

Sefiarray B.V

Betti.com, Casinoways.com

Executive Summary

Opportunity

- Problem Summary

There are plenty of Casino operators in the world, offering the same bonuses, the same promotions and same games. Most of them are focusing on selling bonuses with wager requirements, which for users are hard to understand, still this is the one single message Casinos use to attract new players to test their product.

- Solution Summary

Our websites Betti.com and Casinoways.com will answer all the needs of being a fair, transparent and honest Casino, not only for players who are familiar with the industry, but will also address users who just want to have fun and knowledge of the gaming industry is limited.

- Market Summary

Our websites are for users between 18-55 years old who would like to feel the excitement with the Casino product, where there is no small print, catches, and everything is presented in a friendly, straight forward environment.

- Competition

There is a big competition for Casino users and our sites Betti.com and Casinoways.com will join big operators and compete with Casumo.com, LeoVegas.com and Betsson.com etc.

- Why Us?

Our online casinos will not just be another website offering welcome bonus hiding behind fine print, instead it will offer a unique product which will address different segments of players, from totally beginners to more advanced users. For each segment our Casinos will have tailored dedicated product features and straightforward offers. Even if the actual games are the same for all operators, we plan to offer something new on how to interact with users through different technical solutions and messages.

Problem & Solution

- Problem Worth Solving

- Huge competition and extreme marketing costs. The marketing in the Casino industry is generic, irrelevant and highly inefficient. Most operators go for huge deposit bonus offers in a way that new players can't understand. The relation between user and Casino is infected from the first deposit bonus. Players can use funds to play with, but not withdraw possible winnings until wagering is completed.

- Industry dependency on affiliates for traffic are decreasing profits. Technical platforms and it-development are outdated. CPA is constantly increasing in almost all markets.
- Our Solution
 - Focused and targeted marketing strategy via the most important channels (PPC, Programmatic, Media, Affiliation with reasonable levels, SEO) which leads to lower cost per acquisition (CPA).
 - Unique product features for marketing needs in all markets our website betti.com will operate in. By offering a transparent product we believe players will find Betti.com to be the Casino worth their trust.
 - Clear and transparent communication will help us to grow by lower CPA and higher retention rates.

Target Market

Markets Betti will operate in European countries as Finland, Norway, Germany and Japan with a general offering.

Competition

- Current
 - Big variety of operators (over 300 active) with the big names like Betsson, Leo Vegas, Casumo, Comeon or Vera&John.
 - Germany – Big market rapidly growing for the Casino industry with new incomers like Wunderino or big names like Comeon.
 - Japan – Big value market with lots of Casinos coming in like Wunderino or Cherry Group.
 - Great opportunity for the general EU market as players seek operators with attractive product offerings and cashback possibilities.
- Our Advantages
 - Unique product designed for the markets we start in, local approach for marketing via the most important channels. Our team has extensive experience from operating the leading brands on our target market.
 - Modern design of Betti.com and Casinoways.com with unique technical features.
 - Unique, segmented, tailored approach for retention.

Execution

- Marketing Acquisition Plan
 - Programmatic buying to our target groups
 - Buying multi platform real time
 - PPC advertising
 - SEO network to build with inhouse competence
 - Video ads direct to target audiences in native languages
 - Premium marketing builds brand awareness organically
 - Affiliation through our extensive network
- Marketing Retention Plan
 - Segmentation of players per market
 - Data and analysis driven approach
 - Daily, weekly, monthly promotions to reduce churn

- Leaderboards and tournaments for active players
- Anti-churn actions (reactivation by email, sms)

Company

Overview

Our company is built by key experts. Business as such will be split for marketing acquisition purposes and marketing retention (Operation). Other channels such as Regulatory and Legal, Finance, Customer Service, Development, will be an integral part of two teams running the business on a daily basis.



Expectations Going Forward

With already well converting casinos and procedures in place which handles CRM, we will initially push traffic from our own traffic channels. Once the product has been approved and player value acceptable we will invest in marketing and offer competitive CPA and Hybrid deals.

- Continue to produce ~1,000 NDC's per month from our own traffic sources and key partners
- Marketing budget of +€400,000 including costs of affiliation
- Cash at hands on Mar 26, 2024 is EUR 1.8 million

We expect an ROI of 4-6 months with a gradual increase in marketing expenses (~30% of NGW) and exposure for the casino over time. With an incremental marketing strategy for the casino, customer retention and expected growth we will aim to have ~10,000 active players/month within 12-18 months of operations.

If the casino converts and we can reach industry standard player value this should result in monthly deposit levels of ~€3-6 million.