

BetU - Business Plan
October 2021



Betting Platform: <https://bet.betu.io>

Token Promotion: <https://betu.io>

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1. Executive Summary:

BetU is a startup sports, esports & crypto betting platform. Secured by smart contracts and powered by the BETU Token. BetU will offer traditional bookmaker/sportsbook services along with peer to peer betting.

BetU aims to become a leader in the global sports betting market worth \$391 Billion USD. With the goal of taking significant market share from global bookmakers such as Bet365, William Hill, Ladbrokes, DraftKings and FanDuel.

Market Analysis:

- \$23,500,000.000 USD wagered on esports in 2020
- \$169,800,000,000 USD wagered on sports online in 2020
- \$391,000,000,000 USD wagered on sports in 2020
- \$711,400,000,000 USD global gambling market in 2020
- Europe accounts for 45.9% of the total online sports betting market, North America 25.5% and Asia 20.5%
- 26% of the planet's population (1.6 billion people) gamble each year

Target Markets

BetU seeks to target parts of Europe, Africa, South America and Asia. The following countries being excluded and geo blocked from accessing bet.betu.io: USA, Netherlands, Curacao, Aruba, Bonaire, Saba, Statia, St. Maarten, St. Eustatius, Australia, Belgium, Czech Republic and France.

Betting Platform:

The betting platform will be operated from the domain bet.betu.io.

In the wagering industry the BetU platform will be akin to a combination of Bet365 & Betfair.

Traditional Bookmaker/Sportsbook:

To ensure liquidity in all betting markets, BetU will provide bookmaking services with odds and results feeds from BetRadar / SportRadar.

Peer to Peer:

Available markets will be set by BetRadar. Bet Makers can list bets with odds of their choice and Bet Takers can choose to accept the best bets available in the marketplace. Individual bet details will be uploaded via smart contracts to the blockchain and funds will be locked until a winner is determined.

The BetU platform will be available on web, tablet and mobile.

BETU Token

The BetU platform will be based off of a cryptocurrency token, BETU.

The BETU utility token will be the only form of currency to be used within the platform. Like casino chips must be used to play the tables at a casino, fiat and other cryptocurrency will need to be converted to BETU tokens in order to place bets on the platform.

Management Team & Advisors:

BetU has recruited an experienced team with a proven record of building successful businesses from the ground up. With experience in sports betting, online marketplaces, finance, marketing, technology development and blockchain.

Licensing & KYC

BetU initially aims to be approved for a e-gaming license from Curacao. In future, BetU aims to obtain licenses in other jurisdictions.

All players must pass KYC prior to placing any bets on the BetU platform. KYC is provided by Onfido.

Marketing:

BetU will initially focus on gaining users via existing online betting and crypto communities. With significant referral rewards for affiliate sites / communities.

A heavy focus of BetU in the first 12 months is on marketing the BETU token.

Funding:

BetU conducted an Initial Coin offering raising \$1.856,8832 USD, selling 99,091,600 BETU tokens at a price of \$0.015 - \$0.02 per BETU.

BetU currently retains approximately 874,937,638 BETU tokens that are designated to be used for various purposes to fund operations, marketing, team and development.

The current market capitalization of tokens owned by BetU equals \$253,625,327 USD. This figure is based on the current market value of BETU tokens - \$0.2834 USD per BETU as of October 2, 2021.

Trading Risk

BetU will be utilizing SportRadars Managed Trading Service to manage sportsbook trading risk.

BetU encourages responsible gambling

A BetU Charity will be established to support vulnerable people, especially children, who have been impacted by gambling addiction.

2. Business Description:

BetU aims to become a leading player in the sport and esports betting sector.

BetU is solely run off the crypto currency BETU. All bets are placed with BETU tokens.

BetU will offer both a traditional sportsbook and peer to peer betting side by side in an easy to use platform.

Initially the platform will only accept deposits and withdrawals via cryptocurrency, Bitcoin, Ethereum, Binance Coin, USD Tether or BETU. In the future it will add fiat on ramp options.

The platform has a built-in swap functionality that enables players to swap accepted cryptocurrency to and from BETU.

BetU plans to revolutionise the industry by giving players more data to work with based on their betting history, this will enable players to make improved wagering decisions.

Value for BetU as a company can be generated when the token increases in value. Therefore it can be less profit focussed and offer an improved user experience. BetU will actually burn part of its revenues to reduce the overall supply of BETU tokens.

BetU is also building a separate, non gambling, free to play game known as BetU Fantasy.

3. Market Analysis

2020

Total global gambling market - US\$711.4 Billion USD

Total wagered on sports - \$391 Billion USD

Total wagered on sports online - \$169.8 Billion USD

Total wagered on esports - \$23.5 Billion USD

Around 26% of the planet's population (1.6 billion people) gamble throughout the year.

Sports Betting

Sports betting involves the activity of placing bets on the outcome of sporting results. The most popular sports by betting volume are European football / soccer, tennis, American football, horse racing, basketball, golf and boxing/MMA.

Sports betting is the most popular online gambling activity in Europe accounting for 41% of gaming revenue, casino accounts for 34% and Lottery 15%.

In 2020, Europe accounted for 45.9% of the total online sports betting market, North America 25.5% and Asia 20.5%.

45% of sports betting was done pre-match and 55% in-play.

The sports betting figures could dramatically increase as more and more American states are moving to legalize sports betting. NBA commissioner, Adam Silver stated in 2014: “There is no solid data on the volume of illegal sports betting activity in the United States, but some estimate that nearly \$400 billion is illegally wagered on sports each year.”

Top 10 Most Watched Sports

- Soccer - 3.5 billion people
- Cricket - 2.5 billion people
- Basketball - 2.4 billion people
- Hockey - 2.2 billion people
- Tennis - 1 billion people
- Volleyball - 900 million people
- Table Tennis - 850 million people
- Baseball - 500 million people
- Football - 410 million people
- Rugby - 400 million people

Esports Betting

The esports betting industry is growing rapidly with \$23.5 Billion USD wagered in 2020, up 7,400% from \$315 million USD in 2015.

The most popular esports in terms of betting volume are: League of Legends - 38%, GS:GO 29% & Dota 2 - 18%.

A target on esports is not just about the significant betting market opportunity but also to tap into their massive community. The total viewership of esports topped 495 million in 2020 and will be an avenue to create exponential growth for BetU and the BETU token.

BetU plans to be involved in and sponsor large esports competitions and tournaments.

Crypto Betting / Price Predictions

It is estimated there are over 100 million global crypto users with many of them constantly speculating and debating with their peers on social media about the future prices of a particular coin, token or NFT.

Bet U will enable crypto traders to bet against other community members to determine who had the correct forecast.

Market Drivers:

- High Internet Penetration

- Increase use of mobile phones
- Easy access to online gambling
- Legalization
- Cultural approval
- Corporate Sponsorship
- Celebrity Endorsements

The COVID-19 Pandemic has increased the demand for online gambling. The increasing adoption of work and study from home are likely to further drive market growth.

Device Insights:

Desktop is the most popular device for online gambling. The large screen size of desktops compared to mobile phones and other devices enable gamblers to enjoy the graphics and intricate details.

Device by usage for online gambling: Desktop: 44.8%, Mobile: 34.6%, Tablet 19.6%

Online Gambling Market Leaders by Revenue

- Flutter Stars Group - Revenue \$5.39 Billion USD
- Includes Paddy Power, Betfair and Sky Bet. (Owogram)
- GBC Holdings - Revenue \$5.25 Billion USD
- Includes Ladbrokes, Coral & SportingBet
- Bet365 - \$4.26 Billion USD
- William Hill - \$2.27 Billion USD

4. Marketing / Player Acquisition

BetU plans to acquire customers initially through online betting and cryptocurrency communities. BetU is establishing relationships with the owners of the communities and offering significantly referral incentives for their users to join BetU.

Affiliate partnerships with websites and influencers who can refer players to the BetU platform will be the core strategy for Betu's expansion.

BetU will offer significant incentives for betters to join the platform, such as bonus bets and sign up bonuses.

BetU has a designated budget of 100,000,000 BETU tokens for marketing and player acquisition.

BetU plans to leverage the growth and popularity of the BetU token to attract users to it's platform.

Listing on leading cryptocurrency exchanges will provide exposure to millions of cryptocurrency users, many of which will also have an interest in sport and esports betting.

5. BETU Token



The BETU token is run on Binance Smart Chain and will be the sole form of currency on the BetU platform. All bets and winnings will be with the BETU token. The BETU token will also be used for additional purposes popular in the cryptocurrency industry such as staking and burning.

There is a maximum supply of 1 billion BETU tokens. This supply will reduce as tokens are burnt.

Players will be able to acquire the BETU token on public exchanges, currently it is listed on PancakeSwap and Bitmart. Key cryptocurrency exchanges like Binance and Kucoin are targeted.

BetU tokens will also be able to be purchased from the BETU platform by swapping other cryptocurrencies for BETU tokens. The buy / sell rate is fetched from the public rate on PancakeSwap.

BetU completed an initial public offering to raise funds for the building of the betting platform and for market expansion.

BetU Token block explorer can be seen at:

<https://bscscan.com/token/0x0df1b3f30865c5b324797f8db9d339514cac4e94>

6. Licensing & KYC

BetU is seeking to initially obtain an e-gaming license in Curacao with the vision to acquire additional gaming licenses in the future. As per suggestions from Keyfin Management, the BetU betting platform at <https://bet.betu.io> will be geo blocked and prevent players from USA, Netherlands, Curacao, Aruba, Bonaire, Saba, Statia, St Maarten, St. Eustatius, Australia, Belgium, Czech Republic and France.

All players must pass KYC provided by Onfido, prior to making any bets.

7. Organizational / Management Structure

BetU Curacao B.V with registration number 158488 was registered on September 7, 2021 as a private limited liability company.

Paul Rogash - CEO

15 years experience growing online marketplaces, marketing and advertising related business. Founded and sold MachineSales.com - an online machinery & equipment marketplace, Lawyers SEO & Escalated Advertising. Two short term marketing contracts in low cap crypto projects, saw increases of 30x & 20x within the first 3 months. Bachelor of Business in Entrepreneurship at Royal Melbourne Institute of Technology.

Graham Malone - CTO / CPO

Entrepreneurial CTO & product manager with experience in building complex and high growth products at innovative tech companies including: Xanpool, Antler, Plotly and MicroStrategy. Polkadot Ambassador in Singapore. Expert knowledge of P2P platforms. Diploma in Computer Engineering & Nanodegree in Blockchain Development.

Scott Parry - CFO

19 years as CEO of Crown Money Management, Australia's leading money management company. Scott is regularly featured in Australian media providing debt reduction advice and money coaching to consumers and businesses.

Brent Booher - Marketing Manager

Creator of twitter accounts @FauxJohnMadden and @PretendLouHoltz with 250K combined followers. Featured on ESPN, SportsCenter, Sports Illustrated 7 CNN. 9 years in social media management, including 1.5 years at OddsUSA, including marketing campaigns with FanDuel and DraftKings. Bachelor of Communication at the University of New Mexico.

For full team list visit: www.betu.io/team

Advisors:

Keyfin Management - Compliance Curacao

Jamie Nettleton - Gaming Attorney - Addisons

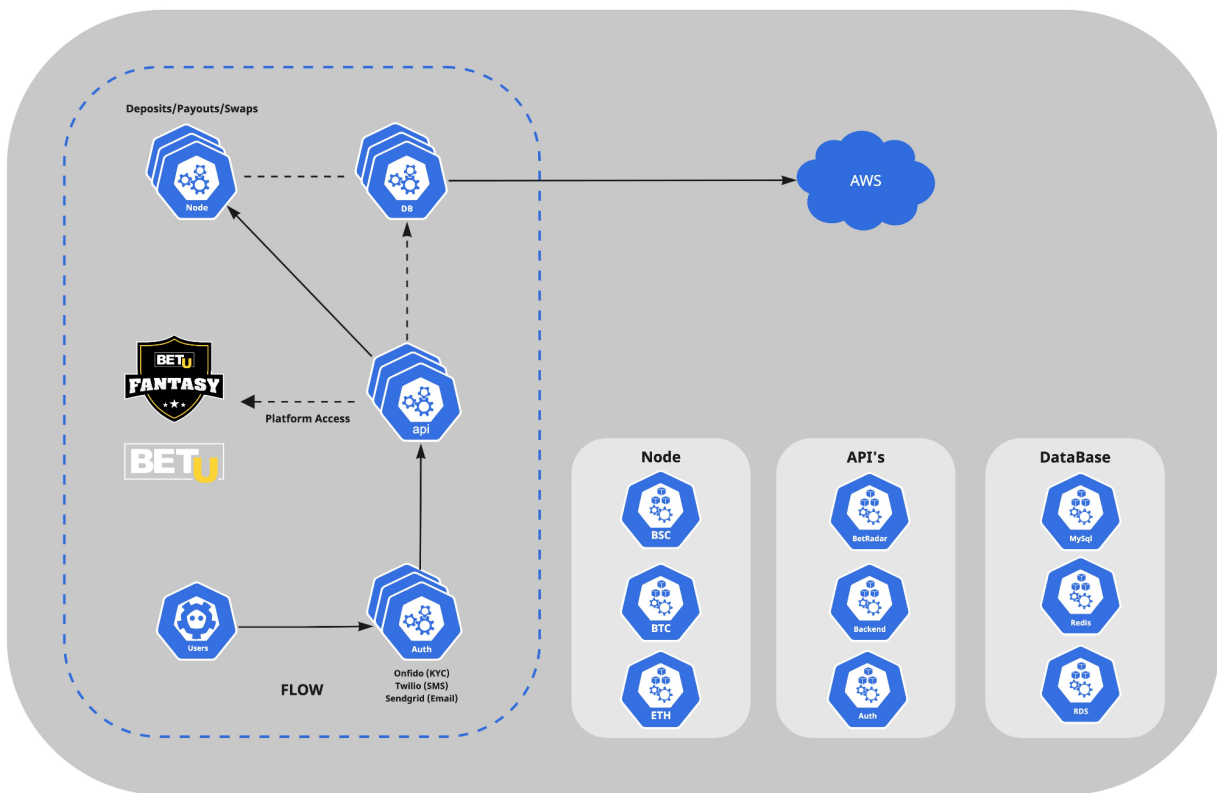
Recognized internationally as a leading lawyer in the gaming sector: Clients include Konami Gaming, The Stars Group and Bet 365.

Hays Bailey - Betting Markets

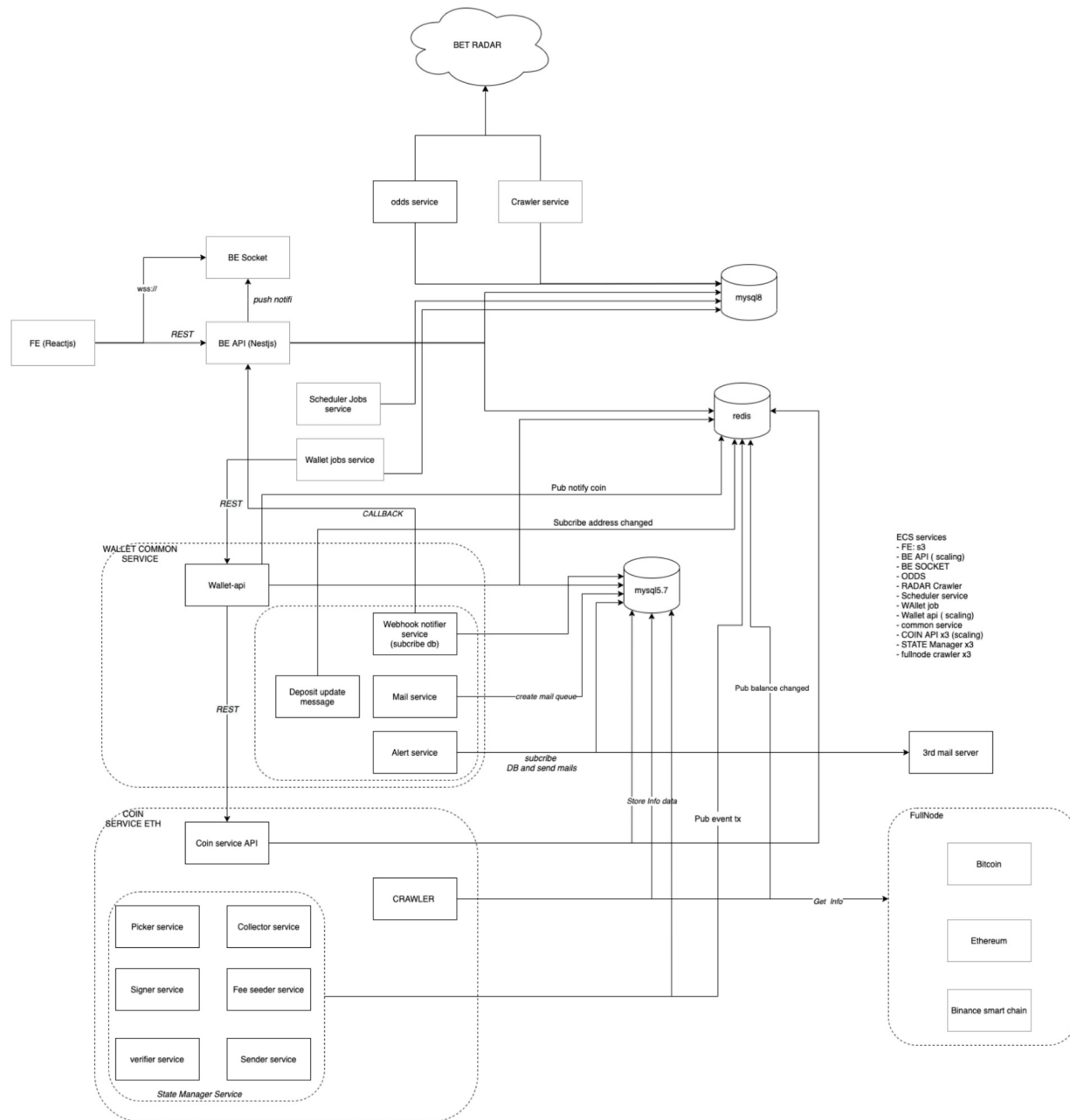
CEO at Sheqsy, Previous Head of Sport at William Hill.

8. Technology Overview

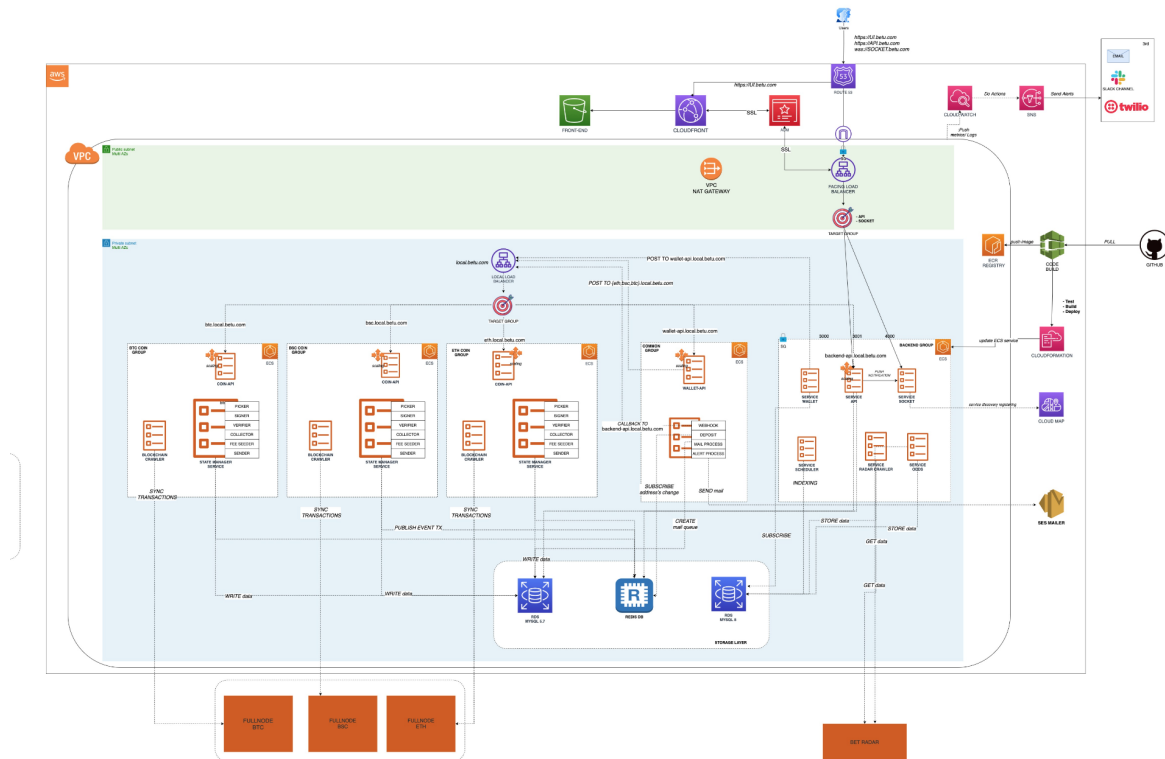
BETU Tech Overview



Backend Linked Components



AWS Full Architecture with Nodes & API's



9. Partners / Suppliers

BetRadar / Sport Radar - <https://www.betradar.com/> <https://www.sportradar.com/>

One of the world's leading suppliers to the betting industry.

Bet Radar is supplying BetU with all match feeds, odds and results.

BetU is connected to BetRadar's API's to provide betting markets.

Sotatek - Development Partner - <https://www.sotatek.com/>

One of Asia's leading software development companies. Staff of over 500.

BetU have hired a full time team of 15 developers from Sotatek to build out the BetU platform.

Onfido - KYC - <https://www.onfido.com>

World's leading provider of identity verification.

Onfido will provide all identity verification for every user on the Betu platform.

KeyFin Management - Corporate Manager - <http://keyfinmanagement.com/>

BetU Curacao BV company setup and compliance.

10. Funding / Revenue

Funding:

BetU ICO Corp conducted an Initial Coin offering raising \$1.856,8832 USD, selling 99,091,600 BETU tokens.

BetU is currently well funded from the ICO with liquid (non token) reserves of approximately \$1.5 million USD.

BetU currently retains approximately 874,937,638 BETU tokens that it can use for various purposes to fund operations, marketing, team and development.

The current market capitalization of tokens owned by BetU equals \$253,625,327 USD which is based off the current market value of BETU tokens - \$0.2834 USD per BETU as of October 2, 2021.

BetU Foundation will make revenue from bookmaking services, winning fees and cheat fees to fund its ongoing operation.

Revenue:

Bookmaker / SportsBook Margins

BetRadar will supply all odds with built in margins to BetU and will manage all sportsbook risk via their Managed Trading Service.

Of the net revenues earned by BetU from the bookmaker margins:

- 50% will be retained by the BetU to fund ongoing operations
- 25% will be burnt and permanently removed from circulation
- 25% will be used to fund prize money for BetU Fantasy - a separate free to play game with no gambling involved.

Peer to Peer Winning Fees:

BetU will charge a 1% winning fee on the profit from a winning peer to peer bet.

Of that 1%:

- 50% will be retained by BetU to fund ongoing operations
- 25% will be burnt and permanently removed from circulation
- 25% will go to BetU Charity.

11. BetU Charity

The BetU charity will focus on helping vulnerable people, especially children, whose lives have been severely impacted by gambling addiction, drug and alcohol addiction as well as domestic violence.

12. References - Market Analysis

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- European Online Gambling Key Figures 2020 - EGBA - [PDF](#)
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- Measuring global crypto users - Crypto.com - Kevin Wang : [PDF](#)
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- Esports viewership vs. sports in 2020 - Roundhill Investments - [Report](#)