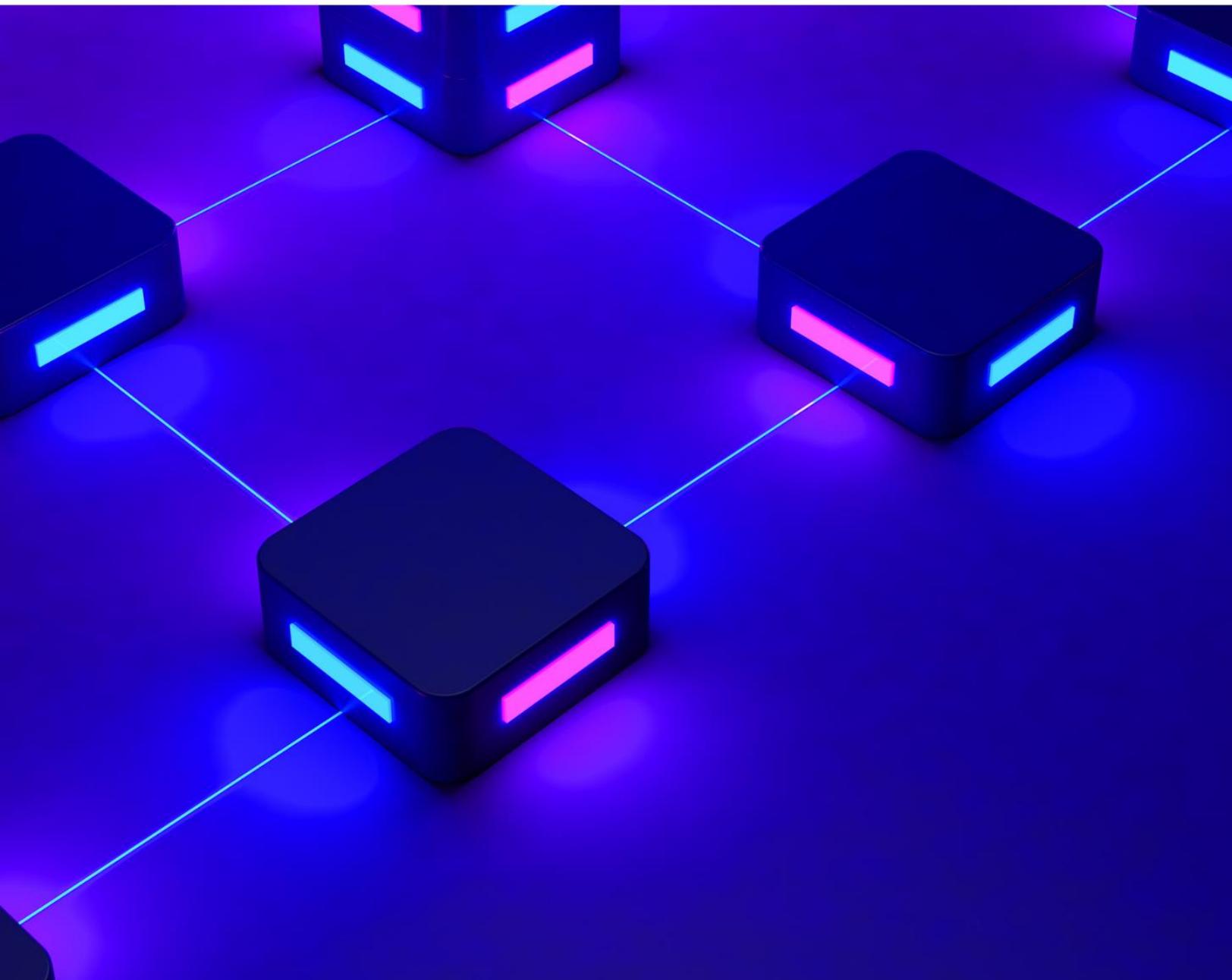# BUSINESS PLAN 2022

Cerera

Important Information

Name of the Company: Cerera

Address of the company: Estonia, Tallinn

Legal Format of the Company:

Owners name: Harald Eiriksson and Arvidas Kiubers

Partners name:

Website link: cerera.co.in

Primary Industry: Sport Tokens

Secondary Industry: Cryptocurrencies and Blockchain

Starting date of the company: December 1st, 2021

Financials invested:

Financials needed:

- 1.5 million dollars in December 2021
- 1 million in February 2022

Email address: info@cerera.co.in

Corporate tax rate: 20%

VAT rate: 20%

Contents

Executive Summary

Cerera is a blockchain technology for sports and gaming. We are a one-of-a-kind blockchain technology company that is placed in the worldwide sports and gaming industry. The platform allows companies and fans to participate in the constantly increasing cryptocurrency market. Cerera, as the platform's cryptocurrency unit of account, enables organizations to expand and monetize their audiences, allowing fans to interact intimately with sports and gaming clubs, win prizes, and trade in this market.

Sports as an industry has realized the potential that cryptocurrencies and blockchain technologies can bring to further monetize fan engagement, attract sponsors and engage a global market in ways that were unimaginable decades ago. Passionate fans, each a citizen of digital technology, consume sports and related content beyond the actual duration of a match.

Sponsorships have led to an increased awareness of cryptocurrencies amongst viewers and investors, at a time when crypto's prevalence in the media and in everyday life is also on the rise. Bitcoin and other cryptocurrencies are also being incorporated and accepted as methods of payment. Cryptocurrencies have been used to allow fans to purchase tickets and merchandise and for clubs to pay players' salaries and transfer fees.

We will have to use the best advertising technique that is currently popular and proved to be effective, which is advertising on social media. The company will be quickly discovered as a result of the social media promotion, and news about the services we provide will travel quickly. This is the most effective approach to raise brand awareness.

Problem

The crypto industry is already developed industry that a lot of investors are investing in crypto trading and mining. The problem with nearly every business, including sports, is financial transparency, as well as sluggish and insecure transactions. With the opposition to crypto values and the crypto business, everyone is missing out on a plethora of prospects for the functioning and development of the industries.

Solution

CERERA is a one-of-a-kind AI-enhanced product that engages fans in the entertainment business in unprecedented ways. CERERA assists all industry members in monetizing their goods using artificial intelligence, and all progress can be tracked in real time. Payment and trading of what fans are most interested in, from sports and gaming to e-sports, will be possible with an alternative payment currency.

CERERA is a fantastic option for everyone - organizations and fans alike - who will be able to immerse themselves in a world that will give greater enjoyment, power, and profit, with AI technology assisting them in monetizing their decisions.

Company Description

Cerera is a blockchain technology for sports and gaming. Harald Eiriksson and Arvidas Kiubers are the company's owners. The company will have 15 members in the team and will be headquartered in Tallinn, Estonia. The company will go live on December 1st, 2021.

Idea

Our plan is to build a platform for sports teams, gaming clubs, fans, and traders. The company will create a introduce a new platform for trading sports fan tokens.

Mission

Our mission is to make online payments easier and to promote cutting-edge technology in order to bring cryptocurrencies closer to our clients and to enable secure payments in the sports sector.

Vision

Our vision is to make this company one of the most recognized companies in the local, national and international cryptocurrency market. The company expects to grow and expand, hire more employees, start collaborating with the biggest companies on the market, and in the future consider expanding with more trained staff at multiple locations.

Objectives

- Create awareness for a better and more innovative way of making payments in the sports industry
- Boost brand trust in the company by providing secure platform for treading
- Enhance Customer Satisfaction by giving daily information from the industry
- Build More Customer Loyalty
- Increase Customer Lifetime Value
- Positive Customer Experience
- Improvement in the Existing Services
- Fostering Customer Relationships
- Training and Development
- Increase in Revenue by increasing the number of users and their activity trough our platform
- Manage the Costs Effectively
- Positive Word of Mouth

About the Service

Cerera is a blockchain technology for sports and gaming. We are a one-of-a-kind blockchain technology company that is placed in the worldwide sports and gaming industry. The platform allows companies and fans to participate in the constantly increasing cryptocurrency market. Cerera, as the platform's cryptocurrency unit of account, enables organizations to expand and monetize their audiences, allowing fans to interact intimately with sports and gaming clubs, win prizes, and trade in this market.

CERERA is a fantastic option for everyone - organizations and fans alike - who will be able to involve themselves in a world that will give greater enjoyment, power, and profit, with AI technology assisting them in monetizing their decisions. The CERERA product is built on the BNB blockchain platform.

How it works?

After signing a collaboration agreement, the organization(our client) will not need to build any IT solutions since we will supply all of the infrastructure for how CERERA coins will flow to their budget and fan wallets.

Every club, including e-sports clubs, that joins the CERERA platform is given 1,000,000 CER tokens as a welcome gift. These tokens can be used in a variety of ways. At the end of the year, users will be able to swap their club's tokens for other cryptocurrencies like as Bitcoin, Ethereum, ADA (Cardano), BNB, XRP, Solana, Polkadot, Terra (LUNA), Litecoin, and others, as well as Euros, Dollars, and other FIAT currencies.

The CERERA token can be used for a variety of purposes. It is also intended for the gaming sector, which is expanding in tandem with the bitcoin market. CERERA tokens can be used as an extra tool by game development organizations to recruit fans and foster loyalty.

Industry Analysis

Sport Tokens Industry Overview

Sports as an industry has realized the potential that cryptocurrencies and blockchain technologies can bring to further monetize fan engagement, attract sponsors and engage a global market in ways that were unimaginable decades ago. Passionate fans, each a citizen of digital technology, consume sports and related content beyond the actual duration of a match. Teams, clubs and sporting bodies are innovating to survive in the new digital age and meet fan expectations. With the limitations brought upon the industry due to the COVID-19 pandemic, the sports industry has responded and devised new strategies to ensure clubs and fans remain connected in a socially distanced world. The industry has recognized that blockchain is capable of revolutionizing revenue streams and the fan experience through increased crypto-sponsorships, fan tokens, non-fungible tokens ("NFTs") or even by entrance of blockchain providers into the market.

Partnerships and Sponsorships

Sponsorships have led to an increased awareness of cryptocurrencies amongst viewers and investors, at a time when crypto's prevalence in the media and in everyday life isalso on the rise. The list below provides some notable examples of sports teams expanding their advertising budgets to partner with new and upcoming crypto-currency exchange platforms, in order to gain further brand recognition:

- The sponsorship deal signed in December 2014 between US-bitcoin payment processor BitPay and ESPN Events was one of the first recorded cryptocurrency marketing

initiatives. BitPay also sponsored the St. Petersburg Bowl, an annual post-season football game for colleges in the US, in order to promote Bitcoin.

- By 2018, crypto-sponsorships took off with CashBet Coin's engagement with Arsenal Football Club as the club's exclusive and official blockchain partner. The deal was designed to promote the launch of the CashBet coin, a cryptocurrency specifically designed for use on CashBet's online gambling platforms.

- Litecoin became the official cryptocurrency partner of UFC 232 in 2018, sponsoring the Light Heavyweight title fight between Jon Jones and Alexander Gustafsson. The event led to a spike in interest for the coin with Litecoin UFC receiving more than 40 million Twitter impressions to an audience of over 16 million users worldwide.

- With the aim of promoting its crypto-trading service, eToro partnered with several Premier League teams – paid for entirely with Bitcoin. By September 2020, the platform became one of Europe's biggest football sponsors of clubs such as Tottenham Hotspur FC, Brighton & Hove Albion FC, Cardiff City FC, Crystal Palace FC, Leicester City FC, Newcastle United FC and Southampton FC. eToro suggests that cryptocurrency can be used to authenticate merchandise, reduce ticket touting and for player transfers.

- More recently, in March 2021, Aston Martin Cognizant Formula One became the first Formula One team to partner with a cryptocurrency firm. Crypto.com is a platform with over ten million active users and will no doubt gain greater brand exposure on Aston Martin F1 cars in competitions worldwide.

Use of Cryptocurrency and Blockchain Technology in Sport

Bitcoin and other cryptocurrencies are also being incorporated and accepted as methods of payment. Cryptocurrencies have been used to allow fans to purchase tickets and merchandise and for clubs to pay players' salaries and transfer fees. Sports clubs and organizations have also benefitted from blockchain technologies by implementing more secure and transparent ticket exchange markets. For example:

- In early 2018, Harunustaspor, a Turkish football club, became the world's first football team to purchase a player using Bitcoin. The player, Omar Faruk Kiroglu (22 years old), received 0.0524 in Bitcoin (£385) and ₺2,500 (£470) as part of the deal with Harunustaspor.

- International payment services companies, such as Wirex and Epayments, offered fans the ability to purchase tickets for the FIFA World Cup 2018 in Bitcoin, Litecoin and Ethereum. In addition, Kaliningrad hotel chain Apartments Malina announced that customers were able to book and pay for accommodation using Bitcoin.

- In July 2018, Gibraltar United Football Club partially paid its players' salaries in cryptocurrency after closing a partnership deal with cryptocurrency platform Quantocoin. Quantocoin also owns 25% of the Italian Serie C football club Rimini FC 1912, which became the first football club to be purchased by a cryptocurrency firm. The initiative followed new regulations established at the time by the government of Gibraltar, allowing businesses to engage in Initial Coin Offerings (ICOs).

- Last year, TIXnGO partnered with Lancashire Cricket to provide a new blockchain mobile tickets platform. Working with SecuTix (a ticketing system provider), the deal activated secure mobile tickets for all domestic and international fixtures at Emirates Old Trafford in 2020. The aim was to create a unique encrypted ticket for smartphones that is traceable and removed the risk of counterfeit tickets, simplifying the process of transferring or reselling tickets for the end-customer.

Fan Tokens and Crypto-Assets

One of the most exciting innovations evolved at the intersection between sports and technology with the emergence of fan engagement tokens. A fan engagement token is a "fully fungible digital" utility token that gives fans access and influence over certain decisions made by their

favorite sports team. The tokens provide its owner the right to vote on club matters such as kit designs, training ground names or picking charity initiatives. It is similar to a membership card providing fans with exclusive rewards, including special VIP access and treatment to a variety of events.

Fan tokens are created and distributed amongst fans through a Fan Token Offering (FTO) (similar to the concept of an ICO). Unlike an Initial Public Offering (IPO), fan tokens do not represent ownership in the equity of shares in any sporting club – but the venture is still extremely profitable. For example, FC Barcelona ($BAR) generated US$1.3 million in less than two hours after going on sale on the Chiliz Exchange. $BAR fan tokens were sold in 106 different countries.

Conclusion

Despite the explosion of interest in digital currency, sporting clubs should remain conscious of the risks that this new technology brings. The value of crypto-assets continues to be volatile and despite the phenomenal growth, the legal and regulatory landscape is still uncertain. The lack of stability in this area will require sports businesses to adopt arrangements that hedge a contingency to save money in the event that valuations fluctuate. However, the rise of crypto-assets grants opportunity and excitement for the sporting world.

("The Future of Sports - Cryptocurrencies and Blockchain Technology", 2021)

Competitors

Chiliz

- Chiliz powers the Socios.com fan engagement platform built on the Chiliz blockchain infrastructure
- Chiliz has raised a total of $66M in funding over 2 rounds
- The company is funded by Jump Trading
- Founded in 2012

Socios

- Socios.com is a fan engagement platform powered by Chiliz
- Transitioning passive fans into active fans is essential to the future of sport
- They have 25 employees
- Founded in 2008

STOGlobalX

- STOGlobalX enables institutions to tokenize securities and facilitate the virtual ownership and trading of conventional physical assets using digital tokens
- They offer real world assets into fractional ownership on the Blockchain, while offering investors a digital investment marketplace
- STOGlobalX also comprises a highly secure, institutional-grade security token exchange and trading platform

LCX

- LCX is a blockchain ecosystem for professional investors
- LCX has raised a total of $8.5M in funding over 2 rounds
- The have 57 employees
- Founded in 2108

BlockState

- BlockState provide SMEs and real estate developers with an end-to-end, blockchain based solution to issue and manage equity and debt
- Security Tokens - digital representations of existing, regulated financial products
- BlockState has raised a total of in funding over 2 rounds
- Founded in 2018

LAToken

- LATOKEN is the leading platform for multi-asset tokenization and cryptocurrency exchange
- It has recently entered CoinMarketCap's Top 50 by trading volume
- LATOKEN has raised a total of $18M in funding over 1 round
- Founded in 2017

FirstBlood Technologies

- A platform that lets eSports players challenge each other in the field and win rewards
- FirstBlood has raised a total of $6.1M in funding over 1 round
- FirstBlood has a post-money valuation in the range of $10M to $50M as of Sep 26, 2016, according to PrivCo.
- Founded in 2016

SWOT Analysis
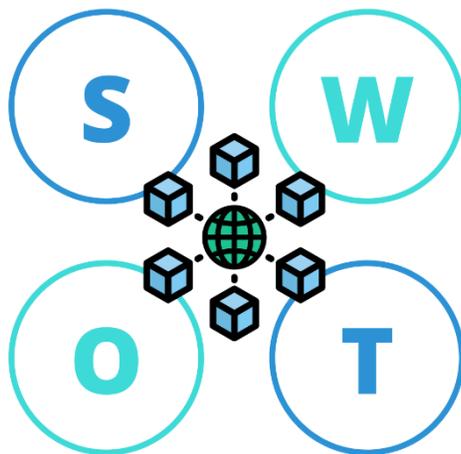
Strengths

- High service levels
- Strong technical expertise
- Custom blockchain solution
- Weak competition
- High profit margins
- High quality staff
- Clear segments targeted effectively
- Clear value proposition

Weaknesses

- Peoples resistant to change
- High cost structure (technology infrastructure)
- Low initial funds
- No company app

Opportunities

- Ability to create new financial market and revenue streams
- Further develop our sales/service team
- Attract new customers through special offers (free tokens when becoming member of our community)
- Develop and implement a loyalty program
- Improve the overall customer experience
- Build online engagement with our brand
- Develop relationships with online "influencers"

Threats

- Rising fixed costs
- Losing key/valuable customers
- Decline in the cryptocurrency market
- Declining economic conditions

Customer Analysis

While over 43 million Bitcoin addresses have been created since the beginning of the world's first cryptocurrency, it is important to use the active number of Bitcoin addresses as a better measurement of actual daily users, which currently stands at about 637,000.

In meaningful monthly estimate of active cryptocurrency users in general can be found that total number of unique users per month, which currently stands somewhere around 19 million. Interestingly, when Bitcoin's figure of 370,000 active addresses per day is multiplied by 30 days in a month, this figure is only slightly more than 19 million.

Participants in the Bitcoin community tend to be extremely lopsided in the direction of the male gender, with slightly over 90% of users reporting themselves as male in a browser-based statistical overview.

The age disbursement of the Bitcoin audience is varied, but definitely youthful, with over half (57%) of Bitcoin-related website users being under the age of 34. About 38% of the audience was between the ages of 35-54, with the remaining 5% being ages 55+. It is definitely the younger generations that are adopting cryptocurrency, with those who have experienced the internet being around through their entire lives most interested in the subject.

Knowing what other subjects cryptocurrency users are generally interested in can also help crypto-based businesses target new customers. According to a Google Analytics report of a popular Bitcoin-related website, visitors of the website tended to be most interested in a combination of financial services and software-related websites.

The top five interests of users browsing the website and the percentages of users interested in them were as follows:

- Financial Services / Investment Services: 8.14%
- Software / Design Software / Drawing & Animation Software: 3.72%
- Financial Services / Banking Services: 3.3%
- Employment: 2.76%
- Consumer Electronics / Mobile Phones: 2.7%

Marketing Plan

4P's concept

Product

Value for the customers
- Good-friendly web interface
- Excellent customer service
- Fast and Effectively Problem Solving
- Understand a Service Inside and Out
- Returning buyers
- Experience team working on the satisfaction of the customers

Pricing

We obtain, 2% of each transaction and burn half of those tokens, or 1%, which is equivalent to 50% of the tokens received. This implies that if half of the tokens are burned, the overall value of the remaining tokens increases.

Placement

Our tokens will be offered to crypto currencies for users and traders. We can be contacted about services via social media, email, through our website, or by a phone call the customers will be served in the best way we know.

Promotion

SOCIAL MEDIA

How we will use social media to promote our brand.

We will use all social platforms to increase brand awareness and drive leads.

Facebook

Facebook will be used to promote the brand, industry, and company products,

➤ Posting 3-5X a week

➤ Using call to actions and questions in captions so people engage

➤ We will post posts types that are currently being posted on Facebook

➤ We will set up a campaign with specific posts

Instagram

Instagram will be used to promote brand awareness and grow the brand itself through trends and visuals.

➤ Posting 5+ times a week

➤ We will engage with similar companies

➤ Reviewing analytics and post at optimal times

➤ We will use all types of posts

➤ Stories - quick updates, news, quizzes/polls - have at least one story every day

➤ Classic posts - use for campaigns, information about the brand

➤ Reels - fun short videos about events, products, and brand

➤ IGTV - longer videos campaign specific

➤ Creating giveaways so people share our brand

YouTube

YouTube will be used to show knowledge about industry.

➤ We will post videos with advices and tips and informative videos

➤ We will use branded thumbnails so viewers know what the video is about, know the brand, and looks professional

➤ We will use YouTube cards during the video to lead to other videos

➤ We will have suggested videos at the end of each video

➤ We will mention to the viewers to subscribe for more in the video

➤ Videos will be posted at least once weekly instead of bulk uploads or inconsistent uploads

➤ In description, we will use keywords and link out website and social pages

LinkedIn

LinkedIn will be the platform to make meaningful connections with other businesses.

➤We will create a LinkedIn account to connect with organizations on a professional level

➤ We will use LinkedIn to write more in-depth about the business and its goals

➤ Connecting with others in target markets

➤We will comment and engage on posts of others

➤ Message organizations

➤ We will promote the brand and its accomplishments

➤We will use statistic-oriented posts to gage our audience

➤We will Write posts about the company and its objectives

➤ Posting 3-4X a week

Twitter

Twitter will be used to give us quick update on brands and products.

➤We will post consistently - 5+ times a week

➤ We will share Tweets/engage from similar brands/topics/outlets

➤ Add comment

Share visual content Social Media Planner

➤ Hootsuite $29 USD/month

➤ Meltwater No price shown, more expensive but gives good insights and planning options

➤ Sprout Social No price shown, more expensive but gives good insights and planning options

➤ Buffer $15 USD/month

➤ Planoly $180 USD/year

➤ Later $12.50 USD/month

➤ Tailwind $120 USD/year for Pinterest and $120 USD/year for Instagram

➤ Best for Pinterest but would have to pay for each separate. Suggest starting with Pinterest version.

PAID MEDIA

What is paid media?

Paid media is any sort of digital advertising that we are paying for. This is our Google and paid social advertising.

Google

We will use Google search and keyword searches to land on the front page of Google searches.

Keywords we will focus on:

(any keyword in industry, competitor keywords, and relevant to name)

We will use Google ads to retarget. By using Google ads we can show up on pages in our industry and place a cookie in someone`s browser that was on our website. By doing this, your ads will show up in their Google searches and get them to come back.

Social Media

We will use social media paid ads on Facebook, LinkedIn, Pinterest, and Instagram.

Each will be eye catching and it will speak to the audience on each platform.

We will use a call to action in the ad urging people to visit our page.

BLOGGING

Why a blog?

We will create a blog to help build SEO and domain authority on out website.

A blog will draw in audiences that want to learn more about our industry and show them why our company is the best option for what they want to do.

We will follow SEO best practices while blogging, we will keep it consistent (every week or every month), and keep it relevant. We will write the blogs or pay someone, or have guest bloggers that will promote through their own channels also.

SEO

This is how we will use SEO to our advantage.

➤ Using keywords, SEO, and optimize site speed for high Google ranking ➤ Keywords to focus on:

➤ List keywords in our industry

➤ Plan keywords -

- https://neilpatel.com/ubersuggest/
- https://www.semrush.com/
- https://trends.google.com/trends/?geo=US

➤ SEO

➤ Optimize image size

➤ Use Alt Text for images

➤ Use internal and external links

➤ Site Speed -

- https://developers.google.com/speed/pagespeed/insights/ - test and review

How we will optimize SEO

➤ Picking keyword or phrase we will focus on

➤ Using one of the mentioned keyword planners to find variations of keywords

➤ Input keywords in the text for our website

➤ Using alt text for photos on our website and including keywords in the alt text

➤ Alt text is for images on a website or in a blog post. While uploading an image, there is a section that says alt text, this is where you can put a short description that includes keywords

➤ Building trust with Google by including internal and external links in website

➤ Keeping all sentences and paragraphs short with plenty of images

➤ Optimizing image sizing and run speed test to find slow parts of website and build speed to help build

SEO

➤ Facebook: 1200X630px

➤ Twitter: 1024X512 px

➤ Instagram: landscape 1080X566 px portrait: 1080X1350 px square: 1080X1080px stories: 1080X1920px

➤ LinkedIn:1200X627 px

➤ Website: 1500 px wide (let it auto adjust height)