

Basics for Operators

Making the Most Profit out of your

*Shelti RD
&
Radikal Darts*



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1. Introduction to Shelti & Radikal Darts

This manual explains fundamental information about how to install and promote a Shelti RD or Radikal Darts machine successfully.

1.1. *Executive Summary*

**This is not a normal Dart machine
THIS IS A RADIKAL!!**

TO BE A SUCCESSFUL RADIKAL OPERATOR, YOU NEED TO:

1- Offer a good sporting system:

- a. Shelti & Radikal Dart machines need action! Always have 3-4 different competitions ongoing per machine
- b. Offer attractive prizes and dynamic competitions based on your players preferences
- c. Keep your players informed about your competitions and the latest Radikal features

2- Get promoters for your Shelti & Radikal Dart machines

- a. Convinced, and experienced players are the best promoters to convince newcomers to get into the system
- b. Get the commitment from the owner, bartender and important waiters/waitresses. They promote, help with the organization of events and resolve player doubts.

3- Get your players rated

- a. Create categories (divisions) to have comparable competitive levels (PPD/MPR) among your players
 - i. >25 games in a competition to get rated
 - ii. Categories (divisions) enhance competitiveness among ALL players!
- b. Beginners and average players are your target! They represent most of your income. Focus your categories (divisions) on them! Give them a chance to win prizes!
- c. Enhanced Ranking position jumping helps to keep players motivated



1.2. *What makes Shelti & Radikal Darts different from the rest?*

Having On-line and virtual features means:

- **Referees not needed anymore**
 - ALL games are recorded, refereed and saved on the server
- **Score sheets not needed anymore**
 - All results and statistics are saved on the server
- **Players don't need to travel anymore to other bars to play their leagues**
 - No more extra gasoline costs
- **Players can play their competitions at any time**
- **Unlimited games for a player in a competition to improve their ranking credited to the option "average of the best of 'X' games"**
- **Earnings per machine are dramatically higher compared to any other machine in the market**
- **You cannot cheat on Radikal!**
 - Score sheets cannot be manipulated since they are directly saved in the system database
 - Player skill level cannot be manipulated (PPD/MPR), since they are all saved in the system (as opposed to handwritten notes, which are subject to errors)
 - Real skill level of a player

1.3. *Basics to operate a Shelti & Radikal machine*

1.3.1 **Minimum desirable number of machines per operator**

- A. **Having several machines is a good start to enhance the total number of players** so as to have enough rated players to create categories (divisions). To have attractive and competitive contests, 5 machines tend to be a good number.
- B. **What if I just have less than 5 machines or just 1?**
 - a. This machine may have enough people registered to create competitive categories (divisions). Lucky you!!
 - b. The Radikal system gives you the possibility to **link** your machines with other operators and play online. Contact the desired operator and Shelti to do that.
- C. **Link up machines! Enables playing with various players in your competitions**
 - a. Increases your base of players to play with, and enables you to create better categories (divisions) for your competitions
 - b. With 5 or more machines linked, Virtual Leagues tend to work well due to the base of rated players playing per machine

1.3.2 **Getting players rated (PPD/MPR)**

1.3.2.1 **How do I get my players rated?**

- First get your players registered in the machine!
 - Required: ID, Nickname, e-mail or telephone
- **NEED AT LEAST 25 GAMES AT ANY COMPETITION** (ranking, tournament, league, on-line) for a player **to get a Radikal PPD/MPR**.



1.3.2.2 Info to know

- Players with **LESS THAN 25 games play at the General category.**
- **Remember:**
 - Only registered players are able to play competitions organized by the operator or distributor.
 - More players registered -> More rated players-> Competitive categories (divisions) -> Sense of competitiveness -> Fun for players-> **\$**
- Balanced categories (divisions) motivate players to play more in order to achieve the minimum X number of best games and improve in the ranking, and get prizes!

1.3.2.3 When do I have enough rated players to start making categories (divisions)?

When the gap between the winners and the losers is too high in a category (division), losers stop playing!!
Based on your players' level (PPD/MPR) distribution, design your categories.

1.4. *Key Success Factors to manage Shelti & Radikal Machines*

From an operator point of view, a Shelti or Radikal Dart machine offers new amazing features and possibilities to the dart players, including regular games. **WHEN USING THE RADIKAL FEATURES**, it **dramatically increases earnings per machine** compared to any other Dart Machine in the market.

It is like having the best race car in the market. The driver being the Operator/Distributor, the KSF's are the roads to drive a Radikal, and the gasoline is the dart players.

KEY SUCCESS FACTORS – (KSF)

- 1- Offer a good sporting system
- 2- Get promoters for your Radikal Darts machine
- 3- Get your players rated

1.4.1 KSF 1 – Offer a good sporting system

- What's the gasoline for a Shelti & Radikal Dart machine?!
 - Several competitive events per machine always ongoing, each event matching the players level (PPD/MPR) – (3 or more)
 - An active person or team in charge of the sporting competitions achieving:
 - Attractive prizes for players, not necessarily costly



- Close contact to dart players, team captains, important players and teams to have a lot of people playing Radikal
- Players well informed of the present and future competitions
- Organization of attractive events for players to encourage them to come and play (Participation in prestigious tournaments, leagues...)
- Make sure to have enough players to play a competition. Avoid dooming competitions because of a poor number of players.
- **Be pro-active! Be Radikal!**
 - Objective: FUN FOR PLAYERS THROUGH A GOOD ORGANIZATION OF COMPETITIVE EVENTS

1.4.2 KSF 2 – Get promoters for your Shelti &Radikal Darts machine

Promoters are involved directly and indirectly with the Shelti & Radikal Dart machines. One of the most important tasks of the promoters is to SHARE INFORMATION.

Main promoters: Other than yourself

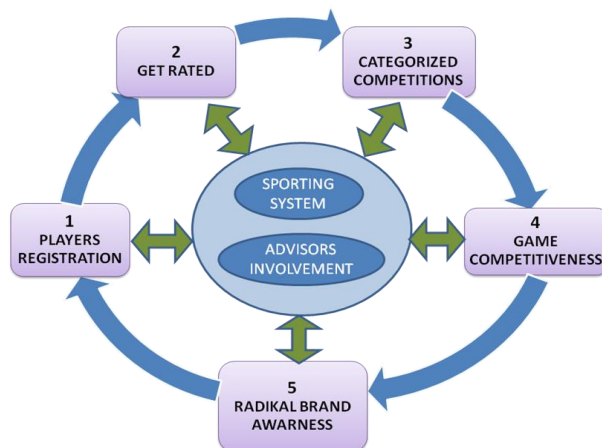
- Owner of the location
- Bartender
- Important waiters/waitresses
- Known/prestigious dart players
- New players passionate about by the Radikal darts machine

These people play a very important role promoting Shelti & Radikal Darts.

- 1- The **Owner** of the bar is one of the key promoters because he/she is directly affected by the earnings of the machine. Therefore he/she is a very good potential supporter to improve and develop all promotional activities done, helpful placing posters, explaining events etc... and above all able to promote playing among players of the pub.
- 2- Sometimes the **bartender** is also the owner. If not, they are also a very valuable advisor since it is the person who usually knows all players and clients of the location and can actively promote the machine.
- 3- **Important waiters/waitresses**, the same as the bartender: he/she tends to have a direct and casual communication with the clients, which fosters the possibilities to promote the machine and to show its features.
- 4- **Well Known players** attract lots of players not only to see him/her playing but also to have the possibility to play against him/her. Rating (Handicapped) games are a very good option in this case since it equalizes the level between the well known player and a regular one. Well known players are used a lot to increase the number of registered players since they normally help with a presentation of the machine when the establishment is full.
- 5- **New players** are a diamond in the rough as promoters. Those who first discover Radikal Darts are amazed by the On-line games and the set of new competition games offered. Once they are well informed they tend to explain to others the new machine and how it works.



1.4.3 KSF 3 – Get your players rated

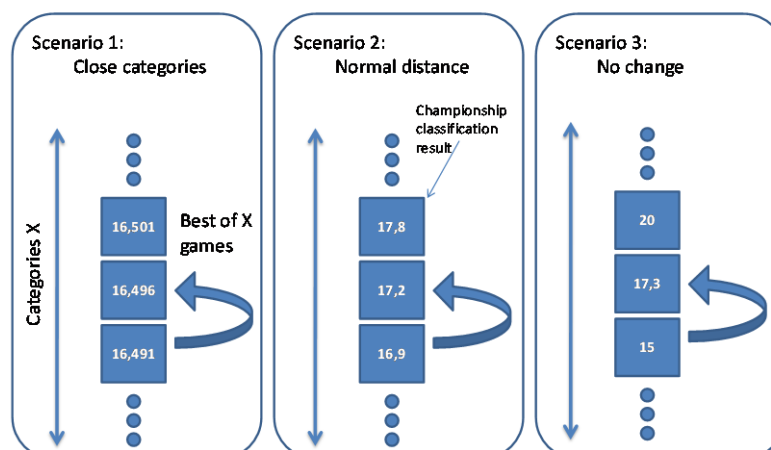


Machines operating on this virtuous wheel collect dramatically more money than any other dart machine in the market!!!!

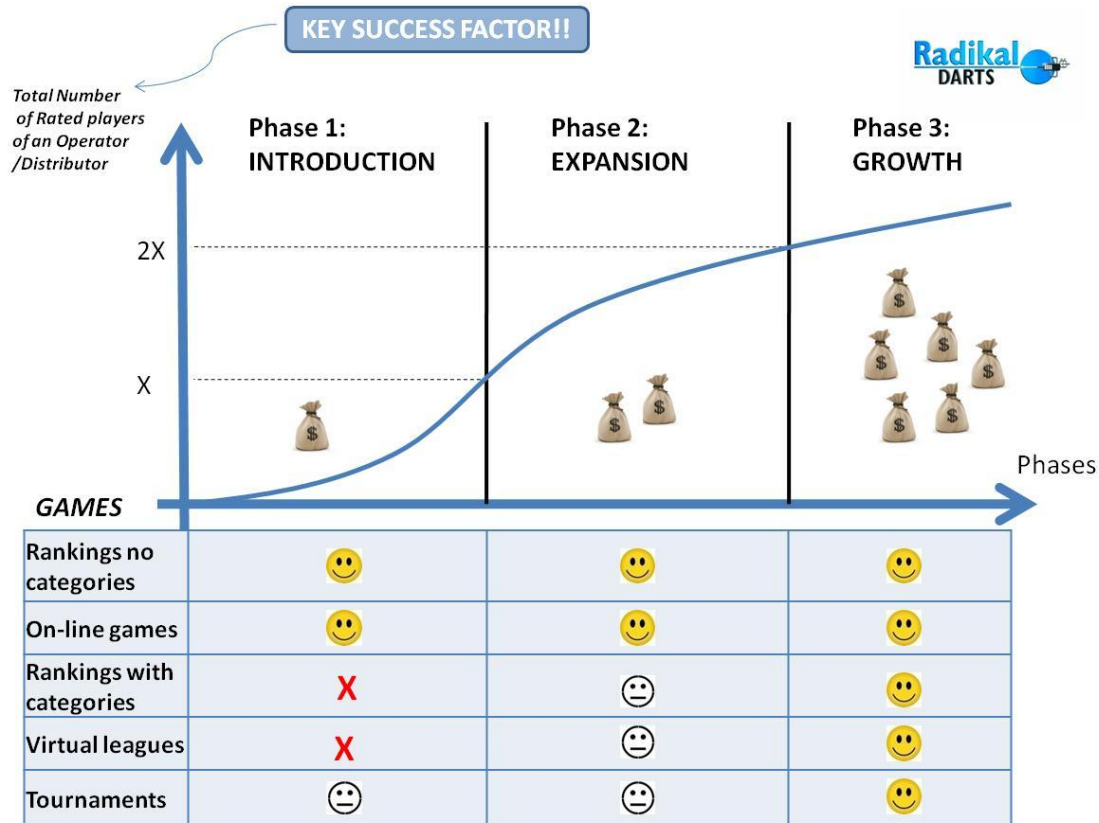
- TO play in any kind of competition, players must be registered
- **GETTING PLAYERS RATED ALLOWS THE OPERATOR:**
 - To organize players with the right categories (divisions), which stimulate players competitiveness and the desire to improve
 - To increase the number of rated players:
 - Do more promotion
 - More emphasis on the sporting system and the use of promoters
 - Help link machines among operators (increases the base of players)
- **CATEGORIZED COMPETITIONS ALLOWS OPERATORS:**
 - Ranking positioning jumping
 - Having competitive contests
 - Larger competitions
 - More attractive competitions

The ranking positioning jumping enables players easily to jump or move positions in a category (Division) due to the capability of better averaging with the best of "X" games.

Close Categories concept: Battle competition-> Classification achievable



When having enough rated players, competitions can be categorized and it's possible to jump to the most profitable PHASE 3.



To know how to jump from phases, check chapter 3.

- **GAME COMPETITIVENESS ALLOWS:**
 - Having ultra-motivated players

**REMEMBER: Beginners and average players are the ones who play more actively!!
THEY REPRESENT MOST OF YOUR INCOME!!!!!!!!!!**

- The best of "X" games – Factor to control competitiveness in contests
 - When using the **best of 7 games** in competition prizes goes to **very regular** players
 - When using the **best of 5 games** in competition, prizes goes to **regular** players
 - When setting a contest based on the **best of 3 games** in competition prizes can go also to **lucky** players
 - When playing the **best of 1 game**, the **lucky factor is very high**. This motivates not only good players to play more to achieve the prize
- When having not many players in a Radikal, the best of 1 or 3 gives impulse to playing since makes it easier for a chance to win.



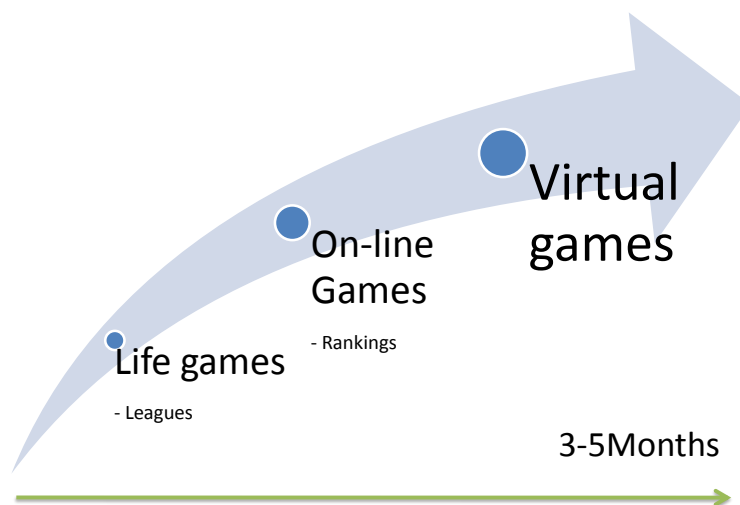
- **RADIKAL BRAND AWARENESS**

YOU CAN'T CHEAT ON RADIKAL!!!

- **Radikal Darts system is:**
 - **Honest**
 - **Reliable**
- All games are saved and recorded into the server avoiding any kind of manipulation.
 - No need of referees -> Remote referee control through the Software control (API)
 - No need for paper score sheets
- **NOBODY can manipulate the PPD/MPR.** The system calculates PPD/MPR based on the players' games which have been refereed through the recorded games.
- Radikal System fosters transparency and fair play and sport above all.

NATURAL PROCESS OF A RADIKAL OPERATOR WHO WORKS THE KSF'S CORRECTLY

Shelti & Radikal Operator Development



2. Promotional Acts – Get ready for the Presentations

2.1. *Preparation: Previous to the presentation*

It is very important to prepare the presentation well and distribute as much information as possible. Besides this we have to create expectation, so that the players are wishing to attend on the day of the presentation so they can start playing with this different and revolutionary machine.



There are two classic scenarios on presentation day: one is that the machine is already installed at the bar, and the second is that the installation takes place the same day as the presentation event. In both cases, it makes a big difference to send informative videos to the machine.

PRESENTATION OBJECTIVES:

- 1- **CREATE EXPECTATION**
- 2- **GET A LOT OF PLAYERS AND TEAMS COMING**
- 3- **ORGANIZE AN ATTRACTIVE COMPETITION WITH INTERESTING PRIZES**
- 4- **FUN FOR PLAYERS!**

WHAT YOU WANT IS:

- 1- Get a lot of people registered
- 2- Players knowing all ongoing Radikal Darts games, features and competitions
- 3- Get them hooked on the competitions. Have competitive categories (divisions).

2.1.1. Main Poster

- **A MUST:** Announces the place, **day and hour** of the presentation
- Poster should also contain:
 - Information about the first Ranking competition
 - Prizes to win, that will be presented that very day
 - Prizes don't have to be huge, or expensive; T-shirts, caps, darts-sets, drink coupons etc... seem to be appreciated prizes. Every area has its own preferences
 - Since players at a presentation are normally not registered and don't have PPD/MPR, prizes can be given **to 1st, 5th, 10th etc.** It is a way to categorize and keep players motivated at the beginning by splitting the prizes in this way

2.1.2. Videos

Videos tend to have a appealing impact. Videos are normally used by Operators for promotion of rankings, virtual leagues and tournaments Also they can be used for sponsoring and distribution of information.

How to build a video?

- To create a video for the presentation you can use the program "Corel Video Studio" using the AVI format. You can download it at: www.corel.com.
- There is already one video created by Shelti it the API and on your machine as a demo for such promotional purpose. If
- To learn about how to load a video please check the API manual for operators/distributors.



2.1.3. Commitment from influential promoters

- It is very important to get a good relationship with the **most important player(s)** of the bar. After you are gone they will serve as our sales agents and promoters.
- Get the commitment of the **owner**:
 - Direct involvement of the owner tends to assure that all the staff in the pub have been informed about the presentation and know about the Radikal Darts machine.
 - Will help on the organization of the event.
 - To obtain a great number of players, the owner is a Key Success factor. Without his commitment it will be difficult to get a great number of players to the establishment.
 - He has direct influence over **other important promoters such as the bartender or popular waiters.**
- **WITHOUT the commitment of the owner/bar tender or person in charge of the API from the operator side it, makes no sense to present or place a Radikal in that establishment.**

2.2. Presentation

REMEMBER- WHAT YOU WANT IS:

- 1- Get a lot of people registered
- 2- Get the players to know all ongoing Radikal Darts games, features and competitions
- 3- Get them hooked on the competitions interested. Have competitive categories (divisions).

Do the presentation on a day and hour when the bar is full of players.

- A good day is often one when other leagues are played. This way you already have players and teams coming to the location which can also play Radikal
- In any event, try to get as many players as possible

Player cards when doing a presentation?

- Have an example of a player's card that players can purchase if they choose. Directly from the Shelti website
- We suggest giving them for free to players that register during your presentation.
- Incentive for players to keep playing
- Get correctly the important information from players such as: Birth date, tel., e-mail, address, name...
 - Easier contact to launch promotional actions
- Develops a sense of belonging to a brand, to Radikal! Be **Radikal!**
- Enables players to ID themselves much faster in the machine

2.2.1. Example of a best practice presentation process

Prior to the presentation you would have done all promotional actions explained in the chapter "preparation for the presentation".



Checks prior to ALL presentations in any new establishment where we place a Radikal:

- ☒ Does the local have DSL/broadband already installed?
- ☒ Have you already talked to the owner or bartender?
 - Is he/she committed with the Radikal project?
- ☒ Are you sure there will be enough players at the presentation day?
- ☒ Is the event coordinator in charge of the sportive management and API involved?
- ☒ Have you already done promotion of the presentation? (Posters...etc)

ALL checkpoints should be fulfilled before placing a Shelti or Radikal. Having implemented them greatly increases the possibilities of success of the machine in the location.

If some of the checkpoints are not met yet, it is recommended not to launch the event. The effects of launching it without due preparation would be counterproductive.

Presentation process:

- 1- Get all the players around the machine.
- 2- Explain the presentation process
 - a. Presentation
 - b. Registration process
 - c. Get your Radikal cards for free
 - d. Get a Player Ranking done on the presentation day
 - e. Explain the future competitions that will be organized
- 3- *Presentation:*
 - a. Explain the machine and its features
 - i. Get key players/owner involved in the explanation so players have more interest and also know someone to contact when having doubts
 - b. Explain the competitions that are offered at the machine
 - i. Key features to explain and not forget (How to register, what is a PPD/MPR, need to play 25 games in competitions to get PPD/MPR)
 - ii. Real time information in the machine and at www.radikalplayers.com
 - c. Perform an On-line game demo
- 4- *Registration process:*
 - a. Put all players in a line
 - b. Explain the first player how to register.
 - i. To register they need: ID, Alias, e-mail or cell phone.
 - ii. ID: First letter of your name + First letter of your last name + birthday date Ex: JM01012000
 - iii. Show how to take the picture
 - c. Once explained to the first of the line, this one has to explain it to the second. And so on until the last one.
- 5- *Get their Player cards for free*
 - a. Notify Shelti ahead of time for a lower cost than displayed on the website
 - i. Tell them that the card has a cost after today, and they can also order it at the Shelti website



- 6- *Get a Player Ranking done for the presentation day*
 - a. Explain how the Player Rankings works.
 - i. Average the best of “X” games.
 - b. Since categories (divisions) do not exist yet, prizes should be separated as follow:
 - i. Prizes: 1st, 5th, 10th, 15th ...
 - c. A good prize list could include: Drink coupons for a total value of \$100, separated by a range of lower prizes given.
- 7- *Explain the future events and competitions*
 - a. It is very important to make sure there is an attractive explanation of the competitions that will take place in the machine once finished with the presentation, and try to get the players to sign up for some of them.
 - b. Proposed: Test Player Ranking and Test Cricket Player Ranking –
 - c. Start getting teams to include leagues and virtual leagues on the machine.

3. Making your Business Thrive

3.1. *I'm in PHASE 1*

My situation is	Important points to tackle in Phase 1
<ul style="list-style-type: none"> I have few players registered per machine I have just a few players rated I recently acquired a Radikal Darts or have already had it for some time 	<ul style="list-style-type: none"> Get players registered Get players rated Inform about Radikal <ul style="list-style-type: none"> Need of 25 competition games to get rated

What to do?

- Promote the Radikal machine through presentations and promotion. Objective: Get players registered! Check chapter 2 on this guide for further reference
- Design competitions to challenge players to play often and get them rated
 - o Proposed recommendations:
 - Fast competitions with attractive prizes to promote playing (Dart sets, T-Shirts...)
 - Not long competitions: 4-6weeks max. Objective: Get players rated within those competitions.
 - Use the games with the best of 1 or 3, max 5. It motivates beginners to play more since it's easier to have lucky games and get a higher score.
 - Prizes to the 1st, 5th, 10th ... it is a way to categorize the prizes.
 - Have 2 or 3 different easy competitions in the machine.
 - Make sure your machines are involved in any Shelti run events.
 - o Games used depend on local preferences and dart players skill level



- Highscore, 501, Cricket...
- Organize on a certain pre-defined day, shows to promote the machine. Get teams involved in the competitions
- Rankings with no categories (divisions)
- Local competitions: Ex: one pub against another

3.2. *I'm in PHASE 2*

My situation is	Important points to tackle in Phase 2
<ul style="list-style-type: none"> • I have some players registered per machine • I have few players rated • Have already had for some time one or more Radikals 	<ul style="list-style-type: none"> • Get more players registered • Get more players rated • Start analyzing my players to create competitive categories (divisions) • Inform about my competitions

What to do?

- Create categories (divisions) depending on the distribution of the PPD/MPR players of the operator
 - They don't have to be equal. Ex: It can be the case that with PPD, between 20 and 25 are just a few, and from 18 to 20 hundreds.
 - Create special categories (divisions) (manage the best players in special categories(divisions)) to keep a tight engagement among competitions. Check API manual, chapter 2.
- Emphasis on the sporting system to get a stable basis of players and teams
 - Get information: Do they play? If not, why not?
 - Inform how leagues and virtual leagues work
 - Constantly visit the bars to have a close contact to players to enhance playing
- Recommendations:
 - Organize competitions playing with the best of 4 or 5 games. Objective: prizes for players who play more and are in progression
 - If having categories (divisions): prizes can also be distributed to 1st, 2nd, 3rd... and also to 1st, 5th.... Depending on the players' preferences and operators' feeling
 - Always have 2 or 3 different competitions to utilize the fullest potential
 - Organize local competitions
 - Between teams of the bar
 - Between bars in the same area
- Proposed competitions
 - Organize live leagues. Ex: 10 teams of 2 players-> 18weeks
 - Virtual leagues with 1 or 2 players in the bar so they get used to the game mechanics
 - Make rankings with categories (divisions) between bars

3.3. *I'm in PHASE 3*

My situation is	Important points to tackle in Phase 3
<ul style="list-style-type: none"> • I have many players registered per machine • I have players rated • Already have quite a few Radikals 	<ul style="list-style-type: none"> • Keep on getting more registered and rated players • Design tighter categories (divisions) • Make and participate in dynamic and prestigious competitions: national,



	international, virtual leagues
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What to do?

- Here the Sporting System is the KSF to have the machine running at maximum profitability.
 - o Be active and organize competitions with attractive prizes so as to keep regular players always engaged
 - o Inform players prior to and with time in advance about the organized competitions
- Be involved with National and International games
- Do more narrow categories (divisions) (8, 16 categories (divisions)) to have more competitive and sportive competitions

Example with PPD's

8 Categories	16 Categories
>24 PPD	>26 PPD
(22-24]	(24-26]
(20-22]	(22-24]
(18-20]	(21-22]
(16-18]	(20-21]
(15-16]	(19-20]
(14-15]	(18-19]
<14	(17.5-18]
	(17-17.5]
	(16.5-17]
	(16-16.5]
	(15.5-16]
	(15-15.5]
	(14-15]
	(13-14]
	<13

- Proposed competitions:
 - o Participate in large national and international tournaments
 - Do the classification rounds for competitions
 - o Organize regional competitions lasting 4-6 weeks
 - o Make Virtual Leagues with different player levels

Following points in this guide is sure to make your Shelti/Radikal System a success.





Shelti™

