

BUSINESS PLAN

B2bseven.com Ltd

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1.0 Executive Summary

We have made sure that we are well equipped to serve the entire sports betting community. We believe that our betting company will become a leading betting destination for all sports lovers in Europe. We have been able to obtain all the necessary documents to make our business legal and formal.

We at b2bseven.com have been able to carry out market studies and feasibility studies and we came to the conclusion that Curacao, is the right place to start our Bet company. At b2bseven.com we believe that the best interests of our clients will always be our top priority, and all our activities will be guided by our values and professional ethics. We also expect to hire professionals who have a lot of experience in the betting and casino industry.

We, at b2bseven.com, will at all times show our unadulterated commitment to sustainability, both individually and firmly, by actively participating in our communities and integrating sustainable business practices whenever possible. Our management is always ready to take responsibility for the highest standards in meeting the needs of our clients in a precise and complete manner. We will cultivate a work environment that provides a sustainable approach to earning a living and living in our world, for our partners, employees and customers.

Our business concept was derived from detailed Market Analysis. Instead of building a business around a preconceived concept, we analyzed the market findings and built a concept around our consumers. In other words, our business is built to service numerous consumer 'want'.

A buffered financial plan that ensures adequate capitalization was included in the start-up cost to ensure the business is not under financed, as well as giving the business adequate funding to sustain it in the first six months of start-up. Our industry experience confirms a longer ramp-up stage for b2bseven.com over other betting businesses. A common mistake for new entrepreneurs, but fully addressed in this business plan.

We have evaluated traditional and non-traditional risks associated with sport betting failure and accounted for them directly in the business plan. Instead of dismissing the risks, we have identified valid mitigation strategies for each.

1.1 Business Objective

The primary objectives of the business plan for b2bseven.com are below:

- To become one of the premier sport betting Companies
- To condense vulnerabilities
- Identify and strengthen critical information infrastructure
- Leverage the enterprise in taking priority action
- Prepare for contingencies
- Concentration on the return on investment

1.2 Guiding Principles

Being Mindful of our Clients and our Staff: Coinciding with our family values, we will treat both our clients and staff in a manner in which we ourselves would want to be treated or better!

Gratitude: An attitude of gratitude shown to our clients, employees and vendors because without their input, service, labour and time, our business would not be here without them!

Our Service: Provide the warm and friendly service expected from a sport betting company, creating an informal, comfortable latest technology environment which will make the clients satisfied and want to patronize again and again.

1.3 Keys to Success

We understand that there are obvious ups and downs in business, we are committed to building a lasting company that will expand into other markets as we continue to build our brand. While there are no real secrets to success, we believe there are several things that will insure our continued success:

- **Must comply with government regulations:** Obtaining and holding a license is mandatory for operating in this industry.
- **Effective product promotion:** To be able to effectively promote the casino to attract patrons is essential to a successful operation.

- **Ability to effectively manage risk:** Operators must be able to handle and limit the financial risks associated with the high stakes gambling market. Large winnings by its client group can have a significant effect on an operator's financial performance.
- **Ability to attract local support/patronage:** Industry operators must be able to successfully tap into the local and regional population, as this is from where the largest proportion of patrons will come.
- **Access to multiskilled and flexible workforce:** Operators must have a well-trained and multiskilled workforce that can operate in different areas.
- **Ability to quickly adopt new technology:** Operators must be able to offer new and improved games to meet customer needs and ensure a high level of repeat patrons.

2.0 Business Structure

Our business structure in b2bseven.com is designed to be a flexible version of a normal business structure. We understand that a multifunctional workforce is key to our success. We also plan to ensure that the leadership or any team of the staff of our company should be able to perform related tasks when the need or technical crisis arises.

2.1 Vision Statement

Our vision on b2bseven.com is to create a betting company that serves and supports well-established and easily identifiable sports enthusiasts in the world.

2.2 Mission Statement

Our mission at b2bseven.com is to provide loyal individuals and organizations, whose members live and breathe the world of sports, a platform to win with their hobbies.

3.0 Our Services

b2bseven.com is a betting industry that aims to provide a good betting and odds system for sports fans around the world, so we have created a facility that can help us achieve this goal. At b2bseven.com we are confident that anyone who takes advantage of our business will remain happy and interested.

These are the services and amenities that will be available to our customers;

- Pre-Match betting with a big amount of different markets each game
- Live-Match betting with a big offer and markets for each game
- eSports bet
- Live Streams
- Casino and live Casino

3.1 Service Quality

The main purpose of every gambling service is to provide events where to bet on; as many as possible, and as good as possible. And our service is absolutely one of the best. We have a lot of events to bet on and provide better (higher profit) events at any given moment that are tailored to the market where we provide it

3.2 Significant Advantages

One of the biggest advantages we have is our visibility. We provide what we need where we need and we are able to adapt to the market changes as they come.

3.2.1 Sports betting

When a provider wants to be alive in Europe and further more want to grow he must have at least the same odds than the competitor. Furthermore, a provider must also have a good bonus program with great offers for the players and this market is extremely competitive.

We have made extremely important SEO contracts which will bring us into the TOP 10 ranking in Google and other search engines. We have big agencies behind us, which are supporting us in addition to our own IT team to boost us into the market and help us to make even more profit over time.

Therefore, we will also expand our bonus programs to some that are currently not available on the market and can help us to get new players also from other platforms. Having more than one USP will help a lot being successful on the market.

3.2.2 Casino

Regarding the Casino section our plan for the very near future - is implementing several new games to have an even better variety on the platform. That way the player can decide which games he or she prefers to play. Some players prefer Microgaming, some NetEnt and others games like Joingames – we are trying to provide them all, this way every player has the possibility to play with his/her favorite games.

In addition to it we are offering great promotions and several new bonus programs to make the platform even more competitive.

We have made SEO contracts which will bring us into the TOP 10 ranking on Google and other search engines. The big agencies that are working for us and with us will support us in addition to our own IT team to additionally boost us into the market.

Therefore, we will also expand our bonus programs to some that are currently not available on the market and can help us to get new players also from other platforms. Having more than one USP will help a lot being successful on the market.

4.0 Market Analysis

The worldwide gambling industry represents a diverse range of activities, from traditional casinos to online platforms, influencing economies, societies, and consumer behaviors globally. Its substantial contribution, comprising 12 percent of the global Gross Value Added (GVA) in 2016, has prompted calls for stricter oversight and regulation to address concerns regarding money laundering and tax evasion.

The iGaming sector, particularly prominent in regions like the United Kingdom, has experienced notable growth driven by continuous innovation in areas such as online casinos, poker, and sports betting, thereby stimulating economic growth and employment opportunities.

Regulatory bodies are actively responding to industry developments, proposing guidelines on blockchain and cryptocurrency usage in gaming to safeguard consumers and combat financial crimes.

A robust regulatory framework is essential for nurturing a favorable gaming environment worldwide. Reputable operators seek transparent regulatory regimes, leading to the issuance of licenses across various jurisdictions.

Key players are obtaining licenses globally and expanding their market presence, especially in the online gaming sector, which is poised for significant growth, making substantial contributions to the global economy.

Emerging markets like Curacao offer attractive regulatory frameworks and tax advantages for gaming firms, fueling their international expansion endeavors. Factors such as strategic locations, favorable tax structures, and regional affiliations make these jurisdictions appealing to gaming industry professionals.

In Curacao specifically, gambling plays a significant role in the island's economy, boasting a thriving online sector alongside a burgeoning land-based casino market. With its favorable regulatory environment, appealing tax rates, and strategic positioning, Curacao has emerged as a leading jurisdiction for gambling operators worldwide.

4.1 Industry Outlook

The global gambling industry is experiencing a profound transformation driven by a multitude of factors, each contributing to its dynamic nature. Technological breakthroughs, including mobile gaming, virtual reality, and the integration of blockchain technology, have redefined how individuals participate in gambling activities. These innovations have blurred the boundaries between physical and digital experiences, extending the industry's reach to previously untapped demographics. Not only have these advancements improved user engagement, but they have also provided operators with new avenues for innovation, enabling them to capture a larger share of the market.

Additionally, regulatory frameworks play a crucial role in shaping the industry's direction, with jurisdictions around the world adopting diverse approaches to licensing, taxation, and promoting responsible gambling practices. As regulatory environments evolve, industry stakeholders must navigate a complex landscape of compliance requirements while identifying opportunities for growth and expansion, particularly in emerging markets. Adapting to these regulatory shifts is essential for ensuring sustainable growth and upholding consumer confidence in the industry.

The gambling sector in Curacao exemplifies the intersection of technology and regulation. It serves as a cornerstone of the island's economy, characterized by a thriving online gambling industry and a growing presence of land-based casinos. With its favorable regulatory framework, competitive tax rates, and strategic geographic location, Curacao has established itself as a premier jurisdiction for gambling operators worldwide. By harnessing technology in conjunction with progressive regulatory measures, Curacao continues to attract investment and drive innovation in the global gambling landscape.

4.2 Competition Analysis

Amidst the ongoing digital revolution and relaxed governmental regulations on gambling, the sports betting sector has experienced profound changes in recent years, leading to a surge in global popularity. As a result, the revenues of many of the world's leading sports betting firms have shown substantial year-on-year growth. Today, sports betting stands out as one of the fastest-growing industries worldwide, presenting vast opportunities for both bettors and sportsbooks alike.

Various sports have emerged as popular choices for betting, including horse racing, greyhound racing, cricket, football, baseball, basketball, and golf. These sports offer a diverse array of options for enthusiasts to engage in betting activities, further fueling the industry's expansion.

Top 5 Sports Betting Companies in the Global Gambling Industry

1) Flutter Entertainment plc:

Overview: Flutter Entertainment is a powerhouse in the global gambling industry, formed from the merger of Paddy Power and Betfair. The company operates a diverse portfolio of brands, including Betfair, Paddy Power, PokerStars, Sky Bet, and FanDuel. It offers a wide range of gambling services, including sports betting, online casinos, poker, and daily fantasy sports.

Market Presence: Flutter Entertainment has a strong presence in numerous jurisdictions worldwide, both online and through retail outlets. It has strategically positioned itself in key markets, including the United Kingdom, Ireland, the United States, and other European countries.

Financial Performance: The company has shown robust financial performance, with consistent revenue growth over the years. Its diversified portfolio and strong brand recognition contribute to its financial stability and resilience in the competitive gambling market.

Innovation and Expansion: Flutter Entertainment is known for its innovative approach to gaming and betting services. It invests heavily in technology and product development to stay ahead of industry trends. The company has also expanded its reach through strategic acquisitions and partnerships, further solidifying its position in the global market.

2) GVC Holdings:

Overview: GVC Holdings is a leading multinational sports betting and gaming company. It owns several well-known brands, including Ladbrokes, Coral, bwin, PartyPoker, and Sportingbet. The company offers a wide range of gambling products, including sports betting, online casinos, poker, and bingo.

Market Presence: GVC Holdings operates in multiple jurisdictions across the globe, with a strong presence in both online and retail markets. It has established a significant foothold in key markets such as the United Kingdom, Europe, and the United States.

Financial Performance: GVC Holdings has demonstrated strong financial performance, driven by its diversified portfolio of brands and geographic presence. The company's focus on operational efficiency and cost management has contributed to its profitability and growth.

Strategic Initiatives: GVC Holdings pursues strategic initiatives to drive growth and expansion. This includes investments in technology and digital capabilities, as well as strategic partnerships and acquisitions to enter new markets and enhance its product offerings.

3) William Hill plc:

Overview: William Hill is a venerable name in the global gambling industry, offering a wide range of betting and gaming services. The company operates both online and through a network of retail outlets, providing sports betting, online casinos, poker, and bingo.

Market Presence: William Hill has a strong presence in the United Kingdom, where it is one of the largest and most recognized gambling brands. The company also operates in various other markets, including Europe, the United States, and Australia.

Financial Performance: William Hill has faced challenges in recent years due to regulatory changes and increased competition. However, the company has implemented strategies to adapt to market conditions and improve its financial performance, including focusing on digital growth and expanding its presence in regulated markets.

Digital Transformation: William Hill has prioritized digital transformation to capitalize on the growing online gambling market. The company has invested in technology and digital capabilities to enhance its online platforms and improve the customer experience.

4) Bet365 Group Ltd:

Overview: Bet365 is one of the world's leading online gambling companies, offering a comprehensive range of betting and gaming services. The company is known for its user-friendly platform, extensive sports coverage, and competitive odds.

Market Presence: Bet365 operates globally, with a strong presence in numerous markets, including Europe, Asia, and the Americas. The company has built a large and loyal customer base, supported by its reputation for reliability and innovation.

Financial Performance: Bet365 has achieved impressive financial results, with consistent revenue growth and profitability. The company's focus on customer acquisition and retention, combined with efficient operations, has contributed to its financial success.

Innovation and Customer Experience: Bet365 prioritizes innovation and customer experience, continuously enhancing its platform and introducing new features to meet evolving customer needs. The company's commitment to technological advancement has helped it stay ahead of competitors in the online gambling market.

5) The Stars Group Inc. (now part of Flutter Entertainment):

Overview: The Stars Group was a major player in the online gambling industry, known for its online poker platforms such as PokerStars. Following its acquisition by Flutter Entertainment, it became part of one of the largest gambling companies in the world.

Market Presence: Prior to the acquisition, The Stars Group had a significant presence in the global online gambling market, particularly in online poker. It operated in numerous jurisdictions worldwide, offering a wide range of betting and gaming products.

Financial Performance: The Stars Group demonstrated strong financial performance, driven by its leading position in online poker and other gambling verticals. The company's innovative products and focus on customer acquisition contributed to its financial success.

Integration with Flutter Entertainment: Following its acquisition by Flutter Entertainment, The Stars Group's operations were integrated into the broader Flutter portfolio. This integration aimed to leverage synergies between the two companies and capitalize on growth opportunities in the global gambling market.

5.0 Strategy & Implementation

5.1 Value Proposition

b2bseven.com will be able to offer its service for a reasonable price in a comfortable business environment. We will also be able to keep our services reasonably priced by offering service items that take advantage of latest technology. Finally, we will keep our prices in check by meticulous monitoring of our controllable expenses, keeping a close eye on our Prime Cost Report and recurrent expenses.

5.2 Competitive Edge

At b2bseven.com we understand that what attracts people to betting companies are the various games and the interesting odds they offer.

b2bseven.com can also boast of having a team of highly qualified professionals who will work with all our clients and will make it easy and comfortable for them in all the sports bets we offer and our chances are one of the best in the industry.

At b2bseven.com we will be available 24 hours in a day during weekends (Fridays to Sundays) We will also make sure that our employees will be well taken care of, and their welfare package will be among the best within our category.

5.3 Sales and Marketing Strategies

At b2bseven.com we have no plans to leave stone untouched to become the best in the sector. Through extensive research, we have understood how competitive the industry is and hope to turn it into our center and our zone. At b2bseven.com we hope to employ our sales and marketing team based on their extensive industry experience and we will receive training on a regular basis to be well equipped to meet their objective and the overall business objective of b2bseven.com.

We hope to make use of the following strategies to become the king of the betting industry;

- We will take advantage of the brand efforts in the markets through multiple means and technologies.
- Present our company by sending cover letters along with our brochure to individuals, corporate organizations, and key stakeholders.
- Promptness in the bidding of marketing contracts of the government and other cooperation organizations.
- Advertise our business in relevant business magazines, newspapers, TV stations and radio stations.
- Include our business in yellow page ads (local directories).
- Attend international and relevant exhibitions, seminars and business fairs, etc.

- Create different packages for different categories of customers to work with their budgets and continue providing excellent design and services.
- Take advantage on the internet to promote our business.
- Involve the direct marketing approach.
- Make use of references.

6.0 Financial Plan

6.1 Income Statement

Revenue	First Year		Second Year		Third Year		Fourth Year		Fifth Year	
Betting income	6.382.772,80 €		6.806.621,25 €		7.487.283,70 €		8.236.012,20 €		9.059.612,90 €	
Total Revenue	6.382.772,80 €	100%	6.982.121,25 €	100%	7.487.283,70 €	100%	8.236.012,20 €	100%	9.059.612,90 €	100%
Cost of Goods Sold										
Betting income	5.680.661,60 €		6.057.892,75 €		6.663.682,35 €		7.330.050,65 €		8.063.055,65 €	
Total Cost of Goods Sold	5.680.661,60 €	88%	6.057.892,75 €	88%	6.663.682,35 €	88%	7.330.050,65 €	88%	8.063.055,65 €	88%
Gross Margin	702.111,20 €	12%	748.728,50 €	12%	823.601,35 €	12%	905.961,55 €	12%	996.557,25 €	12%
Payroll	162.048,00 €		166.225,80 €		167.887,85 €		169.566,80 €		17.212,65 €	
Operating Expenses										
Administrative Services	12.556,80 €		13.135,85 €		13.529,75 €		13.935,35 €		14.353,30 €	
IT/Communication	16.128,00 €		16.871,40 €		17.377,75 €		17.899,05 €		18.435,95 €	
Press. Insurance & Travel Expenses	22.272,00 €		23.298,60 €		23.997,35 €		24.717,55 €		25.459,20 €	
Legal Advise Contract	5.760,00 €		6.025,50 €		6.206,20 €		6.392,75 €		6.584,50 €	
Odds & Result	88.320,00 €		92.391,00 €		95.162,60 €		98.017,40 €		100.958,00 €	
Newsletter/Interactive Statistics	11.520,00 €		12.051,00 €		12.412,40 €		12.784,85 €		13.168,35 €	
Service, user administration & hosting	7.296,00 €		7.632,30 €		7.861,10 €		8.097,05 €		8.340,15 €	
Marketing, Content & Social Media	9.600,00 €		10.042,50 €		10.344,10 €		10.654,15 €		10.973,95 €	
Admin, Finance & Controlling	3.840,00 €		4.017,00 €		4.137,25 €		4.261,40 €		4.389,45 €	
Investment Cost	9.984,00 €		10.444,20 €		10.757,50 €		11.080,55 €		11.412,70 €	
Frontend Design, Programming	2.304,00 €		2.410,20 €		2.482,35 €		2.557,10 €		2.633,80 €	
Transaction Cost	104.448,00 €		109.262,40 €		112.540,35 €		115.916,45 €		119.393,95 €	
Total Operating Expenses	294.028,80 €		307.581,30 €		316.808,70 €		326.313,00 €		336.102,65 €	
Income (Before Other Expenses)	245.818,40 €		274.920,75 €		338.903,50 €		410.080,45 €		489.191,95 €	
Other Expenses										
Amortized Start-up Expenses	-		-		-		-		-	
Depreciation	-		-		-		-		-	
Interest	-		-		-		-		-	
Bad Debt Expense	-		-		-		-		-	
Total Other Expenses	-		-		-		-		-	
Net Income Before Income Tax	245.818,40 €		274.920,75 €		338.903,50 €		410.080,45 €		489.191,95 €	
Income Tax	-		-		-		-		-	
Net Income/Loss	245.818,40 €		261.174,55 €		321.958,65 €		410.080,45 €		489.191,95 €	

6.2 Balance Sheet

ASSETS	First Year	Second Year	Third Year	Forth Year	Fifth Year
Current Assets					
Cash	237.378,00 €	498.552,00 €	820.511,00 €	1.230.592,00 €	1.719.784,95 €
Accounts Receivable	-	-	-	-	-
Inventory	-	-	-	-	-
Prepaid Expenses	-	-	-	-	-
Other Initial Costs	-	-	-	-	-
Total Current Assets	237.378,00 €	498.552,00 €	820.511,00 €	1.230.592,00 €	1.719.784,95 €
Fixed Assets					
Real Estate - Land	-	-	-	-	-
Real Estate - Buildings	-	-	-	-	-
Leasehold Improvements	-	-	-	-	-
Equipment	-	-	-	-	-
Furniture and Fixtures	-	-	-	-	-
Vehicles	-	-	-	-	-
Other	-	-	-	-	-
Total Fixed Assets	237.378,00 €	498.552,00 €	820.511,00 €	1.230.592,00 €	1.719.784,95 €
Total Assets	237.378,00 €	498.552,00 €	820.511,00 €	1.230.592,00 €	1.719.784,95 €
LIABILITIES & EQUITY					
Liabilities					
Accounts Payable	-	-	-	-	-
Commercial Loan Balance	-	-	-	-	-
Commercial Mortgage Balance	-	-	-	-	-
Credit Card Debt Balance	-	-	-	-	-
Vehile Loans Balance	-	-	-	-	-
Other Bank Debt Balance	-	-	-	-	-
Line of Credit Balance	-	-	-	-	-
Total Liabilities					
Equity					
Common Stock					
Retained earnings	237.378,00 €	498.552,00 €	820.511,00 €	1.230.592,00 €	1.719.784,95 €
Dividends Dispersed/Owners Draw	-	-	-	-	-
Total Equity	237.378,00 €	498.552,00 €	820.511,00 €	1.230.592,00 €	1.719.784,95 €
Total Liabilities and Equity	237.378,00 €	498.552,00 €	820.511,00 €	1.230.592,00 €	1.719.784,95 €

6.3 Cash Flow Statement

	Year 1 Totals	Year 2 Totals	Year 3 Totals	Year 4 Totals	Year 5 Totals
Beginning Balance					
Cash Inflows					
Cash Sales	6.482.496,00 €	6.806.621,25 €	7.487.283,05 €	8.236.011,55 €	9.059.612,90 €
Accounts Receivable	-	-	-	-	-
Total Cash Inflows	6.482.496,00 €	6.806.621,25 €	7.487.283,05 €	8.236.011,55 €	9.059.612,90 €
Cash Outflows					
Investing Activities					
New Fixed Asset Purchases	-	-	-	-	-
Additional Inventory	-	-	-	-	-
Cost of Goods Sold	5.769.421,00 €	6.057.892,75 €	6.663.682,35 €	7.330.050,00 €	8.063.055,65 €
Operating Activities					
Operating Expenses	298.623,00 €	307.581,30 €	316.808,70 €	326.313,00 €	336.102,65 €
Payroll	164.580,00 €	166.225,80 €	167.887,85 €	169.566,80 €	171.262,00 €
Taxes	-	-	-	-	-
Financing Activities					
Loan Payments	-	-	-	-	-
Owners Distribution	-	-	-	-	-
Line of Credit Interest	-	-	-	-	-
Line of Credit Repayments	-	-	-	-	-
Dividends Paid	-	-	-	-	-
Total Cash Outflows	6.232.624,00 €	6.545.446,05 €	7.165.324,40 €	7.825.930,45 €	8.570.420,95 €
Net Cash Flows	249.872,00 €	261.174,55 €	321.958,65 €	410.080,45 €	489.191,95 €
Operating Cash Balance					
Line of Credit Drawdown	-	-	-	-	-
Ending Cash Balance					
Line of Credit Balance					