

BUSINESS PLAN



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PROJECT DESCRIPTION

Leading Crypto Casino

Enjoy 5000+ crypto games, fast payouts and 24/7 live support. Make the best of the superior Bitcoin Casino.

[Sign up](#) Get **1 000** Free Spins + **250%** on your deposit 



FREE-TO-PLAY

Win Real Crypto by Free Play



Cashback up to 25%



Rakeback



Choose your Welcome Pack

 Bronze 600 FS 1000 FS	 Silver 800 FS + \$2 500	 Gold 1000 FS + 150%
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Fury Charge



FREE-TO-PLAY

Free Crypto Boxes



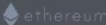
Mining & Staking up to 100% APY

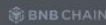


12 Crypto networks

56 currencies

 bitcoin

 ethereum

 BNB CHAIN

 TRON

 tether

 biswap

Show all

BRIEF PROJECT DESCRIPTION

BetFury is a perfect platform with unique In-house games, various features, and amazing crypto partnerships. For three years, we created a system in which everyone will find their key to earning crypto and learning a zen of relaxation. The friendly community and the wide range of opportunities will help you with this!

- Safe & fair gambling
- ✓ Own developed In-house games
- ✓ 8 000+ Slots from Top providers
- ✓ Jackpots
- ✓ Multichain crypto support
- Stable daily Staking payouts in USDT, BTC, BNB, ETH, TRX, and BFG
- Bonuses: Cashback, Rakeback, FuryCharge
- ✓ Bonus Packs in Client's Bous Cabinet
- ✓ Free-to-Play activities
- ✓ Free BTC faucet (BetFury Boxes)
- ✓ Rank VIP system
- ✓ The huge international community (about 750K users)
- ✓ Friendly customer care 24/7 + VIP host
- ✓ Sports Betting
- ✓ Well-known partners

The BetFury team has united crypto-enthusiasts from all over the world. We are all bound up in developing iGaming and doing our best to make your experience unforgettable. We want to create a bigger, more profitable, successful, and enjoyable platform for everyone. Therefore, we use blockchain development's maximum capabilities with an off-chain betting system to provide several advantages: platform scaling, paltry commission, min bets, and instant transactions.

Website: <https://betfury.io/>



COMPLETED GOALS AND PLANS

The Service is owned by Universe B Games B.V., a limited liability company registered in Curacao with company registration number 155126, with a registered address at Dr. H. Fergusonweg 1 ("Company"), licensed in Curaçao under the Licence 365/JAZ Sub- License GLH-OCCHKTW0712232020 issued by Downtown E-Commerce Company B.V. for the provision of online games of chance.

More than 3 years have passed since the launch of BetFury. Our platform has become a home for many crypto enthusiasts because over a million users around the globe have united with one goal - to become successful and rich by playing online casino games.

Since 2019, the crypto world has had many changes and updates. Our team tried to choose a development vector that would develop BetFury in a changing market conditions.

2019 year:

- ✓ BetFury launch
- ✓ 1M TRX pre-launch event
- ✓ Adding Slots, Table, and In-house games

2020 year:

- BTC, USDT, Ethereum integration
- ✓ New 4 In-House games
- ✓ VISA/MC buy crypto integration
- Upgrade of Login system
- ✓ BTC Staking Payouts pool
- ✓ Secret Project – BetFury Box
- ✓ UI/UX Product improvements
- ✓ License acquiring preparation



- ✔ BetFury Birthday & New Year event

2021 year:

- ✔ Curacao License
- BFG Listing
- ✔ New 3 In-House games
- New cryptocurrencies integration
- ✔ New Bonus
- ✔ Top Slots providers integration
- Sports Betting and Sport Battles
- Staking System Update
- ✔ New internal Chat
- ✔ Rank and Referral systems upgrade
- CMC & CoinGecko listings
- ✔ Birthday Secret Release
- ✔ Strategic partnerships

2022 year:

- ✔ User's profile improvements
- ✔ Upgrade of Internal Chat
- New 4 In-House games
- ✔ New cryptocurrencies integration
- New Bonus "FuryCharge"
- ✔ Cryptocurrency conversion into fiat

- ✅ Bonus Cabinet - Welcome Pack, Deposit Bonus & Free Spins
- Upgrade of Staking & Cashback payouts
- BetFury Farming update
- ✅ Upgrade of Battles & Tournaments
- ✅ Increase of RTP in native games
- ✅ Global Events and Activities
- New strategic partnerships

The BetFury team has a lot of amazing ideas, the number of which is growing every year.

Q2 Plans Details:

- New investment opportunities
- ✅ New In-house Slot
- ✅ Upgrade In-house game - "Mines"
- ✅ Upgrade In-house game - "Keno"
- Upgrade In-house game - "Plinko"
- ✅ Mega BFG Event
- ✅ Bonus Battles
- ✅ New Referral system
- ✅ New navigation system
- ✅ New casino main page (New UX)s

USER PROFILE

Every User on BetFury has his personal Account - the place for making settings and tracking gaming activity such as bets, transaction history, total wager, personalization tools. Also here User can see his Rank and progress till reaching the next one. Changing of an avatar is available as from Rank 2.

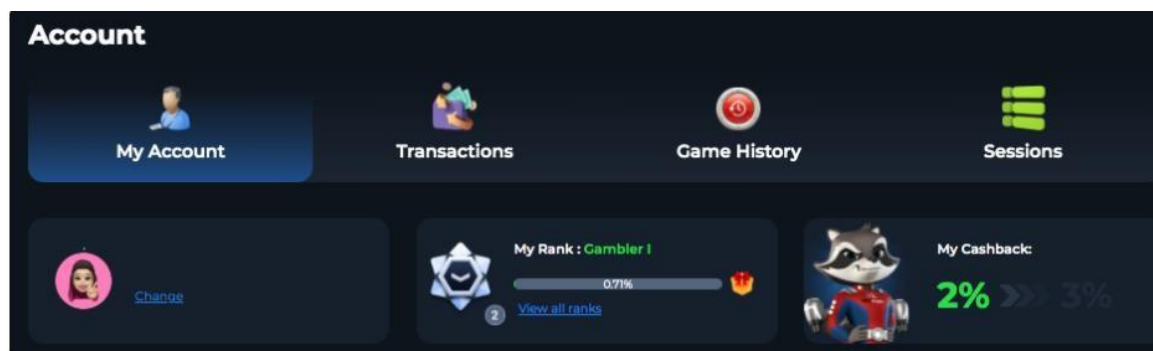
User may set the security related to email/pass such as change email, change pass, two-factor authorization. It provides maximum confidence for users that playing on BetFury is secure.

User can decide what info will be public in his profile.

Privacy Policy ensures that BetFury protects the data User provide us with as from the moment he login and throughout his experience on betfury.io. Which information about our users do we publish? Only nicknames, amounts of big wins, Jackpots, TOP places in the events and competitions.

User Profile contains the information about his activity which is accessible to other players.

Visiting Profiles of other users is simple – by clicking on their avatars. Other Users can be found in the internal chat and more information about them can be known thanks to gaming info: Rank, Chat Activity, Likes & Tips, Statistics, Top Favorite Games, Top Battles Rewards.



MARKETING

We plan to enter the market through:

- Preparation of viral content and its targeted distribution through SMM channels;
- Conclusion of agreements with local opinion leaders and promotion of the platform through their platforms;
- Purchasing press releases in local media through an outsourced marketing agency;
- SEO optimization of websites in accordance with keywords that have good local ranking.

Placement of affiliate offers on affiliate websites to attract affiliate partners to the promotion website.

The main channels for the audience attraction:

- SMM;
- PR;
- Influence;
- Affiliate Marketing;
- SEO.

BetFury is already presented in a number of social media:

<https://t.me/betfuryofficialchannel> <https://t.me/Betfury>

https://t.me/betfury_vip_notices

https://twitter.com/i/flow/login?redirect_after_login=%2Fbetfury_gaming%2F

<https://www.youtube.com/channel/UCTIThuhFNq6yFw8hak4upDw>

<https://bitcointalk.org/index.php?topic=5276159.0> <https://discord.com/invite/2X7hdgRDSq>

https://www.reddit.com/r/BETFURY_gaming/?rdt=49003 https://www.pinterest.com/betfury_gaming/

<https://steemit.com/@betfury-steem>



PRIVACY POLICY

BetFury will collect user's Personal Information only by lawful and fair means and not in an intrusive way to operate its business as a licensed online wagering bookmaker for the following purposes:

- For know-your-customer (KYC) identity verification.
- If the User wishes to subscribe to BetFury's marketing communications.
- To process User's application to become a Member of BetFury or any managed subdomains.
- To provide and improve services to User as a Member.
- To identify User as a Member and authenticate his identity for security purposes and comply with our legal obligations.
- To maintain User's Member account.
- To upgrade and enhance an experience within the website or over the device, or to tailor or develop information, services, or products to suit user's needs which may include market research and conducting promotions.
- To create aggregate data about Members through demographic profiling, statistical analysis of the database to provide to potential and existing stakeholders, and to allow for more efficient operation of BetFury's business. We also use this data to analyze User's accounts for the presence of multi-accounting.
- To respond to User's questions, comments, or requests.
- To comply with BetFury's contractual, legal, and statutory obligations.
- For taking appropriate action if BetFury has a reason to suspect that unlawful activity or misconduct of a serious nature has been, is being, or may be engaged in that relates to our functions and activities.
- To establish, exercise, or defend any legal claims.
- Unless it is required by law, User's personal data will not be disclosed to third parties. As BetFury business partners or suppliers or service providers may be responsible for certain parts of the overall functioning or operation of the Website, personal data may be disclosed to them. The employees of BetFury have access to User's personal data for the purpose of executing their duties and providing him with the best possible assistance and service.

BetFury is using users' information for marketing purposes. However, we respect users' privacy. If users do not wish to receive any promotional materials, they can choose such an option during registration or unsubscribe at any time.

COMPANY'S CEO

Full Name: Bunciuc Corneliu

Current permanent address: Via Arcivescovo Romilli 18, Milan 20139, Italy.

Mobile number: +44 7455 440755

Email address: CorneliuBunciuc123@proton.me

Skills:

- Language skills: Russian, Ukrainian, Romanian, Italian, English.
- Excellent customer service skills
- Staff management: teams up to 30 staff
- IT skills: Basic Windows programs, as well as a number of special programs.
- 1c versions 7.1-7.7 Trade and warehouse, 8.0 and 8.1-Trade enterprise management and 8.2 Trade management. CRM-module.
- Development of technical specifications for programmers 1c. Participation in the implementation of changes in the program 1c.
- Client-bank programs.
- Creation of a business plan for the development of companies.
- Skills of cash flow management, planning and budgeting, cost optimization.
- Creation of algorithm and introduction of reporting forms and efficiency factor of middle managers of sales managers.
- Experience in conducting seminars and presentations.
- Experience in conducting negotiations at the level of the first persons.
- Experience in working with construction financing funds and agent banks.
- Experience of participation in tenders.

- Experience in coordinating construction projects in government and regulatory structures.
- Experience in making independent decisions.
- Experience in solving conflict situations.
- Experience in the effective management of a team of subordinates.
- Experience in the selection of personnel for their own and related departments.
- Directive coaching. Experience in developing the motivations of subordinates.
- Experience in creating job descriptions. High level of communication skills.
- A large volume of practical knowledge in many fields.
- Experience of opening branches, representative offices, companies (Moldova, Ukraine, Italy).
- Experience in working with regulatory and fiscal bodies (Moldova, Ukraine, Italy).
- Experience in working with customs authorities (Moldova, Ukraine).
- Experience of certification of imported goods (Moldova, Ukraine).

Employment History:

2009-2015 - LLC "ATM-BUD"

Position: Deputy Director for Sales.

Field of activity: Low-rise construction. Sale of building materials.

Key responsibilities: Managing the sales process. Training. Selection of suppliers. Selection and presentation of new materials. Work with key clients. Work with problem clients. Budgeting department. Planning of activity of managers.

Development of motivations. Conducting presentations and seminars.

Acquired experience: Implementation of project management principles.

2006-2009 - Group of Companies "Intertrade". LLC "Financial and Construction Consortium".

Position: Deputy Commercial Director. Actually - the head of the commercial department.



Field of activity: Construction and architectural works. Wholesale of construction materials.

Key responsibilities: General management of the commercial department. Network building. Development of sales in the regions. Budgeting. Planning and accounting. Solving conflict situations with suppliers and key clients. Supporting projects. Completion of objects. Distressed debts. Analysis of the activities of the commercial department and cost optimization. Participation in the selection of personnel.

Acquired experience: Participation in tenders. Active participation in "difficult" negotiations. Development of motivations and job descriptions.

2005-2006 - Group of Companies "Intertrade". "Territory of Style" Ltd.

Position: Head of the direction.

Field of activity: Construction and architectural works.

Key responsibilities: General direction of the direction. Setting goals. Selection of sites-objects. Preliminary approval. Selection of designers and contractors. Work with construction financing funds and agent banks. Project support. Completion of objects.

Acquired experience: Holding tenders. Work with banking structures. Maintain multiple objects simultaneously. Producing a presentation.

2003-2005 - LLC "Aquit"

Position: Head of Trade Department.

Sphere of activity: Wholesale sales-plumbing and building materials.

Key responsibilities: Establishment of a department. Selection and training of personnel. Sales management. Network creation. Analysis of the market and competitors. Optimization of purchases. Budgeting. Planning.

Acquired experience: Creation of a unit. Creating a network of distributors. Support for long-term relationships with distributors. Conducting seminars.

2002-2003 - Private enterprise "Kloto"

Position: Deputy Director.

Sphere of activity: International trade projects.

Key responsibilities: Enterprise management. Development planning. Budgeting. Staff recruitment.

Acquired experience: Managing the full cycle of the company's business processes. Work with regulators.

2000-2001 – LLC “ Pivden 2000 “

Position: Head of the direction.

Sphere of activity: Wholesale purchases and sale of petroleum products, cereals, forests. Export of timber, import of building materials and related products. Wholesale of construction materials.

Key responsibilities: Participation in the selection of personnel. Training. Setting tasks and monitoring the implementation. Active sales. Regulation of supplies, relations with suppliers. Maintenance of your own facility (land acquisition, purchase, project coordination, construction). Acquired experience: Building management.

1998-2000 - LLC "Eximtrade"

Position: Head of the direction.

Sphere of activity: Wholesale purchases and sale of petroleum products, cereals, forests. Export of timber, import of building materials and related products.

Key responsibilities: Participation in the selection of personnel. Training. Setting tasks and monitoring the implementation. Planning. Active sales.

Acquired experience: Team management. Interviewing. Participation in long-term and complex projects.

1995-1997 - Private enterprise "Kvant"

Position: Purchasing Manager.

Field of activity: Linear and trunk works-telecommunications. Contractor of Ukrtelecom.

Key responsibilities: Working with suppliers. Procurement planning. Optimization of residues.

Acquired experience: Conducting productive negotiations with suppliers. Analysis of the real needs of the company.

Optimal use of the company's material resources.

Education & Qualifications:

- 1990-1994 Automobile-road technical school, Instrumental department,
- 1994-1997 Polytechnic Institute, Architectural Faculty, water supply systems.
- 1994-1999 Polytechnic Institute, Correspondence Engineering Faculty, Management of organizations.
- 2007-2010 Institute of International Economics and Finance, Faculty of Master's Training.
- 2010-2012 University of Economics and Law, Faculty of Master's Training, Project Management.
- Trainings:NLP-Practitioner, NLP-Master. Effective negotiations. Active sales, Customer focus.Sales algorithms, etc. ... A large number of corporate training. Participation in the creation of concepts for enterprise development.

RISK MANAGEMENT STEPS AND PERFORMANCE CRITERIA

1. Identify and assess risk factors associated with operations of the gambling object. Range of risk factors include

– physical risks, financial risks, negative social impact;

Context must include but is not limited to – the Company's current and prospective operations and plans, and the financial and physical environment in which it is operating or will operate.

1.1. Risk management policy formation is consistent with the Company's goals and objectives and the strategies in place to achieve them.

1.2. Analysis identifies potential risk or hazard exposures including possible sources of risk, areas of impact, and feasible scenarios.

Range: examples of risk sources may include but are not limited to – legal and regulatory relations, market events, economic events, natural perils, community response, environmental events, political circumstances, human behaviour, technology processes, technical stoppages; examples of areas of impact may include but are not limited to – social, asset and resource base, cost, people, community, environment, contractual risks, property damage, security, health, liability (public, product, professional), loss of goodwill and reputation; evidence is required for three different sources of risk and their areas of impact.

1.3. Information sources and techniques are used to rank the level of identified risks by their likelihood and consequences.

- Range: likelihood includes – the probability and frequency of occurrence;
- consequences includes – loss of money, time, labour, trouble, reputation, intangibles;
- examples of techniques may include but are not limited to – structured interviews, questionnaires, computer modelling, fault trees, sensitivity analysis;
- evidence is required of practical application of two different techniques.

1.4. Risk levels are assessed as acceptable or unacceptable and are balanced against beneficial opportunities afforded by taking the risk, in accordance with industry procedures.

1.5. Assessed risks are recommended in accordance with risk management priorities for acceptance, avoidance, treatment, or transfer.

2. Establish and monitor financial loss control policies and procedures associated with operation of gambling object.

Range: financial loss control includes – policies, procedures, and standards of protection to avoid, minimize, or treat identified risks of loss of financial resources and assets.

2.1. Risk treatment strategies and systems reduce the likelihood of and opportunities for financial loss through persons or events, and minimize any adverse impact.

- Range: examples of opportunities for financial loss through persons may include but are not limited to – cheating, theft, fraud, misappropriation of funds, cash arrangements, cash handling and transfers, gaming chip handling and transfers, computer fraud, credit risks, gaming contractual risks;
- examples of opportunities for financial loss through events may include but are not limited to – product and/or market failure, balance of hold win and drop, exposure to bad debts, adverse economic events;
- examples of risk treatment strategies and systems may include but are not limited to – financial controls, internal and external audits, surveillance and security systems, fraud control planning, cheating control, credit control, investment and portfolio planning;
- evidence of two different opportunities for financial loss, one through persons and one through events, with recommended strategies, is required.

2.2. Strategies to transfer responsibility or burden of financial loss to another party through insurance, contract, or other means are justified by the balance of benefits to costs.

- Range: examples of risk transfer or financing may include but are not limited to – contractual indemnity against loss, insurance against specified risks, self-insurance plans, contingent lines of credit;
- evidence with justification for selection of two different risk transfer strategies.

2.3. Risk treatment plans developed in consultation with persons involved and with external specialists provide optimal protection against financial risks to the Company.

2.4. Monitoring of financial risk treatment plans and systems, allocated to those best able to control specific risks, ensures continuing effectiveness

3. Establish and monitor physical loss control policies and procedures associated with the operation of a gambling object.

Range of physical loss control includes – policies, procedures, and standards of protection to avoid, minimize, or treat identified risks of loss of physical resources and assets (property, buildings, plant, equipment, raw materials and finished goods).

3.1. Risk treatment strategies and systems reduce the likelihood of and opportunities for physical loss through persons or events, and minimize any adverse impact.

Range: examples of opportunities for physical loss through persons may include but are not limited to – burglary, theft of property or information, malicious damage, sabotage, arson;

examples of opportunities for physical loss through events may include but are not limited to – fire, flood, earthquake, accidental explosion, contamination, vermin, pollution, equipment breakdown;

examples of risk treatment strategies and systems may include but are not limited to – contingency planning, surveillance and security systems, inspection and regulatory controls, quality assurance, preventative maintenance, engineering and structural barriers, physical protection systems, disaster recovery plans, incident reporting systems;

evidence of two different opportunities for physical loss, one through persons and one through events, with recommended treatment strategies is required.

Strategies to transfer the financial responsibility or burden of physical loss to another party through insurance, contract, or other means are justified by the balance of benefits to costs.

Range: examples of risk transfer or financing may include but are not limited to – contractual indemnity against loss or damage, insurance against specified risks, self- insurance plans;

evidence with justification for selection of one risk transfer strategy to treat one selected opportunity for physical loss is required.

3.2. Risk treatment plans developed in consultation with persons involved and with external specialists provide optimal protection against physical risks to the Company.

3.3. Monitoring of physical risk treatment plans and systems is allocated to those best able to control specific risks in order to ensure effectiveness

4. Establish and monitor social impact control policies and procedures associated with the operation of a gambling object.

Range of social impact includes – policies, procedures, and standards of protection to avoid, minimize, or treat identified risks of negative social impact.

4.1. Risk treatment strategies and systems reduce the likelihood of and opportunities for negative social impact through persons or events, and minimize any adverse impact.

Range of charitable trusts, host responsibilities, problem gambling programmes, self-barring programmes, sponsorship.

4.2. Strategies to transfer responsibility or burden of negative social impact to another party through insurance, contract, or other means are justified by the balance of benefits to costs.

Range: examples of risk transfer or financing may include but are not limited to – contractual indemnity against loss, insurance against specified risks, self- insurance plans;

evidence with justification for selection of two different risk transfer strategies.

4.3. Risk treatment plans developed in consultation with persons involved and with external specialists provide optimal protection against negative social impacts to the Company.

Range: external specialists may include but are not limited to – psychologists, counsellors, treatment agencies.

4.4. Monitoring of social impact control plans and systems is allocated to those best able to control specific risks in order to ensure continuing effectiveness in accordance with industry procedures.

COMPETITORS OVERVIEW

Main competitors include:

- Sportsinteraction;
- Hpiobet;
- PowerPlay.

1. Sportsinteraction

Launched in 1997, Sports Interaction continues to impress with its comprehensive sports coverage, secure banking platform, and professional support.

Pros

- Great coverage of top sports
- Safe, secure, and free banking
- 24/7 customer support
- Convenient mobile version

Cons

- Limited coverage of European sports
- Site design can seem a bit outdated

Quick facts

Welcome bonus	<u>\$1,000 deposit bonus</u>
Top feature	Terrific live betting
Covers BetSmart Rating	4.5/5
Minimum first deposit	\$10
Rollover requirement (welcome bonus)	N/A
Mobile app	iOS and Android
Casino	Yes
Odds provider	SIA
Payout speed	1-5 days
In-play betting	Yes
Early cash out	Yes
Same-game parlays	Yes
Live streaming	No

Source: <https://www.covers.com/betting/reviews/sports-interaction>

2. HPIbet

New users of the HPIBet sportsbook have a period of 30 days to place a bet worth \$100 on any betting event from the day the account was created, this is known as the eligible period. Upon meeting the requisite, the new user account will be credited with another \$100. Also, after registering for an account, users can get another bonus worth \$2.

The HPIBet online sportsbook is a very safe application aimed at protecting user privacy and is backed by SSL SHA-2 encryption. Also, this bookie is regulated by the Alcohol and Gaming Commission AGCO and is managed by the Ontario Lottery and Gaming Commission (OLGC). This HPIBet is legal for bettors who are resident in Canada and are of legal betting age of 18 years and 19 years in British Columbia.

Pros

- Safe
- Live video streaming
- Accessible
- Mobile friendly
- Search feature
- Reward program

Cons

- Limited to horse racing
- No downloadable app
- Limited promotional offer

Types of Bonuses

Bookmaker	Welcome Bonus	Exclusive Bonus	Freebet
	No	No	No
bet365	100000 USD	No	Up to 100000 USD
1XBET	100 USD	No	Up to 22 USD
BETONLINE	1000 USD	No	Up to 1000 USD

Source: <https://www.telecomasia.net/sports-betting/reviews/hpibet/>

3. PowerPlay

PowerPlay is a relatively new online casino, having only launched in 2018.

Operated by Deck Entertainment B.V., PowerPlay is licensed in Curacao, Dutch Caribbean as well as in Malta and is available to players across the world, including Canada and Europe.

3PowerPlay Casino Highlights

- 🚀 Dual Casino & Sportsbook platform
- 🚀 Fast withdrawal payments - 0-4 hours
- 🚀 Payments via cryptocurrencies accepted

Pros

- User-friendly deposit methods
- Impressive array of slots
- Also offering sportsbook

Cons

- Normally high wagering requirements on the welcome bonus
- PowerPlay

Welcome Bonus

First, you'll get a \$5 bonus just for signing up - no need to even deposit to claim this.

Next, user can look forward to a match bonus on his first three deposits, totaling up to \$1,000 if he deposits the maximum amount. Here's how it works:

- 100% match bonus up to \$200 on your first deposit
- 100% match bonus up to \$500 on your second deposit
- 100% match bonus up to \$300 on your third deposit

Bonus Details

- While the welcome offer isn't difficult to understand, there are a few T&Cs to keep in mind.
- Minimum deposit of \$10 applies
- Wagering requirements of 35x apply to the bonus
- Bonus will expire after 30 days
- The max win is \$4,000 per bonus
- Progressive slots and some table games don't count towards wagering

 Online Since:	2018
 Welcome bonus	TBD
 Bonus Code	TBD
 Best For:	Live casino and online slots
 Mobile App:	N/A
 Minimum Deposit:	\$10
 Cashout Speed:	1-5 days, depending on the withdrawal method
 Gambling Authority:	Curacao
 Total Payout %:	96.31%
 Number of Games:	900+
 Casino Software:	Pragmatic Play, Playtech, Evolution Gaming, and more.

 Welcome Bonus:	Up to \$1,000 free cash
 Bonus Code:	None
 Bonus Type:	Match bonus
 Min/Max Deposit:	\$10
 Wagering Requirements:	35x

Source: <https://www.gambling.com/ca/online-casinos/powerplay-casino>

SWOT-ANALYSIS

INTERNAL ENVIRONMENT	
Strengths	Weaknesses
Original in-house games (18 pcs) with the highest RTP on the market and jackpots.	Start of a project.
The huge international community (about 750K users).	
8 000+ Slots from Top providers.	
Provider of games, such as: slots, live and table games, fast games (more than 5000).	
Direct contract with pragmatic play, which allows you to be the first to integrate new items and updates from a renowned provider.	
Sportsbook with many lines and events.	
Stick to Responsible gaming.	
Our product has a recognizable brand (on other GEOs) with a distinctive bright mascot.	
BetFury is a perfect platform with unique In-house games, various features, and amazing crypto partnerships.	
During three years, we created a system in which everyone will find their key to earning crypto and learning a zen of relaxation. The friendly community and the wide range of opportunities will help with this.	
The company is already presented in a number of social media.	

EXTERNAL ENVIRONMENT	
Opportunities	Threats
The commercial casino industry has seen significant growth over the last few decades.	New market for doing business
In 2021, the market size of the casino and online gambling industry worldwide reached a total of 231 billion U.S. dollars while in 2022 it grew to 262 billion U.S. dollars.	The casino industry may need to adopt information technology systems and predictive analytics to make better decisions and seek external management resources for a fresh perspective.
The gambling industry in has experienced rapid growth in recent years, with the number of people who engage in various forms of gambling increasing every day.	
In fact, there is no significant difference in participation rates between the two genders, as 63% of men and 37% of women reported spending monthly on gambling.	
Canadian online gambling industry is predicted to continue growing over the next few years.	

PROJECT FINANCIAL MODEL



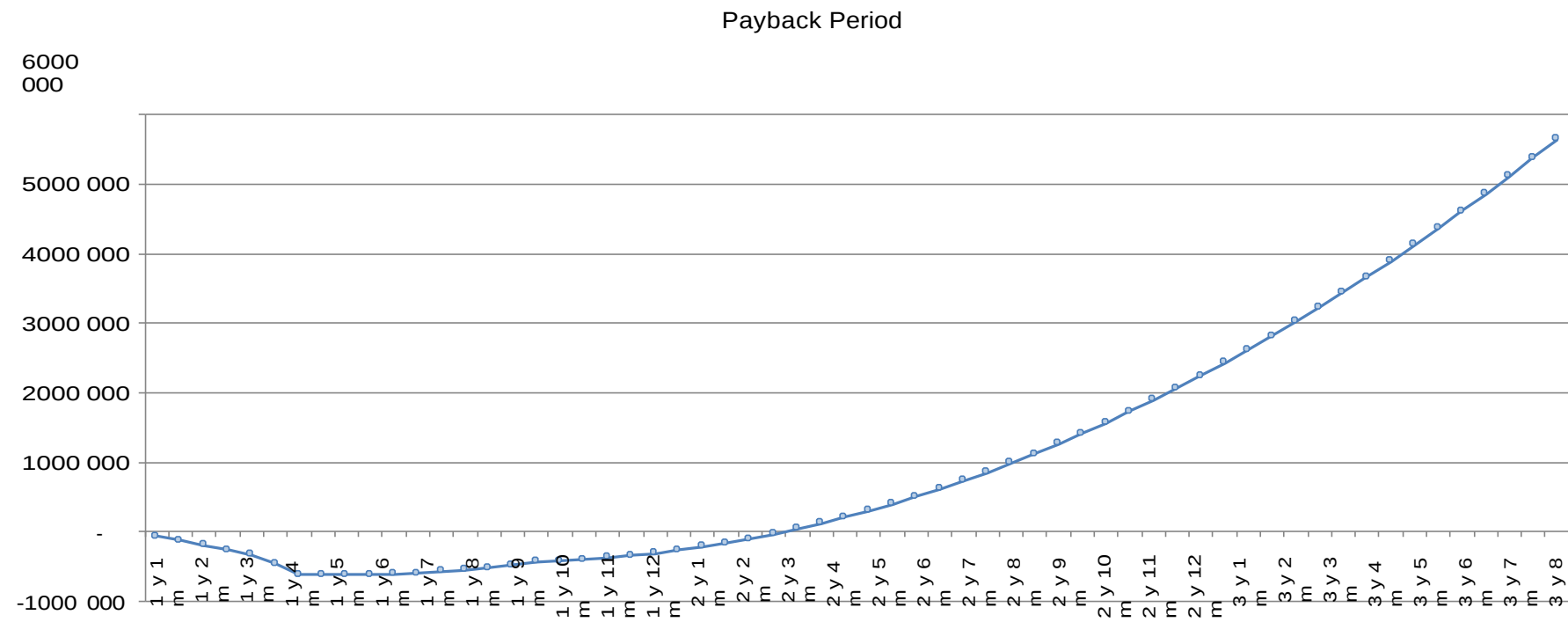
WORLD MARKET									
FRANCHISE									
Oct 14	1239	1234	1234	1234	1234	1234	1234	1234	1234
\$ per £	1.239	1.234	1.234	1.234	1.234	1.234	1.234	1.234	1.234
\$ per £	1.797	1.793	1.793	1.793	1.793	1.793	1.793	1.793	1.793
£ per £	0.690	0.686	0.686	0.686	0.686	0.686	0.686	0.686	0.686
¥ per \$	109.66	109.73	109.73	109.73	109.73	109.73	109.73	109.73	109.73
¥ per £	196.6	196.4	196.4	196.4	196.4	196.4	196.4	196.4	196.4
¥ per £	95.0	95.7	95.7	95.7	95.7	95.7	95.7	95.7	95.7
Index	1.543	1.545	1.545	1.545	1.545	1.545	1.545	1.545	1.545
Index	102.3	102.3	102.3	102.3	102.3	102.3	102.3	102.3	102.3
Index	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6	91.6
Index	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.3

INVESTMENT

	1	2	3	4	5	6	7	8	9	10	11	12	1st year
Operating costs:	63 900	64 900	67 900	67 400	67 400	136 250	156 400						624 150
Advertising, total	1 000	2 000	5 000	5 000	5 000	15 000							33 000
Cost of services	0	0	0	0	0	58 650	156 400						215 050
Salary	52 000	52 000	52 000	51 500	51 500	51 700							310 700
CEO	5 000	5 000	5 000	5 000	5 000	5 000							30 000
Project Manager	4 000	4 000	4 000	4 000	4 000	4 000							24 000
IT Developer (3)	9 000	9 000	9 000	9 000	9 000	9 000							54 000
DevOps (2)	6 000	6 000	6 000	6 000	6 000	6 000							36 000
Front-end Developer	5 000	5 000	5 000	5 000	5 000	5 000							30 000
TL QA Specialist	1 300	1 300	1 300	800	800	1 000							6 500
QA Specialist	700	700	700	700	700	700							4 200
Bussines analyst (2)	2 000	2 000	2 000	2 000	2 000	2 000							12 000
Head of Marketing	3 000	3 000	3 000	3 000	3 000	3 000							18 000
Risk Manager(2)	4 000	4 000	4 000	4 000	4 000	4 000							24 000
AML Officer	4 000	4 000	4 000	4 000	4 000	4 000							24 000
SMM Specialist (2)	1 600	1 600	1 600	1 600	1 600	1 600							9 600
SEO Specialist	800	800	800	800	800	800							4 800
Influence Marketing Specialist	1 000	1 000	1 000	1 000	1 000	1 000							6 000
Affiliate Manager	1 400	1 400	1 400	1 400	1 400	1 400							8 400
Accountant	1 200	1 200	1 200	1 200	1 200	1 200							7 200
Business Developer (2)	2 000	2 000	2 000	2 000	2 000	2 000							12 000
Server rent	400	400	400	400	400	400							2 400
Unexpected costs	500	500	500	500	500	500							3 000
Investment, total	63 900	64 900	67 900	67 400	67 400	136 250	156 400	0	0	0	0	0	624 150

PAYBACK PERIOD

Payback period of investments will comprise 2 years and 4 months.



CASH FLOW

Cash flow, period	USD	USD (cumulative)
1	-624 150	-624 150
2	384 032	-240 118
3	1 075 285	835 166
4	1 963 788	2 798 954
5	2 830 103	5 629 057

PROFIT AND LOSS

	1	2	3	4	5	6	7	8	9	10	11	12	1st year
Number of new loyal users on the website per month						1 500	2 500	3 500	3 500	3 500	3 500	3 500	21 500
The number of loyal users on the website, total						1 500	4 000	7 500	11 000	14 500	18 000	21 500	21 500
% of users that stay on the platform						85%	85%	85%	75%	75%	75%	65%	78%
The number of loyal users on the website that stay on the platform, total						1 275	3 400	6 375	8 250	10 875	13 500	13 975	13 975
Average check on the platform per client						50	50	50	100	100	100	100	100
Income, total	0	0	0	0	0	63 750	170 000	318 750	825 000	1 087 500	1 350 000	1 397 500	5 212 500
Advertising, total	1 000	2 000	5 000	5 000	5 000	15 000	25 000	35 000	35 000	35 000	35 000	35 000	233 000
Cost of services						58 650	156 400	293 250	759 000	1 000 500	1 242 000	1 285 700	4 795 500
Salary	52 000	52 000	52 000	51 500	51 500	51 700	51 700	51 700	51 700	51 700	51 700	51 700	620 900
CEO	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	60 000
Project Manager	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	48 000
IT Developer (3)	9 000	9 000	9 000	9 000	9 000	9 000	9 000	9 000	9 000	9 000	9 000	9 000	108 000
DevOps (2)	6 000	6 000	6 000	6 000	6 000	6 000	6 000	6 000	6 000	6 000	6 000	6 000	72 000
Front-end Developer	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	5 000	60 000
TL QA Specialist	1 300	1 300	1 300	800	800	1 000	1 000	1 000	1 000	1 000	1 000	1 000	12 500
QA Specialist	700	700	700	700	700	700	700	700	700	700	700	700	8 400
Bussines analyst (2)	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	24 000
Head of Marketing	3 000	3 000	3 000	3 000	3 000	3 000	3 000	3 000	3 000	3 000	3 000	3 000	36 000
Risk Manager(2)	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	48 000
AML Officer	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	4 000	48 000
SMM Specialist (2)	1 600	1 600	1 600	1 600	1 600	1 600	1 600	1 600	1 600	1 600	1 600	1 600	19 200
SEO Specialist	800	800	800	800	800	800	800	800	800	800	800	800	9 600
Influence Marketing Specialist	1 000	1 000	1 000	1 000	1 000	1 000	1 000	1 000	1 000	1 000	1 000	1 000	12 000
Affiliate Manager	1 400	1 400	1 400	1 400	1 400	1 400	1 400	1 400	1 400	1 400	1 400	1 400	16 800
Accountant	1 200	1 200	1 200	1 200	1 200	1 200	1 200	1 200	1 200	1 200	1 200	1 200	14 400
Business Developer (2)	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	2 000	24 000
Server rent	400	400	400	400	400	400	400	400	400	400	400	400	4 800
Office rent	10 000	10 000	10 000	10 000	10 000	10 000	10 000	10 000	10 000	10 000	10 000	10 000	120 000
Unexpected costs	500	500	500	500	500	500	500	1 000	1 000	1 000	1 000	1 000	8 500
Costs, total	63 900	64 900	67 900	67 400	67 400	136 250	244 000	391 350	857 100	1 098 600	1 340 100	1 383 800	5 782 700
EBITDA	-63 900	-64 900	-67 900	-67 400	-67 400	-72 500	-74 000	-72 600	-32 100	-11 100	9 900	13 700	-570 200
EBITDA margin, %													-

	Profit tax	0	0	0	0	0	0	0	0	0	0	1 980	2 740	4 720	
Net Profit		-63 900	-64 900	-67 900	-67 400	-67 400	-72 500	-74 000	-72 600	-32 100	-11 100	7 920	10 960	-574 920	

PROFIT AND LOSS (1-5 years)

	1st year	2nd year	3rd year	4th year	5th year
Number of new loyal users on the website per month	21 500	3 500	3 500	3 500	3 500
The number of loyal users on the website, total	21 500	63 500	105 500	147 500	189 500
% of users that stay on the platform	78%	51%	50%	50%	50%
The number of loyal users on the website that stay on the platform, total	13 975	31 750	52 750	73 750	94 750
Average check on the platform per client	100	100	100	100	100
Income, total	5 212 500	26 925 000	51 750 000	76 950 000	102 150 000
Advertising, total	233 000	420 000	420 000	420 000	420 000
Cost of services	27 106 750	25 327 500	49 162 500	73 102 500	97 042 500
Salary	620 900	546 427	653 318	781 119	933 920
CEO	60 000	52 165	62 369	74 570	89 157
Project Manager	48 000	45 644	54 573	65 249	78 012
IT Developer (3)	108 000	45 644	54 573	65 249	78 012
DevOps (2)	72 000	39 124	46 777	55 927	66 868
Front-end Developer	60 000	39 124	46 777	55 927	66 868
TL QA Specialist	12 500	41 732	49 895	59 656	71 326
QA Specialist	8 400	9 129	10 915	13 050	15 602
Bussines analyst (2)	24 000	26 082	31 185	37 285	44 579
Head of Marketing	36 000	39 124	46 777	55 927	66 868
Risk Manager(2)	48 000	52 165	62 369	74 570	89 157
AML Officer	48 000	52 165	62 369	74 570	89 157
SMM Specialist (2)	19 200	20 866	24 948	29 828	35 663
SEO Specialist	9 600	10 433	12 474	14 914	17 831
Influence Marketing Specialist	12 000	13 041	15 592	18 642	22 289
Affiliate Manager	16 800	18 258	21 829	26 099	31 205
Accountant	14 400	15 649	18 711	22 371	26 747
Business Developer (2)	24 000	26 082	31 185	37 285	44 579
Server rent	4 800	12 683	14 291	16 103	18 146
Unexpected costs	8 500	12 683	14 291	16 103	18 146
Costs, total	5 782 700	26 444 960	50 405 894	74 495 265	98 612 372
EBITDA	-570 200	480 040	1 344 106	2 454 735	3 537 628
EBITDA margin, %	-	2%	3%	3%	3%
Profit tax	4 720	96 008	268 821	490 947	707 526
Net Profit	-574 920	384 032	1 075 285	1 963 788	2 830 103



MAIN PROJECT COEFFICIENTS

The amount of necessary investment is: **624 150 USD**.

The Payback Period comprises: **2 years and 4 months**.

Project main coefficients (1 - 5 years)	
PI	9,02
Discount rate	1,0%
PI (discounted)	8,61
NPV	4 751 733
IRR	131,4%

PI - profitability index of investments. The invested funds will be paid back 9.02 times.

PI (discounted) - profitability index of investments based on discounted cash flows. With a PI value of 8.61, the invested funds will be paid back 8.61 times.

NPV (net present value of the project) - current value of the future cash flow of the investment project, calculated taking into account the discount, net of investment. The present value of the future cash flow of the investment project (or profit from the project) minus investment for 5 years of project life is: 4 751 733 USD.

IRR (internal rate of return) - reflects the level of the discount rate at which the present value of the received income minus the amount of the initial investment (net present value) will be zero. The higher the discount rate for the net present value of the revenues received, the better this investment is. The project IRR is: 131,4%.