



Business plan 2Go Enterprises N.V.

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1. **Overview of Business**

2Go Enterprises N.V. is an operating company in the online gaming market providing sports betting, video slot machines and live casino for the online customers playing from their desktop or mobile devices.

2Go Enterprises N.V. will serve its products as well to customers via land based shops which offer live streaming for the sports, terminals and pc's to place bets that can also get placed by the cashiers in these shops.

2Go Enterprises N.V. makes use of agent who hold structures, land based and online supplying the Betset platform to enjoy.

2Go Enterprises N.V. operates under the brand Betset and its services will be offered to the users via <https://www.bet-set.com>

For Betset 2Go Enterprises N.V. has chosen to obtain a label from Novusbet, a platform provider of a certified total gaming portfolio. <https://www.novusbet.com>

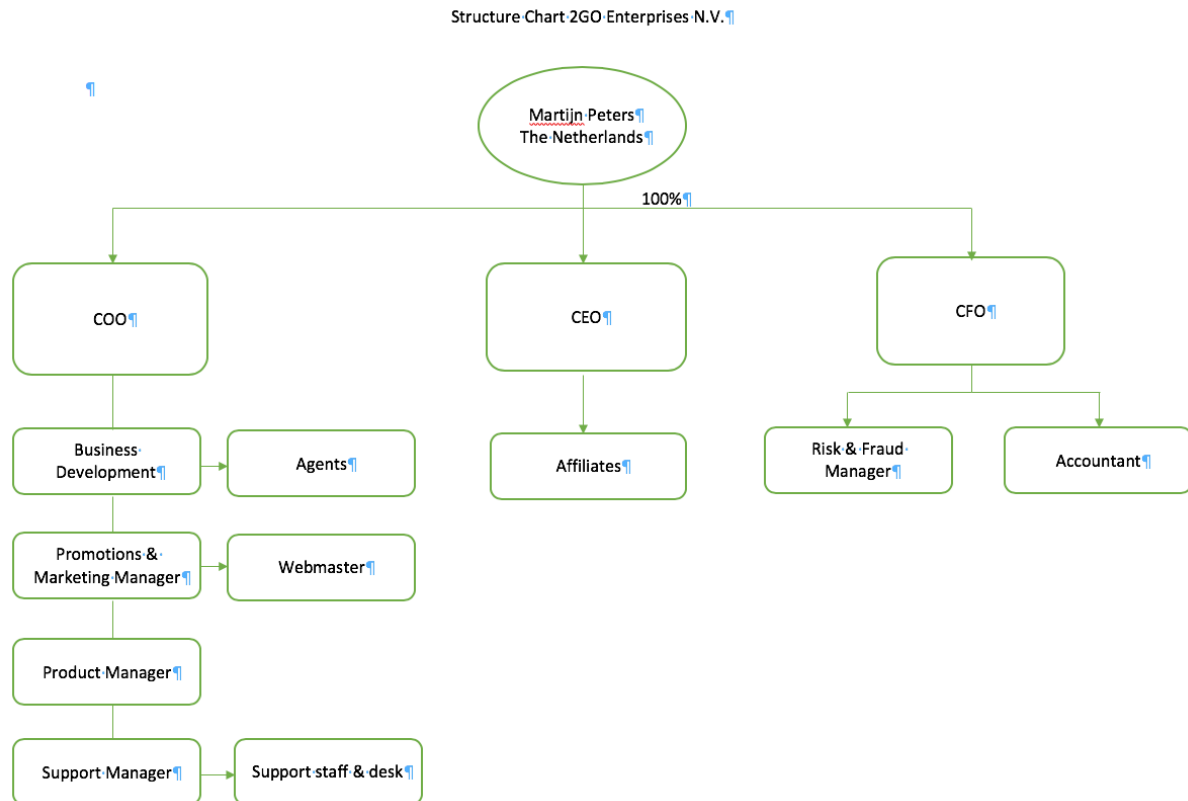
2. **2Go Enterprises N.V.'s vision**

Our company's mission is to provide an online solution targeting specific markets with sports betting, casino games and live casino.

One of our key elements is to offer the best possible customer service with pro-active, friendly and efficient professionals and most importantly, we demand from our customer service not to wait for clients to contact us as we will contact the customers.

As a Curaçao online gaming license enables our company to target markets on various continents it's important to customize the lobby with our products towards the local needs, wishes and requirements. For this reason Betset will be presented in different lobby formats exposing the locally favourites in a prominent manor.

3. Corporate Structure



4. Roles and responsibilities

CEO:

- in charge of overseeing all other executives and staff within the organization;
- keeps track of goals and policies, frequently deliberating with management;
- controlling business investments;
- responsible for legal matters;
- monitors the company's financial goals, objectives and budgets;
- responsible for quality control;
- has end responsibility of hiring and firing employees;
- is in charge of strategy of the company while frequently consulting with management;
- provides visionary and strategic leadership;
- provides adequate information to the partner/shareholder;
- directs staff, professional development, motivation, performance evaluation, policies and procedures.

COO:

- protects the confidentiality, integrity and availability of the company's data;
- communicates the company's strategy to management, staff and partners;
- selects, hires and terminates employment agreements;
- evaluates and recommends technologies;

- selects and registers domain names;
- manages business relationships;
- establishes work processes;
- implements and optimizes labour conditions;
- monitors operations of the company;

CFO:

- protects the confidentiality, integrity and availability of the company's data;
- communicates the company's strategy to management, staff and partners;
- selects, hires and terminates employment agreements;
- evaluates and recommends technologies;
- selects and registers domain names;
- manages business relationships;
- establishes work processes;
- implements and optimizes labour conditions;
- monitors operations of the company;

Business development manager:

- develops an online business strategy in collaboration with product and marketing managers.
- works with web designer to improve the site;
- approaches potential partners and agents and affiliates;
- analyses markets;;
- increases value of customers and attracts new customers;
- helps to develop marketing programs to increase sales;
- attends exhibitions and industry events;
- develops quotes and proposals for agents and partners

Marketing and promotions Manager:

- is in charge of reaching sales targets through effective planning and budgeting;
- manages all marketing for the company and activities within the marketing department;
- Develops marketing strategy for the company in line with company objective;
- is in charge of brand promotion;
- Co-ordinates marketing campaigns with sales activities;
- Overseeing the company's marketing budget;
- Creates and publishes all marketing material in line with marketing plans;
- Plans and implements promotional campaigns;
- Manages and improves lead generation campaigns, measuring results;
- Monitors and reports on effectiveness of marketing communications;
- Creates a wide range of different marketing materials;
- Works closely with design agencies and assists with new product launches;

Customer/support Manager:

- trains, coaches and helps personnel to develop their skills;
- Maintains expert knowledge of responsible gambling regulations;

- Monitors and reports on the effectiveness of interaction with at-risk customers;
- has end responsibility for written and verbal communication with customers;
- reports to COO;
- ensures smooth and efficient communication with customers;
- will take other duties assigned by the CEO.

Risk and fraud manager/agent:

- ensures that business transactions are in compliance with the law;
- implements fraud prevention strategy and sets up anti-fraud workflow in the company;
- implements a strategy regarding customer registration, verification, due diligence, KYC and AML policies and processes;
- plans and implements a long-term risk, fraud and payment strategy;
- monitors deposit behaviour and fraud patterns;
- responsible for measurements to reduce charge-backs, bonus abuse and reduce fraud;
- performs daily analysis on the fraud reports;
- monitors the payments processing function and ensures quickest possible turnaround times on customer withdrawals, approve payer pay-outs;

5. Funding

Funding is raised by salaries on professional activities for and profit from shares in an online games software development company. Part of the funds are brought in by the operational partners and a shareholder in the company.

6. Products

The skin provided by Novusbet contains almost all products Novusbet supplies. We have a wide variety of worldwide matches of pretty much all sports enabling players to place bets on half or end match results and many kind of side bets.

Our customers can enjoy the casino games from Amatic, Platipus, Pragmatic Play, Spinmatic, Habanero, Spinomenal, Evoplay, Booming and Gameart. We offer live casino Ezugi, Evolution, Vivo Gaming and Hollywood TV.

All products are in HTML5 or other formats enabling our customers to use our products on almost every device.

The servers are made available and controlled by Novusbet in a secure centralised, and backed-up system providing the necessary data storage and retrieval for the gaming system.

All software in use is licenced to our company via software licencing agreements with reputable software providers. A stable admin panel is provided by Novusbet.

7. Business Strategy

Company's mission is to offer fun and excitement to our customers with innovative and credible products. The strategic goal of the Company is to become a solid brand within the online gambling market.

Our company will offer popular casino games offering a high level of entertainment in the most innovative ways and in a highly secure space. We have added gaming products such as horse racing and a not yet very well-known casino and are constantly looking for additional locally well liked and monetizable products which our provider might not yet have available. We have been able to convince provider to integrate new products and are not reluctant to continue doing so.

Besides gaming products we have added other such as chat tools and sport overviews for which was big demand or desire from players.

We work with agents serving land based structures which generate substantial revenues.

As communication is an important tool resulting in loyal customers we enable our players to touch base with us and vice versa using:

- Live Chat
- Toll free phone number
- Emails
- Social Media

8. Target Markets

The Curacao License enables us to operate on a great range of jurisdictions. Our focus is on European countries and South America. On Certain Northern African countries we have the advantage of already serving a land based structure by supplying our products to a couple of local agents in Tunisia for example.

These agents promote our brand and make it available to local shops as the majority of people have no stable internet access nor the availability of common payment methods such as credit/debit cards or other means to perform online payments. By facilitating and accommodating players with strong internet in order to play, stream, and purchase credits via cashiers these shops generate substantial revenues with our products. The cashiers perform KYC checks.

9. SWOT Analysis

<u>Strengths:</u> - Experienced management - Extensive networks - International group - Substantial budget - Already successfully active	<u>Weakness:</u> - Product offering is not original as more operators make use of labels from the same provider with the same content
<u>Opportunities:</u> - Worldwide estimates indicating a rise in profits for online gaming - Penetrating new or not yet massively targeted markets	<u>Threats:</u> - Political decisions might affect the industry in the future - Strong competition - Miscellaneous such as Covid19

10. Marketing

Our company will enter into agreements with business partners for the promotion of our offering.

Our main focus will always be to acquire customers, retain them and convert them into loyal returning customers. B2C marketing will be carried out through direct marketing, promotions, affiliate programs, web banners, bonuses, promotional gifts, emails to prospective players and advertising on various media.

A VIP system is an important marketing tool as we provide different VIP levels depending on deposits. VIP players can get customizable bonuses, faster payouts, cashback, etc.

- Reviews of our casino
- Ranking
- Backlinks
- PPC stands for “pay-for-click”.
- SEO
- Forums
- Social Networks
- Mass media advertising
- Affiliate Program
- Newsletter
- Sponsorship

11. Financial Plan

Source of Capital

The sources of the required funds is coming from the CEO, other operational partners and the shareholder. This starting capital amounts around 350.000 euro and if necessary additional funds are available.

Financial Estimations

The estimated turnover for the 1st/2nd/3rd year is as follows:

- 1st year - 600.000 euro
- 2nd year - 1.000.000 euro
- 3rd year - 2.000.000 euro

Company`s forecast for the first business year is 400.000 euro expenses and 600 000 euro revenue.

Company`s forecast for the second business year is 700.000 euro expenses and 1.000.000 euro revenue.

Company`s forecast for the third business year is 1.000.000 euro expenses and 2.000.000 euro revenue.

Below an overview of the expectation on a monthly basis:

year	Amount monthly basis
1 st year	50,000.00
2 st year	83,333.33
3 st year	166,666.00

The initial expenses are considerably low as most of the time consuming and major licensing expenses have been covered. The majority of the initial expenses will be staffing, accommodation and purchasing equipment. Operating expenses, in the early stages, are relatively low. The expenses in medium to long term, the vast majority of investments required is in making the brand grow through marketing.