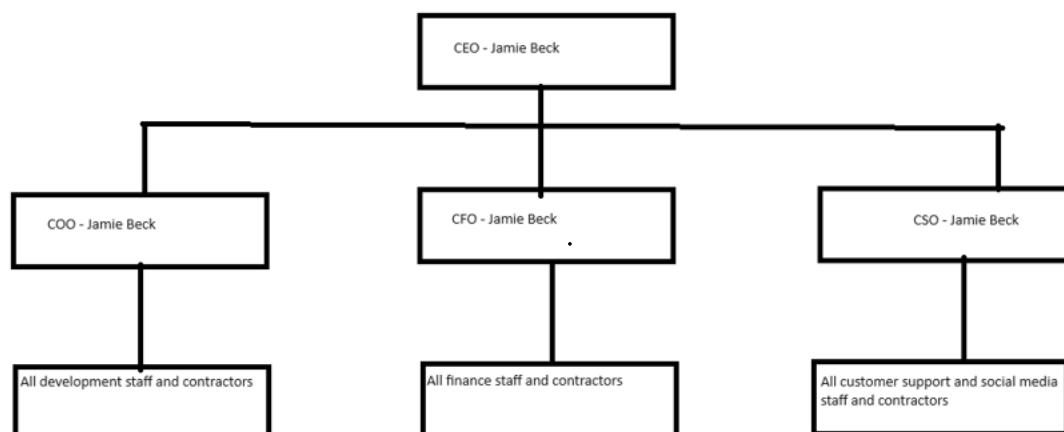


BRBC Business Plan

Company Control Structure



CEO – Chief Executive Officer
 COO – Chief Operating Officer
 CFO – Chief Financial Officer
 CSO – Chief Social Officer

Currently Most staff are due to be hired as contractors and we plan to start bringing on full time internal staff as we grow and get established – The company will initially be entirely run and managed by myself Jamie Beck and our dev team from Kings. Development who will manage all technical aspects and support. In terms of Customer support and helpdesk we will initially have contractors to fill that position and we will scale up and make hires as we get a larger player base

In terms of Company Ownership status I Jamie Beck am full owner with 100% rights over the company which will be managed and executed by Kurason Trust through as company Director.

3rd Party Contracted Services

Kings.Development are to provide the base casino platform

Pragmatic Play are to provide all gaming software including slots, Casino Games, Lottery, Sportsbook

Coinspaid are to provide payment processing services both Fiat and crypto

SWOT Analysis

Strengths:

1. Innovative Gaming Experience: Bull Run Bets offers unique gaming options like PVP betting, NFT-based games, and crypto derivatives trading, setting it apart from traditional online casinos.
2. Advanced Technology: Utilization of blockchain technology ensures transparency and security, enhancing user trust.
3. Diverse Revenue Streams: The combination of casino games, sports betting, esports betting, and cryptocurrency trading diversifies income sources.

4. Exclusive Features: Features like Bonus Battles and Challenges add a social and competitive edge to the gaming experience.
5. Crypto Integration: The integration of cryptocurrencies offers convenience and attracts a tech-savvy audience.

Weaknesses:

1. Regulatory Challenges: Navigating the complex and evolving legal landscape of online gambling and cryptocurrency can be challenging.
2. High Dependence on Technology: Being an online platform, any technological failure can lead to significant operational disruptions.
3. Market Competition: The online casino and betting market is highly competitive, with many established players.
4. Risk of Cybersecurity Threats: As a digital platform, it faces risks of hacking, fraud, and other cybersecurity threats.
5. Volatility of Cryptocurrency: The use of cryptocurrencies can be a double-edged sword due to their price volatility.

Opportunities:

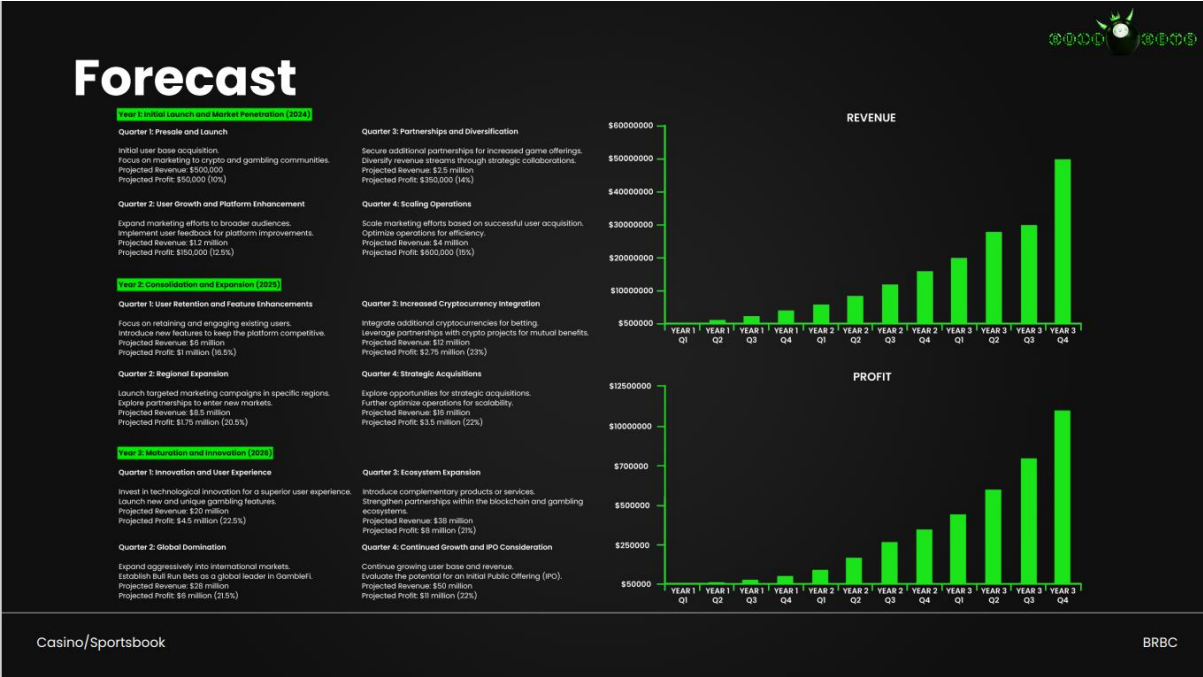
1. Expanding Online Gambling Market: The global increase in online gambling presents an opportunity for growth and expansion.
2. Technological Advancements: Emerging technologies like AI, VR, and blockchain can be leveraged to enhance user experience and operational efficiency.
3. Strategic Partnerships: Collaborations with gaming software developers, payment platforms, and other stakeholders can enhance service offerings.
4. Geographic Expansion: Entering new geographic markets can increase the user base and revenue.
5. Mobile Gaming Growth: Capitalizing on the growing trend of mobile gaming can attract a broader audience.

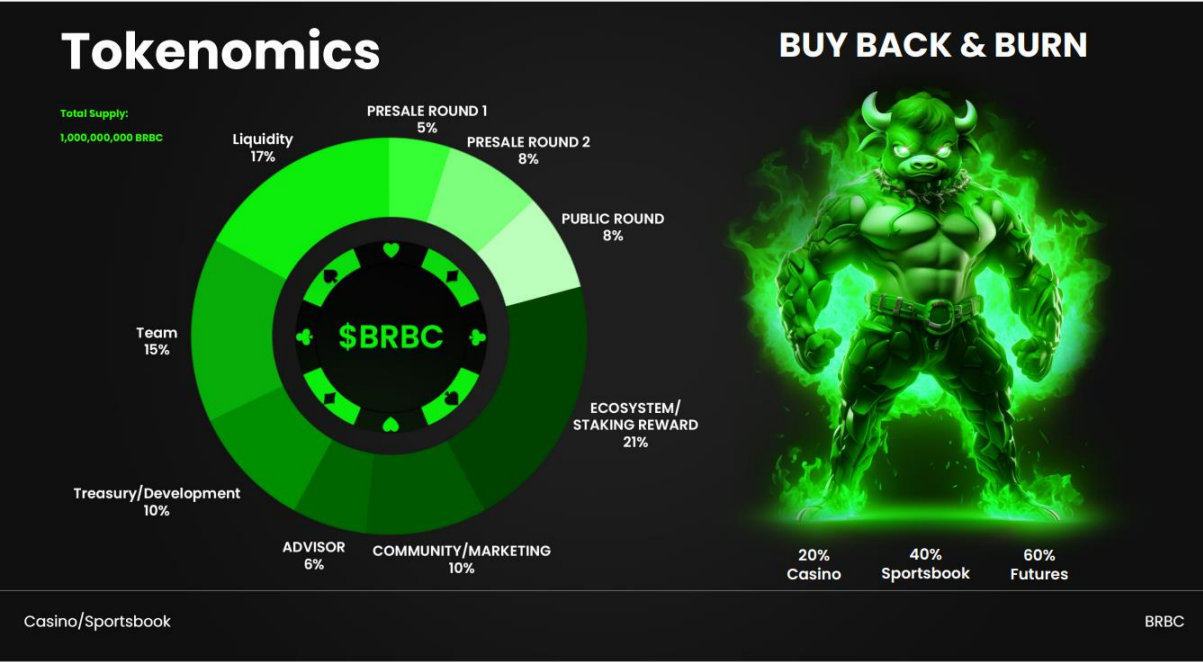
Threats:

1. Regulatory Changes: Changes in online gambling regulations can impact operations, especially in different jurisdictions.
2. Market Saturation: With many players entering the online gambling space, there's a risk of market saturation.
3. Technological Disruptions: New technological innovations could disrupt existing business models.
4. Economic Downturns: Global economic challenges can impact discretionary spending, including entertainment and gambling.
5. Reputation Risks: Any negative incidents, such as data breaches or unfair gaming practices, can harm the brand's reputation.

Financial Information

All initial company setup money will be coming from myself and from saved money from Salary etc there will be some money invested and loaned from Oddiyana Ventures who will enable us to complete the full dev payment to include software platform and games but also to launch the company with adequate funds for marketing – company control or shares will not be distributed but they will receive some of the initial tokens printed and Bull Run Bets will be performing buy back and burns of these tokens based on 20-50% of casino profits to ensure venture capital is paid back and VCs get the expected returns and there will also be a public raise where some tokens are sold during pre sale to raise funds enabling the business to run and operate as needed





All Money Flows will be managed by the company Coinspaid – they are a payment processing company which will enable users to purchase credit using normal fiat onramps like Paypal, Credit card, Debit Card but also using crypto deposits from the top and most used cryptocurrencies like Bitcoin Ethereum and the rest of the top 20 or so tokens supported by them

Signed
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Jamie Beck
UBO, CEO, COO, CFO