

Mathematical Solution to Jackpot Fatigue

Neutralizing Jackpot Fatigue

is all about

Empowering Players to Counterbalance the Long Odds

Jackpot Fatigue: Declining player interest until jackpots reach higher and higher levels.

Impact of Jackpot Fatigue:

1. Declining overall sales.
2. Longer ramp-up time before sales start increasing.

Causes of Jackpot Fatigue:

1. The perception that the jackpot or any meaningful prize is becoming impossible or nearly impossible to win due to the ever-increasing odds.
2. Diminishing number of significant prize winners.
3. Loss of enthusiasm and motivation after playing for months before seeing even a small winner.

Solution to Jackpot Fatigue: - Changing the player's winning perception and actual winning experience by empowering players to significantly increase (1) the number of wins, (2) the winning frequency, and (3) the number of meaningful prize wins. All of these objectives will be achieved with a 10-play pooling option, supporting and strengthening the strategy of maintaining long odds and high jackpots.

How a Pooling Option Overcomes Jackpot Fatigue:

1. **Perception Equalizer** – Receiving 10 more chances to win for the cost of a single wager changes the player's perception about the odds being so stacked against them. A pooling option gives the player a greater feeling of empowerment since each pool purchased increases the player's chances of winning 10 fold.
2. **Odds Equalizer** – Each lottery pool does more than just change perception. It does, in fact, increase the player's odds of winning per dollar wagered, and number of winning experiences. With a pooling option, players will win 10 times sooner and 10 times more often. In Powerball and Mega Millions, for example, one pool along with one whole play will generate one win every 2-3 drawings.
3. **Reinvigorates Playership** – receiving 10 more chances to win a minimum of \$4,000,000, plus 10 more chances to win \$100,000 plus 10 more chances to win \$5,000 or \$1,000, plus 10 more chances at each of the other prize levels – all for the cost of only a single wager is a powerful motivator. *Players will be able to win multiple times on that single wager, like they do with Instant Tickets.* Pooling will put the fun, the excitement, and the motivation back into draw games.
4. **Positive Publicity and Greater Winner Awareness** – Each jackpot win by a pool generates 10 Multi-Millionaires with each winner having their own circle of friends and business associates. The positive publicity and greater winner awareness from these wins will further change players' perception in a positive manner.

Future Draw Games:

A pooling option not only benefits the current draw games as described above, it will provide a new platform for addressing future jackpot fatigue as well. Lotteries will be able to draw upon alternative pooling variations plus the mathematical and financial benefits that pooling provides to the players.

Questions/Comments?

A pooling option is a universal game enhancer that provides balance to any traditional draw game whether it be Powerball, Mega Millions, or any state Lotto game, by significantly increasing sales starting at the lowest jackpot level.

Given the high odds against winning, a 10-play pooling option, with its visual impact, will do more to fight Jackpot Fatigue and bring players back into the game at low jackpots levels than any standard game change. The benefits are numerous, but offering the option starts with a conversation. We look forward to hearing from you.

Thank you,
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