

SPORTS BETTING & ONLINE CASINO GAMING BUSINESS PLAN

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- Business Overview

Without doubt, the value of the global sports betting market is very hard to estimate because of the lack of consistency in how it is regulated in some countries. Few analyses put the value of the sports betting industry at between 700 billion Euros. But it is known that Illegal sports betting alone could be worth 500 billion Euros according to some experts.

It is good to know that sports betting makes up about 13 percent of the global gambling market, which also includes lotteries, casinos, gaming machines, bingo, and other gaming paraphernalia.

Estimations put the gross win of the global gambling industry at more than 400 billion Euros.

Gross win from gambling is actually the amount of money the gambling operation keeps from the customer's stakes, wagers, bets, etc., less the winning paid out to the customer and before deducting operating expenses. Asia is the biggest market for gambling and sports betting in particular.

The online/interactive category is probably the fastest-growing segment of the industry. Worldwide gross win from online gambling was around 41 billion Euros in 2016 and is projected to reach 57 billion Euros by 2018. Gross win from online sports betting reached about 21 billion Euros in 2016. Within 2012 to 2016, sports betting generated more than 50 percent of the total worldwide online gross win.

Sports Betting Business Plan – Executive Summary

50Gold B.V is a standard, licensed, and well-functioning sports betting and gaming company that owns the domain (www.....com) under which will operate its Online business and is located in Cyprus and licensed in Costa Rica. We at 50Gold B.V have been able to secure a standard facility in the central and easy-to-locate Limassol business hub.

We have made sure that we are well-equipped to service the whole football and gaming community. We believe that our bet company is going to become the number one betting destination for all sports and gaming lovers in Europe and Asian Markets. We have been able to get all necessary documents to make our business legal and formal.

We at 50Gold B.V have been able to conduct thorough market research and feasibility studies and we came to the conclusion that Cyprus is the right place to start our Bet company. We at 50Gold B.V believe that our client's best interest would always be our utmost priority, and all our activities will be guided by our values and professional ethics. We also hope to hire professionals who are well experienced in the betting industry.

We at 50Gold B.V plan to be open for 24 hours in a day during weekends (Fridays to Sundays) and from 6:00 am to 12 midnight from Mondays to Thursdays to provide the best services in the industry. This is the reason why we have been able to make adequate provisions for a floodlight system and also to recruit enough staff to run shifts amongst our workforce.

We at 50Gold B.V will at all times show our unadulterated commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible. Our management is always ready to hold themselves responsible to the highest standards by meeting our client's needs precisely and completely. We will cultivate a working environment that provides a sustainable approach to earning a living and living in our world for our partners, employees, and clients.

50Gold B.V is a family business owned by Nikos Tsikkou and his immediate family members. The business will be managed by Nikos Tsikkou who has well over 22 years of experience in the betting industry. Nikos Tsikkou holds a Bachelors degree in Computer Science

- Our Services and Products

50Gold B.V is a betting industry that aims to provide a good betting system and odds for sports lovers all over the world, which is why we have put up a facility that can help us achieve this goal. We at 50Gold B.V are positive that anyone who leverages our business will remain happy and interested.

These are the services and amenities that will be made available to our clients;

- Football bets
- Basketball bet
- Tennis bet bet
- Hockey bet
- Boxing bet
- Wrestling bet
- All other bet-liable sports

Additionally, we are providing due to 3rd Parties Agreements

- Live Casino (Evolution and Ezugi)
- Slots
- Virtual Racing

Our Vision Statement

Our vision at 50Gold B.V is to create a betting company that will serve and support the well-established, easily identifiable sports lovers in the world.

- Our Mission Statement

Our mission at 50Gold B.V is to provide the highly brand-conscious and affiliation of loyal individuals and organizations whose members live and breathe the world of sports, a platform to earn from their hobbies.

- Our Business Structure

Our business structure at 50Gold B.V is built to be a flexible version of a normal business structure.

We understand that a cross-functional workforce is key to our success. We also plan to make sure that the leadership or any staff team community of our business must be able to perform related tasks when the need or technical crises arise. Listed below are the portfolios we wish to start 50Gold B.V with;

- CEO
- Executive Director
- Internet Commerce Manager
- Marketing and Brand Manager
- Company lawyer
- Chief Technology Officer
- Application and content Developer
- Technical and infrastructural manager

Roles and Responsibilities

President

- He is in charge of overseeing all other executives and staff within the organization.
- He is tasked with the board of directors and other executives to determine if the company is in accordance with its goals and policies.
- Charged with encouraging business investment.
- He also promotes economic development within communities.
- He is in charge of directing the organization's financial goals, objectives, and budgets.
- Implement the organization's guidelines on a day-to-day basis.

- Preside over quality control.

Executive Director

- He is in charge of overseeing all other executives and staff within the organization.
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- Charged with encouraging business investment.
- He also promotes economic development within communities.
- He is in charge of directing the organization's financial goals, objectives, and budgets.
- Implement the organization's guidelines on a day-to-day basis.
- Preside over quality control.
- In charge of hiring, training, and terminating employees.
- In charge of developing and implementing strategies and set the overall direction of a certain area of the company or organization.
- Provide visionary and strategic leadership for the organization.
- Collaborate with the board of directors to develop the policies and direction of the organization.
- He makes sure that the members of the Board of Directors have the information necessary to perform their fiduciary duties and other governance responsibilities.
- He also provides adequate and timely information to the Board to enable it to effectively execute its oversight role.
- Direct staff, including organizational structure, professional development, motivation, performance evaluation, discipline, compensation, personnel policies, and procedures.

Chief Technology Officer

- Charged with establishing governance processes of direction and control to ensure that objectives are achieved.
- He directs and develops a Certainly A security plan.
- He protects the confidentiality, integrity, and availability of the company's data and servers.
- He identifies and implements technology trends and platforms.
- He also communicates the company's technology strategy to investors, management, staff, partners, customers, and stakeholders.
- Evaluate and recommend technologies.
- Select and register the company's domain names.
- Tasked with establishing an email service.
- Implement a web-based internal communications system.
- He oversees graphic designer's efforts to create a company corporate identity and website.
- Manages vendor relationships.
- Conducts code reviews and specification conformance testing.
- Establishes a quality assurance process.
- Establishes an application deployment process.
- Monitors web analytics regime to ascertain site traffic.
- Implements technical requirements for Internet marketing and search engine optimization.
- Integrates customer service and support with the software engineering process to support resolution of customer issues and improve application usability.

Application and Content Developer

- Manages web traffic and analyses alterations accordingly to improve the Return on Investment.
- Project management along with front-end development advertising using Ad words and other tools, implementation, and optimization.
- Validates contents for accuracy and usability using support communications and ensures adherence to goals set by higher officials.
- To find out the right place for the placement of content on the website to develop the business and act as a traffic manager for supplier online marketing operations.

Marketing and Brand Manager

- In charge of meeting the sales targets of the organization through effective planning and budgeting.
- In charge of deciding strategies and techniques necessary for achieving the sales targets.
- In charge of mapping potential customers and generating leads for the organization.
- In charge of brand promotion.
- Tasked with motivating team members is one of the most important duties of a sales manager.
- It's the duty of the sales manager to ensure his team is delivering desired results.
- In charge of not only selling but also maintaining and improving relationships with the client.
- In charge of keeping the necessary data and records for future reference.

Technical and Infrastructural Manager

- Responsible for all IT systems within a company, including hardware, software, and security systems.
- Spends a lot of time meeting with employees from various departments to discuss how to make the company's data more accessible and secure, and how to make business operations run more smoothly and efficiently.
- Other duties assigned by the president.

Internet Commerce Manager

- Develops an online business strategy in collaboration with product and marketing managers.
- Works with designers, website developers, and content providers, such as copywriters and photographers, to create or improve the site.
- Works with payment providers to develop payment mechanisms that are secure and that protect customers' personal details when they pay by debit or credit card.
- Checks site content and systems regularly to ensure that they are working properly.
- Monitors site metrics, such as time for web pages to load, total numbers of site visitors, and visitors by product or page.
- Analyses the information and recommends changes to improve performance.
- Makes sure that any stored customer data is secure against threats from cybercriminals.
- Helps to develop or recommend marketing programs to increase sales.
- Analyses metrics, such as the number of visitors who just browse, rather than place orders.
- Identifies products that took increased revenue following a promotion or products where sales declined following a price increase.

Company Lawyer

- Ensures that our business transactions are in compliance with the law.
- Researches the law implicated by that transaction and advises on any negative effects it might create.
- Ensures that our legal decisions translate to a strong bottom line.

Security Guards

- In charge of protecting the agency and its environments.
- Controls traffic and organizes parking.
- Gives security tips when necessary.
- Patrols around the building on a 24-hour basis.
- Presents security reports weekly.

Sports Betting Business Plan – SWOT Analysis

Indeed, the journey of a thousand miles starts with a step, and nothing good comes easy. We at 50Gold B.V have made concrete decisions not to make mistakes right from the very foundation of our business. We also employed the services of a well-known consultancy firm known for its marketing and business promotion ideas to aid us with our SWOT Analysis.

This consultancy firm, during the time of their research, was very thorough and straight. The consultancy firm had to make use of our available workforce to really understand how eager and competent they are to the success of 50Gold B.V. Properly summarized below is the result of their SWOT Analysis for 50Gold B.V;

• Strength

According to the SWOT Analysis, our strengths lie in our zeal, publicity budget, and our workforce. It is believed that we have a standard A-list team with excellent qualifications and experience in their various niche areas in the gambling, betting, and computer programming industry. They believe that our workforce is made up of competent, result-driven, eager, and well-educated individuals.

• Weakness

It was straightforward to note in the SWOT Analysis that the sports betting industry is very competitive. Our SWOT Analysis also explained that our weakness includes the time it might take us to develop an identity and consumer brand acceptance, develop and execute effective marketing communications, identify and execute ongoing affiliate revenue generation, advertising, and e-commerce revenue stream. We believe all these are issues we can handle properly and very fast.

• Opportunities

It was also noted categorically that the opportunity available in the social media industry is so large. Sports and Gaming are actually an act or a hobby that brings people of different races together and will forever remain relevant in our world. We understand how eager people are to gain more money or supplement their income.

• Threat

The SWOT Analysis conducted for us also pointed out the threats we might be facing in the industry. It pointed out clearly that we may encounter threats like acquiring strategic investment and a consistent funding stream, enforcing technological and strategic site development and content planning, developing content/link generation, user functionality, and programming development and execution, the vast nature of the industry, and the level of competition in the sports betting industry.

Sports Betting Business Plan – MARKET ANALYSIS

• Market Trend

In the world of betting, the use of a mobile phone or tablet to place a bet has made it a lot easier and accessible. But just as the global in-play markets have grown rapidly in recent years, the problems posed by illegal gambling and match-fixing are very real and growing ones. Below are the very important trends in the industry.

- Match-fixing

There have been various cases of match-fixing in most sports in the sports industry. Fixing the final outcome is one of the major threats to sports betting and fixing a part of a match or performance which may affect the final result – what is known as “spot-fixing”.

You can bet on an individual player being cautioned during a match, but gamblers are confined to small stakes for fear that such betting opportunities can be manipulated. And it is a known fact that bribed players can make a fortune from gambling from bets placed with illegal bookmakers around the globe such as South Asia where gambling occurs outside the control of European sports authorities.

- Illegal betting

Quite close to match-fixing, an alarming concern for bookmakers is the proliferation of illegal betting. It has been estimated that the industry could be worth as much as \$500bn per year. While it is vastly believed that most function in Asia, it is very hard to put a figure on the size and manner of illegal gambling because there are no official figures there. Also analysis holds it that Illegal betting syndicates often offer better odds for a sporting event by making sure that the pay out for a winning bet is more lucrative and attractive.

- The growth in technology

Technology has actually brought about the biggest change in this industry. Indeed betting companies continue to sell punters a conviction or feeling; punters can place their bet remotely. In the industry now, there is no longer need to make a trip to the betting shop or physically attend a horse race. The global remote betting market alone was worth more than €18 billion in 2010. The widespread use of internet and mobile phones for placing a bet has also made the industry ever more lucrative as quick access to odds ensures betting is highly accessible.

- Our Target Market

Our Target Market at 50Gold B.V cuts across people of different walks of life. Different people have different instincts for different sports. We at 50Gold B.V will work towards providing services, facilities and environment that will help us reach out to our target market. These are the category of people that we intend marketing;

- Working Class Adults/Corporate Executives
- Business People/Entrepreneurs
- Government Officials
- Celebrities
- Applicants/School Leavers
- Sports Men and Women
- College Students
- Tourists

Our Competitive Advantage

We at 50Gold B.V understand that what attracts people to betting companies are the various games, business location, interesting odds that they offer, Bonus and Fast Payment solutions.

50Gold B.V can also boast of having a team of highly qualified professionals who will work with all our clients and make it easy and comfortable for them in all the sports betting we offer and also our odds are the very best in the industry.

We at 50Gold B.V will be open 24 hours in a day during weekends (Fridays to Sundays) and from 6:00 am to 12 midnight from Mondays to Thursdays in order for us to accommodate people with different time preference. We will also make sure that our employees will be well taken care of, and their welfare package will be among the best within our category.

- Sales and Marketing Strategies

We at 50Gold B.V don't have plans of leaving any stone unturned to become and remain the best in the industry. We have through extensive research understood how competitive the industry is and we hope to make it our hub and zone. We at 50Gold B.V hope to employ our sales and marketing team based on their vast experience in the industry and they will be trained on a regular basis so as to be well equipped to meet their target and the overall business goal of 50Gold B.V.

We hope to make use of the following strategies to become the king of the Betting industry;

- We plan to attract and leverage current outdoor industry leaders for content and co-brand association.
- We will leverage branding efforts in marketplaces across multiple media and technologies.
- Introduce our company by sending introductory letters alongside our brochure to individuals, corporate organizations, religious organizations and key stake holders.
- Promptness in bidding for marketing contracts from the government and other cooperate organizations.
- Advertise our business in relevant Online Media ,business magazines, newspapers, TV stations and radio station.
- List our business on yellow page ads (local directories).
- Attend relevant international and local expos, seminars and business fairs et al.
- Create different packages for different category of clients in order to work with their budgets and still deliver excellent design and services.
- Leverage on the internet to promote our business.
- Engage direct marketing approach.
- Make use of referrals.

Sports Betting Business Plan – Publicity and Advertising Strategy

We at 50Gold B.V have created unique and well budgeted publicity strategies to boost our business. We have stated many times already in this business plan that our publicity budget gives us nothing less that a 70% chance of survival in this industry.

Our publicity and awareness strategies at 50Gold B.V will rely on the power of targeted online messaging tools, strategies, and word-of-mouth references, followed up with directed traditional media promotional strategies, such as outdoor advertising, periodicals, and network and cable sponsorship.

Outlined below are the strategies we hope to adopt at 50Gold B.V • We plan to place adverts on both print (newspapers and magazines) and electronic media platforms.

- We hope to sponsor relevant community based events/programs.
- We will make use of the internet and social media platforms like; Instagram, Facebook , twitter, YouTube, Google + et al to promote our services.
- We all also install Billboards on strategic locations all around London.
- We will also make sure we engage in road show from time to time in targeted neighbourhoods.
- Distribute our fliers and handbills in target areas.
- Contact corporate organizations by calling them up and informing them of our business.
- List our web cum graphic design company in local directories/yellow pages.
- Advertise our company in our official website and employ strategies that will help us pull

traffic to the site.

- Ensure that all our staff members wear our branded shirts and all our vehicles are well branded with our company logo et al.

Sources of Income

It is important to note that 50Gold B.V is a business we believe will reach all continents of the world and we have plans of using our own funds. Our source of income is focused strictly on the business niche of the industry. We hope to get our income and maximize profits by offering the following services;

- Sports Betting bets
- Live Casino (Profit Sharing)

Horse and Greyhound Racing (Profit Sharing)

- Poker Rakeback
- Slots (Profit Sharing)
- Virtual Racing (Profit Sharing)

Sales Forecast

We at 50Gold B.V have researched the industry extensively and a prototype site has been developed and is up and running in a privately hosted environment and prospective customer and partner lists have been developed and several have been contacted for establishing an emerging business relationship 50Gold B.V has also built agreement with several vendor partners to offer ecommerce opportunities within the online community

50Gold B.V can also boast of a business management team consisting of business and technical professionals. Also, focus groups have been established and are currently providing ongoing insight and consumer end-user feedback into the online community development cycle.

Initial market acceptance tests have indicated a warm welcome of the concept. This to show that we are bent on making 50Gold B.V the best. Below is the sales forecast of 50Gold B.V within the next three years;

- First Year:- €980,000
- Second Year:- €2,087,000
- Third Year:- €5,400,000

Note: it is worthwhile to note that this sales forecast was done based on what is obtainable in the industry and with the assumption that all our threats will be a stepping stone for us.

- Our Pricing Strategy

We 50Gold B.V hope to keep our odds for now above the average market rate and offer various Bonus Structures to attract customers and clients. 50Gold B.V we believe will grow to what we dream it to be and we hope to be part of the future of the Betting industry.

We at 50Gold B.V understand the nook and crannies of the industry, and we believe in what we can do. We hope to provide distinctive services that will shake the sports betting industry from its roots.

- Payment Options

50Gold B.V is a business we hope would take over the world and as such, we have substantial payment options that will favour all our customers right from the south of Africa up to the Antarctica. We at 50Gold B.V will be creating online payment options that will be very secured and easy to access. We have partnered with a well known bank in Armenia and also with Zota Payment systems to make sure we provide the following services;

- Payment via cards (credit cards, debit cards, smart cards etc.)
- E-banking
- Mobile banking
- Other electronic payment procedures

Sports Betting Business Plan – Financial Projections and Costing

In starting 50Gold B.V, the price or cost depends explicitly on the approach and size, which we believe will be very large. We understand that finance is needed in any business venture; funds are needed for renting office space, buying equipment, advertising et al, and any start-up can either be low or high depending on the goals, vision and aspirations for the business. We believe we will earn back every cent we spend as start up capital.

Listed below are the ways we expect to spend our start up capital;

- Business incorporating fees in Cyprus will cost – €600
- Our price for Liability insurance, permits and license will cost – €10,000
- Our budget for acquiring an office space or warehouse that will accommodate the number of employees for at least 6 months (Re – Construction of the facility inclusive) will cost – €100,000.
- Equipping the office (computers, printers, projectors, markers, servers/internet facility, furniture, telephones, filing cabinets, and electronics) will cost – €100,000
- Amount required to purchase the needed software applications – €3,500
- Launching an official website will cost – €4,000
- Our price needs to pay bills and staff members for at least 2 to 3 months – €70,000
- Additional Expenditure such as Business cards, Signage, Adverts and Promotions will cost – €5,000
- Our publicity and marketing budget – €1,000,000
- Miscellaneous – €10,000

From our detailed analysis above, we will needing €1,303,150 to start 50Gold B.V This business will be a world class business that will reach all the corners of the world.

General 50Gold B.V ting Funding / Start up Capital for 50Gold B.V

50Gold B.V is the idea and sole business of two astounding business tycoons. The business being a huge business won't be easy for just one man to fund, which is why we hope to attract more funds. These are the areas we intend generating our start-up capital;

- From personal savings
- From friends and other extended family members
- Attract Investors and venture capitalists
- Raise a larger chunk of the start up capital from the bank (loan facility).

Note: We are hoping to raise \$1 million – \$1.5 million for the development, launch, and 5-year ongoing expense outlook of the company. Additional funding requirements will potentially be required for additional consumer brands and currently unseen partnership development opportunities.

Our Key supplier would be praxis banking <https://praxis.tech/>

Risk management in online casino payment gateways is crucial due to the potential for fraud, chargebacks, and regulatory compliance issues. Here are some procedures for managing risks in online payment gateways for casinos:

1. ***Identity Verification:*** Implement robust identity verification processes to ensure that customers are who they claim to be. This might include verifying personal information, checking for government-issued IDs, and using biometric authentication methods where possible.
2. ***Anti-Money Laundering (AML) Compliance:*** Adhere to strict AML regulations to prevent the use of the platform for money laundering activities. This involves monitoring transactions for suspicious activity and reporting any suspicious transactions to regulatory authorities.
3. ***Fraud Detection and Prevention:*** Utilize advanced fraud detection tools and algorithms to identify and prevent fraudulent transactions in real-time. This could include monitoring for unusual spending patterns, detecting high-risk transactions, and implementing multi-factor authentication for high-value transactions.
4. ***PCI DSS Compliance:*** Ensure compliance with the Payment Card Industry Data Security Standard (PCI DSS) to protect customer payment card data and prevent data breaches. This involves implementing secure payment processing systems, encrypting sensitive data, and regularly auditing security measures.
5. ***Transaction Monitoring:*** Continuously monitor payment transactions to identify and address any irregularities or anomalies. This could involve setting transaction limits, monitoring for unusual transaction volumes, and flagging transactions that deviate from typical customer behavior.
6. ***Chargeback Management:*** Develop procedures for managing chargebacks effectively to minimize financial losses and maintain a positive reputation with payment processors. This might include investigating the reasons for chargebacks, providing evidence to refute invalid chargeback claims, and working to resolve disputes with customers.
7. ***Regulatory Compliance:*** Stay up-to-date with relevant gambling regulations and compliance requirements in all jurisdictions where the online casino operates. This includes obtaining appropriate licenses, adhering to age verification requirements, and complying with restrictions on certain types of gambling activities.
8. ***Secure Payment Gateway:*** Use a reputable and secure payment gateway provider that employs industry-standard encryption protocols and security measures to protect sensitive payment information.
9. ***Customer Education:*** Educate customers about safe gambling practices, responsible gaming behaviors, and the risks associated with online gambling. Provide resources for customers to seek help if they experience gambling-related problems.
10. ***Regular Audits and Reviews:*** Conduct regular audits and reviews of payment processing

systems, policies, and procedures to identify any weaknesses or areas for improvement. Stay vigilant and proactive in addressing emerging risks and vulnerabilities in the payment gateway environment.

For an online casino and sportsbook, some target KPIs (Key Performance Indicators) might include:

1. *Revenue:* Total revenue generated from both casino games and sports betting.
2. *Customer Acquisition:* Number of new customers acquired within a specific period.
3. *Customer Retention:* Percentage of customers who continue to use the platform over time.
4. *Active Users:* Number of active users engaging with the platform daily, weekly, or monthly.
5. *Player Lifetime Value (LTV):* The predicted net profit attributed to the entire future relationship with a player.
6. *Conversion Rate:* Percentage of website visitors who become registered users or make a deposit.
7. *Average Revenue Per User (ARPU):* Total revenue divided by the number of active users.
8. *Churn Rate:* Percentage of customers who stop using the platform over a specific period.
9. *Bet Size:* Average amount of money wagered per bet.
10. *Return on Investment (ROI):* Measure of the profitability of marketing and promotional efforts.

Procedures for achieving these KPIs might include:

1. *Effective Marketing Campaigns:* Implement targeted advertising and promotions to attract new customers and retain existing ones.
2. *User Experience Optimization:* Continuously improve the website or app interface to enhance user engagement and satisfaction.
3. *Customer Support:* Provide responsive and helpful customer support services to address issues promptly and maintain customer satisfaction.
4. *Fraud Prevention Measures:* Implement robust security measures to prevent fraudulent activities and ensure fair gaming.
5. *Data Analysis:* Regularly analyze customer data and betting patterns to identify trends and opportunities for optimization.
6. *Compliance:* Adhere to regulatory requirements and industry standards to maintain legality and trustworthiness.
7. *Partnerships:* Collaborate with reputable gaming providers and sports leagues to offer a wide range of betting options and enhance credibility.
8. *Incentive Programs:* Offer bonuses, rewards, and loyalty programs to incentivize continued engagement and increase ARPU.
9. *Mobile Optimization:* Ensure the platform is optimized for mobile devices to accommodate the growing trend of mobile gaming.
10. *Continuous Improvement:* Regularly review performance metrics and adjust strategies accordingly to optimize results over time.

SPORTS BETTING BUSINESS GROWTH: Sustainability and Expansion Strategy

It is our sole plan to build is a global business that will surpass the territories of the India; we will expand 50Gold B.V to all the ends of the world. We at 50Gold B.V Ltd plan to start it's expansion by next three years when we must have built a first class corporate identity.

50Gold B.V will also ensure that we constantly engage in continuous capacity building for our

workforce; we will not relent in training and re-training of all our employees. 50Gold B.V also plans to create good incentives that will keep them with us and not just only that, but give their best to the business. We have made sure that our workforce will remain the best in the coupon industry. Our tactical execution activities at 50Gold B.V will continue as follows in support of what is obtainable in the industry. Our website will be launched no later than mid October. 50 Gold B.V website will have an estimated 75 percent portion of initial “look and feel” issues resolved, 75-90 percent portion of content/links available, 70 percent of interactive functional issues resolved, and 80 percent of revenue-generating affiliate partner programs in activation.