
GB TECH SERVICES

INTERNATIONAL GAMING

BUSINESS PLAN

INTRODUCTION

GB Tech (the Company) is a newly incorporated entity in Curacao with the goal of launching an international online gaming project. The Company plans to operate under a Curacao license, initially targeting markets in Latin America, Portugal, and Italy. This Business Plan outlines GB Tech's business strategies and financial targets.

GB TECH SOLUTIONS BUSINESS MODEL

GB Tech Solutions aims to enter the international online gaming market with an aggressive approach, focusing on high-end, detailed bookmaking, and robust marketing strategies. The company's business model will rely on an outsourcing agreement with B Services sh.p.k, a company incorporated in Albania. B Services sh.p.k boasts extensive experience in the gaming industry, spanning over 20 years in both online and land-based operations. With more than 800 betting shops and a workforce of 3,500 employees, the company offers comprehensive gaming solutions.

These objectives are described in detail in the relevant sections of Business Plan.

PLATFORM SOLUTION

The business model will be based on an outsourcing agreement with B Services sh.p.k, a company incorporated in Albania, having an extensive experience on the industry for over 20 years, online and land based with more than 800 betting shops, that offers its all-inclusive gaming solutions, including but not limited to:

- Software: High end platform with over than 30.000 live games/month;
- 140K+ prematch events every month;
- Multiple languages solutions;

- Multiple currency solutions;
- Comprehensive Back Office management & reporting;
- Possibility to integrate and manage payment systems;
- Multiple features to manage web desktop and web mobile content;
- Multiple configurations to manage sportsbook products.

Sportsbook Risk and Management Solution

Risk management, using an extensive experience coming out of over 20 years of sports betting, managing online and land based with more than 800 betting shops, using live traders with advanced betting tools and customizing odds to the end user;

Strategies:

1. Compliance and Responsible Gaming:

Objective: Ensure compliance with all relevant gambling regulations and promote responsible gaming.

Tactics:

- Regularly update policies to align with legal requirements.
- Implement age verification and identity checks.
- Provide resources for responsible gaming education and support.

2. Customer Acquisition:

Objective: Expand the customer base and attract new players.

Tactics:

- Develop targeted marketing campaigns through online and offline channels.
- Offer attractive signup bonuses and promotions.
- Utilize affiliate marketing for broader reach.

3. User Experience and Interface:

Objective: Enhance the overall user experience to keep players engaged.

Tactics:

- Invest in intuitive website/mobile app design.
- Regularly update and improve the gaming platform.
- Provide seamless and secure payment options.

4. Loyalty and Retention:

Objective: Retain existing customers and foster brand loyalty.

Tactics:

- Implement a loyalty program with rewards for frequent players.
- Send personalized promotions and bonuses based on player behavior.
- Engage customers through newsletters and targeted communications.

Objectives:

1. Increase Market Share:

Key Results:

- Achieve a specified percentage increase in the number of active players.
- Expand into new markets or regions.

2. Ensure Regulatory Compliance:

Key Results:

- Maintain a 100% compliance rate with all relevant gambling regulations.
- Implement and pass regular audits.

3. Enhance Customer Satisfaction:

Key Results:

- Achieve a high Net Promoter Score (NPS) from customer feedback.
- Reduce customer complaints and dispute resolution times.

4. Maximize Revenue:

Key Results:

- Increase the average revenue per user (ARPU).
- Introduce new revenue streams, such as live gaming or additional game offerings.

Tactics:

1. Marketing and Advertising:

Tactics:

- Use targeted online advertising on social media and search engines.
- Sponsor relevant events or sports teams.
- Collaborate with influencers in the gaming and entertainment industry.

2. Technology and Innovation:

Tactics:

- Invest in the latest gaming technologies, such as virtual reality or live dealer games.
- Implement artificial intelligence for personalized user experiences.
- Regularly update software to fix bugs and improve performance.

3. Customer Support:

Tactics:

- Offer 24/7 customer support through various channels.
- Provide self-help resources and FAQs.
- Monitor and respond to customer feedback on social media.

4. Security and Fraud Prevention:

Tactics:

- Employ robust security measures to protect customer data.
- Implement fraud detection systems.
- Educate customers about security best practices.

CONCLUSIONS

Companies have already been established, awaiting the activation of payment methods to initiate the plan implementation. The company has prepared all necessary steps to execute the plan systematically to achieve the expected results. The company will utilize various promotional tools for each targeted market, attracting a high number of players. The end user is guaranteed to be engaged and interested in all bonuses, tournaments, and prizes offered.

The company will proceed with a cautious initial pace, studying the competition in each market to ensure gradual and steady growth. Through careful market study, the company projects a turnover of Euro 100,000,000 after 12 months.