

FLUTTERCLUB.COM

A SOCIAL NETWORK FOR BETTING ENTHUSIASTS



This document outlines the main features of fantasy betting and social networking platform, flutterclub.com.

Please note that flutterclub.com is now an online casino and Sports book and uses a different code to what is described in the following document – the code/product below exists and needs to be re-launched.

CONTENTS:

1. Introduction
2. Platform Features for Members – PC Version
3. Platform Features for Members – Mobile Version
4. Features and Tools for Administrators
5. Platform Statistics
6. Partners and Service Providers

1. Introduction:

Flutterclub.com is a social networking platform for sports betting enthusiasts that combines facebook like profiles with a 'simulated' sports betting platform, on which members worldwide can interact and compete risk free with one another to win exciting prizes. Flutterclub is available on PC, Tablet & Smartphone and has been live since November 2012.



flutterclub.com
FANTASY SPORTS BETTING

PLAY FREE WIN BIG

Prizes for the current competition, that runs until 31st October:

Prize 1	€400
Prize 2	€300
Prize 3	€200
Prize 4	€100

[LOG IN](#) [SIGN UP](#)

Thinking of signing up? [SIGNUP NOW](#)

Flutterclub will always be FREE for our members. All of our income comes from our advertisers. We will not spam you with unsolicited email, don't worry.

Don't want to log in? [See what's inside this unique fantasy betting site!](#)

Find us on Facebook

[flutterclub.com](#) Like You like this.

[flutterclub.com](#) ATP BASEL - Wawrinka with fantastic draw: This is also his home tournament and after some great performances this season he knows he belongs in the top 10. Stan has never really

WHAT WE DO

flutterclub.com is owned and operated by Social Gaming Ventures Ltd. based in Dublin, Ireland

At flutterclub.com fantasy sports enthusiasts can try and explore sports betting in a risk free environment while also sharing virtual betting experiences, insights, tips and views with friends both on the flutterclub.com platform and via other social networking platforms.

On sign-up, players are given a pre-defined amount of 'virtual' currency, known as flutterbucks (FB\$), at the beginning of each month which is subsequently used to bet on sporting events on the Flutterclub.com platform with real prizes awarded to monthly competition winners.

From our extensive research we have found other websites and platforms within this space, however none that offer the complete service, user functionality, interactive engagement and prize structure that flutterclub.com has to offer.

Monetization: Currently by converting as many free playing members on the flutterclub.com platform into real money players by encouraging these players to click attractive and

strategically placed promotional banners and links on the flutterclub.com platform - affiliate partnership arrangements with bookmakers.

These arrangements allow us to share in the losses of referred players once they become players at real bookmakers – ranging from 25% - 40% of players’ losses for the life time of the players’ accounts.

2. Platform Features for Members – PC Version:

Player Profiles

On sign-up, which can be done via facebook and twitter, each new member is given their own personal profile page which then displays personal betting history, betting statistics, friends and any details of and private groups they have joined.

Profiles can be public or private but actual betting results are public so competitors can follow their peers and the front runners on the monthly competition leader boards.

Profiles, privacy settings and preferences can easily be amended once logged into the platform.

The screenshot displays the Flutterclub.com website interface. At the top, there is a navigation bar with links for Updates, FAQ, Facebook Newsfeed, SE Admin, My Profile, Messages, Settings, and Sign Out. A search bar is also present. Below the navigation bar, the Flutterclub.com logo is visible. A notification box states: "The current competition runs until the 31st October! Prizes are: (1) €400, (2) €300, (3) €200 and (4) €100. Keep betting and good luck!". To the right, the account balance is shown as FB\$ 3150.00 and the competition ends in 8 days, 13 hours.

The main content area features a user profile for John Flynn, CEO. The profile includes a photo of a person in a suit, a "CEO" name tag, and options to "Edit My Profile" and "Admin Settings". The "MEMBER INFO" section shows: Member Type: Regular Member, Profile Views: 1,284 views, Friends: 1,622 friends, Last Update: October 20, and Joined: October 5, 2012.

The "WHAT'S NEW?" section contains a post by John Flynn - CEO dated 19 Oct 2013, 15:45 UTC, regarding the Ascot 19th Oct event. The post mentions a market of 14:55 1m4f Grp1... and includes a photo of a horse race. A comment from Flutterclub admin dated October 19 states: "Non-runner unfortunately!".

On the right side, there are two promotional banners. The top one is for "GLOSSY BINGO" with a "£20 FREE" offer and "ON YOUR FIRST DEPOSIT" text. The bottom one is for "£175 Welcome Bonus" on "Casino Games & Live Casino".

At the bottom right, there is a "Feedback" button and a "Friends Online (2)" indicator.

Personal Wall

Each time an existing member logs in he/she is automatically brought to their personal wall, which is very similar to a person's Facebook wall. Here members will see all notifications from the flutterclub administrators and their own friends – settled bets, tips, new articles, free bet offers etc. This is the default home page.

On sign-up each member automatically becomes friends with the 'flutterclub admin' account which is used by us to communicate with members. There is a built in 'automatic friendship' plug-in which sets up these friendships immediately once a new member signs up.

Members with accounts linked to their Facebook and/or Twitter accounts can post messages from flutterclub directly to these platforms.

Betting Platform

The site incorporates a full sports betting platform which members use to place bets, including accumulators, with the virtual money (FB\$) we provide them each month. The aim being to reach the top end of the leaderboard by the end of the month and win a prize – leaderboard is based solely on betting profit and loss for the month. This enables us to add bonus FB\$ to players' account balances without affecting the leaderboard standings.

The Betting Slip displays the bets that the user has selected, and allows them to place/confirm or cancel bets. It also contains tabs for both pending bets and recently settled bets. The Betting Slip is implemented as a 'widget' and can be displayed on every page of the site if required.

The Betting Slip also gives the user the option to create accumulator bets based on the bets that they have selected.

There is also a 'Bet Share' feature which enables members to share exact bets with their friends and insert comments alongside.

Players start each month with FB\$1,000, the maximum bet is FB\$50 and the maximum odds payout is 30/1. This ensures the better players have a chance of winning, that the competitions are not purely down to luck and also aims to give a players a sense of money management for when they do bet with real money. All of these numbers and parameters can easily be changed by the administrator.

Our odds and results were provided by one of our main affiliate partners, Betfair. This feed eliminated the need for manual setting of odds and settling of virtual bets. This feed is no longer available through Betfair so a new feed is required (which we have via Pinnacle Sports).

The screenshot displays the Flutterclub.com website interface. At the top, the navigation bar includes 'HOME', 'BETTING', 'INVITE', 'LEADERBOARD', 'GROUPS', 'VIDEOS', 'NEWS', and 'BLACKJACK'. A search bar contains the text 'betting and good luck!'. The main content area is divided into two sections: 'Soccer' and 'Horse Racing'. The 'Soccer' section features a banner for 'PLAY THE £10,000,000 COLOSSUS' and lists match odds for 'English Soccer > Barclays Premier League > Fixtures 21 October > C Palace v Fulham'. The odds are: C Palace (7/4), Fulham (7/4), and The Draw (9/4). Below this, there are promotional banners for 'BET £25 GET £25 FREE' and 'New Customers Only BET NOW'. The 'Horse Racing' section lists 'ANTEPOST > USA > Santa (US) 2nd Nov' and 'BC Filly and Mare Turf'. The odds are: The Fugue (7/2) and Dank (3/1). On the right side, there are several promotional banners, including one for 'William Hill' with a 'BET £25 GET £25 FREE' offer, and another for 'Victor Chandler'. A 'Feedback' button is visible on the far right edge of the page.

Leader Boards

This section of the site shows the current standings and statistics for the top twenty players (can display any number here) in the current monthly competition – the leaderboard is based solely on each player's betting profit and loss for the current monthly competition.

The 'header' area is consistent on every page of the site and shows the player's current betting balance, time remaining in the current monthly competition and the current prizes that can be won.

By 'clicking' on any player on the leader board you are taken directly to that player's profile where you can see their up to date results and standings.

The screenshot shows the Twitterclub.com website interface. At the top, there is a navigation bar with links for HOME, BETTING, INVITE, LEADERBOARD, GROUPS, VIDEOS, NEWS, and BLACK JACK. Below the navigation bar, there is a user profile for John Flynn (CEO) with options to invite friends, view updates, and edit profile. The main content area features a 'CASH-IN AS YOU PLAY' competition banner and a leaderboard table. The table lists the top 7 players with their names, FBS Profit, and Success Rate. To the right of the leaderboard, there is a video player for 'Colossus Bets - How To Play' and a promotional banner for William Hill. At the bottom right, there is a 'Victor Chandler' banner and a 'Friends Online (0)' indicator.

User	FBS Profit	Success Rate
1 Ronan Mona	4,960.00	13.19% (24/182)
2 David McWilliams	3,025.00	16.82% (18/107)
3 Barry Cash	2,225.00	16.42% (11/67)
4 Cian Power	2,112.50	21.05% (8/38)
5 Eoin Counihan	2,079.50	45.45% (5/11)
6 joan magennis	1,712.50	20.00% (4/20)
7 Ronnie Sommers	1,360.00	15.73% (14/89)

Private Groups

Members can set up their private competitions or leagues with friends or colleagues – ideal for pubs, sports clubs, societies etc. Each group has its own private monthly leaderboard and discussion forum.

0 UPDATES FAQ FACEBOOK NEWSFEED SE ADMIN MY PROFILE MESSAGES SETTINGS SIGN OUT Search

flutterclub.com

The current competition runs until the 31st October!
Prizes are:
(1) €400, (2) €300, (3) €200 and (4) €100. Keep betting and good luck!

ACCOUNT BALANCE: FBS 3150.00
COMPETITION ENDS: 8 DAYS, 12 HOURS

HOME BETTING INVITE LEADERBOARD GROUPS VIDEOS NEWS BLACKJACK

MCCARTHY'S BAR

LEADERBOARD UPDATES YOU ON THE MAIN LEADERBOARD MEMBERS (12) PHOTOS (1) DISCUSSIONS

User	FBS Profit	Success Rate
1 Barry Cash	2,225.00	16.42% (11/67)
2 Cian Power	2,112.50	21.05% (8/38)
3 John Flynn - CEO	150.00	25.00% (1/4)
4 flutterclub admin	-79.25	40.00% (2/5)

GROUP INFO

McCarthy's Bar
USA Bars & Pubs
New York's best Irish Bar - craic, food & amazing promotions all year round!
McCarthy's Bar New York (owner)
140 total views
12 total members
Last updated August 14

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Friends Online (1)

News

We provide tips and publish articles which are automatically posted to the news section and to each member's personal wall. Members can click our betting selections in the newsletter which takes them directly to relevant betting market.

Betting Tips

sky BET
£5 FREE EVERY WEEK
FOR NEW AND EXISTING CUSTOMERS
Join Now

Discipline in Betting - KEEP THE HEAD! ★
Losing and winning streaks are very common things in betting and even the most professional bettors face it. But there is a huge difference in the way newbies and experienced professionals handle it.

Colossus Bet International Selections! ★
We regularly post our correct score predictions and analysis for our friends over at Colossus Bet because we just love their concept, their platform and the fact that you can win lotto sized prizes by picking correct scores in football games. Below is som... more

Daily Betting Analysis - 12th September ★
Aside from the racing today, like most Thursdays, there is not a huge amount of sport to get your money on. Below you will find two horses which represent good value at Doncaster today and early odds on who will be the next Republic of Ireland football manager.

Fallon To Be Gifted A Winner At Kempton? ★
Kempton serves up a tasty & racecard this Wednesday night with some of the best flat jockeys in the business descending on the Surrey track. We're putting all our eggs in one basket as we get stuck into Kieren Fallon in the opener...

GOLF - BMW Championships: Some Value Bets ★
The Fedex Cup Play-offs continue with the BMW Championship at Conway Farms Golf Club in Lake Forest which kicks off tomorrow. Just 70 of the world's best players remain and here are two value selections to get your FBS on to!

Get On The Beach Boy At 4/1! ★
With a whole rake of wins to his name already this season, Bondi Beach Boy is quickly becoming one of the most likeable horses in the game. Today, the 4-year old looks to make it 4 on the bounce at Beverley and you can get 4/1!

williamhill.com
22 Oct @ 11:00
David Ferrer 1.50
Gael Monfils 2.50

BET £25 GET £25 FREE
NEW CUSTOMERS ONLY - JOIN NOW
gamblesoftware.co.uk Terms Apply 18+ BET NOW

1 BIGGER Bonus

No1 FOR SPORTS

Friends Online (1)

Invite Section

The invite section allows members to invite others to join flutterclub in various ways including bulk invites through Facebook, Twitter and Gmail. Each member also has a unique referral link allowing them (and us) to track how many people they have successfully invited and referred to flutterclub.



The screenshot displays the 'flutterclub.com' website interface. At the top, there is a navigation menu with links for HOME, BETTING, INVITE, LEADERBOARD, GROUPS, VIDEOS, NEWS, and BLACKJACK. A notification box states: 'The current competition runs until the 31st October! Prizes are: (1) €400, (2) €300, (3) €200 and (4) €100. Keep betting and good luck!'. To the right, a status box shows 'ACCOUNT BALANCE: FBS 3150.00' and 'COMPETITION ENDS: 8 DAYS. 12 HOURS'. The main content area is titled 'INVITE FRIENDS' and includes sub-sections for 'IMPORT YOUR CONTACTS', 'UPLOAD YOUR CONTACTS', and 'ADD SINGLE ADDRESSES'. The 'IMPORT YOUR CONTACTS' section prompts the user to choose a service (Facebook, Gmail, or Twitter) and provides input fields for Provider, Email, and Password, followed by an 'IMPORT CONTACTS' button. On the right side, there is a 'YOUR UNIQUE REFERRAL LINK' section with a text box containing a personalized link: 'http://www.flutterclub.com/fc/referral-code/0a6b5330f6'. Below the link are social sharing icons for Facebook, Twitter, and a plus sign, along with a 'Share to Friends' button showing '0' shares. A 'Feedback' button is visible on the far right edge of the page.

Videos

In this section members can post, share and comment on Youtube and Vimeo videos. Members can also post videos to their wall and share with their flutterclub friends.

Private Messages & Instant Chat

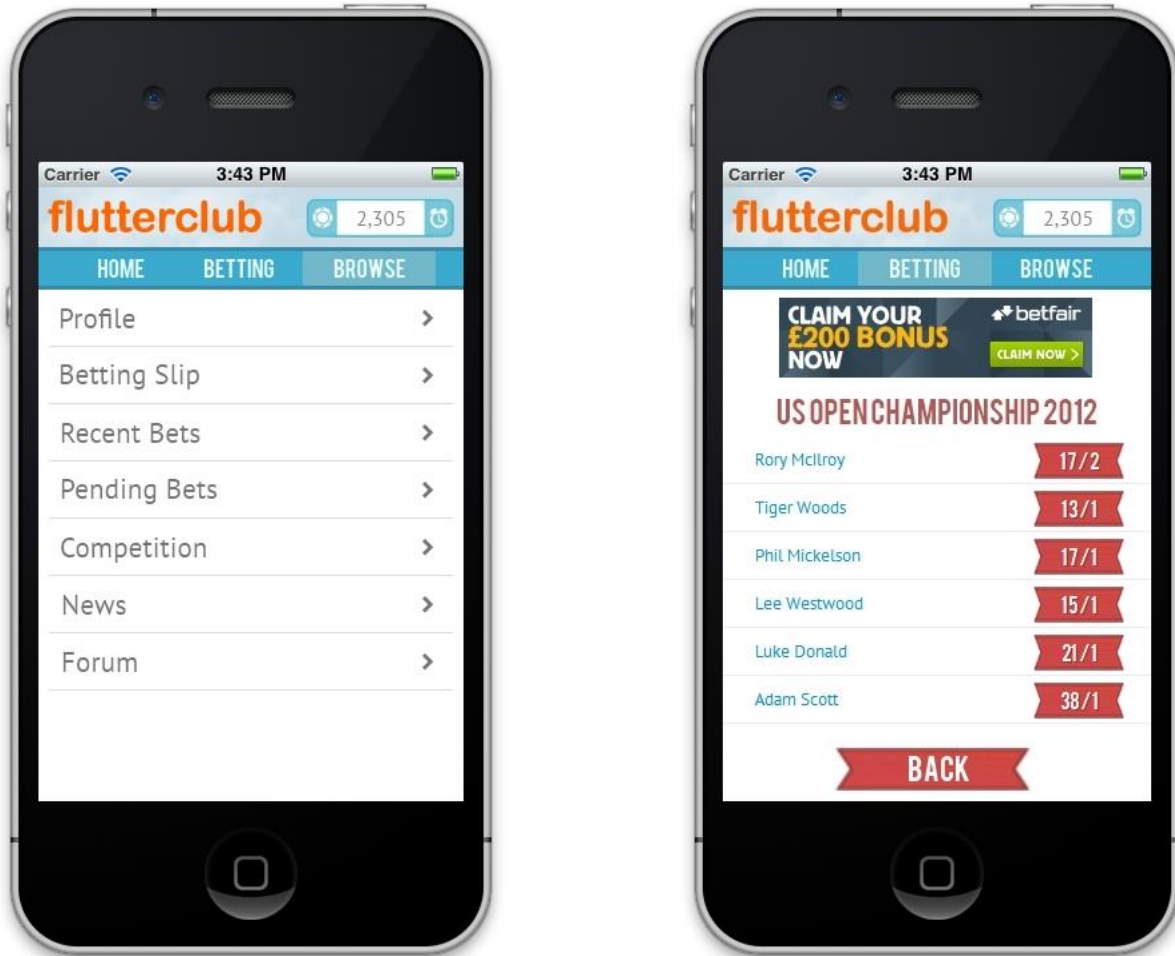
Features similar to that of Facebook enabling communication between friends and feedback to the administrator (on registration each member automatically becomes friends with the 'flutterclub admin' account)

Flutterclub TV

This widget is located on the home page of the site and mostly displays sporting event highlights and bookmaker promotional videos.

3. Platform Features for Members – Mobile Version:

The mobile website incorporates almost all of the PC version features and most importantly allows members to bet and communicate while on the move.



Aside from the main pages which display on mobile – personal wall, the dedicated betting platform and member profile section, there is also a ‘Browse’ tab which leads members to the following sections:

- Leaderboard
- Current Pending Bets
- Recently Settled Bets
- Search Members
- Invite – via same methods as PC version

- Groups – same functionality as PC version
- News & Tips – same info as PC version
- Videos

4. Features and Tools for Administrators:

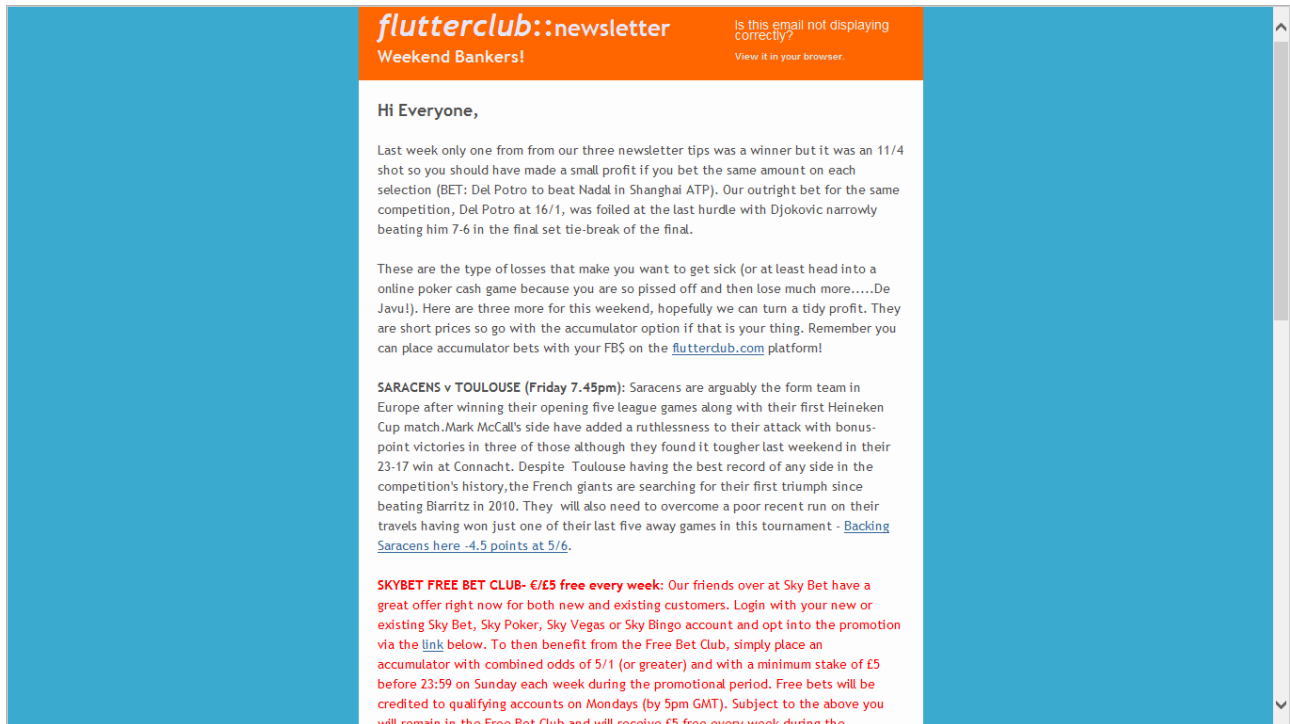
The following are the main features for the administrator regarding communication to members, design and layout, posting of content, managing betting platform and social media.

Communication to members:

- **Personal Wall:** Everything posted by the flutterclub admin account appears on the wall of each member (flutterclub admin account is automatically friends with everyone). This is ideal for tips, site updates and promotions such as free bets from bookmakers. *Members who are friends with each other on the site will also see each other's posts and can 'like' and 'comment' on every post*
- **Instant Chat:** Ideal for instant communication with members – suggestions, manually settling bets, general conversation. Each member can see when the flutterclub admin account is available/online and can start a conversation. *Members who are friends with each other on the site can also instant chat to each other*
- **Private Messages:** The messages tab allows the administrator to send a private message to any (or all) members. By default, the member then receives an email to say he/she has received a message on the site. Members can change this in their settings if they do not wish to receive these email notifications. *Members who are friends with each other on the site can also private message each other*
- **Email all Members:** Via the admin panel you can email all members. Ideal for quick tips or when bonus FB\$ have been added to accounts or for a special affiliate promotion (Sendgrid – www.sendgrid.com is the background service sending all of the flutterclub emails which is paid monthly and is priced per email sent)
- **Web Engage:** Located on the right hand side of each page (PC version) this feature allows members to send instant feedback to us (www.webengage.com). We immediately receive an email once a feedback form has been submitted by a member
- **Pre-set Messages:** Social Engine has a pre-set message template feature which automatically sends on site and email notifications to members regarding certain events. These include a welcome email on sign-up, friend requests notifications, bet win/lose email with bet details, invitations to join groups. Promotion can be incorporated into any of these emails
- **Newsletters:** We send a weekly newsletter to all members using Mail Chimp (www.mailchimp.com) – the up-to-date member database is exported each week to

Mail Chimp and the newsletter is designed and sent from there. The newsletter is great for tips, reviews, site updates and promotional offers from our affiliates

- **Standard Email:** We use the admin@flutterclub.com email address to send individual emails to members where necessary and as the email from which weekly newsletters are sent from. This is also the default email address which receives all notifications from the flutterclub site – eg. new message received from a member, member commented on one of your posts, Mr. X requested to join one of your groups



Posting Site Content:

- **Betting Articles:** Articles are easily created and posted to every player's wall – we use this feature for competition reviews, betting previews and general news. Articles are more suitable for longer editorial pieces. Members can comment on these articles from their wall and click links directly into the relevant betting markets. This page and its articles are publicly available so no log in is required to view (same for the 'Groups' section)
- **Wall Posts:** On the 'What's New' section on the home page we post short tips and notifications – these appear on every player's wall. Members can then comment on these posts
- **Flutterclub TV (FCTV):** This widget appears on everyone's home page. We use this to post sports videos, highlights and for promotional bookmaker videos

Site Layout and Design:

The social networking features of flutterclub were part of the Social Engine product we purchased – www.socialengine.net, a ‘facebook in a box’ type product (PHP). Excluding the betting features, the Social Engine product incorporates most of the communication and content features above. The Social Engine administration panel is very user-friendly and can be managed easily by one person.

Social Engine incorporates a series of features, plug-ins and widgets which can be added, amended, removed or relocated. Some examples of the plug-ins and widgets we use are:

- **The Friends Inviter Plug-in:** Makes inviting friends easy through email and social networks
- **Groups Plug-in:** Allows members to set up their own groups with their own discussion forum – they also getting their own group leaderboard (betting leaderboard custom integration with Social Engine group plug-in)
- **Advertising:** The admin panel makes it easy to set, maintain and switch advertising campaigns – drag and drop ads, HTML code from affiliates
- **Legal:** The existing ‘Privacy’ and ‘Terms and Conditions’ can be amended through the admin panel

The screenshot shows the flutterclub admin dashboard. At the top right, it indicates the user is signed in as 'flutterclub admin' with links for 'back to network' and 'sign out'. The 'socialengine' logo is on the left. A navigation bar includes 'Home', 'Manage', 'Settings', 'Plugins', 'Layout', 'Ads', 'Billing', and 'Stats'. The main content area is divided into three sections: 'flutterclub admin's Dashboard' with a notification about a new member and a grid of action buttons; 'News & Updates' with a list of recent blog posts; and 'Quick Stats' with two tables: 'Network Information' and 'Statistics'. At the bottom, there are 'System Mode' buttons for 'Production Mode' and 'Development Mode', with a note about the current mode.

You're signed-in as flutterclub admin [back to network] [sign out]

socialengine

Home Manage Settings Plugins Layout Ads Billing Stats

flutterclub admin's Dashboard

There is 1 new member awaiting your approval.

- View Members (1657)
- Edit Site Layout
- Post Announcement
- View Abuse Reports (1)
- Edit Site Theme
- Get More Plugins
- Manage Plugins (16)
- View Statistics
- Get More Themes

News & Updates

October 16, 2013 **Ask John: Send Us Your Questions!**
Hello, SocialEngine fans. This blog post brings back our Ask John spotlights, which highlights questions from you, our community, for our lead developer, John. For anyone who doesn't know, John is the lead architect behind both SE Cloud and SE PHP. He knows the source code and everything else inside and out, so we're opening [...]The post Ask John:...

October 9, 2013 **How To Create an Online Community**
So you want to create a social network, and you want it to be vibrant. What are some things you can do to make sure you're successful? First, you have to accept that humans are tricky things. You can't write a formula for how to grow a community, or at least if you can, I've [...]The post How To Create an Online Community appeared first on SocialEn...

October 2, 2013 **Customer Spotlight: Dogfriendzy.com**
Anyone who has ever utilized the internet for any purpose whatsoever is keenly aware of the ubiquity of animal pictures and videos. They are absolutely everywhere. Be it cute pictures of cats with apparently atrocious grammar or simply watching this video on loop for hours on end, there is not a human in possession of [...]The post Customer Spotlig...

Quick Stats

Network Information	
License Key	8906-0602-9337-0567
Created	April 27, 2012
Version	4.2.4

Statistics	Today	Total
Page Views	4,196	2,006,677
Members	5	1,737
Sign-ins	45	23,320
Private Messages	1	708
Friendships	0	540
Comments	0	2,895
Abuse Reports	0	3
Announcements	0	5
Emails Sent	412	156,658
Online Members		3

System Mode

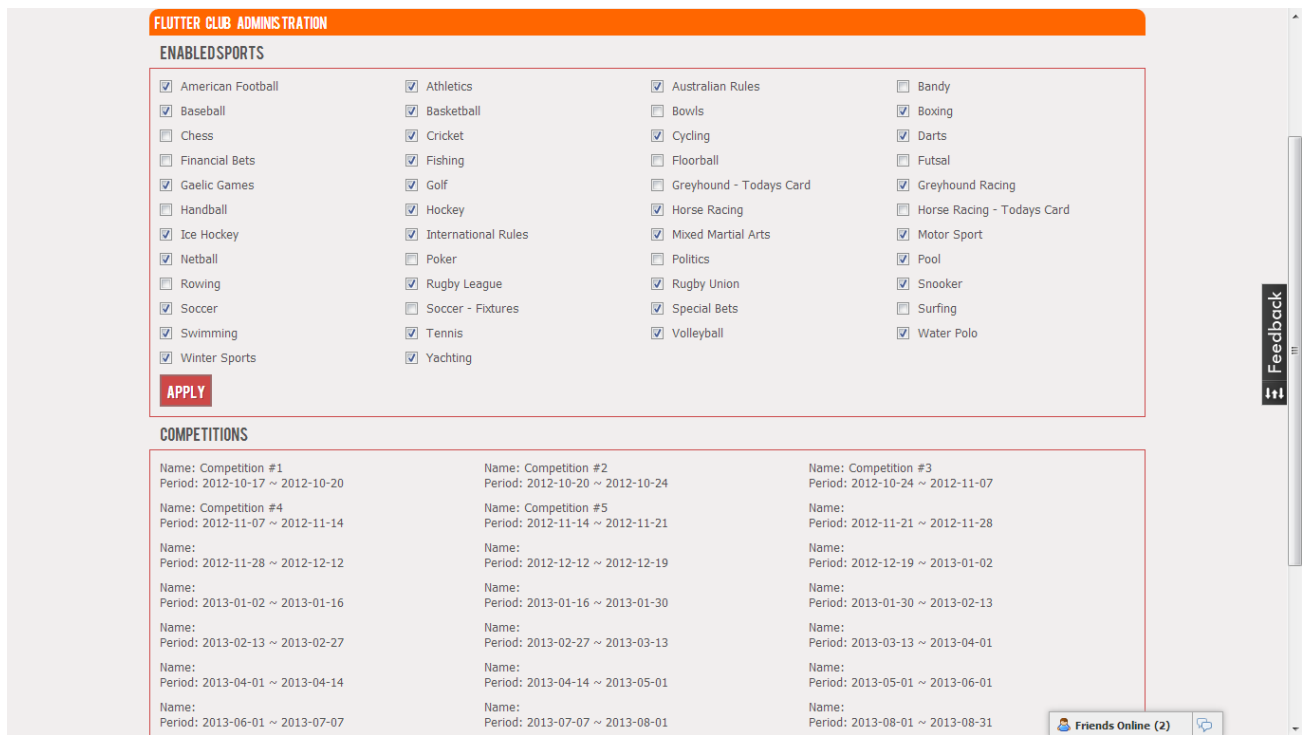
Production Mode **Development Mode**

Your community is currently in production mode. Most error messages are hidden and caching is enabled. If you want to make changes to your CSS layout or view scripts, please switch to Development Mode first.

The Betting Platform Management:

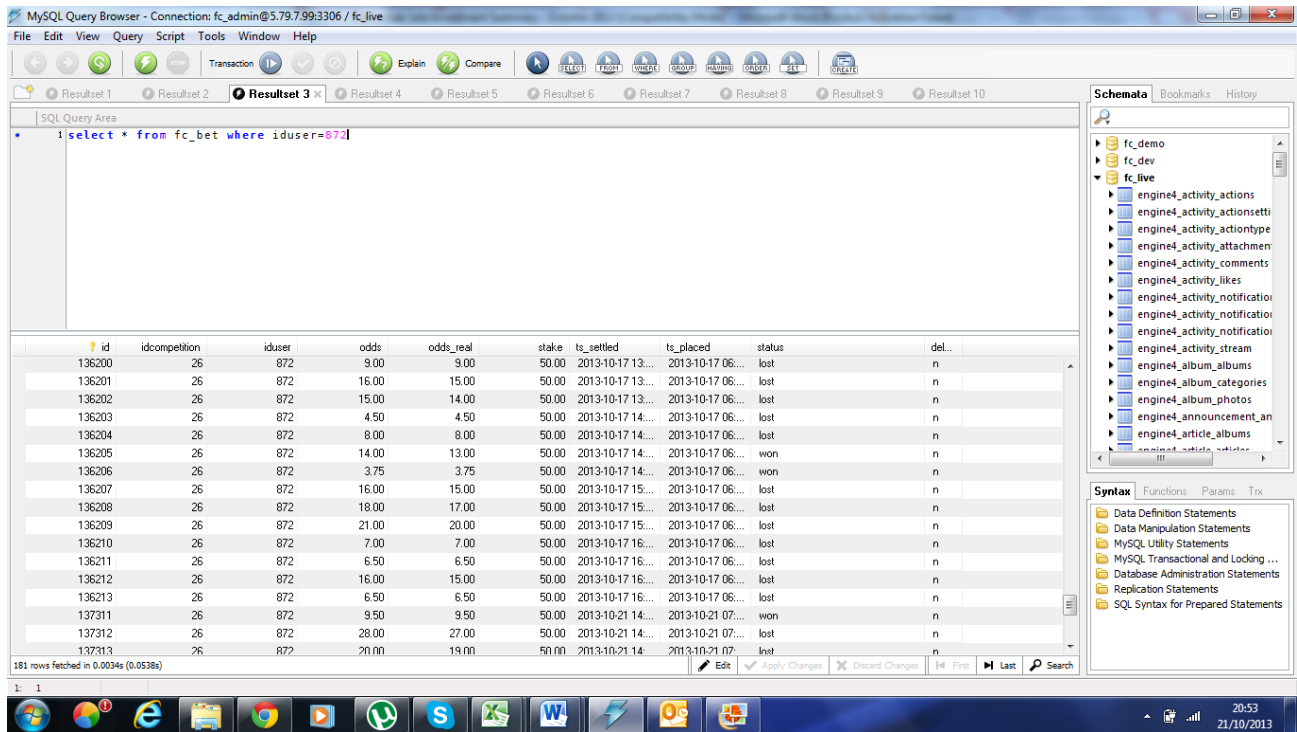
As a fantasy betting site, the main feature is the betting platform and how it can automatically:

- Import and process a bookmakers odds feed
- Display those odds on the flutterclub platform
- Take and settle bets of members
- Give notification to members on the site and by email of individual bet results
- Displays the results of these bets in each members' statistics and on the flutterclub leaderboards
- Incorporate with the social networking features on the site



The betting platform can easily be, and is currently being, managed by the same person managing the content. MySQL experience would be preferred but the platform developers supplied us with a list of the most important queries which require no experience to run.

The odds and results feeds did come from Betfair (www.betfair.com) but the platform has been developed in such a way that another bookmaker's feeds could be incorporated here instead – we now have access to the Pinnacle odds feed.



Social Media:

Facebook – The administrator and members, if they have linked their Facebook account to their flutterclub account, can share their flutterclub posts directly to their facebook wall.

We post tips, news and affiliate promotions and also have an attached app which enables facebook users to sign up to flutterclub directly from facebook, without leaving facebook.

Twitter – The administrator and members, if they have linked their Twitter account to their flutterclub account, can share their flutterclub posts directly to their Twitter wall and followers.

We post tips, news and affiliate promotions here.

5. Old Platform Statistics:

We use two methods to view and analyse site statistics – Social Engine Admin Panel and Google Analytics. Below are some topline statistics from both.

- **New Members:** 2,880 since going live in November 2012
- **Active members:** approximately 10% of members placed bets in each monthly competition – not the same players each week showing some will not play every month and will re-visit
- **Total Page Views (impressions):** 2,500,000 +
- **Total Virtual bets placed:** circa 150,000 +
- **Average visit time on site:** 6 minutes - casino and game integration needed to improve this
- **Most popular pages:** Home Page, Betting Page, Leader board
- **Flutterclub Casino:** Had begun working on our own games currently – Blackjack live – difficult to find partner to supply games as we are a ‘fantasy’ betting site
- **Most popular device:** iPhone
- **Most effective lead source:** Facebook, longest time spent on site – Facebook campaign most effective
- **Current Bookmaker Affiliate Partners:** Betfair - 25% revenue share, Bet365 - 30% revenue share, 888poker - \$65-\$200 CPA, 888Casino - 50% revenue share, Butlers Bingo - £25 CPA + 25% revenue share, Ladbrokes - 35% revenue share, Pinnacle Sports - 30% revenue share, Skybet - £30 CPA, Bet Victor -30% revenue share, Colossus Bet - 5% turnover

6. Partners and Service Providers:

- **Social Engine** – www.socialengine.net: Social networking platform on which the social elements of flutterclub were built around. License purchase for use on one domain, can be fully modified - No on-going cost
- **Betfair** – www.betfair.com: Betting affiliate and provider of our odds feed and results feed – Odds feed is a combination of XML feed and Betfair API – TO CHANGE
- **Mail Chimp** – www.mailchimp.com: Used for sending weekly newsletters to all members – No ongoing cost
- **Sendgrid** - www.sendgrid.com: All emails sent from flutterclub are automatically processed by this provider including bet win/lose notification emails – total cost approx \$2 per month
- **Rackspace** – www.rackspace.co.uk: Platform hosting – total cost approx €150 per month
- **Bookmaker Affiliates:** See above