

Base Online N.V. (Basebet.io) Business Plan

A Leading Non-Custodial Crypto Casino and Sportsbook Platform

Executive Summary

- **Company Name:** Base Online N.V.
- **Vision Statement:** Become the leading and most reputable Crypto Casino brand
- **Mission Statement:** Providing a safe and secure Non-custodial casino platform
- **Key Differentiators:** Personalized Casino and gaming experience on Web3

Company Overview

- **Business Structure:** (LLC/ N.V.)
- **Ownership:** Dziejzom Amedeka (UBO)
- **Location:** Curaçao
- **Licensing:** Curaçao gaming license (sub-license currently)

Products and Services

Casino Games:

Table Games (Blackjack, Roulette, Poker variants, etc.)

Slot (from various providers: Pragmatic Play, Elk Studios, Play'nGo, etc.)

Other games (Bingo, Keno, Dice, Plinko, etc.)

Sportsbook:

Sports covered (Popular and niche)

Bet Types (Pre-match, in-play, parlays, props)

Sportsbook Platform (Partner API integration with Bet construct)

Introduction:

This report is intended to provide a comprehensive overview of Basebet, a leading non-custodial crypto casino and sportsbook platform offering complete end-to-end gaming products, including sportsbook, casino, live casino, e-sport, poker, and multiple mini games

Marketing Details:

Basebet will reach customers through various channels such as social media, banner ads, affiliates, and paid alpha calls in the crypto and NFT communities, and partnerships with strong and reputable brands in the crypto space. These partnerships will help Basebet gain more visibility and credibility in the market.

Competitor Info:

Basebet's main competitor is Stake.com. Although Stake.com is the biggest crypto casino platform, it lacks innovation and a competitive bonus/reward program for its users. Basebet will set itself apart by offering a more competitive bonus and reward program, a more user-friendly interface and experience (mobile first), and 24/7 customer support in multiple languages. Additionally, Basebet will offer a personalised user experience, which is currently lacking in the market.

Financial Details:

Basebet's current monthly overhead is 60,000 USD, and it anticipates this to increase to 150k USD in the next few months while expanding its service and infrastructure. The current monthly income is 120k USD, and Basebet expects a 100% growth in revenue, ultimately achieving about 5 million monthly net revenue by year 3.

Year 1:

In year 1, Basebet will focus on establishing itself as a reputable igaming platform in the crypto space. The company anticipates a 50% growth in revenue, resulting in a net revenue of 1.8 million USD per month. Basebet will invest heavily in marketing and partnerships to gain more visibility in the market and attract more customers. The company will also expand its customer support by adding more languages and channels.

Year 2:

In year 2, Basebet will continue to focus on growth and expansion. The company anticipates a 75% revenue growth, resulting in a net revenue of 3.2 million USD per month. Basebet will continue to invest in marketing and partnerships to gain more visibility in the market and attract more customers. The company will also focus on improving its platform by adding more games and improving its user interface and experience.

Year 3:

In year 3, Basebet will focus on maximising its revenue and profit. The company anticipates a 100% growth in revenue, resulting in a net revenue of 5 million USD per month. Basebet will continue to invest in marketing and partnerships but will also focus on retaining its existing customers by offering them more personalised experiences and rewards. The company will also focus on improving its platform by adding more innovative features and games.

Conclusion:

Basebet is a leading non-custodial crypto casino and sportsbook platform that offers complete end-to-end igaming products. The company aims to set itself apart from its competitors by offering a more competitive bonus and reward program, a more user-friendly interface and experience (mobile first), and 24/7 customer support in multiple languages. Basebet anticipates a 100% growth in revenue and ultimately achieves about 5 million monthly net revenue by year 3. The company will achieve this by investing in marketing and partnerships, expanding its service and infrastructure, and improving its platform by adding more innovative features and games.