

Swifty Business Plan

Trading as [swiftglobal](https://www.swiftglobal.com)

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Version 0.5

A handwritten signature in black ink, appearing to be 'J. M. G.', located in the bottom right corner of the page.

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1. Business Overview

The core business of Swifty.Global (Swifty) will be providing new sports betting options for European and UK residents through Android and iOS Mobile applications. The trading platform will be built inhouse with betting data, margin analysis, and risk appetite received and managed by market leading providers.

Swifty will focus primarily on European football leagues and mainstream established sports, with pre-game, and in-play markets.

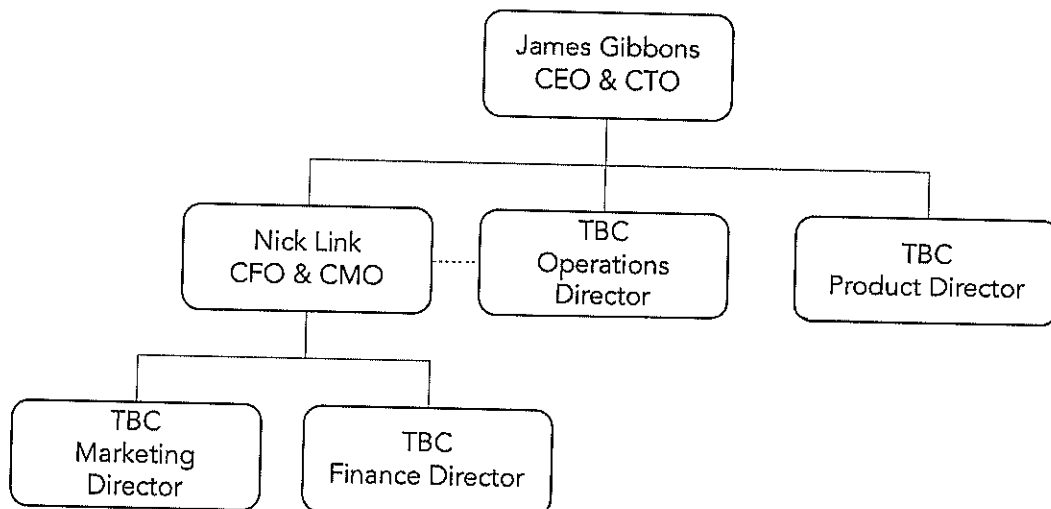
2. Company's Mission

Swifty's mission is to provide:

- Customers with a great betting experience through a secure and clear user experience.
- Competition to established sports betting companies by providing a fun experience and engaging mobile application.
- Honest odds to end users, utilizing market leading tools and practices.

3. Corporate Structure

Senior management team structure:



4. Funding

Funding will be from the personal wealth of James Gibbons.

5. Company's Business Structure

Roles and Responsibilities

CEO

- Responsible for overseeing all other executives and staff within the organization.
- Promotes economic development within the companies target communities.
- Develops and implements strategies and sets the overall direction for the Company.
- Provides visionary and strategic leadership for the Company.
- Collaborates with the board of directors to develop the policies and direction of the Company.
- Ensures the members of the board of directors have the information necessary to perform their fiduciary duties and other governance responsibilities.
- Directs staff, including organizational structure, professional development, motivation, performance evaluation, discipline, compensation, personnel policies and procedures.

CFO & CMO

- Responsible for overseeing the planning, development, and execution of the company's advertising and marketing initiatives.
- Designs and improves upon marketing campaigns for each aspect of our company.
- Creates and propagates an enthusiastic brand message that will resonate with our target demographic.
- Oversees our customer operations department.
- Provides leadership, direction and management of the finance and accounting team.
- Provides strategic recommendations to the CEO and members of the executive management team.
- Manages the processes for financial forecasting and budgets, and overseeing the preparation of all financial reporting.
- Advises on long-term business and financial planning.

- Establishes and develops relations with senior management and external partners and stakeholders.
- Ensures the company meets all financial reporting and filing obligations.

Product Director

- Oversees all day to day decisions for the product applications
- Creates and manages a team to implement and maintain robust, stable, scalable systems, with all the appropriate redundancies in place.
- Responsible for cyber security, back-ups, and disaster recovery planning.

Sales and Marketing Director

- Responsible for meeting the company's sales targets through effective planning and budgeting.
- Creates and implements strategies and techniques necessary for achieving the sales targets.
- Identifies new customer markets and specifically key customer prospectors within these markets.
- Generates leads for the Company as well as generating new opportunities.
- Leads brand promotion.
- Creates and manages the sales and marketing team.
- Responsible for establishing, maintaining, and improving client relationships.

Operations Director

- Implements the betting operations guidelines on a day-to-day basis, including sportsbook supervision and generating / interpreting analytics.
- Leads quality control.
- Responsible for hiring, training, and where required, terminating employees.
- Designs, implements and maintains operating processes and policies.
- Manages customer support requests and complaint resolution.

Finance Director

- Day to day implementation of Company's financial goals, objectives, and budgets.
- Performs due diligence on all financial planning and decision making.

- Oversees all administrative and HR functions, including but not limited to employee pay scales, schemes, benefits, hiring and firing.
- Ensures all audit and regulatory requirements are met in an accurate and timely manner.
- Ensures all staff are trained in the Company's risks and compliance policies and processes and follows them.
- In conjunction with the Operations Director to ensure new products are in line with all regulatory requirements.
- In conjunction with the CFO, help define and maintain a risk model with varying thresholds to ensure there are mitigations in place for any operational threat to the business.

6. Business Strategy

Company's mission is to offer a fun, fair and satisfying sports betting solution on mobile devices for secured and easy to use betting experience.

The strategic goals are to implement a user-friendly sports betting solution which demonstrates consistent repeat visitation and steady user base growth within the first year of operations. To become profitable within the first 2 years and to break into the top 10 sports betting apps in Europe within 5 years.

The vision statement of the company is to become a well-known worldwide competitor to the biggest brands in the sport betting world.

7. Target Markets

Swiftly is currently focusing on EU and UK (on condition of receiving the UK gambling license) markets, with a focus on football and the major international sports. Within 12 months we are looking to expand into the US markets on condition that we are able to obtain US licenses for each state.

8. Technical Solution

We are in the final stages of selecting a managed trading services provider. This is likely to be either Bet Radar or Bet Genius. We will be using the traders, trading platform and risk management platforms to provide the odds for pre-match, live and in game plays.

We have already provided a letter of intent to contract with sumsub (<https://sumsub.com/kyc-compliance>) for our automated KYC / AML checks.

In the first instance we will use walletconnect and/or metamask to accept crypto payments.

Swiftly will then provide the interface to interact with the services above.

9. SWOT Analysis

Strengths

- Ability to quickly build out product offerings from data feeds and risk management which will be received from the market leading providers.
- Strong technical experience within our team, with extensive integration experience across multiple solution types.
- Strong regulatory requirements knowledge from the CEO who was involved in establishing DFSA in Dubai, and ADGM in Abu Dhabi.
- Ability to utilize contractors and service supply companies to ensure a low staff headcount.
- We have completed our analysis of the required solutions and our selected providers and are very confident in their ability to provide us with the required quality service.
- With the planned supplier model, of using a 3rd party sportsbook and Risk management/ trading team, the services will be in place 24/7.

Weaknesses

- Entering into a market that already has established sports books.
- A start up like ourselves has to plan carefully with regulatory requirements and risks to ensure cashflow and setup costs are managed correctly.
- Part of our solution would be for near location betting, which generally cannot be used due to covid restrictions.
- High start-up costs make it a difficult barrier to entry.

Opportunities

- The Gambling industry is growing rapidly during the Covid 19 pandemic.
- The simple approach to our betting solution will make it easier for first time users.
- Due to the nature of the industry, the ability to attract new customers is always possible, from new customer promotions to customers unhappy with a particular loss or odds offer by other providers.

- With a small operational cost, and highly competitive product, we will be able to compete on odds price with established players which is extremely important to betting customers.
- After the start-up costs are absorbed, the scalability and variable costs per user bet is very low.

Threats

- Highly competitive Market with some very well established service providers.
- Each jurisdiction has their own regulatory requirements on gambling.
- Although we have a patent pending, well established sports betting operators could steal our idea.

10. Marketing

Swiftly intends on utilizing 3 forms of Marketing:

1. Traditional Marketing
 - Paper advertising to attract the older users who utilize physical papers for sports information mostly and of which an above average percentage are gamblers. (After obtaining local licenses in regulated markets)
 - Sponsoring of teams and events.
2. Social media
 - Targeted social media advertising based on sports interests.
 - Running social media campaigns and competitions across all the main platforms.
 - Utilizing of influencers in appropriate target markets for building markets which are key to our growth.
3. Targeted Competitor Marketing
 - Advertisements in the app store when competitors are searched.
 - Google ads for users searching for other sites.
 - Direct comparison of odds with appropriate promotions for high volume events to demonstrate superior odds being provided by Swiftly.

11. Financial Plan

The financial plan is based off the UK gambling statistics.

The financial estimations are based off of the following user numbers. We expect to onboard 408 ppl per week.

Year	Users
1	21,216
2	25,486
3	30,583
4	36,699
5	44,039

Based on UK Statista the average person spends 262.57 GBP per year which is approx 6.87 USD per week.

Financial Estimations

	Year 1 Forecast		Year 2 Forecast		Year 3 Forecast		Year 4 Forecast		Year 5 Forecast	
Bets per user (average 6.86 USD per week)	\$	1,532,611	\$	2,464,800	\$	2,957,760	\$	3,549,312	\$	4,259,174
Total Income	\$	1,532,611	\$	2,464,800	\$	2,957,760	\$	3,549,312	\$	4,259,174
Licenses	\$	54,000	\$	50,000	\$	50,000	\$	50,000	\$	50,000
Licenses Other	TBD		TBD		TBD		TBD		TBD	
Other i.e. software	\$	5,000	\$	6,000	\$	7,200	\$	8,640	\$	10,368
Design (UX/UI)	\$	4,500	\$	-	\$	-	\$	-	\$	-
Platform	\$	100,000	\$	-	\$	-	\$	-	\$	-
Dev Staff	\$	288,000	\$	432,000	\$	518,400	\$	622,080	\$	746,496
Odds Feed and Risk Management	\$	240,000	\$	240,000	\$	240,000	\$	240,000	\$	240,000
Hosting	\$	36,000	\$	43,200	\$	51,840	\$	62,208	\$	74,650
Marketing	\$	1,000,000	\$	1,200,000	\$	1,440,000	\$	1,728,000	\$	2,073,600
Legal	\$	50,000	\$	100,000	\$	100,000	\$	100,000	\$	100,000
Total	\$	1,727,500	\$	1,971,200	\$	2,307,440	\$	2,710,928	\$	3,195,114
Net Income/Profit	\$	(194,888.76)	\$	493,600.00	\$	650,320.00	\$	838,384.00	\$	1,064,060.80

Pricing Strategy

The pricing strategy comprises of two aspects.

1. Consistent prices in line with market expectations for launch. As a start-up, Swifty needs to ensure we are establishing a viable product and will be sticking to the odds and risk settings recommended to us by our providers.
2. Swifty once established will target itself as a better odds provider than competitors and grow market share accordingly.

Payment Options

Swifty will accept the following payment options:

1. Debit Cards & Credit Cards (if allowed in the jurisdiction)
2. E-Wallets (NETeller, Skrill, PaySafe, Jeton)
3. EFT Services
4. Cryptocurrency



JAMES GIBBONS

13.06.2021

