**

2016 **\$37 billion**

---

## Snapchat Valuation timeline: 2011-2016 **+7,566%**



2011 April

*Snapchat co-founder Evan Spiegel floats the idea as a final project for a product design class at Stanford University. His classmates reportedly balk at the idea of impermanent photos.*

2011 July

*Snapchat first launches from Spiegel's fathers living room under the name Pictaboo, as an iOS-only app.*

2012 March/April

*Barry Eggers, a managing director at the venture capital firm Lightspeed Ventures, learns from his teenage daughter that the three most popular apps among her friends are Angry Birds, Instagram, and Snapchat. Eggers' partner Liew, pursues Snapchat and agrees to invest \$485,000 in the company; the valuation is not disclosed.*

2013 February 8      *Snapchat raises a \$13.5 million Series A led by [Benchmark Capital](#)'s Mitch Lasky, with a post-money valuation of **\$70 million**.*

2013 June 22      *Snapchat raises \$80 million Series B (\$60 million for the company and \$20 million as a secondary offering) at a valuation of about **\$800 million**.*

2013 November 13      *The [Wall Street Journal](#) reports that Snapchat spurned a **\$3 billion** acquisition offer from social networking company [Facebook](#). Neither Snapchat nor Facebook offer comment.*

2013 December 11      *Snapchat raises \$50 million in Series C funding from [Coatue Management](#) at a valuation of **\$2 billion**.*

2014 December 31      *Snapchat announces that it has raised \$485 million from 23 investors at a valuation of at least **\$10 billion**.*

2015 March      *Snapchat's next \$500 million funding round, at a valuation of about **\$15 billion**. Included is [Alibaba](#) (\$200 million) and [Prince Alwaleed Bin Talal Bin Abdulaziz Al Saud](#) of [Saudi Arabia](#).*

2016 May      *Valuation = **\$22.7 billion***

*Snapchat Summary: 2012-2016 **\$3million to \$22.7 billion 1<sup>st</sup> Investor 4 yr. Return: 7,566%***

2012    *unknown ~ \$3 million*

2013    *\$70 million - February*

2013    *\$2 billion – December*

2014    *\$10 billion*

2015    *\$15 billion*

2016    *\$22.7 billion*

**"Mobile Apps" is the GOLD RUSH of the New 21<sup>st</sup> Century IDEA Economy.**

**Fortunes are being made in this space right now regardless  
of whether the Stock Market is rising, falling, or even crashing.**

**Every single one of the Great Mobile App Success Stories has these 4 things in common.**

1. **PRIVATE INVESTORS ONLY**. All of the Early Investors participated Privately. Not ONE of these companies was publicly traded at the time. Most never make it to the public markets because they get acquired. AirBnB and UBER are still privately held. Stated differently: You cannot find them – They are simply not available for the traditional stock investor through any brokerage account.

2. **REJECTION BY “EXPERTS.”** The stories abound about how many otherwise Revered Investors were offered the chance early on, but failed to recognize the opportunity. Sometimes, even the Best Investors don’t always recognize the WINNERS in advance – especially in the early stages of the New IDEA Economy.
3. **TIMING.** The timing was perfect for every one of the First Adopters who jumped at the chance to get in early, leading to Enormous Profits.
4. **OBSCURE & UNKNOWN.** The opportunity was Unknown to all but a few who, for whatever reason, happened to be “in the Right Place, at the Right Time” and Took Action.

So, what does any of this have to do with you?

If you’ve read this far, you now possess a rare Understanding of the **New 21<sup>st</sup> Century IDEA Economy**. You are part of the 1% who are “in the know.” And, you may better recognize the Success Markers that you need to look for in order to profit from your newfound understanding.

So, allow us to introduce what many believe could be - **THE NEXT BIG MOBILE APP SUCCESS STORY.**

What if you could get a piece of every Lottery Ticket sold in the Worldwide Lottery Market?

Believe it or not, the worldwide lottery market happens to be an astounding **\$550 BILLION per year market** – And with the world population hovering around 7.4 Billion, that equates to \$75 per year for every man, woman, and child on the planet!

---

**Well, here is your chance.**



**Introducing . . . ATLANTIC WEST MANAGEMENT GROUP, INC.**

**Atlantic West Management Group, Inc.** has the First, and Only App in the World, for doing just that. AWMG has been a developer of premium Internet Gaming Related Software since 1999. AWMG currently controls and serves as the backbone technologically for over 40 gaming related revenue generating websites. They employ 15 full-time software developers and 8 part-time customer support staff, serving over 200 client corporations worldwide.

Over the last 5 years, they have invested millions of dollars developing a unique and exciting Hybrid Lottery Game/Mobile APP that combines the most popular multi-person game in the world, a Texas Hold'em Style Poker Game with a traditional Pick-Six Weekly Lottery Drawing. This Unique Product is

protected by both U.S. Copyright and Patent Pending status, and offers a Unique Lottery Game that is completely legal, worldwide, over the Internet.

Furthermore, AWMG has locked in credit card processing of all lottery ticket sales through JP Morgan Chase, making this the only place in the US accepting CC payments for Lottery Ticket purchase. AWMG's wholly owned foundation, AWMG Caribbean IT Scholarship Foundation, Inc. has also received their fully approved U.S 501(c)(3) charitable organization status from the State of Florida and the United States of America. This means that AWMG's U.S. organization has been quite specifically and legally approved to run a lottery game under their tax-exempt status which is only granted to educational organizations or organizations endowing charitable, religious, educational, or scientific awards. AWMG's United States subsidiary charter specifically states that they are formed as a corporation to accept, handle, and under the full supervision of auditors on a daily basis, administer the collection, distribution, and payout of all lottery proceeds of their new International Lottery Game.

Even if they are the only organization to have these particular ducks in a row, and even if their 16 year history as a world class gaming software development company could somehow be legally replicated in the next several years by a competitor, they do NOT expect to capture the entire worldwide Lottery Market.

The Taxi industry is still gigantic in spite of UBER. . . and. . .

The Hospitality industry is still thriving in spite of AirBnB.

And AWMG'S approach is equally prudent, realistic and humble. Their initial objective is to simply capture a tiny 1% of the market. That tiny market share penetration estimate would bring approximately 55 million users, purchasing an average of 100 tickets per year each.

Due to the massive worldwide market demand for Lottery games (more than \$550 Billion per year), the company expects to easily reach 55,000,000 downloads of the app within the first 12-18 months after launch, and their numbers only reflect a modest initial benchmark of 1% of the worldwide lottery market. Further, while we talk about this only from the App perspective, the lottery tickets can be purchased on any computer direct as well, therefore cracking the online lottery market wide open for anyone who has access to a smartphone, tablet, or any computer, anywhere. When this initial 1% benchmark is reached – AWMG's projected shareholder **dividend** will exceed **\$10+** per share annually; with a corresponding share value estimated at **between \$200 to \$300** per share.

To simplify - AWMG has successfully taken the ball all of the way down the field, to the 1-yard line. The only thing that remains for them to score - is to launch the App.

The expected advertising budget for a Mobile App rollout of this magnitude can be millions of dollars. And so, for the blink of an eye, in order to finance the launch, they've made available, privately, up to 4 million shares of their stock at a price of only \$3 per share. This \$3 share price is reflective of a current AWMG valuation of approximately \$230 Million.

Clearly, This Window of Opportunity will not be open for long.

After the launch, it is expected to take about 12-18 months to reach their 1% market penetration target using a combination of paid advertising and referral incentives for App users. This speedy progress is typical in the explosive viral growth world of mobile apps.

55,000,000 users should translate to a Company valuation in the range of **\$15-22 billion** (or **\$200-300** per share). At this point the company expects to either be acquired or enter the public market through an IPO.

So, for example, a modest investment of \$30,000 in AWMG stock now (10,000 shares at the current price of \$3 per share) could result in a Profit of over 6,000% at \$200/share, plus the estimated interim bonus cash flow of \$100,000 per year (paid quarterly) dividend income.

This would net well over 60:1 return on the investment – something you now know is quite common in fact, tame in the **New 21<sup>st</sup> Century IDEA Economy**. And these numbers are based on the pre-set profit margin on lottery ticket sales ONLY. They have not factored-in any of the in-app advertising revenues, or secondary games planned for the future, which can be equally as huge. Imagine the size of a future POWERBALL GLOBAL LOTTERY game, with a prize that dwarfs the current multi-state U.S. Lottery Powerball. Perhaps we will name it PowerGlobe Lottery to differentiate. The point is, the marketplace, and the opportunity, are virtually limitless.

**So, you're probably asking yourself . . .**

How does this revolutionary Mobile App from AWMG measure up to the Absolute Must-have 3 Mobile App success markers that we discussed earlier?

**Let's take a look –**

- A. Does the App Improve and/or Enhance the users experience?** YES - AWMG App users no longer have to physically show up at the Lottery Retailer and stand in line. App users can purchase their tickets with a credit card – up until now, they must pay in cash. Users worldwide can play. In addition, App users can earn additional Free Tickets by using the optional Poker component of the app, AND also earn Free Tickets when they refer the App to their friends.
- B. Frequency of use - Does the App cater to occasional or habitual users?** YES - Lottery players normally play at least once each week if not daily. Daily use of the App, when all it does is constantly focus revenue, makes the valuation of this App look potentially explosive. Company personnel believe there might not be any Mobile App released to date, that has ever had such dramatic monetization potential.
- C. Is there a large existing potential user base?** YES. There are over 1.4 Billion smart phones in use worldwide. When the App is downloaded on less than 4% of all those smartphones, the initial target of 1% of Worldwide Lottery market will be achieved or surpassed – And the sheer market size of \$550 Billion per year speaks for itself. Again, all of the mobile users plus any and all computer users will also have instant access to purchase through the website. The potential is enormous.

---

## **LET'S GO AHEAD NOW - AND SUM IT ALL UP:**

**1. PROVEN EXISTING MARKET:** The proven worldwide appetite for lottery tickets is enormous - \$550,000,000,000+ (over \$1/2 Trillion) annually; it is well established, ongoing and growing. This is money that is already being spent by the masses, and is counting zero increased dollars for the convenience of using credit card convenience, or purchasing from anywhere and anytime in our universe. Our app greatly improves the user's experience by making it more convenient, faster, easier and more fun for the vast universe of lottery players to do what they are already doing anyway. And maybe, to do a little bit more of it, with us. The opportunity to play poker with the lottery tickets, in between game days

has extreme chance of dramatically increasing revenues for the lottery above all other revenues listed above.

**2. NO COMPETITION:** This is the **ONLY mobile app in the world** where people can purchase lottery tickets online and/or through a mobile app. Plus, our app is copyright protected and patent pending and virtually non-duplicable. One can find a handful of small time lotto apps to help you pick your 'lucky numbers.' Stated differently, we are **"the only game in town."**

**3. QUICK TURNAROUND:** Timing is perfect, due to these two factors: 1.) The unprecedented ramp-up of smart phones, internet, and tablets, and doing more things online adoption trends, and 2.) The many years and millions of dollars invested in App development work, governmental approvals, and technical lead superiority that have already been accomplished by the management and development team at AWMG. REPEAT: The only thing left for Atlantic West to do now is the advertising/launch. The timing is picture-perfect.

In conclusion, and by all appearances and established criteria, AWMG seems clearly positioned to be the next massive **Mobile App Success Story of the New IDEA Economy.**

If you would like to find out more details regarding the opportunity with AWMG, then . . .let's talk. Please contact the person who recommended you to this opportunity so they can introduce you to us!

Make that choice, for this one time, to seize upon the cutting edge of technology, and to have it work for you. Become a partner with us, and let's make a story that this generation will envy, and our future generations will forever be grateful.

**"The Best Way to Win the Lottery . . . is to Own the Lottery!"**

In conclusion, and by all appearances and established criteria, AWMG seems clearly positioned to be the next massive **Mobile App Success Story of the New IDEA Economy.**

---

*(Copyright 2020 Atlantic West Management Group, Inc)*