

10.10.2023

Business Plan

Curacao Gaming 88gaming BV

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Company Registered Name: 88gaming B.V.
Registration Number: 160811 (0)
Date Opened: May 16, 2022
Company Owner: Chinnusamy Sangeetha
Brand Name: bet16
Location Office (if any): Zuikertuintjeweg Z/N (Zuikertuin Tower), Curacao
Number of Employees: 10
Website Address: www.bet16.com
Language: English Korean
Target Market: South Korea
Verified Payment systems: Korea Bank Transfer

B2B Providers: Betconstruct
Solution Types: Turnkey Solution
Product Offering: ○ Casino ○ Live Casino ○ Sport Betting ○ Virtual Sports ○ Esports ○ Games ○ TV Games ○ Poker

1. Industry Overview

The global online gambling market size was valued at USD 57.54 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 11.7% from 2022 to 2030. The increasing use of mobile phones among users for playing online games in public places as well as in their homes, in addition to rising internet penetration, is propelling the market. Furthermore, aspects such as cultural and legal approval, easy access to gambling online, celebrity endorsements, and corporate sponsorships are also boosting the market growth. The market is likely to further expand owing to the availability of cost-effective mobile applications worldwide.

Type Insights

The market has been segmented into casinos, sports betting, bingo, poker, and others, with the sports betting segment, dominating the market with a revenue share of approximately 50% in 2021. Rising popularity of sports betting gambling on games such as football, and casino, coupled with increased internet penetration, has fueled the market growth in Europe. The collaboration between third-party software suppliers and private firms to produce user-friendly UI gaming solutions for users has resulted in a market expansion.

Online Gambling Market Report Scope

Report Attribute	Details
Market size value in 2022	USD 63.53 billion
Revenue forecast in 2030	USD 153.6 billion
Growth rate	CAGR of 11.7% from 2022 to 2030
Base year for estimation	2021
Historical data	2018 - 2020
Forecast period	2022 - 2030
Quantitative units	Revenue in USD billion and CAGR from 2022 to 2030
Report coverage	Revenue forecast, company ranking, competitive landscape, growth factors, and trends
Segments covered	Type , device, region
Regional scope	North America; Europe; Asia Pacific; Latin America; Middle East & Africa
Country scope	U.S.; Canada; Germany; U.K.; China; Japan; India; Brazil
Key companies profiled	William Hill; Bet365; Paddy Power Betfair PLC; Betsson AB; Ladbrokes Coral Group PLC; The Stars Group Inc.; 888 Holdings PLC; Sky Betting and Gaming; Kindred Group PLC; GVC Holdings PLC

Device Insights

In terms of devices, the desktop segment generated a significant revenue of approximately USD 28 billion in 2021. The desktop offers a large screen size compared to mobile phones and other devices that allow the 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.

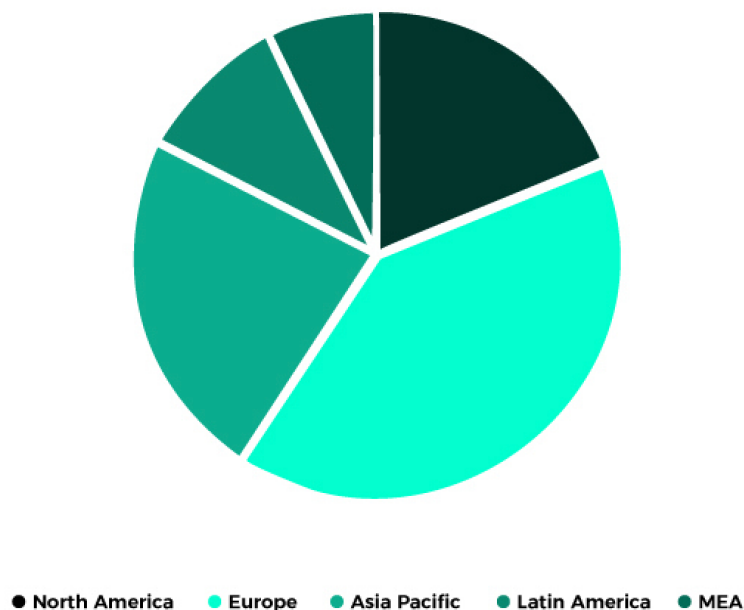
Advanced technologies in mobile phones have resulted in extraordinary gaming visuals in smartphones that have resulted in increased access to online gambling through mobile phones. Additionally, gambling can be done through mobile phones, making it convenient for gamblers. The easy availability of mobile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

Regional Insights

Europe dominated the market in 2021 with a market size of USD 23.63 billion. The development can be ascribed to the legalization of gambling in various European countries, including Italy, Malta, France, Spain, and Germany. Other drivers for the market growth include the availability of high-speed internet, the rising popularity of online casinos, and the rising use of smartphones. Furthermore, the Gambling Act 2005 imposed by the UKGC (U.K. Gambling Commission) has enabled companies to promote their gambling websites, which also assists in expanding the market in the region.

Global Online Gambling Market

Share, by region, 2021 (%)



2. Executive Summary

Bet16 Online Casino is going to become the number one destination for gamers and gamblers. We are well equipped and positioned to operate online casino gaming facilities, and also to operate online legal gaming facilities.

We conducted a thorough market research and feasibility studies. Our client's best interest would always come first, and everything we do is guided by our values and professional ethics. We will ensure that we hire professionals who are well experienced in the field.

Bet16 Online Casino will at all times demonstrate its commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible.

We will ensure that we hold ourselves accountable to the highest standards by meeting our player's needs precisely and completely. We will cultivate a working environment that provides a human, sustainable for our partners, employees and for our clients.

3. Our Products and Services

Bet16 Online Casino is in the Global Online casinos and Online Gambling industry to provide standard online casino and gambling facilities. Main Target: South Korea

We are optimistic that everyone who makes use of our online casino and gaming website will derive huge value for their money. These are the services and amenities that will be made available to our players.

- Live Casino
- Online Slots
- Sport Betting
- Poker
- E-sports
- Virtual Sports
- Skill Games

4. Our Mission and Vision Statement

- Our Vision of starting Bet16 to build a world – class online casino and betting center that can favorably compete with leading brands in the Global Online Casinos and Online Gambling industry.
- Our mission for establishing Bet16 to contribute our quota in promoting online casino and gaming activities, but making sure

people understand that they have to play for FUN, and also to make profits from the Industry; we want to become the leading online casino and online gambling brand.

Our Business Structure

Bet16 is in business to become the leading online casino and gaming centers Globally and we are fully aware that it will take the right website, management and organization – structure to achieve our goal. Our main target is South Korea.

We will ensure that we recruit only the best hands that can help us achieve all that we are set to achieve. The picture of the kind of the online casino and gaming center business we intend building and the business goals we want to achieve is what informed the amount we are ready to pay for the best hands available in and around South Korea as long as they are willing and ready to work with us to achieve our business goals and objectives.

In view of that, we have made provisions for the following positions to be occupied by highly qualified and experienced staff;

- Chief Executive Office – CEO
- CRM
- Accountant / Cashier
- Marketing and Sales Officer
- Online casino and Games Instructor / Assistant (5)
- Customer Care Executive / Front Desk Officer / Live Chat

5. Job Roles and Responsibilities Chief

Executive Officer – CEO: Hoon Shin

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Creates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization
- Carries out staff induction for new team members

CRM: Jung Won (Alice) Cha

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Designs job descriptions with KPI to drive performance management for clients
- Regularly hold meetings with key stakeholders to review the effectiveness of HR Policies, Procedures and Processes
- Maintains office supplies by checking stocks; placing and expediting orders; evaluating new products.

- Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs.
- Defines job positions for recruitment and managing interviewing process
- Carries out staff induction for new team members
- Responsible for training, evaluation and assessment of employees
- Responsible for arranging travel, meetings and appointments
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Oversees the smooth running of the daily activities in the online casino and game center.

Online casino and Game Instructors / Assistant: Dong Hyun Kang

- Responsible for operating licensed online casino gaming facilities
- Responsible for operating online legal gaming facilities
- Responsible for teaching newbies how to play various games available in our online casino and game center
- Responsible for selling food, alcoholic beverages and nonalcoholic beverages
- Ensures that the game / gambling slots is well arranged for another playing session after every session

Marketing and Sales Officer: Younee Choi

- Identifies, prioritizes, and reaches out to new clients, and business opportunities et al
- Identifies development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of projects.
- Writes winning proposal documents, negotiate fees and rates in line with organizations' policy
- Responsible for handling business research, market surveys and feasibility studies for clients
- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develops, executes and evaluates new plans for expanding increase sales
- Documents all customer contact and information
- Represents Bet16 Online Casino in strategic meetings
- Helps to increase sales and growth for Bet16

Accountant / Cashier: Yeeun Hong

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting for the organization
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation.
- Handles all financial transactions for Bet16
- Serves as internal auditor for Bet16

6. SWOT Analysis

Bet16 Online Casino is in business to provide online casino and gaming website for gamblers in South Korea and Globally and at the same time to make profits. We are aware that there is competition in the Global Online casinos and Online Gambling industry which is why we took out time to conduct an effective SWOT Analysis before investing our hard-earned money into the business.

We know that if we get things right before starting our online casino and gaming center, we will not have to struggle before attracting loyal clients and building our membership base to a level where we can easily breakeven in record time.

We hired Business consultant with bias in business structuring to help us conduct SWOT analysis for our organization and he did a pretty good job for us. Here is a of the result we got from the SWOT analysis that was conducted on behalf of Bet16

- **Strength:**

We equally have a team of highly qualified professionals who will work with all our clients and lastly our online casino and game slots are amongst the best that anybody living in South Korea and Globally can get; it is easy to use and highly reliable.

- **Weakness:**

We critically looked into our business model and we were able to identify one major weakness. One is the fact that we are a new business

- **Threat:**

Some of the threats that are likely going to confront Bet16 Online Casino are unfavorable government policies, demographic / social factors, downturn in the economy which is likely going to affect consumers

spending and lastly, the emergence of new competitors within the same location where our online casino and gaming center is located.

7. MARKET ANALYSIS

- **Market Trends**

The last five years for the Global Online casinos and Online Gambling industry has indeed brought a giant shift in key markets in this industry. Basically, the last five-year period has signaled a shift of revenue growth from the United States toward Asia.

Research shows that while new markets in the United States are opening up as state governments look for more sources of revenue, the shift in revenue toward Asian markets has increasingly gained permanency for industry operators. In the coming years, industry performance is expected to accelerate just slightly over the next five years and also economic volatility in China is expected to continue to hamper the revenue growth for this industry.

Another common trend in the Global Online casinos and Online Gambling industry is such that if a online casino and gaming center is well positioned in a very busy area or a place where people can easily access without much stress, there is the likelihood that such online casino and gaming center will enjoy high patronage.

Lastly, it is a common trend that as online casino and gaming centers grow, it becomes necessary for them to develop new service offerings or install new facilities that will help them attract more people.

Little wonder some online casino and gaming centers now have fresh juice and smoothie bar, retail food, alcoholic and non – alcoholic drinks et al within their website to encourage people to relax and socialize. In order words, it is very important for online casino and gaming centers to continue to improvise if they want to grow their business and generate their target revenues.

8. Our Target Market

Image of average gambler

- Approximately 30 years old
- Mostly male
- Active and has long term job
Has computer/it proficiency
- Main Pain point: Entertainment (those always have play limits) and gamblers who care about jackpot slots , they do research best slots that have winning % of more than 97%, they register in more than one casino but are loyal if retention is good.

And way to many bonus hunters who are very tack
savvy.

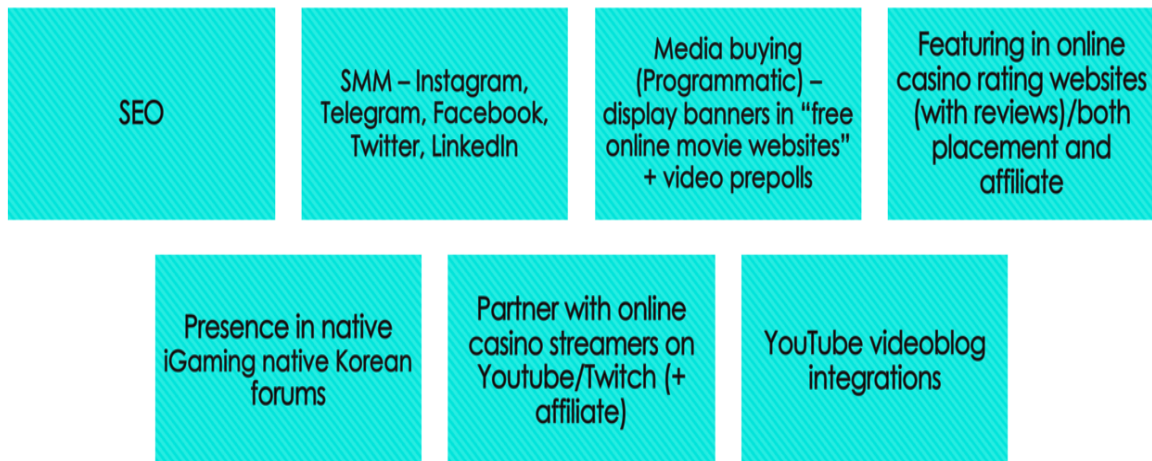
Main promotions

- Freespins (from 5 to 300 (depending on the operator but free spins in CIS are higher than in the rest of the world))
- Welcome Bonus (with freespins & 0 wagering) (mainly in South Korea casino welcome offer of new brands...very risky)
- Reload Bonus
- Cashback (from 5% to 30%)
- Verification Bonus
- Live Casino Tournaments

Key points of successful development

- Easy Registration & Verification Process
- Convince visitors of the reliability and ease of replenishment of the deposit and withdrawal of funds
- Appealing welcome package that can interest visitors
- Big Bonuses
- Big Jackpots
- 24/7 Support
- Possibility to play demo versions of games
- Strong Internal & External Promotion
- Active CRM (SMS, Email Newsletters)

Effective ways to promote online casino in South Korea



The target market for online casino and gaming centers cuts across people of different walks of life. The fact that people visit online casino and games centers for various reasons makes marketing the business interesting.

Bet16 Online Casino will work towards providing services, facilities and environment that will help us reach out to our target market. These are the category of people that we intend marketing our bowling center to;

Our competitive advantage

No doubt, the Global Online casinos and Online Gambling industry is indeed a prolific and highly competitive industry. Clients will only patronize your online casino and gaming center if they are comfortable with the games you have or if you can provide the enabling environment and website for them to socialize.

We equally have a team of highly qualified professionals who will work with all our clients and make it easier and comfortable when they patronize our online casino and gaming website. So also, our online casino and game

providers are amongst the best that anybody living in South Korea and Globally can get; it is easy to use and highly reliable.

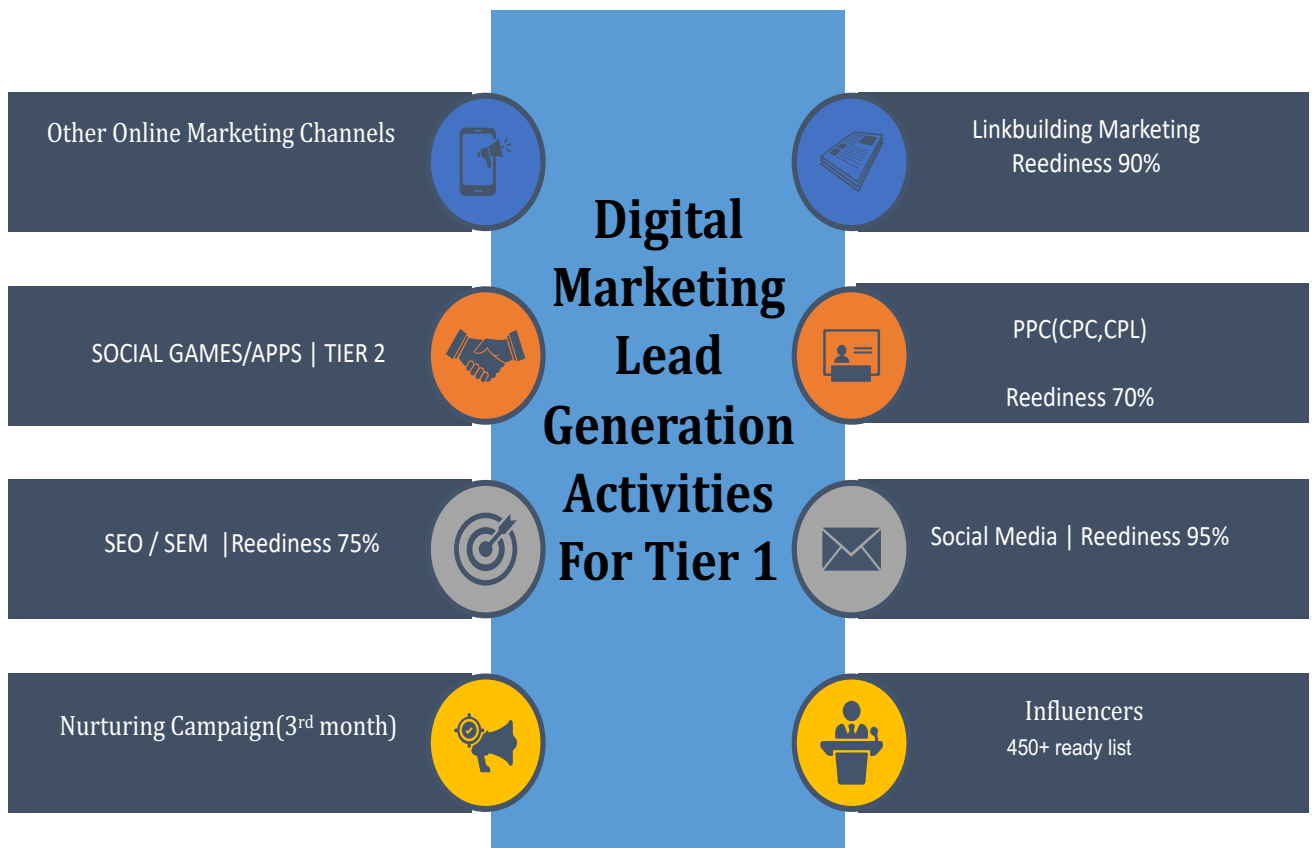
Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category (startups online casino and gaming center website businesses in the in the industry.) It will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives.

9. SALES AND MARKETING STRATEGY

- **Sources of Income**

Bet16 Online Casino is established with the aim of maximizing profits in the Global Online casinos and Online Gambling industry and we are going to go all the way to ensure that we do all it takes to attract both individual clients, groups and corporate clients on a regular basis.

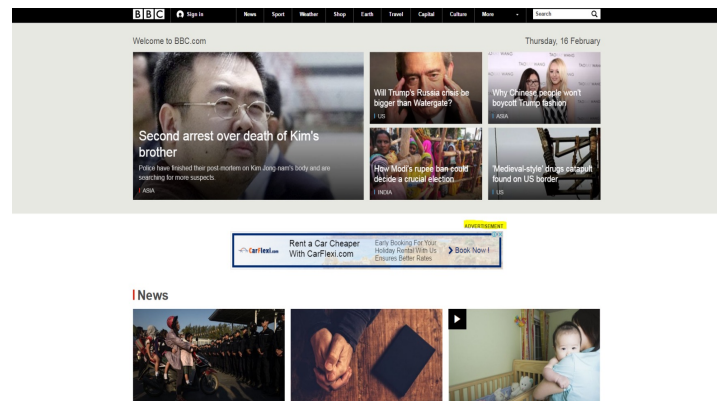
Bet16 Online Casino will generate income by offering the following services.



Paid Campaigns Structure

The paid advertising is planned to do via following platforms and campaigns

- 1. Search PPC-** Ads platforms that can do igaming placements in search results page/networks aiming to attract users searching for relevant queries
- 2. Display Advertising** – Display (banner) ads through Networks (more than 10.000 website)
- 3. Retargeting based on engagement** – Targeting people who visited our website and didn't become our lead / client
- 4. Retargeting through SM platforms-** With aim to convert through Social Media Platforms (Facebook, Twitter, Youtube, Telegram, etc.)



List for Tier 1(not exclusive)

PPC Channel Name	Channel Link
Swelldigital	https://www.swelldigital.co/blog/ppc-for-casinos-igaming
Vcommission	https://vcommission.com/
Taboola	https://signup.taboola.com/join?int_source=ta_login&device=DESK
Optmyzr	https://www.optmyzr.com/
Adsterra	https://adsterra.com/
Venatus	https://venatus.com/
Adboosters	https://adboosters.com/?lang=en
Yandex Direct	https://direct.yandex.com/

Bet16 Digital Marketing ActionPlan/Outline

Social Media Strategy

1. Opening and Setting up SM accounts (below are the channels that are a must)

- Facebook Business Account for Bet16

(Facebook works well for showing people behind-the-scenes views of casino. it provides one of the easiest and most intuitive ways to talk to your followers.)

- Instagram Account for Bet16

(Instagram is all about photos, short video reels and right hashtags. It's also one of the most-used social media networks among millennials, who are collectively all old enough to gamble. That means we can easily appeal to a young audience with an average income simply by sharing photos. Building right visual brand in Instagram is a must)

- YouTube Channel | Bet16 Global

(YouTube is the most used SM platform in certain regions we can target with our license. Most of their searches are being done directly in YouTube. This one we will use with streamers.

- Telegram account

(The Telegram app was downloaded **15.75 million times in General** only in January 2022, **63 million times in Korea** only. which accounts for 24% of all worldwide monthly Telegram downloads. Being present as industry news channel will boost Bet16 Brand Awareness. We will use groups with paid ads to promote.

2. Monthly Content Calendar Creation

- Post types (informative, engaging, brand awareness, promos, campaigns...)
- Casino updates
- Consistent Quality Posts

3. **Create a memorable visual identity templates for SM** (with your design team)
 4. **Being present in SM industry discussions**
 5. **Planning & Executing SM Paid Campaigns** (Depends on Calendar, May Include campaign for boosting specific bonus or event, or specific casino game type. May include even campaign for hype)
 6. **Analyzing & Measuring Campaign Results**
 7. **Managing Customer Feedback and Reviews**
- Primary Locations**

1	Global for the beginning
2	Language used : English , Korean

Social Media Channels (may be changed, based on performance)

Tool	Purpose/Strategy	Metrics
Facebook	Social, friendly, recruiting	Page likes, post likes, comments, website traffic
YouTube	Brand awareness, amazing stories / Trust building /intro to slots	Video views, subscribers, comments, website traffic
Blogs	Rankings, engagement, website traffic, community	Website traffic/conversion
Telegram	Promo boosting, website traffic, promo codes	Channel subscribers, channel inviters, news readers, promotion takers
Instagram	Brand awareness, promo boosting, humorous posts, stories, engagement, meme marketing	Story views, post likes, post comments, website traffic/conversion

Action Plan

Tool	Tactic	Objective	Frequency	Measurement
Facebook	<i>Share valuable industry/company content(including promos)</i>	<i>Increase Brand Awareness</i>	<i>2-3 times per week, depending on calendar</i>	<i>Clicks, shares, messages</i>
Telegram	<i>Industry news</i> <i>Promos</i> <i>Slot related (videos)</i> <i>tournaments coverage</i> <i>Polls</i> <i>Discussions</i> <i>Fun memes</i> <i>Cultural posts</i> <i>Paid campaigns included in this channel</i>	<i>Lead Generation</i>	<i>Daily</i>	<i>Website Traffic, Leads</i>
Instagram	<i>Based on initial content calendar</i> <i>Based on right hashtags and video reels</i> <i>Visual identity</i>	<i>Increase Brand Awareness</i> <i>Generate leads through paid campaigns</i>	<i>Almost daily</i>	

GOALS - AWARENESS, INCREASE REACH, ENGAGEMENT, TRUST & CREDIBILITY

- **Personalized brand:** 'People on Instagram/social platforms are not necessarily there to buy from you. They are looking for content that engages them or they find value. The focus needs to be on tying engaging content with the brand so people can reach, relate, engage and visit brand's platform.
- **Value Added Posts:** Highlight Prize money that can be won/offers for specific time period. Show influencers and visually pleasing/engaging content for user
- **Influencers:** We will need to tie-up with influencers to amplify brand to fresh new audience.
- **Success Stories:** Customer success stories are a good way to **establish** relatability connect with General audience for better trust establishment.
- **Casino/ Games Post Engagement–** Regularly informing the target audience of existing and upcoming casino games and encouraging people to participate via campaigns (memes or share the excitement of playing casino game)
- **Conversions:** Easy target to redirect users to website via special offers.
- **Results –** Declaration of winners to establish credibility and trust.
- **Influencer Marketing–** Collaboration is KEY.
In General, people love doing what other popular people are doing. Hence, Bet16 can reach to a great number of potential players with the right kind of local and natural influencers.
What will amplify the brand here are tie-ups with other popular content creators with millions of followers satisfying our TG. They can place our brand mentions in their content and that will generate awareness and traffic.

Separate Content for Newbies & the Informed

Beginners: Content that introduces newbies to the concepts, how-to guides on UX, infographics that explain the how, what and why. For newbies playing with trigger words like win, easy, transfer will work especially well. In short community- you can't win, if you don't play. Videos will work wonders.

Pros: The content and content funnel for pros will be entirely different. Bigger, bolder and more industry specific terminology to be used along with timely collated updates on events. Also regular information on how

Bet16 = Winners. Interviewing winners and sharing success stories is a key part of this strategy.

14. Sustainability and Expansion Strategy

The future of a business lies in the numbers of loyal customers that they have the capacity and competence of the employees, their investment strategy and the business structure. If all of these factors are missing from a business (company), then it won't be too long before the business close shop.

One of our major goals of starting Bet16 Online Casino is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running. We know that one of the ways of gaining approval and winning customers over in our online casino and gaming center is to equip our website with state-of-the-art games to make our brand highly secured.

Bet16 Online Casino will make sure that the right foundation, structures and processes are put in place to ensure that our staff welfare is well taken of. Our company's corporate culture is designed to drive our business to greater heights and training and re – training of our workforce is at the top burner.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of ten years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.