

Business Description

[Business Name] is an online casino and sportsbook/leveraged crypto futures trading platform that addresses the current gap in the market between online gambling sites and the benefits of site-owned and sold assets can provide the player base.

There is also a lack of coverage on mobile platforms – as many competitors focus more on the desktop experience of online casino and sportsbook gaming. This is something that [Business Name] plans to address with its proprietary platform through the experience and expertise of the team – whether creating new experiences in-house or leveraging the existing games market.

Safety of Owning the House

Through max wins and algorithmic pot determination it is secure to store funds in the house as the odds are always in the house favor and no single win or series of wins could bust the house due to the games and programs protecting the funds by max win payouts based on the contents of the pot or a manually set value if need be. This means players would not be able to bet an amount that if they won it would jeopardize the funds of the house to a detrimental magnitude.

Market Overview

The online gambling market consists of a variety of games for only play with users looking to play and cash in on the online gambling industry offering. Online games in this niche include casinos, bingo, lotteries, poker, and other online video and sports betting formats. The majority of online games are played via desktop or mobile app. The platform that [Business Name] proposes will allow users to wager real money while playing remotely and will include the NFT value add after initial release.

The global online gambling market was valued at [\\$58.96 billion in 2019](#) and expected to reach \$92.86 billion during 2023, growing at a CAGR of 12%. Driving factors in this growth trend are pandemic conditions and the lack of availability to gamble in public.

The market is expected to reach \$185,740 billion by 2030 growing at a CAGR of 10.4%.

Sports betting is a type of gambling in which bets are placed on specific sporting events, for a winning amount if the player or the team wins a particular event. The global sports betting market size was valued at [\\$89.65 billion in 2021](#) and is expected to grow to \$99.20 billion during 2022 at a CAGR of 10.64%.

Futures are a derivative financial contract that obligate a buyer and selling party to buy or sell an asset at a set date and price in the future. The use of cryptocurrency in [Business Name's] trading platform provide a significant advantage to the player base by providing an NFT asset to the contract. The global NFT market size is expected to reach [\\$211.72 billion by 2030](#), growing at a CAGR of 33.9% from 2022 to 2030. Growth is attributed to the safety and security of digital assets (NFTs) across the globe, with the sports segment projected to increase market revenue during this period. As

cryptocurrency and NFTs become dominant globally, NFTs as personal assets are expected to drive 61% of this market share.

Popular Gambling Games Online

According to [Casino.org](https://casino.org), a gambling company with 25 years of experience and a mission to educate, enhance gambling experiences, and provide confidence for the player base in the gambling industry, the most popular online gambling games worldwide include:

Casino Games/Slots – most casino betting games are lumped into a “general” betting pool including bingo and lotteries. With the growth in mobile platforms for play-at-home functionality, some life-changing wins have been documented in recent years (\$5 to \$7 million).

- Possible games for launch include:

Caribbean Poker	BGaming
Texas Hold'em Poker 3D	Evoplay
Casino Hold'em	BGaming
Casino Win Spin	Nolimit City
Fishin Frenzy Power 4 slots	Blueprint

Safari Slots	KA Gaming
Buffalo Blitz Live Slots	Playtech
Rainforest Magic Bingo	Play'n GO
Sweet Alchemy Bingo	Play'n GO
Extra Bingo	Wazdan
American Roulette	BGaming
European Roulette	BGaming
Lightning Roulette	Evolution
French Roulette Classic	Evoplay
Neon Roulette	Fugaso
Craps	Evolution
Superb Keno	EGT
Book of Keno	Evoplay
Super Keno	KA Gaming
Sic Bo	BGaming
Super Sic Bo	Evolution
Turbo Poker	Wazdan
Blackjack	Evolution
Lightning Blackjack	Evolution
Blackjack Lobby	Pragmatic Play

Baccarat	BGaming
Lightning Baccarat	Evolution
Pool Shark	Habanero
Plinko	BGaming
Plinko XY	BGaming

Considerations for in-house development:

- Board game and game show themed games (poker, craps, slots, roulette, fantasy)
- Pai Gow was listed as a popular game, but none exist on the list provided
- There is a lack of slots, baccarat, roulette, and poker offerings – would provide a great potential for NFT offerings

Company Incorporation in Curacao

Curacao is one of the most favorable jurisdictions to register an offshore company, especially in the gambling sector. The country offers political stability, economic growth, and a favorable attitude to foreign investments. The most common way of registering a company in Curacao is as a private company with limited liability, most referred to as “Netherlands Antilles Besloten Vennootschap” (NABV).

NABV features:

- Freedom from taxes if structured correctly
- 10% of shares must be registered in Register of Shareholders
- Shareholders are required to meet annually, Trustees are welcome at the meetings
- Obligation to audits and keeping records
- To avoid taxation, must act as an investment or holding company
- Income must be collected in the parent company or other jurisdiction

Another type of registration is a Public Partnership, and features:

- Distinction between limited partners and the managing partners
- Formed by notarized or private deed
- Each partner is responsible for their portion of taxes

Casino Incorporation in Curacao

Gambling is one of Curacao's top business activities thanks to the country's favorable legislation on the industry and convenient infrastructure. Gambling companies incorporated in Curacao only pay 2% profit tax, have no limits when withdrawing dividends, the process is quick and easy, there is a high level of technical support for casinos, and an office in Curacao is not required.

Curacao requires the following documents from prospective businesses:

- Copy of a document confirming the beneficiary's identity

- Confirmation of address (utility bills cannot be older than two months before company registration)
- Recommendation of the bank
- Information on income
- Application
- Information on the company activity and software

Cost of Online Casino Licensing in Curacao

The gambling license itself depends on several factors and vary based on business resource availability – but in total, initial costs for the gambling license in Curacao cost approximately \$20,000. The license allows for businesses to open a European bank account and connect every reliable payment system to the online casino. While other countries with lower licensing fees seem favorable over Curacao, they do not provide the tax incentive that Curacao does – income tax is only 2% in the country, but much higher in other jurisdictions.

Licensing costs include:

- Registration of local offshore company to use preferential terms
- License issuing
- Rated local hosting and server space
- Management of the company during the first year

- Committee services, filing, and registration of all necessary documentation that take approximately 4-6 weeks from submission

To file for a license, a trust company must be formed in the country, as only local companies can apply and be issued gambling licenses in Curacao. Curacao also offers the flexibility of e-gaming gambling licenses and physical casino licensing.

Cost to Build Initial Platform

The cost of a new online casino start-up website is \$40,000. General maintenance for the website will cost \$60,000 per year and include monitoring the performance, keeping it up to date, working at full capacity, and technical support. Hosting for the first year will run \$3,000, which includes the SSL certificates required to verify security and authenticity of the site.

Marketing Plan

[Business Name]'s marketing potential will be drawn from the use of social media, email campaigns, paid ads, and through educational written content on the casino's website.

The structure below outlines the potential that each avenue has to build anticipation, increase the exposure, and support the business as it goes from idea, to startup, and established roles within the casino and sportsbook/leveraged crypto futures industry.

There are three target consumer groups that [Business Name] will be targeting in its marketing strategy:

- Younger Consumers – age 21-35: These consumers are younger and are more curious about online gambling for entertainment purposes and thrill seeking
- Middle Aged Consumers – age 36-64 – making under \$50k per year: These consumers are looking to gamble and win, bettering their situations and securing their future
- Middle Aged Consumers – age 36-64 – making more than \$50k per year: These consumers are the ones who are not worried about their future and retirement, they are looking to gamble for entertainment or take a chance with their luck

Social Media

Social media discussion groups will be leveraged to reach active casino and gambling communities. A dedicated social media manager will be assigned to monitor and engage with active gambling related discussion via Facebook, Twitter, Youtube, Reddit, and Discord communities.

YouTube

Youtube will be leveraged via a contest marketing strategy. Followers will upload videos of themselves winning big and tag [Business Name] in their posts. The more creative videos will be rewarded with free playing credits.

Weekly playing tip videos will be created by a brand rep. These will be tagged with specific trending searches to gain organic traffic from Youtube's search. Youtube is highly utilized for gambling advice, so the goal will be to create a knowledge library current and future players can use to better their odds.

Facebook

Facebook groups will be used to reach the most engaged gambler communities, as well as crypto and NFT communities. A dedicated social media manager will post in 50-100 groups twice per week and work to maintain active conversation with the community in order to increase traction and virality.

We anticipate facebook to be one of the primary social media communities by the third quarter.

Instagram and Tik Tok

Influencer marketing will be the focal strategy on these platforms. The strategy will emphasize targeting hundreds of micro influencers in the gambling space. These influencers will be provided editorial content for free placement and cross promotion opportunities when available. Paid placement will be negotiated with the larger pages.

Discord and Reddit

These platforms are very popular among the gambling community and are being used by [Business Name]'s competitor, Rollbit to update weekly challenges, daily challenges, and other events held by the company. [Business Name] will consider a similar structure but take it one step further to include support and playing advice via the social network to enhance how it engages with consumers, giving the company a unique selling point, especially when the NFTs drop.

By including general updates, contests, game announcements, winner spotlights, challenges, NFT updates/launch, and support via Discord, [Business Name] will be leveraging a community that is not only game-oriented but technologically focused.

Email Marketing Campaigns

Communities like wizards of vegas will be leveraged for cost effective email list rental. We will reach out the major gambling forums and send dedicated marketing emails to their most active subscribers. These forums are able to segment users by types of games they engage with most, so the goal of [Business Name]'s email marketing campaign will be to target consumers who are already interested in the specific games being offered or upcoming launches.

A communication funnel will be developed to keep constant contact with active users. This will assure high customer retention and returning players, as well as help boost conversions and increase revenue by keeping customers and other targeted consumers up to date on the latest game launches, news in the casino industry, and can be used to update on the NFT offering when they are launched.

Search Engine Optimization

SEO should be the driving force behind our marketing, and is expected to generate more than half of the platform's users by the fourth quarter. SEO will allow gamers to find us when they're actively searching for an online casino or specific games to play. A technical SEO expert will be assigned to monitor the website and assure compliance per all Google and Bing algorithm updates. A content writer will generate weekly articles with focus keywords trapped in the content. This will help the search engine identify keywords that we want to rank highly for. A dedicated link building specialist will be

responsible for posting content on secondary channels in the gambling industry to generate high authority referring back links. This strategy will help move the platform to the top of Google and Bing rankings.

Paid Media

Traditional paid online media is restricted in the gambling industry, so the focus here will be to place our multi-media on gambling specific publications, with a focus point being top online casino review sites.

Video and digital banners will be the focus of the paid media strategy, but webinars and educational gaming white papers may also be placed on these platforms.

Affiliate Program

A referral incentive program will be established to incentivize both active and perspective players to refer their friends to the platform. The system will pay a fixed fee of 5% to the original party of all money their referral initially deposits, plus quarterly bonuses based on their referrals total playing volume on the platform. The lifetime earnings potential will incentive affiliates to keep their network engaged and coming back.

Professional affiliates will be sourced in the second quarter from gambling specific affiliate networks.

Content Strategy

Based on competitor research, Rollbit uses their blogs to keep their community updated on new, changes to its offering, and general gambling/sportsbook/futures trading information. [Business Name]'s written content strategy for the site should be as in-depth as Rollbit and provide the educational/promotional value.

Consistent blogging, using relevant keywords should be done, 2x per week during the build up to launch (informative and update info on progress), and then 1x per week to maintain presence on Google.

Lady Luck

Francine, also known as Lady Luck has over 200k subscribers on YouTube and over 175k followers on Facebook – she is also active on TikTok and Instagram, with a focus on jackpots, and secret tips on how to win big. The biggest asset she has, in addition to her fan following, is the ability to keep viewers engaged, which can help [Business Name] attract consumers with her influencer status.

Payne Insider

Payne is a professional sports betting influencer who not only uses betting as a way to make money, but also considers it an investment. He has over 41k followers on Twitter and a podcast. He is the choice influencer for the sports betting industry and provides a potential for [Business Name] to expand the awareness of futures trading within its online gambling platform.

Dave Dealer

Although not the most active on social media, his primary engagement comes from his website. He focuses on digital casinos and offers his fans the latest insight on high-paying websites as well as reviews on those he has tried. As an expert on earning through online casinos, he would provide [Business Name] exposure by being added to his site.

Dasha Downey

Dasha is an international gambling influencer and model. She is considered a “breakout” influencer (meaning that she has increased in popularity recently, but is not as established as some of the other influencers). Her international reach would benefit [Business Name] and would be good for putting a face with the brand, as she only works with the best.

Executive Summary

[Business Name] is an up-and-coming online casino and sportsbook/leveraged crypto futures trading platform being built to address the current gap in the market existing between online gambling sites already in existence. The platform will provide its products and services worldwide while adhering to the legal restrictions based on individual countries.

The company will be owned and operated by partners for the sole purpose of providing entertainment to the masses while making money. The offering for the business platform will include:

- Online gambling games in a variety of formats to meet consumer needs
- Legal gaming operations monitored to ensure that no play occurs in restricted countries
- Futures trading options
- Sportsbook betting/gaming

Vision Statement

[Business Name] aims to provide, create, and nurture an online casino business, that will not only compete well within the gaming industry, but also present consumers with the opportunity to invest in their future through the futures trading aspect of the business. Our online casino platform will be the number one online casino brand,

providing opportunities to win, trade futures, and experience gambling as a form of entertainment (where permitted).

Mission Statement

[Business Name] wants to build a platform in the online casino and sportsbook betting market that will make as much money as possible, while also leveraging futures trading and allow consumers to benefit from their game play.

SWOT analysis (strengths, weaknesses, opportunities, threats)

[Business Name] understands that it is not the first online casino gaming platform to enter the market and has carefully conducted a SWOT analysis for the new start up venture to ensure the profitability of such an endeavor:

Strength:

With in-house developers, [Business Name] will not have to solely rely on the existing industry for unique games for consumers. The business will be able to meet and exceed consumer demands for the newest and most exiting gambling games on the market, which can be delivered in-house.

The online only format of the company allows for us to use our strengths in the industry to promote and build a platform that is fully functional, operational, and adheres to the guidelines and restrictions of gambling worldwide – while also maintaining it in real-time instead of waiting for an outside company to help fix the problems.

Weakness:

As a new business venture in an already established market, shifting focus from the existing platforms will require us to hire the personnel who can market the product in a way that drives adoption of our platform over the existing. Given our ambition for the online platform, the biggest weakness is our lack of funding for the project – which will be needed to hire the personnel necessary to turn our vision into an instant success.

Opportunities:

As an online casino, we can offer consumers the experience they want from the comfort of their own home by turning the excitement of the physical casino into an online product offering. With game play that mimics the same look and feel of those in person, our developers are able to bring the poker table, roulette table, and more into the homes of legal gambling aged adults. The addition of NFTs after launch will also provide more opportunities for our platform – as few competitors are investing heavily in it.

Threat:

We anticipate that our biggest threats in this business will come in the form of online compliance, government regulations, economic factors, and social factors – all of which could play a role in how consumers spend their money and the amount they are willing to bet online. With new startups entering this market each year, it is important for us to ensure that our platform offering is not only unique, but released timely to circumvent missing out on potential consumers searching for an online casino.