



BUSINESS PLAN 2024

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Beterr
BET DREAM B.V

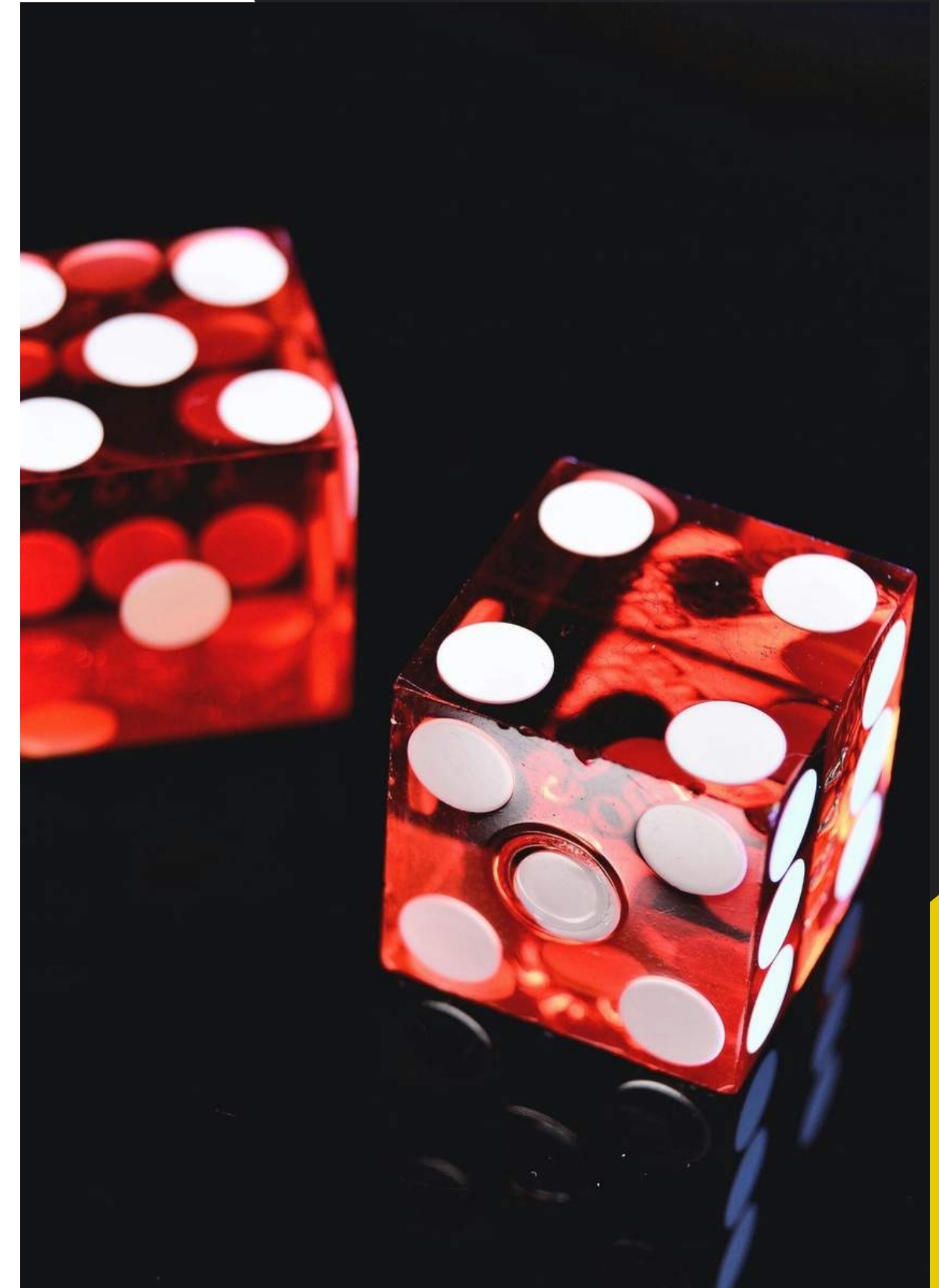
01 Non-Disclosure and Confidentiality Agreement

This Business Plan (the “Business Plan”) contains certain information regarding the current and planned operations and business of Bet Dream B.V. (the “Company”), including the projected financial performance of the Company. The Company has provided this Business Plan to the recipient for the internal use only.

By accepting a copy of this Business Plan, the recipient agrees, among other things, to keep the information contained herein confidential. The recipient agrees to restrict the use of any information contained herein to those people within the recipient’s organization or designated representatives who understand the confidential nature of such information and who need to have such information in connection with the organization’s evaluation of the Company.

The Company has prepared this Business Plan based on internally prepared information, as well as information from public and private sources, including trade and statistical sources commonly used in the industry. This Business Plan does not purport to contain all the information that may be required to evaluate all of the factors that would be relevant to a recipient in considering a transaction with the Company. The Company makes no warranty or representation, either express or implied, as to the accuracy or completeness of the material contained herein or any other written/oral information provided by the Company to the recipient, and no liability shall attach thereto.

The recipient should not rely upon anything contained in this Business Plan as a promise or representation of the future. The Company prepared the projected financial information contained herein expressly for use herein. The Company offers no representation, warranty, or other assurance that any projections set forth herein will be realized. This Business Plan does not purport to contain all the information that may be required to evaluate the Company and any recipient hereof should conduct its independent investigation and analysis.



02 Executive summary pt.1

According to official data from the GameStop, the demand for gambling sites has increased significantly recently. In fact, there are many reasons for users to turn to offshore gambling sites as these sites offer what domestic operators do not. Furthermore, they offer an extensive pack of rewards and attractive bonuses that users can benefit in getting more profits in the long run. The offshore sites also offer a vast collection of games from top global vendors, and all users can try these games for free or for real money as they wish. The increasing popularity of gambling apps and social gambling will propel the growth of the mobile gambling market.

The online gambling industry is powered by increased smartphone adoption, innovative forms of gambling, and new demographics showing interest. The availability and integration of new technologies have led to a full transformation of what's on offer. This, in turn, has sparked interest from those who previously hadn't considered online gambling. Online casinos have seized the chance immediately. Online casinos have become one of the most popular apps since many people spend a lot of time on their mobile devices. With all other things being equal, it is anticipated that, over the next few years, online gambling will continue to support the expansion of the entertainment sector.

Online gaming is a big thing, not only in the west but also in LatAm, especially with further technological advancement.

Online casino games can be easily accessed, and there are tons of games of varying categories to choose from. Players don't need to leave home to play casino games. The games are endless and available 24/7. Another reason for the growth of the online gaming industry in LatAm is the bonuses and promotions offered by online casinos. Such offerings entice many people to sign up for an account with online gambling sites. Examples of bonuses and promotions include sign-up bonuses or popularly known as welcome bonuses, free spins, and free bets. For promotions and campaigns, the common ones include VIP rewards and loyalty bonuses.

Gaming online brings a different level of entertainment. It is made possible because of the modern technological advancements mimicking land-based casino settings, including the environment and feels. To further keep the players entertained, there are added features making online casino gaming more entertaining and interactive, such as live chat functions and high-definition graphics. There is always a high demand for such gaming content in LatAm, and many international casinos are finally marketing successfully to this region.

Launched in 2024, Bet Dream B.V. is a Curacao-based provider of iGaming products. Our vision is to provide customers with state-of-the-art online casino while keeping them at the forefront of iGaming innovations supported by our expertise and experience. Since its launch, our affiliate program has worked with many loyal partners to promote and strengthen our brand. At Bet Dream B.V., we understand that respect, trust, and confidence are essential to a great partnership. We also take customer safety and security very seriously. It is core to the business that we're in, and customer peace of mind is our top priority.



02 Executive summary pt.2

Our primary product is Beterr Casino – a project with grand ambitions, thousands of top gambling products, a robust loyalty program, and strong support of popular payment systems. The popularity of the Beterr Casino became possible not only because of the well-thought-out-bonus policy but also because of the user-friendly interface, design, and simplicity of the website. Beterr Casino's official website www.beterr.com is exceptionally stylish and well-designed – made in modern stylistics: black and blue colors, beautiful gambling and card games symbols, stylized icons, and buttons.

We remove the doubt in our users' minds of scams they may face on other online gaming websites. The website has specific terms and conditions that must be accepted by every customer. Our site has a strong and secure security system protected by the latest version of the SSL data encryption protocol.

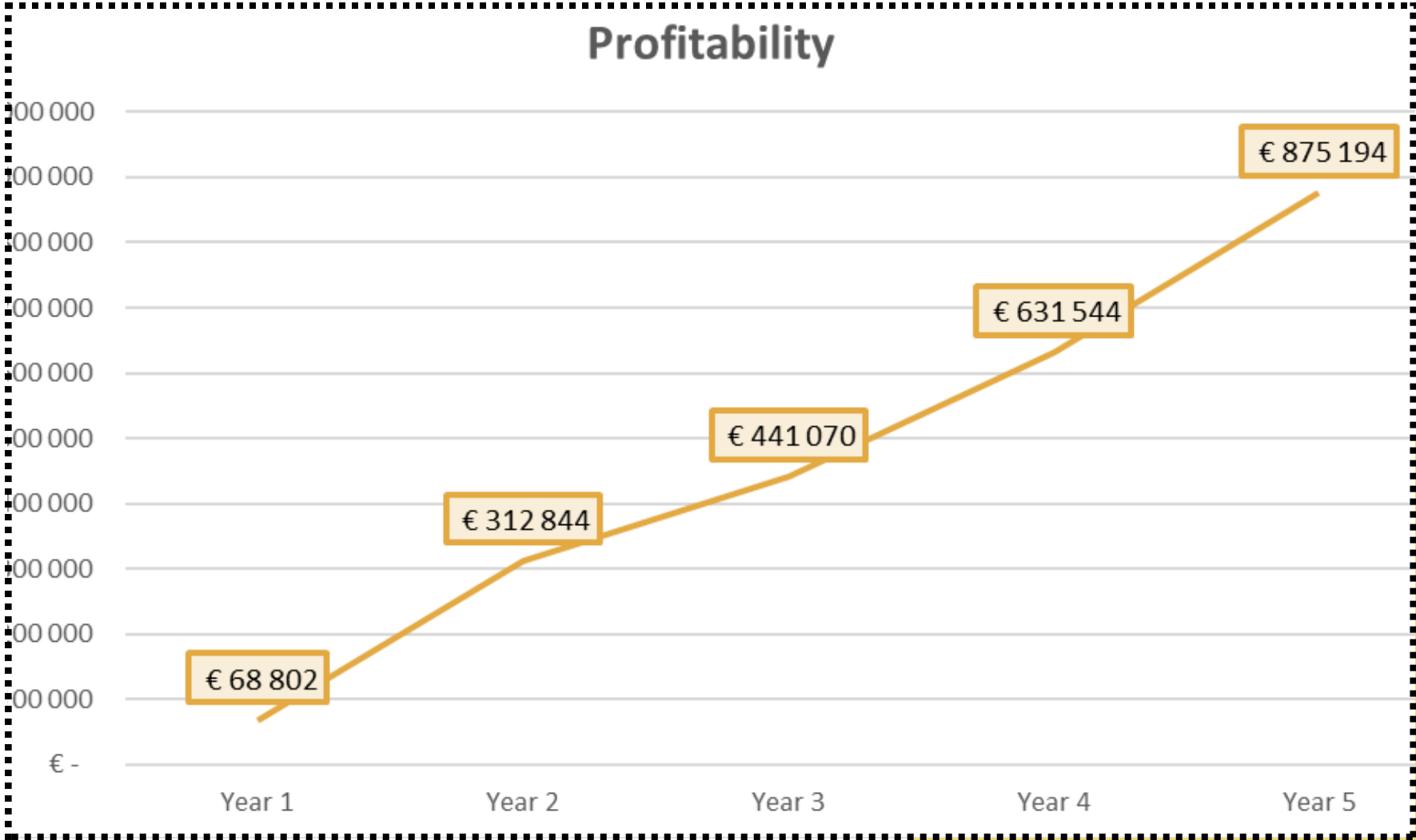
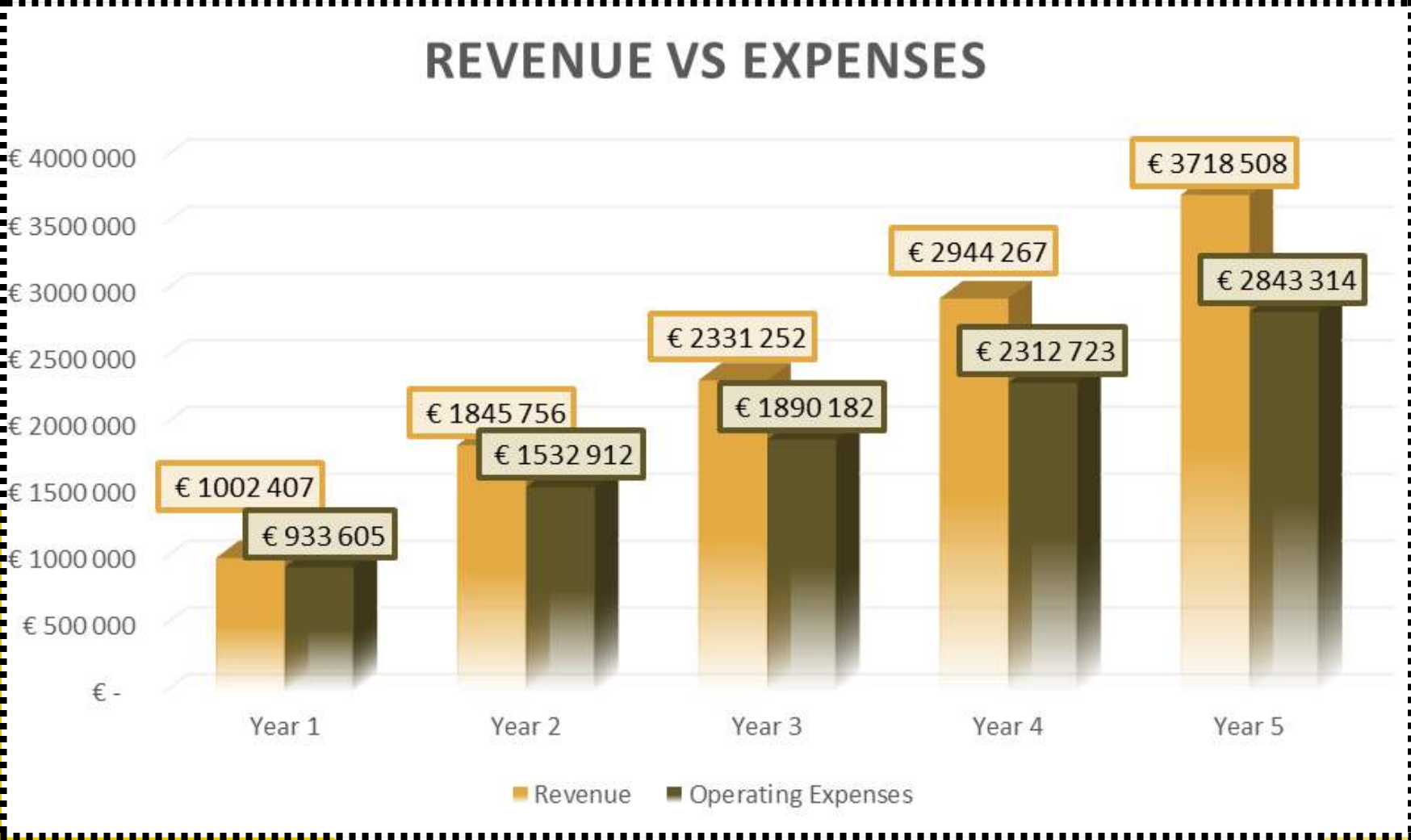
Bet Dream B.V. is committed to upholding the highest standards of compliance with international trade norms, particularly in the areas of anti-money laundering and combating the financing of terrorism and criminal activities. Our operations are rigorously aligned with the stipulations and guidelines set forth in pertinent laws. Registered as a Limited Liability Company in Curacao, Bet Dream B.V. is under the ownership of Mr. Ivan Yanchev Titov. Mr. Titov is not only our esteemed owner but also the current CEO of a successful B2C project within the iGaming industry. This existing venture stands as a testament to his profound knowledge and experience in the sector, equipping him with the unique insights and expertise necessary to steer Bet Dream B.V. towards creating significant opportunities. Under his leadership, we are poised to foster and solidify the foundations of the online gambling industry on a global scale.

We will develop aggressive marketing campaigns to promote the website in the target market. As an organization, we will adapt proactively to diversifying industry trends, market transitions, and demand shifts in the online gambling and iGaming market. Accordingly, we will keep formulating appropriate and effective strategies to deal with complex market scenarios. We have already developed sound strategies that will assist us in achieving our business goals and objectives. These strategies include a long-term aggressive digital marketing campaign to penetrate deeply into the market using modern digital promotion trends.

We have identified several overarching objectives fundamental to implementing its core business and aligning with our strategic direction. The business plan demonstrates the business model's viability and the benchmarks the company will be required to meet to align with its development and growth objectives.



Financial Highlights



Business Description

Based in the Dutch Caribbean Island of **Curaçao**, **Bet Dream B.V.** is a provider of comprehensive all-in-one solutions in the iGaming industry. Bet Dream's premier project is **Beterr Casino**, a fairly new modern-themed online gambling site that targets the Latin American audience specifically. Packed with features, over 3000+ games with plenty of classics, and reliable 24/7 customer support, Beterr Casino has swiftly progressed to become one of Latin American's most popular gambling sites.

Online gaming is seeing a spike in revenue and total players worldwide; every year, the trend for the amount of money spent on websites and apps rises. In LatAm, there is no shortage of gaming content, and many international casinos are finally marketing successfully to this region. Gambling has been a part of history and culture for a long time. Latin Americans love to play card games and bet on sports; this is why online casinos and sportsbooks are gaining more popularity in the country today. Americans love to play games like poker and blackjack, but now that online casinos are even more popular in the country, local gamblers also play their favorite traditional or local card games online.

Bet Dream B.V

Bet Dream B.V. has developed an innovative online gambling website – **beterr.com** – that allows Latin American gamblers to play games while choosing the amount to bet based on their budget. Beterr Casino is a standard and well-equipped online casino that defies all preconceived notions about online gambling sites by providing a high degree of customer service and a wide selection of live games with the chance to win real money, recurring gifts, and timely and honest payouts. Every Beterr Casino member has access to various bonuses, deals, and gifts. Beterr Casino has an easy-to-use and navigable interface. New users can easily register through social media, such as Facebook and Google, via e-mail or mobile phone numbers to prevent fraud. The website has terms & conditions for all the visitors and viewers to protect viewership rights and gambling legalities.

We believe that our website will become the number one gambling destination for all gamblers across Latin America. Our users' best interests will always be our utmost priority, and our values and professional ethics will guide all our activities. We also hope to hire experienced professionals in the iGaming industry. We are regulated and supervised by the Government of Curacao and abide Curacao laws. We adhere to KYC and AML procedures and promote Responsible Gambling policies. In other words, we ensure a secure gaming ecosystem, fair play, and a responsible online casino experience for all our members.

Being a well-developed website with a vibrant and unique business model, we will keep diversifying our website with modern techniques, security protocols, features, games, and processes. We will also update our business model following diversifying innovations, advancements, and varying target market responses to remain on top. We aim to represent the new generation moving forward, taking on new and innovative ways to attain significant results while focusing on every detail. Our initial objective is to promote our website using multiple innovative market techniques. We are committed to becoming Latin America's go-to online gambling website.



TARGET MARKET

The main target market is Latin America, namely, Brazil, Peru, Venezuela. The other proposed target markets are India, Finland, Canada (without Ontario). Targeted market geography will be updated as soon as the business will have relevant capabilities. Also the minor target will be also to Kenya, Brazil, Mexico, Montenegro and Albania. Our target is the population of Latin America between the ages of 18 to 65+.

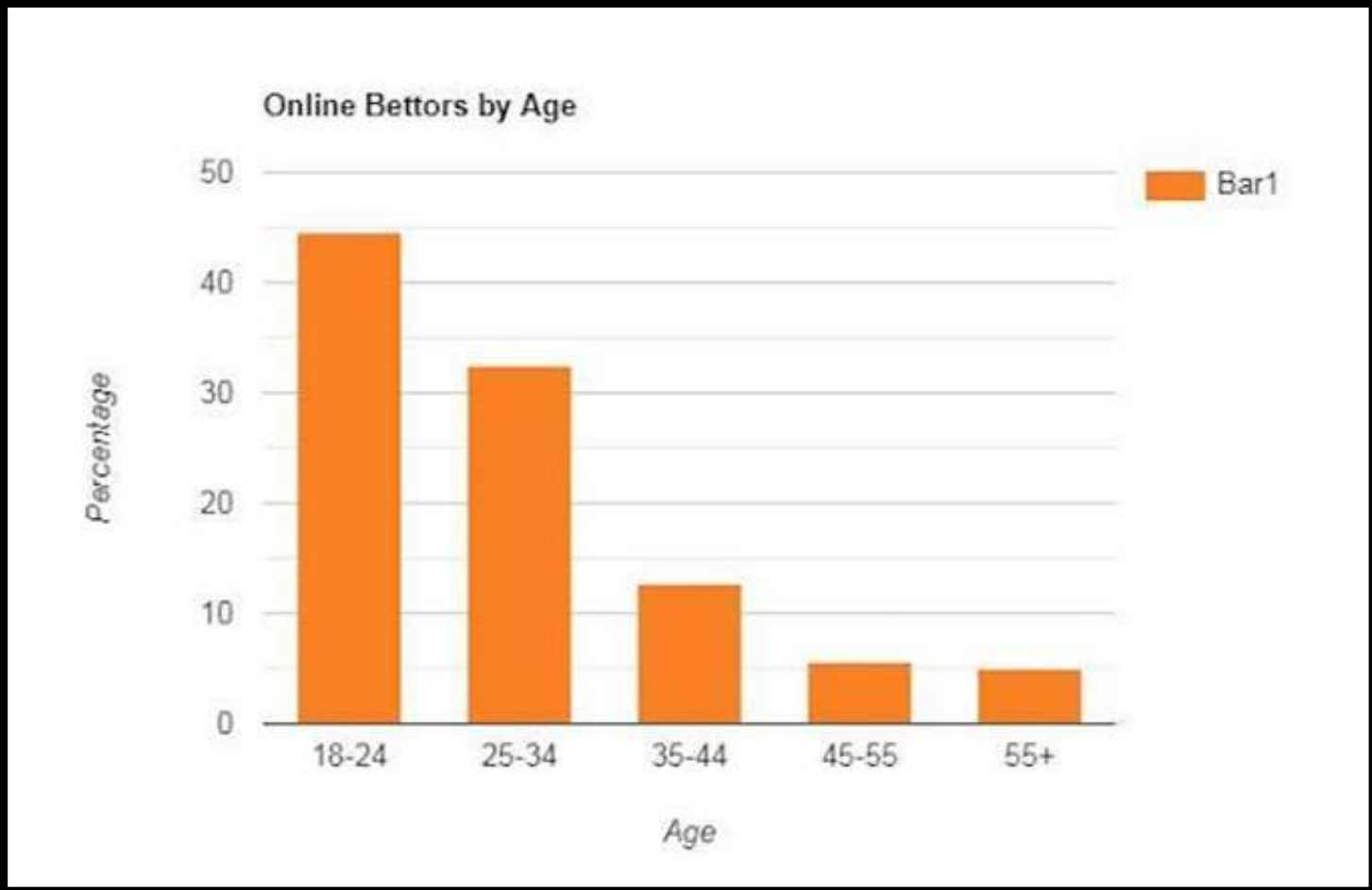
ONLINE GAMBLING IN LATIN AMERICA: KEY STATISTICS

- Number of people in LatAm who gamble regularly: 289 million
- Number of people in LatAm who gamble during major events: 370 million
- The most popular gambling deposit methods in Latin America: are from traditional payment options, like credit cards, to local alternative payment methods (APMs) such as PIX in Brazil
- States where online gambling is most popular: Brazil, Mexico

ONLINE GAMBLING BY AGE

According to many researches, young people are much more inclined to gamble online compared to older people. Of all Latin bettors, 44,6% are between 18 and 24. 32.5% are between the ages of 25 and 34. The popularity of online gambling in Latin America is often attributed to the fact that physical gambling outlets and casinos are banned. Therefore, online gambling outlets are the only allowed venues for gamblers. We have kept in mind the Latin populace's preference for Latin America theme gambling websites, thus developed Beterr Casino accordingly.

According to analytical data, Beterr Casino hasn't had online traffic, but its planned to be approximate of up to 1.4 million visitors during the next six months, with almost 40 percent visitor traffic from the core age demographic of 18 to 24 years age and about 30 percent traffic from the ages of 23 to 34. The division of age and gender-based traffic to Beterr Casino is as follows:



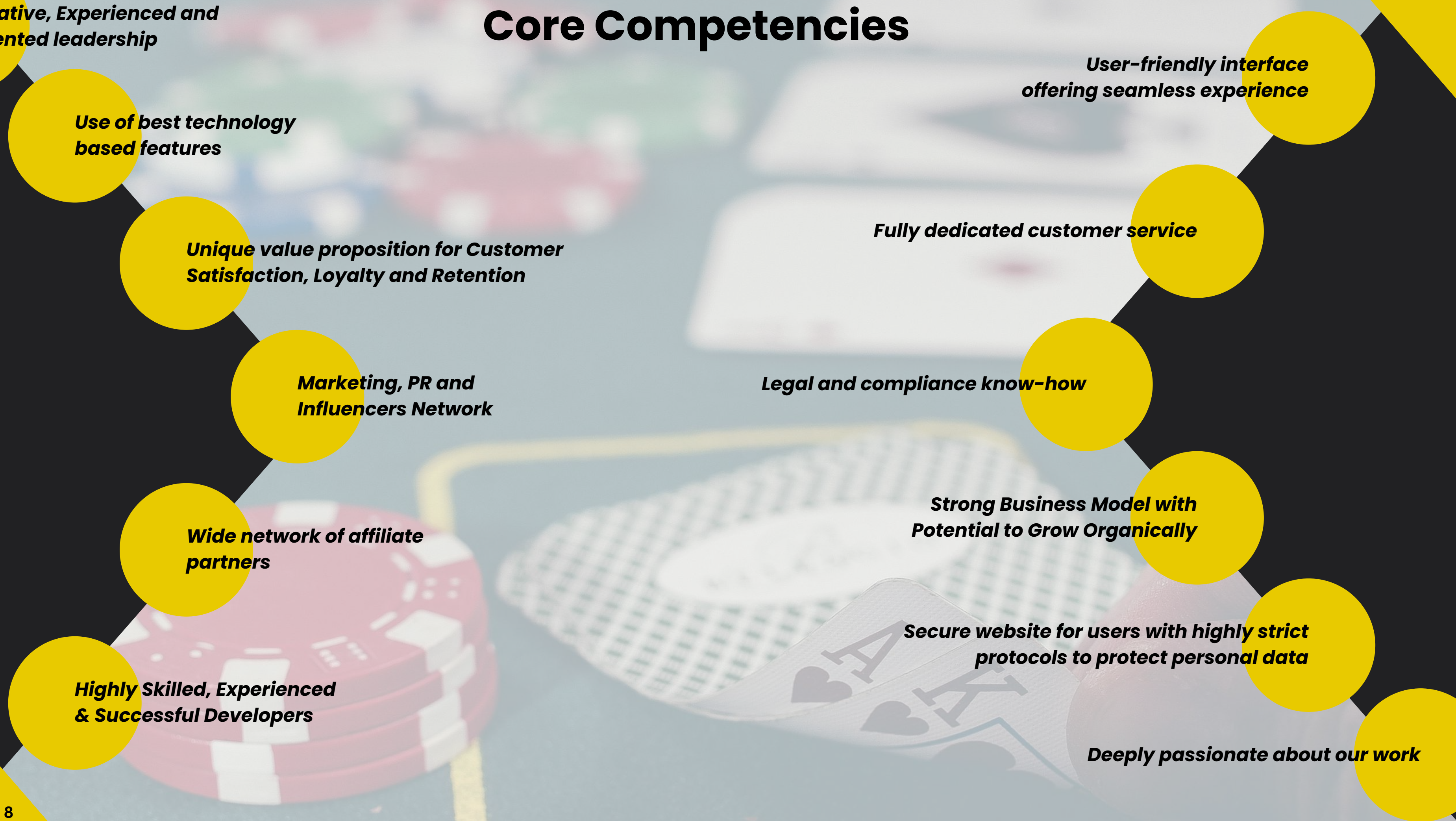
Age Demographics



Gender Demographics



Core Competencies



Ownership and Legal Status

The owner of Bet Dream B.V. is Mr. Titov. He is a dynamic and results-oriented professional with a unique blend of skills in business development, project management, and financial advising. Offering a strong track record in facilitating strategic partnerships, managing comprehensive projects, and providing financial counsel in fast-paced environments. Known for a keen ability to improve business processes, foster client relationships, and drive growth.

Business Goals

We have identified the following goals and objectives for our business:

1

FIRST GOAL

To provide an exceptional user experience via our website and a dedicated customer support network, our consumers can rely upon us anytime.

2

SECOND GOAL

To build strong partnerships with affiliates and partners in the iGaming industry

3

THIRD GOAL

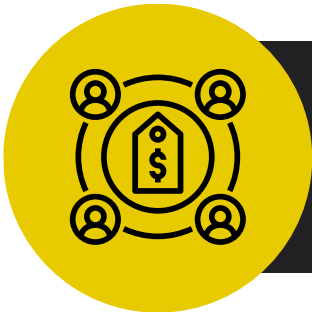
To implement different marketing strategies to promote our website and attract users and investors and achieve a high usage rate

4

FOURTH GOAL

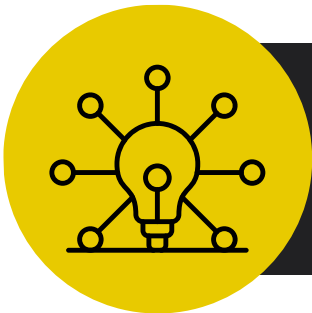
To develop strategies for our business growth, continuously evaluate performance and review goals, and increase profit margins with time

Milestones



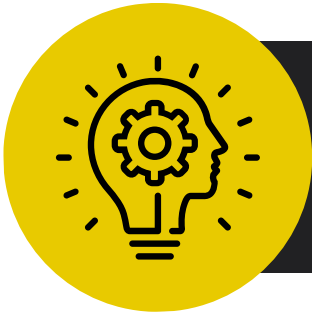
Financial

- To set realistic sales and revenue benchmarks to achieve set financial targets
- to carefully utilize the financial resources in order to operate efficiently
- to run a lean organization through minimum overhead costs



Marketing

- To position the website as best, fun and reliable online gambling platform and achieving market leadership
- To use various digital marketing channels to connect with customers
- To fulfill all branding needs of the website



Operational

- To integrate additional payment providers with a higher approve ratio
- To develop the backend system that works efficiently
- To ensure smooth business operations for achieving the success
- To ensure data safety and confidentiality to gain confidence of customer
- Develop AML and KYC procedures

03 The Website

OVERVIEW

Bet Dream B.V. operates in the iGaming industry, offering multiple online gaming options to clients. Beterr Casino is Bet Dream B.V. premier website, where gamblers get to play exciting games and earn rewards. Beterr Casino's luxurious selection of slot machines, live casino games, and bonus offers are incredible. Casino is as seamless and easy to use as the desktop version. Users can go to the casino URL through the iOS, Android, or Windows device browser and be redirected to the appropriate compatible page. In addition, Beterr Casino games have several categories, which makes them easy to navigate.

Registration at Beterr online casinos for real money is done in just a few steps. First, players enter their email addresses and password. In addition, at this stage, there is an option to sign up for the Beterr Casino newsletter. The country, currency, and phone number follow it. After this step, players must enter their first name, last name, gender, and date of birth. The final step is to enter the home address. Once this is done, all users must do is confirm that they are over 18, after which they can start logging into Beterr Casino and playing.

The website will bring explosive growth potential to the online casino market by combining flexibility, variety, and security. By replacing regular gaming with exciting virtual gambling options, we will allow the clients to play and win anywhere and anytime they want. Our company will focus on easy accessibility and easy-to-avail services for the customer.

BUSINESS MODEL



Beterr Casino

Beterr Casino, initially launched as a white label project, has quickly risen through the ranks to become a notable presence in the online gambling scene. Recognizing its burgeoning popularity and the potential to offer a more tailored and distinctive gaming experience, the decision was made in 2024 to secure its own license. This strategic move allowed Beterr to operate under its own rules, further distinguishing itself from the competition and enhancing its appeal to a broader audience.

The website has been meticulously designed to cater to both new and seasoned players, offering an extensive collection of popular games complemented by an engaging and user-friendly interface. The developers at Beterr have focused on creating an ideal online destination that combines a unique aesthetic with simplicity in navigation, ensuring that the platform remains accessible yet captivating.

Beterr Casino's evolution from a white label entity to a standalone licensed platform underscores its commitment to providing a fun, exciting, and secure environment for everyone to enjoy their favorite games. With this transition, Beterr aims to continue building on its success, offering an even more personalized and immersive gaming experience to its users. All of this and its features will make Beterr Casino one of the top-ranking casinos in Latin America. We have also paid extra attention to security, implementing the most secure encryption methods. Besides that, the website and its games are fair and reliable, the registration is quick and straightforward, and the all-present Beterr theme gives it a feeling like no other casino

CASINO GAMES

Beterr Casino insists on security, safety, and reliability, which is why it cooperates with some of the most trusted software providers in the entire online gambling industry. That includes over 20 providers, with some of the biggest names including Amatic, Endorphina, Platipus, Tom Horn Gaming, Evolution Gaming and more.

These partnerships resulted in numerous games that our casino offers — currently over 1000. This includes slots, which dominate every online casino, but also games like blackjack, roulette, live poker, baccarat, bingo, poker as well as numerous variants of each of these games, with multiple individual games coming out of each of these categories.

Then, there are live games, such as live blackjack, roulette, baccarat, poker, and more.

All in all, there are more than enough games for any gambling fan to wander inside our Beterr Casino's website for years without playing the same game twice.

MOBILE COMPATIBILITY

Mobile compatibility is pretty much a standard for most services these days, and online casinos are no different. This allows players to access the website at any time and from any place, provided they have an internet connection for their phones. This is perfect for users who are constantly on the move due to work or simply their lifestyle and cannot afford to sit in front of their computers for too long.

PAYMENT METHODS

Beterr Casino will a safe and reliable way to deposit and withdraw money without a hassle. Some methods are already established while some are in the process of establishment. We have third-party applications with well-developed reputations and top-notch security. Players would be able to use debit cards, prepaid cards, and e-wallets to deposit funds.

CUSTOMER SUPPORT

Users or the casino's management should not ignore customer support, as it can be crucial for users who require help. Sometimes, users might simply have a question about one of the games or some aspect of the website, but there could also be situations where something went wrong, and the users end up having their payment stuck or have an issue with one of the games, and alike.

In these situations, they need someone to turn to for help, which is where customer support comes in. Beterr Casino offers two methods of communication with the support team. One is email, and the other is live chat. Both live chat and email support are available 24/7 and can be accessed anytime.

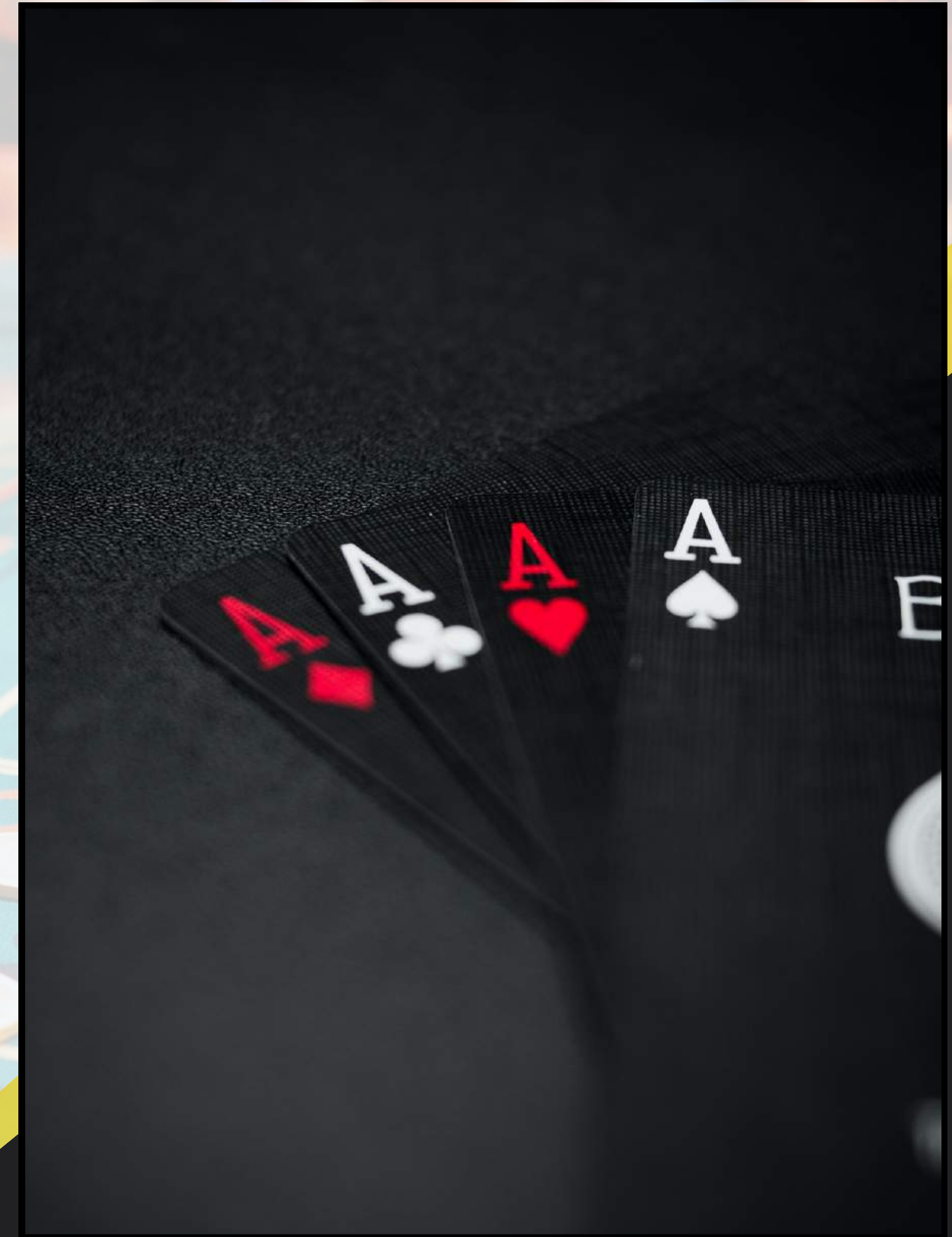
RESPONSIBLE GAMING TOOLS

Responsible gaming tools are tools in-built into the casino that helps users limit some activities they can carry out on the website. These tools and resources ensure players incorporate safe gambling habit.

Online casinos actively promote these tools to ensure their players are playing safely.

These are some features that we have implemented as responsible gaming tools.

- **Self-Exclusion:** This feature help player who have difficulty getting off the website and cannot control the amount of money spent. Players can set prompts that ask the player for the casino to disable their account to prevent them from overspending temporarily.
- **Take-a-break:** The casino strongly encourages players to take a break and offers timers for the break period. The support team disables their account for one day or, if requested, six weeks, which will only be implemented if the gambling habit has reached a serious level.



LICENSE AND REGISTRATION

The management of our company draws attention to the fact that the website only uses official software from trusted providers, and our casino itself fully complies with responsible gaming principles.

Feature	What counts	Curaçao's ranking*	
		0 Neutral / + Positive	
Location	The quality of the legislation that allows eGaming	+	
	The structure of the bodies that control the operations	+	
	Do gamblers have access to official grievance claims mechanisms	+	
Gaming types allowed	The most popular gambling activities should be catered for, including:	++	
	– table games like Roulette, Poker, Blackjack, Baccarat, Craps	+	
	– Sports betting	+	
Reach	Players from around the world should be able to play without restrictions or need workarounds to bypass barriers	Curaçao only restricts local residents and a few countries	
License cost	The cost for issuing a license should be clearly set and reasonable. The authority should guarantee renewal, and charges should also be fair.	++	
License availability	New licenses should be available on the open market and not subject to restrictions, cancellations, or short renewal periods.	++	
Taxes on gambling profit	Taxes must be based fairly, preferably on industry-standard Gross Gaming Revenue. No winners tax should be levied.	++	
Taxes on company profit	Moderate corporate tax rates should be levied on profits	+++	
Availability of banking & PSP	Casino operators need access to banks and payment service providers	++	
Ease of setup for the company	Setting up the corporate structure, with residence requirements for ownership and management, must be simple.	++	

Our Partners



Value Proposition



These are, but not limited to, some of our strenghts which make us highly competitive on the current market

S.W.O.T Analysis

STRENGTHS

- An innovative and unique website with a high usage rate
- The possibility to enjoy the gameplay at anytime and anywhere
- Favorable bonus policy for the players
- The availability of demo mode, free of charge – is an opportunity to test the effectiveness of assumed strategies in the game.
- Well-represented category of games and live casinos
- Fast support reaction
- Already integrated affiliations with several providers
- A range of security mechanisms to protect users' information from unauthorized access, unlawful processing, & destruction.
- Well-reputed software providers
- Excellent professional support team to assist users seven days a week around the clock.

OPPORTUNITIES

- The drastic rise in demand and usage of online gambling websites in LatAm, as physical gambling is not allowed in most areas of LatAm.
- Lack of availability of secure and legalized gambling websites
- The large target markets
- Increasing smartphone penetration and technology adoption
- Significant potential to collaborate and get sponsorships to promote the website
- Growing consumer interest in Curacao license-holding casinos

WEAKNESSES

- Need to build additional business relations within the industry
- Need to invest in marketing

THREATS

- The market, economic and legal risk for business
- Political, legislative, and regulatory change in the areas
- Loss of customers traffic due to website malfunction
- New legislation





Online Gambling Market Size

The online gambling market size was valued at USD 47.54 billion in 2021 and is expected to expand at a compound annual growth rate of 11.7% % from 2022 to 2030. The increasing use of mobile phones among users for playing online games in public places and their homes, in addition to rising internet penetration, is propelling the market. Furthermore, cultural, and legal approval, easy access to gambling online, celebrity endorsements, and corporate sponsorships are also boosting the market growth. The market will likely expand further owing to the availability of cost-effective mobile applications worldwide.

Online casinos emphasize developing information solutions that support and assist gamblers, safeguard the authenticity of gambling activities, and prevent fraudulent activities. Various online gambling sites offer a free-play version of their games, creating growth potential for the business.

Gambling has been legalized by various countries globally owing to employment opportunities and more tax revenue for local and state governments. Gambling has also positively impacted local retail sales for the hospitality sector in the areas where casinos act as a part of tourist vacations, consequently propelling the market's proliferating.



Type insights

The market has been segmented into casinos, bingo, poker, and others, with the casinos segment dominating the market with a revenue share of approximately 50% in 2022. The rising popularity of online casinos, coupled with increased internet penetration, has fueled market growth



Device insights

In terms of devices, the desktop segment generated a significant revenue of approximately USD 28 billion in 2022. The desktop offers a large screen size compared to mobile phones and other devices that allow gamblers to enjoy the details and graphics of the game. Moreover, the performance features offered by desktops, such as sound volume, picture quality, and customizable storage capacity of desktops, provide an improved gaming experience. These aspects have resulted in the growth of the desktop segment.

Advanced technologies in mobile phones have resulted in extraordinary gaming visuals in smartphones that have increased access to online gambling through mobile phones. Additionally, gambling can be done through mobile phones, making it convenient for gamblers. The easy availability of mobile phones at affordable prices and advanced features such as improved graphics and extended storage capacity contribute to the segment's growth. Mobile online gambling offers several advantages to gamers, such as loyalty points, additional deposit options, and multiplayer gaming options with players located anywhere globally.



Online Gambling Market Trends

Rapid urbanization, along with the increasing internet penetration across the globe, is one of the key factors driving the market's growth. Furthermore, the legalization and cultural approval of online gambling in various developed countries also boosts the market growth. Online sports companies are also attaining high-profile sponsorships with different football and racing clubs, which helps attract new users. In line with this, convenient access to online casinos that can be used through mobile phones positively impacts the online gambling industry.



Market Dynamics



Increased investment in Online Gambling

The increasing investments in the online gambling market can be primarily credited to the rising demand for cost-effective payment mechanisms. There are enormous investment opportunities in the market which has influenced professional players to invest in online gambling and stocks of some of the critical online gambling companies. Various new entrants and investors are reaching out to stakeholders in the online gambling market, including operators, suppliers, regulators, and industry-focused legal/ financial advisors. The continuous technological advancements are also favoring market expansion to a great extent. Significant developments include commercial models such as virtual currency and social casinos, game formats, in-play sports wagering, and mobile geolocation.



Growing number of online casinos

A growing consumer preference for online live casinos over conventional land-based casinos across various countries that have legalized offline and online gambling is strongly favoring market growth. The shifting of players from offline to online gambling has created lucrative growth prospects for online casino operators. Numerous professional players prefer live casinos as they help them track their moves. Besides, they also offer games in real-time with live dealers, a live chat feature, and games that can be played anytime and anywhere. The emergence of live casinos based on advanced technologies is expected to fuel market growth over the forecast period.

Management



MR. TITOV – CEO AND OWNER

Mr. Titov is the owner of Bet Dream B.V. He has sufficient experience and knowledge in the gambling and sports betting industry. He focuses on helping cross-functional teams optimize processes. Furthermore, he is an individual with an exceptional ability to turn theories into solid plans and transform those plans into actions. Among other things, he highly values knowledge, competence, and structure. He thrives positively by being a long-term thinker with high expectations for performance.

Ivan’s holistic approach to business has ensured a medium of communication promoting knowledge, growth, and learning. He is a leader and team player, portraying his vision and ensuring its fulfillment. He believes in the team and not individuality. His personality, knowledge, experience, humble approach, and intuitive business mindset make his a great person to work alongside. He has a dynamic approach and broad-minded thinking ability.

His background knowledge and previous work experience on online casino project demonstrate his sound judgment, effective communication, planning, and leadership skills.

Email: ceo@beterr.com

STEFCHO HRISTOV - COMPLIANCE OFFICER

Email: compliance@beterr.com

Stefcho's background is in legal and financial compliance with extensive experience within the online gambling industry. His knowledge encompasses a broad range of compliance issues, including but not limited to, gambling regulations, consumer protection laws, and data protection regulations. Stefcho has a proven track record of successfully navigating the complex regulatory landscape of online gambling.

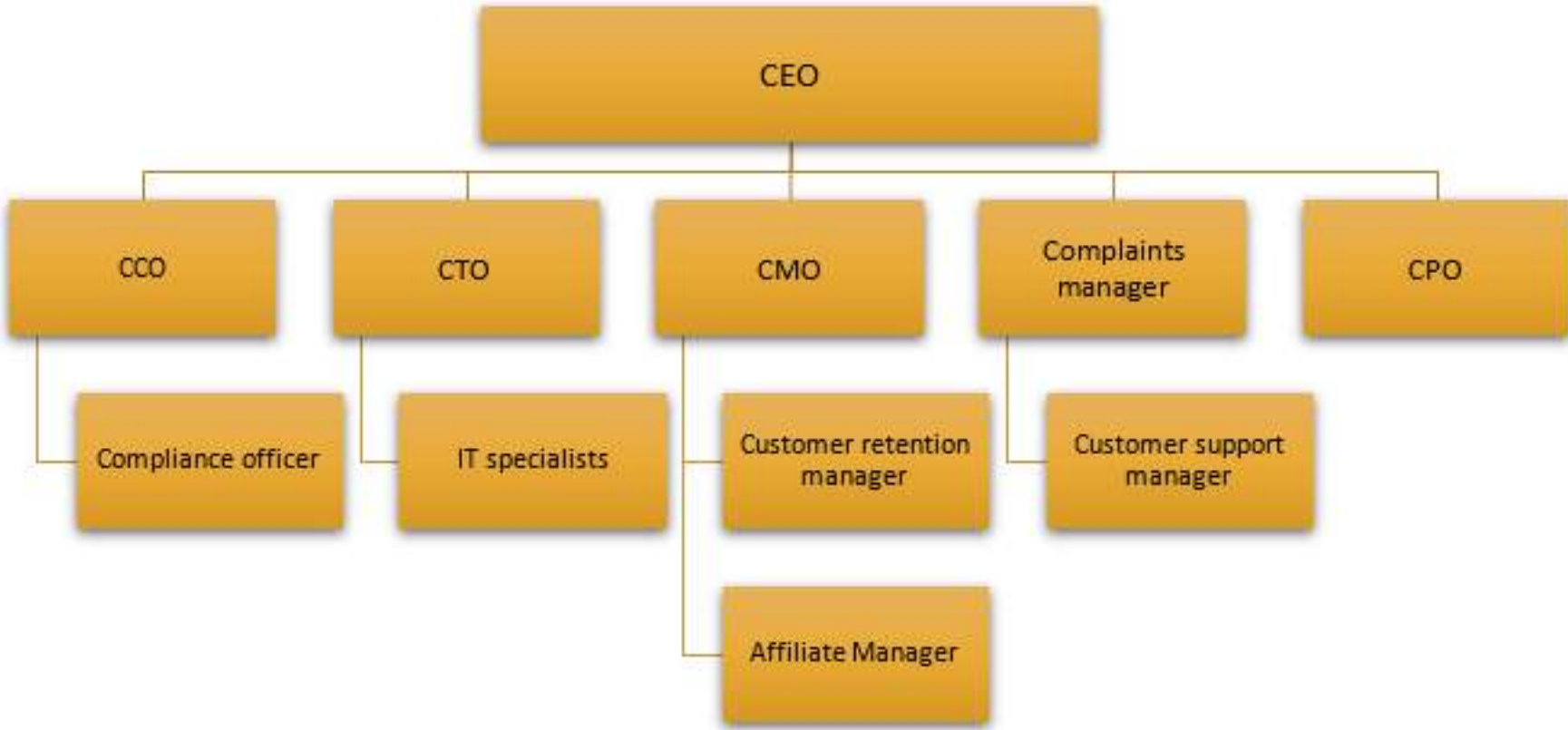
Both Valentin and Stefcho Hristov, with their comprehensive backgrounds and responsibilities, are crucial to ensuring that Beterr Casino operates within the legal and regulatory framework, maintaining the highest standards of integrity and compliance.

VALENTIN HRISTOV – MLRO

Email: mlro@beterr.com

Valentin has a solid background in corporate law with several years of experience in compliance, risk management within gaming sectors. His expertise includes a deep understanding of AML/CFT regulations, both locally and internationally (e.g., FATF recommendations), and experience in dealing with regulatory bodies and law enforcement. Valentin is a Certified Anti-Money Laundering Specialist that demonstrates his expertise in the field.

Organization



Roles & Responsibilities

Roles	Responsibilities		
CEO	- Develop high-quality business strategies and plans, ensuring their alignment with short-term and long-term objectives - Lead and motivate subordinates to advance employee engagement and develop a high-performing managerial team - Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission - Make high-quality investing decisions to advance the business and increase profits - Enforce adherence to legal guidelines and in-house policies to maintain the company's legality and business ethics - Review financial and non-financial reports to devise solutions or improvements - Build trust relations with key partners and stakeholders and <u>act as</u> a point of contact for significant shareholders - Design and implement business strategies, plans, and procedures - Set comprehensive goals for performance and growth - Oversee daily operations of the company and the work of executives (IT, Marketing, Sales, Finance, <u>etc.</u>) - Lead employees to encourage maximum performance and dedication - Evaluate performance by analyzing and interpreting data and metrics	CCO	- Develop and oversee control systems to prevent or deal with violations of legal guidelines and internal policies - Evaluate the efficiency of controls and improve them continuously - Revise procedures, reports, <u>etc.</u>, periodically to identify hidden risks or non-conformity issues - Draft, modify and implement company policies - Collaborate with corporate counsels and HR departments to monitor the enforcement of standards and regulations - Assess the business's future ventures to identify <u>possible compliance</u> risks - Review the work of colleagues when necessary to identify compliance issues and provide advice or training - Develop and implement an effective legal compliance program - Create internal sound controls and monitor adherence to them - Draft and revise company policies - Proactively audit processes, practices, and documents to identify weaknesses - Evaluate business activities (e.g., investments) to assess compliance risk - Collaborate with external auditors and HR when needed - Set plans to manage a crisis or compliance violation - Educate and train employees on regulations and industry practices - Address employee concerns or questions on legal compliance - Keep abreast of internal standards and business goals
CTO	- Develop technical aspects of the company's strategy to ensure alignment with its business goals - Discover and implement <u>new technologies</u> that yield a competitive advantage - Help departments use technology profitably - Supervise system infrastructure to ensure functionality and efficiency - Build quality assurance and data protection processes - Use stakeholders' feedback to inform necessary improvements and adjustments to technology - Communicate technology strategy to partners and investors	CPO	- Developing and implementing product strategy on all internal products - Setting clear product goals and controlling them based on metrics - Communicating and collaborating with the internal and external stakeholders, understanding the connection between technology and business to present the most effective and efficient solutions - Improve the <u>RnD</u> flow and processes. Validating hypotheses on the new streams of monetization and adaptation to new and existing markets - Creating and prioritization a high-level roadmap - Scaling the team, processes, and structure to new streams of monetization - Evaluating and analyzing based on metrics and other data the new product solutions - Initiating, analyzing, and implementing projects to refine existing products to find product growth points - Budget management (evaluation of product team efficiency and development) - Monitoring the development of competitors and specialized technologies.
CMO	<u>Liaise</u> with other departments to guide a unified approach to customer service, distribution, <u>etc.</u>, that meets market demands - Define marketing strategies to support the company's overall strategy and objectives - Develop a feasible marketing plan for the department and oversee its day-to-day implementation - Plan and organize marketing functions and operations (product development, branding, communications, <u>etc.</u>), and ensure they project the company's unique "voice." - Design and coordinate promotional campaigns, PR, and other marketing efforts across channels (digital, press, <u>etc.</u>) - Build a highly efficient team of marketing professionals	Complaints manager	- Improve customer service experience, create engaged <u>customers</u> and facilitate organic growth - Take ownership of customers' issues and complaints to follow problems through to resolution - Set a clear mission and deploy strategies focused toward that mission - Develop service procedures, policies, and standards - Keep accurate records and document customer service actions and discussions - Analyze statistics and compile accurate reports - Recruit, mentor, and develop customer service agents and nurture an

Hiring Strategy



With the need to expand and develop the business, we will need the right mix of talent, vision, and creativity for all the critical roles. We are looking to hire young and vibrant professionals who need to refine and further develop their skills. We will set up a process to employ young minds as interneers and experienced professionals to take the business to the next level. A thorough process will ensure that only the best candidates are selected. Furthermore, we will instill a beneficial training program to develop and nurture employees. The training programs will ensure that the employees live up to our brand's standards and expectations. We currently have several employees and plan on hiring more. In the nearest future, we will be hiring:

- Chief Marketing Officer, who will lead our marketing and branding strategies.
- Customer support manager who is required to handle the queries round the clock, which the players will post.
- Affiliate manager who is needed for the responsibility of recruiting Affiliate Partners for marketing the website.
- Retention Manager with responsibilities including keeping the profitable players engaged.
- Experienced IT team (devops) for handling IT-oriented problems.

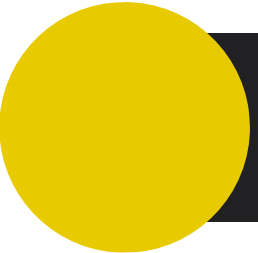
HR Policy

We believe in maintaining a team of talented personnel capable of adding value to our business. For this purpose, we will continuously evaluate our employee performance through appraisals. The employees will be provided with SOPs and detailed job descriptions to understand their role in our organization.

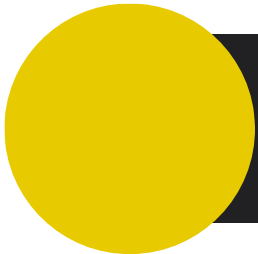
Training and Employee Development

We believe in providing required training for career growth for our human resources. We will ensure that our employees can compete in a highly dynamic environment through various training. Training will be conducted according to the employee's career growth requirements. Training goals and objectives include:

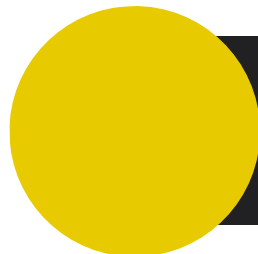
- Increase in job satisfaction and morale among employees.
- Increase in employees' motivation.
- Increase efficiencies of processes, resulting in financial gain.
- Increase in capacity to adopt new technologies and methods.
- Innovation through new business strategies and products.
- Responsible representation of the company name
- Diversity training



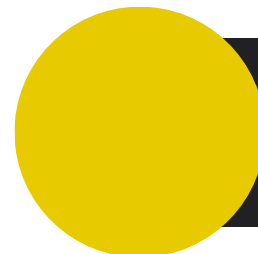
CMO



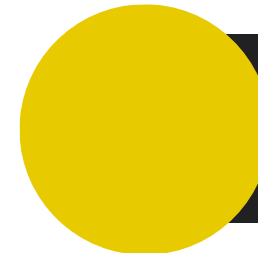
CSM



Affiliate Manager



Retention manager



Good IT Team

06 Risk Analysis

LatAm has seen a great inclination towards online casino games regardless of a considerable amount of rules that do not approve of gambling activities. The rise of the online gaming industry in LatAm can be considered significant and life-altering for so many reasons, but what cannot be disregarded at any point is that, even though online casinos in LatAm bring a lot to the table, they also pose unique risks.

The online gambling industry is hugely lucrative, which makes it a prime target of fraudsters. Certain security steps need to be taken to prevent fraud and criminal activity, including further development of the anti-money laundering (AML) program. One of the primary features of this type of program is the identification verification measure Know Your Customer (KYC). KYC in gaming is crucial for both customers of iGaming destinations and operators.

We will essentially develop our AML program. The purpose of these programs will be to prevent suspicious customers and transactions from entering our financial system. However, criminals constantly invent sophisticated methods of flying under the radar. Therefore, our truly effective AML program will handle new and complex fraud attempts. Otherwise, we may expose ourselves to financial and reputational losses.



07 Marketing and Sales

Recent trends in marketing have indicated that digital marketing has taken a stronghold in advertisements. The digital drivers of marketing have become a very reliable medium for marketing as well as a cost-effective way for companies to quickly gain popularity and market their products/services. More importantly, in today's world, the customers play a more crucial role, and it has become important to design advertisements to target customer segments more directly. We will create a mixed marketing strategy, taking account of the leading marketing tools as well as using the more traditional methods while also ensuring that the marketing strategy suits the target market.



MARKETING

- Digital Media
- Content Marketing
- Social Media Marketing



ADVERTISING

- Online Ads
- Print materials



PUBLIC RELATIONS

- Press Releases
- Events
- Media Coverage

STRATEGIES AND TACTICS

email marketing

Social Media

Event marketing

online advertising

Affiliate marketing

Influencer

08 Financial Plan

Capital requirements

Financing		
Particular	Value	
Owner Equity	€	150 000
Bank Loan	€	-
Total	€	150 000

Bank Loan		
Particular	Value	
Loan Amount	€	-
Tenure (Months)		60
Interest Rate (Annual)		8,75%

Financing Breakdown		
	Value	
Initial expense	€	5 000
Administrative Expenses (First 3 Months)	€	1 250
Marketing Expenses (First 6 Months)	€	2 000
Legal and Accounting (First 3 Months)	€	250
Corporate Registration	€	7 900
Other Operating Expenses (First 3 Months)	€	101 000
Gaming License & Permits	€	-
FF & E	€	-
Salaries (First 3 Months)	€	46 250
Platform Development	€	(13 650)
Total	€	150 000

Revenue

	Year 1	Year 2	Year 3	Year 4	Year 5
Active Users	167,068	307,626	388,542	490,711	619,751
Wager Transactions	668,271	1,230,504	1,554,168	1,962,845	2,479,006
Total Wager Amount	€ 20,048,130	€ 36,915,120	€ 46,625,040	€ 58,885,344	€ 74,370,168
Less: Payouts	€ 19,045,724	€ 35,069,364	€ 44,293,788	€ 55,941,077	€ 70,651,660
Total Gross Revenue	€ 1,002,407	€ 1,845,756	€ 2,331,252	€ 2,944,267	€ 3,718,508

Users

	Year 1	Year 2	Year 3	Year 4	Year 5
Users Base	-	37,559	47,438	59,914	75,669
New Users	44,041	49,388	62,378	78,780	99,497
Users Lost	- 6,482	- 39,509	- 49,902	- 63,025	- 79,599
Total Users -Base	37,559	47,438	59,914	75,669	95,567



Rev assumptions

Monthly users increase

- o Year 1:20%
- o Year 2:10%
- o Year 3:10%
- o Year 4:10%
- o Year 5:10%

Churn rate

- o Year 1: 4%
- o Year 2: 8%
- o Year 3: 8%
- o Year 4: 8%
- o Year 5: 8%

Active users

- o Year 1: 75%
- o Year 2: 60%
- o Year 3: 60%
- o Year 4: 60%
- o Year 5: 60%

● Number of Times Active User
Wager in a Month: 4

● Average Per User Wager
Amount Deposit Per Transaction:
€ 30.00

● Payouts:95%

Net Present Value

Discounted Cash flows	0	1	2	3	4	5	Terminal Value
Revenue		€ 1 002 407	€ 1 845 756	€ 2 331 252	€ 2 944 267	€ 3 718 508	
Operating Expenses (Inc Tax)		€ (933 605)	€ (1 532 912)	€ (1 890 182)	€ (2 312 723)	€ (2 843 314)	
Net Profit After Tax		€ 68 802	€ 312 844	€ 441 070	€ 631 544	€ 875 194	
Add: Depreciation		€ (1 365)	€ (1 365)	€ (1 365)	€ (1 365)	€ (1 365)	
Add: Changes in Working Capital		€ 47 077	€ 71 522	€ 86 453	€ 102 909	€ 123 435	
Deduct: Capital Outflow	€ 13 650	€ -	€ -	€ -	€ -	€ -	
Net Free Cash Flows	€ 13 650	€ 114 513	€ 383 001	€ 526 158	€ 733 088	€ 997 264	€ 11 191 518
Present Value (10%)	€ 13 650	€ 104 103	€ 316 530	€ 395 310	€ 500 709	€ 619 222	€ 6 949 052
Net Present Value	€ 8 898 576						

Payroll



Employee Data				
Designation	Monthly Salary	Annual Salary	Annual Increment	Hiring Month
CTO	€ 4 000	€ 48 000	2%	1
CMO	€ 3 750	€ 45 000	2%	1
CPO	€ 3 500	€ 42 000	2%	1
AML Officer	€ 2 500	€ 30 000	2%	1
IT Technicians	€ 2 500	€ 30 000	2%	20
Customer Services	€ 1 667	€ 20 000	2%	1
Affiliate Manager	€ 1 667	€ 20 000	2%	13
Customer Retention Manager	€ 1 667	€ 20 000	2%	15

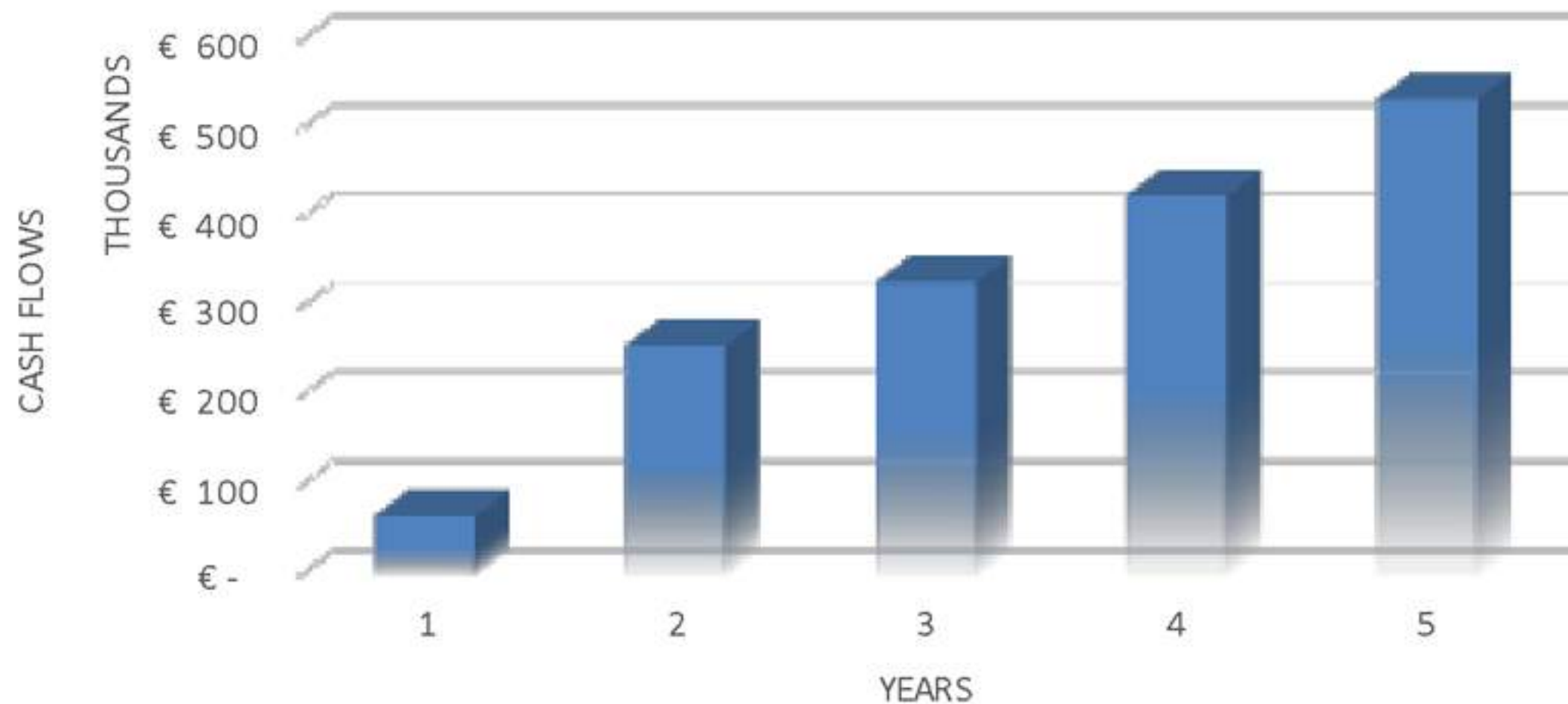
Direct Cost

Direct Cost	Year 1	Year 2	Year 3	Year 4	Year 5
<i>Payment Transaction & Processing Fee</i>	€ 23,055	€ 42,452	€ 53,619	€ 67,718	€ 85,526
Total Direct Cost	€ 23,055	€ 42,452	€ 53,619	€ 67,718	€ 85,526

Net Present Value

Revenue	€ 1 002 407	€ 1 845 756	€ 2 331 252	€ 2 944 267	€ 3 718 508
Operating Expenses (Inc Tax)	€ (933 605)	€ (1 532 912)	€ (1 890 182)	€ (2 312 723)	€ (2 843 314)
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Add: Depreciation	€ (1 365)	€ (1 365)	€ (1 365)	€ (1 365)	€ (1 365)
Add: Changes in Working Capital	€ 47 077	€ 71 522	€ 86 453	€ 102 909	€ 123 435
Deduct: Capital Outflow	€ 13 650	€ -	€ -	€ -	€ -
Net Free Cash Flows	€ 13 650	€ 114 513	€ 383 001	€ 526 158	€ 733 088
Present Value (10%)	€ 13 650	€ 104 103	€ 316 530	€ 395 310	€ 500 709
					€ 619 222
					€ 6 949 052

DISCOUNTED CASH FLOWS



We are able to retain profits in our first year of operations and year 2 and onwards throughout the forecast period. Performance during the first year will be optimal; however, the company will generate lucrative profits as we gain market recognition. The revenue is expected to grow, indicating a healthy cash position and robust business model.



The chart above shows that the company operates at a high operating margin. The graph demonstrates a decline in the ratio throughout the remaining forecast, indicating that we can push down our costs and earn higher profit margins. The graph indicates that we can maintain this position and earn better margins.

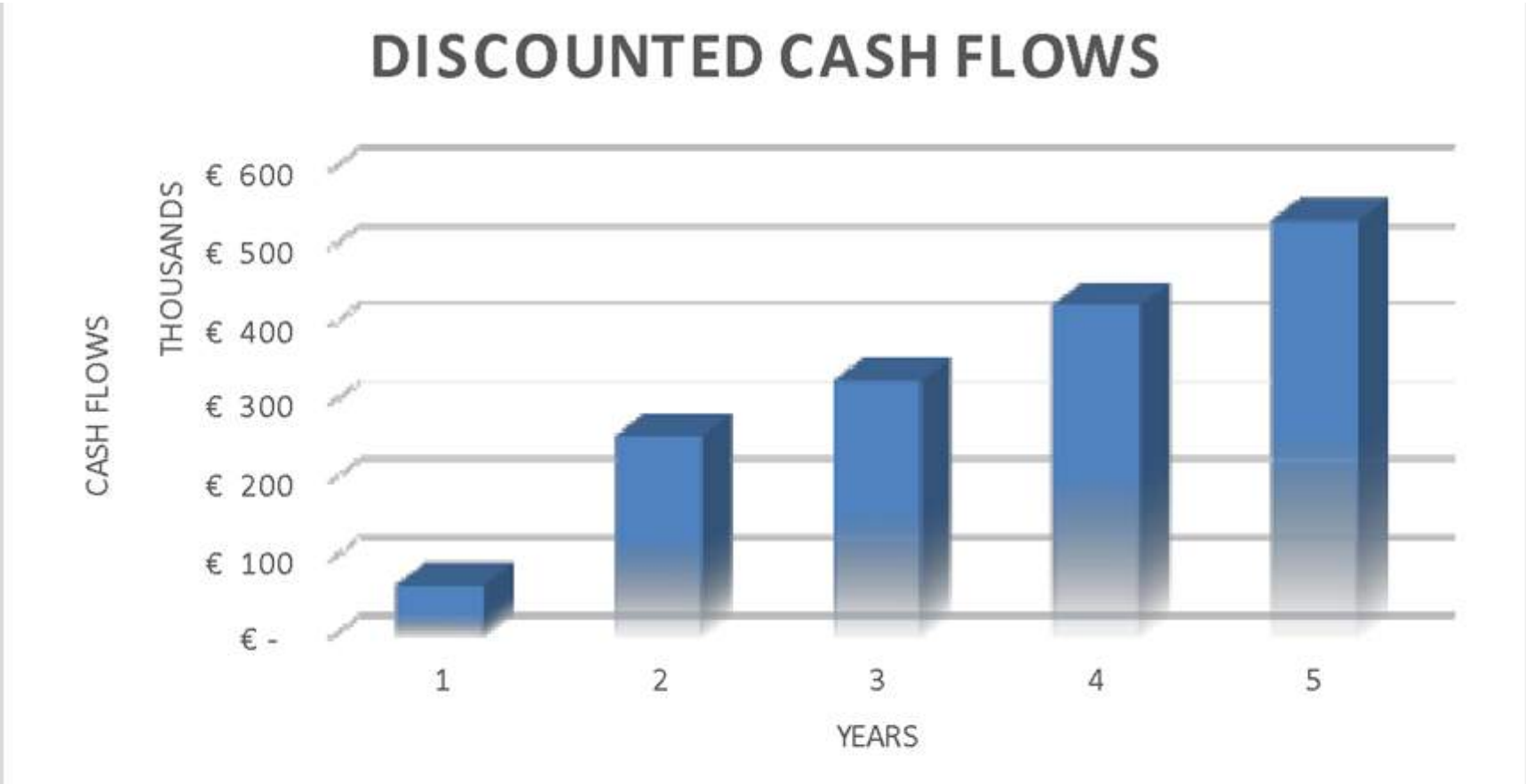
SENSITIVITY ANALYSIS



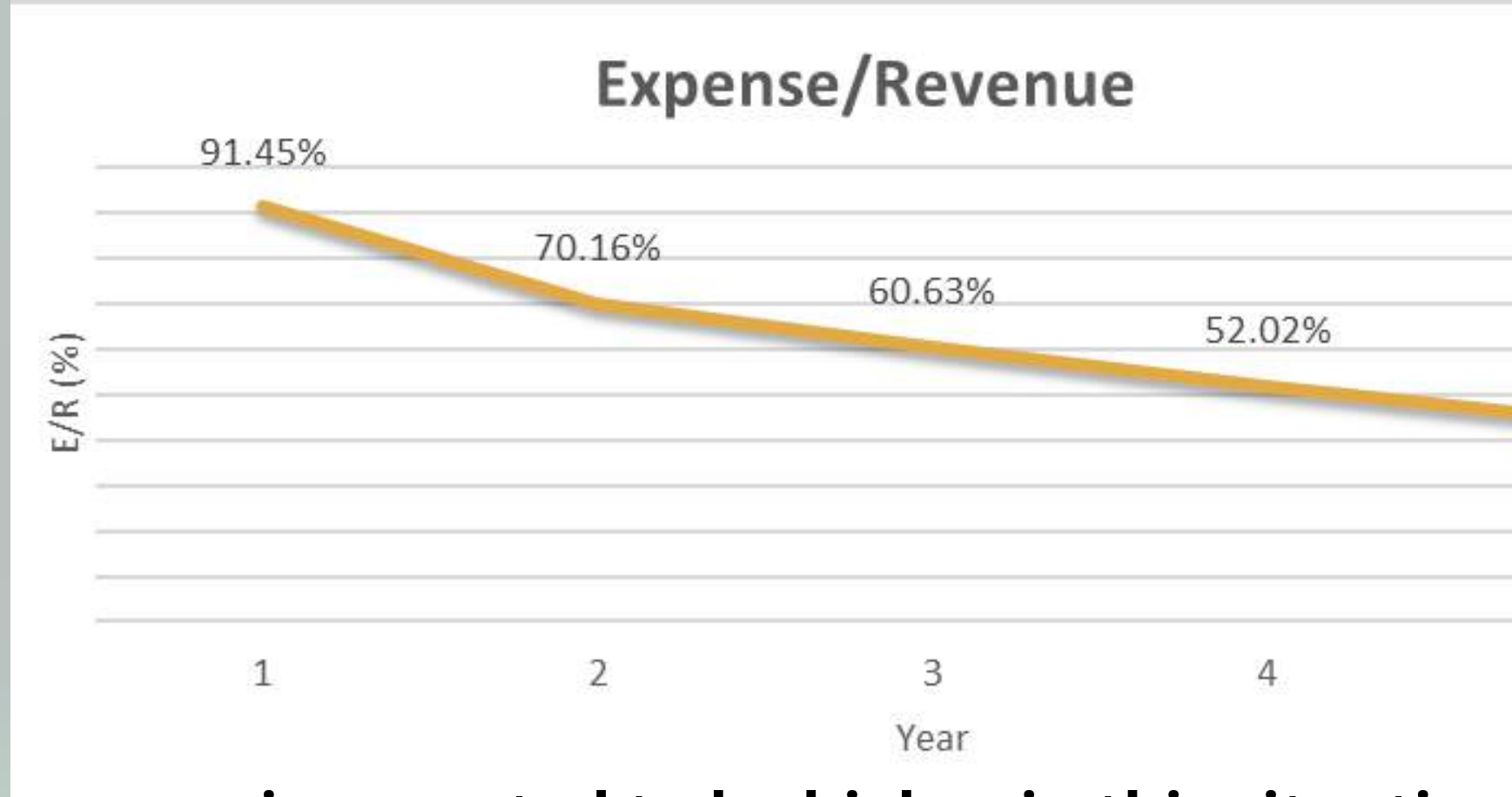
The slightest changes in conditions can have a detrimental impact on cash flows. Given the initial assumptions, however, if revenue is 2% less than expected while expenses rise by 2%, the following situation arises:

Discounted Cash flows	0	1	2	3	4	5	Terminal Value
Revenue	€ -	€ 982 358	€ 1 808 841	€ 2 284 627	€ 2 885 382	€ 3 644 138	
Operating Expenses (Inc Tax)	€ -	€ (952 277)	€ (1 563 570)	€ (1 927 985)	€ (2 358 978)	€ (2 900 181)	
Net Profit After Tax	€ -	€ 30 081	€ 245 271	€ 356 642	€ 526 404	€ 743 958	
Add: Depreciation	€ -	€ (1 392)	€ (1 392)	€ (1 392)	€ (1 392)	€ (1 392)	
Add: Changes in Working Capital	€ -	€ 46 135	€ 70 092	€ 84 724	€ 100 851	€ 120 966	
Deduct: Capital Outflow	€ 13 377	€ -	€ -	€ -	€ -	€ -	
Net Free Cash Flows	€ 13 377	€ 74 824	€ 313 970	€ 439 973	€ 625 863	€ 863 531	€ 9 690 742
Present Value (10%)	€ 13 377	€ 68 022	€ 259 479	€ 330 558	€ 427 473	€ 536 185	€ 6 017 189

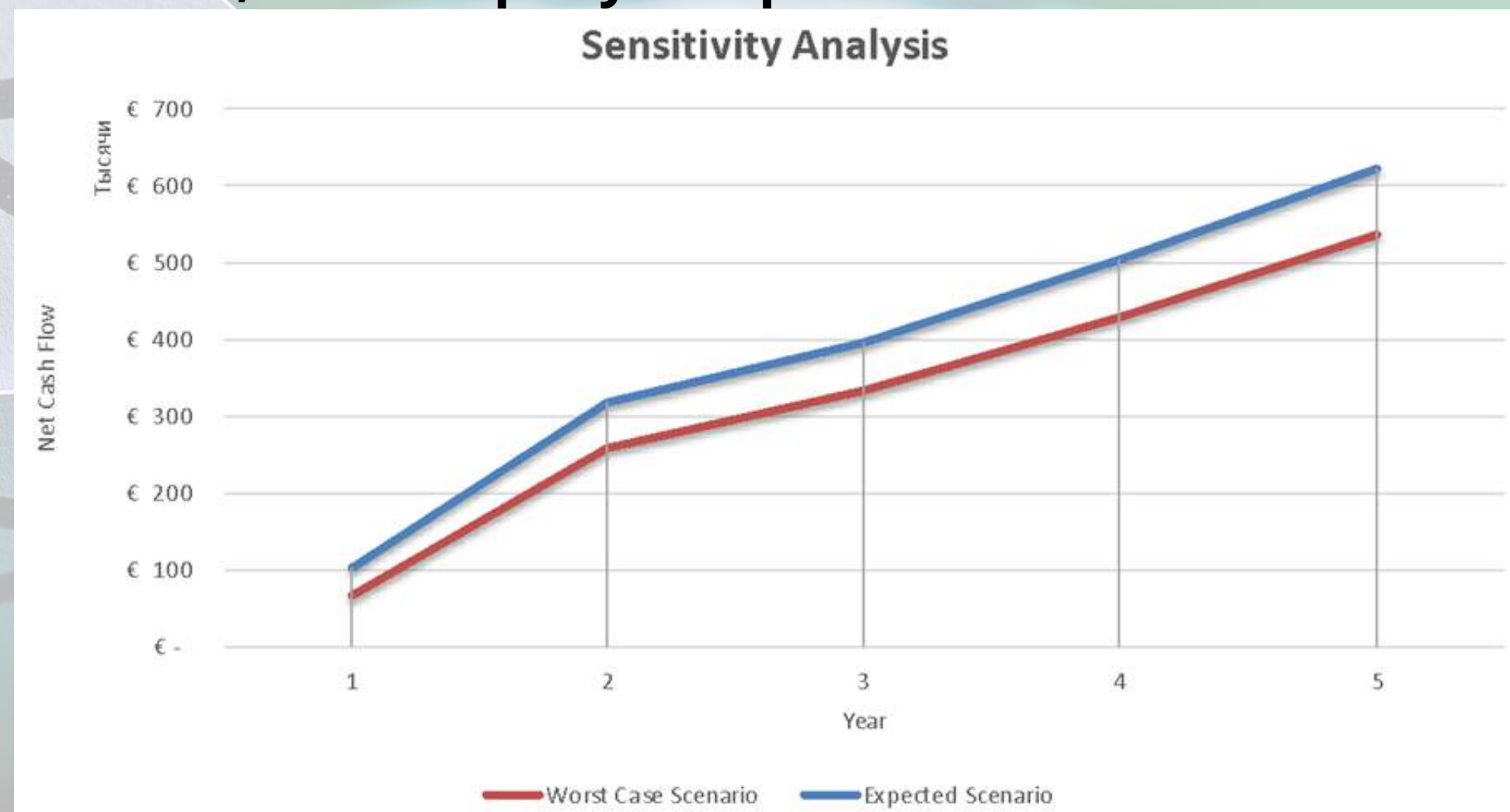
Net Present Value € 7 652 283



We can break even in Year 1 and gradually progress throughout the forecast period in an adverse situation. We are more than capable of maintaining a positive cash flow position and retaining healthy profits in the years to come. The net present value is positive, indicating that the company is a beneficial investment. This demonstrates the viability of the business model and its propensity to perform even when performance is lower than expected.



The expense/revenue is expected to be higher in this situation. However, much like the first scenario, the company can push down costs and earn better margins.



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