

Confidential

IBC-Broker B.V.

Business Plan

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Executive Summary

Company Background

Our company has proudly maintained a thriving presence in the industry for a substantial 17 years. This longevity is confirmed by concrete evidence of consistent growth across multiple dimensions:

Steady Customer Base Growth

Impressive Volume Increase

Increasing Website Traffic

17 Years of Licensing

Online Presence Since 2007

Established Key Player Status: We've emerged as a recognized and influential player within the industry. This status isn't a mere claim but is validated by our consistent performance and reputation.

Diverse Merchant Bank Accounts: Our ability to execute payments seamlessly is facilitated by our access to several merchants, bank accounts, including One.io and Payment Execution

Reputable Partnerships: We've entered into partnerships with industry leaders such as Araco Consulting and Colet Systems Limited. These partnerships bring valuable resources and connections to our operations.

Company Purpose

We recognize the ever-growing popularity of sports betting and the fervor with which individuals engage in this activity. Our purpose is to facilitate their journey by providing a reliable platform for accessing betting accounts.

In today's digital age, the betting landscape has become increasingly complex and competitive. Many customers, particularly those enthusiastic about betting, often encounter challenges in navigating the numerous of options available to them. These challenges may include difficulties in account creation, limited access to reputable bookmakers, complex account management, or even concerns about the security of their personal and financial information.

We offer them a specialized platform ensuring a convenient and enjoyable betting experience. Our business's purpose is to deliver accessibility and customized solutions for this specific customer group.

Solution Summary

We prioritize the convenience and enjoyment of the betting experience. Our user-friendly platform is designed to make the entire process from account creation to wagering as smooth and enjoyable as possible. We understand that enthusiastic bettors seek not only accessibility but also a seamless and engaging experience.

Market

In the gambling field, our target customers and market segments encompass a diverse range of individuals who engage in various forms of betting and gaming. Our primary market segments include: Sports Betting Enthusiasts, High Rollers and VIPs, Novice Gamblers, Online Gamblers, International Customers, Affiliate Marketers.

Mission and vision statement

Our mission is to provide a solution that simplifies the betting process for enthusiasts. We ensure that customers can easily open betting accounts, offering them a wide range of options with established bookmakers.

Business Description

Business Goals

Customer Satisfaction: Our foremost goal is to ensure the satisfaction of our customers. We aim to provide them with an exceptional betting experience by offering a wide selection of bookmakers, user-friendly account management tools, and reliable customer support.

Expansion of Partnerships: We intend to establish partnerships with additional reputable bookmakers. This expansion will offer our customers even more betting choices and opportunities.

Accessibility and Inclusivity: We are committed to making betting accessible to a broad audience. This includes catering to novice gamblers by offering needed resources and ensuring that our platform is user-friendly and welcoming to all.

Innovation and Technology: We will invest in cutting-edge technology to enhance our platform's functionality, providing customers with an even smoother and more enjoyable betting experience.

Marketing and Brand Awareness: Building a strong brand presence and increasing awareness of our services is a key goal. Effective marketing strategies will help us reach our target market segments and grow our customer base.

Revenue Growth: Naturally, as a business, we seek to grow our revenue while maintaining a reputation for fairness, integrity, and responsible gambling practices.

Continuous Improvement: We are committed to listening to customer feedback and continually improving our services based on their needs and preferences. We aim to stay agile and responsive to industry trends.

By pursuing these goals, our Betting Agent business aims to be a trusted and preferred partner for individuals looking to engage in betting activities, ensuring a safe, enjoyable, and convenient betting experience for all.

Target Market

Our Betting Agent services primarily cater to a diverse group of individuals who engage in various forms of gambling and betting. The key target market segments for our business include:

Sports Betting Enthusiasts are passionate about sports and find excitement in wagering on their favorite teams and events. They closely follow sporting fixtures, stats, and news. To cater to this segment, we provide an extensive platform with a wide range of sporting events, live betting options, and competitive odds. Offer detailed statistics and analysis to assist them in making informed bets.

High Rollers and VIPs are customers who are willing to bet significant amounts and expect a premium betting experience. They value personalized support, exclusive benefits, and a high-stakes environment. We own VIP-IBC platform that offers access to enhanced odds and fast withdrawals.

Novice Gamblers are new to the world of betting and gaming. They may be unsure about the rules and strategies, and they seek a user-friendly platform with educational resources. We developed a user-friendly interface with clear instructions, tutorials, and guides for beginners. With low-stakes betting options and demo modes to help them get comfortable with the platform.

Online Gamblers who engage in online gambling favor the ease and accessibility of betting and gaming on web and mobile platforms. They highly prioritize a smooth, safe, and promptly responsive online environment. Our betting platform caters to these preferences by offering user-friendly web and mobile applications featuring responsive design. Additionally, we provide a range of payment choices, including e-wallets and cryptocurrency.

Affiliate Marketers, whether individuals or businesses, are actively involved in promoting content and services related to the gambling industry. Their primary objective is to identify affiliate programs that not only offer attractive commissions but also provide essential marketing materials. We've designed an affiliate program that stands out in the industry, offering highly competitive commission structures and a comprehensive suite of marketing resources. This includes a wide array of banners and text links to effectively promote our platform.

By customizing our offerings and marketing strategies to align with the distinct requirements and preferences of these market segments, we position ourselves to attract and retain a diverse customer base in the fiercely competitive gambling and betting landscape.

Competition

Competition in the realm of sports betting is pretty big. It is a landscape characterized by the presence of both established giants and numerous smaller companies. These competitors have already made significant inroads, building their reputations based on the quality and diversity of services they provide.

These well-known companies have achieved prominence through their years of operation, substantial investments in technology and infrastructure, and a dedication to offering an expansive array of betting services.

On the other side of the spectrum, we have a multitude of small and very small companies that often operate as nimble and agile competitors in this highly competitive field. These businesses might specialize in niche markets, offering unique betting opportunities, or they might focus on providing personalized customer experiences. While they may not possess the resources and scale of the industry giants, they compensate with their innovation and customer-centric approaches.

Our Advantages

Our Betting Platform for Professional Players offers a distinct set of advantages that set us apart from the competition:

The New Round of Betting Evolution: We are at the forefront of innovation in the betting industry, consistently evolving and adapting to meet the changing needs and preferences of professional players. This commitment to innovation ensures that our platform remains cutting-edge.

Highest Odds and Limits Guaranteed: We pride ourselves on providing professional players with the most competitive odds in the market. Additionally, we guarantee the highest betting limits available, allowing our customers to maximize their potential winnings.

Biggest Selection of Events: Our platform offers an unparalleled array of events, spanning a wide range of sports and other betting opportunities. We provide professional players with an extensive menu of choices to cater to their diverse interests.

Secure Financial Transactions: We prioritize the security of financial transactions. Our robust security measures and protocols ensure that deposits and withdrawals are safe, protecting our customers' financial data.

Intuitive Interface: We understand the importance of a user-friendly platform. Our intuitive interface

simplifies the betting process, making it seamless and enjoyable for professional players.

24/7 Customer Support: We offer round-the-clock customer support and assistance. Our dedicated team is always available to address inquiries, provide guidance, and resolve any issues promptly.

The Highest Betting Limits You Can Find: Professional players require substantial betting limits, and we ensure that our platform accommodates these needs. Our customers can place substantial wagers confidently.

The Best Odds on Sporting Events: We consistently provide professional players with the most favorable odds on a wide array of sporting events, increasing their potential returns on investment.

Unparalleled Choice of Bookmakers: Our platform connects professional players with a vast selection of reputable bookmakers, enabling them to access a diverse range of betting options.

Wide Range of Betting Markets: We offer an extensive variety of betting markets to cater to the specific interests and expertise of professional players.

Many Available Currencies: Our platform supports multiple currencies, including Euro, USD, GBP, and others, allowing professional players to bet in their preferred currency.

Deposits and Withdrawals via E-Wallets, Bank Transfer & Cryptocurrencies: We provide a comprehensive range of payment options, ensuring flexibility and convenience for financial transactions.

These advantages collectively reflect our commitment to providing the best possible betting experience for professional players, making us a preferred choice in the competitive world of sports betting.

Product and Services

Services

Our Betting Agent business serves as an intermediary, facilitating the betting process for individuals who want to place wagers on various sports, casino games, and other gambling activities. We act as a bridge between our customers and reputable bookmakers, offering a wide array of betting account options and services. Here's an overview of our Betting Agent services:

Account Creation: We simplify the account creation process, making it quick for customers to set up accounts with leading bookmakers. Our platform streamlines the necessary documentation and verification procedures.

Access to Reputable Bookmakers: We have established contracts with a network of well-respected bookmakers, including prominent names in the industry. This grants our customers access to a diverse range of betting options, competitive odds, and a secure betting environment.

Account Management: Our platform provides tools for customers to efficiently manage their betting accounts. They can check balances and monitor transaction history.

Information and Insights: We offer valuable information, tips, and insights related to sports events and other betting opportunities. This helps our customers make informed betting decisions.

Customer Support: Our customer support team is available to assist with any inquiries or issues our customers may encounter during their betting journey. We aim to provide a high level of support and assistance.

Promotions

In this section of our business plan, we will outline our strategies for promoting and marketing our products and services to reach our target audience effectively. Promotion is a critical component of our overall business strategy, and it encompasses various marketing efforts to create awareness, generate interest, and drive sales.

Online Presence: Establishing a strong online presence is paramount in today's digital age. We focus on creating and maintaining an engaging website, optimizing it for search engines (SEO), and developing a consistent social media presence. This approach enables us to reach a broader audience and interact with potential customers.

Content Marketing: We produce valuable and informative content that addresses the needs and interests of our target market. This content includes blog posts, articles, videos, and infographics. By providing relevant information, we aim to position ourselves as industry experts and attract organic traffic.

Social Media Marketing: We leverage various social media platforms to connect with our audience, share content, run targeted advertising campaigns, and engage in meaningful conversations. This approach helps us build brand awareness and foster a loyal community of followers.

Email Marketing: By utilizing email marketing, we maintain regular communication with our subscribers. We send newsletters, promotions, and updates, providing personalized content and exclusive offers to our subscribers.

Influencer Partnerships: Collaborating with relevant influencers and industry leaders significantly expands our reach. We seek partnerships with individuals who align with our brand values and can effectively promote our products or services to their dedicated followers.

Referral and Affiliate Programs: Encouraging our existing customers to refer friends and family through referral programs is a valuable source of new leads.

Analytics and Metrics: Throughout our promotional efforts, we closely monitor key performance indicators (KPIs) to assess the effectiveness of our strategies. We use tools and analytics to adjust our approach as needed.

Budget Allocation: We allocate a specific budget for each promotional channel and closely manage expenditures to ensure a favorable return on investment (ROI).

By implementing these strategies and continuously evaluating their performance, we aim to establish a robust promotional plan that will help us achieve our business objectives and connect with our target audience effectively.

Company

Overview

The ownership of the company is held by Patrick Edmond Monnissen. Approximately 15 years ago, founded the company with the purpose of offering betting accounts to passionate bettors. Contracts were established with mainly with Asian bookmakers, and these agreements remain in effect to this day.

The founder has played a pivotal role in shaping the company's vision and direction. With a deep understanding of the betting industry and a commitment to providing high-quality services, owner has overseen the growth and success of the business over the years.

The continuing contracts with Asian bookmakers are a evidence to the company's steadfast commitment to providing top-notch betting account services.

Team's dedication to the company's mission and the trust placed in these long-standing partnerships have been instrumental in the company's continued growth and success in the betting industry. This unwavering commitment to delivering exceptional betting account services remains a cornerstone of the company's identity.