

Elite Systems Ltd is a thirty three-year-old game producer now poised to become a global leader in the booming revival market. It is seeking investment and a strategic partner, to help it grow sales of its Recreated ZX Spectrum device and support further product development.



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Reviving the Best Names in Video Games 2.0

“We’re crowning Elite’s Recreated ZX Spectrum the winner ...” - Stuff.tv

Revival 1.0 - typical conventional solution



- Revival of 62m selling NES
- Limited # of embedded games
- Wired power, tethered to TVs
- Single-purpose device
 - playing NES games on TVs



Revival 2.0 - **elite**'s unique solution



- Revival of 5m selling ZX Spectrum
- Unlimited app-based content
- Portable, Bluetooth® connected
- Multi-purpose device
 - enhances use of phones, tablets, Macs, PCs, even Connected TVs*.

*: 2nd generation device

Why Now?



Within 60 days of its November 2016 revival, Nintendo sold 1.5m units of its NES Classic Edition console.

Revivals ... a billion dollar niche within the video game market.

Assuming revival video game market is 1% of total video game market.

Total video game market, US\$99.6B - 2016 Source: [Newzoo](#)



Competition & Exit



More than
1 million
sold

Source:
[theescapist](http://theescapist.com)

ZX Spectrum Vega: 1st generation device, revived August 2015. Manufactured for and sold by Retro Computers Ltd.
- tiny, recent market entrant.



Atari Flashback 7: 7th generation device, revived October 2016. Manufactured under licence from Atari® by AtGames Digital Media Inc.- **potential trade buyers.**

SEGA Genesis Classic Game Console: 2nd generation device, revived October 2016. Manufactured under licence from Sega® by AtGames Digital Media Inc.- **potential trade buyers.**



Android TV Set-top Boxes: 1st generation Android TV Plug and Play console devices. Manufactured for and sold by Amazon, Google and numerous 3rd-parties - **potential trade buyers.**



More than
1 million
sold



Video Game Publishers:
- **potential trade buyers.**

NES Classic Edition console: 1st generation device, revived November 2016. Manufactured by Nintendo®
- **potential trade buyer.**

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Product Name:
**ZX Spectrum:
Elite Collection**
Launch Date:
Q4 '10
Product Type:
Apps
Monthly Sales:
£7.5K

Notes:
Apps withdrawn Q1 '14
- 300K apps
- £300K retail sales*
*: ex VAT



Product Name:
**Recreated ZX
Spectrum**
Launch Date:
Q3 '15
Product Type:
Device + Apps
Monthly Sales:
>£30K

Notes:
Apps withdrawn Q2 '16
- 24K apps
- 5K devices
- £400K retail sales*



Product Name:
**ZX Spectrum for
Connected TV**
Launch Date:
[REDACTED]
Product Type:
Device + Apps
Monthly Sales:
[REDACTED]

Notes:
Target (Year 1):
[REDACTED]
[REDACTED]
[REDACTED]

Lowest-cost Device:

S.R.P.: █████ (ex VAT) - by-design, a Bluetooth keyboard.
D2C. Cache - form-factor & Sinclair BASIC programming.

██████ Apps:

1st-party apps selected from catalogue of 10,000 games and applications. (Alternatively, 'freemium' apps).

Open Platform:

3rd-party apps benefit from devices' functionality and add to eco-system.



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Steve Wilcox:
CEO

Notes:
Steve co-founder Elite with his father Brian in 1984. Whilst the devices and apps were conceived and brought to market from the family's kitchen table, Steve's also operated Elite as a 100-man enterprise.



James McKay:
CTO

Notes:
James designed and developed both of Elite's proprietary 8-bit computer emulation technologies. James also designed and developed the devices' firmware and their companion apps.



Financial:
Paul Bulzacchel



Legal:
Ellen Walker



Year 1 Revenue*:
£0.54M
EBITDA:
£120K
Value (Pre-money):
£1.2M
Investment (20%):
£300K

Notes: [Redacted]

*: annualised year-end rate



Year 2 Revenue*:
£2.43M
EBITDA:
£540K

Notes: [Redacted]

*: annualised year-end rate



Year 3 Revenue*:
£7.56M
EBITDA:
£1.68M
Value (10x EBITDA):
£16.8M
Return (20%):
£3.36M

Notes: [Redacted]

*: annualised year-end rate

Steve Wilcox

T: +44 (0) 7775 696564

E: steve.wilcox@elite-systems.co.uk

W: <http://elite-systems.co.uk>

P: 34 Lawrence Way, Lichfield, WS13 6RD, United Kingdom

Watch: <http://sinclair.recreatedzxspectrum.com/indexvid1.php#video>

