

BUSINESS PLAN

Executive Summary

Explore opportunities in Latin American markets. Brazil and Mexico as main focus. Investment on digital marketing as well as on creating an affiliate network to expand the business.

Financing Summary

Activities Performed: online Sports betting.

Where: Brazil and South America as primary markets.

Contact person: GILMAR DAMACENO

Products and Services Overview

URL: www.betsul.com

Games: providers such as Microgaming, BetSoft gaming, Vibra Gaming, BingoSoft, Netent, Betradar, Zitro Interactive, etc...

Payment Processing: VCréditos, Pay4Fun, Skrill, Astropaycard, Boleto Bancario, VISA/Mastercard, etc...

Customer Support: We will establish our own Online Customer Support in Buenos Aires – Argentina.

Providers: NetRefer (affiliate system), Optimove (automated CRM), SilverPop (Email marketing), Liveperson (chat),

Strategic Analysis

Regarding Brazil, I plan to invest and launch a sports betting website, that is under regulation of the industry in late 2020. We plan to use most common local payment methods.

Marketing Plan

Target Markets: Brazil and South America

Proposed Marketing Activities: Digital Online Media, blogs, use current gambling local affiliates and create a new affiliate network in Brazil (Portuguese) and South America(Spanish) for the local gambling market.

Personnel Plan

Personnel: we plan to start creating and train a customer support team, then hire a digital marketing expert at first stage. Next phase, in 3 months, we will hire an affiliate manager to operate Netrefer system and a CRM expert to operate Optimove's system.

Financial Plan

	YEAR 1	YEAR 2	YEAR 2
TOTAL REVENUE	\$1.000.000,00	\$2.000.000,00	\$4.000.000,00
TOTAL EXPENSES	\$1.100.000,00	\$1.650.000,00	\$3.400.000,00
NET RESULT	\$-100.000,00	\$350.000,00	\$600.000,00
INVESTMENTS	\$100.000,00	\$150.000,00	\$200.000,00
PROFIT MARGINS(%)	-100%	233%	300%

Financial Plan with Monthly Financials

	MONTH	YEAR 1	YEAR 2	YEAR 3	MONTH	YEAR 1	YEAR 2	YEAR 3
TOTAL REVENUE 1		\$30.000,00	\$120.000,00	\$240.000,00	7	\$90.000,00	\$180.000,00	\$340.000,00
TOTAL EXPENSES		\$40.000,00	\$120.000,00	\$220.000,00		\$120.000,00	\$140.000,00	\$300.000,00
NET RESULT		\$-10.000,00	\$-	\$20.000,00		\$-30.000,00	\$40.000,00	\$40.000,00
TOTAL INVESTMENTS		\$10.000,00	\$20.000,00	\$10.000,00		\$5.000,00	\$10.000,00	\$20.000,00
TOTAL REVENUE 2		\$50.000,00	\$120.000,00	\$240.000,00	8	\$100.000,00	\$200.000,00	\$340.000,00
TOTAL EXPENSES		\$40.000,00	\$130.000,00	\$220.000,00		\$120.000,00	\$140.000,00	\$300.000,00
NET RESULT		\$10.000,00	\$-10.000,00	\$20.000,00		\$-20.000,00	\$60.000,00	\$40.000,00
TOTAL INVESTMENTS		\$20.000,00	\$20.000,00	\$10.000,00		\$5.000,00	\$10.000,00	\$20.000,00
TOTAL REVENUE 3		\$50.000,00	\$140.000,00	\$260.000,00	9	\$100.000,00	\$200.000,00	\$360.000,00
TOTAL EXPENSES		\$50.000,00	\$140.000,00	\$240.000,00		\$90.000,00	\$140.000,00	\$300.000,00
NET RESULT		\$-	\$-	\$20.000,00		\$10.000,00	\$60.000,00	\$60.000,00
TOTAL INVESTMENTS		\$10.000,00	\$20.000,00	\$10.000,00		\$5.000,00	\$10.000,00	\$20.000,00
TOTAL REVENUE 4		\$70.000,00	\$140.000,00	\$280.000,00	10	\$100.000,00	\$200.000,00	\$400.000,00
TOTAL EXPENSES		\$50.000,00	\$140.000,00	\$240.000,00		\$120.000,00	\$140.000,00	\$340.000,00
NET RESULT		\$20.000,00	\$-	\$40.000,00		\$-20.000,00	\$60.000,00	\$60.000,00
TOTAL INVESTMENTS		\$10.000,00	\$10.000,00	\$10.000,00		\$5.000,00	\$10.000,00	\$20.000,00
TOTAL REVENUE 5		\$80.000,00	\$140.000,00	\$280.000,00	11	\$120.000,00	\$200.000,00	\$460.000,00
TOTAL EXPENSES		\$110.000,00	\$140.000,00	\$240.000,00		\$120.000,00	\$140.000,00	\$340.000,00
NET RESULT		\$-30.000,00	\$-	\$40.000,00		\$-	\$60.000,00	\$120.000,00
TOTAL INVESTMENTS		\$10.000,00	\$10.000,00	\$10.000,00		\$5.000,00	\$10.000,00	\$20.000,00
TOTAL REVENUE 6		\$90.000,00	\$160.000,00	\$300.000,00	12	\$120.000,00	\$200.000,00	\$500.000,00
TOTAL EXPENSES		\$120.000,00	\$140.000,00	\$260.000,00		\$120.000,00	\$140.000,00	\$400.000,00
NET RESULT		\$-30.000,00	\$20.000,00	\$40.000,00		\$-	\$60.000,00	\$100.000,00
TOTAL INVESTMENTS		\$10.000,00	\$10.000,00	\$10.000,00		\$5.000,00	\$10.000,00	\$30.000,00
				YEAR 1		TOTAL		YEAR 3
		TOTAL REVENUE		\$1.000.000,00		YEAR 2		\$4.000.000,00
		TOTAL EXPENSES		\$1.100.000,00		\$1.650.000,00		\$3.400.000,00
		NET RESULT		\$-100.000,00		\$350.000,00		\$600.000,00

TOTAL INVESTMENTS	\$100.000,00	\$150.000,00	\$200.000,00
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