

Executive Summary:

Our sportsbetting business, founded in 2017 and launched in 2018, has experienced significant growth since its inception. With a focus on the Latin American market, we have successfully acquired an existing user base and achieved consistent revenue growth, averaging 20% annually. Notably, we have been cashflow positive since 2021 and profitable since 2023. Looking ahead, we plan to expand into new markets to diversify risk and accelerate our growth trajectory. Key aspects of our strategy include outsourcing tasks such as CRM, accounting, and marketing, as well as leveraging third-party platforms for our bookmaking, and casino content.

Company Overview:

Our journey began in 2017 with the founding of our sportsbetting business, which officially launched in 2018. Since then, we have capitalized on opportunities in the Latin American market, leveraging our expertise and resources to grow our user base and increase revenues year over year. By acquiring an existing user base and brand, we were able to jumpstart our growth and establish a strong foothold in the region.

Market Analysis:

Latin America presents a promising landscape for sports betting, with a growing population of enthusiastic bettors and a burgeoning interest in online gaming. Despite facing competition from established players, our unique market positioning and localized strategies have allowed us to capture market share and establish brand recognition. However, we recognize the need to remain vigilant of regulatory challenges and evolving market dynamics.

Business Strategy:

Our strategy moving forward revolves around expansion and diversification. By venturing into new markets, we aim to tap into untapped opportunities and reduce reliance on any single market. Additionally, our outsourcing strategy allows us to focus on core competencies while leveraging specialized expertise in CRM, accounting, and marketing. Furthermore, our partnerships with third-party platforms ensure access to cutting-edge technology and a diverse range of betting options for our users.

Marketing:

In the competitive landscape of Latin America, effective marketing is crucial for customer acquisition and retention. Our tailored marketing strategies focus on engaging with the local audience through targeted campaigns and promotions. By leveraging data analytics and customer insights, we can personalize the user experience and drive customer loyalty. Our sales projections reflect our confidence in the scalability of our operations and the potential for continued growth.

Operations and Management:

Our operations and management framework is strategically designed to ensure agility, efficiency, and scalability as we navigate the dynamic landscape of the Latin American sports betting market. At the core of our operational model is the strategic outsourcing of a majority of tasks to trusted third-party providers. By leveraging specialized expertise in areas such as customer relationship management (CRM), accounting, and marketing, we streamline our operations and enhance our ability to scale rapidly.

Our management team oversees the seamless integration of these outsourced services, ensuring that each component of our operations functions harmoniously to support our overarching business objectives. This approach allows us to focus our internal resources on core competencies such as strategic planning, business development, and partnership management.

With a lean and agile organizational structure, we are able to adapt quickly to changing market conditions and capitalize on emerging opportunities. Key personnel are empowered to make decisions and drive innovation across all facets of our business.

As we continue to expand into new markets and diversify our product offerings, our operations and management strategy will remain flexible and adaptable. Through ongoing optimization of processes and systems, we aim to achieve operational excellence while delivering best value to our customers and stakeholders.

Financial Projections:

Based on our historical performance and expansion plans, we have developed robust financial projections that outline our revenue targets and cost structure. With a focus on sustainable growth, we aim to achieve profitability while reinvesting in our business to fuel further expansion. Our cash flow forecasts provide a clear roadmap for financial management and resource allocation. Detailed financial projections can be found in Annex 1.

Risk Management:

As we embark on our expansion journey, we are mindful of the risks inherent in entering new markets and operating in a dynamic regulatory environment. Through proactive risk management strategies, we aim to mitigate potential threats and safeguard our business interests. This includes staying abreast of regulatory developments, maintaining strong compliance standards, and diversifying our revenue streams.

Conclusion:

In conclusion, our business is well-positioned to capitalize on the vast opportunities presented by the Latin American sports betting market. With a proven track record of growth, a sound business strategy, and a dedicated team, we are confident in our ability to achieve our expansion goals and deliver value to our stakeholders. As we embark on this exciting journey, we remain committed to innovation, excellence, and responsible gaming practices.

Annex 1:

Financial Projections:

	2,024	2025	2026
REVENUE			
SB GGR	7,077,646	8,493,175	10,191,810
CAS GGR	4,936,501	6,170,626	7,713,283
Total GGR	12,014,147	14,663,801	17,905,093
SB Bonus	1,415,529	1,698,635	2,038,362
CAS Bonus	987,300	1,234,125	1,542,657
Total Bonus	2,402,829	2,932,760	3,581,019
TOTAL NGR SB & CAS	9,611,318	11,731,041	14,324,074
FIXED COST			
Consulting + Accounting	450,000	450,000	450,000
General & Admin	125,000	125,000	125,000
IT/Hosting	300,000	330,000	360,000
Premises	65,220	65,220	65,220
Staff	300,000	330,000	370,000
Backoffice Services	1,500,000	1,500,000	1,500,000
Gaming License	100,000	100,000	100,000
VARIABLE COST			
Gaming Software	785,083	949,505	1,148,661
Bookmaker	424,659	509,591	611,509
Affiliate commission	961,132	1,173,104	1,432,407
Casino platform	691,110	863,888	1,079,860
Marketing	1,500,000	2,000,000	2,500,000
PSP fees	1,177,386	1,437,053	1,754,699
OTHER			
FX	288,340	351,931	429,722
Total P/L	943,388	1,545,751	2,396,996