

eBet



JOIN NOW

Casino and Sports Betting Agency



WHAT are e-BET Outlets?

eBet Outlets are physical gaming establishments where members of the general public may play a Zambian online casino game in a social setting as well as place their sports bets. eBet agent locations are official affiliates of the Zambian Gaming Company Ltd and selected sports betting companies. The vision for the eBet outlets is to serve and support the local gambling community.

The eBet shops will be Independently owned with approved owners able to own and operate multiple outlets.

“Becoming an eBet agent is the simplest and easiest way to generate revenue from the existing, rapidly expanding and lucrative gambling sector without the legal hassles, licenses and risks”

Product Summary

The product is an online Zambian casino game, developed by the Njuka Gaming Company of Lusaka, Zambia. This game is tailored specifically for the Zambian market from its design to use of Zambian Local languages to its music soundtrack

The Gambling Edition

Players purchase chips using real money to gamble online against other players or in private rooms with their friends. Winnings can then be withdrawn. The platform was released on December 1, 2022



Industry Overview

The gambling industry in Zambia is one of the fastest growing sectors in Zambia according to ZRA reports and is currently worth over K3 Billion with potential to expand much further. The primary target market for the platform is Zambian Males with mobile devices aged between 18 and 50, with some disposable income as well as holding one or more mobile money accounts or eWallets



LOCATIONS



Locations

Location is KEY. The eBet outlets are service-based business, so like a restaurant or a shop, they will need to be near potential customers – ideally, in places they already visit often with very visible foot traffic or easy to access. Therefore, a key aspect of owning and running a successful eBet outlet will be choosing the right operating location. In the gambling industry- the target market varies from players that want to place K2 Bets to players that want to place K100 or more bets per rounds. Therefore, we have created 3 Tiers of Potential eBet outlets and locations.

TIER A – eBet Premium

Tier A outlets are premium high end eBet outlets catering to middle class and high end players. This tier of eBet outlets will be located in prime residential areas, malls or standalone homes. The outlets might be public or run as exclusive private member clubs. They will typically have comfortable lounge seating facilities with air conditioning. Food and Beverages are on sale . Additionally, they will also have a television lounge for sporting events to compliment the sports betting operations. Players can use the public tablets to play online or their private devices to play in the online virtual private tables belonging to the establishment.





TIER B- Mixed Use Locations

Tier B are eBet outlets that are embedded into an existing location such as bars, restaurants, lounges, sports betting outlet , car washes and other suitable locations - The owner would introduce eBet as a new product into their existing operations part time (specific days and hours) or full time. The eBet operation can be part of the existing main space or be hosted in a special sections of the location that the owner designates.



TIER C- Mass Market

The eBet outlets under this tier will be located in highly densely populated areas in major cities around Zambia. They will be near markets, bus stations, car washes, popular entertainment areas like strip malls with popular bars. Unlike the other tiers – they are low cost to establish and focus on convenience and function as opposed to comfort. The target market at these tiers will most likely place low limit bets. The locations will also attract users who don't have smart phones and/or data plans for their smart phone as well as players looking to play the game in a public setting. Revenue at these locations will be driven by volume.

Revenue Model

eBet outlets will not be cash in or cash out points for the game- the game will be 100% electronic. The outlet provide access to players who don't have a mobile device, e-wallet/mobile money account or players who want the social experience of playing the game in a public social setting .

HOW IT WORKS (Example)

- The eBet outlet will have Tablets with the game loaded with their eBet Account profiles.
- A player enters the establishment and wishes to play for K500 and then makes a cash payment of K500 to the cashier
- The player in turn receives a Tablet loaded with K500 in game credit (eValue)
- Player plays for as long as they wish – as they gamble the player may win money or lose money.
- If a player wins money- they return the tablet to the cashier and requests a payout of their closing eValue- which can be returned in cash or processed electronically by the outlet (Cash Management Required by the Outlet)
- eBet agents may also host private table games- this is where players are playing online- but against people physically sitting at the same table.
- Our Gaming Company can track all the bets placed played by the accounts registered to the ebet shop as well as the virtual private rooms.
- The eBet shop is then paid a commission on all the bets placed on their tablets and in their registered virtual private game rooms.

PLEASE NOTE Commissions are paid on the total value of all the bets placed.

Therefore a player may deposit K500- but after 3 hours may have placed K50,000 in bets as they win and lose games over that duration. Commissions are 3% of all bets placed against your registered agent account and private tables

Monthly Target					
Total Bet Amounts	K2M	K4M	K6M	K8M	K10M
Commission at 3%	60K	120K	K180K	K240K	K300K

Example- An affiliate with an eBet outlet with K4 million worth of bets placed in its outlets will earn K120,000 at the affiliate rate of 3% . While an outlet that processes K10 Million worth of bets in a month will earn K300,000



REQUIREMENTS TO BECOME AN eBet Affiliate

To apply to become an eBet agent, all you need to do is:

- Demonstrate you have an existing location that is suitable to be an eBet outlet or an acceptable business plan stating the location with proof of funding
- Purchase Tablets to be used by players at your outlets
- Have a stable and reliable internet connection for the tablets

THEN START MAKING MONEY

SECONDARY REVENUE SOURCES

We want our eBet Affiliate partners to maximize their revenue potential. While core revenue and the primary draw to the establishments will be driven by casino game players . There are opportunities to generate additional revenue depending on the kind of eBet outlet being operated. These include, but are not limited to:

- Deposits and withdraw fees - A player wanting to play may be charged deposit surcharge and/or withdrawal surcharge for the cash handling
- Sports Betting - eBet shops may also process- sports betting tickets
- Mobile Money/ Outlets- eBet shops can also serve as a mobile money/payment agent taking deposits and withdrawals
- Bar / Drinks Services
- Restaurant/ Food/ Snack Services
- Private eBet Clubs- with Mens Spa
- Cigar Lounge / Hookah Lounge
- Entrance Fee/ Member Fees or Minimum Deposit Fee such as K100 or K1000
- Credit Facilities