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Lotto Syndicates With PoolingPLUS (tm)

Presentation Review: by Glenn Barry of McCallum Consultants gbarry@sydney.net

Sydney August 29th 2006. This peer to peer software is adding a new dimension to presentations I just found out. Today I sat in my office in Sydney while Andy Amada President/CEO of

Relationship Marketing Systems, LLC in Phoenix Arizona made a live 10 minute presentation of their Pooling Plus concept complete with the ability to move\_ his mouse\_ around on \_my screen\_ to highlight various points he wanted to make in real time. Combined with a phone or Skype call it's just like being there, provided you ain't afraid of no ghosts and/or, unlike me, are already up to speed on this type of software.

The software is called Go TO My PC < <http://www.gotomypc.com> >, Andy sent me a link and in about 45 seconds a viewer was installed and Andy was able to give his presentation while he talked me through it via phone, pretty cute I thought as Andy switched backwards and forwards through the presentation slides and moused over the key points he wanted to make.

Relationship Marketing Systems have been a minor player on the lottery scene for about 12 years or so and with Pooling Plus this is their first venture into the big time. It seems the one thing they do know after years of experience in selling and managing syndicates for Lotto and Powerball and the like is the psychology of that market segment that joins these independent syndicates or pooled entries.

Andy says "for over 12 years of now we have bringing together tens-of-thousands of lottery players into over 50,000 syndicates (lottery clubs or pools) we know what lottery players want and what they are going to want next. We can confirm first-hand what all the recent market research is now revealing, that pooling is a vast untapped market, especially in the US. Players want their 100% owned tickets IN ADDITION to their pooling plays, and PoolingPLUS(tm) wraps that all together into a single ticket. Unlike virtually ALL the other pooling services around the world that are internet based only, we have a brick and mortar business and know our players on a personal basis"

"RMS also offers two other niche lottery products: The Retailer Marketplace(tm), a unique marketing support program for lottery retailers; and EasyPLAY(tm) Subscriptions, an advanced option subscription play program. Both of these programs will have their US launch in early 2007 via the Idaho lottery and their new vendor, Intralot. Intralot is now including all three of RMS's products in their RFP bids".

This experience in public syndicates is what has led them to apply for a Patent for combining standard games with a "Syndicate" or "Pooling" concept. (I'll keep my feelings on patenting some of these ideas to myself for the moment as this is a review of

the presentation and not a rant). It's pretty simple, a player who plays a minimum of base game(s) has the option to add a "Pooling" element by joining 10 other players in a syndicate of 10 \$1.00 entries (or whatever). Say they play 4 sets of numbers for \$4.00, for another \$1.00 they get 1/10 share of another 10 game bet.

From a player point of view I suspect it could be an attractive option, just as we had "Lottery Policy" (the policy racket or numbers) develop from the UK Lotteries back in the 1700's this concept may indeed entice the "play" players, who do enjoy checking their numbers ala Bingo, to kick in an extra dollar. It may attract players who will settle for 1/10 of 10 million bucks in a jackpot week.

The ticket image to the right here shows what a \$8 Bet would look like, 5 games 100% owned by the players plus a 1/10 share of 3 pools of 10 tickets, lots of numbers to play with and check as you can see. I can see that being attractive to a segment of the market.

But! Is the idea patentable, will a lottery have to pay license fees to use Andy's idea, that I am afraid to say is up to the US Patent Office (and regular readers will know my views on that).

Nevertheless if the basics of the idea interests you, email Andy and have a look for yourself, it may just have some legs.

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