

OYSTER MEDIA N.V - BUSINESS PLAN 2024

1. Summary:

- Business name: OysterBet
- Business purpose: To become a leader in the online betting and gambling industry in Latin America and Canada, providing innovative and reliable platform to both local and international customers.
- Target market: Canada and Latin American countries (excluding Venezuela and Mexico)

2. Company Description:

- Company name: Oyster Media N.V
- Services: Online betting and gambling platform

3. Target Customer Profile:

- Demographic Segmentation and Marketing Approaches:
 - Age:
 - Young Adults (18-24 years)
 - Marketing Approach: Target this group with social media campaigns and influencer marketing using entertainment and excitement-focused messages.
 - Middle-aged Adults (25-40 years)
 - Marketing Approach: Target this group, interested in sports and e-sports, with customized promotions and VIP programs.
 - Gender:
 - Males
 - Marketing Approach: Target male users by focusing on sports betting and competitive gambling games.
 - Females
 - Marketing Approach: Target female users by highlighting social interaction opportunities in games like slots and bingo.
 - Occupational Status and Education Level:
 - College Students and Recent Graduates
 - Marketing Approach: Provide informative materials with affordable betting options and educational resources.
 - Professionals (Highly Educated Employees)
 - Marketing Approach: Focus on this group with premium services, high betting limits, and special customer support.
 - Family Structure:
 - Singles
 - Marketing Approach: Target this group with social games and promotions based on events.
 - Family Heads
 - Marketing Approach: Target this group by providing information on security and responsible gaming.
 - Income Level:
 - Medium Income
 - Marketing Approach: Offer promotions and bonuses tailored to the middle-income group.
 - High Income
 - Marketing Approach: Attract this group with high betting limits and personalized services.

4. Products and Services:

- Various betting and gambling games
- User-friendly interface
- Mobile compatibility

5. Marketing and Sales Strategy:

- Tailored marketing campaigns and influencer collaborations targeting demographic segments
- Customized promotions, VIP programs, and special offers
- Social media campaigns and promotions based on events

6. Operations and Business Processes:

- Customer service policies
- Payment processes and security measures
- Technical support and maintenance processes

7. Financial Planning:

- Initial capital and investment requirements
- Revenue and expense forecasts
- Cash flow and profitability projections

8. Risk Assessment:

- Legal risks
- Operational risks
- Marketing and competition risks

9. Feasibility and Timeline:

- Approval of license application and operational launch process
- Stages of implementation of the business plan and timeline

10. Appendices:

- Market research reports
- Financial statements
- License documents