

**Business Idea:** CGBets is a gaming website which provides skill, logical and strategic games and allow users to make bets using bitcoins.

**Product / Service Idea:** Making bets using bitcoins and competition with others players in games without luck factor.

<b><u>Key Partners</u></b> <ul style="list-style-type: none"> <li>- Satoshi.pl</li> <li>- ASBIRO (business school)</li> <li>- network of libertarians, free market enthusiasts</li> </ul>	<b><u>Key Activities</u></b> <ul style="list-style-type: none"> <li>-strategy of generation of the traffic</li> <li>- ease of website usage</li> <li>- being responsive</li> <li>- “addictive” games</li> <li>- care about anti-bot policy</li> <li>- possibility of gaming without registration</li> <li>- making the Chinese language version of the portal</li> </ul> <b><u>Key Resources</u></b> <ul style="list-style-type: none"> <li>- IT knowledge and skills (software development)</li> <li>- knowledge about Bitcoins</li> <li>- already working web portal</li> <li>- experience in business</li> <li>- conclusions from the committed failures from the past in business activity</li> <li>- contacts in BTC enthusiasts network</li> <li>- IT networking in Krakow, Poland</li> <li>- office in Krakow, Poland</li> </ul>	<b><u>Value Propositions</u></b> <ul style="list-style-type: none"> <li>-dose of adrenalin</li> <li>-competition with other users</li> <li>-exercise for brain</li> <li>-entertainment</li> <li>-opportunity of winning the prize</li> <li>-safe and responsible gaming</li> <li>-advantages of using Bitcoin (anonymity, instant access to bankroll, ease of funds transfer, clarity in transactions book, avoidance of issues caused by governmental regulations)</li> </ul>	<b><u>Customer Relationships</u></b> <ul style="list-style-type: none"> <li>- top players are given with the special prizes</li> <li>- close relationship with bitcoin business partners in Poland</li> </ul> <b><u>Channels</u></b> <ul style="list-style-type: none"> <li>- meeting in person (people from Krakow)</li> <li>- events in Poland (meetup, eventbrite)/Europe</li> <li>- bitcointalk forum</li> <li>- PR buzz (articles)</li> <li>- websites informing about the gaming bonuses (like Bitcoinchaser)</li> <li>- better position in Google results (phrase: bitcoin skill games)</li> <li>- YouTube</li> <li>- research of the Chinese forums</li> </ul>
<b><u>Cost Structure</u></b> <ul style="list-style-type: none"> <li>- cost of the server in Amazon Cloud</li> <li>- promotion of the site (most expensive)</li> </ul>			<b><u>Revenue Streams</u></b> <ul style="list-style-type: none"> <li>- commission put on each bet; currently paid 5% of the pool of the bet</li> </ul>