

SHOULDERUP

STAND UP. SPEAK UP.

# SHOULDER UP TECHNOLOGY ACQUISITION CORPORATION

BOARD MEMBERS



**Stacey Abrams**, is a political leader, voting rights advocate, business owner and New York Times bestselling author. After serving for eleven years in the Georgia House of Representatives, seven as Democratic Leader, in 2018, Abrams became the Democratic nominee for Governor of Georgia, winning at the time more votes than any other Democrat in the state's history. Abrams was the first black woman to become the gubernatorial nominee for a major party in the United States.

She co-founded and served as Senior Vice President of NOWaccount Network Corporation, a financial services firm. Abrams also co-founded Nourish, Inc., a beverage company with a focus on infants and toddlers, as well as other entrepreneurial ventures. She co-founded Insomnia Consulting to specialize in development, investment and consulting for complex infrastructure projects, including transportation, waste-by-rail transfer, energy, facilities and water. Projects included developing a plan for infill transit stations, redeveloping a closed landfill site in an urban community for mixed use, sourcing projects and partnerships for a major Native Alaskan Corporation to leverage 8A status in key joint ventures with national development companies and creating a mitigation credit plan for water use. Insomnia also built a waste by rail platform that included both development and acquisitions of landfills and transfer stations along the East Coast. Formerly, Abrams served as Deputy City Attorney for the City of Atlanta. Prior to her tenure at the City, she was Special Tax Counsel at Sutherland, with a focus on tax-exempt organizations, health care and public finance.

She currently serves on the boards of several organizations including the Lyndon Baines Johnson Foundation, the Marguerite Casey Foundation, the Center for American Progress, and the Women's National Basketball Players Association. Abrams is the author of *Lead from the Outside*, *Our Time is Now*, *While Justice Sleeps*, in addition to eight romantic suspense novels under the pen name Selena Montgomery.

Abrams received degrees from Spelman College, the LBJ School of Public Affairs at the University of Texas and Yale Law School. Born in Madison, Wisconsin, she and her five siblings grew up in Gulfport, Mississippi and were raised in Georgia.



**Janice Bryant Howroyd**, affectionately known as JBH – is an entrepreneur, educator, author, mentor, Presidential special appointee, Founder, and Chief Executive Officer of the ActOne Group. As the leader of a multi-billion dollar (USA\$), award-winning, international workforce management and technology enterprise, JBH is passionate about what we can accomplish when we invest in women and women owned businesses. Her company operates with brick and mortar in over 32 countries and her social service expands across multiple platforms.

Born in North Carolina, JBH is one of 11 children and credits her parents for instilling in her the strong values that fueled her success. Guided by their example, Janice turned a small investment from her mother into a billion-dollar business. From navigating prejudice to being first to act when COVID-19 became a business reality, JBH has exemplified what it means to provide strong leadership under pressure. Through it all, she has provided commonsense wisdom and real-world guidance not only for her own businesses, but as a well-respected influencer with followers around the world. Through it all, she has never wavered from her professional mantra: “Never compromise who you are personally to become who you wish to be professionally.”

Over the years, JBH has received numerous accolades for her professional accomplishments including being featured in Forbes Magazine as one of America’s Richest Self-Made Women and being named an Ernst & Young Entrepreneur of the Year. Black Enterprise recognized JBH as the first black woman to own and operate a billion-dollar company, she was BET’s first BET Honors Entrepreneur of the Year, and has received the Black Enterprise’s Business of the Year award. CNBC has identified her as being a game-changer in business and finance and Ebony Magazine has included JBH on their list of Power 100 Most Influential African Americans.



**Lauren C Anderson, L.H.D.** Is a distinguished former FBI Executive and the first U.S. Mission Geneva-sponsored Executive in Residence at the Geneva Centre for Security Policy, Anderson has unique national security, geopolitical, and diplomacy expertise that cross-pollinates with depth in international women's issues, including advising and mentoring women in areas of conflict.

She builds upon her expertise to work as a consultant on geopolitics, preventing conflict, and challenging economic inequalities. She has worked on six continents with governments, corporations, small businesses, international organizations, NGOs, institutes, and civil society, and she has provided programming and keynote speeches in countries as diverse as Qatar, Switzerland, Australia, Turkey, Argentina, India, Nepal, Pakistan, and Egypt.

Anderson is an Independent Director for Imageware, a public biometrics technology company. She is an advisor to the U.S. Comptroller General at the Government Accountability Office on international security, intelligence, criminal justice, law enforcement, and women's leadership; an advisor for Stellar Solutions Defense Support and Cyber Sector; and an advisor and special skilled role player for the U.S. Army in war fighting exercises. She is a member of the Council on Foreign Relations, a Global Ambassador with Vital Voices, and a member of the Board of Trustees of Muhlenberg College. In 2019, LIM College awarded Anderson an honorary Doctor of Humane Letters and a Distinguished Achievement Award in recognition of her contributions to global gender equality, at Lincoln Center In NYC. She was previously a recipient of Legal Momentum's Annual Public Service Award, dedicated to advancing the rights of women and girls by using the power of the law and creating innovative public policy, and Muhlenberg College's Alumni Achievement Award.

Anderson is a member of the Women's Foreign Policy Group, the Association of Former Intelligence Officers, #NatSecGirlSquad, the International Women's Forum, the Society of Former Special Agents of the FBI, Women in the Boardroom, and NACD. She is a mentor with Girl Security and the Women's Foreign Policy Group. She has a degree in Psychology from Muhlenberg College, Allentown, PA, and completed executive programs at Harvard Business School, Cambridge Judge Business School, Northwestern University's Kellogg School, and the George C. Marshall European Center for Security Studies. She speaks English and French and resides in the NYC area.



## Vincent R. Stewart

### EXECUTIVE SUMMARY

Focused and results-oriented leader with 30+ years' experience in all aspects of cyberspace operations, intelligence, and counterintelligence. Proven expertise in developing high performance teams and implementing innovative strategies, plans, and initiatives while driving process improvements to attain objectives and goals. Respected reputation for integrity, unparalleled work ethic, and organizational aptitudes in handling priorities and tasks in competitive and fast-paced settings. Culminating in selection as the second in command at US CYBERCOM and prior to that assignment as the Director of the Defense Intelligence Agency.

### BOARD/ADVISORY EXPERIENCE

Member, Board of Directors, American Public Education, Inc. (APEI). Assess and provide strategic guidance to C-Suite on the efficacy of the risk management processes across business's functional areas, ensure good corporate governance and transparent communication with stockholders, assess various risks to approve project prospects and merger and acquisitions prospects.

Member, Senior Advisory Committee, General Motors Defense. Provide strategic direction and recommendations to the GM Defense Board of Managers ("GM Defense Board") and the GM Defense President with respect to its business goals and objectives.

Member, Advisory Council, Applied Research Laboratory for Intelligence and Security (ARLIS), the University of Maryland at College Park's University Affiliated Research Center (UARC). Shape the nature and structure of activities in the ARLIS UARC to be maximally responsive to the emerging needs of the Intelligence, National Security and Defense community in the coming years and decades.

Partner, Pine Island Capital Partners. Provide strategic advice to direct investment in innovative companies best suited for addressing current national security challenges in the cybersecurity and intelligence sectors.



## SHAWN HENRY

410.829.6640 | [shawnhenry365@yahoo.com](mailto:shawnhenry365@yahoo.com)

### BOARD DIRECTOR – CYBERSECURITY

SaaS • IPO Expertise • Organizational Vision & Leadership

Business strategist and senior executive experienced in enabling organizations to capture opportunities and launch new ventures through expertise in cybersecurity and business continuity. Creative and collaborative problem solver skilled in achieving consensus and shaping organizational vision.

- At cybersecurity SaaS company CrowdStrike, serve as President and C-level executive; collaboratively guided the fledgling company to achieve tremendous growth and successful IPO.
- Previously, gained distinction during a 24-year FBI career, rising to executive leadership team as the head of global divisions, including Criminal Division, Cybersecurity Division, and International Operations Division.
- Sought after as a thought leader and cybersecurity/security analyst for news organizations around the world.

#### AREAS OF EXPERTISE

**Industry Expertise:** Cybersecurity

**Strategic Planning & Leadership:** guided strategic decision-making that led to millions in revenue and IPO.

**Operations Management:** built CrowdStrike's Services business addressing high-profile cyberattacks.

**Government Influence:** participated in 100+ Congressional briefings and advised Executive Branch, DOJ, intelligence community stakeholders, and foreign government partners.

**Risk Management:** advised Boards of Directors on business risks from all facets of security.

**Diversity:** promoted diversity of gender, ethnicity, and race in corporate, government, and industry organizations.

#### ADVISORY, INDUSTRY & GOVERNMENT BOARD POSITIONS

Advisory Board, 2016 – Present	Georgetown University Law Center Cybersecurity Law Institute
Advisory Board, 2020 – Present	DoControl
Technical Advisory Board, 2016 – Present	Anti-Defamation League Center for Technology and Society
Faculty Member, 2016 – Present	National Association of Corporate Directors (NACD)
Board Member, 2015 – Present	Global Cyber Alliance
Advisory Board, 2012 – Present	Hofstra University School of Engineering and Applied Science
Advisor, 2012 – 2019	FBI Former ADD/CFO Committee
Advisor, 2013 – 2017	New York State Cyber Security Advisory Board
Board Member, 2012 – 2015	SecureBuy

#### PROFESSIONAL EXPERIENCE

**CrowdStrike, Inc.** – NASDAQ: CRWD • Cybersecurity SaaS technology company, the leader in next-gen endpoint protection, threat intelligence and incident response services; earned acclaim from industry analysts, independent testing organizations, and security professionals including Gartner, Forrester, IDC Marketscape and SC Magazine among others.

**President of Services; Chief Security Officer** **4/2012 – Present**

Joined the company pre-revenue (employee #19) to provide strategic and operational leadership for sales, marketing and delivery efforts, leading to hundreds of millions in revenue, successful IPO, and current \$45B valuation.

- Built the Services organization, leading a world-class team of cybersecurity professionals who aggressively and effectively investigate and mitigate targeted attacks on computer networks.
- As a key executive, delivered 50+ speaking engagements per year to corporate, international, and government executives, Boards of Directors, major industry events, universities, media, and non-profit organizations on business development, cyber threats, physical and digital security, crisis management, business risk, leadership, insider threat, and industry-specific intelligence.

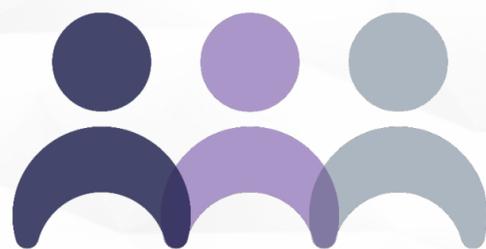


## Danelle Barrett, US Navy Admiral (Ret) Former

Rear Admiral Danelle Barrett is mom, wife, daughter, sister and friend. She was born in Buffalo, New York and is a 1989 graduate of Boston University with a Bachelor of Arts in History where she received her commission as an officer from the U. S. Naval Reserve Officer Training Corps in a ceremony aboard USS Constitution. She holds Masters of Arts in Management, National Security Strategic Studies, and Human Resources Development. She also earned a Master of Science in Information Management.

As an admiral, Danelle served as Director of Current Operations at U.S. Cyber Command, and as the Navy Cyber Security Division Director and Deputy Chief Information Officer on the Chief of Naval Operations staff. In her last position in the U.S. Navy, she led the Navy's strategic development and execution of digital and cyber security efforts, enterprise information technology improvements and cloud policy and governance for 700K personnel across a global network. An innovator, she implemented visionary digital transformation to modernize with unprecedented speed, significantly improving Navy Information Warfare capabilities. Her numerous operational assignments included deployments to Iraq, on an aircraft carrier in support of operations in Afghanistan and to Haiti providing humanitarian assistance and disaster relief after the 2010 earthquake.

She currently executes a portfolio of work that includes being an Independent Director on several Corporate Boards, consulting, public speaking, and writing with over 37 articles published. Her book "Rock the Boat: Lead Change, Encourage Innovation and Be a Successful Leader" was released on June 22, 2021. Oh, and most importantly for fun, she signs up to be an extra in movies.



SHOULDERUP

STAND UP. SPEAK UP.

# SHOULDER UP TECHNOLOGY ACQUISITION CORPORATION

SENIOR ADVISORS



## Phyllis Newhouse

CEO of Athena Technology Acquisition Corp., Founder & CEO of Xtreme Solutions, Inc., and Founder of ShoulderUp

Phyllis Newhouse is a serial entrepreneur and investor, retired military senior officer and mentor. She is CEO and Co-Founder of Athena Technology Acquisition Corp., Founder and CEO of Xtreme Solutions, Inc., and Founder of ShoulderUp. Passionate about women-led businesses, Newhouse teaches aspiring entrepreneurs to recognize and capitalize on their leadership skills and empowers others to operate in greatness.

From growing up as the youngest child in a family of modest means, to her days as a U.S. Army officer and her time in the US Army. Newhouse, a service-disabled veteran, has constantly relied on hard work, ethics, her love of technology and a desire to make a difference to become recognized as one of the top leaders in technology.

While serving in the United States Army on various assignments she specialized in National Security and established the Cyber Espionage Task Force. Although offered a senior level position, she decided to shift her focus to entrepreneurship and founded Xtreme Solutions, Inc. (XSI) in 2002. Today, XSI offers a wide range of IT expertise and provides industry leading, state-of-the-art information technology and cybersecurity services and solutions. XSI has employees in 42 states, with 40% of its workforce made up of veterans.



## **Grace Vandecruze – CFO**

CFO of Athena Technology Acquisition Corp and the Founder and Managing Director at Grace Global Capital, a consulting firm providing M&A financial advisory, restructuring, and valuation services. Grace has extensive expertise in mergers and acquisitions and capital raising with over 20 years of experience as an investment banking managing director and over \$25bln in transactions. Prior to joining Swiss Re, she was a managing partner at Swiss Re and Vice President at a private equity firm. Grace is a CPA who began her career working in public accounting with EY and Grant Thornton.



## Rashaun Williams - Investor Relations

Rashaun Williams is a former investment banker turned venture capitalist/technology executive and adjunct professor at Morehouse College. With over 150 investments under his belt and over 40 exits, Mr. Williams is currently an executive at Heliogen the fastest growing renewable energy technology company and general partner in the MVP All-Star Fund, a late stage tech fund. Previously he founded venture capital fund Queensbridge Venture Partners where he was an early investor in companies like Robinhood, Coinbase, Casper, Ring, PillPack, Lyft & Dropbox. Over the last twenty years he has been primarily responsible for bringing capital to emerging, diverse and alternative markets while working at Wall Street firms such as Goldman Sachs, Wachovia Securities & Deutsche Bank. In 2007 he founded Dixville Partners, a private equity fund investing in infrastructure development and mineral companies in West Africa. Mr. Williams has successfully started, invested in and exited several companies. With a passion for financial literacy and entrepreneurship Mr. Williams founded the Kemet Institute in 2001, a non-profit focused on providing free financial literacy, entrepreneurship and life skills classes to underserved communities and schools. In 2015 he was appointed to the Board of Trustees for Fisk University. He is a member of Kappa Alpha Psi, Inc. and summa cum laude graduate of Morehouse College.



## Sandra Campos - Operations

Sandra Campos is a 3x CEO and 2x Founder in retail and retail technology. She is the CEO of Project Verte, a supply chain technology company, founder of Fashion Launchpad, an edtech platform and has led global lifestyle brands up to \$1bn in retail revenues. Ms. Campos has been instrumental in operational turnarounds, digital transformation, and international expansion. Previously, she was the CEO of Diane Von Furstenberg, Global Group President of Juicy Couture, Bebe, and BCBG, and has spent the past twenty years of her career accelerating global growth through omni-channel initiatives, distributor and franchise partnerships, and operational discipline. As an entrepreneur, she created one of the original celebrity brand management companies and launched Selena Gomez's lifestyle collection across fourteen categories with \$100M in annual retail sales over the course of six years.

Ms. Campos is an advisor for Athena Technology Acquisition Corp, and is on the Board of Directors for Big Lots and national non-profit Girls, Inc. She also advises CPG founders and retail tech & AI startups and is a frequent keynote speaker and panelist across the globe. She has been named a Latina of Influence, a Female Founders Alliance Champion, a top 100 Latina Leaders, Top Líderes in Business, and a Top Woman in Retail.



**Tom Killalea**, member of the Board of Directors, Capital One, is a seasoned technology executive and advisor, has deep expertise in product development, digital innovation, customer experience, and security.

Mr. Killalea is currently the Owner and President of Aoinle, LLC, a consulting firm he founded in November 2014 to provide advice to technology-driven companies. From May 1998 to November 2014, Mr. Killalea served in various leadership roles at Amazon, most recently as its Vice President of Technology for the Kindle Content Ecosystem. He led Amazon's Infrastructure and Distributed Systems team, which later became a key part of the Amazon Web Services Platform. Prior to that, he served as Amazon's Chief Information Security Officer and Vice President of Security.

Mr. Killalea also currently serves on the editorial board of ACM Queue (Association for Computing Machinery). He previously served on the board of Xoom Corporation (acquired by PayPal Inc.) from March 2015 to November 2015 and Carbon Black, Inc. from April 2017 to October 2019.

## **Chenxi Wang** - Tech Due Diligence

Dr. Chenxi Wang is the Founder and General Partner of Rain Capital, a Silicon Valley-based venture fund focused on Enterprise Software and Cybersecurity investments. A well-known operator, technologist, and thought leader in the Cybersecurity industry, Dr. Wang is a member of the Board of Directors for MDU Resources, a Fortune 500 company. She also serves on the board of advisors for SC media, Secure Code Warrior, Athena Technology Acquisition Corp, and a number of other startups. Previously, Chenxi was Vice-Chair on the global board of directors for the OWASP Foundation, the largest security professional's consortium in the world. Prior to that, Chenxi was Chief Strategy Officer at Twistlock, VP of strategy for Intel Security, and VP of research for Forrester. Chenxi was named by Cyber Risk Alliance and Women Tech Founders as Women Investor of 2021 and 2019. She was recognized as a Women-of-Influence by the SC Magazine, a top trade media for the Cybersecurity industry.

Chenxi's career began as a faculty member at Carnegie Mellon University, where she helped found the Cybersecurity Lab of Carnegie Mellon. Chenxi is a trusted advisor to IT executives and a sought-after keynote speaker. She has headlined events worldwide and been featured by top media outlets for her thought leadership work. Chenxi is a Forbes contributor and writes a column for Dark Reading. Chenxi holds a Ph.D. in Computer Science from the University of Virginia.





# **Growing HOPE**

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**Research Demonstrates There is an Existing Voter  
Approved Plan to Grow HOPE and Ease the Burden  
of Student Debt for Georgians.**

# Mission Statement

The mission is to share with Georgians our recent research which demonstrates how HOPE Scholarship can be grown significantly and quickly through the implementation of a small number of previously voter approved “Video Lottery Gaming Centers.”

# **A Plan for Invigorating the Mission of the Georgia Lottery Corporation**

The Georgia Lottery Corporation Mission Statement is to:

**“Maximize Revenues for HOPE and Pre-K”**

- 1. Our research has shown it has been one of the most successful lotteries in the U.S., providing the "HOPE scholarship to more than 1.8 million college students and offered access to lottery-funded Pre-K programs for more than 1.4 million 4-year-olds.”**
- 2. While HOPE has been very successful, with “rising tuition costs at several times the increase in available Funds,” student debt continues to rise and burden our children.**

# The Plan (continued)

3. Our research indicates in 2011 the Georgia Lottery Corporation commissioned a independent report by *Spectrum Gaming Group*, revealing a new source of untapped revenue that the Georgia Legislature and Georgia Voters had previously approved through a Constitutional Amendment in the "**Lottery Education Act**" that would be regulated and/or owned by the Georgia Lottery Corporation.

4. **GrowGAHOPE** has commissioned an current update by the same company hired by G.L.C. that shows this new source of revenue could generate over \$811 million in 2020, the projected first year of operations, to the G.L.C.



Click For Report

# We have discovered a previously voter approved Solution to Dramatically Grow HOPE

A solution that Georgia Voters approved via a Constitutional Amendment in 1992.

*Per Georgia Code, 50-27-3 5:*

The Lottery Education Act Allows the Georgia Lottery Corporation to Implement Lottery: (13) "Lottery," "lotteries," "lottery game," or "lottery games" means any game of chance approved by the board and operated pursuant to this chapter, including, but not limited to, instant tickets, on-line games, **and games using mechanical or electronic devices** but excluding pari-mutuel betting and casino gambling as defined in this Code section.



Lottery Education  
Act



# Legal Opinions

Two Attorney Generals, Thurbert Baker and Samuel Olens confirmed that the Georgia Lottery Corporation has the authority to determine the implementation of VLTs.



Click to read  
Legal Opinions



# Three Forecasted Numbers to Remember

**GA Gross Gaming  
Revenue (GGR) Potential**

**\$1.5 Billion**

*Per Spectrum Gaming Group's Report. Scenario One, 3 Locations*



Click For Report

**Potential Monies to  
G.L.C. from GGR**

**\$811.9 Million**

**Forecast Net New  
Dollars to Education**

**\$700.2 Million**

*Per GrowGAHOPE Forecast:  
Scenario One, 3 Locations*



Click for Forecast

# Growing HOPE

1. This new independent report by Spectrum Gaming Group shows as few as three state-regulated Vide Lottery Gaming Centers in Georgia will Increase Georgia Lottery Revenues by a minimum of **\$1.48 Billion** yearly.
2. “*Games using mechanical or electronic devices,*” as written in the Lottery Education Act, are commonly known as Video Lottery Terminals (VLTs) and would be regulated and/or owned by the Georgia Lottery Corporation.
3. Up to **55%** of these revenues would go to the Georgia Lottery Corporation for HOPE Scholarship and Pre-K – that is over **\$811 Million !!**

\* Please read the *Spectrum Gaming Group's* Report



Click For Report

# Forecast for A New HOPE

**Additional  
Forecasted %  
of Revenues  
for Education**



**Current % of  
Revenues for  
Education  
Lottery & COAM**

**Forecast Net  
New Dollars  
to Education**

**Current Dollars  
to Education  
Lottery & COAM**



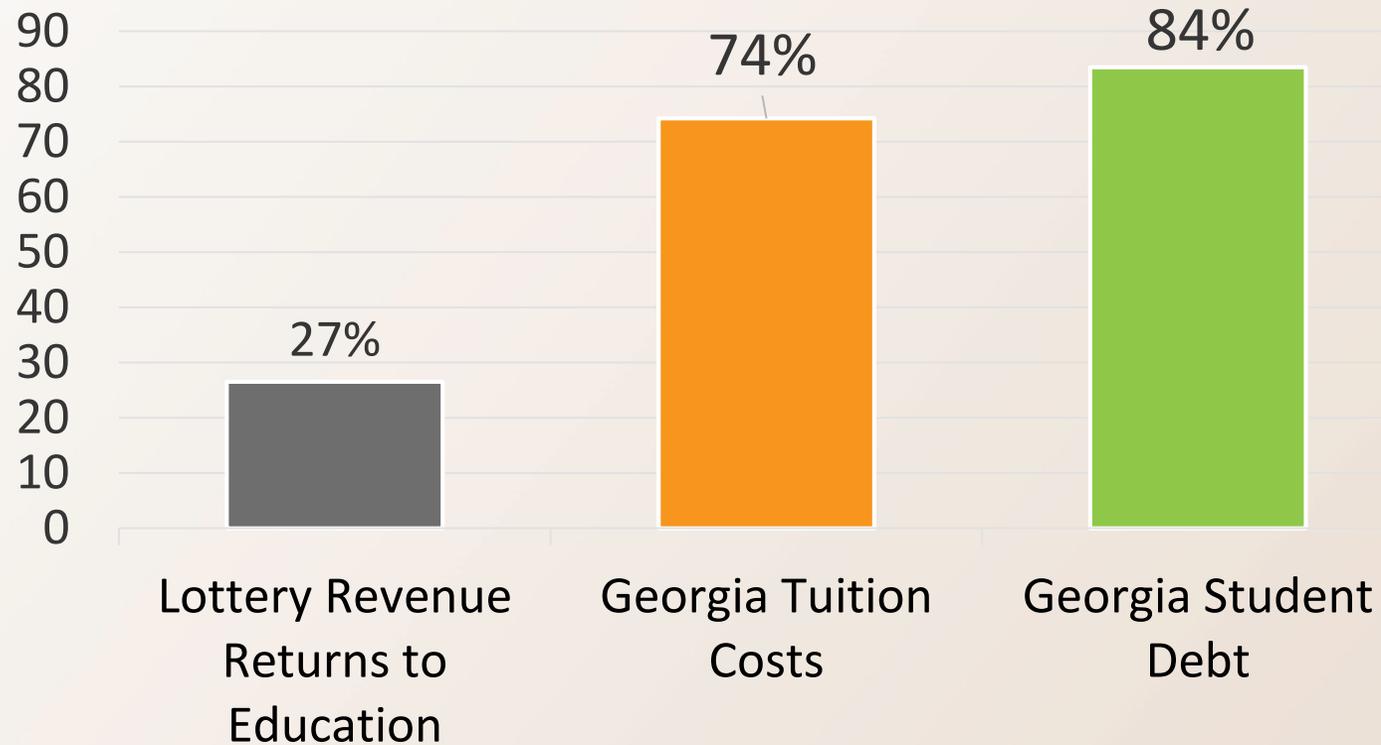
\* GrowGAHOPE Forecast percent of revenues and net new dollars to HOPE from Video Lottery based on FY 2016 video lottery results from NY, RI, WV & DE. Lottery and COAM numbers based on FY 2017 Statement net transfers to HOPE.



# **The Serious Problem of Mounting Debt for Our Children**



# Research Indicates a major disparity in the Last 10 Years' growth rates\*



\* Lottery returns to education based on comparison of FY Financial Statements 2007 to 2017. Georgia Tuition Costs for Public Four-year In-state Tuition and fees per The College Board, Annual Survey of Colleges, 2007 to 2017. Georgia Student Debt from <http://college-insight.org/#> 2007 to 2016. \*The Institute of College Access and Success, September 20, 2017, Student Debt and the Class of 2016, [https://ticas.org/sites/default/files/pub\\_files/classof2016.pdf](https://ticas.org/sites/default/files/pub_files/classof2016.pdf)

# Unbearable **DEBT** For The Future

**60%** of our Students Graduate with over **\$27,000** of debt. <sup>1</sup>

Georgia ranked **#3** for highest student debt as a percent of income. <sup>2</sup>

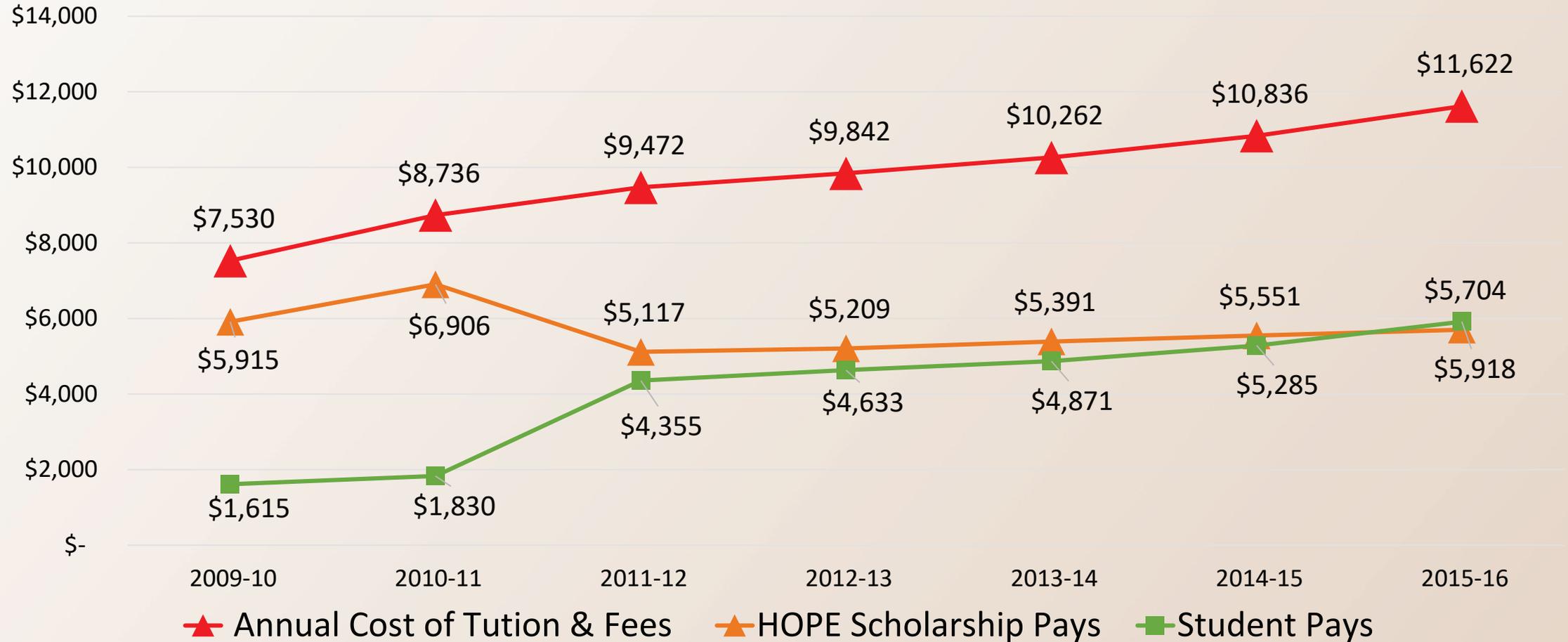
**\$53.03** billion in total outstanding student loan debt balance as of 2016 <sup>3</sup>

1. The Institute of College Access and Success, September 20, 2017, Student Debt and the Class of 2016, [https://ticas.org/sites/default/files/pub\\_files/classof2016.pdf](https://ticas.org/sites/default/files/pub_files/classof2016.pdf)
2. Richie Bernardo, Senior Writer, August 2, 2017, 2017's States with the Most and Least Student Debt, Wallethub, <https://wallethub.com/edu/best-and-worst-states-for-student-debt/7520/>
3. Total outstanding student loan debt balance is from the CFPB's analysis of State Level Household Debt Statistics 1999-2016, Federal Reserve Bank of New York, May 2017. [https://s3.amazonaws.com/files.consumerfinance.gov/f/documents/cfpb\\_student-loans\\_50-state\\_snapshot\\_complaints.pdf](https://s3.amazonaws.com/files.consumerfinance.gov/f/documents/cfpb_student-loans_50-state_snapshot_complaints.pdf)



# HOPE Scholarship: Then and Now

University of Georgia: Annual Cost of Tuition and Fees - What Hope Pays and What Students Pay



Source: University of Georgia Fact Books. What the student pays does not include **books & supplies, room & board, transportation & personal expenses.**



**GROWGAHOPE**

**GEORGIA CAN GROW HOPE DOLLARS**



**GROWGAHOPE**

*The Winning Ticket for HOPE Scholarship*

# *Spectrum Gaming Group Report*

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# Why We Reached Out to *Spectrum Gaming Group*

- ***Spectrum Gaming Group*** is a non-partisan consultancy specializing in the economics, regulation and policy of legalized gaming worldwide.
- It has been providing independent research and professional services to public- and private-sector clients since 1993.
- Previous clients include: the **Georgia Lottery Corporation**, Delaware State Lottery, Maryland Lottery Commission, Massachusetts State Lottery Commission.
- Spectrum's findings, conclusions and recommendations are based solely on its research, analysis and experience. It does not accept, and has never accepted, engagements that seek a preferred result.
- *Spectrum* is known to be the Renowned experts in every facet of the gaming industry.

\* Please read details of the *Spectrum Gaming Group's* Report



Click For Report

# Scenario One: 3 Recommended Locations

Atlanta, Savannah, Lake Lanier Area North of I-85 & I-985 \*



[Click For Report](#)

# Scenario One Highlights

Gross Gaming Revenue (GGR) projections for 3 Georgia Video Lottery Gaming Centers (VLGCs)

Total GA: GGR Potential	2017	2020	2021	2022	2023	2024
No. VLT Units	12,600	12,600	12,600	12,600	12,600	12,600
Expected GGR (\$M)	\$1,377.90	\$1,476.20	\$1,509.90	\$1,544.10	\$1,578.80	\$1,614.00
Low-case GGR (\$M)	\$1,261.60	\$1,351.60	\$1,382.40	\$1,413.70	\$1,445.50	\$1,477.70
High-case GGR (\$M)	\$1,494.20	\$1,600.80	\$1,637.40	\$1,674.50	\$1,712.10	\$1,750.30
Expected GGR/Unit/Day	\$300	\$321	\$328	\$336	\$343	\$351
Low-case GGR/Unit/Day	\$274	\$294	\$301	\$307	\$314	\$321
High-case GGR/Unit/Day	\$325	\$348	\$356	\$364	\$372	\$381



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Source: Spectrum Gaming Group

Total GA: Potential monies to Georgia Lottery Corporation (GLC) from GGR	2020	2021	2022	2023	2024
Expected monies to GLC (\$M)	\$811.90	\$830.50	\$849.30	\$868.30	\$887.70
Low-case monies to GLC (\$M)	\$743.40	\$760.30	\$777.60	\$795.00	\$812.70
High-case monies to GLC (\$M)	\$880.50	\$900.60	\$921.00	\$941.70	\$962.70

Source: Spectrum Gaming Group

# Scenario One Highlights

## Revenues for Georgia Lottery Corporation

1. Based on the Spectrum Gaming Group report, in just the first year of operations, 2020, just 3 Video Lottery gaming Centers will generate **\$811 million** in revenues for Georgia Lottery Corporation.



# Scenario One Highlights

2. As illustrated, Spectrum Gaming group modeling indicates three video lottery gaming centers (VLGCs) locations in Georgia (per the assumed locations) having 12,600 VLTs may have the potential to generate \$1.48 billion in Gross Gaming Revenue (GGR) in 2020 (the first year of our projections), which equates to \$321 in GGR/unit/day. By 2024, their modeling indicates this GGR would exceed \$1.6 billion annually, which equates to \$351 in GGR/unit/day.
3. Under the assumption the Georgia Lottery Corporation (“GLC”) would receive 55 percent of Gross Gaming Revenue (GGR) resulting from video lottery gaming centers, our statewide projections yield an expected range \$812 million 888 million annually over the five-year period.

The background of the slide features a silhouette of a crowd of graduates celebrating. Many graduates are throwing their caps into the air, and some are raising their arms. In the background, a city skyline with several tall buildings is visible against a light, hazy sky. The overall scene conveys a sense of achievement and joy.

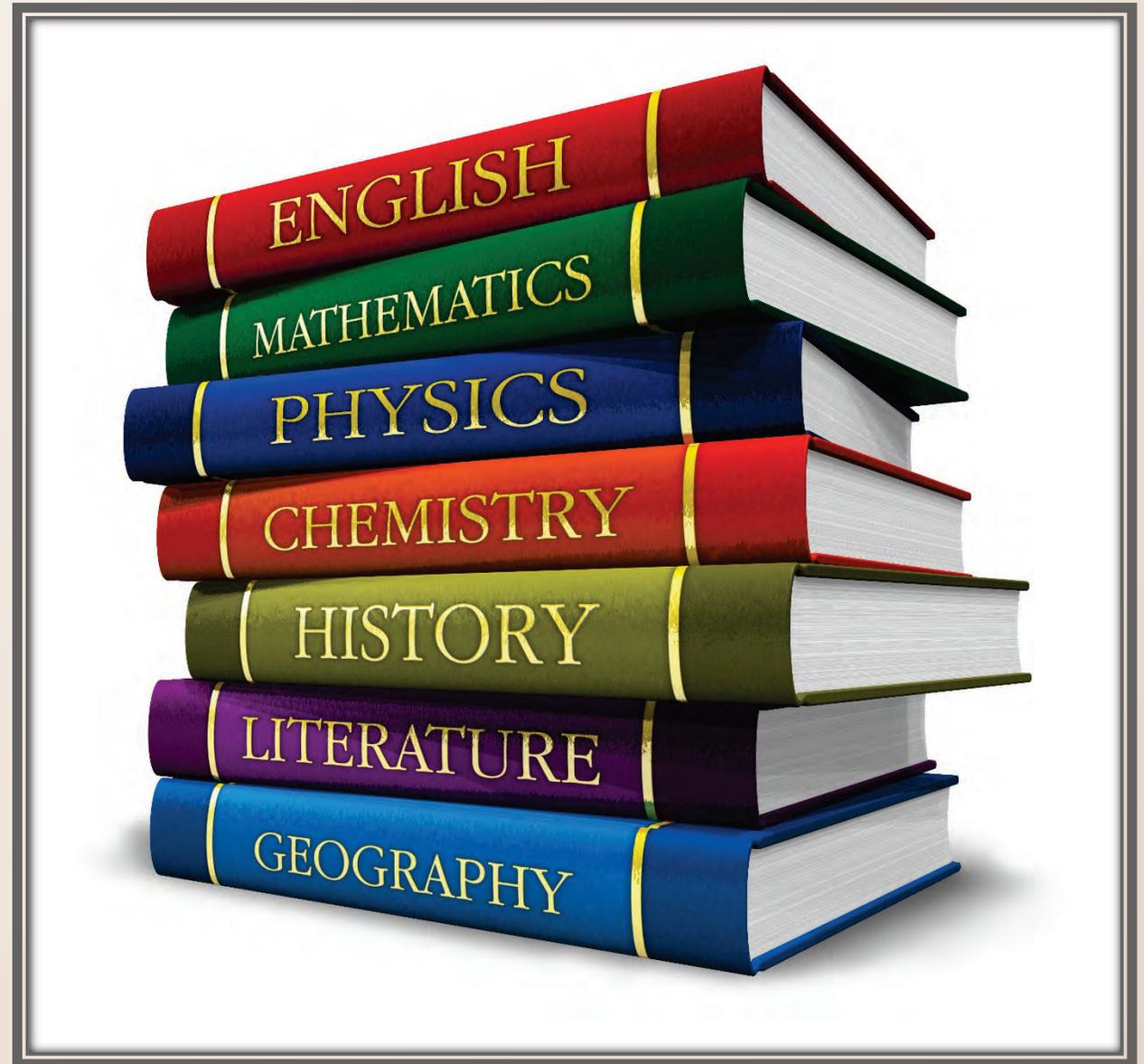
What Can \$700 Million Buy?

Full Tuition for  
HOPE Scholarships

What Can  
\$700 Million  
Buy?

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All Text Books



# What Can \$700 Million Buy?

1. Increased funding for Pre-K.
2. New computers and equipment for schools.
3. More Technical College Scholarships.



A photograph of a diverse group of students sitting at desks in a classroom, looking down at their papers. The image is dimmed to serve as a background for the text.

# What Can \$700 Million Buy?

**Need Based Scholarships**



# What Can \$700 Million Buy?

A Brighter Future without  
Student Debt.

# Scenario Two: 5 Recommended Locations

Gross Gaming Revenue (GGR) projections for 5 Georgia Video Lottery Gaming Centers (VLGCs)  
Including Augusta and Columbus

Total GA: GGR Potential	2017	2020	2021	2022	2023	2024
VLT Units	15,800	15,800	15,800	15,800	15,800	15,800
Expected GGR (\$M)	\$1,701.60	\$1,804.40	\$1,839.60	\$1,875.40	\$1,911.70	\$1,948.50
Low-case GGR (\$M)	\$1,561.00	\$1,654.10	\$1,686.10	\$1,718.50	\$1,751.40	\$1,784.80
High-case GGR (\$M)	\$1,842.10	\$1,954.60	\$1,993.20	\$2,032.30	\$2,072.00	\$2,112.20
Expected GGR/Unit/Day	\$295	\$313	\$319	\$325	\$331	\$338
Low-case GGR/Unit/Day	\$271	\$287	\$292	\$298	\$304	\$309
High-case GGR/Unit/Day	\$319	\$339	\$346	\$352	\$359	\$366



Click For Report

Source: Spectrum Gaming Group

Total GA: Potential monies to Georgia Lottery Corporation (GLC) from GGR	2020	2021	2022	2023	2024
Expected monies to GLC (\$M)	\$992.40	\$1,011.80	\$1,031.50	\$1,051.40	\$1,071.70
Low-case monies to GLC (\$M)	\$909.80	\$927.40	\$945.20	\$963.30	\$981.60
High-case monies to GLC (\$M)	\$1,075.00	\$1,096.20	\$1,117.80	\$1,139.60	\$1,161.70

Source: Spectrum Gaming Group

# Introducing the Fusion of Lottery Product on a Gaming Platform

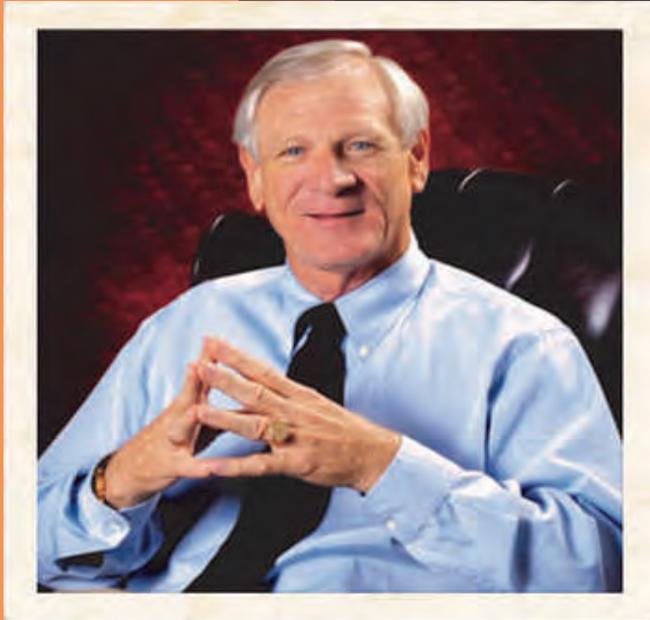
## Convergence of Lottery & VLTs

- Single Electronic Gaming Machine (EGM) platform delivers both total game play & lottery products
- Provides gateway for quick & targeted expansion of lottery sales outlets
- This technology delivers secure transactions, with total transaction accountability and 24/7 up-time reliability



[Click to Read how New Technology by JCM Global turn VLT's into Lottery Terminals and Increase Lottery Sales](#)

# About GrowGAHOPE



"My recently renewed concern about the continued decline in HOPE benefits to Georgians has led me in a personal effort to help Grow HOPE by creating a nonprofit 501 (c)(4) corporation and offering, as a no-cost donation by the Williams Family Foundations to the Georgia Lottery Corporation, should they choose, the free and permanent use of a Gaming Center Site on Lanier Islands.

This site was one of the 5 statewide sites originally recommended by Georgia Lottery Corporations consultants in 2011.

Virgil Williams

Chairman of GrowGAHOPE

# Responsibility Before Profit

## Develop New Standards for Responsible Gaming

GrowGAHOPE advocates that any introduction of Video Lottery Gaming Centers in Georgia should be accompanied by the **most comprehensive responsible gaming program** in the country.

This means implementing more than the standard programs offered by lotteries and casinos in the United States, but utilizing the latest technologies and best practices throughout the world that **proactively** identify players at high risk for developing problems in the future.

It is critical in the regulation process that Georgia Lottery Corporation and Legislators work closely with treatment centers, researchers and law enforcement to determine proper funding levels as opposed to designating an arbitrary percentage of revenue. This will ensure Georgia is positioned to set these **new standards for responsible gaming**.

# Frequently Asked Questions

## How are Video Lottery Gaming Centers Different from Casinos?

1. Video Lottery Gaming Centers (VLGCs) in Georgia are already legislatively authorized. Casinos have not been authorized, so a constitutional amendment and public referendum would be required.
2. Only legal, state-regulated Video Lottery Terminals (VLTs) would be permitted.
3. The Georgia Lottery Corporation could own all VLTs.
4. Video Lottery Gaming Centers do not offer live table games like Blackjack, Craps, Roulette, etc.

# Frequently Asked Questions

## **What are Video Lottery Terminals (VLTs)**

- VLTs are popular games offered in electronic format and approved by state lottery commissions.
- Delaware, New York, Rhode Island and West Virginia are examples of other states that offer VLTs in gaming centers
- Video Lottery Terminals (VLTs) in Georgia would be regulated and/or owned by the Georgia Lottery Corporation.
- Video Lottery Terminals (VLTs) would be connected to a Georgia Lottery Corporation central server.

# Frequently Asked Questions

## Could any Georgia Business Own a Video Lottery Gaming Center?

- The Georgia Lottery Corporation would be responsible for determining ownership criteria and selecting qualified owners.
- Owners could be major resorts, businesses or developers in Georgia that offer ideal locations, a broad spectrum of entertainment options and the required expertise to operate a facility.

*Georgia's Business, State and Community Leaders: We Are Sharing Our research To Provide You With The Most Current And Detailed Information.*



Steve Crayne, Executive Director

(470) 310-3402

[Steve@StvCrayne@gmail.com](mailto:Steve@StvCrayne@gmail.com)

[www.GrowGAHOPE.org](http://www.GrowGAHOPE.org)



**GROWGAHOPE**



**ADENA SPRINGS**

***We Breed Loyalty***

## **Introducing the ADENA SPRINGS Loyalty Program**

Presented by:

Steve Crayne, Starting Gate Marketing

Steve@SGMCrayne.com

770-853-0318

# *Why a Loyalty Program?*

From Green Stamps to Punch Cards, to Sky Miles and Amazon Prime, loyalty programs have a **proven track record** of growing sales and adapting to the latest technology.

# Loyalty Programs Work!



amazon.com  
Prime



DELTA  
SKYMILES



HILTON  
HHONORS



MY STARBUCKS  
REWARDS



xib rewards\$

# Loyalty Program Benefits

- ❖ **Creates a Grade 1 Customer Experience**
- ❖ **Increases Customer Lifetime Value (CLV)**
- ❖ **Increase Sales**
  - ❖ **Drives New and Repeat Business**
  - ❖ **Builds Customer Referrals**
- ❖ **Grow ROI**
- ❖ **Competitive Advantage**
- ❖ **Reduce Advertising Costs**

# Clear Competitive Edge

Adena Springs is the only leading farm that can offer a wide array of valuable rewards and create a one-of-a-kind loyalty program.



# *Potential Rewards Include*

- ❖ Purse bonuses and special races at Stronach Group Tracks for Adena Bred horses and offspring.
- ❖ Xpressbet / XB Reward Points
- ❖ VIP Race Track and Farm Experiences
- ❖ Season Discounts
- ❖ Exclusive Members Only Events
- ❖ Partner discounts on dining, travel, and MORE!

# *About Steve Crayne*

**Over 20 years experience creating and implementing profitable marketing and merchandising programs across thousands of stores for major retailers.**

**Understands how critical clear, concise communication is across all key stake holders and that for a program to succeed it must be simple to execute.**

**Thrives at beating the competition and elevating brands to new heights.**

**Most importantly, it's all about listening and understanding what your customer wants and making them customers for life.**

# Proposal to The Stronach Group

Steve Crayne / Starting Gate Marketing will work with Stronach Group companies and key stakeholders to create and execute a blueprint for a Grade I winning loyalty program.

Open to working as either a contractor or Stronach Group Employee.

The Goal is to launch the program by October 1<sup>st</sup>.

Deliverables include, but not limited to:

- Complete cost out with forecasted P&L
- Project Management: detailed time & action plan w/ weekly updates
- Define Loyalty Program Best Practices and Rewards
- Creative Oversight, Public Relations, Social Media Strategy, Intercompany Communications
- Work with Information Technology to design simple user interface and mobile app
- Create executive level dashboard to measure results and track ROI



# Thank You

Steve Crayne,  
Starting Gate Marketing  
Steve@SGMCrayne.com  
770-853- 0318



# Authentic Craftsmanship...Modern Technology

Complimentary Facilities Maintenance Software

with Old-Fashioned Customer Service

Plumbing | Electrical | HVAC | Handyman | General Contracting

# Our Goal

“Our goal is to earn your business and exceed expectations one job at a time with extraordinary and **TIMELY** service and impeccable communication.”

# Customer Pledge

*What Sets Us Apart*



Customer



Craftsmanship



Communication



Value

# Customer Pledge

## *What Sets Us Apart*

- Customer Care: 24/7/365 customer care center.
- Craftsmanship: Self-performing on top of Expansive Contractor Network
- Hand selected Quality Craftsmen w/ incentive based vendor performance
- Communication: We Listen Intently!
- Value: Complimentary Craftsmen Maintenance Management Toolbox<sup>SM</sup>
  - Flat hourly rates and no trip charges\*

# Our Services



# Our Services

- Full menu of facility maintenance, repair and handyman services.
- Complimentary Craftsmen Maintenance Management Toolbox<sup>SM</sup>
  - Submit, track, review and manage service requests in real time
  - Predictive Analysis uses store maintenance and repair history to reduce future costs.
  - Customized reports by business needs
- Preventative Maintenance
  - Accounts Receivable / Payable
  - Customized Management Software
  - Drain Line Jetting Services
  - Recessed Lighting
  - Refrigeration
  - Electrical Repair
  - Painting
  - Handyman Services
  - HVAC Preventative Maintenance
  - Commercial HVAC Service & repair
  - Doors & Locks
  - Construction
  - Parking Lot repairs
  - Roofing

# Craftsmen Maintenance Management Toolbox<sup>SM</sup>

*Provided complimentary to all our customers*



# Craftsmen Maintenance Management Toolbox<sup>SM</sup>

*Provided complimentary to all our customers*

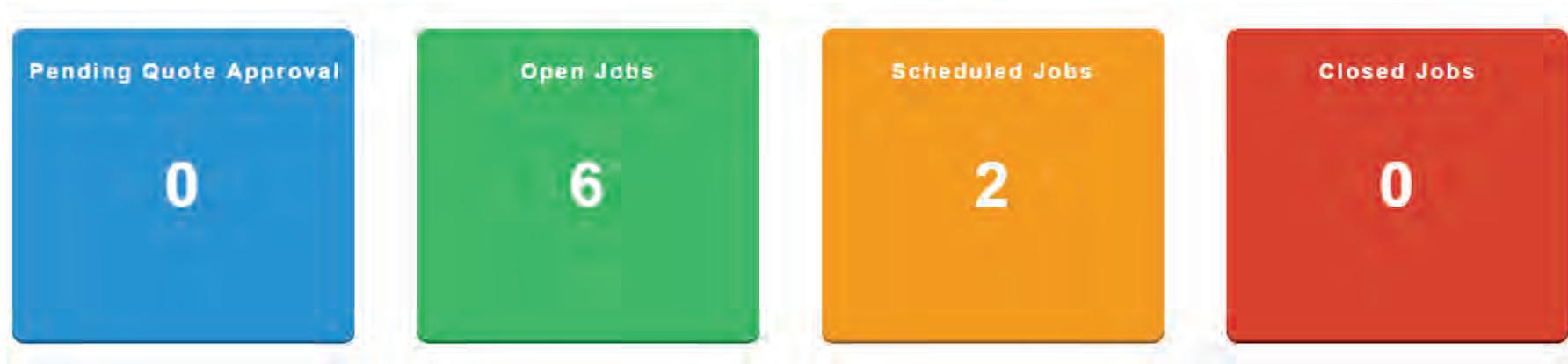
## Management Toolbox

- Accounts Receivable/Payable
- Work Order Management
- Web-Based Site Survey
- Asset Management
- Preventative Maintenance Scheduling

## Analytics

- Predictive Analysis
- Average Cost Analytics by Trade
- Work Order Analysis
- Budget/Spend Analysis
- Vendor Performance review

# Customer Dashboard



## WORK ORDERS

Open Closed

+ New Work Order

WO #	Location	City	State	Trade	Priority	Need By	Status	
0-00197-Q0P1	00027 Office Depot	LOUISVILLE	Kentucky	General Maintenance	48 Hour		Work Complete	<a href="#">Details</a>
0-00215-B8P2	00024 Office Depot	JACKSONVILLE	Florida	General Maintenance	48 Hour	01/31/17	Scheduled	<a href="#">Details</a>
W-00291-Z5Y0	00527 Office Depot	Laredo	Texas	Electrical	48 Hour	03/31/17	Pending	<a href="#">Details</a>
W-00293-F0R1	00110 Office Depot	Daytona Beach	Florida	Plumbing	48 Hour	05/01/17	Pending	<a href="#">Details</a>
W-00262-Y9X0	00027 Office Depot	LOUISVILLE	Kentucky	General Maintenance	48 Hour	02/20/17	Scheduled	<a href="#">Details</a>
W-00284-N8Q9	00027 Office Depot	LOUISVILLE	Kentucky	General Maintenance	EMERGENCY	03/30/17	In Progress	<a href="#">Details</a>

Print view

# Location Profile



**00110 Office Depot**

Address: 1500 South Nova Road  
Address 2:  
City: Daytona Beach  
State: Florida  
Zip Code: 32114

Additional Info:

**WORK ORDERS** Open Closed

Order #	Location	Title	Close Date	Amount	Tech
---------	----------	-------	------------	--------	------

[Print view](#)

[+ New Work Order](#)

View Location Specific information regarding the equipment, specs and appliances in each of your store locations.

Water Heater Type: N/A	Panel Type: N/A	Septic/Sewer: N/A
Floor Tile: N/A	Celing Tile: N/A	Paint Spec: N/A
HVAC Spec: N/A		

# Sample Reports

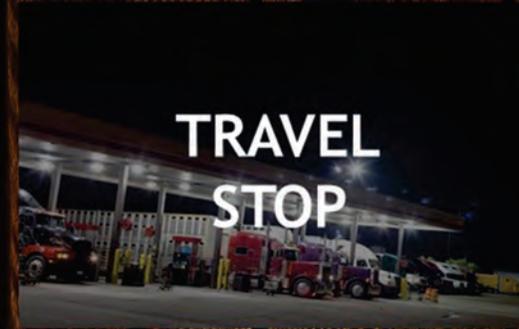
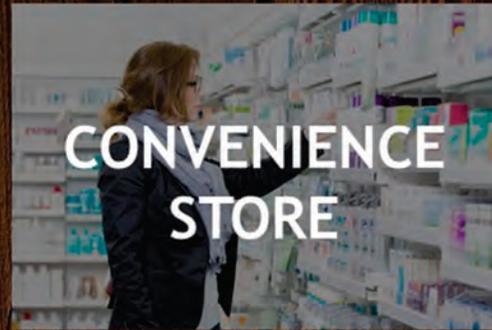
## Your Data, Your Way, Your Solutions

- Average spend per service priority (urgent, next day, etc.)
- Average spend per trade
- Service frequencies by trade, location, state, region
- Filter by region, state or location
- Dedicated programmer for custom requests

# National Boutique Contractor Network

- Self-Performing: AL, FL, GA, MS, NC, SC, TN, TX
- Nationwide Contractor Network
- Hand Selected for Quality
- Skilled in their respected fields, and motivated to perform.
- We want the best, and reward our contractors for being the best.
- Qualifying Contractors Paid in 7 Days\*

# Select Industries



# Pricing

- \$85 Per Hour Flat Rate\*
- No Trip Charges\*\*

\*Does not apply for after hour calls, weekends and holidays. A mutually agreed upon short term contract is required.

\*\*Some outlying locations may require minimal trip charges.



Thank You  
for Considering  
Craftsmen Alliance FM

Josh Reyes

Craftsmen Alliance FM

Director of Project Management

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# GEORGIA

THE FUTURE OF HORSE RACING



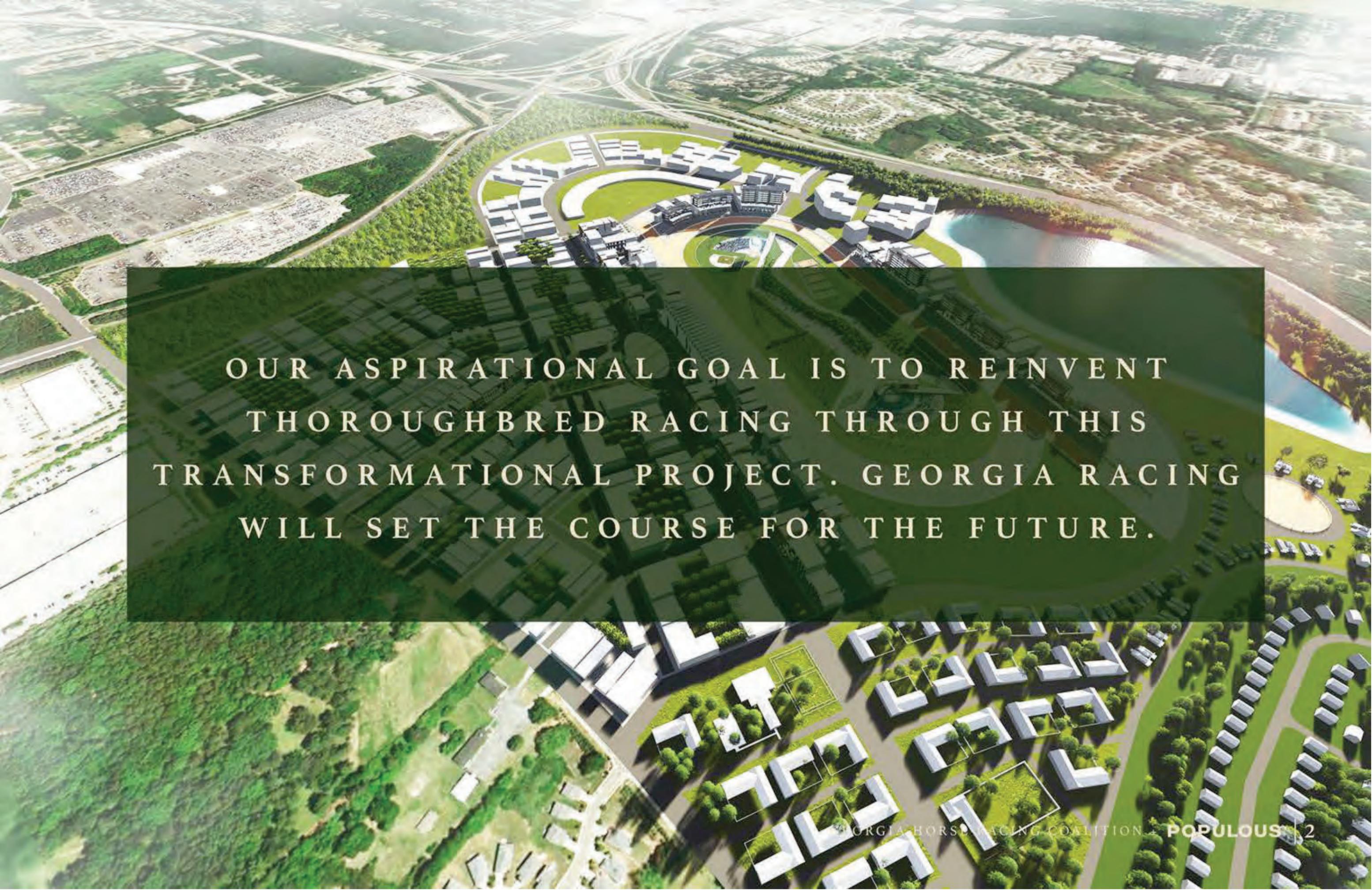
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**POPULOUS**

+

GEORGIA  
HORSE RACING  
COALITION



OUR ASPIRATIONAL GOAL IS TO REINVENT  
THOROUGHBRED RACING THROUGH THIS  
TRANSFORMATIONAL PROJECT. GEORGIA RACING  
WILL SET THE COURSE FOR THE FUTURE.

# Georgia Horse Racing Coalition



+ POPULOUS

- Leading Local Business Executives
- Passionate About Horse Racing
- Understand the Positive Economic Impact of Horse Racing
- Understand Racing Will Grow Georgia Jobs, Tourism and Tax Revenue

# The Vision

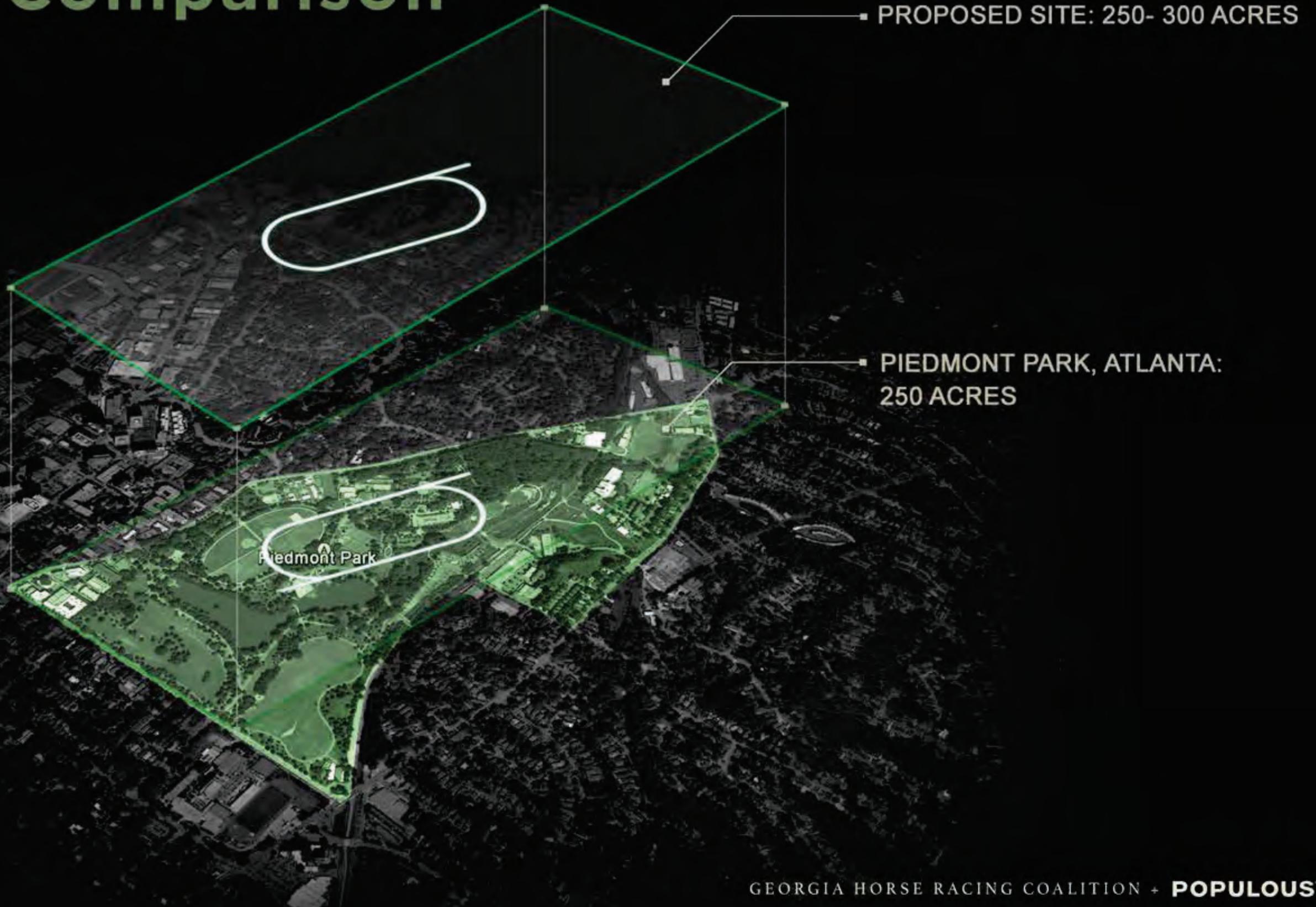


- MORE Than Racing!
- A Place to Live, Work & Play!
- Mixed-Use Entertainment & Recreation Destination
- World-Class Commercial, Retail & Residential
- The Nation's Premier Spring & Fall Horse Race Meets
- A Unique Community United Through Technology

An architectural rendering of a modern horse racing venue. On the left, a dirt track shows several horses and jockeys racing. To the right, a large, multi-story brick and wood-clad building houses a grandstand and various amenities. The building features a large glass facade on the ground floor, a balcony with people, and signs for 'dashwood CLUB', 'ECCO', and 'Breeders' Cup CHALLENGE'. A large crowd of people is gathered on the paved walkway in front of the building. The sky is bright with soft clouds.

**“ This is like no other sport.  
This is like no other venue. ”**

# Scale Comparison



# Park Connections + Fan Blvd.



+ POPULOUS



>> The infield of the track now becomes a community park, connecting to the surrounding development with linear green spaces that reach into the neighborhoods. These linear parks connect under the track, forming gateways to the central park space. The track is surrounded 360° by a fan boardwalk, which is served by a perimeter of hospitality.

THE VISION // 

# New Horse-Racing Development



+ POPULOUS



>> The new horse-racing development will be a collection of mixed-use districts around a racing track and park. The infield park becomes the primary fan experience on raceday while connecting to the neighborhoods through new community green space. This development will be a thriving year-round community asset.

# New Horse-Racing Development



+ POPULOUS



OFFICE PARK

THE FINAL TURN

SHADED BOULEVARD

HOTEL + RACINO

WALKABLE NEIGHBORHOOD

GRANDSTAND 2.0

RECREATION PARK

LAKE

PADDOCK SQUARE

LOFTS

PUBLIC MARKET

ENTERTAINMENT WITH TRACK FRONTAGE

"MEDIA SQUARE" AMPHITHEATER

360° FAN BOARDWALK

FAMILY HORSERIDING

THE LAWN PICNIC AREA

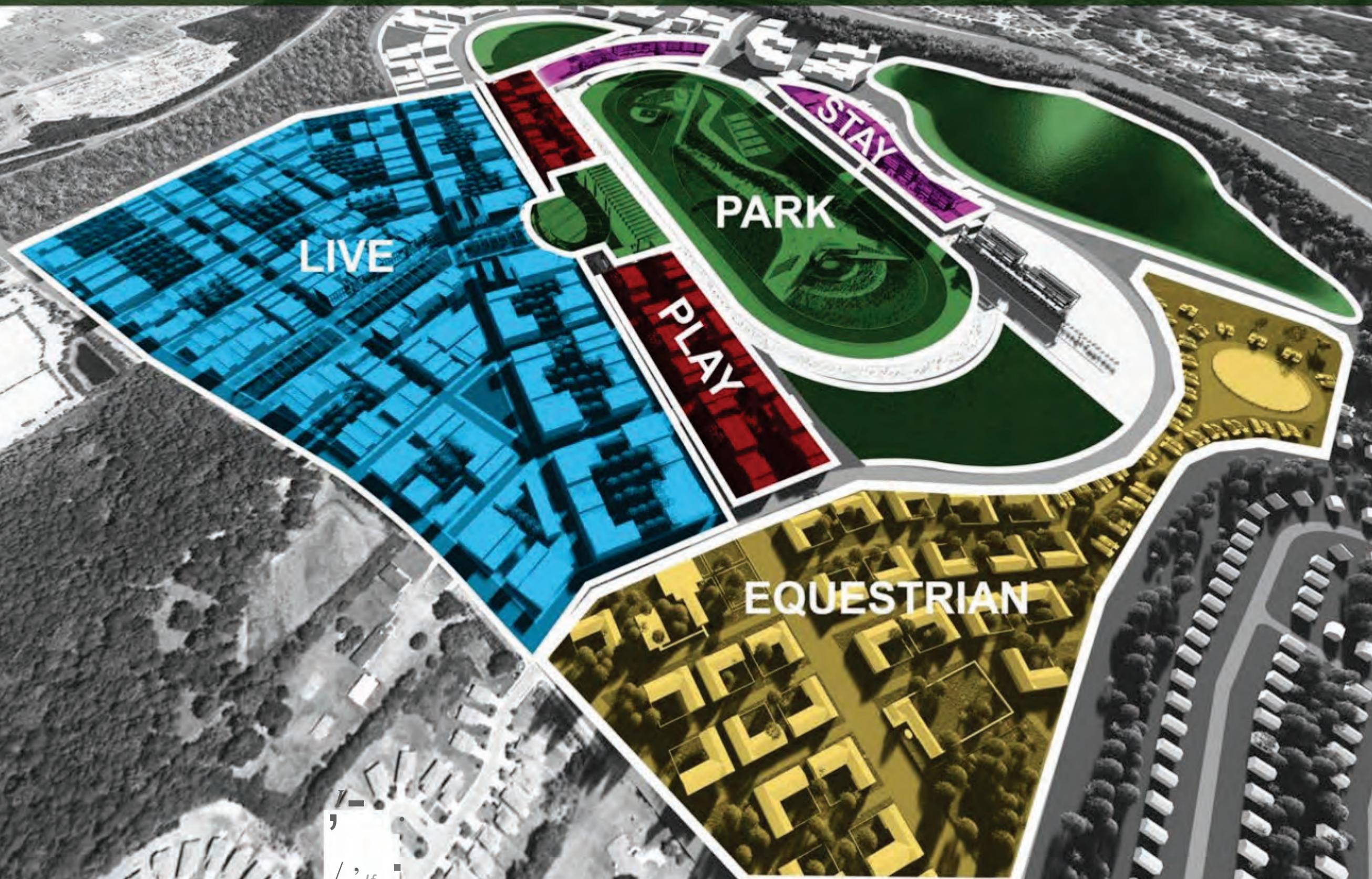
STABLES + FACILITIES

EQUESTRIAN SCIENCE CENTER

THE VISION //   
**Districts**



+ POPULOUS



PLAY DISTRICT // 

# Paddock Square : Race Day



+ POPULOUS



>> The Paddock now doubles as a public square. The square establishes a new tradition as the horses are led through the central space. During non-race times, this square is activated by shops, cafes, and restaurants along its perimeter. On race day, these shops and restaurants serve as hospitality destinations for fans.

# Paddock Square : Every Day



+ POPULOUS



>> The paddock is a fully-functioning flexible civic space. This space can host a wide variety of public events, and serves as the natural gathering space for residents of the development

# Finish Line : Race Day



+ POPULOUS



>> Aside from the grandstand, the fans enjoy the race from a wide variety of different hospitality spaces that are all operated by different entrepreneurs. A 360-degree fan boulevard surrounds the track, hosting many outdoor cafe-type experiences as well as rooftop bars, temporary grandstands, etc.

# Finish Line : Every Day



+ POPULOUS



>> This development remains active every day of the year. On non-race days, the “fan boulevard” becomes a public pedestrian thoroughfare lined with a variety of retail shops, restaurants, cafes, bars, and various places to socialize.

# Public Market



+ POPULOUS



>> The Public Market features a shaded belt of park space that connects to the larger community park on the infield of the track. This space is activated on both sides by shops and restaurants 365 days/year.

# The Final Turn



> A new hotel, racino and hospitality district including a pedestrian level of shops and restaurants can be found on the north side of the track and around the final turn. The track, fan boulevard, and park provide this new STAY district with a wide variety of views and outdoor experiences. Visitors of the district are able to watch the race from their balcony.

# Park Gateways



>> The infield is transformed as the primary new zone of spectator experience. The park continues under the track, creating main entrances at these intersections. This gateway condition serves as both a welcome center and a community plaza while offering new methods of betting on race day.

# Media Square : Race Day



+ POPULOUS



>> Connected technology moments allow fans to watch the race from any point within the park at any time. These moments have different functions and characters, allowing for unique sizes of gatherings and different types of social experiences. These moments are also great opportunities for brand activation/sponsorship.

THE PARK // 

# Media Square : Movie Night



+ POPULOUS

**MOVIE NIGHT**



>> On non-race nights, the Media Square hosts a variety of entertainment functions.

# Media Square : Rooftop View

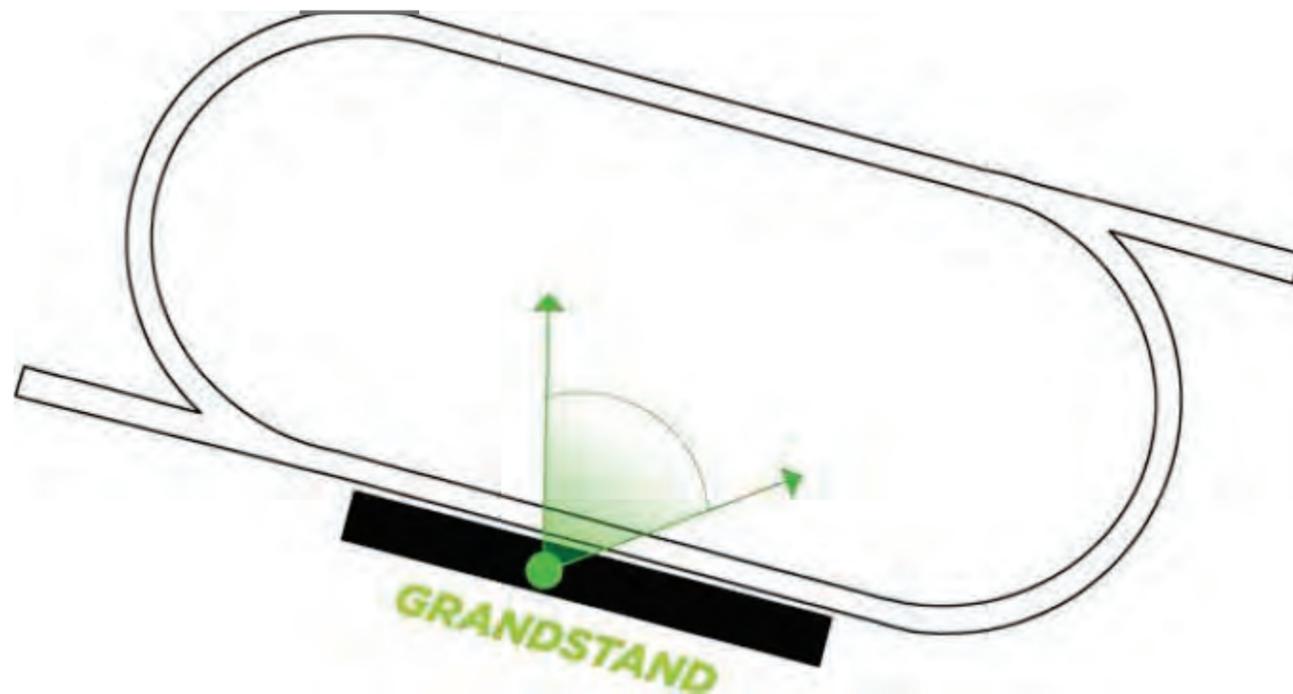


+ POPULOUS

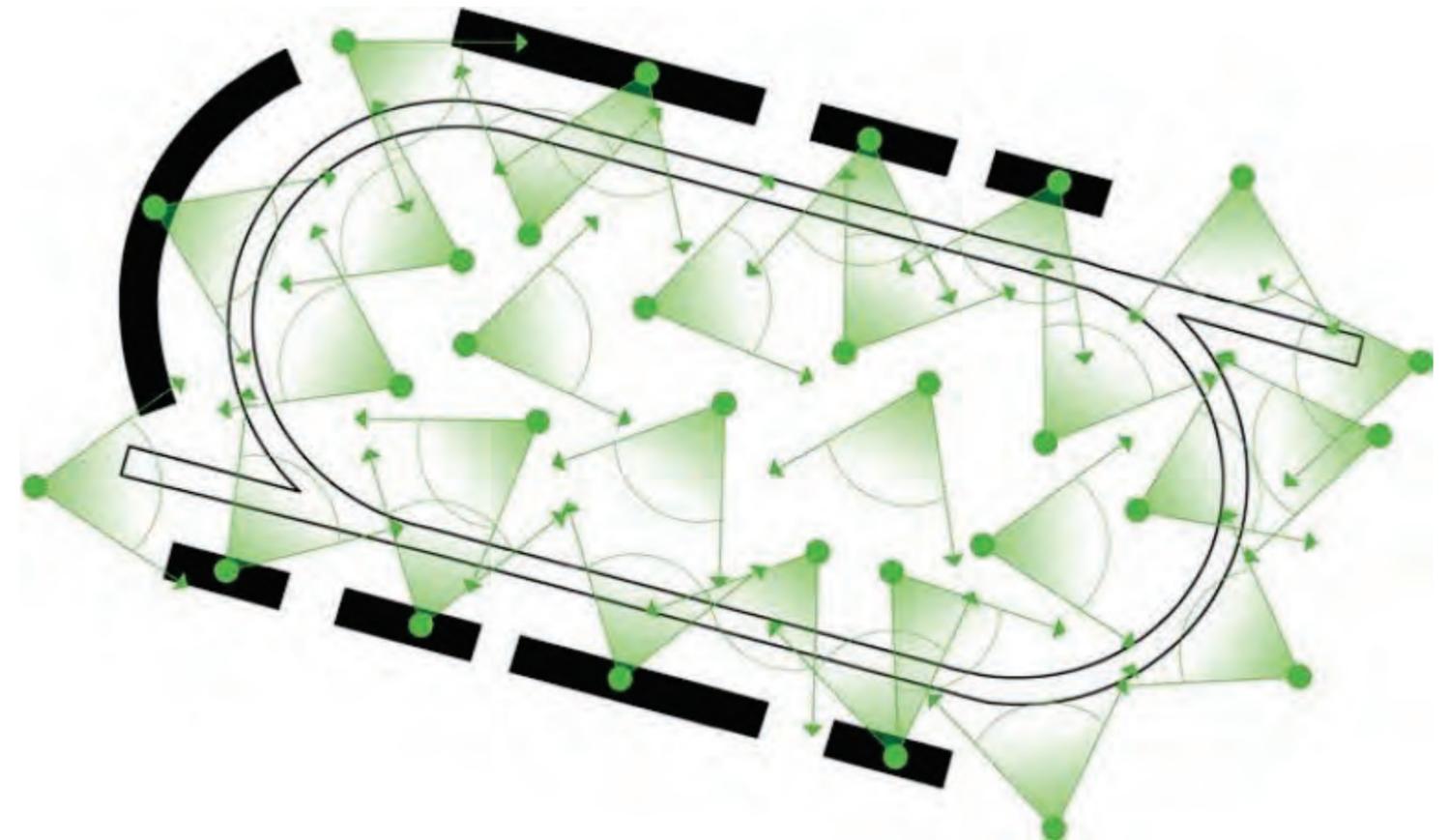


>> The Media Square's roof deck offers an elevated view of the race. This luxurious space provides the opportunity for premium food and beverage service.

## Traditional Viewing Experience



## New 360° Experience



>> The traditional model for horse racing is comprised of only one viewing position, only one experience, only one function. Our new model is designed to provide many viewing positions, and many experiences. Media elements throughout and a perimeter of privately operated hospitality ensure a powerful fan experience at every location.

# Media Square : Interior Live Site



+ POPULOUS

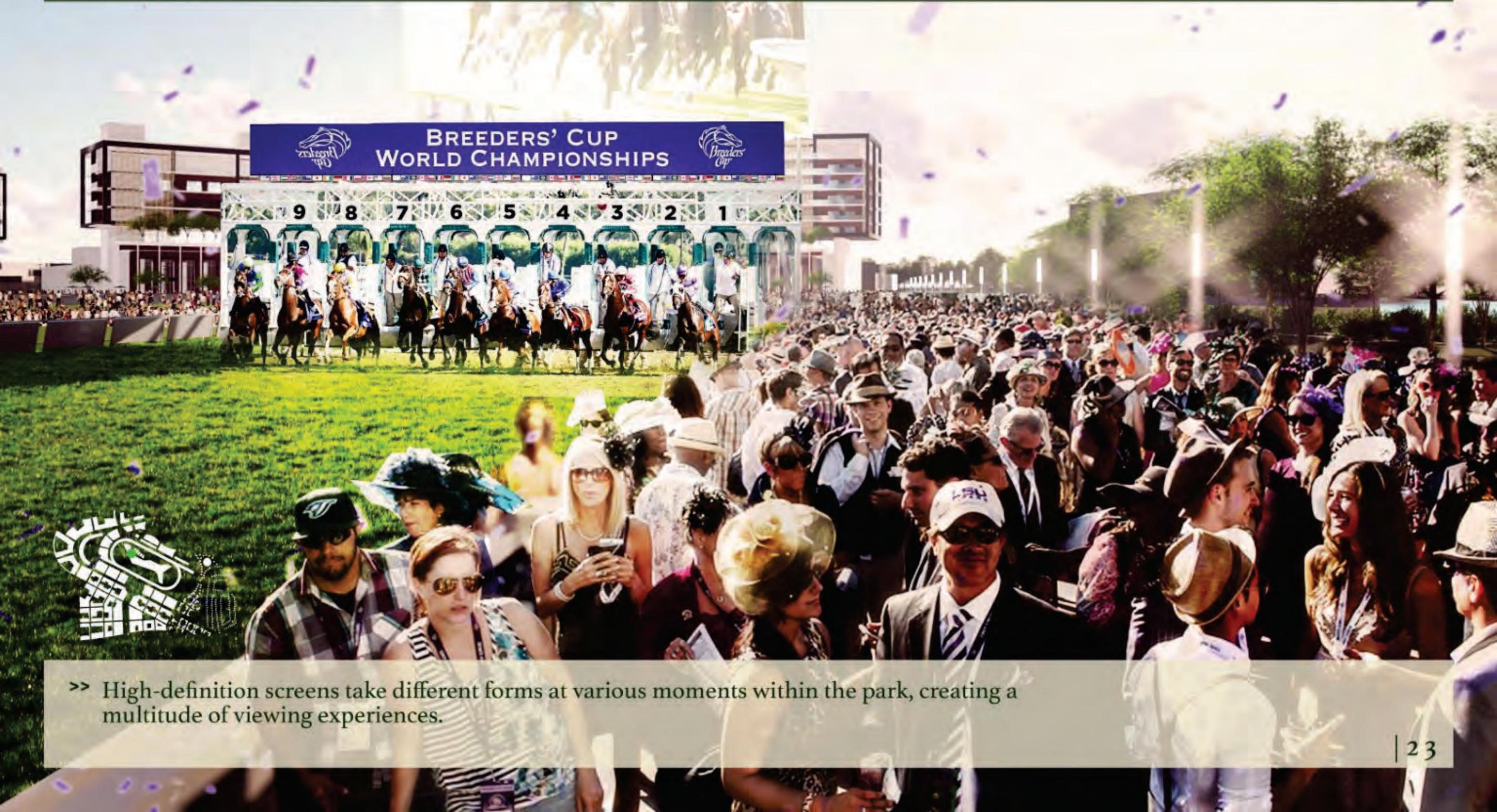


>> The scale of the Media Square allows for large groups of people to gather within it to view simulcasts of different races from around the world. This connects fans to the global fan base of horse racing.

# Media Moment



+ POPULOUS



>> High-definition screens take different forms at various moments within the park, creating a multitude of viewing experiences.



**The future  
of racing  
starts today.  
The collaboration  
starts now.**



+ **POPULOUS**

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Copyright

**POPULOUS**

+

GEORGIA  
HORSE RACING  
COALITION