

BetChill AB

Introduction

Welcome to BetChill, a unique sports betting B2B platform provider with a vision to enable operators to offer a range of exciting and innovative sports betting games to their customers. We have a commitment to demonstrate our platform to some of the leading vendors in the European market, and we are actively seeking new partners worldwide to expand our business. Our focus is on in-play betting, a segment that has shown strong growth and profitability in the industry.

Our Vision

At BetChill, our vision is to be the leading sports betting B2B platform provider, enabling operators to offer a range of unique and innovative sports betting experiences to their customers. Through our series of nine games, we aim to bring a new dimension to the sports betting market and stand out in a highly competitive industry. By entering new regulated markets and leveraging our extensive network and expertise in corporate management and game development, we are confident in our ability to achieve strong growth and profitability. We are excited to invite partners to join us on this journey and be a part of bringing these innovative games to the world of sports betting entertainment.

Our Focus

BetChill is focused on sports betting, particularly in-play betting, which has shown strong growth and profitability in the industry. With the latest advances in sports data collecting technology, we are targeting the next generation of sports betting in real-time, offering a portfolio of live games that is currently missing in the market. Our goal is to bring sports bettors to the next level of entertainment by offering a new range of betting options and creating a unique sports betting experience.

Our Games

BetChill's first game in a series of nine is a unique concept that brings the "stock-trading experience" to sports betting, allowing players to bet on the game progress based on real-time sports data. This game will be developed for soccer and launched on the European market through European sports betting operators, with a focus on expanding to the African, Latin American, and Asian markets. Our game offers a stimulating and engaging experience with short playing times and quick outcomes, as well as the ability for players to cash out at any time and set their own limits of loss and profit.

Game Development

The idea for our new game is realized through a well-defined process flow, with a focus on user experience, design, and other effects. Our games will be developed by leading industry experts, using agile development methodology and strict project management to ensure quality and a quick and easy integration into operators' platforms. We will continuously update the platform with new games and features to attract players and enhance the gaming experience.

Our Team

BetChill is led by a team of professionals with a passion for driving the success of our company. Etibar has a background in mathematics, psychology, and sports, as well as experience in sales and business development. Andrew brings expertise in IT and iGaming regulatory matters, with a track record of delivering large-scale IT and compliance projects. Edward has over 14 years of experience in management, including roles as managing director and chief operating officer, and has served as a non-executive director on various iGaming entities. Mike has over 20 years of experience in the iGaming industry, including roles in marketing, business development, and product management. Together, we have the skills and expertise to drive BetChill to success in the fast-growing world of online sports betting.

Target Markets & Trends

Online gambling is a global phenomenon with a growing number of countries regulating or discussing the regulation of online gambling. This opens up new markets and improves accessibility for games, especially through mobile devices, which account for over 70% of bets. As 5G technology becomes more widespread, we expect to see a sharp increase in mobile betting activity during live events. We are focusing on the European market with our first game, but we also have our sights set on the African and LatAm markets, where the iGaming sector is expected to grow significantly. Our game concept is tailored to appeal to developing economies, where there are more smartphones than long-term investment opportunities and people often prefer short-term, quick rewards.

Future Scalability

Once our first game is tested, balanced, and optimized, we will convert the concept to other sports, such as cricket, to reach the large markets in India, New Zealand, Australia, and the UK. Our goal is to enter new regulated markets and meet the trends of increasing internet penetration and new forms of distribution, particularly through mobile devices, in the fast-growing world of online gambling.

Our Offer

BetChill is seeking first round investment in return for equity release. Our team has a strong track record in corporate management and game development, and we are confident in our ability to successfully develop and launch our unique betting concept. We are offering 1.2 million shares through a private placement, with a

subscription price of €0.625 and a pre- money valuation of €1.687 million. The funds will be used to develop and launch the first game in our series of nine, as well as acquire an B2B license. Our expected ROI in 2028 is 2000% with a market value of €50 million, and we have a goal of exiting through an IPO on Nasdaq. We believe that our offer represents a strong opportunity for investors to get in on the ground floor of a company with significant growth potential in the dynamic world of online sports betting.

Financial Projections

At BetChill, we have strong financial projections for the success and growth of our company. Through the development and launch of our first game in a series of nine, as well as our expansion into new regulated markets, we are confident in our ability to achieve strong profitability. Our valuation of the company is based on a customized market valuation, taking into account factors such as our developed ideas, algorithms, network and skills, and the potential for successful development in a short period of time. We expect to achieve a return on investment of 2000% by 2028, with an expected market value of €50m.

Conclusion

At BetChill, we are passionate about driving the success and growth of our company through the development and launch of innovative games in the world of online sports betting. Led by a skilled and experienced team of professionals, we have a strong vision for the future and are confident in our ability to achieve strong profitability through our expansion into new regulated markets. With a customized market valuation and strong financial projections, we are excited to offer investors the opportunity to be a part of our vision and success through a private placement of equity release. As we continue to innovate and grow our platform we look forward to partnering with strategic investors and driving the growth and success of BetChill in the exciting world of online sports betting entertainment.