

Business Plan

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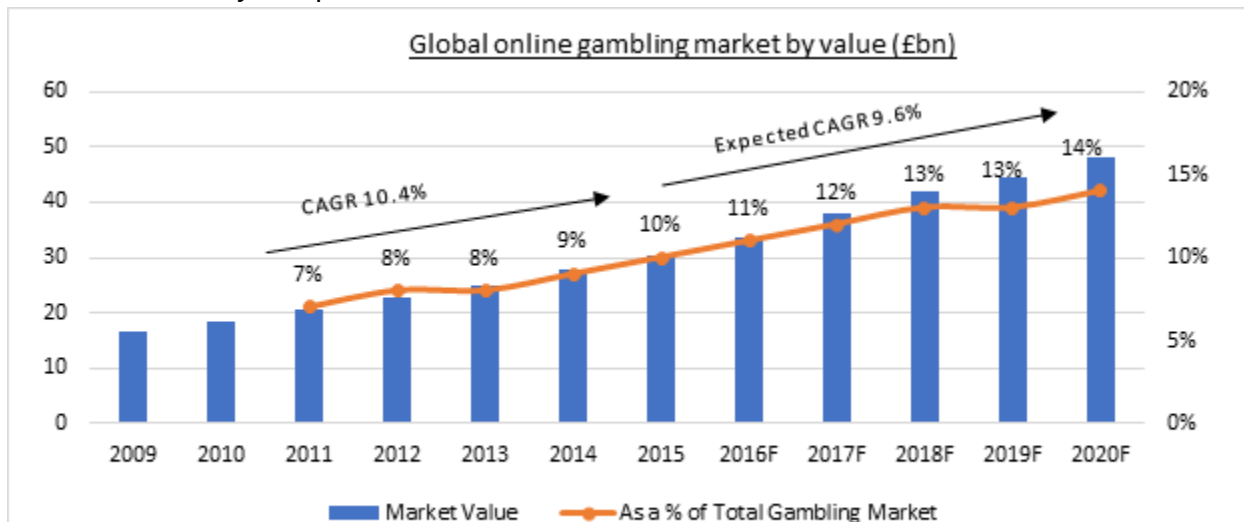
Executive Summary

The idea of the formation of the company came about by a team of veterans in the online gaming industry wanting to maximise the potential of the online gaming industry but simplifying the industry with the help of technology and user experience. The industry has grown a lot in a short period of time and with such growth comes opportunity however the team feels the growth of the business and the technology has not been growing at the same rate. Using the latest technologies along with the simplified customer workflows we aim to offer a fast secure and easy product to the markets.

Opportunity

Problem Summary

The current casino market is a very lucrative and growing business and it was valued at over 50 billion EUR in 2020. However it is also very competitive and also very saturated with most of the business offering the same product, games and promotions offers. The Competition offers the same product based on the fact that the technology used is most of the time limited and outdated. Which in return creates a negative users experience as well as promotional offerings which are normally complicated and difficult for the users to understand.



Source: H2 Gambling Capital and iGaming Business Magazine

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Solution Summary

The product we are proposing for the market is based on the latest technology keeping the user experience in mind. This is why we have developed a product which is extremely fast and responsive and offers a very simple user flow for registration login and play. The second selling point of our product is that the promotional offer is based on a very fair and understandable offer where the user can see what is offered to him and can get compensated without any complicated wagering requirements. The third point we are proposing in the new product is that we offer externally quick cash-in and also cashout which in return give the customer the peace of mind that their money is safe and available. We also have the ability to offer both crypto-friendly and fiat solutions

Product

The product will be a Curacao licensed online casino website integrated with the best providers in the industry to offer casino games as **well as the payment methods to the customer.**

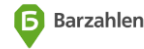
The Website will be offering the below providers

Content Suppliers



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Payment Suppliers

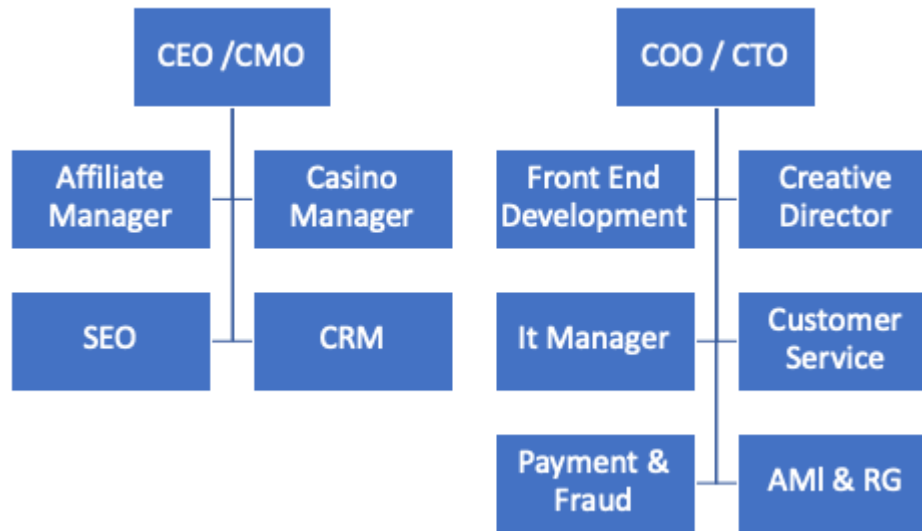


Other Suppliers



Corporate Overview

Entretenimiento Rojo B.V will be built & supported by key experts with over 70 years combined experience in the online gaming space. The business will offer a white label solution from which operators can utilise state of the art technology stack which promises a quick and smooth onboarding journey. White label partners can then utilise strong relationships of the business for the running of the operations to ensure the best customer experience along with the necessary safety and security for the players. This department will consist of technical positions, designers as well as customer service, payment, and player safety.



Competition

As mentioned previously the competition in the market is quite saturated for Casino users and our sites will join big operators and compete with a number of other operators such as www.betsson.com, www.mrgreen.com, www.videoslots.com etc.

Why Us?

Technology

As a business we will be offering a product which will offer a fast and secure way to register and open an account by working with newer technologies as well as automating a lot of the KYC and registration process.

Promotional Offering

Entretenimiento Rojo B.V has analysed the promotional offering in the current market and by taking the approach of simplicity and fairness we have developed a promotional package such as cashback as well as cashdrops which the user can see and under the promotion offered.

Also ensuring that there are no complicated wagering requirements to fulfill will retain and attract customers. In summary the bonuses given are directly credited to the customer account as cash.

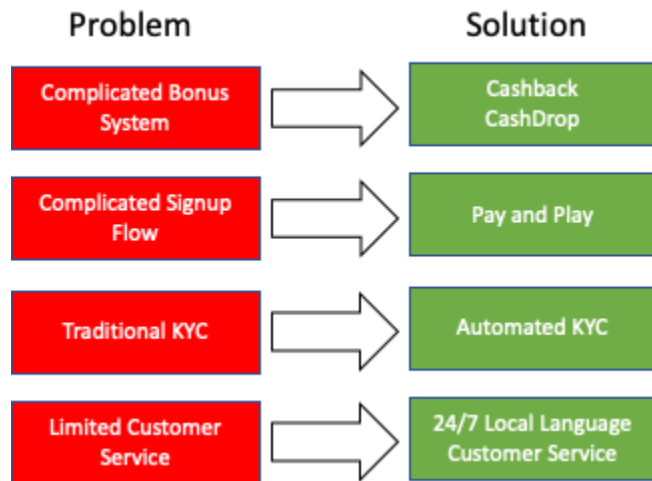
Local

On the websites www.pocketplay.com and www.ticktaccasino.com the company will ensure that the product is tailored to the market. This will be achieved by ensuring the right language on content on the site as well as offering 24/7 customer support in the same language. Promotions and marketing will also be based on the country of operation such as specify bonus based on holidays of the country. The payments providers and content providers will also be offered based on a localized service thus ensuring the player has the option to use his favorite method of payment as well as playing his favorite game depending on the country of origin.

Pay In Pay Out

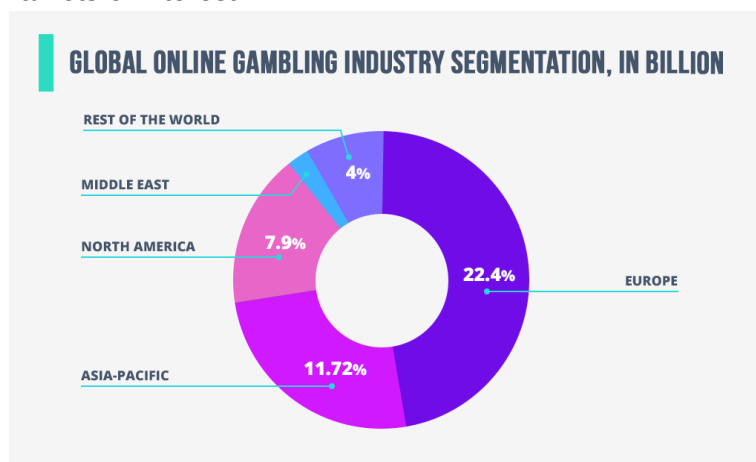
Combining both the technology and automation of process but also having the right and experienced staff we will ensure that all payments coming into and also going out of are system are executed as fast as possible thus give the customer the comfort and trust that his money is available to him.

Problem & Solution Overview



Target Markets

Markets Entretenimiento Rojo B.V will operate in is located in Europe as well as outside of Europe. We believe that there is a big possibility of markets driving revenues outside of Europe, however we also believe in having an European customer base since it is a valued, stable and mature market. European focus will be on countries such as Finland and Norway. Additional target markets will be Canada and New Zealand to start with. Thereafter a further evaluation will be done on other markets of interest.



Gambling Market Overview

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Competition

- In the proposed market that Entretenimiento Rojo B.V initially will enter the competition is fierce with most of the big operators such as Betsson, Leo Vegas, Comeon Group, Kindred etc. active.
- There are also new players entering the markets every month. However, the overall market is still growing and older brands with big organisations are losing market share to more innovative and fast moving organizations.

Our Advantages

- Unique product designed for the markets we enter with localization of the product.
- Modern design of brands with unique technical features.
- Unique, segmented, tailored approach for retention execution.
- State of the art technology platform
- Experienced and skillful team that can work agile and understand the players needs.

Marketing Acquisition Plan

- The main acquisition source will be affiliate collaborations through extensive networks
- Aggressive and attractive promotional offers will make sure the brands are very competitive.
- Strong SEO focus to create organic traffic and also safeguard against affiliates cannibalizing on traffic towards our brands,
- Programmatic (Twin and retargeting traffic) and Social media digital marketing focus.

Marketing Retention Plan

- Segmentation of players per market
- Data and analysis driven approach
- Automated instant rewards to players based on their game performance will increase session time as well as decrease churn.
- Daily, weekly, monthly promotions to reduce churn
- Anti-churn actions (reactivation by email, sms)