
IGC Bet Business Plan

Introduction

IGC Bet is building a mobile-first, crypto-only sportsbook and casino that brings fast, secure and low-friction wagering to underserved LATAM and emerging-market customers. Founded to capitalise on the accelerating adoption of cryptocurrency payments and the rapid growth of mobile gaming, the company combines sportsbook markets, RNG casino games and live dealer experiences in a single multilingual platform designed for high performance and simplicity. The founding vision is to create a trusted, player-centric brand that makes regulated, responsible online gaming accessible to crypto-native users while meeting international compliance expectations.

Our core value proposition is a seamless crypto payment experience paired with industry-leading AML/KYC controls, localized product offerings, and affiliate-driven acquisition to deliver efficient customer growth. IGC Bet differentiates itself through a crypto-only payments architecture that lowers transaction friction and costs; a mobile-first UX optimized for data-constrained markets; strict compliance controls to support licensing (Curaçao focus) and cross-border operations; and targeted VIP and promotional programs to maximize lifetime value. These elements together enable superior margins on sportsbook and casino verticals while addressing regulatory and reputational risks proactively.

IGC Bet is positioned to scale rapidly across LATAM and other emerging markets. Large untapped addressable markets, improving internet and smartphone penetration, and growing crypto payments adoption create a substantial growth runway — allowing IGC Bet to monetize through betting margins, casino hold, VIP programs and affiliate partnerships as user acquisition scales. Sports bettors and casino players in LATAM and other emerging markets face high friction when trying to place bets or withdraw winnings: restrictive fiat rails, currency controls, bank chargebacks, and long processing times mean users frequently lose value to exchange spreads and fees (commonly 3–7% on transfers plus exchange slippage) or wait days to receive funds. Many users are also excluded or repeatedly suspended by legacy operators due to opaque KYC/AML processes and geo-blocking, creating frustration and lost wagering opportunities; account recovery and payout disputes can consume hours of customer time and lead to permanent loss of access to funds. Mobile-first users further suffer from platforms that are poorly optimized for low-bandwidth conditions and lack native crypto support, making the experience slow, unreliable, and unusable during peak sports events.

Existing solutions largely fall short because most operators remain fiat-centric or only offer superficial crypto options that impose custodial intermediaries, long on/off ramp times, and high conversion costs. Traditional sportsbooks often prioritize regulatory convenience over UX and speed, providing slow payouts, limited crypto payment options, minimal multilingual support, and weak affiliate ecosystems in LATAM—so customers trade higher margins and poor service for the chance to play. Moreover, fragmented AML/KYC implementations lead to frequent false positives and account freezes, undermining trust and discouraging high-value users and affiliates.

This problem is urgent: crypto adoption and mobile internet penetration in LATAM are accelerating, creating a narrow window to capture users already seeking faster, lower-cost, private payment rails and better mobile experiences. Competitors that fail to offer secure, crypto-native payments with robust, localized KYC/AML and seamless mobile UX will lose market share to nimble entrants; resolving payment friction and trust issues now unlocks immediate revenue through higher retention, faster transaction velocity, and scalable affiliate-driven acquisition.

Products and Services

IGC Bet's core offerings are a crypto-only sportsbook, a portfolio of RNG casino games (slots, table games, and keno), and a live dealer casino — all delivered through a mobile-first web app and desktop client with multilingual customer support and integrated responsible-gaming tools. The sportsbook offers pre-match and live in-play markets across football, basketball, tennis and regional sports with competitive odds and an average operator margin (hold) targeted at roughly 3–6%, which in practice means for every €100 bet the platform expects to retain €3–€6 as gross gaming revenue. Casino RTPs will be positioned industry-competitively (slots 92–97% RTP typical, table games like blackjack/roulette with house edges of ~0.5–5% depending on rules), and live casino tables will mirror traditional casino house edges while emphasizing low-latency streams and professional dealers. Crypto payment processing is priced to encourage transaction frequency: network fees are passed through at cost and IGC Bet will set internal micro-fees, keeping visible player costs low to drive retention.

These products are monetized through sportsbook and casino margins, live-ops rake, VIP program revenue (tiered retention incentives and commissionables), and affiliate partnerships (standard industry affiliate models paid as CPA or revenue share — typical CPA €50–€250 per qualifying player or 20–40% revenue share for established affiliates). The offerings fit the overall strategy by targeting crypto-native and mobile-first bettors in LATAM and emerging markets: crypto-only rails remove fiat friction and chargebacks, mobile-first UX improves conversion, and robust AML/KYC builds regulatory credibility for the Curaçao

application while reducing risk. What distinguishes IGC Bet from alternatives is the combination of crypto-native payments with professional-grade AML/KYC and responsible gambling controls, a claim of player-favorable payout positioning (above-market sportsbook margins and high casino RTP mixes), fast mobile-first live casino experiences, and an affiliate-first growth model tuned to regional traffic — positioning the platform as lower-friction, more transparent, and more localized for LATAM users than many offshore fiat operators.

Business model

IGC Bet's primary revenue is gross gaming revenue (GGR) earned from three product lines: the sportsbook, RNG casino games, and live dealer games. The sportsbook captures a hold (margin) on stakes — typically 5–8% of turnover in LATAM-focused markets — collected as GGR; for example, €1m monthly stakes at launch would yield €50–80k GGR. RNG casino games produce higher GGR because of house edge across slots and table games, commonly 8–18% of bet volume; €4m monthly casino turnover would produce €320–720k GGR. Live casino sits between sportsbook and RNG casino with a 10–15% effective margin on €1.5m turnover → €150–225k GGR. Secondary revenue streams include VIP and high-roller rake (net margin uplift from personalized offers), promotional partners and sponsorships (often small fixed fees or revenue share), and affiliate/referral partnerships that can produce ongoing net revenue after CPA recovery. Ancillary income from payment handling (crypto spread and minor conversion fees), in-game purchases, and cross-sell boosts (e.g., sportsbook-to-casino conversion) add incremental euros but are modest relative to core GGR.

■ Pricing strategy centers on competitive holds and player-favorable payouts to win market share in LATAM while retaining profitability: slightly lower sportsbook hold (5–6%) to attract volume, conservative casino edges aligned with supplier benchmarks (10–12% blended), and promotional pricing for customer acquisition (CPA or free-bet credits). Unit economics by cohort show payback driven by lifetime value (LTV) / customer acquisition cost (CAC): target LTV/CAC > 3x with average monthly net revenue per active bettor (NRPA) of €20–€40 depending on product mix. Path to profitability is volume-driven: fixed platform and licensing costs (staff, hosting, Curaçao/Montenegro compliance, and responsible gaming controls) are front-loaded, so scaling active users and increasing average bet frequency improves absorption of fixed costs and drives positive contribution margin. Margin expansion comes from higher VIP share (greater high-margin turnover), improved product mix toward casino/live games, lower crypto on-chain/payment costs from negotiated plumbing, reduced CAC via matured affiliate/organic channels, and operational efficiencies (fraud reduction, automated KYC/AML), moving EBITDA from negative at launch to healthy double-digit percentages as monthly GGR scales past breakeven thresholds (typically several hundred thousand euros of GGR depending on fixed-cost base).

Financial Projections

Revenue Projections

Period	Revenue
Month 1	EUR 15,000
Month 12	EUR 36,000
Month 24	EUR 80,000
Month 36	EUR 160,000

Note: This table shows revenue projections at 6-month intervals over a 3-year period.

Market Segmentation

Market Segment	Percentage
LATAM Customers	40%
Crypto Enthusiasts	25%
Casual Bettors	20%
High-Frequency Bettors	10%
Other	5%

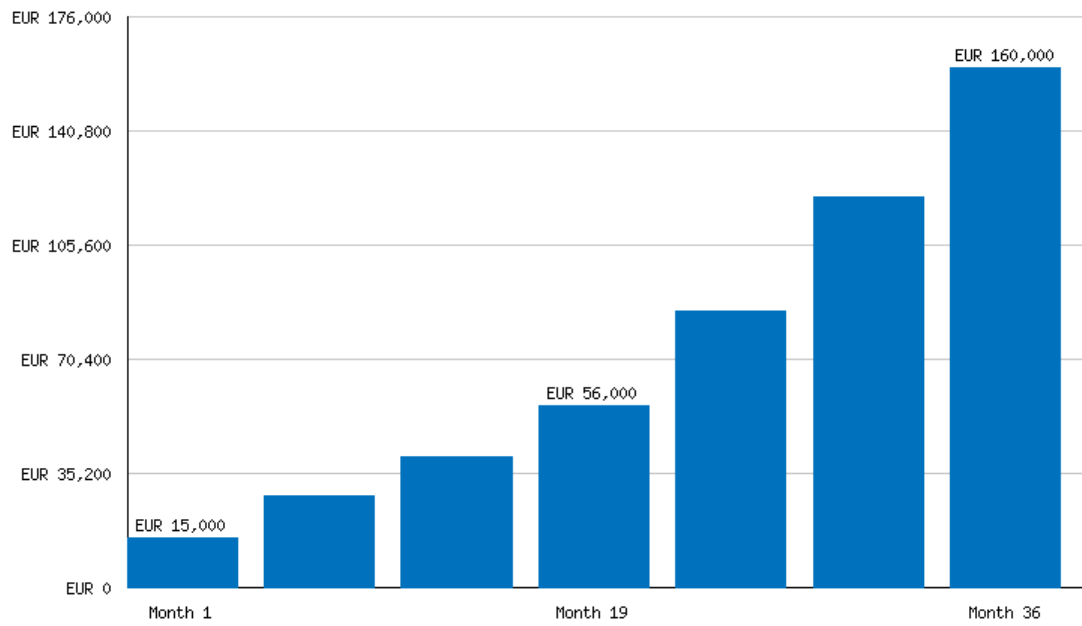
Expense Breakdown

Period	Cost of Goods	Marketing	Staff	Other
Month 1	EUR 4,200	EUR 1,800	EUR 4,200	EUR 1,050
Month 12	EUR 10,080	EUR 4,320	EUR 10,080	EUR 2,520
Month 24	EUR 22,400	EUR 9,600	EUR 22,400	EUR 5,600
Month 36	EUR 26,000	EUR 10,320	EUR 24,080	EUR 6,020

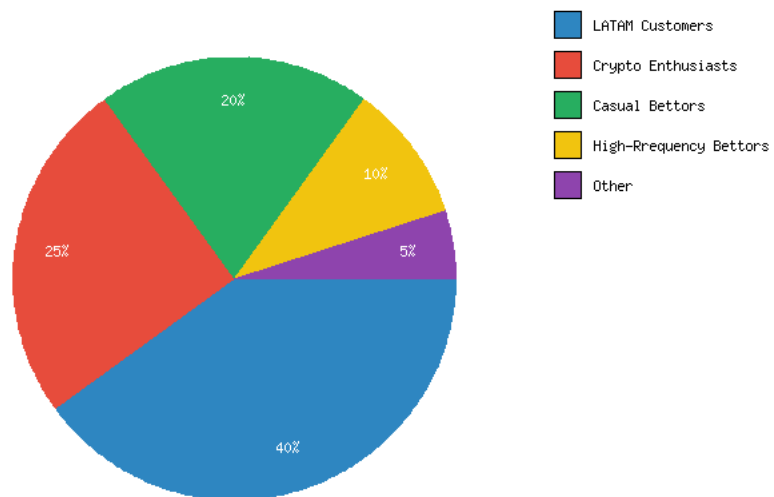
Note: This table shows expense projections at 6-month intervals over a 3-year period.

Revenue Projections

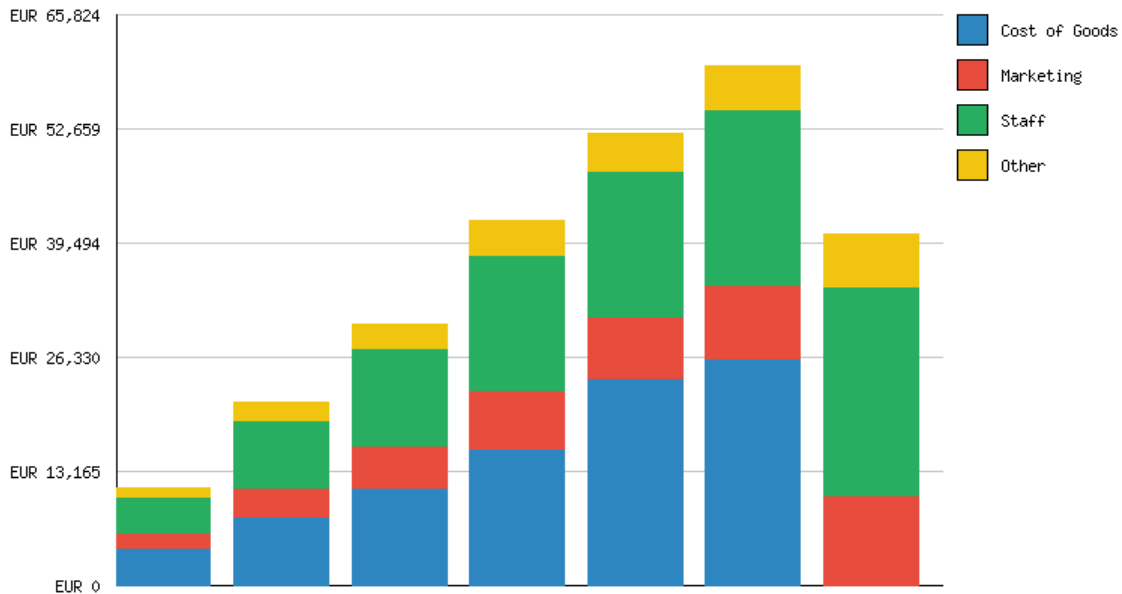
Revenue Projections



Market Segmentation



Expense Breakdown



Introduction Sales Forecast

IGC Bet's Introduction – Sales Forecast Year 1 aligns with a measured ramp in LATAM and emerging-market adoption for a crypto-only sportsbook and casino platform. The forecast relies on a mobile-first acquisition plan, a targeted affiliate strategy, and strong AML/KYC controls to convert crypto bettors into repeat customers. The accompanying chart titled “Sales Forecast by Year” provides the numerical backbone for this section, translating growth assumptions into concrete euro-denominated targets.

In Year 1, IGC Bet expects revenue of €800,000 with a projected net margin of 11%, reflecting initial sportsbook and casino activity, plus early VIP program uptake and affiliate-driven CAC efficiency. The forecast assumes an average bet size and hold that are consistent with established crypto-gaming cohorts in Cyprus under Curaçao licensing guidelines, adjusted for Limassol's cost structure and near-term brand-building investments. Marketing and compliance spend are calibrated to achieve breakeven cash flow by quarter four, with a strong focus on risk controls and fraud prevention. By Year 3, IGC Bet projects revenue of €1,500,000, rising to €5,000,000 in Year 5, driven by expanded market penetration, higher average monthly unique users, and deeper live casino engagement. Profit margins are forecast at 12% in Year 3 and 14% in Year 5, supported by improved operating leverage, scalable technology infrastructure, and the maturation of affiliate

partnerships that lower customer acquisition costs while sustaining high-quality player retention. The chart underpins these milestones, illustrating the stepped progression from initial market entry to multi-market dominance for IGC Bet.

Target Market

IGC BET's primary segments start with crypto-native sports bettors in LATAM and emerging markets — digitally savvy men and women aged 18–40 who already hold crypto for payments or trading. Estimated at 8–12 million users across key markets (Chile, Colombia, Argentina, Mexico, Peru), they bet frequently (weekly), place small-to-medium wagers (average ticket ~US\$5–US\$50), and value fast crypto deposits/withdrawals, anonymity, and better odds. They're drawn to a crypto-only product because it removes local fiat frictions, reduces fees, and matches their existing payment habits. The second segment is mobile-first casual gamers (age 21–45, evenly split gender), a larger pool of 12–20 million who play sportsbook and casino games for entertainment a few times per month, spending modest amounts per session (~US\$2–US\$30); they prioritize a polished mobile UX, local language support, and promotions/bonuses that extend play.

The third segment is high-value VIP players and skilled bettors (age 25–50), smaller but high-impact: roughly 100k–300k regional players who place larger tickets (US\$200–US\$2,000+), chase margin and service quality, and respond to personalized VIP programs, credit lines, and fast KYC. They are essential for lifetime value and liquidity. The fourth segment comprises users in tightly controlled-fiat or remittance-constrained countries (younger male-skewed, 5–8 million potential users) who prefer crypto to avoid bank chargebacks and currency controls; they value regulatory transparency (Curaçao licensing), reliable AML/KYC, and multilingual support. A comprehensive market deep-dive with demographic breakdowns, behavior patterns, and detailed customer personas is covered in the full Market Research section.

Sales and Marketing Ideas

1) Local crypto hub partnership

Concept: Position IGC Bet as the go-to crypto-gaming brand. Offer sign-up bonuses for attendees, and VIP invites for high-intent registrants. This builds trust for a crypto-only product using local credibility and generates press and partnerships with payment/tech providers. Target audience: local crypto-savvy professionals, expats, fintech entrepreneurs, and early-adopter gamers (ages 22–45). Budget (EUR): €8,000–€25,000 per quarter (event venue fees, sponsorship, demo kiosks, short-term staff, creative). Timeline: 6–12 weeks to run first events and 3–6 months to build a steady pipeline. Key metric: number of KYC-complete sign-ups referred from events (and cost per KYC).

2) LATAM influencer + affinity-channel acquisition funnel

Concept: Launch a targeted acquisition funnel in priority LATAM markets (Chile Colombia, Argentina, Mexico, Peru) using sports & crypto influencers, Telegram/WhatsApp channel partnerships, and localized creatives that emphasize fast crypto payouts and mobile UX. Use micro-influencers for match-day live streams and betting walkthroughs, coupon codes per influencer, and a two-step funnel: lightweight registration for a free bet followed by a short KYC push with clear walkthroughs in local Spanish/Portuguese. Complement with paid social (meta/X), programmatic native ads, and local sports affiliate networks to scale. Target audience: mobile-first bettors in LATAM aged 18–40 who already hold crypto. Influencer fees, paid media, affiliate commissions, localization. Timeline: immediate traffic within 2–4 weeks; optimised ROI and scale within 2–4 months. Key metric: cost per first deposit (or cost per KYC-verified depositor) and 30-day LTV:CAC ratio.

Competitive Advantage

IGC Bet competes against two main types of operators: established offshore sportsbooks that serve LATAM through fiat rails and affiliate networks (examples: Betsson/Bet365-style operators and regional brands operating under Curaçao licences), and crypto-native casinos/sportsbooks (examples: Stake.com, BC.Game) that already attract crypto-first bettors. Compared with fiat-first operators, IGC Bet's crypto-only model removes currency conversion delays, bank chargeback risk and FX spreads that commonly erode player value in LATAM; versus larger crypto incumbents, IGC Bet differentiates through a focused mobile-first UX, tighter AML/KYC controls tailored for regulated licensing (Curaçao application) and an affiliate-first GTM built specifically for LATAM market dynamics and payment corridors.

The defensible advantage comes from combining operational cost advantages of crypto rails with regulatory-compliant processes and localized market execution. Faster, low-fee on-chain settlements and built-in anti-chargeback protections let IGC Bet offer more competitive effective odds and faster withdrawals (price/convenience). Robust AML/KYC and a curated affiliate network improve customer trust and reduce fraud and regulatory churn (quality/experience). Over time this is sustainable because it creates positive feedback loops—affiliates drive high-quality, geo-targeted traffic; lower operating friction (crypto rails + fraud reduction) increases margin flexibility to keep prices attractive; and regulatory alignment (licensed operations, documented compliance) raises switching costs for users who prefer stable, auditable platforms in an environment where market entrants are often opaque or subject to sudden restrictions.

Company Overview

IGC Bet is a crypto-first online sportsbook and casino , incorporated as a limited liability company and preparing to operate under a Curaçao online gaming licence. Our mission is to

remove friction for sports bettors and casino players in LATAM and other emerging markets by delivering a secure, mobile-first gaming platform that accepts cryptocurrency payments, enforces strong AML/KYC, and provides fair, transparent gameplay with multilingual customer support. The company was founded by a team of gaming and blockchain professionals who experienced firsthand how restrictive fiat rails, slow payouts, and excessive fees erode player value; they launched IGC Bet to build a compliant, player-centric alternative that leverages crypto rails to restore speed, choice, and value for underserved markets.

IGC Bet's core values are player protection, regulatory compliance, transparency, and technical reliability: we prioritise responsible gambling tools, rigorous identity verification, and auditable game fairness while designing an intuitive experience for mobile and desktop users. The business is at a pre-revenue, pre-launch stage: product development, compliance documentation, and licensing application are underway, and a marketing and affiliate program is being built to support go-to-market in LATAM. Over the next 1–3 years our strategic priorities are to secure a Curaçao gaming licence, launch the crypto-only sportsbook and casino with integrated live-dealer content, scale customer acquisition through affiliate partnerships and localised marketing, and establish operational controls (AML/KYC, responsible gaming, fraud prevention) that demonstrate sustainability to regulators and partners as we expand across key emerging markets.

Company Overview Solution Approach

IGC Bet's solution tackles the LATAM betting pain points by building a mobile-first, crypto-only gaming platform that removes fiat rails and their associated delays, chargebacks and exchange spreads. The methodology blends a secure non-custodial + custodial wallet architecture to give users fast on/off ramps in local crypto-friendly channels, real-time settlement of wins in stablecoins, and automated self-service withdrawals subject to tiered AML/KYC checks. Operational controls — layered transaction monitoring, risk-scored wagering limits, and geo-aware product controls — are baked into the product so compliance does not slow user flows; instead, it becomes an enabler of scale and trust in jurisdictions with restrictive fiat rails.

The key insight driving the approach is that players in emerging markets value speed, predictability of value and mobile convenience more than traditional bank-integrated experiences. By optimizing for crypto-native payment rails, delivering thin-margin, high-frequency sportsbook and RNG products, and using affiliate-led customer acquisition tuned to local languages and payment habits, IGC Bet can deliver superior net value to users while maintaining healthy GGR economics. The founding team combines regulated gaming operators, payments engineers with blockchain custody experience, and compliance specialists familiar with Curaçao and EU-adjacent frameworks — a mix that uniquely

positions IGC Bet to execute a dual mandate: rapid user experience for bettors and robust, audit-ready AML/KYC and responsible gaming controls that satisfy licensing authorities and partners.

Industry Background

The online gambling industry is a large, fast-growing segment of global entertainment, generating roughly \$60–80 billion in annual gross gaming revenue and expanding at a mid-to-high single-digit to low-double-digit CAGR driven by mobile penetration, live-dealer content, and broader digital payments adoption. Dominant global players include large regulated sportsbook and casino groups alongside a growing cohort of regionally focused operators and platform providers and specialist game studios. In recent years a distinct sub-sector has emerged around crypto-native gaming and payment solutions, offering faster settlement, lower cross-border costs, and novel provably fair mechanics — attracting both operators and a crypto-savvy player segment. Customer preferences have shifted decisively to mobile-first experiences, seamless payments, and richer live and social features, which together are sustaining higher engagement and ARPU in mature and developing markets alike.

Regionally and locally, Cyprus (Limassol) functions as an operational and services hub for many European and offshore operators because of favourable corporate infrastructure, skilled talent, and proximity to both EU and emerging-market teams; licensing strategies frequently centre on Curaçao and other permissive jurisdictions for cross-border reach. In IGC Bet's target LATAM markets, demand for online sports betting and casino products is growing at a double-digit pace as smartphone penetration and digital payments increase, with Chile, Mexico, Colombia and Argentina representing the largest pools of active bettors and strong preference for football-focused sportsbook offerings. Consumer behaviour in LATAM shows elevated appetite for crypto payments to escape local fiat frictions, faster withdrawals, and promotions, while affiliates and social channels remain primary acquisition routes. Within the industry value chain IGC Bet positions itself as an operator and platform integrator — front-end product and customer acquisition (affiliate/VIP), back-office risk and wallet management, and third-party integrations with game providers, live casino suppliers, and compliance/AML vendors — leveraging a crypto-only payments layer to reduce friction and capture margin across sportsbook and casino verticals.

Market Position

IGC Bet will position itself between low-cost offshore fiat sportsbooks and premium regulated European operators by offering a crypto-only, mobile-first product tailored to

LATAM and other emerging-market bettors. Our price point is competitive — margins and odds set to match or slightly improve on regional crypto-native rivals — while maintaining a quality tier above grey-market offshore sites through stronger AML/KYC, multilingual support, responsible-gaming tools, and curated live-dealer content. The target customer is the crypto-aware, mobile-first adult bettor in LATAM (18–40), who values fast, low-friction deposits/withdrawals and modern UX but is price sensitive; we will compete on fast settlement, transparent rules, and localized promotions rather than trying to undercut by unsustainable bonus spending.

Over the first 12 months, brand perception will be tactical and performance-driven: affiliates and local crypto hubs will drive awareness while a reliable product experience and on-time payouts build trust; we expect modest market share growth concentrated in niche crypto bettor segments within key LATAM markets. By year 2, with a Curaçao licence in place and iterative product improvements (local language features, tailored odds, VIP retention programs), IGC Bet aims to be perceived as a trusted, player-friendly crypto operator and capture a meaningful share of the crypto-betting vertical in targeted countries. By year 3, leveraging data-driven marketing, expanded live-casino content and stronger local partnerships, the brand should graduate from niche newcomer to a recognised regional player in the crypto-gaming category — growing wallet share among repeat bettors while maintaining competitive margins and disciplined customer-acquisition economics.

Future Goals

In the short term launch commercially targeting LATAM via affiliate channels. Key metrics: platform live and licensed, 30,000 registered users, 4,000 monthly active bettors, €3.5m cumulative stakes and ~€800,000 gross gaming revenue (GGR) in the first 12 months, and a customer acquisition cost (CAC) target of €40 per registered user. These milestones validate product-market fit, establish compliance credentials required by partners and payment providers, and produce the first operating performance data to refine odds, promos and affiliate paybacks.

In the long term (3–5 years) IGC Bet will pursue regional leadership among crypto-first operators in LATAM and adjacent emerging markets, broaden product integrations (odds feed partnerships, multiple blockchain rails, native mobile app), and prepare for institutional fundraising or strategic exit. Presence in 10–12 regulated or effectively served markets, and a top-tier payments/FX stack with sub-1% net crypto payment cost. Long-term execution builds on the medium-term scale, using proven retention levers, diversified marketing and stronger commercial partnerships to convert market share into sustainable, investable profitability.

Management Team

IGC BET is managed by a team with experience in online gaming operations, digital marketing, customer acquisition, payment solutions, and compliance management. The company's leadership focuses on building a scalable and sustainable sportsbook and casino platform targeting international markets.

The management team oversees daily operations including sportsbook management, player acquisition, affiliate partnerships, risk management, customer support, and financial operations. The team also works closely with third-party technology providers, payment processors, and compliance partners to ensure operational stability and regulatory alignment.

Key management responsibilities include:

Business development and strategic partnerships

Affiliate and marketing operations

Risk and sportsbook management

Payment processing and fraud prevention

Customer support and retention

Compliance and AML procedures

Technical infrastructure coordination

The company plans to continue expanding its operational team as the platform grows, particularly in the areas of customer support, compliance, and regional marketing.

Market Research

IGC Bet is entering a large, growing global online-gaming market with particularly strong opportunity in LATAM and other emerging markets where mobile penetration is high and traditional fiat payment rails are frictional. Industry-level GGR is measured in tens of billions annually worldwide, and LATAM sports betting and casino segments are expanding at mid-to-high single-digit to low-double-digit rates as smartphone adoption, internet access, and acceptance of online gaming rise. Customers attractive to IGC Bet are adult (18+) sports bettors and casino players who prioritize fast, low-friction deposits and withdrawals, value mobile-first UX, and are early crypto adopters; demographics skew male but include growing female participation and a wide age range from mid-20s to mid-40s, with concentrated demand in Brazil, Mexico, Colombia, Argentina and adjacent markets.

Competitive dynamics combine large regulated European operators and low-cost offshore fiat operators with a growing set of crypto-native challengers; IGC Bet's crypto-only positioning and mobile-first product tailored to LATAM can differentiate on payment speed,

lower exchange friction, and localized affiliate-led customer acquisition. Key risks include regulatory fragmentation across target markets (age and advertising restrictions, payment and AML expectations), strong incumbent brand loyalty, and the need to demonstrate trust (licensing, transparent RTPs, robust KYC/AML). Given the sector's healthy CAGR, favorable technology trends (live dealer content, RNG ecosystems) the growth potential is robust if IGC Bet executes on licensing, compliance, localized marketing, and partnerships to control customer acquisition costs and achieve sustainable retention.

Market Overview

The online gambling market that IGC Bet will enter is large and expanding: global online gaming gross gaming revenue is roughly in the range of €55–70 billion annually today, growing at an estimated mid-to-high single-digit CAGR (about 6–12% depending on source). The LATAM online gambling market is a high-growth submarket—current estimates place regional GGR in the low billions of euros with an expected CAGR materially above the global average (commonly cited in the low double digits, ~10–20%) as mobile penetration, digital payments and live-dealer content accelerate adoption. Within that, crypto-enabled gaming is a smaller but fast-growing niche, attracting users in markets where fiat rails are slow, costly or restricted and where remittance/FX issues make cryptocurrency attractive.

Key trends shaping demand are mobile-first product design, live-dealer and localized content, programmatic personalization (odds and promotions tuned to player segments), and continued consolidation of B2C platforms and supplier networks. Technology forces include cloud-native platform delivery, real-time data/odds engines, non-custodial + custodial crypto wallet integrations, and stronger fraud/AML tooling leveraging biometrics and machine learning. Consumer preferences in LATAM favor mobile convenience, fast settlement, localized UX (language, payment options), and increasingly privacy- and crypto-friendly payment rails—factors that make a crypto-only, mobile-first sportsbook and casino well-positioned but also subject to elevated compliance and market-entry work for each target country.

Target Market

Demographic Details

IGC Bet's primary target market is adult online-gaming users in LATAM and other emerging markets, accessed from the company's Limassol headquarters. Core users are predominantly males aged 21–45 (roughly 60–75% of active bettors), with a growing female segment in the 25–40 band (about 20–30%). Typical monthly disposable incomes vary widely by country, but the most valuable cohorts earn the equivalent of USD 400–1,500 per month (middle-income urban consumers), representing roughly 30–40% of the total adult population in many LATAM markets. Education skews toward completed secondary

education and some tertiary (high-school graduates and some college: ~50–65%), with a sizable share working in services, gig economy, and informal sectors where crypto offers faster access to digital payments. Geographically, focus cities include Santiago, Buenos Aires, Mexico City, Bogotá and secondary urban centers where mobile internet penetration exceeds 70–80%.

Behaviour Patterns

This audience is highly mobile-first: smartphone usage for internet access is above 75% in targeted LATAM urban centers, and over 60% of betting sessions occur on mobile apps or responsive web. Payment preferences increasingly include cryptocurrencies — early-adopter segments (15–25% of online bettors in target markets) already prefer crypto for speed and lower fees. Acquisition channels lean heavily on affiliates, social media, and streaming influencers; affiliate-driven traffic can account for 40–60% of new registrations in similar startups. Media consumption is concentrated on short-form social platforms (WhatsApp communities, Facebook, Instagram, TikTok) plus sports streaming and live match commentary; email and SMS remain effective for retention (open rates 20–30%). Brand loyalty is transactional: 50–70% of users chase odds and promotions, switching operators frequently unless VIP programs and superior UX create stickiness.

Pain Points and Core Needs

Target users face friction with fiat payment rails (deposit/withdrawal delays, chargebacks, and currency conversion spreads), limited localized payment options, and opaque verification processes — pain points that drive interest in a crypto-only platform. About 40–55% report abandoning registration when verification takes more than 24–48 hours; similarly, payouts delayed beyond 72 hours increase churn risk substantially. Core needs are therefore fast, reliable deposits and withdrawals, transparent odds and house margins, localized language support (Spanish/Portuguese), and simple mobile-first onboarding with clear AML/KYC privacy assurances. Secondary needs include responsible-gambling tools, competitive promotional offers, and 24/7 multilingual customer support to reduce friction and improve lifetime value (LTV) across heterogeneous LATAM markets.

Customer Analysis

The ideal customer is a mobile-first crypto-native bettor in LATAM aged 21–40 who uses smartphones for entertainment, values speed, low friction deposits/withdrawals, and favorable odds. Demographics: male-skewed but growing female segment, middle-income (equivalent €600–1,200/month), urban, tech-savvy, often un(der)banked or frustrated by fiat rails. Psychographics: seeks excitement, community status among peers, comfortable with crypto basics, sensitive to promotions and VIP treatment. Buying motivations: instant playability, competitive margins, and promo/affiliate incentives; decision factors: transaction

speed, perceived trust/security, mobile UX, localised customer support, and odds quality. Estimated first-year lifetime value (LTV) for an active bettor: €120–€350 depending on frequency; higher for VIPs who convert to recurring high-stakes play.

A secondary ideal customer is a casual casino/live-casino player in emerging markets (Persona B: "María," 34, Lima, Peru) who prefers short-session entertainment and values local language support, responsible gaming tools, and simple onboarding. Demographics: mixed gender, disposable income modest (€300–800/month equivalent), often uses remittance-backed crypto inflows. Psychographics: entertainment-driven, risk-aware, responds strongly to loyalty rewards and gamified experiences. Buying motivations: low frictions, attractive welcome offers, and reliable customer service; decision factors: game variety, payout speed, multilingual live dealers, and trust signals (licence, AML/KYC). Estimated LTV: €40–€180 first year (€15–€60 monthly net contribution), rising with retention programs and VIP upsell.

Customer needs vary by segment: sports bettors prioritize odds/market depth, live betting latency, and social/affiliate proof, whereas casino players prioritise game UX, RTP transparency, and timely crypto payouts. Repeat purchases and loyalty are driven by consistent fast withdrawals, tailored promos (regional events, local sports), VIP programs, strong affiliate/community relations, and trustworthy compliance (clear KYC/AML and visible Curaçao licensing processed from the Cyprus HQ). Retention tactics that increase LTV include personalised odds/promotions, local-language CRM, loss-back incentives, and frictionless crypto wallet flows that minimise conversion drop-off.

Market Research Competition Analysis

The three most significant competitor types are (1) established crypto-native global sportsbooks (e.g., Stake, Sportsbet.io), (2) large offshore fiat sportsbooks that dominate LATAM through aggressive affiliate and bonus strategies (examples include 1xBet-style operators), and (3) regulated European operators that also serve LATAM either directly or through localised brands. Crypto-native operators' strengths are native crypto rails, strong brand recognition among crypto users, fast payouts, and turnkey product stacks; their weaknesses are often limited local-language customer support, blunt regional marketing, and regulatory exposure in specific jurisdictions. Offshore fiat sportsbooks excel at scale, deep marketing budgets, and broad product libraries, but they suffer from slow or blocked fiat payments in LATAM, chargeback/withdrawal friction, and growing trust issues; their customer perception is mixed—accessible and generous on bonuses but sometimes unreliable on payments. Regulated European operators bring trust, compliance credentials, and high-quality product integrity, but they tend to offer less favourable odds/margins and higher KYC friction for LATAM crypto-first users, giving them lower conversion in unbanked segments. Estimated market share: crypto-natives occupy a small but fast-growing slice of

the LATAM crypto-bettor segment, offshore fiat operators hold a substantial share of general LATAM online betting volume, and regulated European brands hold strong positions among premium/regulated-conscious customers.

Gaps IGC Bet can exploit include a mobile-first, crypto-only UX tailored to LATAM languages and payment behaviours, faster and lower-cost on/off ramps for common regional crypto choices, and affiliate-focused commercial terms that beat both offshore and regulated incumbents on speed-to-deposit and localised promos. By combining non-custodial + custodial wallet architecture, tight AML/KYC that meets Curaçao/European expectations, and aggressive affiliate economics, IGC Bet addresses the primary threats: it matches crypto-native payout/speed advantages while offering better local-language support and affiliate deals than global crypto brands, and it removes the fiat-rail friction that handicaps offshore operators. This positioning reduces customer churn risk from payment failures, improves conversion versus European regulated brands through easier onboarding, and creates a defensible niche in LATAM crypto-first bettors.

Potential Growth Areas and Opportunities

IGC BET plans to expand its presence in international online gaming markets through a scalable crypto-focused sportsbook and casino platform. The company sees strong growth opportunities in emerging markets where demand for fast digital payments, mobile betting, and alternative payment methods continues to increase.

Key growth opportunities include:

Expansion into new international markets with growing online gaming demand

Growth of cryptocurrency adoption in online betting and gaming

Development of strategic affiliate and marketing partnerships

Increased mobile usage and demand for fast digital entertainment services

Addition of new casino games, live casino products, and sportsbook features

Expansion of multilingual customer support and localized marketing campaigns

Integration of additional payment solutions and digital assets

Building long-term player retention through loyalty and VIP programs

The company also sees opportunities in regions where traditional banking access for gaming is limited, creating demand for crypto-based payment solutions and globally accessible gaming platforms.

As the business grows, IGC BET plans to strengthen its brand visibility, improve customer acquisition channels, and expand operational capabilities to support long-term international growth.

Market Trends

The global online gambling and sportsbook industry continues to experience strong growth, driven by increasing mobile usage, cryptocurrency adoption, faster payment technologies, and expanding digital entertainment markets. Industry reports project continued long-term growth in online betting and casino activities worldwide.

Key market trends influencing the industry include:

Rapid growth of mobile betting and mobile-first gaming platforms

Increasing adoption of cryptocurrency payments for deposits and withdrawals

Rising demand for live betting, live casino, and real-time gaming experiences

Expansion of affiliate marketing and influencer-driven customer acquisition

Growth of emerging markets in Latin America, Africa, and parts of Eastern Europe

Increased focus on fast payments, simplified onboarding, and user experience

Development of AI-driven personalization and customer retention tools

Growing interest in blockchain-based gaming and decentralized gaming technologies

The crypto gambling sector specifically continues to grow at a faster pace than many traditional online gaming segments, supported by demand for faster transactions, global accessibility, and alternative payment methods.

Mobile betting also continues to dominate player behavior, with a significant percentage of users preferring betting applications and mobile platforms over desktop usage due to convenience and live betting accessibility.

At the same time, the industry is becoming increasingly competitive and regulated, pushing operators to focus more on compliance, responsible gaming measures, customer retention, and localized market strategies.

Market Research Barriers to Entry

Entering the crypto-only online sportsbook and casino market requires sizeable upfront capital and reserves: platform development, secure custody and payment integrations, licensing fees, compliance tooling, liquidity for betting pools and jackpot guarantees, and an initial marketing spend to seed affiliates and VIP acquisition. For a Limassol-based operator pursuing a Curaçao licence and commercial launch targeted at LATAM, expected first-year cash needs are likely in the low-to-mid six-figure euro range (EUR), with working capital buffers for payouts and chargebacks. Severity: high. IGC Bet plans to mitigate this by phasing spend—prioritising a compliant white-label or hybrid-platform MVP to reduce development time and cost, securing seed investor or founder equity to meet licence and liquidity requirements, and using performance-based affiliate deals and targeted digital channels to control customer-acquisition spend until unit economics are proven.

Regulatory and compliance hurdles are significant even with a Curaçao licence: AML/KYC expectations, geo-blocking for restricted jurisdictions, tax and reporting obligations, and the reputational scrutiny that comes from operating in multiple LATAM markets. Severity: high. IGC Bet will address this by building a compliance-first operating model—hiring or contracting experienced compliance officers, implementing industry-standard KYC/AML tooling, and documenting transparent responsible-gaming policies for its Curaçao application and regulator audits. Established competitors present both scale and affiliate network advantages, while entrenched supplier relationships (odds providers, game studios, live-casino vendors, and custody/payment providers) make integration and favourable commercial terms harder to secure. Severity: medium–high. The plan is to overcome these by negotiating bundled or revenue-share deals with suppliers, initially integrating a mix of reputable third-party providers and cost-effective aggregators, and differentiating through mobile-first UX, localized content, Portuguese/Spanish support, and crypto-native payment flows that reduce friction for target LATAM users. Finally, brand loyalty and trust are material barriers in gaming: players prefer proven operators with clear payout histories and strong customer support. Severity: medium. IGC Bet will counter this by publishing transparent audit and payout policies where possible, launching with focused VIP and retention programs, leveraging affiliates and influencers in-market to transfer credibility, and investing early in multilingual 24/7 customer service and fast crypto withdrawals to build trust quickly.

Regulatory Environment

The online gaming industry operates within a complex and evolving international regulatory environment. Different countries apply varying laws and restrictions related to online sportsbook and casino operations, payment processing, advertising, customer verification, and responsible gaming practices.

IGC BET operates under a Curaçao gaming framework and plans to provide its services only in jurisdictions where online gaming activities are permitted under applicable laws and

regulations. The company continuously monitors regulatory developments in target markets to ensure operational compliance and responsible business practices.

Key regulatory considerations include:

Anti-Money Laundering (AML) and Know Your Customer (KYC) requirements

Responsible gaming and player protection measures

Data protection and cybersecurity standards

Payment processing and cryptocurrency compliance obligations

Advertising and marketing restrictions in certain jurisdictions

Geo-restrictions for prohibited or regulated territories

Ongoing licensing and reporting requirements

The company intends to work with professional compliance providers, payment partners, and legal advisors to maintain operational standards aligned with international gaming industry expectations.

As the regulatory landscape continues to evolve globally, IGC BET plans to adapt its operational and compliance framework accordingly to support sustainable long-term growth and market expansion.

Market Research Opportunities and Threats

IGC Bet can capitalize on several clear opportunities: (1) the mobile-first, crypto-native LATAM bettor segment is underserved by regulated, low-friction crypto platforms — likelihood high, impact high; IGC Bet's planned response is a localized mobile UX, multilingual marketing and native crypto rails to reduce deposit/withdrawal friction. (2) Affiliate and influencer marketing remains an efficient acquisition channel in LATAM where paid channels are costly — likelihood high, impact medium-high; the company intends to build a focused affiliate program, creator partnerships and performance-based incentives to scale CAC-efficiently. (3) Demand for integrated sportsbook + live casino experiences in emerging markets is growing as smartphone penetration and live-streaming improve — likelihood medium-high, impact medium; IGC Bet will prioritize product parity at launch and phased live-casino rollouts with local payment and odds localization to increase retention. Additional smaller opportunities include cross-border VIP programs and crypto-native loyalty mechanics (likelihood medium, impact medium); the response is to reserve product roadmap capacity for VIP/crypto-loyalty features.

Significant threats include: (1) regulatory shifts and enforcement in LATAM and host jurisdictions (Curaçao licensing plus Cyprus corporate exposure) — likelihood medium,

impact high; IGC Bet plans robust legal counsel, conservative geoblocking, and AML/KYC controls to limit jurisdictional risk and adapt markets quickly. (2) Intense competition from established crypto-native operators and large fiat brands using aggressive bonuses and deep affiliate networks — likelihood high, impact high; the company's response is differentiated payout/odds positioning, focused market concentration (Brazil, Mexico, Colombia, Argentina) and tighter CRM to defend retention rather than broad market discounts. (3) Crypto volatility, liquidity and payment-provider reliability which can disrupt customer balances and cashflows — likelihood medium, impact medium–high; planned mitigations include multi-crypto support, instant on-chain/ custodial integrations with hedging policies and minimum reserve buffers. Other operational threats are platform uptime/security breaches and reputational transparency gaps (likelihood medium, impact high); responses are prioritized investment in secure custodial partners, audited third-party controls, and transparent licensing/compliance disclosure to build trust.

Market Size

Total Addressable Market (TAM)

TAM definition (relevant to IGC Bet): total global online betting and online casino Gross Gaming Revenue (GGR) — the full economic size of the market in which a crypto-only sportsbook & casino could operate.

Estimate and rationale

- 2024 global online gaming GGR is estimated at approximately €60 billion (midpoint of commonly cited €55–70 billion ranges).
- This figure captures sportsbook, online casino and live-casino digital GGR worldwide and therefore represents the macro TAM for a digital operator that can serve multiple jurisdictions.

Concrete TAM number

- TAM (global online gaming GGR, 2024 estimate): €60,000,000,000 (100% of the defined TAM)

Serviceable Addressable Market (SAM)

SAM definition (relevant to IGC Bet): the portion of the TAM that is realistically addressable by a crypto-only, mobile-first operator focused primarily on LATAM and other emerging markets (English/Spanish/Portuguese product, mobile-first UX, crypto rails).

Steps and assumptions

1. LATAM share of global online GGR: industry estimates place LATAM at ~10% of global online GGR given market growth and mobile penetration.

- LATAM online GGR estimate: $10\% \times €60\text{bn} = €6,000,000,000$.

2. Crypto adoption within LATAM online gaming: crypto payments and crypto-preferred customers are an emerging but material subset; assume 15% of LATAM online GGR is addressable by a crypto-native product in the near term.

- Crypto-addressable LATAM GGR: $15\% \times €6,000,000,000 = €900,000,000$.

3. Additional emerging markets (selected Africa + Southeast Asia + select CIS / smaller LATAM adjacent markets): together these markets may add another ~€4–6bn online GGR globally; conservatively assume a crypto-addressable pool of ~€600,000,000 (combined).

4. Combine LATAM crypto-addressable pool with other emerging crypto-addressable pools for IGC Bet's reachable SAM.

- SAM (crypto-only, LATAM + other emerging markets): $€900,000,000 + €600,000,000 = €1,500,000,000$.

Concrete SAM number and share of TAM

- SAM (addressable crypto-only online GGR for IGC Bet initial geographic/product focus): €1,500,000,000

- SAM as % of TAM: $€1.5\text{bn} / €60\text{bn} = 2.5\%$

Note: SAM is expressed as GGR (operator-side gross gaming revenue). This is the revenue pool available to operators serving crypto-preferring players in the selected regions.

Serviceable Obtainable Market (SOM) — 1–3 year target

SOM definition: the realistic share of the SAM IGC Bet expects to capture within 1–3 years after launch, given the business model (crypto-only, mobile-first), go-to-market plan (affiliate-led growth, localized CRM), and typical startup customer-acquisition dynamics in this vertical.

Assumptions used to size SOM

- Time horizon: 1 year (conservative early traction) and 3 years (scale stage).

- Competitive environment: established crypto-native operators (Stake, Sportsbet.io) and large offshore fiat operators (affiliates) present strong competition, so initial penetration will be modest.

- Typical new-entrant capture for specialized niches: 0.2%–1.0% of SAM within 1–3 years depending on execution.

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- Average annual GGR per active customer (ARPU measured as contribution to operator GGR): assume €375 per active bettor per year (example: mid-range bettors in LATAM with cross-play in sportsbook and casino; ARPU can vary widely — this is a conservative planning assumption).

Market Research SWOT Analysis

Strengths

- Mobile-first, crypto-only product design optimized for LATAM bettors — reduces payment friction and supports fast deposits/withdrawals that appeal to the target crypto-native demographic.
- Clear monetization mix (sportsbook margins, casino & live casino play, VIPs and affiliates) aligned with industry unit economics, giving multiple revenue levers from launch.
- Focused go-to-market (Brazil, Mexico, Colombia, Argentina) and affiliate-driven growth model that can scale customer acquisition cost-effectively in markets with high sports-betting engagement.
- Planned operational base in Limassol, Cyprus combined with an intention to obtain a Curaçao gaming licence — provides a practical corporate/compliance structure and access to experienced gaming service providers.
- Emphasis on strong AML/KYC and responsible gaming controls in the business plan — improves regulator and partner confidence and helps mitigate account-fraud and chargeback exposures common to crypto platforms.

Weaknesses

- No operating history (Not started) and limited public team/leadership disclosure — weakens credibility with partners, licensors and affiliates and complicates trust-building with high-value players.
- Website and domain inconsistency (loading .com, operational .net) and limited visible product detail — signals immature tech/ops execution and may reduce early conversion and affiliate confidence.
- Crypto-only approach narrows payment corridors and excludes non-crypto bettors; liquidity and fiat on/off-ramps in LATAM may be uneven, increasing UX friction in target markets.
- Dependence on third-party licence strategy (Curaçao target) and offshore provider stack without demonstrated certifications (e.g., RNG audits, responsible-gaming seals) at launch — creates integration and due-diligence overhead.

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- Limited disclosed partnerships (software providers, liquidity, payment gateways, game studios) increases execution risk for product depth, live casino supply and odds liquidity at scale.

Opportunities

- Rapidly growing LATAM mobile betting market with rising crypto adoption — allows IGC Bet to capture early share by combining low-friction crypto rails with localized UX and Portuguese/Spanish content.
- Affiliate and influencer marketing efficiency in LATAM sports culture — strong affiliate programs and localized creatives can quickly scale acquisition at lower CAC versus paid channels.
- White-label and cross-border expansion potential: once licensed and proven in core LATAM markets, the platform can extend to adjacent emerging markets (SEA, Africa) with similar mobile/crypto profiles.
- Product differentiation via superior odds/payouts and localized in-play features (live betting, regional leagues) — can convert value-seeking bettors from offshore fiat competitors.
- Strategic partnerships with crypto custody providers and localized on/off-ramp fintechs in Brazil and Mexico — will improve deposit/withdrawal UX and expand accessible customer segments.

Threats

- Regulatory uncertainty and tightening of crypto-gambling rules in key LATAM countries (e.g., evolving local licensing or enforcement) could limit market access or require costly localization/compliance.
- Strong incumbents (global crypto sportsbooks like Stake and established fiat operators with deep affiliate budgets) can outspend on promotions and affiliate incentives, compressing early margins.
- AML/financial crime scrutiny tied to crypto rails — heightened compliance demands from payment partners and banks could delay integrations or increase operating costs (enhanced KYC, on-chain analytics).
- FX volatility and crypto price fluctuations create player value volatility (withdrawal timing, bonus economics) and complicate treasury/liquidity management if not hedged.
- Reputation risks from limited transparency (no public leadership, unclear certifications) and any early technical/withdrawal incidents — negative trust events can rapidly depress acquisition and retention in social/affiliate channels.

Organisational Structure

IGC Bet is organized as a lean, functionally-aligned operating business built to deliver rapid product iteration and disciplined risk management for a crypto-only sportsbook and casino serving LATAM and other emerging markets. Leadership follows a product-led, compliance-first philosophy: senior executives prioritize user experience and growth while embedding AML/KYC, responsible gaming and regulatory adherence into every decision. Day-to-day operations are grouped into core functions — Product & Engineering, Risk & Compliance, Commercial (Marketing, Affiliates & CRM), Operations & Customer Support, Finance, and Legal — each led by a head who is accountable for KPIs tied to retention, liquidity, margin and compliance. Cross-functional squads focused on mobile UX, payment integrations, and local market growth enable fast feedback loops between customer insights and engineering delivery, while a small central compliance and legal team ensures all market launches and promotional mechanics meet licensing requirements (including the planned Curaçao licence) and Cypriot corporate obligations.

Decision-making is a mix of delegated authority and centralized oversight: tactical decisions on product features, marketing campaigns and customer operations are made autonomously at the functional-head or squad level to preserve speed and local responsiveness, while strategic choices — capital allocation, major commercial partnerships, license applications, and risk appetite changes — are escalated to the executive committee and board for approval. This governance model scales through clear RACI matrices, regular KPI-driven review cadences, and a modular hiring approach that adds specialist roles (e.g., senior compliance officers, regional growth leads, live-casino ops) as markets mature. Detailed sections on the management team roles and bios, staffing plans and hiring timelines, HR policies and compensation philosophy, legal structure and corporate governance, and office and remote-working requirements follow in the full plan to provide operational, financial and compliance-level granularity.

Management team

IGC Bet's core management team should include a Chief Executive Officer/General Manager to own strategy, licensing relationships, investor communications and P&L accountability (preferably 8–12+ years in iGaming or fintech leadership with proven market entry experience in LATAM/emerging markets); a Chief Technology Officer/Head of Product to lead platform development, integrations (wallets, provably fair, odds feeds), and mobile-first UX (10+ years in gaming or payments tech, strong cloud, security and blockchain experience); a Head of Compliance/MLRO to design AML/KYC, transaction monitoring and Curaçao licence controls and liaise with external counsel (7–10+ years in gaming compliance or financial services with AML/crypto specialization); and a Chief Financial

Officer to manage treasury, crypto custody strategy, financial reporting and capital planning (7–10+ years in corporate finance for regulated operators). Each of these roles directly advances strategic goals: CEO drives market expansion and partnerships, CTO/Product delivers the low-friction mobile crypto experience that reduces deposit/withdrawal churn, Compliance ensures licence approval and ongoing regulatory risk mitigation, and the CFO protects liquidity and demonstrates financial sustainability to licensors and investors. Ideal candidates for all these roles should be bilingual (English + Spanish/Portuguese desirable), have experience with affiliate-driven growth models, and be comfortable scaling lean teams; hiring timeline: CEO, CTO and Head of Compliance prioritized pre-licence application (months 0–3), CFO and Head of Marketing (affiliate) hired by month 3–6 as go-to-market prepares, with Head of Customer Support and Head of Security/DevOps in months 4–8.

Staffing

Staffing is deliberately variable and tied to revenue growth: customer support and VIP/sales headcount scale closely with active user volumes and deposit throughput, marketing and affiliate teams expand in step with customer acquisition budgets, while core product, platform, compliance and security hires are front-loaded to ensure platform stability and licensing compliance. As revenue increases the company will convert key contractors to full-time for retention and efficiency, add regionally-based part-time localization staff to improve conversion, and use performance-based hiring (revenue per head, CAC:LTV thresholds) to ensure payroll remains a controlled percentage of gross gaming revenue.

Products and Services

IGC Bet is a mobile-first, crypto-only sportsbook and casino platform that bundles sportsbook markets, RNG casino games and live dealer tables into a single wallet experience to meet the needs of LATAM and emerging-market players who prioritise speed, privacy and convenience. For everyday users the core offering is competitively priced betting and casino play where revenue is generated via standard sportsbook margins and house edges on casino products; players deposit and withdraw in cryptocurrency for near-instant settlement and low friction. Layered on top are responsible-gaming tools, multilingual 24/7 customer support and robust AML/KYC flows required for the Curaçao licensing application, which together reduce operational risk and improve player trust and retention — increasing lifetime value (LTV) across the base segment. Promotional mechanics (welcome bonuses, free spins, odds boosts) are used selectively to drive acquisition while controlling short-term acquisition costs measured in € per new depositing customer.

Above the base tier is a VIP and high-value player program that captures additional revenue through personalised retention offers, higher staking limits and bespoke loyalty economics;

VIPs generate a disproportionate share of GGR and are managed through dedicated account teams and VIP-only promotions that increase bet frequency and average stake size. Affiliate and partnership channels form a parallel monetisation layer where affiliates are paid performance-based commissions (revenue share or CPA) to acquire customers at an efficient cost-per-acquisition, allowing marketing spend to scale with revenue. The combined portfolio — retail sportsbook, casino, live casino, VIP servicing and affiliate distribution — creates diversified revenue streams that stabilise margins across product cycles: sportsbook delivers predictable margin on turnover, casino products increase margin per session, live casino boosts retention and average session value, and VIP/affiliate channels improve unit economics as spend scales.

Products and Services Pricing Structure

IGC Bet will price core wagering through percentage-based margins and minimum bet thresholds expressed in EUR equivalents for clarity: sportsbook margins will target an average house edge (margin) of 5–7% across pre-match markets and 7–9% for live/in-play markets, with minimum single bets set at €1 (€1 equivalent in supported cryptocurrencies) and maximum retail limits initially at €5,000 per market (subject to KYC tier). Casino RTP targets will be competitive: table games and live dealer titles will average 97% RTP (house edge ~3%), RNG slots will range 92–96% RTP depending on volatility, and minimum spins set at €0.10. Transaction and wallet operations are crypto-native and therefore carry no fiat processing fee from IGC Bet; a small dynamic on-chain fee recovery mechanism equivalent to up to €0.50 per withdrawal may be applied during periods of high network costs to protect margins. VIP and high-roller programs will offer tiered rakeback and cashback: Bronze 5% cashback up to €100/month, Silver 10% up to €500, Gold 15% up to €2,000, and bespoke Platinum agreements for VIPs negotiated individually (minimum monthly volume thresholds apply).

These price choices are designed to balance customer acquisition in LATAM — where players are value- and speed-sensitive — with sustainable unit economics. A sportsbook margin of 5–7% positions IGC Bet slightly more player-friendly than many incumbents that average 6–9% for pre-match and 8–12% in-play, creating a competitive edge to win share via affiliates and promotions while sustaining a target gross gaming margin (GGM) of 8–12% company-wide after promotional allowances. Casino RTP banding follows market norms to support compelling jackpots and volatile slot content while preserving an overall casino margin target of 8–15% depending on product mix. Seasonal adjustments and promotions will be tactical: margin-neutral welcome offers (e.g., deposit match up to €100 with wagering requirements) during launch, sport-specific reduced margins or enhanced odds during major events (World Cup, Copa América) to drive acquisition, and temporary fee waivers for first withdrawals. Pricing communicates value through transparent RTP/edge disclosures, low

minimums, fast crypto settlements and a single-wallet UX — perceived value that supports premium retention initiatives and underpins a sustainable net margin target of 15–20% EBITDA within three years once scale and operating efficiencies are realised.

Marketing and Sales Strategy

IGC Bet will position itself as the mobile-first, crypto-native gaming platform built for LATAM and emerging-market players who value speed, low fees, privacy and trustworthy compliance; core messaging pillars will emphasise (1) instant, low-cost cryptocurrency deposits and withdrawals, (2) strong AML/KYC and licensing transparency (Curaçao application and Cyprus registration), (3) a unified single-wallet experience across sportsbook, RNG casino and live dealers, and (4) localised support and promotions tailored to LATAM languages and payment behaviours. Primary channels in year one prioritise high-leverage affiliate partnerships and performance digital advertising (native, programmatic and paid social) to drive rapid acquisition, supported by local influencer activations and targeted app-store/mobile campaigns; SEO and content (odds guides, betting tips, localized blog) will establish organic discovery while CRM, onboarding flows and promotional wallets will convert and lift early LTV. Secondary channels include local sponsorships, community-building on Telegram/WhatsApp, PR to highlight compliance and safety, and one-to-many out-of-home micro-campaigns in key cities where regulation permits.

Over the first three years the strategy shifts from acquisition-first to LTV optimisation: Year 1 (launch and scale) focuses ~25–30% of projected revenue on marketing to rapidly seed users — budget split: Affiliates 35%, Paid acquisition (search/social/native) 30%, CRM/promotions (on-site bonuses, VIP) 15%, Content/SEO 8%, Influencer/local activations 7%, Brand/PR & compliance/localization 5%. Year 2 reduces overall spend to ~15–20% of revenue as CAC normalises and channels prove ROI, reallocating toward CRM, retention and higher-value affiliate relationships while increasing content/SEO to 15% of the marketing mix to cut acquisition costs. By Year 3 marketing demand falls to ~10–12% of revenue with focus on profitability: optimize paid channels, expand into adjacent LATAM markets, scale responsible-gaming initiatives and enterprise partnerships, and reserve a small strategic budget for brand-building and regulatory compliance communications to sustain growth and investor confidence. Continuous measurement (CAC, LTV, return on ad spend) and monthly experimentation will govern reallocation.

Marketing and Sales Marketing Funnel

IGC Bet will drive Awareness through paid performance (native ads, paid social where permitted), affiliate networks, SEO, PR, and community channels (Telegram/WhatsApp/Discord) focused on LATAM crypto bettors; content at this stage is short-form ads, influencer clips, SEO landing pages and affiliate promos. Expect heavy drop-off here — typical paid/affiliate click-throughs to Interest at ~5% (i.e., Awareness→Interest conversion ~5%; Awareness drop-off ~95%). Tracking and attribution use GA4, tracking pixels, affiliate network dashboards, UTM parameters and campaign-level dashboards; cost-per-click and reach metrics are monitored in real time so underperforming creatives are paused quickly.

At Interest and Consideration the funnel uses landing-page product messaging, odds comparisons, short demo videos, trust signals (license, payouts, crypto rails) and lightweight onboarding incentives (small first-deposit bonus in crypto) to capture registrations; Interest→Consideration conversion is expected at ~30% (meaning ~1.5% of initial reached users reach Consideration), with a drop-off of ~70%. Consideration→Intent is driven by retargeting, email/WhatsApp sequences, in-app odds alerts and affiliate remarketing; estimated conversion ~20% (Intent rate ~0.3% of initial Awareness). Intent→Purchase (first deposit and wager) conversion is estimated at ~40% through optimized one-click crypto deposits, simplified KYC, and clear fee messaging, yielding a net Awareness→Purchase funnel conversion in the order of 0.12%. Post-purchase Retention focuses on onboarding flows, personalized offers, VIP paths, push notifications and CRM automation (Braze/Customer.io), live chat/Intercom support, and responsible-gaming touchpoints; expect a first-month retention of ~35% and ongoing monthly active retention dropping to ~15–20% thereafter. Tools across stages include Mixpanel/GA4 for behavioral funnels, an affiliate management platform, Ad platforms and DSPs, CRM and marketing automation, payment/wallet processors and blockchain tx monitoring, and the KYC/AML system for conversion gating and fraud signals — all feeding a central dashboard to monitor stage-to-stage conversion, CAC, LTV and campaign ROAS so the team can iterate on creatives, promos and onboarding to improve each conversion step.

Operations

IGC Bet's day-to-day operations center on running a secure, mobile-first crypto sportsbook and casino platform that delivers fast deposits/withdrawals, accurate odds settlement, and responsive customer support. Core operational processes include market and odds management (pre-match and live), game and live-casino provisioning with third-party suppliers, wallet and crypto payment handling, fraud/AML monitoring and lightweight pre-KYC onboarding, customer service triage (chat/email/Telegram/WhatsApp), and affiliate and promotional campaign execution. Each business day the trading and risk team monitors exposure and adjusts limits and margins, the payments team reconciles on-chain and custodial wallet activity and processes withdrawal approvals, compliance reviews flagged

accounts and suspicious activity reports, and support agents handle onboarding issues, payouts, and responsible-gaming interventions. Customer lifecycle operations — acquisition, retention, VIP management and reactivation — are driven by an integrated CRM that feeds offers, streaks and loyalty incentives through in-app messaging and email/IM channels to maximize engagement while respecting opt-ins and local advertising restrictions.

The technology stack and key resources are designed for high availability and horizontal scalability: a cloud-hosted, containerized backend for the sportsbook engine, microservices for payments/kYC/notifications, a globally distributed CDN and edge instances for the PWA/mobile wrappers, and integrated Web3/crypto custody partners for on-chain settlements and custodial wallets. Core teams comprise a small leadership and product group, trading/risk and odds compilers, DevOps and security engineers, a compliance/legal unit focused on Curaçao licensing and LATAM regulatory requirements, supplier managers for game and live-casino integrations, and a distributed customer support/affiliate operations team in relevant time zones. Efficiency is achieved through automation of wallet reconciliations, rule-based fraud scoring and automated KYC escalation, templated promotional workflows for affiliates, and telemetry-driven monitoring (latency, conversion funnels, chargebacks and payout velocity) that allows the platform to scale capacity and marketing spend dynamically while keeping operating costs predictable in euros.

Operations Risk Management

IGC Bet will operate a continuous operational risk management framework that combines quarterly risk identification workshops (led by compliance, engineering, product and operations), automated monitoring of operational metrics and security events, and an annual third-party red-team review. Risks are catalogued into a central register, rated for likelihood and impact using a standard 5x5 matrix, and prioritized by a cross-functional risk committee that assigns owners and remediation SLAs. Day-to-day identification uses automated alerts (fraud spikes, liquidity shortfalls, KYC/AML exceptions, service-level degradation) while strategic risks (regulatory change, market access, major supplier failure) are reassessed at board level. Key mitigation actions and residual risk scores are reviewed monthly; high-priority items escalate to executive leadership with defined funding and project timelines.

–Risk Analysis

IGC Bet faces a concentrated set of high-severity risks in regulatory/compliance, financial liquidity, and cybersecurity; medium-severity risks in market/adoption, fraud/AML and third-party/vendor dependency; and lower-severity but non-negligible risks in reputational, product/technology continuity, and macroeconomic/geopolitical shifts. Regulatory/compliance risk is high because online gaming and crypto payments draw close scrutiny

across target LATAM jurisdictions and the Curaçao licensing process; failure to meet licensing, AML/KYC or local-market restrictions could force market exits or heavy fines. Financial liquidity and player-funds management are high severity because the business model requires continuous crypto liquidity (hot wallets) and quick settlement — mismanagement or crypto volatility could create solvency and customer trust crises. Cybersecurity and data-protection risks are also high: hacks, wallet compromises, or breaches of personal data would cause direct financial loss, regulatory penalties and long-lasting reputational damage. Medium-severity risks include fraud (bonus abuse, collusion), payment-rail disruptions (exchanges/custodians delisting or restricting activity), and operational dependency on platform vendors and game/content suppliers; these can materially damage margins or uptime but are generally manageable with controls and vendor diversification. Lower-severity risks are slower-to-realize but important: brand/reputational issues from poor customer service or opaque disclosures; product delivery delays; and broader macro/legal shifts (e.g., local gambling prohibitions) which can be mitigated through market diversification.

The risk assessment methodology combines qualitative and quantitative elements: risks are identified through cross-functional workshops (compliance, engineering, product, operations), scored on likelihood and impact (1–5 scale) and prioritized by expected loss (probability × impact) and time-to-detect. Controls are evaluated for effectiveness (preventive, detective, corrective) and residual risk is recorded. Key risk indicators (KRIs) are defined for top risks (e.g., hot-wallet exposure as % of reserves, suspicious-transaction rate, system uptime, regulatory action notices) and monitored via automated dashboards with escalation triggers. IGC Bet’s risk tolerance is pragmatic but conservative: the company accepts calculated operational and market risks necessary for growth in LATAM crypto-native segments but has low tolerance for regulatory non-compliance, solvency exposure, and security breaches. The management philosophy emphasizes prevention (strong AML/KYC, multi-sig custody, security-by-design), rapid detection and containment (real-time monitoring, incident response playbooks), and remediation (reserve buffers, insurance, vendor contingency), combined with an annual independent audit and regular tabletop drills

Job Creation Overview of Planned Staffing

Phase 1 (Pre-launch and Launch, Year 1): hiring focuses on product build, compliance and initial operations. Core hires (full-time) include 6 engineers (backend, frontend, mobile) and 1 DevOps (Technology), 2 QA (Technology, can be contract-to-hire), 1 Product Manager (Product), 1 Head of Compliance/AML (Compliance), 2 Customer Support agents (Operations, part-time to start), 1 Payments/Crypto specialist (Finance/Payments), 1 Head of Marketing with 1 affiliate manager (Marketing), and 1 Head of Risk & Trading (Trading/Ops). Trigger points: engineering hires scale with development milestones (MVP and app store

readiness), Head of Compliance hired before Curaçao license submission, support hires start at beta launch, payments specialist onboarded prior to first fiat-to-crypto liquidity integrations, and marketing hires expand upon successful conversion from acquisition tests (first 1,000 funded accounts). By the end of Year 1 the team reaches ~25 full-time equivalents (Q1: 5; Q2: 12; Q3: 18; Q4: 25).

Phase 2 (Scale and Market Expansion, Year 2): hiring prioritizes commercial scale, platform reliability, fraud control and customer experience. New full-time roles: additional 8 engineers (including 2 security-focused), 4 customer support (increasing from part-time to full-time and adding Spanish/Portuguese language coverage), 2 VIP/account managers (CRM/VIP), 2 trading/odds traders, 1 Finance/Controller, 1 Treasury/Payments operations for player liabilities, 1 Head of Data/Analytics, 1 Growth/Performance marketer, and 1 Legal counsel (licensed gaming/regulatory). Part-time/contract additions include extra QA and localization resources. Triggers: engineering/security hires tied to traffic and feature ramp (sustained WAGERING volume thresholds or platform concurrency targets), support and VIP hires when MAUs exceed ~10,000 or weekly wagers surpass set liquidity thresholds, finance and treasury roles when monthly GGR and player liabilities reach levels requiring formal segregation and reconciliation (internal milestone), and Data/Analytics when CRM and retention programs move from test to production. Headcount grows through Year 2 to ~45 FTEs (Year 2 Q1: 30; Q2: 35; Q3: 40; Q4: 45).

Phase 3 (Optimization and New Market Entry, Year 3): hiring shifts to product depth, compliance scaling for new jurisdictions, and customer retention. Planned full-time hires: 4 senior engineers (scaling platform features and live casino stability), 3 product/UX designers, 4 senior customer success/VIP staff, 2 compliance/AML analysts, 2 commercial/partnership managers (affiliate and B2B partnerships), 1 HR/People lead, and 1 Chief Security Officer or senior security architect. Contract specialists for localization, tax/advisory and additional legal counsel are engaged as needed for market entry. Triggers: new market entry or adding a major payment/crypto corridor, sustained churn improvement programs requiring specialized retention staff, and regulatory/AML volume growth necessitating expanded case management. Headcount reaches ~60 by end of Year 3 with quarter growth of Year 3 Q1: 48; Q2: 52; Q3: 56; Q4: 60. Overall the plan balances staged hires tied to product milestones, license and compliance triggers, defined customer-volume thresholds (MAUs and wagering/GGR), and operational needs (platform concurrency, player-liability management), ensuring the company scales to ~60 FTEs across three years while converting early part-time/contract roles to full-time as volume and regulatory complexity increase.