



BUSINESS PLAN

For operators of games of chance
under old license 1668/JAZ (Curaçao
eGaming)

www.on.bet

Balkan International B.V.

Business Plan Version: 2.0

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Our Mission

This business plan will also showcase the expected financials and operations over the next three years. The Balkan Investment is a Curacao based company that will allow players placed bets on the website on.bet and generating revenues through it. We are keen to welcome the players with innovative portfolio of games and make their experience unforgettable. We would like to do a fully legal and transparent business and build the trust in our customers. We are going to use our knowledge's and expertise in the field to become one of the reputable brands worldwide. The Company was founded by Pavel Metodiev who has a vast experience in the casino business.

Company and Management

The company will be leading by Pavel Metodiev the founder and CEO.

Pavel has a leadership mindset that enables him to drive innovation to the next level by adopting a leadership mindset. The business he has built over the last few years has grown rapidly, and he has seen this growth firsthand. As a business owner, he can successfully run the day-to-day operations of the business he runs and accomplish goals easily. As a supervisor and trainer, he oversaw and trained his employees daily.

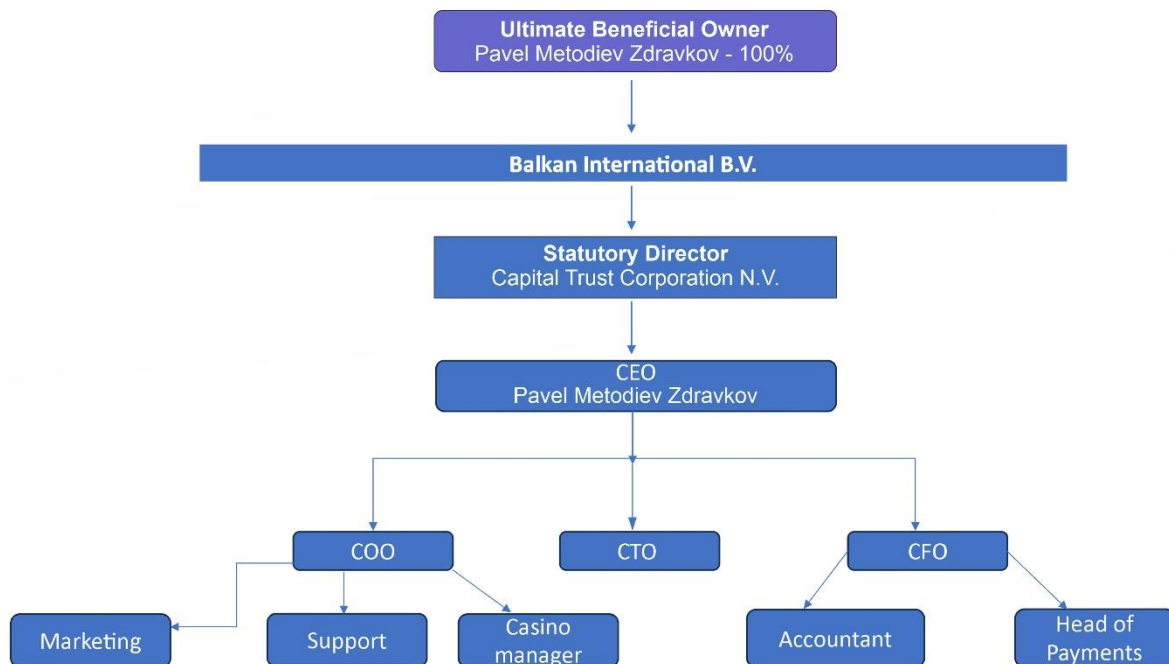
Svetoslav Georgiev will take over the company's COO and CFO role.

As a professional in the casino industry, Svetoslav has a vast amount of experience. Having worked in this field for more than 12 years, he has a wealth of knowledge and experience. He has a great deal of experience running casino operations and is an expert in this field.

CMO position will be held by Vladislav Ivanov, who has a vast experience in the casino industry.

CTO position will be held by Petar Evtimov.

Here is the graphic of our company structure.



Our Services

On.bet will offer a wide range of Casino services designed to provide an exciting and convenient gaming experience.

1. **Casino Slot Games and Live Casino games.**
2. **Diverse Game Selection:** from top online content providers like Plagmatic Play, Amusenet, Evolution and many others.
3. **Base Platform: Dench Core**, provided by Disrupt Entertainment Limited N.V, a company incorporated in Curacao with company number 140327
4. **Bonuses and Promotions:** on.bet will provide enticing bonuses and promotions to attract and retain players. These include welcome bonuses, free spins, cash back offers, and loyalty programs.
5. **Secure and Convenient Transactions:** on.bet facilitates secure deposits and withdrawals, accepting cryptocurrency payments facilitated by **CoinsPaid / coinspaid.com**. SSL encryption and other security measures ensure the safety of financial transactions.
6. **pleaMobile Compatibility:** on.bet will be accessible on mobile devices, allowing players to enjoy their favorite games on smartphones and tablets.
7. **Customer Support:** Customer support is available 24/7 through various channels, such as live chat, email, and phone, to address player inquiries and concerns.

8. **Responsible Gaming Features:** on.bet promotes responsible gaming practices by offering self-exclusion options, deposit limits, and resources for problem gambling.
9. **Game Fairness:** As a reputable online casino on.bet will use certified random number generators (RNGs) to ensure the fairness of their games. These RNGs are regularly audited by independent organizations.
10. **VIP Programs:** on.bet will offer VIP or loyalty programs that reward frequent players with exclusive perks, such as higher withdrawal limits and personalized support.

Our Competitive Advantage

A comprehensive and player-centric approach, which is one of on.bet competitive advantages, enables it to carve out a successful niche in the fiercely competitive online casino market. There are several dimensions to this advantage:

The first is its diverse gaming selection, which includes games from top-tier providers such as Pragmatic Play, Amusenet, and Evolution. The range of games caters to the needs and preferences of a wide range of players. As a result, there is a game to suit everyone's taste, ensuring an enjoyable and dynamic gaming experience for all.

A second reason to give on.bet a high rating is its generous bonuses and promotions, including welcome bonuses, free spins, cashback offers, and loyalty programs. A vibrant and dedicated player community is created as a result of these incentives that not only captivate but also nurture players' loyalty.

Another pillar of on.bet competitive advantage is security and player convenience. We guarantee the safety of the financial transactions of our players through various methods of payment, including credit cards, e-wallets, and cryptocurrencies.

Fortunately, on.bet is compatible with smartphones and tablets, so players can enjoy their favourite games from wherever they may be. Additionally, their round-the-clock customer service, available by live chat, email, and telephone, demonstrates their commitment to responding to player questions and concerns as soon as possible.



A key component of on.bet's competitive advantage lies in its commitment to responsible gambling, which includes options for self-exclusion, deposit limits, and resources for problem gambling.

Finally, its VIP and loyalty programs, which provide frequent players with exclusive perks such as higher withdrawal limits and personalized support, exemplify the casino's commitment of acknowledging and appreciating their loyalty to the casino.

In summary, on.bet's distinctive advantage lies in its diverse selection of games, enticing bonuses, robust security, mobile accessibility, and unwavering commitment to fair play and responsible gaming. Taking these characteristics into consideration, on.bet stands out as a standout choice among online casinos.

Financial Considerations

Our business's financial foundations will rely on a combination of personal savings from the Ultimate Beneficial Owner (UBO) and investments sourced from external business ventures. In terms of our financial considerations, we have conducted a thorough evaluation of all expenses associated with establishing and operating our enterprise. These costs encompass:

1. Formation of the Company, Licensing, and Compliance Support Estimated at \$40 000 USD.
3. Platform Setup - Budgeted at \$65 000 USD.
4. Operational Expenses Annually - Allocated at \$160 000 USD.
5. Marketing Initiatives Annually - Reserved at \$60 000 USD.

In terms of revenue projections, we have conducted extensive market research, and our outlook is promising. Over the initial three years of our business operations, we anticipate consistent revenue growth as we solidify our presence in the market and diversify our product offerings. Our primary objective is to achieve revenues of \$100,000 USD in the first year, \$500,000 USD in the second year, and an ambitious \$1 million USD in the third year.

Timetable

Our timeline is as follows. First we will set up staging environment with our platform providers by the end of January 2025, production environment will come soon after. We will need at least by the end of February 2025 to test everything and iron out any bugs and or problems that may arise with payments, game services etc. Next step is to start with soft launch in March-April 2025, and 14 to 30 days after the soft launch If everything is going according to plan we will start the marketing Initiatives.

Conclusions

To conclude we are going to use our extensive knowledge in the casino industry to provide the best services that we can to our customers. We will do our best to continuously expand our portfolio of games and game providers, also payment services and options.

Our marketing team will strive to provide attractive bonuses and incentives to our customers in order to grow our market share on a monthly basis.

SWOT Analysis

Strengths	Weaknesses
• Extensive experience	• Negative customer perception
• Steady Cash flow	• High fixed costs
• Huge number of potential customers	• Low brand awareness at the beginning
Opportunities	Threats
• Potential for market expansion	• High number of competitors
• New offerings	• Economic Conditions
• Boost online gameplay	• Security Concerns