

Better World N.V.

Business Plan

INTRODUCTION

Better World N.V. is a company that is intending to offer online gambling operations in Europe.

ORGANIZATION SCHEMA

Better World N.V. will be composed of the following departments:

- Customer Relationship Management (CRM)
 - First line customer support
 - VIP management and support
- Marketing and Player Acquisition
 - Direct media buying
 - Social media and SEO marketing
 - Affiliate marketing
 - Promotion and bonus management
- Financial
 - Accounting
 - Payroll

Each department will be looking to hire the following people:

- CRM: 1 CRM director, 2-3 support executives
- Marketing: 1 marketing director, 1 affiliate manager, 1 marketing executive
- Financial: 1 finances director

The Managing Director will be leading this team of 8-9 people.

Better World N.V. will enter a white label software solution agreement with Universal Software Solutions N.V. (trading as "Pronetgaming"). Therefore, all betting operations as well as technology management, payment solutions and technical development/maintenance will be outsourced fully to this company.

There will be no server structure for the company because it will use Pronetgaming (Universal Software Solutions N.V.) technical systems and those are already established in Curacao and Cyprus.

The company will operate under www.restbet.com & www.betpas.com and also acquire a player database. The purchases of the domain and the database as well as the marketing budget are going to be the initial investments of the company.

OFFICES

Better World N.V. headquarters will be in the Cyprus and all staff will be hired remotely or within Cyprus depending on the skills and requirements.

TARGET MARKETS

Better World N.V. will be targeting players from permitted European countries.

FINANCIAL PROJECTIONS

Better World N.V. is expecting a net small profit or small loss for the first year and a slight profit for the second year. A decent profit is expected as the 3rd year projection and a ROI is probable at the end of the 4th year.

	Year 1	Year 2	Year 3
New Players	4500	1600	1900
Total Players	4500	6100	8000
ARPU	€50	€55	€60
Total Revenue	€225,000	€335,500	€480,500
CEO	€40,000	€44,000	€48,000
CRM Director	€26,000	€28,000	€30,000
Affiliate Manager	€25,000	€28,000	€32,000
Financial Director	€28,000	€30,000	€32,000
Support Exec	€24,000	€27,000	€29,000
SEO	€17,000	€18,000	€20,000
Bonus Costs	€15,000	€16,000	€19,000
Payment Comm.	€14,500	€15,000	€17,000
Affiliates	€13,000	€14,000	€14,500
Total Expenses	€146,500	€220,000	€241,500
Profit	€78,500	€115,500	€239,000