



Business Plan
Bostock Enterprises
Bookmaker for the People

Prepared by March 2024

Bostock Enterprises

📧 Email

📞 Phone number

🌐 Website

📍 Location

Curaçao

Psst! We're excited to show you our business plan, but we'd also like to keep our ideas and thoughts between trusted individuals. That's why everything you see in the plan has to be our little secret. All information given in this business plan, including text, data, tables, charts, videos, pictures and other material is strictly confidential. You can't share it with others without a prior, written consent from us (Cuttlles). Thanks!

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Concept

Introduction

Bostock Enterprises is a brand new bookmaker with old fashioned values. Focussed on top customer experience, highly retention driven and utilising a multi-geo gaming and gambling network that is unrivalled to hyper-localise our products creating perfect products for each market we're entering.

Mission Statement

Our mission is simple. Best customer experience from start to finish. This begins with a product that is completely fit for customers in each market, and ends with unrivalled customer care and VIP management, leading to top levels of retention.

Vision Statement

Our goal is to acquire the top quality traffic in the markets we enter. We do not intend to go toe-to-toe with huge T1 companies on marketing spend and brand promotion as their financial muscle will be tough to compete with. We intend to capitalise on their weaknesses, that they are not able to localise their products market by market on the scale they operate. Once a customer leaves and comes to Bostock Enterprises, they will never go back, because the experience is incomparable.

Opportunity

Problem

Gambling markets experiencing a consistent CAGR of ~5% and expected to exceed \$150bn within this decade. Huge operators spend fortunes trying to force-buy market share in new geos whilst young smaller operators struggle to compete with them and concede to feed off their scraps.

Solution

With our unique set-up, network and blend of personal, we can force ourselves into markets where our network is strongest and take immediate market share, not huge in terms of % of players but significant in terms of % of the top quality players in that market.

Unique Value Proposition

As a company with an unrivalled network, immense experience across the industry and already in a revenue generating, cash-flow positive position we are uniquely poised to identify the situations the T1 brands are left open and have the experience, connections and finances to attack.

Market

Market

Gambling Market in 2024 to reach \$138.26bn and will grow at 5%+ CAGR for years to come. Market is real and growing. Players are becoming increasingly frustrated by the mass market tactics of top operators and a more bespoke service is becoming more desired.

Market Size

Market Validation

In 5 months we've acquired over 50 players and generated revenue of over \$3m, despite only launching "soft" whilst confidence in our technology grows and we fine-tune our acquisition methods country by country. Were it not for slow adoption of payment options we'd have certainly grown faster

Product

Product

As our products are hyper localised, we produce multiple products to suit different markets;

www.oddsbet.io

Oddsbet, is our sports focussed brand, this product is built predominantly to suit west european markets as the feel and functionality of the site best mirrors successful sites in that regions. It's marketing and promotional offers focus on sports betting.

www.oceanbet.com

Ocean bet is our brand focussed primarily on the east/south european markets, and has a blend of casino and sports in its promotions,

www.rocketbet.com

Rocket Bet is a casino focussed product which focusses on 1 casino product, Aviator, in particular, this game is the most popular casino game in the world and this site focusses entirely on acquiring and retaining players for this game. The feel of the site also better suits central EU/North American customers who will recognise most the structure of the site and feel at home there.

Focussed more on the gamification style of retention, the wave of new casinos such as Stake, Sportsbet.io, bc.game etc brought with it this new style of fun, animated busy and exciting style of product which we've replicated in Riviera bet.

Price

Our prices are competitive and in line with all our competition, our M.O is to beat on service, match on price.

Distribution

Through our extensive affil

Business Strategy

Business Model

The success of the model is simply on two points;

- 1. ROI on Acquisition. Because we are using a localised approach, our intention is to acquire players at a lower CPA than our competition, because of strategy we will be looking for QUALITY, not QUANTITY, we're looking to acquire top quality player
- 2. Retention, with our experience in VIP management, once players come, the product will be perfect for them, the service will be unquestionable, they will stay and be customers for ever, further compounding our ROI on the CPA.

SWOT Analysis

Strengths 1. Enormous Network that covers many markets in all continents 2. Experience of working in all areas of the industry at the highest levels 3. With VIP managers from former huge operators in the team we are going to retain players at an extremely high rate. 4. Profit making already	Weaknesses 1. Ever changing regulations 2. Current Payment options not robust enough to service customers consistently and support our ambitions to scale 3. Saturated markets with heavily resourced competition
Opportunities 1. Having already proven the concept in the first half year, with the network we have the opportunity to grow into more markets with the products we have is extreme. 2. Own technology and 3rd party relationships that are built over many years gives us maximum flexibility to pounce on opportunity. 3. If we can offer the correct payment options growth into new market could be rapid.	Threats 1. Failure to offer the correct payment methods could be the real threat to our retention plans. 2. Competition in certain markets will be fierce and require high levels of funding even for our bespoke approach

Key Resources

The resources we have that are unique is our technology and it's flexibility, which gives us ultimate speed into new opportunity, the team we have with unrivalled experience in operations, VIP management and multi-geo acquisition.

Key Activities

We have begun already to acquire players through the methods we set out and it's working, and the high levels of service and care we offer our customers has already shown a good level of retention and a very good margin vs industry standards.

Key Metrics

- Cost per acquisition (CPA) - we are happy to match spending of big firms on this, but our emphasis is on quality, we will not spend \$10,000 to acquire 100 players and see what it brings, we'll spend \$7,000 to acquire 30 players and they will be 30 high quality players.
- Sign-Up /FTD ratio - players who sign up and go on to make a deposit, this is an industry struggle, but if your product is right and you are attracting high quality traffic this should be a high number and its important to us we're bringing the correct players, to the correct product.
- FTD>STD conversion - the % of players who make 1 deposit with us, who go on to make a second, this shows that the product is immediately engaging and retention is working from the offset.
- Retention -the % of players who have made more than 5 deposits who are still active on the site, this shows our ability to maintain our relationships with the players and keep the product relevant to them, whilst offering them highest level of service.

Key Partnerships

We have local connections in each market we enter, who will share insights into that market and the best route to acquire players. These are the most important 3rd party relationships.

Payment providers, payments is the biggest pain point in this industry, we want good relationships with our PSPs who will understand how we deal in highest quality traffic, and support us in expanding into new territories.

Competitors

Competitive Landscape

There are over 5000 online sportsbetting companies globally and the markets are saturated, bringing in a new fresh approach to attain market share is the only way to build revenue.

Competitive Advantages

Big Tier one operators are unable to scale at the pace they want whilst maintaining the hyper-local focus that achieves the top results we have seen, small operators can't afford the top quality personal to drive the best quality traffic, nor do they have the local connections to scale. With our network globally, highly experienced personal and knowledge of the T1 operators and their weaknesses we're uniquely poised to capitalise.

Competitors

Marketing

Marketing Channels

Affiliation routes. Having managed huge affiliate networks before, Robert has the ideal position to implement the same successes of big clients into the Bostock Brands, whilst optimising the CPA. Between our VIP managers they have managed over 25,000 high value customers personally, and those personal relationships with convert customers onto Bostock Brands. Our expert social media team in Addis Ababa will produce content to constantly keep the brand fresh, exciting and appealing to new customers as we convert.

Customer Relationship

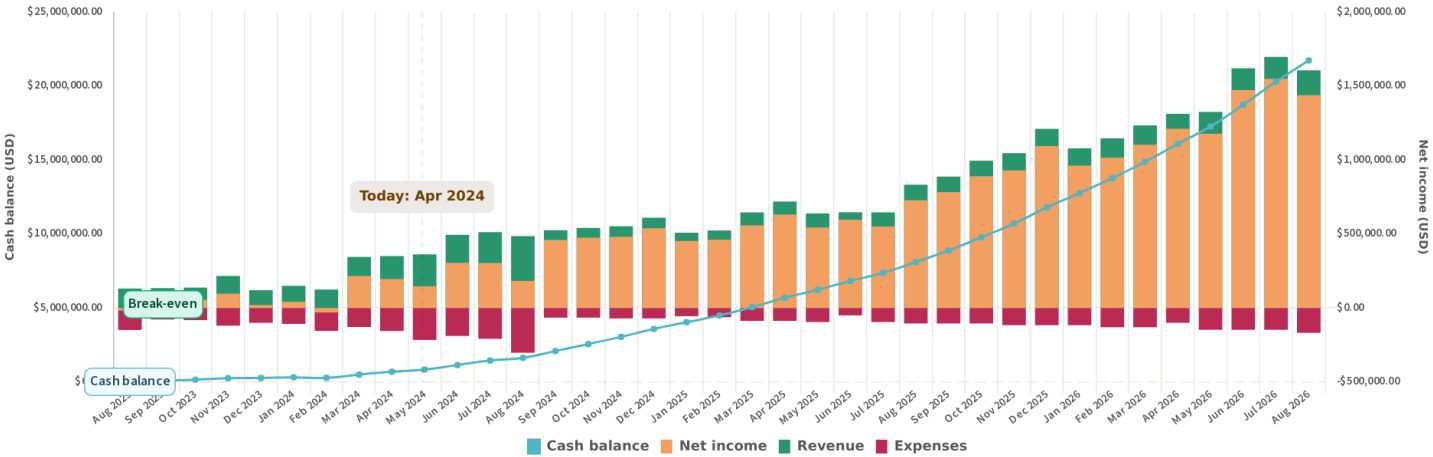
VIP management is ingrained in all members of our team, understanding the patterns of certain players and being able to reward accordingly is a massive part of customer retention. As well as years of experience building retention campaigns tailored to certain markets.

Brand Positioning

Financials

Runway

 Monthly burn rate \$119,930	Monthly earn rate \$705,334
 Break-even Reached Sep 2023	 Runway Never-ending

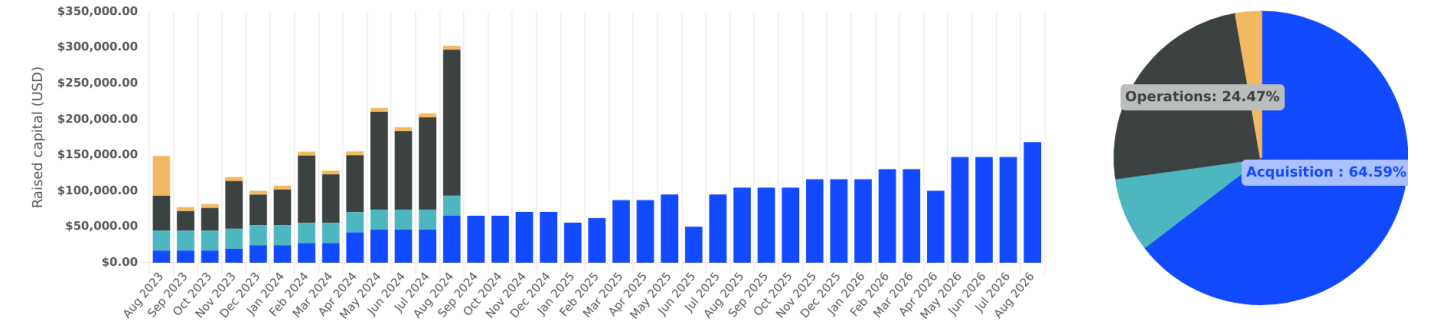


 Total capital \$60,000	 Total revenue \$26,097,359
 Total expenses \$4,437,397	 Net income \$21,659,962

Expenses

Expenses Dashboard

Total expenses \$4,437,397	Monthly burn rate \$119,930
Runway Never-ending	Top expenses category Acquisition (\$2,865,926)



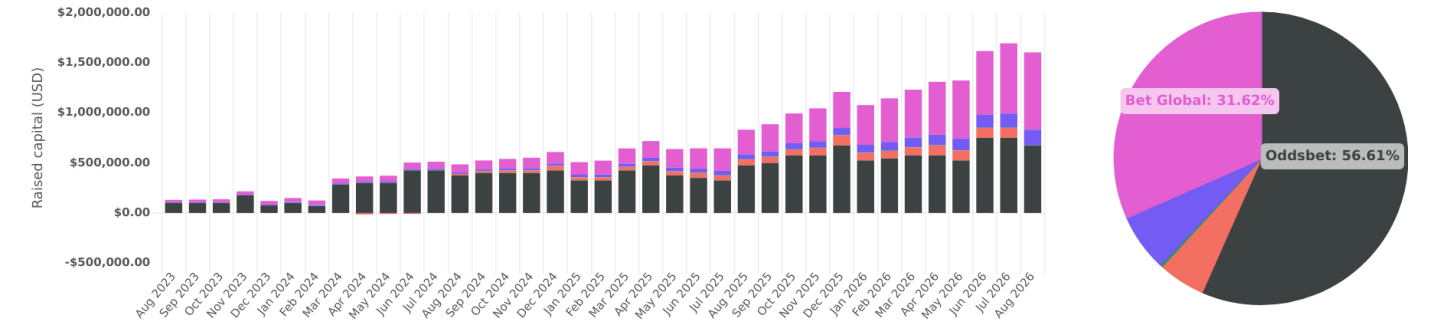
Revenue

Having started from an existing bank of customers we were confident money would flow through in revenue from day1, whih has proven to be the case with over \$3min revenue so far (months 1-5)

Now the challenge is the scale up and retain the personal levels of service that brought the intital revenue.

Revenue Dashboard

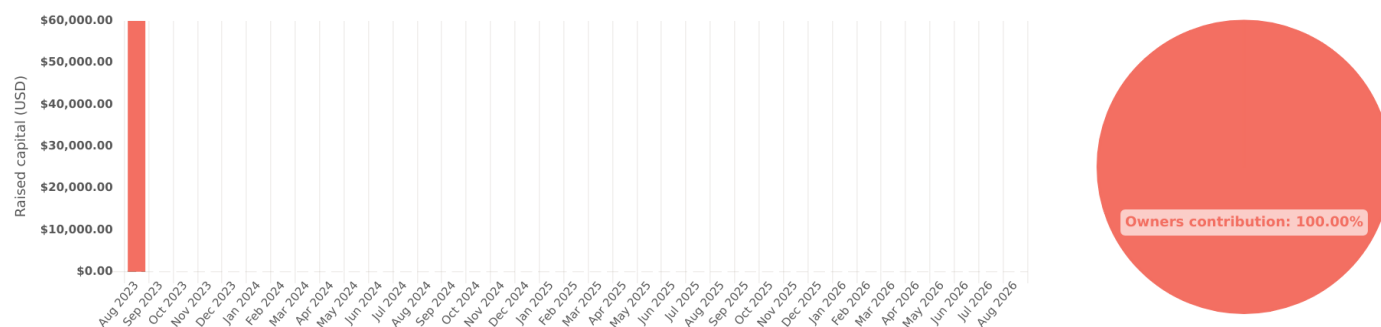
Total revenue \$26,097,359	Monthly earn rate \$705,334
Break-even Reached Sep 2023	Top revenue category Oddsbot (\$14,775,000)



Capital

Capital Dashboard

 Total capital \$60,000	 Current cash balance \$691,388
 Top capital category Owners contribution (\$60,000)	 Net income \$21,659,962



Risks & Challenges

Risks & Challenges

Our biggest risk, given the level of competency we have operationally, is always from the ever changing regulatory landscape in gambling. We employ WH Partners the worlds best gambling and gaming law firm to constantly advise us on the upcoming changes, we have 1 gambling license at the moment and seek to acquire 4 more by Aug'25. Impossible to predict but keeping your finger on the pulse, taking best legal advice and maintaining great relationships with our 3rd party, PSP and banking partners to stay ahead of any changes and how they may impact us is the best defence we can propose to these risks.

Team

Team

Our team boasts unrivalled experience and network

Team

Team member	
Founders	
R	Robert Bostock Founder 15 Years in Gambling industry, started in betting shops and rose to be a major affiliate manager for a huge gaming consulting firm.
D	David Nicholson Finance and Trading Co-founded a gaming business which operates in 22 countries and have a yearly gaming turnover of more than \$400m
C	Chris Fellas Operations Manager EU Operations director for a major T1 brand for 10+ years managing revenues of over \$3bn
S	Sam Kitson Head of Acquisition and Retention Was head of VIP for a major operator for over 5 years managing over 25,000 of the companies highest value players

Traction

Traction

Despite launching "soft" in August '23 on new technology we've achieved revenues over \$3m whilst retaining players at a phenomenal rate. The challenge comes to scale and keep this same level of attention of service, but the start is so promising.