

# Business Model Canvas

## KEY PARTNERS

- Blockchain developers and cybersecurity experts
- Cryptocurrency infrastructure providers and wallet services
- Influencers and affiliates in the crypto and online betting
- Cryptocurrency payment technology providers

## KEY ACTIVITIES

- Blockchain R&D
- Platform operation
- Affiliate marketing
- User analytics
- Customer service

## KEY RESOURCES

- Blockchain platform
- Expert team
- User interface
- Support systems

## VALUE PROPOSITIONS

- Transparent and secure transactions using blockchain technology
- User-friendly platform with an intuitive interface
- Unlimited access to a variety of betting events
- Commitment to user privacy
- Continuous service guarantee with high availability

## CUSTOMER RELATIONSHIPS

- Live support
- User communities
- Onboarding guides

## CHANNELS

- Community engagement
- Social media
- Digital advertising

## CUSTOMER SEGMENTS

- Cryptocurrency users and tech enthusiasts
- Online bettors who value security and anonymity
- Users looking for innovation in online betting and gaming
- Geographical segments where online gaming is regulated and permitted

## COST STRUCTURE

- Costs for technology and platform maintenance
- Expenses for licensing and regulation
- Marketing and customer acquisition
- Operations and infrastructure
- Ongoing research and development

## REVENUE STREAMS

- Subscription model for access to premium features
- Commission on bets placed through the platform
- Licensing fees for the use of third-party technology
- Advertising on the site for related brands and services