

Business Plan

By Liveoddsbet B.V.

Introduction and Background

This business plan will evaluate the potential of setting up an online casino platform in order to support B2C operations.

The promoter, Mr. Marc Iarochevitch, has 12 years' experience working in the gambling industry.

The goal is to set up a new brand that would be introduced to the online gambling market comprising a team of industry professionals with wide experience in product development, back and front-end development, marketing and online and land-based gambling.

The main goal is to launch an online casino – liveoddsbet.com - targeting users in Brazil, Peru, Chile.

The company intends to use the brand name of liveoddsbet.com Enterprises and intends to license the following domain liveoddsbet.com for this purpose. The mission is to become one of the region's leading operators, developing a user-friendly platform offering an unrivalled gambling experience.

liveoddsbet.com will offer Sports Betting, Casino, Live casino, Virtual games.

Structure

Our Curacao corporate structure will consist of a Curacao company **Liveoddsbet B.V.** It will include our two main representatives of the management team: Marc Iarochevitch and Thomas Wikstrom.

In this case, it is clear that Marc Iarochevitch, in addition to the role of UBO, brings a great deal of contribution to the company, carrying out work as Technical Operation Support, Responsible Gaming Contact Person and Billing. In turn, Thomas Wikstrom is a Compliance Officer.

Launch

For the launch of the brand liveoddsbet.com will focus on the development of all the casino elements of the business and ensure the offering is ready to meet the industry standards. We will carry out testing of the platform prior to launch to ensure users from our target regions can access the platform and also facilitate payments on the platform.

As mentioned above, **Liveoddsbet B.V.** will target users from Brazil, Chile and Peru. After integrating the payments systems and affiliate tools we will do a soft launch in the Brazil market first which is our primary market and ensure everything is working. Upon success we will carry out the same soft launches in Chile and Peru.

Assuming everything goes as planned with Licensing, setting up the payments agent company and payment systems we plan to carry out the first soft launch no later than December 2023.

Our Principles and Unique Value Proposition

We will strive to offer innovative next generation of products and ensure we maintain the platform up to date with the latest casino and live casino games by constantly following up with the latest developments in the Gaming Industry.

We aspire to promote a thrilling gambling experience consequently our user experience will be a priority. We will look to expand our team to employ experienced individuals who are enthusiastic about the industry and that are in line with our vision.

Due to the competitive nature of the industry the management have outlined the concepts for new products/features which do not currently exist in the market and we will seek to maintain a Brand that is fresh based on the current trends in the industry.

The principals' team has sufficient industry experience to launch liveoddsbet.com and ensure the longevity of user experience which will prove vital to developing the customer base gambling on the platform. Our extensive experience and knowledge of our target markets puts us ahead of most of our competitors as we know the market well and we have allocated sufficient funding to promote our product.

Funding

Mr Marc Iarochévitch has set an initial budget of up to €5mIn which will be provided to fund the setup and operations of liveoddsbet.com. Mr Marc Iarochévitch is able to further support with funding if required, however we believe that this will be sufficient for liveoddsbet.com until it becomes profitable. Mr Marc Iarochévitch once the License is obtained and corporate accounts are opened he will inject €1mIn from his personal account to fund the company's operations.

The liveoddsbet.com Casino Platform

We will go live with the own inhouse iGaming Platform solution. One of the most innovative and agile platforms on the market.

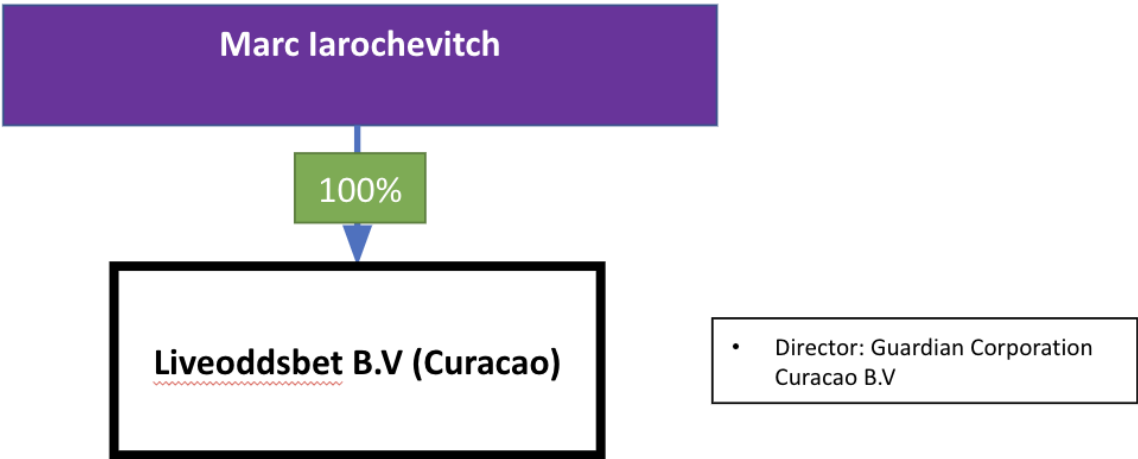
The platform will provide betting and third parts and will take care to integrate CRM and affiliate solutions provided by companies we are dealing with.

We believe our own custom platform will be providing us with greater control whilst in the long run enable us to minimise substantially our costs from the High minimum fees and GGRs provided by developers of turnkey casinos.

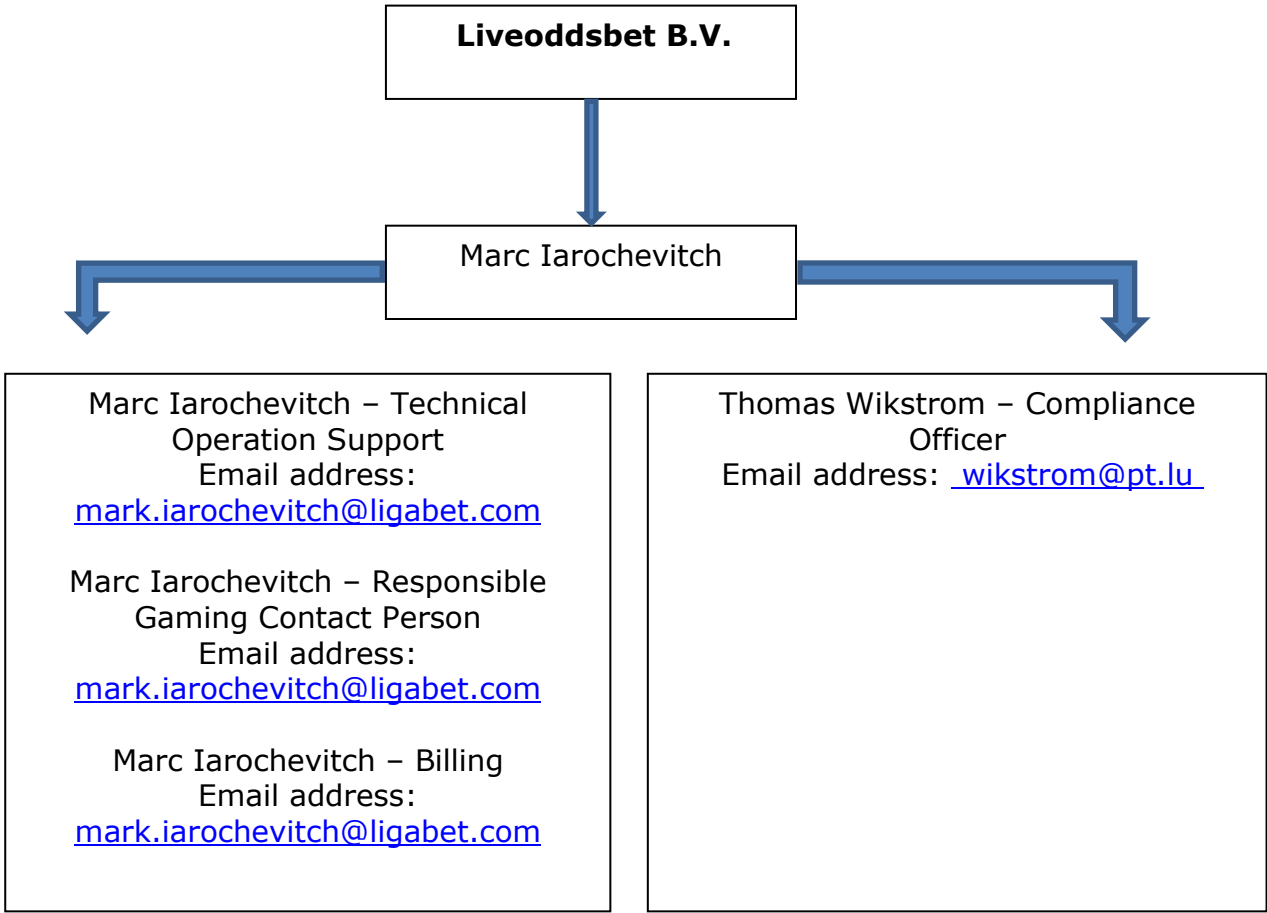
Platform

Below you can see a representation of how we intend to design **Liveoddsbet B.V.** Casino Platform including all the fundamentals that we will need to focus to bring this project to fruition.

STRUCTURE CHART



Company Control Structure
08 August 2023



Payment Gateway

We will use a payment gateway which will be integrated using an API on our platform. Utilising a payment gateway will enable us to access numerous payment methods offered by the gateway that can help our users facilitate payments on liveoddsbet.com.

The platform will be able to offer several payments methods including

- Credit, debit and prepaid cards, through several providers
- Direct integration with banks
- Mobile money
- E-wallet providers
- AMPs
- Crypto

Channels and Products

In the beginning we intend to launch an online version of liveoddsbet.com Casino Platform offering Casino and Live Casino games. In the future we will look for the possibility of developing our own liveoddsbet.com branded mobile app firstly supported only by Android and then expand to iOS if possible.

Management system

Our management system will be developed and maintained to ensure our employees can monitor as well as manage everything with ease. The back end will offer an extensive functionality which will allow us to manage all the customer's activities on the platform and also ensure that we can push promotions to existing users as well as identify trends and implement new strategies for promotion to acquire new customers.

The system will also be user friendly for our support employees to carry out the KYC verifications such as Identity and Personal details verification, Proof of Address as well as Source of funding and we will integrate outsourcing services such as SumSub in order to be always in compliance with KYC and AML.

DOMAIN NAME

liveoddsbet.com will feature the following information/links in the footer of each page;

- Company Information – details of the licensed company that operates the website and the payments company that acts as a payments agent, the information includes the company names and addresses.
- Licensing information - The sub-licence number shown under which the company is licensed to operate the website.
- About Us Section – informative summary on the company.
- FAQ/ Help Centre – questions and answers for customers to provide information on the most common queries from customers, a quick reference guide for any customers.

- Terms & Conditions – the terms and conditions that customers are bound to by accepting the rules of using the website. These include the following;
 - KYC – Age & Identity Verification
 - Account – rules regulating your account and the use of the account.
 - Deposits and Withdrawals – rules regulating payment activity on the site
- Privacy Policy – declaration of data protection and privacy law compliance.
 - Information on the information collected and its uses.
 - Cookies Policy – information on the types of cookies used and their purposes.
- Responsible Gaming Information.
 - The website will provide a Responsible Gambling link which shows appropriate guidance information to customers and provides links to www.responsiblegambling.org and www.gamblersanonymous.org.
 - Preventing underage gambling – KYC checks prevent gamblers under the regulated minimum age (standard being 18 years) from using the website.
 - Customer Limits – Allowing customers to set a deposit limit within a certain time-frame to prevent customers from playing more than they can afford.
 - Self-Exclusion – industry standard practice of providing a mechanism for customers to suspend their gambling activity for a predetermined time set by themselves.
 - Set maximum stakes for bets – the customer can limit their activity by self- imposing limits.
 - Account Closure – the customer has the ability to close their account through the website.
- Indemnity and Limitation of Liability
- Customer Service and Complaints – dedicated email and number will be allocated for complaints
- Betting Rules & Regulations
 - General Sports Betting Rules
 - Detailed betting rules per Sport
 - General Casino Game rules
 - Specific Casino rules by Game
- Security Policy - encryption, firewall protection, account protection and verification protocols.

- Payment Providers Information – Details of the payment providers integrated on the website.
- Contact us – address, email address and Live Chat will be integrated into the website to allow customers to contact and chat with customer service representatives at all times.

And any additional information in compliance with GC rules.

Marketing and Sales Plan

Marketing Strategy with focus on

1- We will reach the large databases that we will supply by means of communication tools such as sms, whatsapp, telegram, email and make our name heard. Our call centre team will actively deal with feedback and questions continuously.

2- We will use social media effectively, create social media accounts and Telegram accounts that many people follow, and create a large audience of followers with various promos.

3- We will appear effectively in places such as forums websites with active player groups in it (previously productive platforms).

4- We will agree with the publishers that broadcast casino games from channels such as youtube discord to record videos of the games performed in our site. We will agree with them with a payment fee or as an affiliate.

5- We will do SEO work on the words searched by this group of players effectively and this will continue continuously. At the same time, we will put our backlinks on the created sites.

6- We will try to agree with the affiliates that can bring customers to our sites with our own terms.

7- We will give the best service in the market with our experienced staff based on 100% customer satisfaction.

The above solutions will be provided by Liveoddsbet B.V. a company incorporated in Curacao, shareholder Mr Marc Iarochevitch.

Bonus and Loyalty

Stakes placed at liveoddsbet.com casino will allow users to accumulate points; once a certain threshold is reached within a given time frame, bonuses will be unlocked. Higher bonuses will be available when users achieve consecutive success.

The scheme will use a tier point structure, the greater the points the higher the tier. Each tier offers a different multiplier of points; further up the tier system they climb the greater the multiplication.

The integration between the loyalty system and gaming platform offers immediate updates between bets placed and points earned.

liveoddsbet.com casino will offer users the following bonus types

- Bonus for 1st, 2nd, 3rd deposit
- Free spins,
- Tournament solutions in modality buy in and race,
- Contents play for fun,
- Cash Back

Work chart / name of key positions

Operational Info

The structure of the customer support's teams, a brief description of the roles and positions and others relevant info of the area.

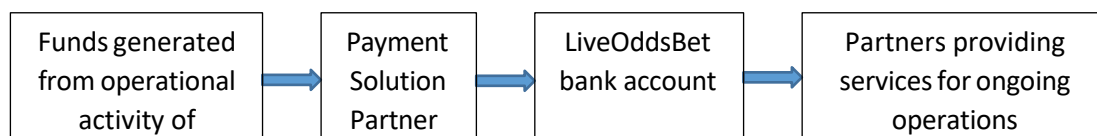
JOB	DESCRIPTIONS
Operation Director	To manage and to support all the staff, report to the COO.
Supervisor	To give full support to attendants, performing, when necessary, the role of attendant and release of withdrawals. With the future implementation of Sports Betting, communication with traders, monitoring of duplicities and suspicions, feedback on calls, problem solving and doubts, elaboration and transfer of general graphics and customer database and other information necessary to superiors
Customer's Support Attendant	To solve customer doubts/problems, some will execute withdrawals with pre-established maximum amounts, some will talk to traders in the case of unplaced bets and double bets, (mainly at dawn time). (When entered SPORTS BETTING)
Withdraw's Attendant	To release withdrawals up to a pre-established maximum amount. It is also up to the customer, in case of denial, to send the customer the reason that the withdrawal was not processed and how he must proceed with the new request, it is also pre-stipulated to the contracted service support if necessary.

Payments Agent

The ongoing management and administration of the Corporate structure for **Liveoddsbet B.V.** will be performed together with the G-Force team.

Liveoddsbet B.V. will be onboarding several Payment Services providers that can help with processing from LATAM traffic and the following partners have been identified that are willing to work with us - PagSmile, AstroPay, Monnet, APS.

MONEY FLOW CHART



Section 5. Financial Plan

We have made a financial plan to accurately report our start-up costs. The growth is an estimate and depends on the minimum fees and GGR % generated by our own inhouse platform.

	2024	2025	2026	2027
Staff Costs/Contractors	7,5mln Eur	8mln Eur	9mln Eur	9,5mln Eur
Marketing	5mln Eur	5,5mln Eur	7,5mln Eur	8mln Eur
IT and Platform	400,000 Eur	400,000 Eur	400,000 Eur	400,000 Eur
Gaming Licence	10,000 Eur	10,000 Eur	10,000 Eur	10,000 Eur
Curacao Fees	8,000 Eur	8,000 Eur	8,000 Eur	8,000 Eur
Office Costs	2,000 Eur	2,000 Eur	2,000 Eur	2,000 Eur
Professional Fees	8,000 Eur	8,000 Eur	8,000 Eur	8,000 Eur
Total Expenses	13mln Eur	14mln Eur	17mln Eur	18mln Eur
Total Gross Profit from Gaming	16mln Eur	20mln Eur	25mln Eur	28mln Eur
Net Profit	3mln Eur	6 mln Eur	8 mln Eur	10 mln Eur