



Business Plan

GDL Digital Services B.V. (Pods.bet)

2024/2026

Pods.bet: Your Window to the Future of iGaming

Executive Summary

Overview

Pods.bet will be an innovative iGaming platform that will offer a diverse and engaging entertainment experience. With a selection of casino games and live sports betting, Pods.bet will bring the exciting world of casinos into the comfort and safety of the digital environment. Founded by an industry veteran with over 25 years of technology experience and 2 years in iGaming operations, the startup, which has not yet commenced operations, is positioned to leverage the growing online gaming market in Brazil and Latin America.

As a nascent enterprise in the dynamic field of sports betting, Pods Bet is in the preliminary phase of entering the market, currently not yet operational. We are rigorously pursuing the necessary legal frameworks to ensure full regulatory compliance and secure a trustworthy market entry. Our efforts are concentrated on obtaining two critical licenses: the CIL and the NOOGH license.

Pods bet is committed to establishing a foundation of trust and legality, which will not only serve to comply with governmental policies but also assure our future clients and stakeholders of our dedication to responsible and fair gaming practices. We are navigating through the intricate process of licensing with a clear strategy and the guidance of experienced legal advisors to achieve our operational goals efficiently and effectively.

As we move forward, our focus remains on laying down a robust legal and operational structure that will form the backbone of our services, ensuring a seamless transition into active market participation upon the successful issuance of our licenses.



Mission

To provide a safe and responsible online entertainment platform, promoting conscientious gaming practices where players can enjoy a variety of casino games and sports betting, generating joy, relaxation, and fun in their free time.

Main Objectives

- Launch a robust and secure iGaming platform utilizing the cutting-edge technology of BetConstruct.
- Establish strategic partnerships with sports and technological entities to expand reach and service offerings.
- Achieve sustainable and responsible growth, with an emphasis on safe gaming practices and 24/7 customer support.

Foundation

Inspired by direct experience and insights gained as CTO of an established iGaming platform, the founder of Pods.bet recognized the opportunity to create a platform that not only offers high-quality entertainment but also promotes integrity and social responsibility in the expanding online gaming market.

Legal Structure and Location

Pods.bet will be registered and operated under the laws of Curaçao, with its headquarters also in Curaçao. This strategic positioning provides the company with the advantages of a jurisdiction recognized for its solid regulation of online gaming services and a favorable tax structure, ideal for international iGaming operations.

Core Values

- **Innovation and User Experience:** Leverage the advanced technology of BetConstruct to provide a platform that exceeds user expectations in terms of games and navigation.
- **Integrity and Responsibility:** Maintain the highest standards of business conduct, ensuring a transparent and ethical operation.
- **Community Engagement:** Strengthen the positive impact on the online player community, supporting responsible gaming initiatives.



- **Commitment to Excellence:** Offer the highest quality services, with customer support that is always available and ready to assist

Market Analysis

iGaming Sector

iGaming is one of the most vibrant and rapidly growing segments in the online entertainment industry. The legalization of sports betting and casino games in various global markets, including Latin America, has paved the way for significant expansion opportunities. The Curaçao platform provides a strong regulatory base, enabling legal operations and opening doors to international markets.

Competitive Position

Pods.bet enters the market with clear differentiators - a technologically advanced platform and a strict focus on security and responsible gaming. The founder's experience as a CTO offers in-depth knowledge of operational and technical challenges, which allows Pods.bet to implement best practices from the start.

Market Trends

Increased internet access and the popularity of mobile devices have facilitated substantial growth in the number of users of iGaming platforms. Additionally, there is a growing trend for the integration of emerging technologies, such as augmented reality and live games, to enhance the user experience.

Target Audience

Pods.bet aims to attract a diverse audience, from casual players to serious sports bettors. The platform will be designed to be accessible and appealing to players of different ages and skill levels, with a range of games that appeal to both traditional casino enthusiasts and fans of sports and esports.

Analysis Conclusion

Based on the market analysis, Pods.bet is well-positioned to capitalize on opportunities in the iGaming market. Market entry strategies will be formulated to maximize reach and adopt a segmented approach to customer acquisition.



Organization and Management

Organizational Structure

Pods.bet is built on an organizational structure that promotes efficiency, agility, and accountability. With a senior management team composed of highly qualified and experienced individuals, the company is divided into strategic departments that work together to achieve the organization's goals.

Management Team

- **Principal Director (E-Management):** Located in Curaçao, The Principal Director leads Pods.bet's trust in Curaçao, which handles all company operations. This role is essential for making sure our digital and operational strategies work well together and help us achieve our main goals.
- **CEO:** The CEO is responsible for the overall strategic supervision of the company, guiding operational and financial directions, and representing Pods.bet in all economic and community development initiatives.
- **Director of Marketing and Brand Management:** Focused on meeting and exceeding sales targets through strategic planning, this director will lead all branding and marketing initiatives.
- **Customer Success Manager:** In charge of exceptional customer service, this manager will ensure customer satisfaction and efficient handling of players' needs.
- **Growth Director:** Responsible for developing strategies for the acquisition, retention, and growth of Pods.bet's customer base.
- **Chief Financial Officer:** This leader will manage all financial aspects, from planning and budgeting to the control of receipts and payments.
- **Business Development and Technology:** A dedicated department that promotes strategic relationships with suppliers and manages the technological infrastructure.
- **Legal and Regulatory Compliance:** A team that ensures all company transactions and operations comply with applicable laws.

Daily Operations

The daily operations of Pods.bet are designed to be scalable and agile. Each department has management systems and reporting that allow for effective supervision and a rapid



response to any operational or technical challenge. Synergy between departments is facilitated by a strong flow of communication and a culture of collaboration.

Conclusion of Organization and Management

The management and operational structure of Pods.bet has been established to ensure a successful launch and efficient ongoing operations. The collective experience of the management team and their passion for the iGaming sector are the foundation for the company's growth and success.

Products and Services

Online Casino Game Offering

Pods.bet brings the excitement of traditional casino games to the digital environment, offering a variety of games such as roulette, slot machines, poker, blackjack, and baccarat. With software provided by BetConstruct, we guarantee games with rich graphics, immersive audio, and an unparalleled user experience, available on both computers and mobile devices.

Sports Betting

In addition to casino games, our platform offers a wide range of sports betting options. Covering popular sports like football, basketball, and ice hockey, as well as electronic sports like Counter-Strike and FIFA, Pods.bet aims to cater to all types of sports enthusiasts.

Live Games

A significant differentiator of our offering is the inclusion of live games with real dealers. This offers an authentic casino experience, where players can interact and play as if they were in a physical casino, but with the convenience of playing from anywhere.

Technology and Innovation

The use of the BetConstruct platform allows for seamless integration of emerging technologies and ongoing maintenance of high standards of security and fair gameplay. Continuous innovation will keep us ahead of the curve in the iGaming industry.



Customer Support

24/7 customer support is a central promise of Pods.bet, ensuring that players have prompt and effective assistance at any time of the day. This support covers everything from technical issues to help with financial transactions and gameplay.

Conclusion of Products and Services

Pods.bet is committed to offering a diverse and high-quality portfolio of iGaming products and services. We will continue to explore new games and betting opportunities to ensure that our offering remains fresh and appealing to our target audience.

Marketing and Sales Plan

Marketing Strategies

The marketing plan of Pods.bet is built on a deep understanding of the iGaming market and consumer behavior. We will utilize a combination of digital marketing, strategic partnerships, and promotional campaigns to reach and attract players.

- **Digital Marketing:** Includes SEO, content marketing, and social media campaigns to increase visibility and drive traffic to the platform.
- **Advertising:** We will use platforms like Google AdWords and social networks such as Facebook and Instagram for targeted campaigns.
- **Relationships with Influencers and Partnerships:** Collaborations with gaming and sports influencers to promote the brand and partnerships with local teams and leagues to increase awareness and trust.

Sales Plan

Our sales model is based on a user acquisition system centered on customer experience, offering ease of use, attractive bonuses for new users, and regular promotions to keep players engaged.

- **Launch Promotions:** To attract new users, we will offer welcome bonuses, free bets, and other incentives.



- **Loyalty Program:** A rewards program designed to encourage retention and recurring activity from users.
- **Support and Assistance:** Ensure a positive user experience through responsive and proactive customer support.

Promotional Activities and Advertising

- **Events and Sponsorships:** Organization and participation in gaming and sports events, using them as a platform to promote the brand and interact directly with the audience.
- **Direct Marketing Campaigns:** Use of email marketing and SMS to keep players informed about new games, tournaments, and promotions.

Conclusion of the Marketing and Sales Plan

The marketing and sales strategy of Pods.bet is designed to create strong brand recognition and establish a solid base of loyal customers. With a focus on user experience and customer satisfaction, we aim not just to attract players but also to keep them returning to the platform.

Financial Plan

Based on the information gathered and adjustments made previously, the financial projections of Pods.bet highlight the potential for growth and financial stability. They



reflect the company's commitment to achieving and surpassing its financial goals, with careful and strategic planning.

Description	2024 (Jul.+)	2.025	2.026
Total Deposit Projection	R\$ 245.319,00	R\$ 42.262.204,00	R\$ 218.354.436,40
[=] Gross Revenue [GGR]	R\$ 73.323,37	R\$ 12.631.745,93	R\$ 65.263.935,66
[-] Marketing Accounts	R\$ 1.906,41	R\$ 328.425,39	R\$ 1.696.862,33
[-] Bonus	R\$ 1.862,41	R\$ 320.846,35	R\$ 1.657.703,97
[-] Deposit Cost	R\$ 2.511,99	R\$ 432.750,98	R\$ 2.235.877,17
[-] Withdrawal Cost	R\$ 1.833,74	R\$ 315.906,07	R\$ 1.632.179,24
[-] Cost of Payment to Supplier	R\$ 761,10	R\$ 131.117,52	R\$ 677.439,65
[-] Platform Operating Cost	R\$ 11.249,61	R\$ 1.938.021,58	R\$ 10.013.098,44
[=] Gross Profit	R\$ 53.198,12	R\$ 9.164.678,03	R\$ 47.350.774,86
% Gross Revenue	72,55%	72,55%	72,55%
[-] Operational Expenses	R\$ 102.513,25	R\$ 312.027,04	R\$ 1.540.600,08
[=] Operating Result	-R\$ 49.315,13	R\$ 8.852.650,99	R\$ 45.810.174,78
% Gross Revenue	-67,26%	70,08%	70,19%
[-] Expenses/Investment MKT	R\$ 180.000,00	R\$ 6.440.259,33	R\$ 33.326.673,10
[-] Traffic Expenses	R\$ 60.000,00	R\$ 541.688,86	R\$ 2.803.099,48
[-] Expenses with external partnerships	R\$ 30.000,00	R\$ 5.686.695,54	R\$ 29.427.175,74
[-] General Marketing Expenses	R\$ 90.000,00	R\$ 211.874,94	R\$ 1.096.397,89
[=] Result	-R\$ 229.315,13	R\$ 2.412.391,66	R\$ 12.483.501,68
% Gross Revenue	-312,74%	19,1%	19,13%

Pricing Strategy

Pods.bet will adopt a competitive odds strategy to attract and retain users. The odds will be aligned with market standards, offering excellent added value, such as sign-up bonuses, regular promotions, and a rewards program for frequent players.

Conclusion of the Financial Plan

This financial plan has been created to ensure that Pods.bet not only achieves but exceeds its financial targets, maintaining a sustainable and profitable operation. Financial management strategies will be continuously reviewed to adapt to market changes and growth opportunities.



Structure Chart

(when the operation starts)

