



FavoritoBet

Business Plan

The business plan was formulated in September 2023.

Executive summary

Our new project, **FavoritoBet**, arises from a clear decision to be part of the online gambling world. We looked at the market and made plans to do well in places where gambling is regulated or in the process of being prepared. Our main goal is to create an exciting and safe place for players from all backgrounds while adhering to important regulations.

FavoritoBet is set to function as an online Casino and Betting platform, presenting an extensive selection of games and betting options customized to suit the preferences of South American players. Our main emphasis will be on providing a smooth user experience that merges entertainment with responsible gaming principles, guaranteeing a secure and pleasurable atmosphere for all users.

Products and services provided by FavoritoBet

FavoritoBet will provide an extensive selection of casino games and a comprehensive sports betting section, covering popular sports and global events. Our strong commitment to responsible gaming will be evident through advanced player protection measures, ensuring a secure and fair gaming experience.

Planned products and services include (but are not limited to):

Online casino games:

- A vast selection of classic and modern casino games that are regularly updated
- Slots, table games (blackjack, roulette, and poker), and live dealer games
- Jackpot games

Sports betting:

- Wide range of sports (from international leagues to regional events)
- In-play (live) betting and real-time wagering
- Individual (straight) wagers and parlay (combo) betting

Besides regular games, FavoritoBet rich offers will include promotions, bonuses, and loyalty programs to reward our new and existing players.

Specific examples:**Live Dealers**

Evolution

Pragmatic Play Live

Crash Games

BGaming

Spribe

Smartsoft Gaming (JetX game)

Virtual Sports

1x2 Network

Betradar Virtual Sports

Colossus Bet via MG

Casino Games & Slots

NetEnt

Play'n GO

Quickspin

Playtech Slots

Thunderkick

EGT / Amusnet Interactive

GamesGlobal (ex MG) (50+providers)**Purpose of obtaining the gaming license:**

Getting a gaming license is very important for us, as this shows that we're being open, and legal, and keeping players safe. This license helps us build trust with players and the people who make rules. It also means we're

following strong rules for how we run things, making sure we prevent money-related issues and make sure everyone plays responsibly.

In conclusion, we have a special advantage to do well in markets where online gambling is getting more accepted. Our team of experts knows how to deal with the rules in different places. We also have strong partnerships and smart technology that will help us give players an amazing gaming experience.

Strategy

Overall goal & core values

The Main Goal for FavoritoBet is to provide and promote a safe gambling environment for our players, and to create a long-term and sustainable environment for ourselves and our partners by attracting and retaining players. By providing a fresh avenue for social interaction and entertainment in the digital landscape, we aim to maximize economic potential with responsible gambling for years to come.

In short, the strategy for FavoritoBet revolves around conscious business practices, transparency, building a positive reputation, and responsible gambling.

Target markets

The target market for FavoritoBet encompasses the entirety of **South America**. The reasons we see South America as a promising market for our online casino and betting venture include cultural relevance, economic potential, social-entertainment lifestyle, and competition that is present, but not overwhelming.

To give more context, we are including more details and relevant research data.

Research data

During the research done to assess the economic potential of various marketplaces, in the biggest South American countries we found an evolving regulatory environment and a growing digital landscape we have been looking for.

As observed by industry experts, Latin America witnessed a surge in online casinos and sportsbooks, especially in mobile gambling. The range of preferences is wide and includes slots, bingo, poker, horse racing and sports betting (football, basketball, tennis, etc.).

Countries like Brazil live, breathe and bet football (soccer), Mexico excels in sports betting overall, while Argentina demonstrates consistent growth with the legalization of online gambling in over 15 provinces.

As *igamingbusiness.com* indicates, Colombia, the continent's fourth-largest economy, witnessed an increasing interest in gambling among 60% of its population as of 2021, which makes it a part of this positive regulatory trend.

As a conclusion, we're fully committed to operating in countries with clear regulations, like Colombia and Panama, demonstrating our responsible gaming approach. We're also keen on emerging and evolving markets like Chile, Argentina and Brazil, staying updated and ready for potential legal changes.

Our dedication to staying informed showcases our expertise and commitment to a safe and exciting gaming environment in different regions. With that being said, it is clear that the burgeoning online gambling market in Latin America offers a lucrative opportunity, and a market with such enormous growth potential is primed for iGaming expansion.

Main competitors

In the competitive landscape of the online gambling industry, FavoritoBet acknowledges several key competitors who operate within South America. Through an extensive research study, we have identified the following main competitors:

- CASUMO.ES
- 1XBET.COM
- CODERE.ES
- 888CASINO.COM
- TONYBET.COM
- BETWAY.ES
- BET365.COM

These rivals have established a strong presence by offering an array of casino games, sports betting avenues, and player incentives. Analyzing their annual revenues, which range from 5 million to 500 million (\$), underscores their significance.

Recognizing the significance of understanding our rivals, we commit to strategic positioning in the market. Leveraging advanced performance tracking tools like **SimilarWeb.com**.

Planned business strategy

Our strategy focuses on innovation and has a customer-centric approach to set FavoritoBet apart and capture a significant market share.

To achieve this, we are implementing the following business strategies:

Intuitive and engaging user interface:

Our platform will offer:

- Seamless navigation
- Quick access to games
- Personalized recommendations based on user preferences.
- Diverse game selection in the Casino and Betting sections

Engaging user interface and customer support:

- Responsible gaming tools like deposit limits and automated self-exclusion options
- Dedicated multilingual customer support through various channels
- Promotions and loyalty programs

Data-driven insights:

- To analyze player behaviour and preferences
- To help us tailor offerings, promotions, and gaming experiences

Strategic partnerships, marketing and branding

:

- Collaborations with payment processors and game developers
- A mix of digital advertising, influencer collaborations, and social media engagement

Software

We have chosen to partner with **SoftGamings** (www.softgamings.com), a leading name in the iGaming industry, for our online casino venture. Starting as a small reseller in 2007, SoftGamings has grown into a major player in the field with over 500 full-time employees, offering a comprehensive suite of services tailored to the iGaming market.

With advanced customization options, robust platform performance, and ongoing updates, SoftGamings aligns perfectly with our commitment to regulatory compliance and transparency while ensuring a seamless and innovative gaming experience for our players.

Management & operation structure

Ultimate beneficial owner (UBO):

Our UBO Ivana Delic brings a wealth of experience from the Affiliate Marketing sector of online gambling, amassing a strong foundation over five years. Moreover, her distinguished history as a CEO across diverse industries complements her role, infusing decision-making, strategic planning, and leadership skills. This fusion of expertise positions her uniquely to steer our platform's growth, ensure regulatory compliance, and cultivate an outstanding user experience.

Additionally, Ivana Delic brings valuable expertise to the thriving Latin American online gambling market. Her deep understanding of the region's player preferences and her passion for Latin American sports have led to successful strategies that resonate with the local audience. With her experience in navigating this market and leveraging the enthusiasm for sports betting in Latin America, Ivana is a crucial asset to our team as we expand our presence in this dynamic market. Her commitment to tailoring gaming experiences to align with the rich gaming culture of Latin America positions us for success.

Key team members

These core team members, along with our dedicated staff in various other roles, will collectively contribute to the success of FavoritoBet. While we highlight these individual key roles, we recognize that the strength of our team lies in **collaboration** and the collective effort to provide a secure, entertaining, and responsible gaming environment.

Customer care agents: Our customer care agents, boasting years of invaluable experience in the online gambling industry, are the friendly faces of FavoritoBet, providing exceptional support to our players. They ensure that every customer's needs are met promptly and professionally, creating a positive and enjoyable gaming experience.

The importance of expert customer care agents: Their dedication to customer satisfaction is essential for building trust and loyalty.

Affiliate marketing experts: Our affiliate marketing experts are responsible for developing strategic partnerships with affiliate marketers. Their expertise in this area will contribute significantly to our growth.

The importance we see in affiliate marketing experts: They will drive traffic to FavoritoBet.com through commission-based collaborations, expanding our reach and attracting new players to our platform.

Web/graphic designers: Our web and graphic designers are the creative minds behind the visual identity of FavoritoBet.com.

What is their role and why are they important? They craft stunning, user-friendly interfaces, ensuring a seamless and captivating user experience. Their work is instrumental in attracting and retaining players, and for FavoritoBet.com, everything starts with our logo, visual identity and first impression.

Copywriter: The copywriter is the wordsmith who crafts engaging and persuasive content that communicates our brand's message effectively.

Why do we want skilled copywriters? They will write compelling descriptions, promotions, and articles, enhancing our SEO and providing valuable information to our users.

Content manager: The content manager oversees the creation and distribution of relevant and engaging content. They will ensure that our blog posts, articles, and videos provide value to users while aligning with our brand's identity. We expect this to be a huge asset for FavoritoBet.com.

Why FavoritoBet has a person dedicated to content management? This role will strengthen our SEO strategy and foster user engagement.

Data analyst: Our data analyst is the numbers guru who dives deep into player behaviour and preferences. This person will extract valuable insights from data, helping us tailor our offerings, promotions, and gaming experiences to match user expectations.

Why data analyst? The work of a data analyst enhances our decision-making process. This person will ensure every upcoming step for FavoritoBet.com is the most optimal one.

Gaming experts: The gaming expert possesses an in-depth understanding of the online gambling industry, staying updated with the latest trends and developments.

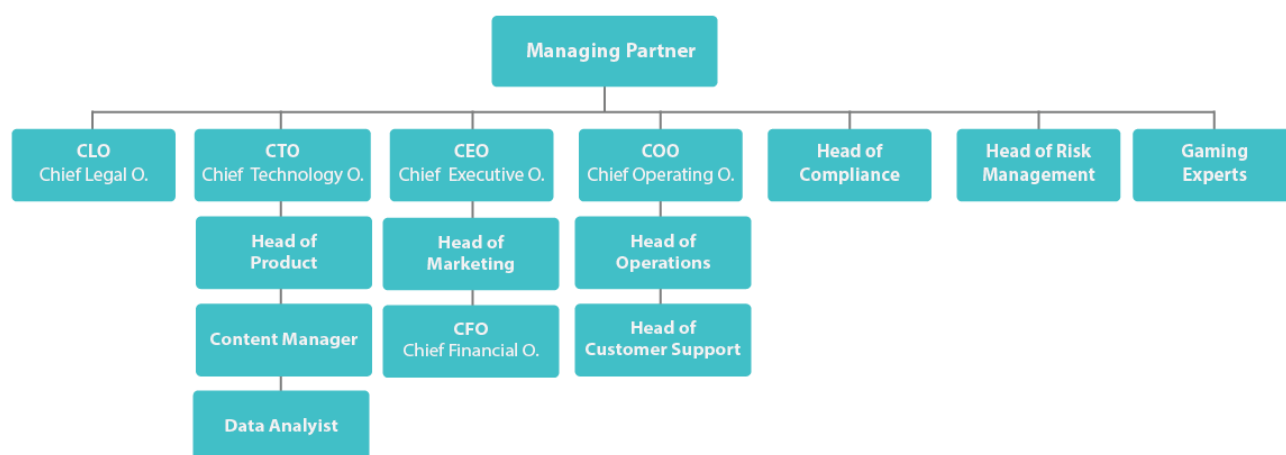
Why do we want gaming experts on our team? They curate our game selection, ensuring it caters to a broad spectrum of player preferences and aligns with responsible gaming principles.

Head of risk management: The head of risk management plays a critical role in ensuring the integrity and security of our platform.

Importance of this position? This person will implement robust measures to prevent fraudulent activities, money laundering, and other risks, to safeguard FavoritoBet and the business.

Structure

This structure showcases the key roles and responsibilities within our online casino that contribute to the success of the business.



Marketing & sales strategy

C-A-D: Create, attract and drive

FavoritoBet has several important goals:

- To Create strong brand recognition
- To Attract a diverse customer base
- To Drive revenue growth

To accomplish Marketing Goals consistently, our plan includes:

Targeted advertising campaigns: Implementing targeted digital advertising campaigns across social media platforms, to reach potential customers based on demographics, interests, and behaviours.

Content marketing: blog posts, articles, and videos related to sports, casino games, and gambling tips, that provide value to users but also help improve SEO.

Social media engagement: Active presence on social media platforms to interact with customers, share promotions, provide updates, and build a loyal online community.

Influencer collaborations: Partnering with influencers and industry experts to promote FavoritoBet.com, tapping into their existing follower base and credibility.

Affiliate marketing: Establishing commission-based partnerships with affiliate marketers to promote FavoritoBet.com on their platforms.

Referral program: Our referral program encourages our valued customers to refer friends and family to FavoritoBet. When a referral leads to a new customer making a purchase, the referrer receives exclusive rewards, strengthening customer loyalty and expanding our customer base through trusted recommendations.

Email marketing: Building an email subscriber list to regularly send out promotions, news, and updates to existing customers and potential leads.

SEO strategy: Employing search engine optimization techniques to improve the website's organic search ranking, ensuring it appears prominently in relevant search results.

Partnerships and sponsorships: Collaborating with sports teams, events, and other relevant entities to enhance brand visibility and credibility.

Customer loyalty programs: Implementing loyalty programs to reward frequent customers and encourage repeat business.

User experience enhancement: Ensuring the website is user-friendly, responsive, and provides a seamless experience across various devices.

Geographically tailored games: The objective is to align seamlessly with the preferences and geographical context of our niche market. This approach aims to boost engagement, enhance relevance, strengthen the brand, and drive retention.

Sales strategy

The sales strategy for FavoritoBet.com focuses on converting website visitors into active players.

Our plan to do just that includes:

User-friendly interface: Providing an intuitive interface that makes it easy for users to navigate, find games, and place bets.

Personalized offers: Offering tailored promotions and bonuses based on user preferences and behaviours, encouraging them to make deposits and play.

Cross-selling and upselling: Recommending related games and betting options to users to encourage them to explore different aspects of the platform.

Responsive customer support: Offering quick and responsive customer support through various channels to address any concerns or issues users may have.

Secure payment options: Providing a variety of secure and convenient payment methods to facilitate deposits and withdrawals.

Mobile optimization: Ensuring that the website is optimized for mobile devices to capture users who prefer to play on smartphones and tablets.

Financial projections per month

2023/2024	Monthly revenues (EUR)	Monthly expenses (EUR)	Profit/Loss (EUR)
Month 1	30000	9900	20100
Month 2	50000	16500	33500
Month 3	70000	23100	46900
Month 4	90000	29700	60300
Month 5	120000	39600	80400
Month 6	160000	52800	107200
Month 7	200000	66000	134000
Month 8	220000	72600	147400
Month 9	240000	79200	160800
Month 10	260000	85800	174200
Month 11	280000	92400	187600
Month 12	300000	100000	200000

Financial projections per year

	Revenue (EUR)	Expenses (EUR)	Profit/Loss (EUR)
Year 1	2.020.000	667.000	1.353.000
Year 2	2.400.000	792.000	1.608.000
Year 3	2.700.000	891.000	1.809.000
Year 4	3.000.000	1.000.000	2.000.000
Year 5	3.300.000	1.100.000	2.200.000

Closing statement

We promise to always follow the rules, be transparent, meet all licensing requirements, prevent illegal financial activities, and promote responsible gambling. This way, we'll gain the trust of both players and the people who oversee the rules.

Our comprehensive approach underscores our commitment to becoming a leader in the industry, and we hope that this Business Plan indicates that.

We appreciate your time and consideration and look forward to the opportunity ahead.

Thank you.