



POOL BETTING

Pools betting involves prediction on selected football events, whereby only draw predictions are made on selected matches.

To conduct pools betting activities in Benue State prospective operators must obtain approval/license from Benue State lotteries board

- i. Certificate of Incorporation
- ii. Memorandum and Articles of Association
- iii. A minimum share capital of N20,000,000 (Twenty Million Naira) (Form C02)
- iv. Details of Directors (Form C07)
- v. Address of registered office(s) and administrative office(s)

A detailed business plan/proposal on the proposed pools betting scheme, providing the following information.

REQUIREMENT FOR POOLS BETTING LICENSES

1. An Application letter
2. Non-refundable application fee of N1,000,000.00 (One Million Naira)
3. Documentary Evidence of Business Incorporation
 - i. Name and profile of all directors and management staff. Please not that at least one director or management staff must have gaming industry experience.
 - ii. Tax Clearance certificate of all directors in the preceding three (3)years.

- iii. Address of planned location, branches and outlet. These must be lock-up shops; kiosks and mobile vendors are not allowed.
- iv. Description of operations and management structure.
- v. A pools betting industry analysis is that demonstrates an understanding of the Benue State pool industry. The analysis must include the names of major players and market share. Marketing and distribution plans
- vi. Finance Structure
5. Management account of your registration
- ii. Company's Bank statement of the last (one) year in support of financing plan.
- iii. 5 (five) year projected profit and loss account, balance sheet, cash flow analysis-this should provide for payment of the license fee and monthly tax.
- vi. Capital budgets and financing plan: source of finance, foreign investment and terms of investment (if any)
6. Details of proposed pool operation
- i. Location of the pools betting operations in Lagos State
- ii. Proposed trademark, brand name, logo and colours
- iii. Relevant tournaments/games applicable odds system
- iv. Prizes and Price Structure
- v. Number and frequency of games
- vi. Rules and participants' code of practice
- viii. Responsible gaming policies
7. Detailed information about the applicant's technical service provider and betting sites
8. Detailed information on proposed technical topography including a schematic diagram clearly illustrating the technical operational flow

General:

- i. Architectural diagram clearly illustrating the technical operational flow
- ii. Proposed platform-self host or cloud based
- iii. If cloud based, the contact information of the hosting company.

- Hardware:**
Detailed information on the type of servers to be used
- i. Detailed information on firewall, routers etc
 - iii. Redundancy implementation(if any)
- Software:**
Operating systems specifications
Database application specifications
- Processes and System Quality Assurance

NOTE:

Applicants are required to submit both hard copy and soft copy of their application on a USB stick

BSMLB requires a minimum of 15 working days to conduct due diligence on every application. As part of the application process, the applicant will be required to make a presentation before LS/LGA. Where the applicant satisfactorily fulfils the pre-approval requirements, an Approval in Principle (AIP) will be granted for 90 days.

The AIP is a temporary license; the substantive licence will only be issued on fulfilment of ALL conditions highlighted in the AIP



Benue State Sports Marketing and Lottery Board

www.bsmlb.org