

Trusted iGaming Services Ltd.

Business Plan

Introduction

Trusted iGaming Services Ltd. (TiS) is a company that is intending to offer online gambling operations in Eastern and Southern Europe.

Organization Schema

TiS will be composed of the following departments:

- Customer Relationship Management (CRM)
 - First line customer support
 - VIP management and support
- Marketing and Player Acquisition
 - Direct media buying
 - Social media and SEO marketing
 - Affiliate marketing
 - Promotion and bonus management
- Financial
 - Accounting
 - Payroll

Each department will be looking to hire the following people:

- CRM: 1 CRM director, 2-3 support executives
- Marketing: 1 marketing director, 1 affiliate manager, 1 marketing executive
- Financial: 1 finances director

The Managing Director will be leading this team of 8-9 people.

TiS will enter a white label software solution agreement with Universal Software Solutions N.V. (trading as "Pronetgaming"). Therefore, all betting operations as well as technology management, payment solutions and technical development/maintenance will be outsourced fully to this company.

There will be no server structure for the company because it will use Pronetgaming (Universal Software Solutions N.V.) technical systems and those are already established in Curacao and Cyprus.

The company is seeking to purchase the URL <http://www.intragame.com> from its owner and also acquire a player database from the existing operator managing this website. The purchases of the domain and the database as well as the marketing budget are going to be the initial investments of the company.

Offices

TiS headquarters will be in the Cyprus and all staff will be hired remotely or within Cyprus depending on the skills and requirements.

Target Markets

TiS will be targeting players from Eastern and Southern European countries.

Financial Projections

TiS is expecting a net small profit or small loss for the first year and a slight profit for the second year. A decent profit is expected as the 3rd year projection and a ROI is probable at the end of the 4th year.

	Year 1	Year 2	Year 3
New players	4200	1800	3000
Total players	4200	6000	9000
ARPU	50\$	55\$	60\$
Total revenue	210 000\$	330 000\$	540 000\$
CEO	36 000\$	39 000\$	42 000\$
CRM Director	24 000\$	26 000\$	28 000\$
Support Execs	25 000\$	26 500\$	28 000\$
Affiliate Manager	18 000\$	19 000\$	20 000\$
Finance Director	24 000\$	26 000\$	28 000\$
SEO, SMM	12 000\$	12 500\$	13 000\$
Bonus costs	12 000\$	12 500\$	13 000\$
Payment comm.	14 400\$	16 000\$	17 500\$
Affiliates	12 000\$	12 500\$	13 000\$
Rev shares	30 000\$	42 000\$	65 000\$
Total cost	207 400\$	232 000\$	267 500\$
Profit	2 600\$	98 000\$	272 500\$