

Business Plan

March 2024

Executive Summary

Rare.bet is an online casino platform aiming to provide players with a comprehensive and immersive gaming experience. Our platform offers a wide range of classic and modern casino games, including but not limited to slots, table games (such as poker, roulette, blackjack, and baccarat), and a Live Dealer section for interactive gameplay. We prioritize quality and diversity in our game offerings to cater to a broad spectrum of player preferences.

In addition to our gaming portfolio, Rare.bet emphasizes responsible gambling practices. We provide players with tools and resources to manage their gambling habits, including self-exclusion options, deposit limits, and time-based reminders. Our commitment to player safety and satisfaction extends to our 24/7 customer support team, ensuring prompt assistance and resolution of any issues that may arise.

Rare.bet's unique selling proposition lies in our focus on creating a seamless and enjoyable gaming experience across all devices. Our platform is optimized for mobile devices, allowing players to access their favorite games anytime, anywhere. Furthermore, we continuously strive to enhance user engagement through personalized promotions, loyalty programs, and innovative features that differentiate us from competitors.

Operations and Management

Rare.bet is a family-owned business, led by a highly skilled and experienced management team. The key members of our team, Artur Yaremchuk (CEO) and Nikita Yaremchuk (Marketing Lead), bring a wealth of knowledge and expertise that will contribute to the success of the company. Additionally, Four-Leaf Clover LTD, a management company owned by Artur and Nikita, will be a shareholder of Rare.bet.

As a shareholder, Four-Leaf Clover LTD will play a significant role in guiding the strategic direction and decision-making processes of Rare.bet. Artur and Nikita, through their ownership and involvement in Four-Leaf Clover LTD, will actively shape the company's goals, implement effective strategies, and ensure the efficient functioning of the business.

Artur Yaremchuk, as the CEO, has a strong background in managing online casinos and has held notable positions at renowned companies such as Parimatch and VBET. With his extensive experience, Artur is well-equipped to guide Rare.bet towards success and ensure efficient operations. As a family member, his deep commitment to the company's vision and values adds a personal touch to our business approach. In his role as CEO, Artur will provide overall strategic direction and operational management of the company, overseeing partnerships, and ensuring the smooth functioning of Rare.bet.

Additionally, Artur acts as the MLRO/CCO, overseeing compliance efforts and ensuring adherence to regulatory requirements and industry standards. His multifaceted role reflects Rare.bet's commitment to comprehensive risk management and regulatory compliance.

Nikita Yaremchuk, as the Marketing Lead, has gained valuable insights and experience from his previous roles at reputable online casinos like GGBET and Pin-Up. His profound understanding of the gambling market, coupled with certifications from Google and HubSpot, allows him to develop effective marketing strategies that resonate with our target audience. Nikita's dedication to the family business ensures a strong alignment between our marketing efforts and the overall objectives of Rare.bet. As the Marketing Lead, Nikita will be responsible for developing and executing marketing strategies, utilizing various channels to drive customer acquisition and retention, and leveraging data-driven approaches to optimize campaigns and maximize brand awareness.

As a family business, we believe that the combination of Artur and Nikita's expertise, shared values, and close collaboration will be key drivers of our success. Their deep understanding of the industry, coupled with their passion for delivering an exceptional online gambling experience, ensures that Rare.bet is well-positioned to thrive in the competitive market.

In addition to Artur and Nikita, our team at Rare.bet also comprises a talented group of professionals who play crucial roles in the company's operations and success.

Rare.bet conducts comprehensive risk assessments to identify and mitigate potential threats to our business. Our MLRO/CCO oversees compliance efforts, ensuring adherence to regulatory requirements and industry standards.

While internal audit processes are currently under development, Rare.bet is committed to implementing robust internal controls and procedures to mitigate operational risks effectively. External audit processes will be initiated in the future to provide independent validation of our risk management practices.

We have a skilled UI/UX Designer who is responsible for creating visually appealing and user-friendly interfaces for our online platform. Their expertise in user experience (UX) design ensures that our website and mobile applications provide a seamless and engaging gaming experience for our players.

A Marketing Analyst is also part of our team, tasked with analyzing market trends, customer behavior, and campaign performance. By leveraging data and conducting comprehensive research, the Marketing Analyst helps optimize our marketing strategies and identify new opportunities for customer acquisition and retention.

Furthermore, a Business Analyst contributes to the team by analyzing business processes, identifying areas for improvement, and implementing solutions to enhance operational efficiency. Their role is crucial in ensuring that our company operates smoothly and effectively, aligning our processes with industry best practices.

To prioritize customer satisfaction and loyalty, we have a dedicated team of Retention Managers. These professionals are responsible for building and maintaining relationships with our existing players, developing personalized retention strategies, and providing exceptional customer support. Their efforts contribute to a high level of customer satisfaction and long-term loyalty.

By assembling a diverse team with expertise in interface design, marketing analysis, business analysis, and retention management, we ensure that Rare.bet has the necessary skills and resources to excel in the competitive online gambling industry. Each team member plays a vital role in delivering a superior gaming experience, driving growth, and maintaining a strong position in the market.

Market Analysis

Our project sees potential in Scandinavian countries, Latin America, and New Zealand as ideal markets for its online gambling services. These regions offer favorable conditions for expansion, such as a rising demand for convenient and enjoyable gaming options. Scandinavian countries already have well-established online gambling markets, with tech-savvy populations and high internet penetration rates. Our project plans to meet the preferences of players in these countries by offering a wide variety of casino games, including slots, table games, and live dealer experiences.

Latin America presents a lucrative opportunity for our project due to its large population and increasing disposable income. The region is showing a growing interest in online gambling, allowing us to attract Latin American players. By providing localized content and user-friendly interfaces, we aim to deliver an engaging gaming experience tailored to this market's preferences.

New Zealand also offers favorable conditions for our project's expansion, with a rising interest in online gaming. The country's high internet penetration and tech-savvy population make it an attractive market. We intend to provide a seamless gaming experience and responsive customer support to meet the specific preferences of players in New Zealand.

Competitor Analysis

Our project faces competition from notable platforms in the online gambling industry, including BC.Game, Rollbit.com, Shuffle.com, and Sherbet.com. These competitors have attracted a significant player base through their unique offerings and marketing strategies.

BC.Game distinguishes itself with a gaming platform that offers a decentralized and transparent gambling experience. Rollbit.com stands out by providing a wide variety of popular casino games and generous promotions. Shuffle.com differentiates itself through innovative social features and a vibrant community, creating an engaging environment for players. Sherbet.com positions itself as a trusted and reliable platform, emphasizing player safety and responsible gambling practices.

Through targeted marketing campaigns, personalized promotions, and a focus on delivering an exceptional gaming experience, our project aims to establish itself as a preferred choice for online gambling enthusiasts in Scandinavian countries, Latin America, and New Zealand. By understanding the unique preferences of players in these regions, we seek to gain a competitive edge and achieve sustainable growth.

Marketing Strategy

Project has developed a comprehensive marketing and sales strategy to effectively reach and engage its target audience in Scandinavian countries, Latin America, and New Zealand. The following key initiatives will be implemented:

1. **Branding and Positioning:** We will establish a strong brand presence in the online gambling industry by creating a distinctive brand identity that reflects our commitment to quality, innovation, and exceptional gaming experiences. Our focus will be on positioning ourselves as a trusted and player-centric platform, emphasizing our commitment to responsible gambling practices.
2. **Digital Marketing:** We will implement a multi-channel digital marketing approach to reach our target audience effectively. This will include search engine optimization (SEO) to improve our online visibility, pay-per-click (PPC) advertising campaigns to drive targeted traffic, and social media marketing to engage with players and build a community. We will also collaborate with relevant influencers, bloggers, video bloggers, and online streamers to extend our reach and leverage their audience.
3. **Content Marketing:** By creating high-quality and engaging content, including blog articles, video tutorials, and infographics, we will establish Project as a valuable resource for online gambling enthusiasts. This content will not only provide valuable information but also showcase our expertise and position us as industry leaders.
4. **Personalized Promotions:** We will develop tailored promotions and bonuses to attract and retain players. By analyzing player preferences, behavior, and demographics, we will offer personalized rewards and incentives that resonate with their interests, fostering loyalty and increasing player engagement.
5. **Customer Support:** We prioritize exceptional customer support to ensure a positive player experience. Our support team will be available 24/7 to address player inquiries, provide assistance, and resolve any issues promptly and professionally.
6. **User-Friendly Interface:** We will invest in a user-friendly and intuitive interface that enhances the overall player experience. Easy navigation, quick registration processes, and seamless gameplay will be key elements of our platform, making it convenient and enjoyable for players to engage with our games.
7. **Data Analytics:** We will leverage data analytics tools to gain valuable insights into player behavior, preferences, and trends. This data-driven approach will allow us to optimize our marketing efforts, identify areas for improvement, and make informed business decisions.

By implementing these marketing and sales strategies, Project aims to attract a steady stream of players from Scandinavian countries, Latin America, and New Zealand. Through targeted campaigns, personalized promotions, and a commitment to delivering exceptional gaming experiences, we strive to establish long-term relationships with our players and achieve sustainable growth in the highly competitive online gambling market.

Target KPIs and Business Objectives

Rare.bet measures success through a range of key performance indicators (KPIs) tailored to our business objectives. These KPIs include player acquisition, retention rates, revenue growth, market share, and customer satisfaction metrics.

Long-term business objectives focus on sustainable growth, market expansion, and maintaining a strong position in the competitive online gambling industry. Rare.bet is committed to delivering exceptional value to our players and stakeholders while upholding the highest standards of integrity and responsibility.

Product Description

Project offers an extensive and diverse portfolio of online casino games designed to cater to the varied preferences of players. Our gaming platform provides an immersive and thrilling experience, featuring cutting-edge technology and visually appealing graphics. Here are some key aspects of our product offerings:

1. **Game Selection:** Project boasts a wide array of classic and modern casino games, including popular favorites such as slots, table games, poker, roulette, blackjack, baccarat, and more.
2. **Live Dealer Experience:** For players seeking a more interactive and authentic casino experience, Project offers a Live Casino section.
3. **Mobile Compatibility:** Our gaming platform is fully optimized for mobile devices, allowing players to enjoy their favorite games on smartphones and tablets. Whether at home or on the go, players can access the casino seamlessly and enjoy a smooth gaming experience.
4. **Responsible Gambling Tools:** Project is committed to promoting responsible gambling practices. We provide players with tools and resources to manage their gambling habits, including self-exclusion options, deposit limits, and time-based reminders. Our responsible gambling measures are designed to protect players from excessive gambling and support a safe gaming environment.
5. **Bonuses and Promotions:** We offer enticing bonuses and promotions to reward both new and existing players. Our personalized promotions are tailored to match individual player preferences, enhancing the overall gaming experience and encouraging player loyalty.
6. **Customer Support:** Project maintains a dedicated customer support team available 24/7 to address player inquiries and resolve any issues promptly. We aim to provide exceptional customer service to ensure a positive and satisfying experience for all our players.
7. **User-Friendly Interface:** Our user-friendly interface ensures easy navigation and quick access to games and account settings. Players can effortlessly explore the gaming library, manage their accounts, and find relevant information on promotions and responsible gambling resources.
8. **VIP Program:** To appreciate and reward our most loyal players, Project offers a VIP program. This exclusive program provides additional benefits, personalized offers, and access to special events, enhancing the overall gaming journey for VIP players.

In summary, Project's product offerings focus on providing an innovative, secure, and immersive online casino experience. With a wide range of captivating games, cutting-edge technology, and a commitment to excellence and responsible gambling, we aim to establish ourselves as a leading destination for online casino enthusiasts worldwide.

Key Suppliers

Rare.bet relies on strategic partnerships with key suppliers to ensure the availability and quality of its gaming offerings. One of our primary suppliers is SOFTSWISS, a leading provider of iGaming solutions. SOFTSWISS plays a crucial role in our operations by supplying us with a diverse portfolio of game providers, enhancing our gaming platform's attractiveness and competitiveness.

While SOFTSWISS is instrumental in providing us with access to a wide range of game providers, they are not considered critical to our business. In the event of any disruption or loss of partnership with SOFTSWISS, Rare.bet has established contacts with other similar companies in the industry. Additionally, our direct relationships with individual game providers enable us to explore alternative sourcing options if necessary.

Rare.bet maintains open communication channels with multiple gaming providers, allowing us to adapt quickly to changing market dynamics and ensure uninterrupted access to high-quality gaming content. Our flexibility and proactive approach to supplier management mitigate the risk of dependency on any single supplier, safeguarding our ability to deliver exceptional gaming experiences to our players.

Policies & Legal Framework

Rare.bet operates under a transparent legal and governance framework, with Artur and Nikita Yaremchuk as UBOs guiding the company's strategic direction. While decisions are primarily based on their direct positions, Rare.bet is committed to upholding integrity, compliance, and operational excellence across all levels of the organization.

Policies and procedures are developed internally, drawing insights from industry best practices and market leaders. Users are notified of any policy changes in advance, ensuring transparency and compliance with regulatory requirements.

List of our policies:

- **Terms of Service:** Our Terms of Service outline the rules and guidelines governing the use of our platform, ensuring clarity and transparency for our players.

<https://rare.bet/policies/terms-of-service>

- **Privacy Policy:** Our Privacy Policy articulates our commitment to safeguarding the confidentiality and security of user data, outlining our data collection, usage, and protection practices.

<https://rare.bet/policies/privacy-policy>

- **AML Policy:** Our Anti-Money Laundering (AML) Policy sets forth stringent measures to prevent and detect illicit financial activities, ensuring compliance with regulatory requirements and industry standards.

<https://rare.bet/policies/aml-policy>

- **Self-Exclusion Policy:** Our Self-Exclusion Policy empowers players to take control of their gambling habits by providing options for self-exclusion, allowing individuals to limit their access to our platform if needed.

<https://rare.bet/policies/self-exclusion-policy>

- **Coin-Mixing Policy:** Our Coin-Mixing Policy outlines our stance on the use of cryptocurrency and establishes procedures to prevent the mixing of coins, thereby maintaining the integrity of our financial transactions and also boost our AML policy.

<https://rare.bet/policies/coin-mixing-policy>

Financial Projections

Year	Month	Monthly Revenue (EUR)	Monthly Expenses (EUR)	Profit/Loss (EUR)
Year 1	1	39,000.00	44,800.00	-5,000.00
	2	59,000.00	65,000.00	-5,000.00
	3	83,000.00	77,000.00	6,400.00
	4	110,000.00	90,000.00	20,000.00
	5	135,000.00	110,000.00	25,000.00
	6	150,000.00	120,000.00	30,000.00
	7	170,000.00	130,000.00	40,000.00
	8	190,000.00	140,000.00	50,000.00
	9	210,000.00	150,000.00	60,000.00
	10	230,000.00	160,000.00	70,000.00
	11	250,000.00	170,000.00	80,000.00
	12	270,000.00	180,000.00	90,000.00
Year 2	1	300,000.00	190,000.00	110,000.00
	2	320,000.00	200,000.00	120,000.00
	3	340,000.00	210,000.00	130,000.00
	4	360,000.00	220,000.00	140,000.00
	5	380,000.00	230,000.00	150,000.00
	6	400,000.00	240,000.00	160,000.00
	7	420,000.00	250,000.00	170,000.00
	8	440,000.00	260,000.00	180,000.00
	9	460,000.00	270,000.00	190,000.00
	10	480,000.00	280,000.00	200,000.00
	11	500,000.00	290,000.00	210,000.00
	12	520,000.00	300,000.00	220,000.00

Year 3	1	550,000.00	310,000.00	240,000.00
	2	580,000.00	320,000.00	260,000.00
	3	610,000.00	330,000.00	280,000.00
	4	640,000.00	340,000.00	300,000.00
	5	670,000.00	350,000.00	320,000.00
	6	700,000.00	360,000.00	340,000.00
	7	730,000.00	370,000.00	360,000.00
	8	760,000.00	380,000.00	380,000.00
	9	790,000.00	390,000.00	400,000.00
	10	820,000.00	400,000.00	420,000.00
	11	850,000.00	410,000.00	440,000.00
	12	880,000.00	420,000.00	460,000.00