

BUSINESS PLAN

BETTER WORLD N.V.

1. Overview business

Our company has been active in the online gaming industry since 2014 and aims to continue a leading position in Eastern Europe and Turkic regions online betting and gaming industry by leveraging multiple brand domains that cater to diverse customer preferences.

We will offer a safe, reliable, and engaging platform for sports betting, casino games, and other online gaming experiences.

Our strategy involves local market adaptation, innovative features, and targeted marketing.

Existing Markets: International, with a growing footprint in Turkic regions.

Domains: betpas.com, gizabet.com, goldenbahis.com, interbahis.com, restbet.com, teslabahis.com, tulipbet.com, verabet.com, hipbet.com

Business Objectives

- Operate and launch new multiple branded gaming websites
- Ensure compliance with relevant gaming regulations
- Build a responsible gaming environment.

Strategic Goals

- Leverage 10+ years of operational experience to solidify brand trust.
- Launch and establish new domains catering to Turkish-speaking players.
- Expand customer base in Turkic regions by 50% within 12-18 months.
- Increase revenue streams through diversified brands and targeted marketing.
- Ensure full regulatory compliance and promote responsible gaming.

2. Business forecasts for 3 years

Financial Plan

Revenue Streams:

- Betting commissions and margins.
- Casino game profits.
- Advertising and promotional collaborations.
- Affiliate marketing commissions.

Financial Projections

Year	Revenue (USD, Millions)	Operating Costs	Net Profit
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2026	38.7	35.2	3.5
2027	40.6	36.6	4.1
2028	42.6	38.0	4.7

Investment & Cost

- Platform Optimization & Localization: ~\$400,000 to customize user experience and integrate new payment methods.
- Regulatory Licensing & Compliance: ~\$200,000 for applying and renewing licenses.
- Marketing & Customer Acquisition: ~\$300,000 to target Turkish-speaking users.
- Development & Deployment of New Domains: \$300,000+ for branding, server deployment, and SEO.

3. Overview of intended strategy for business growth

Market Position & Competitive Advantage

- Proven Track Record: 10+ years of reliable service and platform stability.
 - Customer Base: Strong existing user data and insights.
 - Technological Expertise: Established platform infrastructure with scalable features.
 - Brand Diversification: Multiple domain brands tailored for various segments.
 - Market Knowledge: In-depth understanding of Turkish customer preferences and regulations.
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Domains and Brands Strategy

- **betpas.com:** Main brand focusing on sports betting.
 - **gizabet.com:** Casino and slot games platform.
 - **goldenbahis.com:** Premium betting experience.
 - **interbahis.com:** International sports and casino markets.
 - **restbet.com:** Reseller and referral betting network.
 - **teslabahis.com:** Esports and innovative betting.
 - **tulipbet.com:** Themed around cultural symbols, targeting niche markets.
 - **mudobet.com:** Mobile-first betting platform.
 - **verabet.com:** Verified, trustworthy betting environment.
 - **hipbet.com:** Trend-driven platform.
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Marketing and Customer Acquisition

- Digital marketing campaigns via social media, influencers, and SEO.
- Promotions, bonuses, and loyalty programs.
- Collaborations with Turkish sports clubs and events.
- Focus on responsible gaming education.

Marketing Plan Details

Objectives:

- Build brand awareness across multiple regions.
- Drive traffic to all domains.
- Convert visitors into active, loyal users.
- Promote responsible gaming.

Strategies:

- **Digital Advertising:** Google Ads, Facebook, and Instagram campaigns targeting Turkish-speaking users.
- **Affiliate Marketing:** Partner with Turkish sports clubs, influencers, and local websites.
- **Promotions:** Welcome bonuses, deposit matches, free bets, and tournaments.
- **Localized Content:** Turkish language support, culturally relevant themes.
- **Mobile Optimization:** With >70% users on mobile, prioritize an app and mobile-friendly website.
- **Social Media Engagement:** Regular updates, betting tips, live match coverage.

Operations Plan

- Regulatory compliance by obtaining necessary licenses.
- Development of secure, scalable, and user-friendly platforms.
- Customer support teams fluent in Turkish.
- Payment integration with local banks and e-wallets.

SWOT Analysis:

Strengths	Weaknesses	Opportunities	Threats
Diverse domain portfolio enhancing market reach	Heavy reliance on Curacao license which may limit some regions	Expansion into new markets with growing online gambling demand	Regulatory changes in key markets possibly restricting operations
Established licensing and compliance framework	Intense competition in online gaming industry	Technological advancements allowing innovative gaming features	Cybersecurity threats and fraud risks
Wide range of gaming options appealing to various customer segments	High marketing and customer acquisition costs	Strategic partnerships and affiliates can boost growth	Changes in tax and licensing laws affecting profitability
Strong brand recognition across multiple domains	Potential for brand dilution without proper brand management	Rise of eSports and virtual gaming as new revenue streams	Payment processing disruptions or restrictions

4. Key suppliers and material dependencies

Bank: Paymix Pro (Finance Incorporated Limited)

Platform provider: Pronet Gaming, full turnkey solution

The Company is very stable and has sufficient capital to fund the Company.

5. Risk evaluation and management:

Risk Analysis

- Regulatory changes in operating jurisdictions.
- Market competition.
- Currency and payment fluctuations.
- Responsible gambling and social responsibility risks.

6. Legal and governance framework:

- Law of Curacao is applicable
- Continuous monitoring of legal landscape for updates

7. Target KPI and business objectives:

Measurement KPIs:

- Website traffic.
- Conversion rate.
- Customer lifetime value.
- Customer acquisition cost.
- Retention rate.

External Partnerships:

- Licensing agencies.
- Payment processors.
- Marketing agencies.
- Local legal advisors.

8. Policies and Procedures:

- Business Continuity Plan (BCP):
 - Clear documentation of critical processes, responsible personnel, and contingency steps.
 - Regular testing of backup procedures, disaster recovery drills.
- Disaster Recovery and IT Resilience:
 - Use of redundant data centers, cloud-based failover systems.
 - Regular data backups, off-site storage, and fast recovery protocols.
- Operational Risks:
 - Monitoring of system performance; pre-emptive maintenance schedules.
 - Clear escalation procedures for technical failures or service interruptions.

- Financial Loss Control:
 - Strict financial controls and audit processes to prevent fraud and misappropriation.
- Training & Awareness:
 - Regular staff training on security, data handling, emergency procedures.
- Vendor & Supplier Risk Management:
 - Diversification of technology, payment, and content suppliers.
 - SLAs with penalty clauses for non-performance or interruption.

Conclusion

Building on a decade of operational excellence, this expansion plan aims to capture Eastern Europe and Turkic regions lucrative online gaming market by launching localized brands under the new domains.

With strategic investments, local market expertise, and a focus on responsible gaming, the company can significantly increase revenue and reinforce its leadership position.
