

Business Plan 2021

WHAT + HOW + WHO	WHAT do we do?	We offer online betting and casino facilities for potential customers in Cyprus	
	HOW do we do it?	Via the website and marketing	
	WHO do we serve?	We serve our customers and investors. We will only offer our services for responsible gamblers	
WHY	DEFINE CUSTOMER PROBLEM	Customers do not have enough safe online gambling options within Cyprus	
	DEFINE SOLUTION PROVIDED	Offering a safe gambling experience for all customers including new or seasoned gamblers	
REVENUE	PRICING STRATEGIES	Offering great offers for customers signing up for the first time, keeping reviews on competitors prices and offering a competitive price within the current market. This will be reviewed monthly	
	INCOME	This should generate a projected revenue within the first year of €1,200,000	
MARKETING	CUSTOMER REACH STRATEGY	We will reach our customers by advertisement, marketing and affiliates. We will use platforms such as adverts via the internet and social media	
	REFERRAL GENERATION STRATEGY	We will be using first deposit bonus and promotions to sign up customers offering us a competitive edge in the market	
COMPETITION	TOP COMPETITORS	Our top competitors would be Stoiximan, Bet on Alfa and Meridianbet.	
	OUR COMPETITIVE ADVANTAGE	Our competitive advantage would be that we are new to the market offering a new, forward thinking and modern take on gambling but ensuring that our focus is on our customers welfare and gambling responsibly.	
METRICS	SUCCESS MILESTONE MARKER 1	Our first milestone marker would be turning over an operating profit within the first year	
	SUCCESS MILESTONE MARKER 2	Our second milestone marker would be suitsaning the business with a growth rate increase monthly within our second year	
SITUATIONAL ANALYSIS (SWOT)	INTERNAL FACTORS		
	STRENGTHS (+)		WEAKNESSES (-)
	A team with a combined 50 years within the gambling industry		A new venture
	A strong marketing strategy		New to the market
	The ability to understand the customer needs		No previous exposure with customers ith this venture
	Strong leadership skills		
	EXTERNAL FACTORS		
	OPPORTUNITIES (+)		THREATS (-)
	Large market with good demographics		Other new business may open
	Customers are always enticed by new better offers		The laws on gambling changing in the country
	A fresh take on online gambling		

Will open up opportunities in other countries