

Business Plan

Betrise - Soft Entertainment N.V.

Executive Summary

- Betrise – iGaming B2C operator aims to revolutionize the online gaming industry by offering a diverse range of engaging, high-quality casino games, sports betting, and innovative gaming experiences tailored to meet the preferences of a global audience.
- Betrise is one of iGaming startup operators which will provide following iGaming content for users:
 - Casino Content
 - 16,000 + games
 - 200 + providers
 - Multi-channel, multi-currency and multi-lingual support
 - Sportsbook Content
 - 100,000 pre-match & 70,000 live events
 - Over 3,000 markets across 125 sports
 - Personalized game experience
 - Gamification
 - Integrated highly flexible tournament system: quick or hour long challenges, week long contests, personal missions
 - Customizable promotion builder
 - Mystery box, leaderboards and loyalty system
- Betrise is getting technological services from Broadway Platform (broadwayplatform.com) as a platform provider, which is using a cutting-edge technology. We're aiming to lead the industry and give our clients the most advanced solutions.
- Our commitment to customer service excellence, alongside the implementation of advanced data analytics to personalize user experiences and enhance customer retention, sets us apart. By continuously expanding our game offerings and exploring new markets, we aim to not only attract a broad user base but also foster a loyal community of gamers, driving sustainable growth and profitability.
- Soft Entertainment N.V. is targeting to be the market leader in customer retention, conversion, cross sell and reactivation rates. To do that, we will outsource that services and the industry-leading company called HawX (<https://www.hawx.io/>) will provide us following services:
 - CRM
 - Segmentation and onboarding customers
 - Public and private promotions: Retention, reactivation and cross sell campaigns, pre-churn control, VIP personalized treatment
 - Incident management

- Design
 - Brandbook
 - Website design: Product UI/UX design
 - Graphic Design: Promotional landing pages, banners, etc
- Website Management
 - Daily operations
 - Banner and thumbnails management
 - Mobile interface
 - Website testing
 - Providers and games ordering
 - User study
- Sportsbook Risk Management
 - Developing processes for odds compilation, risk management, in-play trading and settlement
 - Controlling and monitoring all game styles, including Arbitrage, SFM, Strong Opinion, Late Betting, etc.
 - Pro-actively profiling customers based on wagering behaviours
 - Deliver periodic reports with a clear action plan for improvement, such as betting patterns, limits, etc.
- KYC, AML and Fraud Management
 - Minimizing bonus cost by more than 20% via detecting bonus hunters
 - Investigate and classify fraudulent users to avoid high-risk scenarios
 - IP management per promotion and bonus awarding
 - Avoiding double awarding in promotions
- Product Management
 - Bug issue tracking
 - Product R&D and competitors analysis
 - Product planning and roadmap
 - Obtain and increase market share
- Financial Management
 - Accounting
 - Cash flow management
 - Forecasting and budgeting
- Compliance Management

Business Objectives

The key business objectives are set out below:

- Our primary objective is to establish a secure, user-friendly platform that prioritizes customer satisfaction and responsible gaming, aiming to achieve a leading position in the market within five years.
- We plan to succeed by leveraging cutting-edge technology to provide seamless, mobile-optimized gaming experiences, coupled with aggressive marketing strategies and partnerships with leading software providers, such as Affilka (leading affiliate tool) Fast-track (leading CRM tool), Smartico (leading gamification tool), etc.
- Break into the sports betting market and introduce a licensed sports betting platform.
- Maintain our leadership in innovation by offering global chat capabilities, enabling direct player-to-player communication, and enhancing transparency among participants in casino, crash games, and other real money gaming experiences.

Business Model of Betraise

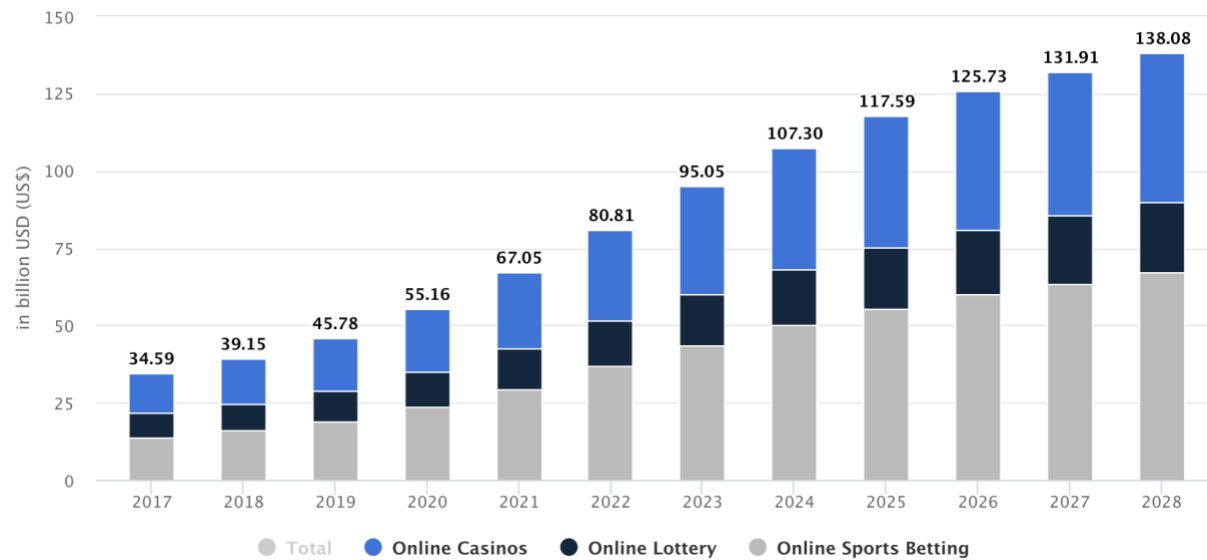
- The business model of Betraise revolves around offering digital versions of traditional casino games such as slots, blackjack, and roulette, as well as sports betting, to users over the internet. Customers are attracted through various marketing strategies (such as affiliate marketing, digital marketing, media buying), including bonuses and loyalty programs.
- Revenue is primarily generated through the house edge inherent in casino games and sports betting. We invest heavily in technology to ensure a secure, fair, and engaging gaming experience, which includes mobile optimization, live dealer games, and random number generation for fairness. Regulatory compliance and obtaining license is critical for us to operate legally and gain players' trust, adding to the operational costs but ensuring a safe gaming environment.

Market Opportunity

Industry Overview:

- Revenue in the Online Gambling market is projected to reach US\$107.30bn in 2024.
- Revenue is expected to show an annual growth rate (CAGR 2024-2028) of 6.51%, resulting in a projected market volume of US\$138.10bn by 2028.
- In the Online Gambling market, the number of users is expected to amount to 243.2m users by 2028.
- User penetration will be 2.5% in 2024 and is expected to hit 3.0% by 2028.
- The average revenue per user (ARPU) is expected to amount to US\$0.55k.

- In global comparison, most revenue will be generated in the United States (US\$23,030.00m in 2024).
- With a projected rate of 48.6%, the user penetration in the Online Gambling market is highest in Canada.
- Betraise intends to use its cutting-edge technology and the best marketing strategy to penetrate and get the decent share from above-mentioned figures.



Target Audience:

Betrise's target audience includes individuals ranging from 18 to 65 years old.

Unique Selling Proposition (USP):

- **Extensive Game Selection:** With over 16,000 games from more than 200 providers, Betrise offers one of the largest assortments of high-quality casino content available online.
- **Comprehensive Sportsbook:** Betrise provides access to a vast number of pre-match and live events, covering 125 sports with over 3,000 markets, delivering a personalized sports betting experience.
- **Advanced Technological Platform:** Betrise utilizes the Broadway Platform's cutting-edge technology to provide a secure, fair, and engaging gaming experience, including features like mobile optimization and live dealer games.
- **Dynamic User Engagement:** Through gamification and a flexible tournament system, users can enjoy quick challenges, week-long contests, and personal missions, enhancing the gaming experience and user retention.
- **Revolutionary CRM:**
 - Every aspect of the platform is based on Real-time data
 - Leaders in AI. The Singularity model allows scaling with self-learning, 1:1 experiences
 - Work process makes us 4x more efficient than any other platform
 - Comprehensive solution to manage multi-brand and regulated markets
 - Deeply embedded bonus integration, and supports any custom integrations
- These USPs position Betrise as a competitive entity in the online gaming industry, focusing on a vast selection of games, a rich sports betting platform, leading-edge technology, immersive user engagement, and superior customer service.
- We are expecting over 10M new depositors and 100M deposit amounts in 2024/2025

Financial Projection

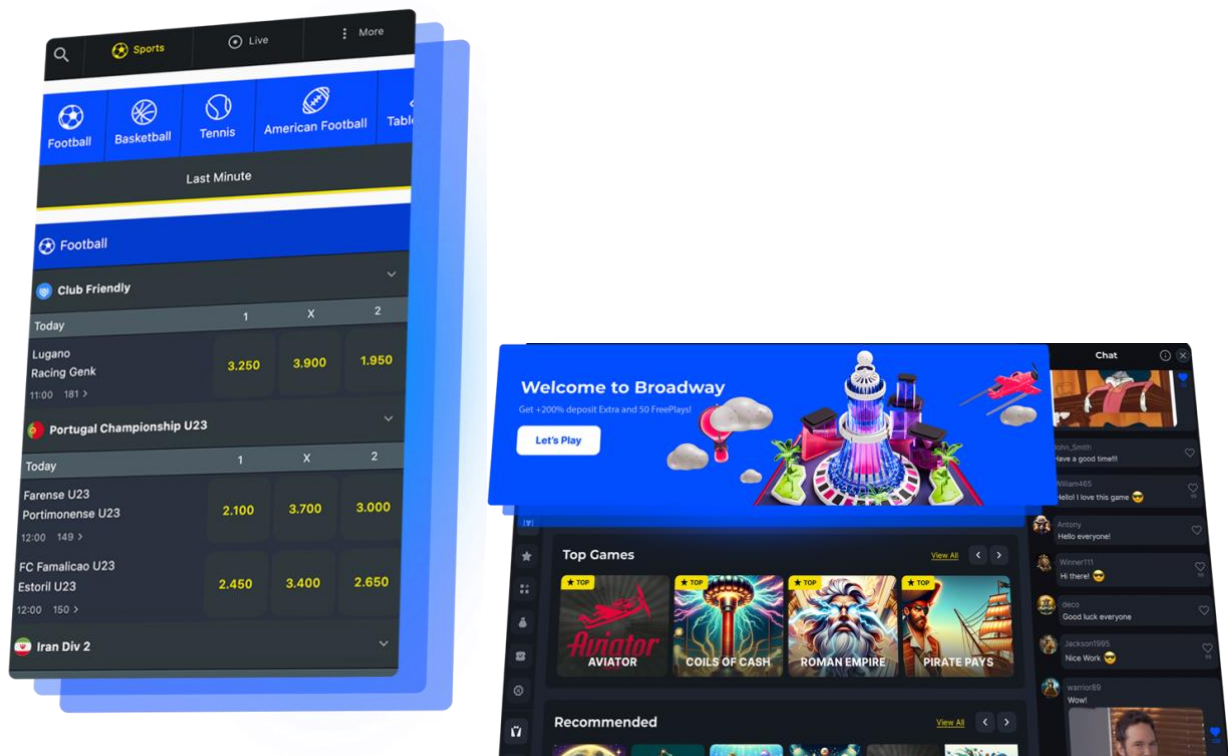
Soft Entertainment N.V.		2024	2025	2026
GROSS GAMING REVENUE	€'000	12 500	27 500	45 000
Bonus & Jackpot Contributions	€'000	-1875	-3575	-4500
NET GAMING REVENUE	€'000	10 625	23 925	40 500
NGR:GGR %	€'000	85%	87%	90%
Marketing	€'000	-3 188	-7 178	-12 150
Payments	€'000	-400	-880	-1 440
Gaming Content	€'000	-1 116	-2 512	-4 253
Staff Costs	€'000	-500	-625	-781
Other	€'000	-319	-718	-1 215
EBITDA	€'000	5 103	12 013	20 661
MARGINS				
NGR Margin	%	85,0%	87,0%	90,0%
EBITDA Margin	%	40,8%	43,7%	45,9%
PLAYERS				
New registered customers	#	150 000	350 000	500 000
New depositing customers	#	37 500	91 000	150 000
CONVERSION	%	25%	26%	30%
DEPOSITS / WITHDRAW				
Total deposited amount	€'000	50 000	110 000	180 000
Total withdrawn amount	€'000	32 500	69 300	108 000
HOLD	%	65,0%	63,0%	60,0%

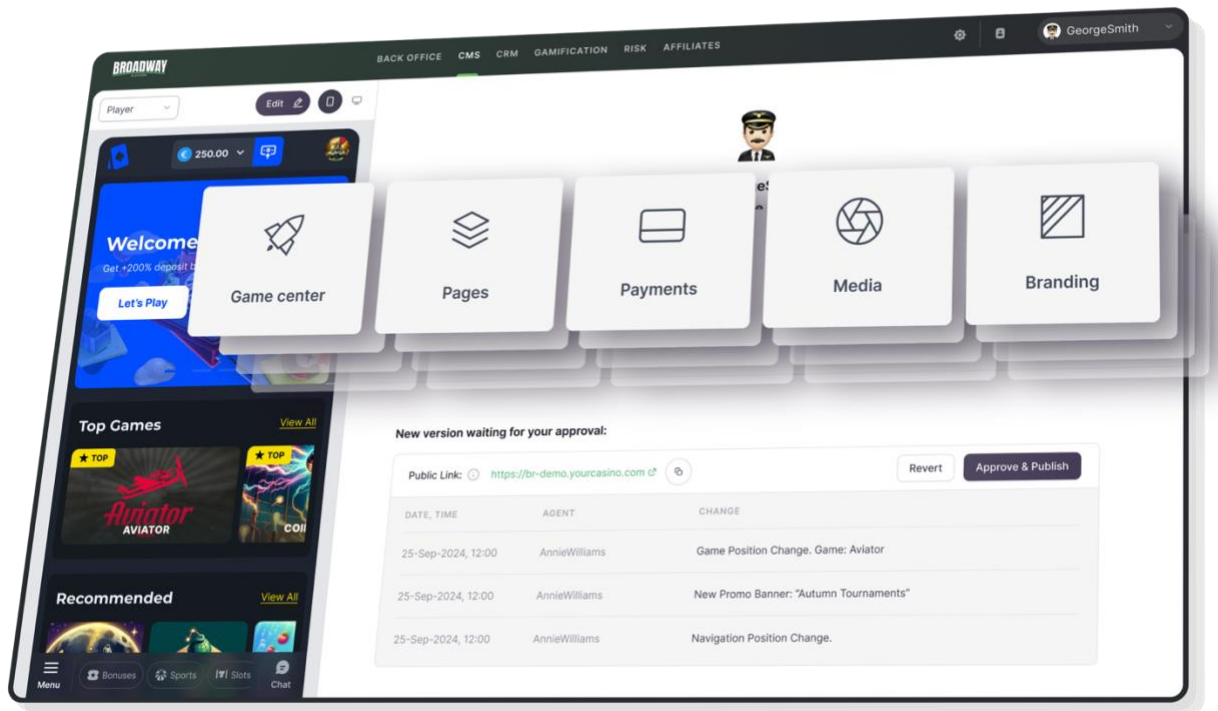
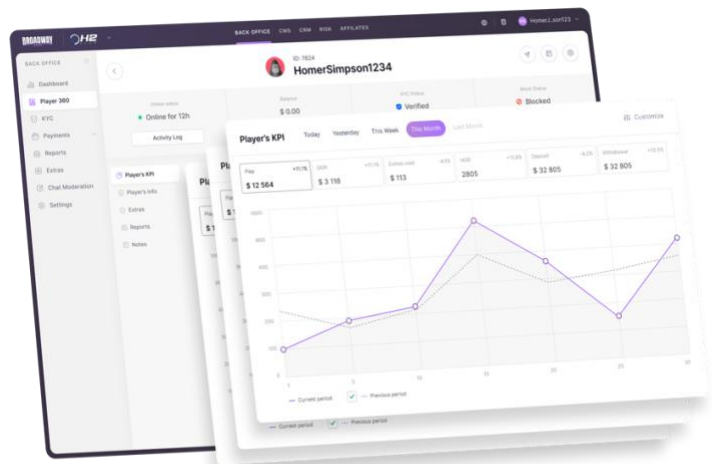
Company Overview

As previously stated, the company's management is outsourced to a leading firm known as HawX, which can be found at <https://www.hawx.io/>.

Products and Services

Betrise currently offers a wide range of casino products, including over 16,000 games and a sports betting section with more than 3,000 options across 125 sports for our customers. Apart from that we have a cutting-edge backoffice and CMS platforms. A brief list of these products and offerings is below.





Technology

As highlighted above, one the key USPs of the Betraise is the proprietary technology via the strong collaboration with Broadway Platform.

Below is the brief overview of the technology stack:

- Soft Entertainment N.V. is getting technological services from Broadway Platform (broadwayplatform.com) as a platform provider, which is using a cutting-edge technology, such as Java, TypeScript, Postgres, Redis, Docker, Kubernetes, ElasticSearch, and Kafka, all running on the AWS cloud to make sure it can grow and stay reliable.
- We follow the best methods like TDD, BDD, and CI/CD to keep our development fast and our systems stable. Using Docker and Kubernetes for organizing our software, and ElasticSearch and Kafka for handling data, makes our work more efficient.
- We both look up to big tech companies like Netflix and LinkedIn because they use these tools successfully, showing us that we've made good choices. By using AWS, we make sure our platform can handle lots of work and stay safe. We focus on using trusted systems like Spring and building our software in small, separate pieces, which makes the Betraise really powerful and adaptable. We're aiming to lead the industry and give our clients the most advanced solution.

Growth Strategy

We're planning on growing our online casino in a smart and effective way. Here's our game plan, broken down into five simple steps:

- Team Up with Affiliates - We're going to work with affiliates who can spread the word about our casino. They'll help us reach more people, and we'll pay them a bit for their help. It's a win-win because it doesn't cost much to start, and this method could bring in 15%-30% of our sales.
- Offer Great Bonuses and Promotions - Everyone loves a good deal, right? So, we'll offer some really tempting welcome bonuses, loyalty rewards, and other cool promotions. This can make more people want to join and stick around. After all, over 80% of folks look at the welcome bonus first before choosing a casino.
- Make Our Casino Work Great on Phones - Since most people are on their phones these days, we'll make sure our casino looks and works great on mobile devices. This can make our casino more fun and easier to use, which could attract more players. Mobile gaming is getting bigger and might make up 58.9% of all online gambling soon.
- Get Social - We'll use social media to talk to potential players and keep things exciting. By posting cool stuff and ads, we can draw in new players and keep our current ones interested. Social media is a big deal for online casinos like ours, and getting it right can really help us grow.
- Be There for Our Players - Good customer service is key. We'll be there for our players any time they need us, through chat, email, or phone. Making sure they have a great time and can get help whenever they need it means they're more likely to come back.
- By focusing on these five simple steps, we can make our online casino better and more popular. We'll tailor everything to fit our players and the rules we need to follow, aiming for the best results.

Regulatory Compliance

We're putting together a plan to make sure our online casino follows all the rules and keeps things safe and fair for everyone. Here's how we're going to do it:

- **Know the Rules Inside Out** - First up, we're going to make sure we really understand all the laws and regulations that apply to running our casino online. This means staying up-to-date and making sure everything we do, from the games we offer to the ads we put out, is on the right side of the law.
- **Promote Safe and Responsible Gaming** - We're planning to put tools and information in place to help our players gamble safely. This includes options to set limits on how much they can deposit or bet, ways to take a break if they need it, and info on where to get help if gambling stops being fun.
- **Keep Player Info Safe** - Keeping our players' personal and financial information secure is a big deal. We'll use the latest technology to protect it, making sure that everything from their sign-up details to their winnings is kept private and safe from hackers.
- **Fair Games for Everyone** - We want to guarantee that all our games are fair. So, we're planning to have them regularly checked by independent testers. This way, everyone can trust that the games are not rigged and that the chances of winning are just as we say they are.

SWOT Analysis

Strengths:

- **Extensive Gaming Library:** With over 16,000 casino games from more than 200 providers and a sportsbook offering 100,000 pre-match and 70,000 live events across 125 sports, Betraise offers an exceptionally diverse range of gaming options. This vast selection can significantly enhance user engagement and retention.
- **Technological Edge:** Utilizing cutting-edge technology from Broadway Platform, including advanced data analytics for personalized user experiences, Betraise positions itself as a leader in offering secure, fair, and engaging gaming experiences.
- **Innovative Features:** The introduction of gamification, a highly flexible tournament system, and innovative CRM strategies including AI-driven real-time data analytics, positions Betraise to effectively engage and retain customers.
- **Strategic Partnerships:** Collaborations with industry-leading service providers like HawX for customer relationship management and other key operational areas ensure high-quality services and operational efficiency.

Weaknesses:

- **Start-Up Challenges:** As a newcomer in the competitive online gaming market, Betraise will face challenges in establishing its brand presence and user base against established competitors.
- **Dependence on External Providers:** Heavy reliance on technology and service providers like Broadway Platform and HawX could pose risks if any disruptions or issues arise in these partnerships.
- **Regulatory Compliance:** Navigating and maintaining compliance in the complex

regulatory landscape of online gambling could be challenging and resource-intensive for a new entrant.

Opportunities:

- **Market Growth:** The online gambling market is projected to grow significantly, with revenue expected to reach \$138.10 billion by 2028. Betraise is well-positioned to capitalize on this growth through its diverse game offerings and innovative platform.
- **Mobile Optimization:** With a focus on mobile-optimized gaming experiences, Betraise can attract the rapidly growing segment of mobile gamers, offering convenient access to gaming activities.
- **Global Expansion:** The global nature of the online gaming market presents opportunities for Betraise to expand into new geographical areas, leveraging its multi-language and multi-currency platform to cater to a wide audience.

Threats:

- **Regulatory Risks:** Changes in gambling regulations in key markets could impact Betraise's operations and growth potential. Compliance with diverse and evolving regulations requires continuous attention and resources.
- **Competition:** The online gaming market is highly competitive, with many established players. Betraise needs to continuously innovate and offer superior value to attract and retain users.
- **Cybersecurity Risks:** As an online platform, Betraise is exposed to cybersecurity threats, including data breaches and attacks on its gaming systems. Ensuring top-notch security measures is critical for maintaining user trust and compliance.

This SWOT analysis highlights Betraise's strong foundation in technology and game diversity, strategic partnerships, and opportunities in a growing market. However, it also points out the challenges of regulatory compliance, cybersecurity, and the competitive landscape the company must navigate to achieve its objectives.