

Betkin. Business Plan

Executive Summary

Overall

Betkin is an online cryptocurrency casino striving for uniqueness and originality, setting itself apart from other projects on the market. The idea behind the casino emerged from the experience of UBO working on loot box gambling projects and successfully leveraging influencer marketing in those ventures. This valuable experience became a key factor when starting work on Betkin, whose target audience consists of young people aged 18 to 35, in line with the experience gained from previous gambling projects.

We have established a technical partnership with True, a company that provides us with a gambling platform and develops the necessary functionality. Our choice of technical partner was made meticulously and based on numerous criteria, and True proved to be the best fit for the project's vision and spirit. When creating the casino, we carefully selected game providers, paying special attention to modern game developers that align with the tastes of our target audience. We offer a wide range of games, including those utilizing random number generators (RNG) as well as live games. Among the providers featured on the site are Pragmatic Play, Pragmatic Play Live, Evolution, No Limit City, Hacksaw Gaming, 3 Oaks Gaming, Fantasma, Blueprint Gaming, QuickSpin, Spinomenal, AvatarUX, Booming Games, Play'n'Go, Red Tiger, Spribe, Big Time Gaming, Relax Gaming, and Wazdan. This selection is based on extensive market analysis and audience preferences.

At present, Betkin does not have associated brands, but we plan to actively develop our identity and attract the attention of popular influencers to establish our brand in the minds of the audience. Our project does not hold rights to intellectual property, as we utilize the platform of our technical partners and do not create proprietary games.

One of Betkin's main goals is to create a friendly community where players can comfortably interact with each other. We aspire for Betkin to be associated not only with a casino but also with a genuine community. We are also actively working on improving deposit and withdrawal processes, expanding methods of funding accounts, and enhancing user support quality. Our aim is to offer players not just a gaming portal but a comprehensive experience that will be valuable to our users.

Our Mission

At Betkin, we envision the future of our industry to be deeply intertwined with engaging our audience on a personal level. We aspire for every participant in our casino to transcend the role of mere players and become integral members of a vibrant community. Our mission is to cultivate an environment where players feel heard and valued, where the administration is responsive to their needs, and where they can actively interact with one another within the project.

To achieve this vision, we are committed to implementing a plethora of features aimed at enhancing player socialization. Our roadmap includes the development of robust functionalities that facilitate seamless communication and connection among users. We want our players to share their emotions, thoughts, and experiences with one another, fostering a sense of camaraderie and belonging within our platform.

Furthermore, we aim to redefine traditional advertising initiatives by orchestrating events that not only promote our brand but also empower our users. These events will offer our players opportunities to engage directly with our advertising partners, fostering meaningful interactions and reinforcing their sense of inclusion within the broader community.

In essence, our mission is not only to provide exceptional gaming experiences but also to nurture a thriving ecosystem where every individual feels valued, connected, and empowered. Through continuous innovation and unwavering dedication to our community, we are committed to realizing this vision and shaping the future of our industry.

Competitive Advantages

We leverage our expertise in launching marketing campaigns and engaging with audiences as our key competitive advantages in the market. These cornerstones set us apart and position us for success.

In the current landscape, many projects boast technical stability, security, robust support, payment solutions, and transaction processing speed as standard features. While important, these are no longer competitive advantages but rather baseline requirements. We recognize the need to offer more.

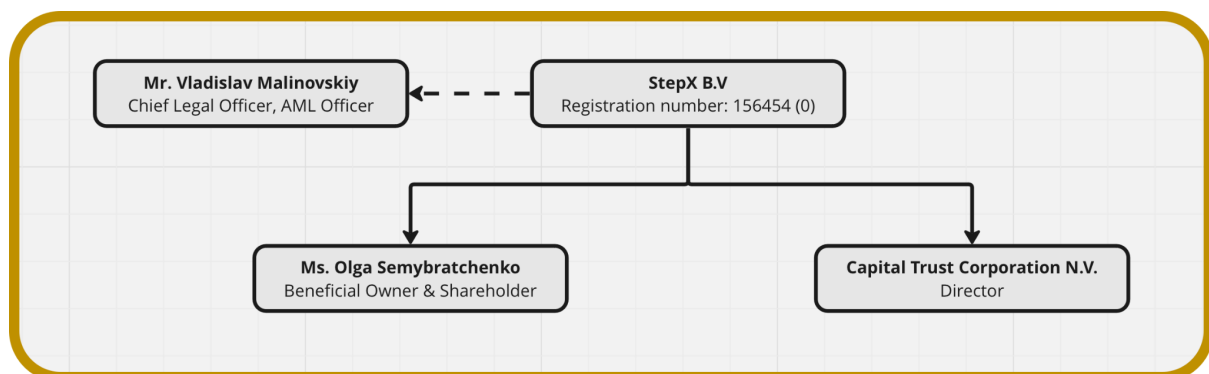
Our unique edge lies in the combined experience of our team, particularly the invaluable expertise of Olga in audience acquisition strategies. This experience will propel our rapid growth trajectory, enabling us to swiftly capture market share.

Moreover, our commitment to transforming our project into a social platform for our players sets us apart. We understand that today's users seek more than just gaming; they crave a sense of belonging and community. By fostering an environment where players feel connected and engaged, we aim to retain their loyalty. This cohesive community atmosphere is something our competitors simply cannot replicate.

In essence, our competitive advantages extend beyond technical capabilities to encompass strategic insights, innovative thinking, and a deep understanding of our audience's needs. With these strengths, we are poised to carve out a distinct position in the market and deliver unparalleled value to our users.

Company Structure

Organogram



Olga Semybratchenko

Olga is the full-fledged Product Owner, wielding authority over pivotal product and marketing decisions. Leveraging her wealth of experience from past projects, Olga plays a pivotal role in steering Betkin towards success in the competitive casino landscape. Her keen insights, honed from previous endeavors targeting similar demographics, pave the way for Betkin's unique developmental trajectory. With Olga at the helm, Betkin is poised to emerge as a standout casino, tailored to capture the interests of its target audience.

- **MadRabbit FZE LLC - Shareholder and Advisor 02/2021-Current**

The company is registered in Ajman Media City Free Zone in Ajman and is involved in the IT and Advertising Sector.

The company's main activity is the creation of games for mobile phones, as well as the development of gaming and entertainment products' prototypes;

Also, since mid-2021, projects have been launched in the dating niche

- **Hooli Sp. Z.O.O. - Shareholder and Advisor 05/2018-02/2021**

The company is in Poland and involved in the advertising sector. The company provided promoting services for different projects;

The main focus is on influencer marketing, as well as experience with launching such marketing campaigns for gambling projects.

- **Various of projects - Individual Entrepreneur 03/2016-02/2021**
 - Working on various projects related to IT market, especially iGaming;
 - Innovative and performance-driven
 - Entrepreneur with a deep passion for technology and business. Possesses the ability to work and remain calm under pressure, excellent leadership skills, and great time management skills;
 - I was a pioneer in the niche of CS:GO gambling, where I took over a lot of experience with popular games like cases, aviator, crash, plinko and so on, which are very popular in classic casinos nowadays.
- **IT sector - Freelancer 01/2011-03/2016**
I held managerial positions and also acted as a crisis manager in a number of technically interesting projects.

Vladislav Malinovskiy

Lawyer, attorney at law, advisor and c-level officer with full stack experience in a field of information technologies, digital solutions and online platforms development, litigation and both contemporary and classical finances.

- Head of Legal in various online projects – 2018-2024 (Gambling & Betting, Fantasy sports, Crypto, AI, FinTech, EdTech, DApps, DeFi, Online entertainment, Social Media, Dating) – Curacao, Hong Kong, UAE and Cyprus – based companies;
- Attorney at law servicing individuals and legal entities – 2009-2024;
- From lawyer to Head of Legal and Deputy Head in classical financial institutions – 1999-2020.

Vladislav serves as the Chief Legal Officer (CLO), responsible for overseeing all legal aspects of the project, including Anti-Money Laundering (AML) compliance. With a keen eye for detail and a strong grasp of regulatory frameworks, Vladislav meticulously navigates company affairs, contracts, and ensures strict adherence to both gaming license regulations and the law. His

expertise in legal matters provides invaluable guidance, safeguarding the project's integrity and ensuring its compliance with legal standards.

Details

At the current stage of development, we adhere to the strategy of maintaining a small internal team to ensure mobility and allocate budget for marketing activities. Thematic explanation of the current state of the team structure at this stage of the project's life cycle:

- Maintaining a small team for speed and decisiveness in the initial phase.
- Technical requests are handled by our partner, True Label.
- Product-related issues are addressed internally or with the involvement of hourly specialists.
- Support is provided through a freelance service.
- Fraud management is handled by a specialist on an hourly basis.

In the future formation of an operational team, including the following departments:

- Product Department: CPO, several POs.
- Technical Department: CTO, 5 backend developers, 2 frontend developers.
- Support Department: Head of Support, 4 support agents.
- Fraud and Risk Management Department: 2 fraud and risk managers.
- Retention Department: CRO, 1-2 retention specialists.
- Design Department: art director, graphic designer, UX/UI specialist.
- Marketing Department: 1-3 influencer managers.
- COO: For smooth operation of all project departments.

Betkin Strategy

Our development strategy is divided into three key stages, each aimed at ensuring sustainable growth and strengthening our position in the market:

Stage 1

During this stage, the main focus is on strengthening the brand, expanding the audience, and testing marketing hypotheses. We employ flexible collaboration models, such as working with professionals on an hourly basis or freelance teams. Simultaneously, we utilize third-party technological solutions. All of this allows us to effectively utilize resources and allocate more funds to marketing research and activities. The primary goal of this stage is to ensure stable profit growth and determine the strategic directions for further development.

Stage 2

At this stage, thanks to stable revenues and budget availability, we transition to creating our own iGaming platform and forming a permanent operational team. This provides us with greater flexibility and control over processes, as well as allows us to develop the platform's functionality according to our needs and market requirements. Creating our own platform is a strategically important step for long-term success and strengthening our brand.

Stage 3

In the final stage of our strategy, we focus on developing bonus mechanics and casino functionality to strengthen the reputation and recognition of our brand. We actively work on creating unique gaming and bonus mechanics that attract users and retain them in our casino. Additionally, at this stage, we intensify marketing activities aimed at increasing brand recognition, not just directly attracting new users.

Betkin Key Suppliers

We maintain close relationships with our key suppliers, ensuring the stability and reliability of our operations. Among them, several standout companies play crucial roles:

True Label

True Label stands as our primary technical partner, providing iGaming platform services for our casino operations. Their tailored functionalities cater to our specific needs, cementing our dependence on their expertise. We prioritize maintaining robust relations with True Label, recognizing the impossibility of their loss. However, as a precautionary measure, we maintain favorable connections with SoftSwiss. In the event of unforeseen circumstances, we are prepared to transition our user database, balance system, promotional campaigns, and associated services within a swift timeframe of 10 working days. This meticulous planning effectively mitigates the risk associated with dependence on True Label to a negligible minimum.

st8

As our game aggregator for gaming providers, st8 occupies a pivotal role in our ecosystem. Our amicable relationship with st8 ensures operational stability, minimizing the risk of their potential loss. Nevertheless, we remain proactive by maintaining communication channels with SoftSwiss, enabling us to swiftly transition to their solutions within a mere 2 working days if any issues arise.

Other Suppliers

While our reliance on True Label and st8 is paramount, we also engage with supplementary services such as Seon and Customer.io. Although their significance is comparatively lower, we acknowledge the importance of their contributions. In the unlikely event of their sudden closure, we possess the capability to swiftly restore full functionality using our internal platform infrastructure, ensuring minimal disruption within a short span of 1 to 2 working days. This proactive approach underscores our commitment to operational resilience and continuity.

Risk Evaluation and Management

At Betkin, we pay special attention to identifying and managing various categories of risks that may potentially impact our operations. These risks include financial, technical, legal, reputational, and fraudulent aspects.

Financial Risks

Financial risks are considered one of the most significant for our project, especially in the context of marketing. However, we aim to minimize this risk by leveraging UBO's experience in working with influencers. We conduct a thorough analysis of potential advertising partners, studying their audience and statistics. Additionally, we limit the amount of funds invested in the initial advertising campaign to no more than 15% of the total budget, which helps us minimize this risk.

Technical Risks

Technical risk, associated with the possibility of casino hacking, is viewed as one of the most serious threats. We carefully selected a platform for operation, paying special attention to its protection against hacking. Numerous technical solutions are applied to reduce this risk to a minimum. We also only collaborate with major gaming providers with impeccable reputations, further lowering the probability of technical issues from our partners' end.

Legal Risks

Legal risks are meticulously analyzed with the participation of our expert, Vladislav, whose experience and professionalism enable us to ensure compliance with all legal norms and policies in the field of gambling.

Reputational Risks

One of the key strategic objectives is to establish and maintain a strong brand, which entails constant attention to reputational risks. We closely monitor feedback about our casino online and actively collaborate with product specialists to continuously enhance the user experience. When selecting advertising partners, we also conduct in-depth analyses of their reputation, aiming to associate our brand only with reliable and reputable partners.

Fraudulent Risks

Fraudulent risks are approached with particular scrutiny. We exercise control over all operations in our casino using an internal security system and Seon services. This allows us to minimize the likelihood of fraud. Additionally, our

bonus policy is carefully crafted to mitigate potential risks associated with fraud.

Legal and Governance Framework

At this current stage of the project's life cycle, its framework, as previously described, is structured upon a technical partnership with True to address technical matters, and outsourcing for the resolution of limited operational and product-related issues.

Internally, the project maintains a dedicated core team comprising Olga, the owner and UBO (Ultimate Beneficial Owner), and Vladislav, the responsible legal counsel, overseeing all legal requirements of the project.

As the project progresses, the team will gradually expand with permanent key personnel. However, at this juncture, all significant decisions within the project, excluding those pertaining to jurisprudence, are made by Olga.

Key Metrics and Business Objectives

Overall About Metrics

In our analysis, we consider several key metrics:

- **GGR** (Gross Gaming Revenue);
- **NGR** (Net Gaming Revenue);
- **CAC** (Customer Acquisition Cost);
- **ROI** (Return on Investment);
- **CTR** (Click-Through Rate);
- **CR** (Conversion Rate);
- **CPC** (Cost per Click);
- **LTV** (Lifetime Value);

- **RR** (Retention Rate);

Each of these metrics has its own key performance indicators (KPIs) that the entire team strives to achieve. We also categorize the metrics into several categories.

Main Metrics

These metrics determine the overall success of the project and form the basis for developing short-term and long-term strategies. This category includes GGR (project-wide), NGR (project-wide), and ROI (project-wide).

Analytical Metrics

We use metrics such as RR (project-wide) and CAC (project-wide) to analyze how attractive the project is to the audience and how effectively we interact with them.

Marketing Metrics

Metrics such as CAC (for specific marketing campaigns), ROI (for specific marketing campaigns), CTR (for specific marketing campaigns), CR (for specific marketing campaigns), CPC (for specific marketing campaigns), LTV (for specific marketing campaigns), and RR (for specific marketing campaigns) are used to assess the effectiveness of each individual marketing campaign.

We provide separate landings for each of our advertising partners. This allows us to obtain detailed information about the metrics associated with each partner and make informed decisions about further cooperation.

Long-Term Goals

Our main long-term goal is to increase brand awareness and expand the list of advertising partners. We plan to develop long-term partnerships with influencers and actively expand their number, which will improve the user experience and long-term profitability of the project.

Policies and Procedures

In the autumn of 2023, we underwent compliance with the CEG licensee. They provided us with a comprehensive set of rules and policies, which we have been adhering to ever since. These policies can be found in the footer of our project. Since then, we have diligently followed the guidelines laid out by the CEG licensee, ensuring that our operations are in full compliance with their standards and regulations. Our commitment to upholding these policies underscores our dedication to maintaining transparency, integrity, and ethical conduct in all aspects of our business. We believe that strict adherence to these guidelines not only fosters trust and confidence among our stakeholders but also contributes to the long-term sustainability and success of our project. Therefore, we continually review and update our practices to align with the latest industry standards and regulatory requirements, ensuring that we remain at the forefront of compliance and best practices in our field.

Payment Gateways

At present, users of our gaming platform have the opportunity to fund their accounts using bank cards through the Baz Pay payment system. We offer this payment method as one of the most convenient and secure options available, ensuring fast transaction processing and a high level of personal data protection for our customers.

Forecasts												
	2Q24	3Q24	4Q24	1Q25	2Q25	3Q25	4Q25	1Q26	2Q26	3Q26	4Q26	1Q27
Overall Betkin Budget in quarter	\$155 000,00	\$124 231,25	\$103 396,75	\$93 400,10	\$83 795,74	\$95 985,17	\$130 226,79	\$220 450,11	\$399 682,57	\$778 508,06	\$1 572 623,94	\$3 402 185,03
Operating Expenses												
Betkin Operating Team Budget / per quarter	\$10 000,00	\$10 000,00	\$10 000,00	\$15 000,00	\$15 000,00	\$30 000,00	\$30 000,00	\$30 000,00	\$50 000,00	\$100 000,00	\$100 000,00	\$100 000,00
Betkin Development Team Budget / per quarter	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$30 000,00	\$75 000,00	\$150 000,00	\$200 000,00	\$200 000,00
Marketing Budget / per quarter	\$25 000,00	\$25 000,00	\$25 000,00	\$46 700,05	\$41 897,87	\$47 992,58	\$65 113,39	\$110 225,05	\$199 841,29	\$389 254,03	\$786 311,97	\$1 701 092,52
Office Budget / per quarter	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$15 000,00	\$15 000,00	\$15 000,00	\$15 000,00	\$40 000,00
Office Infrastructure Budget / avrg per quarter	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$0,00	\$3 000,00	\$15 000,00	\$15 000,00	\$15 000,00	\$25 000,00
Travelling Budget / avrg per quarter	\$2 000,00	\$2 000,00	\$2 000,00	\$2 000,00	\$2 000,00	\$5 000,00	\$5 000,00	\$10 000,00	\$20 000,00	\$20 000,00	\$20 000,00	\$20 000,00
3rd part services / per quarter	\$3 200,00	\$3 200,00	\$3 200,00	\$3 200,00	\$3 200,00	\$3 200,00	\$3 200,00	\$3 200,00	\$3 200,00	\$3 200,00	\$3 200,00	\$3 200,00
Average Total Operating Cost / per quarter	\$40 200,00	\$40 200,00	\$40 200,00	\$66 900,05	\$62 097,87	\$86 192,58	\$103 313,39	\$201 425,05	\$378 041,29	\$692 454,03	\$1 139 511,97	\$2 089 292,52
Main Betkin Statistic												
Active User Base / overall	556	1 069	1 570	2 813	3 647	4 837	7 125	11 211	22 292	43 784	87 448	183 364
Deposits / per quarter	\$41 666,67	\$85 555,56	\$133 436,51	\$253 128,73	\$328 196,59	\$532 070,70	\$855 032,97	\$1 681 720,88	\$3 343 789,57	\$6 567 571,93	\$13 117 177,22	\$27 504 666,94
Withdrawals / per quarter	\$29 166,67	\$59 888,89	\$93 405,56	\$177 190,11	\$229 737,61	\$372 449,49	\$598 523,08	\$1 177 204,61	\$2 340 652,70	\$4 597 300,35	\$9 182 024,06	\$19 253 266,86
Betkin partners / per quarter	\$1 193,75	\$2 451,17	\$3 822,96	\$7 252,14	\$9 402,83	\$15 243,83	\$24 496,69	\$48 181,30	\$95 799,57	\$188 160,94	\$375 807,13	\$788 008,71
Game providers / per quarter	\$1 875,00	\$3 850,00	\$6 004,64	\$11 390,79	\$14 768,85	\$23 943,18	\$38 476,48	\$75 677,44	\$150 470,53	\$295 540,74	\$590 272,98	\$1 237 710,01
Total GGR / per quarter	\$12 500,00	\$25 666,67	\$40 030,95	\$75 938,62	\$98 458,98	\$159 621,21	\$256 509,89	\$504 516,26	\$1 003 136,87	\$1 970 271,58	\$3 935 153,17	\$8 251 400,08
Total NGR / per quarter	-\$30 768,75	-\$20 834,50	-\$9 996,65	-\$9 604,36	\$12 189,43	\$34 241,62	\$90 223,32	\$179 232,47	\$378 825,48	\$794 115,88	\$1 829 561,10	\$4 136 388,85

*This table is a simplified version to show the most important indicators.

**The rapid growth of indicators is due to the project strategy, which consists in the intention to quickly capture the maximum possible market share in the current market conditions. The vast majority of NGR will be reinvested