

ESTELARBET

Business Plan

EstelarBet caters to the digital-preferring segment, offering online betting services anytime, anywhere, while providing tools for responsible gambling and aligning with increasing regulatory demands in this area.

Problem

While physical casinos have reopened post-COVID-19, many consumers have become accustomed to the convenience of digital services, including online casinos. Additionally, there is growing awareness and concern for responsible gambling practices from both consumers and regulators.

Solution

EstelarBet caters to the digital-preferring segment, offering online betting services anytime, anywhere, while providing tools for responsible gambling and aligning with increasing regulatory demands in this area.



Mission

Strong Competitor

To position ourselves as a strong competitor in a highly competitive and innovative market.

Vision

Regional Leader

To establish ourselves as a leading regional company in the online betting and gambling market.

Strategic Advantages

Capitalize on strategic advantages in payment systems.

Robust Responsible Gambling Program, a comprehensive and industry-leading responsible gambling program.

Cutting-Edge Technology and User Experience, providing a superior user experience

Localized Marketing and Customer Engagement by tailoring our marketing and customer engagement strategies to local markets.



Market Analysis

1. In Latin America, the online gambling market is anticipated to expand at a compound annual growth rate (CAGR) of approximately 11% in 2023. This growth is driven by increasing internet and mobile device usage, as well as regulatory changes that support online gambling.
2. By 2023, digital gaming revenue in Latin America was projected to reach around US\$6.29 billion.
3. Globally, the online gambling market was projected to experience a CAGR of approximately 11.5% between 2020 and 2027, with an anticipated value exceeding USD 92.9 billion by 2023.



PESTEL Analysis

Political

Regulatory progress and internal cooperation are opening new markets and providing clear operating guidelines.

Economic

The online gambling industry is experiencing significant growth and contributing to economies through licensing fees, taxes, and job creation.

Social

There's growing acceptance of online gambling as a form of entertainment, partly due to responsible gambling measures and transparency efforts.

Technological

Innovative platforms and cybersecurity measures are enhancing the gaming experience and consumer trust.

Environmental

Online casinos have a low environmental impact compared to traditional casinos.

Legal

Clarification of laws and adherence to data protection laws are reducing the risk of non-compliance and enhancing customer trust.



Porter's Five Forces

Threat of New Entrants

Rapid technological innovation favors established casinos that continuously innovate and enhance the player experience.

Bargaining Power of Suppliers

Strong relationships with technology suppliers can lead to exclusive game and prize offerings, enhancing the player experience.

Bargaining Power of Customers

Great customer service, personalized experiences, and strong loyalty programs can significantly improve customer loyalty.

Threat of Substitutes

The unique aspects of online gambling, such as convenience and variety, reduce the attractiveness of potential substitutes.

Competitive Rivalry

The global nature of the business allows for vast market expansion, reducing the intensity of competition and fostering innovation and customer experience improvements.



Key Customer Benefits and Features

Exclusive promotions (Mach, Spin Party, Pay with your bank).

Affiliate and influencer programs.

Key Features

Excellence in platform quality and stability.

Variety in game offerings and providers.

Close connection with customers.

Unique Selling Proposition

High standards in customer service.

Localized experience for every market.



Marketing Plan



TV Advertising

TV advertising on paid cable channels (e.g., TNT Chile)



Social Media Presence

Social media presence with brand activations on platforms like Instagram, X, TikTok, Facebook, YouTube, and Telegram



Paid Media

Paid media campaigns (Meta Ads)



Outdoor Advertising

Billboards outside stadiums and 3D carpets in stadiums



YouTube Sponsorship

YouTube sponsorship to increase brand visibility



Affiliate Program

Affiliate program to drive customer acquisition



Sports Event Activations

BTL activations at sports events (ATP Open Chile, Paddle Event)



Radio Advertising

Radio advertising on stations like RPP and Panamericana



Influencer Marketing

Influencer marketing program to reach new audiences



Programmatic Advertising

Programmatic banner network to target specific audiences



Branded Experiences

Branded experiences for players at multiple events (Branded Box at Movistar Arena Chile, Box at Colo Colo games, Alianza Lima tickets, etc.)



Stadium Advertising

LED board advertisements at national games



Brand Ambassadors

Brand ambassadors to represent the company and engage with customers



Giveaways

Giveaways of soccer team T-shirts, phones, video game consoles, tickets to major events, etc. to engage customers



Financial Structure



Growth

Highlight the average annual growth rate of 149% in GGR (Gross Gaming Revenue) from 2021 to 2023 in Chile and Ecuador, demonstrating strong market development.



Investments

In 2023, the GGR allowed for proportional expenses, with substantial investments in customer acquisition, player experience, operations, and growth, while maintaining an annual profit of approximately CLP 1.5 billion for future initiatives and expansion.



Expense Distribution

Expense distribution for 2023:

- Marketing: 35%
- Bonuses and Free Spins: 24%,
- Operations: 23%
- Finance: 8%
- Other Expenses: 10%.



Ecuador Market Analysis

Market Growth

Estimated annual growth of up to 15% in the coming years.

Driving Trends

Increased access to internet and smartphones, facilitating online gambling.

Favorable Legal Environment

Absence of specific legislation prohibiting online gambling and no need of local licenses for online operators.

Favorite Sports for Betting

- Soccer (65%).
- Tennis (15%).
- Basketball (10%).
- Others (10%).

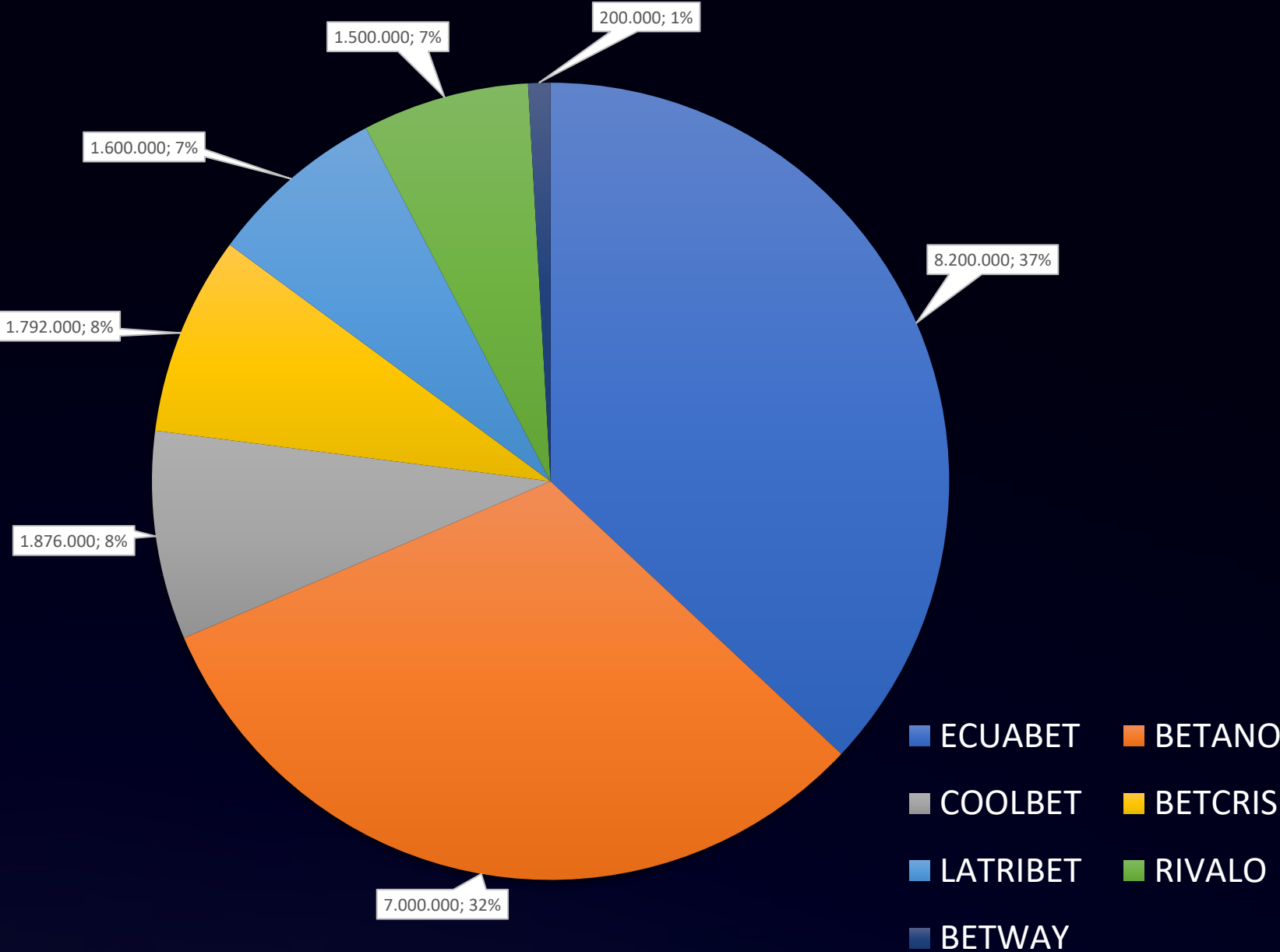
Socioeconomic & Demographics

- Young people prefer eSports, older people prefer soccer, men prefer soccer, basketball and eSports, women prefer tennis and volleyball.
- Higher purchasing power places high bets on soccer and tennis, lower purchasing power prefers combined bets and eSports.



Competition Analysis in Ecuador

Monthly Visits





Ecuador Goals in Three Years: Be Top 5 in the Industry



Year 1: Establish a strong presence in the Ecuadorian market through targeted marketing campaigns and strategic partnerships with local influencers and athletes. Objective: Enter the Top 10 online operators in Ecuador.

Year 2: Strengthen the customer base and brand loyalty through loyalty programs, continuous user experience improvements, and product offering expansion. Objective: Enter the Top 5 online operators in Ecuador.

Year 3: Consolidate the position as one of the leading online operators in Ecuador, while exploring expansion opportunities into other regional markets. Objective: Maintain a solid position in the Top 5 and lay the groundwork for international growth.