



Business Plan

NE



NE.

March 01, 2022

Table of Contents

Executive Summary	4
Company & Business Description	4
Product & Services Line	5
Market Analysis	6
Marketing Plan	7
Sales Plan	8
Legal Notes	9
Financial Considerations	10

Executive Summary



Company & Business Description

Company Purpose

To Provide new opportunities of financial growing to all online users.

Mission/Vision Statement



To Provide quality services to our clients and help them to prosper using our platform and websites.

Products and Services Line

Product Offering(s)

E-Gamming and Online Betting

Service Offering(s)

Online Sports Betting, Online Cassino, Poker, ads e etc.

Pricing Model

Any amount the costumer wants to bet.

Market Analysis

Target Market

e-Sports and Online betting on South American Countries

Buyer Personas

Players on e-gamming and online betting

Location Analysis

We chose south American countries as our target location because our business location is in Brazil, and we notice a great market opportunity. After COVID-19, this type of market grew exponentially in south American Countries.

Competitor Analysis

- **Comparative Strength** – Large Know how in those countries market field.
- **Comparative Weakness** – Our, so called competitors, have not as much expertise like we do, in south American countries market, because they are not physically established on south America.

Marketing Plan



Positioning Strategy

We know better about our costumers needs, so we can offer a personalized online experience for them

Acquisition Channels

Websites and Ads

Tools and Technology

E-Gamming Software Platform and Websites

Sales Plan



Sales Methodology

Online Ads

Sales Organization Structure

E-Gamming Software Platform, BI and ERP to manage the Business

Sales Channels

Websites

Tools and Technology

E-Gamming Software Platform, Websites, BI and ERP Software

Legal Notes



Legal Structure

Our Legal structure are composed by:

- One owner. – Felipe Pragana Pessoa

Financial Considerations

Startup Costs

€ 250.000 (Two hundred and fifty thousand Euros)

Sales Forecasts

€ 2.500.000 (Two million and five hundred thousand Euros)

Break-Even Analysis

After 1 year

Projected P&L

At least € 3.000.000,00 (Tree million Euros)