



BetHype

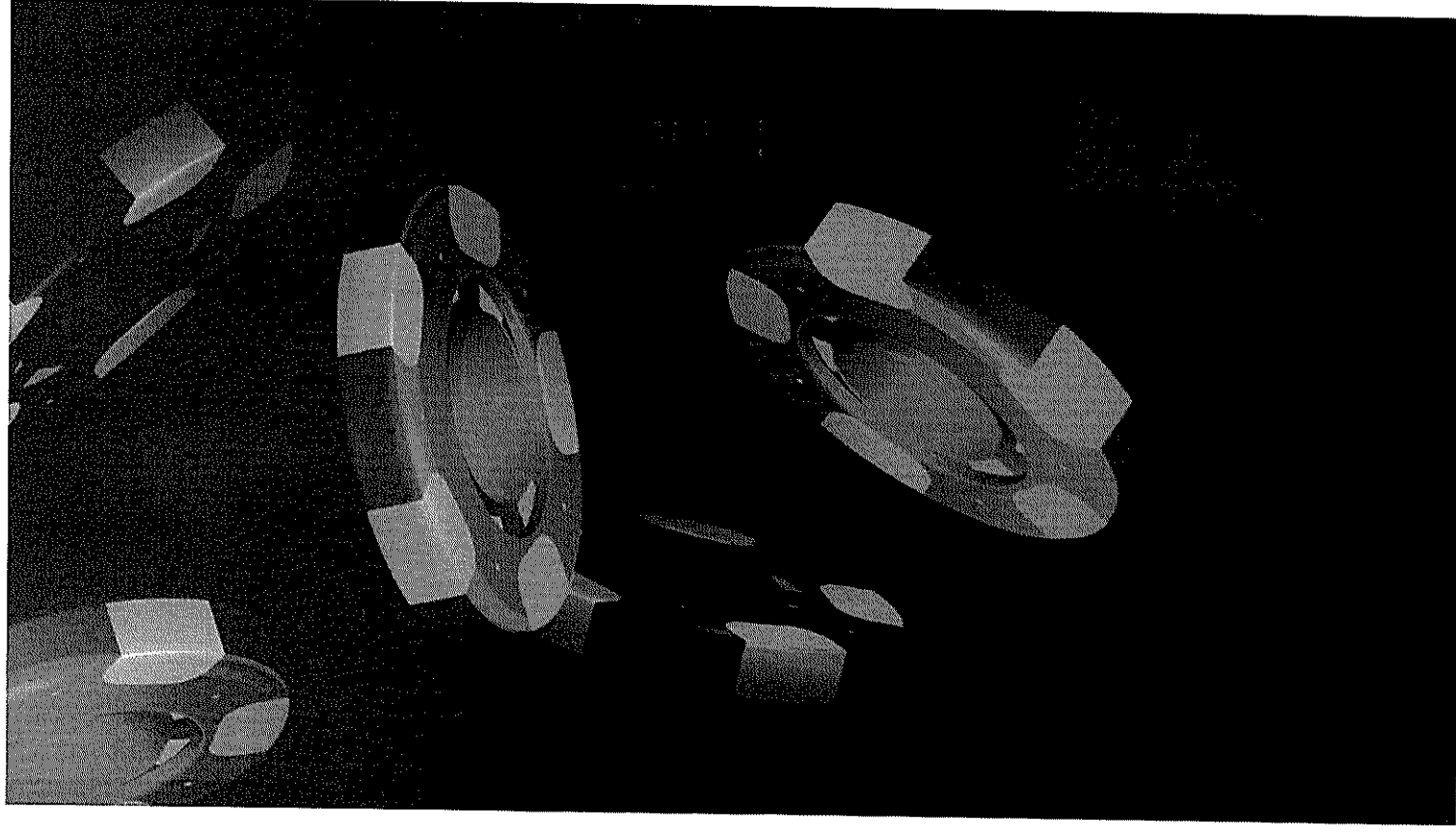
Power-up your play!

BETHYPE BUSINESS PLAN OVERVIEW

BetHype is a new and exciting online cryptocurrency casino focussed on Slots, Live Games, and Sports betting set to launch in Q1 of 2024. BetHype blends an exciting range of trusted gaming experiences with a cutting-edge user experience, fast and secure technology, and second to none customer service and experience.

Founded by an experienced and innovative team with previous experience in iGaming, Crypto currency, Software and game development, Cyber security, Branding and Marketing, and management regulated businesses, we aim to become an market leader and disruptor in the fast growing gaming sector.

Whilst we have big and bold ambition we have a careful and considered 18-month roll-out plan to ensure we create solid foundations for a robust, secure, scalable business. We are fully funded and have a \$2,500,000 bank roll facility against our risk book. We are finalising system testing and securing marketing strategies ready to start our soft-launch phase.



GOALS & VISION

BethHype's short term goals are to successfully launch with Slots, Live Games, and a fully functioning rake-back system to keep player retention while keeping up with competitive crypto casino's.

Our long term goals are to innovate and revolutionize a new proprietary BethHype games and Sports betting,

Values:

- Customers First - We believe in great customer service and experience to build a brilliant brand.
- Entertainment and excitement - We exist to bring our customers these things and never forget it.
- Innovation - We believe in innovation and embrace it in all we do where it benefits our customers.
- TTRF - Trusted, Transparent, Responsible and Fair are values at the core of everything we do.

THE PLATFORM

We have developed a slick and seamless digital experience across mobile and desktop for our customers. Fusing fast, solid, and secure micro-service driven system and code base, data insights and anomaly detection, scalable and robust elastic infrastructure, a reliable multi-currency crypto payment and withdrawal system, and a expanding selection of the most exciting games from leading providers.

Our system is split across 3 core layers; Front-end: Javascript/Typescript. React, Material UI. Back-end: NodeJS, Express, PostgreSQL. Infrastructure: AWS, ECS, Docker. Providing a modern, secure and scalable technology stack.

Control and transparency - Our Admin & Control panel offers complete transparency and control of the system with pause and kill switches . The system also offer security through role permissions for admin users.

Crypto Security - We are integrating with Chainalysis to analyse all wallets used to deposit into our system. We will block users sending funds from wallets which are deemed 'black' or 'suspicious' until they complete a full KYC disclosure process.

Suspicious activity prevention - During soft-launch we will start to develop our data dashboards and anomaly detection engine to help use spot, automate, and prevent suspicious activity.



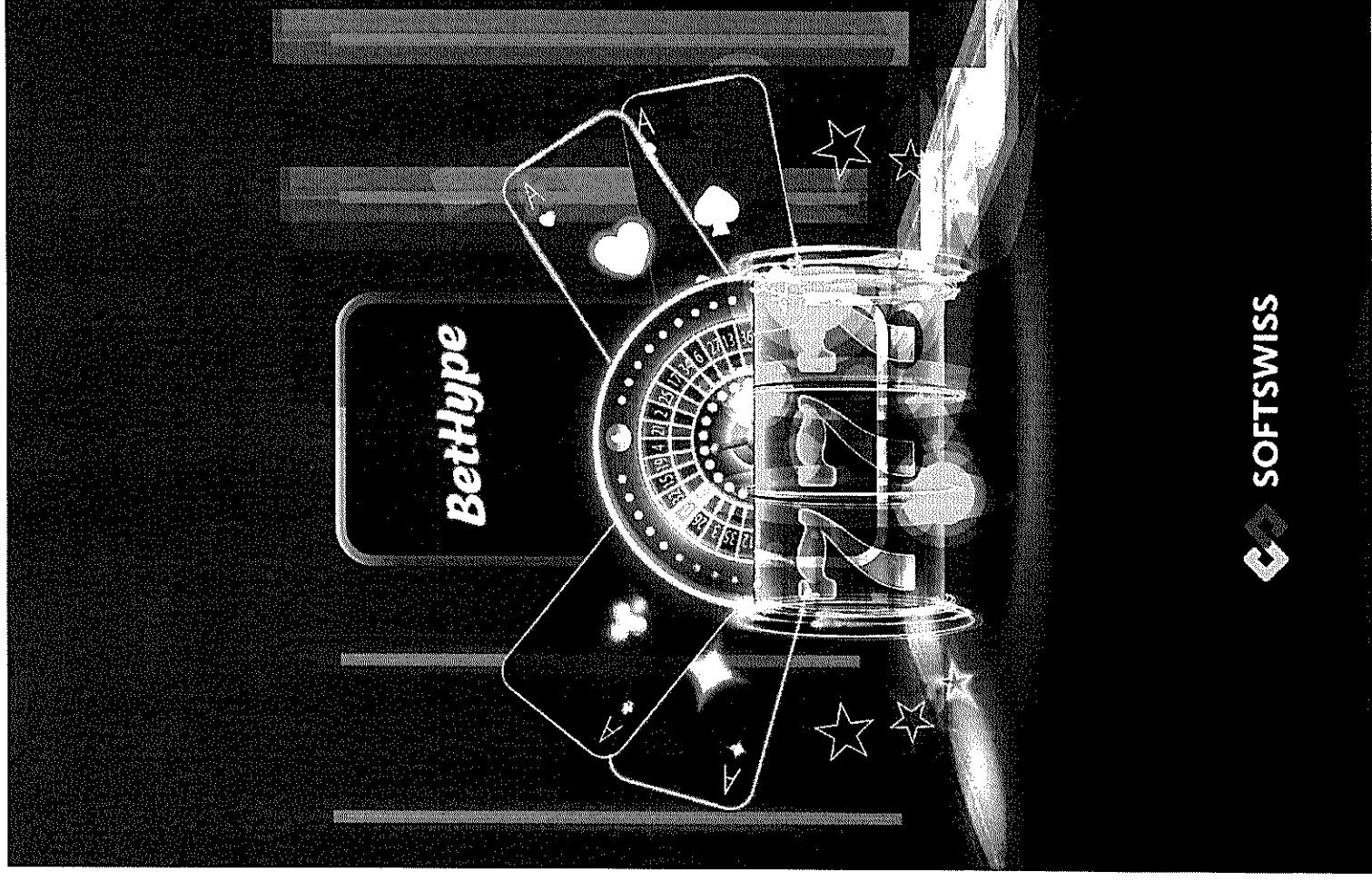
OUR GAMES

We are currently integrated with and approved by SoftSwiss to deliver an exciting library of over 3000 games and experiences to our customers. Post our soft-launch we plan to expand our provider integrations to offer more leading brand and games.

As well as expanding our provider games we will also be developing a number of traditional and innovative and novel proprietary games to give us a unique edge and offering to our customers.

Beyond this we have bold visions and plans to expand our offering and continue to offer an ever expanding array of ways to game with BetHype and Power-up your Game!

We will also be developing a innovative rewards, affiliate and promotions systems to support and engage our users and to provide as fun and fair casino experience as possible.



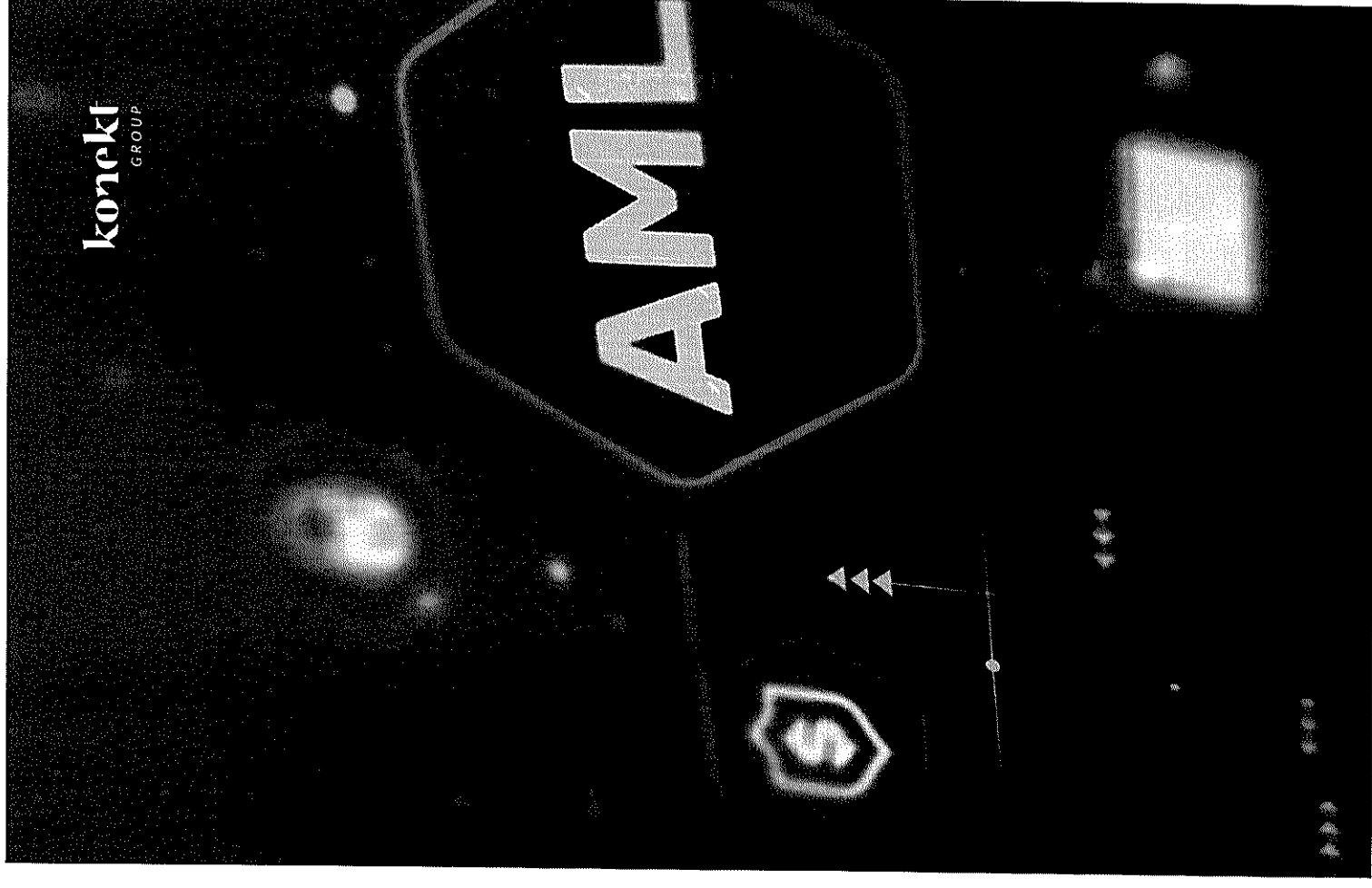
COMPLIANCE AND SECURITY

As a regulated business who rely on our customer to trust us, and the fairness of our services we take compliance, governance, and security very seriously. Supported by our corporate partner eMoore, our team has extensive experience of software development and cyber security, as well as managing and marketing regulated businesses.

We have developed an extensive set of policies and processes to manage and govern the business. These include AML and KYC policies which support an open and operable environment for our business whilst ensuring we have robust and tested processes in place to block any suspicious AML, transaction, or account based instances or incidents.

Whilst operating an open door account registration and deposit policy we will safe-guard the business by requiring KYC checks to authorise payments above 2000 euros. We will be working with leading crypto compliance and wallet analysis providers to analyse our crypto payments and connected wallets.

Our system is PEN tested by a CHECK approved cyber security partner. Our Infrastructure is provided by a leading provider AWS and managed by an experienced team who regularly manage high secure systems for regulated financial businesses.



RISK MITIGATIONS

KYC/AML

Our policies and processes have been designed to minimise KYC and AML risks through a blend of third-party technology providers, internal policies and processes, and data lead automations and alerts built into our systems.

Chainalysis

We are integrating with leading provider for crypto payment & wallet analysis and compliance data and insights.

Anomaly Detection

We are developing anomaly detections engines and automations to enhance and inform our policies and procedures and further reduces compliance risk to the business.

System controls

Our system is designed with robust user privileges and controls for our internal risk controls and also with extensive user and system controls to allow us to perform key critical system wide or user/game/currency specific security controls as defined by our disaster and recovery policies.

Funded & Bank rolled

We are funded and bank rolled for \$2.5m of risk, our system are designed to minimise our exposure to below this threshold.

IP & Territory Hard Blocking

We will hard block jurisdictions which are not compliant.

CHECK Cyber Security Partner

We work with BulletProof, a leading CHECK approved cyber security partner to PEN test and approve our system and provide DR consultancy and emergency support.

D&R Policies & Rehearsals

Our Disaster and Recovery policies will not be static documents and will evolve with our system and team. They will also not be theoretical and will be tested with D&R recovery rehearsals to ensure they are robust under real-world conditions and that our team are sufficiently trained to perform them, as well as how to avoid them.

Great customer service

We are people and pride our company on being approachable and helpful, we aim to layer a human interface to who are trained not only to support users but ensure compliance.

Robust Business & Indemnity Insurance

We will seek the highest level of risk mitigation from suitable and available business, indemnity, and D&O insurance for the business.

KEY LAUNCH PHASES

We will break our roll-out plan into three key stages to ensure we are building on solid foundations and create a secure, trustworthy and scalable business from day one.

SOFT LAUNCH

Phase 01 - Soft-launch

- Soft launch to limited audience and marketing
- Real-world security and compliance test ahead of full launch
- Test all data connections and third-party services
- Test all DR and security policies in soft-launch

LAUNCH

Phase 02 - Launch

- Launch full marketing campaign post soft-launch testing
- Implement Influencer marketing programme
- Build automated anomaly detection engine and KPI dashboards

GROWTH

Phase 03

- Increase marketing activities and optimise on data & KPI feedback
- Widen marketing geographic reach within limitations of regulation

TARGET AUDIENCE & GEOGRAPHIC CATCHMENT

Who our customers?

Customer Profile:

The CRM will provide the backbone to a scalable marketing ecosystem; binding all customer interactions across OPAL platforms, micro-sites and marketing channels together. It will provide a hands free way to engage clients 24/7; scaling the OPAL teams' capabilities to service more clients whilst reducing churn and driving down the cost per acquisition of new accounts.

Our target audience is primarily users that are active in the iGaming space that enjoy gambling with Cryptocurrency. Exclusions is something we take very seriously, and will actively update our current list when prompted.

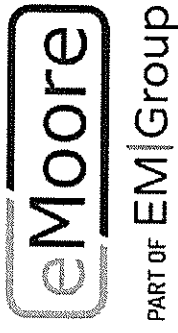
Target geographic locations:

BeyHype will be a Global business by the nature of it being a 'pure-player' digital business, and heighten by being a crypto business. As such we will be available to a global audience. We will hard block areas listed below which are not allowed under our regulations to ensure compliance. Outside of these areas we will market to a global audience focussing on areas we are best suited with our customer support teams and website language options.

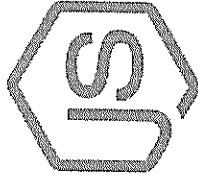
Our current blocked areas are:

- America and its territories
- France and its territories
- Netherlands and its territories and countries that form the Kingdom of Netherlands, including Bonaire, Sint Eustatius, Saba, Aruba, Curaçao and Sint Maarten, Australia and its territories,
- United Kingdom of Great Britain and Northern Ireland
- Spain, Cyprus.

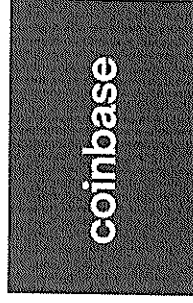
OUR PARTNERS



SOFTSWISS

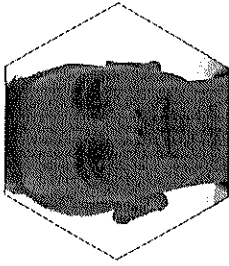


Evolution



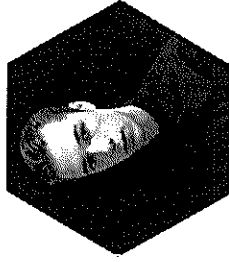
Fireblocks

THE LEADERSHIP TEAM



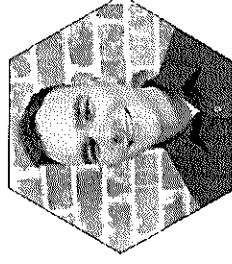
FELIX ROMER

Felix leads our advisory board. The founder of leading crypto casino Gamdom.com, Felix has extensive industry experience and over 6 years experience in the iGaming space. Felix has built a successful crypto gambling casino, and angel invested in other start up companies involved in the iGaming space..



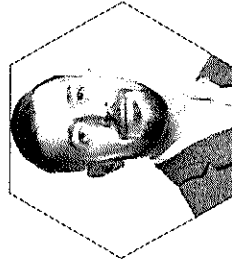
MAX HURLEY

Max is BetHype's head of marketing. He has developed experience in marketing and customer growth within the iGaming industry over the past 5 years. Max has previously worked in marketing with other gambling casino's such as Gamdom.com, and Rustreaper.com.



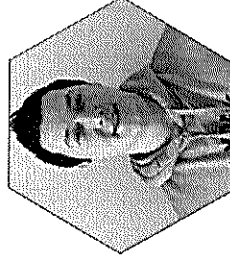
MASSIMO DELLARATTA

Massimo is the head of Operations for BetHype. He has extensive experience working with companies to integrate gaming applications to casinos, and will bring this and his focus on operations to crypto. Max is also a crypto and blockchain specialist.



JAMES TOWNING

James leads corporate governance, finance, & compliance. As a Founder & CEO of the Konekt Group he has 20+ years experience in business management, strategy, & operations. He has worked with clients from royal charities, celebrities, corporate businesses such as Microsoft, British Airways and Ricoh.

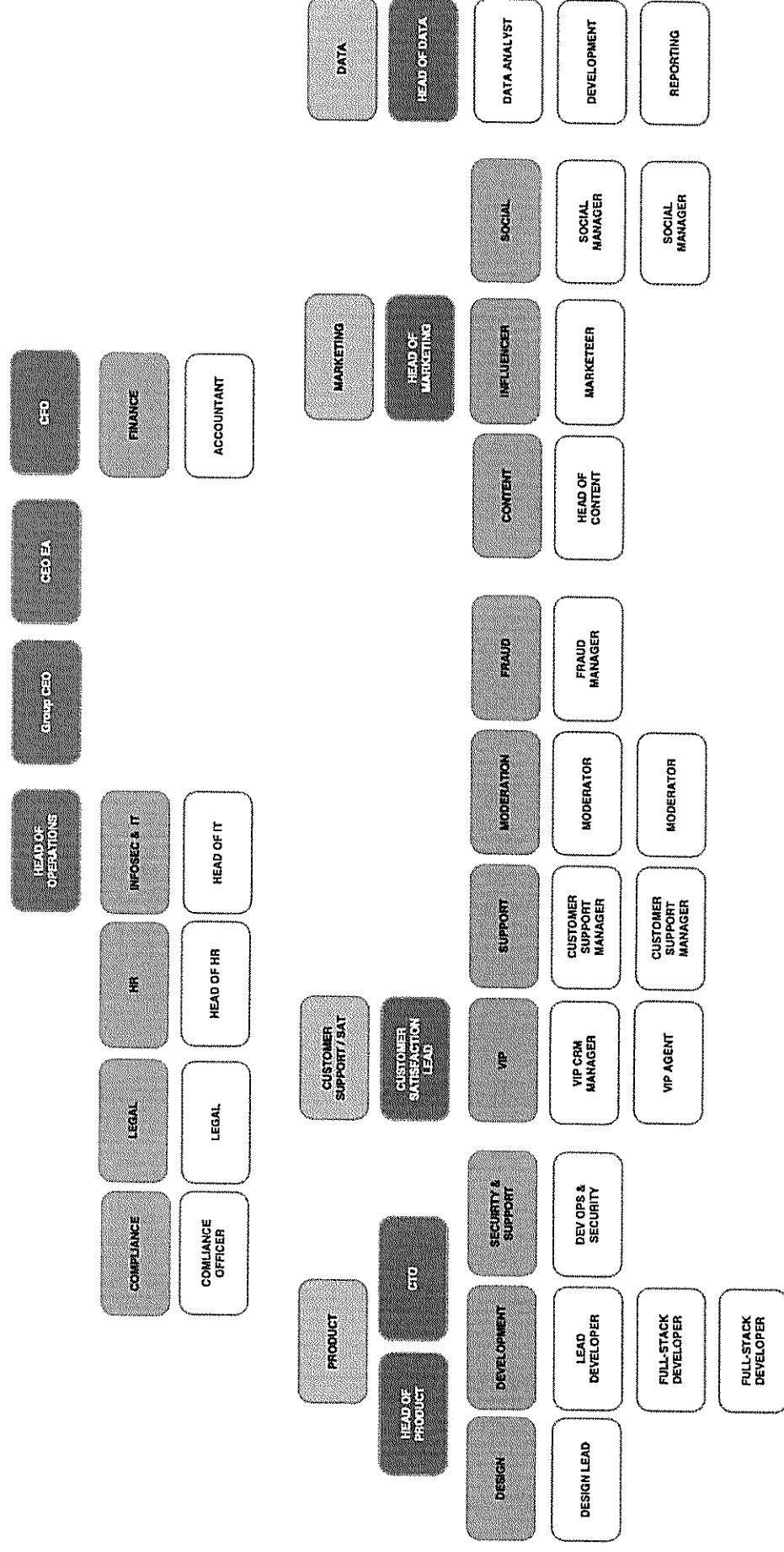


BUDDY JANSEN

Buddy is the CTO and Lead Developer of BetHype. He is well versed in both Front-end, and Backend, with over 10 years experience as a professional developer. Buddy has worked for previous crypto casinos in the past as a developer, and has built the software for his own casino from the ground up.

ORGANISATIONAL CHART

BetHype is an online cryptocurrency casino based around Slots, Live Games, and Sports betting. With having a team built off of individuals who have previous experience in Software development, iGaming, Marketing, Operations, and business management, we plan to successfully launch in the first quarter of 2024.



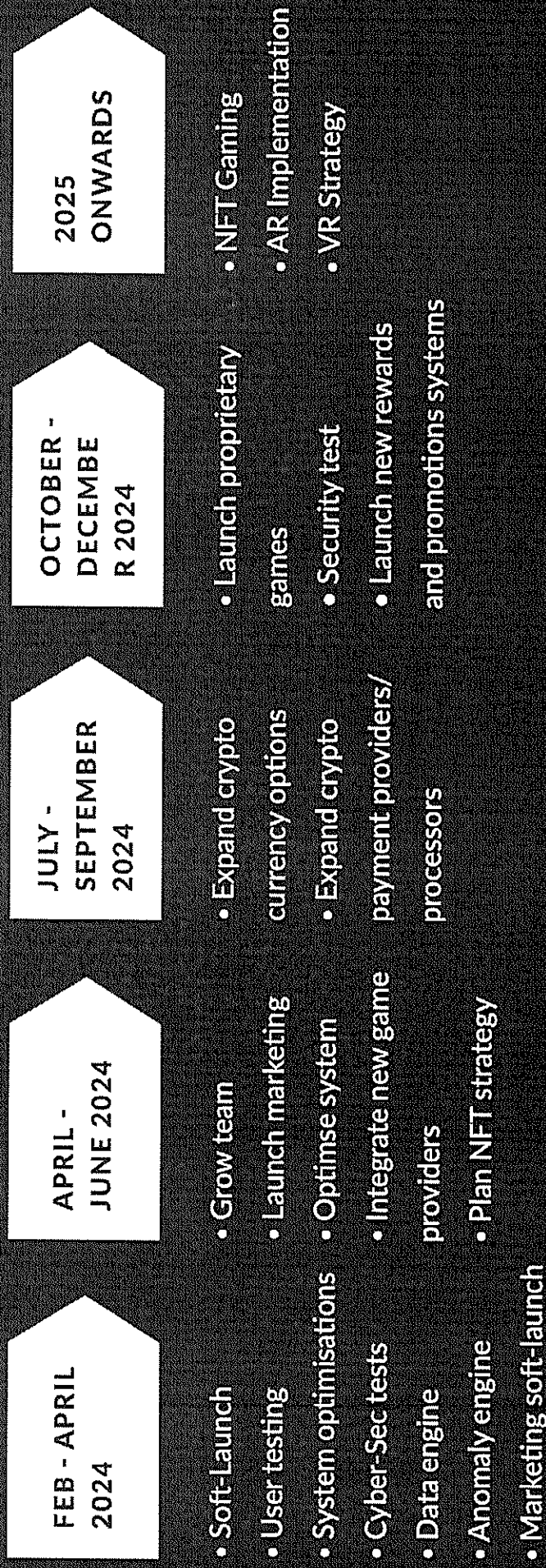
FINANCIALS

BetHype is fully funded and below our expected conservative year 1 financial projections:

	Q1	Q2	Q3	Q4
Revenue \$	175,500	275,500	375,500	450,000
Cost of sale \$	26,250	96,250	131,250	157,500
Overheads \$	201250	127,250	127,750	127,750
EBITDA \$	(52,500)	51,500	116,000	164,750

KEY EVENTS TIME-LINE

The four required strategy documents are defined and detailed below. These will become master strategy documents adopted by the company and will guide all activities of the annual workload.



BethHype

THANK YOU

www.bethype.com