



1. **Industry Overview**
2. **Executive Summary**
3. **Products and Services**
4. **Mission and Vision**
5. **SWOT Analysis**
6. **Business Model Canvas**
7. **Job Roles and Responsibilities**
8. **Target Audience**
9. **Cash Flow Projections**
10. **Publicity and Advertising Strategy**
11. **Checklist / Milestone**
12. **Strategy Suppliers**
13. **Risk Management**
14. **Legal and Corporate Governance Structure**

1. Industry Overview

Over the years, gambling marketing, including sports betting has caught the attention of several businessmen and entrepreneurs. And why not? After all, the sports betting industry has emerged as the fastest growing and one of the most promising.

USA sports betting reference:

As per the research conducted by Eilers & Krejcik Gaming, LLC, in the year 2017, the sports betting market was worth \$270 million, also in the United States. According to recent research conducted by PRNewswire, the sports betting market is expected to grow by \$134.06 billion! These are the reasons why several industry leaders are rushing to invest in the lucrative sector through online sports betting software solutions. How to start a sports betting business has successfully become one of the most searched queries on various search engines in recent times.

World sports betting reference:

Without doubt the value of the global sports betting market is very hard to estimate because of the lack of consistency on how it is regulated in some countries. Few of the analysis put the value of the sports betting industry at between 700 billion U.S. dollars and 1,000 billion U.S. dollars.

Gambling Market:

It is good to know that sports betting make up about 13% of the global gambling market, which also includes lotteries, casinos, gaming machines, bingo and other gaming paraphernalia. That's why sports betting is a great attraction for customers, but the other games cannot be ignored.

2. Executive Summary

The business plan explains in detail about **7 Games** in the global game.

7 Games has many years of experience with poker rooms. In addition, experience with online poker in all Brazilian states and digital marketing puts the company at the forefront with a solid and loyal customer base.

Currently with a base of more than 200,000 customers and an expectation of exponential growth since Poker is a market with very specific customers and the new sports betting and casino markets are broader.

Now **7 Games** seeks to deliver more products and services to its customers.

We at **7 Games** always show our unwavering commitment to sustainability, both individually and as a company, by actively participating in our communities and integrating sustainable business practices wherever possible.

Our DNA is committed to the customer, providing the best support 24/7.

3. Products and Services

We aim to offer a complete mix of sports betting in partnership with Betconstruct such as:

- Football betting
- Basketball bet
- Badminton bet
- Tennis bet
- Horse race
- Dog racing
- Boxing bet
- Wrestling bet
- All other sports subject to betting

And also a mix of more diverse games with the third-party partners below and others that can be integrated:

- Betconstruct
- Gaming Corps
- iSoftbet
- Greentub (novomatic)
- Pragmatic Play
- Pascal
- Popok
- Evolution
- Creedroomz

More of our services:

- 24/7 high quality customer service.
- Provider integrated payment options with local payment intermediaries.

4. Mission and Vision

MISSION

Our goal is to provide online games and sports betting as a source of entertainment, offering joy, relaxation, and fun during leisure moments.

VISION

We aim to become a leading entertainment gaming and betting platform in Latin America, distinguished by our commitment to the Responsible Gaming Policy.

Values

Security: *We prioritize the safety and protection of our users' data and transactions, ensuring a secure and trustworthy environment for all our players.*

Sustainability : *Our commitment is to promote sustainable practices within the gaming industry, actively contributing to the well-being of our communities and the environment.*

Fun : *We are dedicated to creating an engaging and enjoyable gaming experience, enriching the lives of our users with excitement and entertainment.*

Professionalism : *We uphold the highest standards of professionalism, demonstrating integrity, respect, and excellence in every aspect of our operations.*



5. SWOT Analysis

STRENGTH

- Poker Network
- Strategic Partners
- International relationship

OPPORTUNITIES

- Explore a new customer market
- Work with professionalism



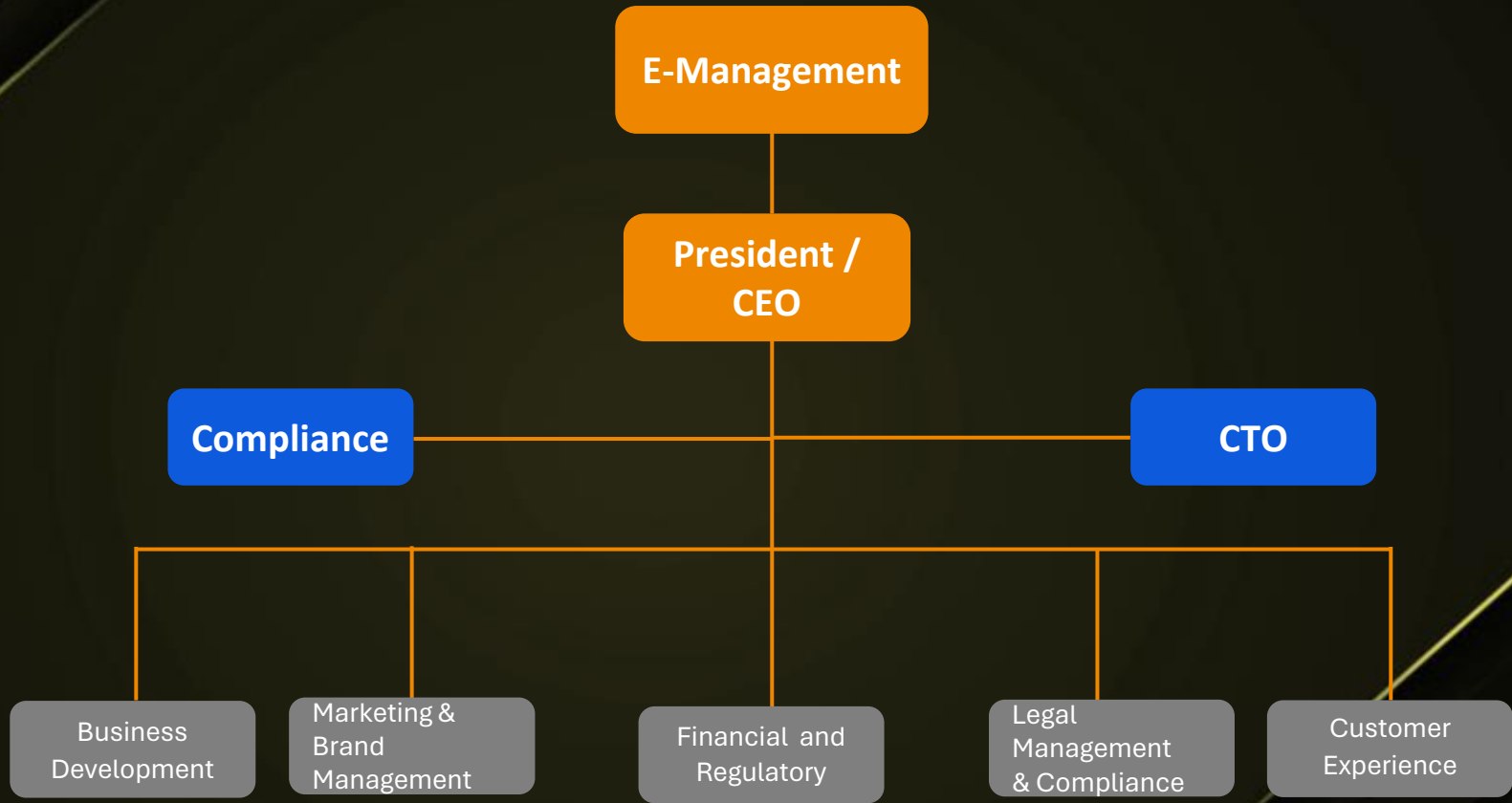
WEAKNESSES

- Sports and casino experience
- Outsourced technology

- Competition already established in the market
- Legislation / Legal in some markets.

6. Business Model Canvas

PARTNERS	KEY ACTIVITY	PROPOSAL OF VALUE	CUSTOMER RELATIONSHIP	SEGMENTS
Betconstruct Gaming Corps iSoftbet Greentub (novomatic) Pragmatic Play Pascal Popok Evolution Creedroomz	Platform to operate online betting		Close and continuous relationship, focus on client reconrence.	Sports aficionados, football clubs, people from all walks of life who want to have fun.
	KEY RESOURCES		CHANNELS	
	Platform, Payment Method, Bank, Games License		Products and services offered by the website. Chat, phone and messaging applications.	
COST STRUCTURE			SOURCE OF REVENUE	
Technology, Safety, Marketing, own team			GGR from betting. The difference between players' winnings and losses in betting.	



7. Job Roles and Responsibilities

President

He is in charge of overseeing all other executives and staff within the organization.

He is tasked with board of directors and other executives to determine if the company is in accordance with its goals and policies.

Charged with encouraging business investment.

He also promotes economic development within communities.

His in charge of directing the organization's financial goals, objectives and budgets.

Implement the organization's guidelines on a day-to-day basis.

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Chief Technology Officer (“CTO”)

He directs and develops a security plan.

He protects the confidentiality, integrity and availability of the company's data and servers.

He identifies and implement technology trends and platforms.

He also communicates the company's technology strategy to investors, management, staff, partners, customers, and stakeholders.

Evaluate and recommend technologies.

Select and register company's domain names.

Conduct code reviews and specification conformance testing.

Job Roles and Responsibilities

Business Development

Manages vendor relationships.

He also promotes economic development within communities.

Collaborate with the board of directors to develop the policies and direction of the organization.

He also provides adequate and timely information to the Board to enable it to effectively execute its oversight role.

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Marketing and Brand Manager

In charge of meeting the sales targets of the organization through effective planning and budgeting..

In charge of deciding strategies and techniques necessary for achieving the sales targets.

In charge of mapping potential customers and generate leads for the organization. He should look forward to generating new opportunities for the organization.

In charge of brand promotion.

In charge of not only selling but also maintaining and improving relationships with the client.

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Legal Management & Compliance

Ensures that our business transactions are in compliance with the law.

Researches the law implicated by that transaction and advise on any negative effects it might create.

Ensures that our legal decisions translate to a strong bottom line.

Job Roles and Responsibilities

Financial and Regulatory

It is responsible for controlling all receipts and payments from customers, as well as all service providers and third parties. Responsible for following all guidelines and keeping the financial structure running correctly.

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Customer Experience.

Responsible for keeping the team running and providing the best possible service to customers. Support and questions at all times, as well as help on how to make withdrawals and deposits by yourself.

8. Target Audience

Our Target Market cuts across people of different walks of life, 18 years of age and older. Different people have different instincts for different sports. We will work towards providing services, facilities and environment that will help us reach out to our target audience. These are the category of people that we intend to reach;

- Working Class Adults/Corporate Executives
- Business People/Entrepreneurs
- Government Officials
- Celebrities
- Applicants/School Leavers
- Sports Men and Women
- Tourists
- Our competitive advantage

We understand that what attracts people to betting websites are the various games, security and interesting odds that is offered by the operator.

7 Games can also boast of having a team of highly qualified professionals who will work with all our clients and make it easy and comfortable for them in all the sports betting, casino and other types of online games we offer and also our odds are the very best in the industry.

We are open 24/7 in order for us to accommodate people with different time preference. We will also make sure that our employees will be well taken care of, and their welfare package will be among the best within our category.

9. Cash Flow Projections

We have researched the industry extensively and a prototype site has been developed and is up and running in a privately hosted environment and prospective customer and partner lists have been developed and several have been contacted for establishing an emerging business relationship. We have also built agreement with several vendor partners to offer ecommerce opportunities within the online community. Initial market acceptance tests have indicated a warm welcome of the concept. This to show that we are bent on making the company the best.

2024

millions €	April	May	June	July	August	September	October	November	December
Revenue	12.0	12.6	13.2	13.9	14.6	15.3	16.1	16.9	17.7
GGR									
Costs	3.5	3.7	3.9	4.1	4.3	4.5	4.7	4.9	5.2
Results	8.5	8.9	9.4	9.8	10.3	10.8	11.4	12.0	12.6
Reinvestment	3.5	3.7	3.9	4.1	4.3	4.5	4.7	4.9	5.2

9. Cash Flow Projections

We have conducted thorough research within the industry and successfully developed a prototype site that is currently operational in a private hosting environment. Additionally, we have compiled lists of potential customers and partners, and have initiated contact with several to forge new business relationships. We have also established agreements with multiple vendor partners to provide e-commerce opportunities within our online community. Initial tests in the market have shown a positive reception to our concept, demonstrating our commitment to making our company a maverick.

2025

millions €	January	February	March	April	May	June	July	August	September	October	November	December
Revenue	17.7	18.6	19.5	20.5	21.5	22.6	23.7	24.9	26.2	27.5	28.8	30.3
GGR												
Costs	5.2	5.3	5.4	5.5	5.6	5.7	5.9	6.0	6.1	6.2	6.3	6.5
Results	12.6	13.2	13.9	14.6	15.3	16.1	16.9	17.7	18.6	19.5	20.5	21.6
Reinvestment	5.2	5.5	5.7	6.0	6.3	6.6	7.0	7.3	7.7	8.1	8.5	8.9

We have established a sustainable business model designed to generate perpetual revenue streams. Through strategic partnerships and the ongoing development of our online platform, we ensure a continuous flow of income. Our agreements with various vendors not only diversify our revenue sources but also strengthen our market position, enabling long-term financial stability. This approach underlines our commitment to maintaining a robust financial foundation that supports perpetual growth and success.

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millions €	January	February	March	April	May	June	July	August	September	October	November	December
Revenue GGR	30.3	30.5	31.1	31.7	32.3	33.0	33.6	34.3	35.0	35.7	36.4	37.1
Costs	6.5	6.5	6.5	6.6	6.6	6.6	6.7	6.7	6.7	6.8	6.8	6.8
Results	21.6	22.0	22.5	22.9	23.4	23.8	24.3	24.8	25.3	25.8	26.3	26.9
Reinvestment	8.9	8.9	8.9	9.0	9.0	9.0	9.0	9.0	9.0	9.1	9.1	9.5

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9. Cash Flow Projections - Consolidation

Consolidation

millions €	2024	2025	2026
Revenue GGR	17.7	30.3	37.1
Costs	5.2	6.5	6.8
Results	12.6	21.6	26.9
Reinvestment	5.2	8.9	9.5

10. Publicity and Advertising Strategy

The main sports-related advertising channels are represented by brands. This is a red sea that is not part of our initial plans.

Lots of creative actions and new blue seas to be explored. This is our focus. We already have many secret plans ready to be executed to bring a new experience never before seen by the public. This does not mean that investments will be low, on the contrary we will have a universe of opportunities to be tested, with investments focused on brand positioning and direct ticket sales.

Initially we will promote to our poker network, and show all our customers the new products. So we will guarantee an initial step putting everything to run quickly. The second step to exploring the blue ocean is already there.

Plus we have the football world cup right there. This allows for a very successful initial run. Everyone goes to get a screen and gather some friends to watch the games, this turns thousands of simple places into thousands of ad stages.



10. Business Strategy

The company recognizes that the appeal of betting websites stems from the diverse games, robust security, and compelling odds provided by the operator

Additionally, the company prides itself on its team of highly skilled professionals dedicated to assisting all our clients, ensuring a seamless and enjoyable experience across all our offerings in sports betting, casino games, and other online gaming options, with industry-leading odds.

We operate around the clock to cater to individuals with varying schedules. Furthermore, we are committed to the well-being of our employees, ensuring that their welfare packages are among the most competitive in our sector.



11. Checklist / Milestone

- Business Name Availability Check: **Completed**
- Business Incorporation: **Completed**
- Opening of Corporate Bank Accounts: **In Progress**
- Opening Online Payment Platforms: **Completed**
- Application and Obtaining Tax Payer's ID: **Completed**
- Application for business license and permit: **In Progress**
- Purchase of All form of Insurance for the Business: **In Progress**
- Conducting Feasibility Studies: **Completed**
- Leasing, renovating and equipping our facility: **Completed**
- Generating part of the start-up capital from the founder: **Completed**
- Writing of Business Plan: **Completed**
- Drafting of Employee's Handbook: **Completed**
- Drafting of Contract Documents: **Completed**
- Design of The Company's Logo: **Completed**
- Graphic Designs and Printing of Marketing/Promotional Materials: **Completed**
- Recruitment of employees: **Completed**
- Purchase of the Needed software applications, furniture, office equipment, electronic appliances and facility face lift: **Completed**
- Creating Official Website for the Company: **Completed**
- Establishing business relationship with banks, financial lending institutions, vendors and key players in the industry: **In Progress**

12. Strategy Suppliers

To ensure the quality of its services, the company relies on partnerships and systems with several key players, including:

Meta Inc (Facebook, Instagram)

Google

JoioTecnologia (Kwai)

Bet Construction

The company also maintains a risk management policy that outlines general guidelines and principles for managing losses and disruptions in services. A critical aspect of this policy is preventive maintenance, conducted in a controlled environment with the supplier, BetConstruct.

Additionally, in instances where corrective maintenance is necessary and could disrupt services, customers are informed in advance to prevent any inconvenience.

13. Risk Management

Given the inherent risks associated with the company's operations, such as the threat of hacker attacks, disruptions to critical services necessary for operations, and other potential issues, the company's risk management team has established the following guidelines to assess, audit, mitigate, and respond to these risks:

Continuous oversight of operations is ensured through the use of monitoring software and automated alert systems, which help to detect and address potential issues promptly.

A direct communication line is maintained between the Risk team and the service provider, BetConstruct. This involves technical support calls at both level 2 and level 3, governed by a predefined "service level agreement" (SLA) to ensure timely and effective responses to any issues that arise.

These measures are part of a broader strategy to maintain operational integrity and minimize any disruption to services, thereby safeguarding both the company and its clientele.

14. Legal and Corporate Governance Structure

The management structure outlined above functions in the following way:

General management frequently interacts with the co-owner of Hey Games B.V. and holds weekly meetings with its direct leaders. Additionally, operational results are presented monthly, during which the strategies set for the year and the next three years are reviewed and, if necessary, adjusted.

Strategic decisions are made based on data and must align with the planning that has been previously approved.

The core activities of the company, such as managing the online casino and sports betting platform, media buying, and personnel management, are primarily handled in-house. However, for specialized needs such as large events, legal advice, and technological support, the company leverages external consultancy services.

The collaboration between internal teams and external consultants ensures that the company meets the standards and deadlines set by the GCB, which helps to:

- Financially secure the operations;
- Adhere to current laws and regulatory requirements;
- Implement responsible gaming practices and policies;
- Develop tools to prevent fraud, money laundering, and terrorism;
- Foster suitable corporate governance and maintain a skilled workforce ready to address issues.