

Bitsler . Business Plan

1. Business Overview of a company and financing summary

Bitsler is an online gambling site established in November 2015. We offer our players games like Dice, Roulette, Multicolour and Caray Cruz on our website: www.bitsler.com . In only 1 year, Bitsler has become the leader in bitcoin gambling industry. Bitsler's edge is only 1% for the dice. All deposits and withdrawals are processed in cryptocurrencies.

2. Our products and services overview

1)URL to be used:

We are using www.bitsler.com address.

2)Description of the games offered

For the moment, we offer 4 games on our website: Dice, Roulette, Multicolor, Cara y Cruz. We are planning to introduce a Slot game shortly. The software for Slot game will be purchased from Betsoft company.

- Dice : the goal of the player is to “roll” the dice in anticipation of a specified number or numbers the goal for this game is to roll a suitable number.
- Roulette : players may choose to place their bets on either a single number or a range of numbers, the colors red or black, green, or whether the number is odd or even, or if the numbers are high or low.
- Multicolor : the wheel is divided into 25 shallow cups, each cup is also assigned a different number value. Players can place their bets on one or more colours, using the segments on the edges of the table. The winners in a game are the players who bet on the same colour as that of the cup in which the ball stopped.
- Cara y Cruz : this game is similar to coin flip

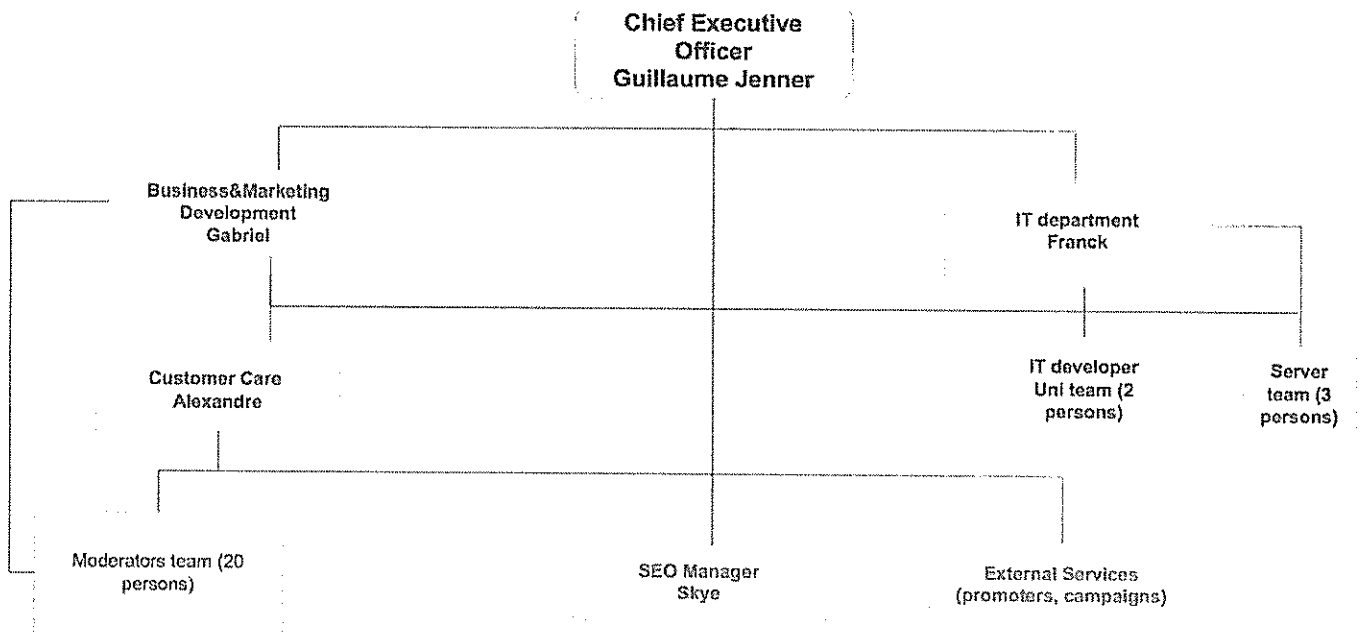
3) **Payment processing:** We are using only cryptocurrencies on the website. All deposits and withdrawals are processed in cryptocurrencies. Such as, Bitcoin (BTC), Litecoin (LTC), Dogecoin (DOGE), Ethereum (ETH) and Burst (BURST).

4) Customer support

We are providing 24/7 customer support to all our customers. Our support team is always available online and if not we can also be reached via email : administrator@bitsler.com .

We are planning to have our servers as well as the customer support based in Curaçao. There will be some agents working online as teleworkers from Malta and Portugal. We are also planning to have some agents in Curaçao.

5) **Main contact person** : Guillaume Jenner, based in Malta (+35699394654)



3. Our Business Structure : Roles and Responsibilities

As a Chief Executive Officer, Guillaume Jenner is a top executive responsible for a company's overall operations and performance. He is the leader of the company, major decision-maker he serves as the main link between all parts and levels of the company and is held solely responsible for the firm's success or failure.

IT department is responsible for creating and maintaining the company's website. It designs the layout, creates the code, and tests the site for usability depending on the decision of the CEO. There is also two IT developers and a server team which is represented by three persons.

Under the general direction of the CEO, the Business & Marketing Department contributes to strategic business development plan for target markets. It works

closely with customer care department in order to ensure consistent excellent customer service.

The role of the Customer Care Service is to ensure overall players satisfaction.

Alexandre and moderators team are in charge of responding to players inquiries, using methods and verbiage defined by CEO and Marketing department.

Our SEO Manager is managing the optimization of company website to ensure best-in-class SEO, user experience, usability, and conversion rates . Skye collaborates with the CEO and marketing department to create the strategy and roadmap for the digital presence of the casino.

We are using some External Services to improve Bitsler. For example, we are hiring Youtube bloggers to work on some campaigns and promote the website, we launch signature campaigns, we hire web designers to facilitate the user experience, we offer a bounty bug for those players who noticed a bug on the website.

4. Strategic Analysis - SWOT Analysis

1) Strengths

- *Provably fair : Bitsler is based on a provably fair system, all our players are able to verify the fairness of the bet they have made by using the server seed*
- *Instant deposit / withdrawal : deposits and withdrawals are processed almost instantly in 99 % of the time depending on blockchain speed*
- *Exchanger : our players have an opportunity to exchange their currencies directly on the website without any third-party websites*
- *24/7 customer support : our support team is ready to assist our players every day, 24/7*
- *Multiple games/ multiple currencies to play with*
- *Friendly community*
- *Free faucet system : we offer our clients a free faucet system to let them test our games for free without any risk and no deposit.*

2) Weaknesses

- *intense competition with several thousand online gambling sites*

- *English-only website content*

3) Opportunities

- *new products and services (introduction of a new slot game by purchasing it via Betsoft company)*
- *raise of cryptocurrency awareness*
- *Translating the website into multiple languages (chinese, korean, russian, hindi)*
=> *make the website more accessible*

4) Threats

- *Volatility on currencies (unpredictable fluctuation in the prices of cryptocurrency)*
- *Fast blockchain technology evolution => stay up to date on its' development*
- *Legislative risks / government regulations*

6. Marketing Plan

1) Our Target Market

As to geographic targeting, we would like to focus on Latin American and Asian markets. ome of the BRICs countries : India, Russia. We are also interested in some of the BRICs countries : India, Russia.

We can identify three groups of our potential customers and their characteristics:

- Motivation

Normally, our players maybe divided in two categories : regular users and transient users.

For regular users we offer attractive conditions by providing them with special privileges and offer them interesting affiliation programs.

The transient users are coming on the website by curiosity or just to have fun, attracting this group of players is profitable as well. This is done with the help of advertising, various bonuses for beginners, prizes for changing their profile avatar photo etc..

- Game type

Our games selection is done in a way that each potential player could find suitable games for him/her.

- Demographic profile

We distinguish potential players in 3 groups:

A) Middle-aged men and women with moderate and high income visit casinos because of curiosity, possibility to try their luck and skills, use different strategies in practice.

B) Middle-aged men and women with low-income visit gambling portals in order to win and improve their financial shape.

C) Young men and women with different income levels consider casino as a source of entertainment and opportunity to pass the time with fun.

We are offering all groups of our players a possibility to pass from demo version of the website (testing) to cryptocurrency gambling. To succeed, we have implemented a free faucet system by offering users a free faucet system to let them test our games for free without any risk and no deposit. The amount of free faucets is limited by the level status of a player. The more their level is high, the higher the amount they can get. Obviously, their level depends on the amount wagered on the website.

2) Marketing strategies

We are constantly working on our website promotion. You will find hereby some tools we are using to improve our marketing strategy:

- *Social media marketing (via Facebook, Twitter, Bitcointalk forum);*
- *building social gaming communities for players from different countries ;*
- *organising games and quizzes on the website (Bounty Roll) ;*
- *offering affiliation program to our players or casual users high up to 30 % revenue share;*
- *website optimization to index a site up on search engines' top pages and create awareness for our casino;*

- *creation of a website about gambling in order to promote Bitsler, for example cryptogg.com ;*
- *pay to click advertising over search engines, like Google Adwords ;*
- *buying links and banner with Bitslers' recognizable design in gambling websites;*
- *managing links to improve our popularity in search engines (for example, www.backlinks.com);*
- *getting into reviews and specialized comparative websites.*

7. Expanded Financial Plan with Monthly Financials

The actual price for 1 bitcoin is now worth more than 2000 \$. However in this financial plan we consider that the price of 1 bitcoin is stable and equals 2000 \$.

1. Total revenues

Our main revenues come from the online gaming. We should take into consideration that the price of bitcoin as well as other cryptocurrencies we offer on the website may vary and fluctuate.

2. Total expenses

- fixed

Since our business grows fast we will need to hire more customer support agents. However, we consider that this could be done after obtaining the licence. Definitely, our salary charges will increase.

As to our servers hosting, we are planning to change the hosting location in the future, so we suppose that our expenses may also increase. After legalizing Bitsler we will invest more in marketing, we will be able to focus on Indian, Asian and Russian markets. As said in our marketing plan, we are willing to invest some funds on translating Bitsler into foreign languages like chinese, korean, russian, hindi.

-variable

The bounty bug is an award that any player can get by noticing a bug on the website. This expense may vary every month in case of the website functional issues. This may sometimes happen after updates and maintenances done by the IT department.

For example, we are planning a maintenance by the end of July 2017, so the risk to have a bug bounty grows.

Every month we are reaching at least 3000 new players. This audience grow may be also explained by our affiliate marketing program. So, the payouts to our affiliates will increase as well.

Travel expenses may vary according to the location of a business meeting planned.

You will find bellow financial plan on 2017, 2018 and 2019.

FINANCIAL PLAN 2017- 1st YEAR (BTC = 2000\$)

MONTH							
	June	July	August	September	October	November	December
TOTAL REVENUES (\$)	170000	170000	170000	173000	175000	175000	180000
<i>Online casino gaming (BTC, LTC, ETH, DOGE, BURST)</i>	170000	170000	170000	173000	175000	175000	180000
TOTAL EXPENSES	79500	80000	79500	80500	83500	83700	86200
Fixed	58000	58000	58000	59000	61000	61000	63000
<i>Management salaries</i>	32000	32000	32000	33000	34000	34000	34000
<i>Server hosting</i>	4000	4000	4000	4000	4000	4000	4000
<i>Marketing promotion and campaigns</i>	7000	7000	7000	7000	7000	7000	8000
<i>Free faucet system</i>	15000	15000	15000	15000	16000	16000	17000
Variable	21500	22000	21500	21500	22500	22700	23200
<i>Bounty bug bonus</i>	1000	1500	1000	1000	1000	1000	1000
<i>Affiliate program payout</i>	17000	17000	17000	17000	18000	18000	18500
<i>Legal expenses for obtaining licences</i>	Not confirmed yet						
<i>Purchasing devices(PC)</i>	500	500	500	500	500	500	500
<i>Travel expenses</i>	2500	2500	2500	2500	2500	2500	2500
<i>Other expenses</i>	500	500	500	500	500	700	700
NET REVENUES	90500	90000	90500	92500	91500	91300	93800

FINANCIAL PLAN 2018 - 2nd YEAR (BTC = 2000\$)

	MONTH											
	January	February	March	April	May	June	July	August	September	October	November	December
TOTAL REVENUES (\$)	190000	195000	197000	200000	203000	210000	215000	225000	230000	240000	245000	247000
Online casino gaming (BTC, LTC, ETH, DOGE, BURST)	190000	195000	197000	200000	203000	210000	215000	225000	230000	240000	245000	247000
TOTAL EXPENSES	85500	86500	87000	88000	90000	91700	91950	92550	93050	95050	95050	95050
Fixed	64000	65000	65500	65500	67500	68500	68500	68500	69000	70500	70500	70500
Management salaries	34000	35000	35000	35000	35500	36000	36000	36000	36000	37000	37000	37000
Server hosting	5000	5000	5000	5000	6000	6000	6000	6000	6000	6000	6000	6000
Marketing promotion and campaigns	8000	8000	8000	8000	8500	8500	8500	8500	9000	9000	9000	9000
Free faucet system	17000	17000	17500	17500	17500	18000	18000	18000	18000	18500	18500	18500
Variable	21500	21500	21500	22500	22500	23200	23450	24050	24050	24550	24550	24550
Bounty bug bonus	1000	1000	1000	1000	1000	1500	1500	1500	1500	1500	1500	1500
Affiliate program payout	17000	17000	17000	18000	18000	18000	18000	18000	18000	18500	18500	18500
Legal expenses for obtaining licenses	Not confirmed yet											
Purchasing device(PC)	500	500	500	500	500	500	750	750	750	750	750	750
Travel expenses	2500	2500	2500	2500	2500	2500	2500	3000	3000	3000	3000	3000
Other expenses	500	500	500	500	500	700	700	800	800	800	800	800
NET REVENUES	104500	108500	110000	112000	113000	118300	123050	132450	136950	144950	149950	151950

FINANCIAL PLAN 2019 - 3rd YEAR (BTC = 2000\$)

	MONTH											
	January	February	March	April	May	June	July	August	September	October	November	December
TOTAL REVENUES (\$)	260000	270000	290000	300000	300000	320000	330000	350000	360000	375000	380000	400000
Online casino gaming (BTC, LTC, ETH, DOGE, BURST)	260000	270000	290000	300000	300000	320000	345000	360000	370000	375000	380000	400000
TOTAL EXPENSES	98000	100500	102500	104500	116000	120500	123000	130500	133500	134500	115500	115500
Fixed	72500	73000	74000	75000	85000	87500	88000	93000	95000	96000	77000	77000
Management salaries	39000	39000	40000	40000	45000	45000	45000	50000	50000	50000	37000	37000
Server hosting	5000	5000	5000	5000	6000	8000	8000	8000	8000	8000	6000	6000
Marketing promotion and campaigns	10000	10000	10000	10000	12000	12500	13000	13000	13000	13000	9000	9000
Free faucet system	18500	19000	19000	20000	22000	22000	22000	22000	24000	25000	25000	25000
Variable	25500	27500	28500	29500	31000	33000	35000	37500	38500	38500	38500	38500
Bounty bug bonus	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
Affiliate program payout	19000	21000	22000	23000	24000	26000	27000	29000	30000	30000	30000	30000
Legal expenses for obtaining licences	Not confirmed yet											
Purchasing devices(PC)	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Travel expenses	3000	3000	3000	3000	3500	3500	3500	4000	4000	4000	4000	4000
Other expenses	1000	1000	1000	1000	1000	1000	2000	2000	2000	2000	2000	2000
NET REVENUES	162000	169500	187500	195500	184000	199500	207000	219500	226500	240500	264500	284500

