

# Startup 2020

## BETTING NEWS



Si14's exchange  
Viktor Kopylov  
startup of the year

## One on one interview with CEO of Si14.bet

In sports betting, the field of betting exchange is extremely competitive with giants such as Betfair dominating the field. How can one newcomer succeed in this industry and what is new to offer, this and many more questions have been answered in an interview with the CEO of Si14Bet Viktor Kopylov:

**1. How did the idea of Si14.bet begin and what did the first days of the project look like?**

With a lot of experience in the gambling industry, our company was experiencing the pain of the industry. It was a constant blocking of accounts and cutting of maximum betting. The turnover in our bookmakers was up to \$200 million per month. We used different strategies to manage our capital and were very successful in doing so. When the question of managing large amounts of money arose, we decided to develop our platform. We took into account all the pain of the industry and our users will have the best conditions in the betting market.

**What does the name Si14 mean?**

The successful creation and launch of the beta platform was the first milestone in the history of the company - the foundation of Si14 (an element of the periodic table Si 14 Silicon Mendeleev) - Silicon is one of the strongest minerals in the table. This will be our exchange.

**2. How many users exchange bets on the platform?**

There are currently 20,000 users beta-testing on the Si14 platform. The official launch of the platform is scheduled for December 2020.

**2.1 Which sports are preferable for users on Si14?**

Preferred sports - Si14 does not make preferred sports. We focus on all markets for sporting events. Of course, the main sports will be highlighted with a wider service line such as - Football - Tennis - Cybersport - Volleyball - Ice Hockey - Horse racing and others.

**3. Many newcomers to the exchange betting scene have liquidity problems and enjoy the action of major competitors. How do you plan to solve this problem?**

The liquidity problem in our company was solved very quickly by the interest of professional players with high liquidity. Our large target audience is the players who hedge their positions and deal with arbitrage situations in the betting market. To date, we have signed some memoranda with developing countries such as Africa, Costa Rica and others.

**4. These days, new clients are looking for security when investing. Do you work under certain gambling licenses and why should users trust Si14.bet?**

Our company is based in Switzerland. We plan to obtain licenses in the countries where the company operates. Our company is serviced by the TOP Bank of Switzerland, which will be responsible for players' funds.

**5. Can you briefly explain how clients work on si14.bet, what are tokens and why they use them?**

Users use our platform as an exchange that has supply and demand. The difference from a stock exchange is that instead of stocks, bonds, the subject of trading is sports events. Tokens are used as a tool to reduce the commission of the platform. The classic fee of the Si14 exchange is 1%, but users who have purchased tokens can exchange them for a discount of up to 0.2%.

**6. Do you work with feed suppliers (e.g. Sportsradar) and how do they influence the odds on your betting exchange?**

Yes, we work with feed suppliers such as Betradar and others. Since we initially do not have odds on the exchange and they are formed by users - companies such as Betradar - form a recommended odds column. This is done for the convenience of our users.

**7. Finally, what are the best reasons to subscribe to your exchange and why should users choose si14.bet?**

The answer is very simple and short. We have been in the betting market for a long time and we know the pain of the industry. With this information, our company betting market.

**Results:**

"Users use our platform as an exchange that has supply and demand. The difference from a stock exchange is that instead of stocks, bonds, the subject of trading is sports events. Tokens are used as a tool to reduce the commission of the platform. The classic fee of the Si14 exchange is one per cent, but users who have purchased tokens can exchange them for a discount of up to 0.2 per cent."

Overall, Si14Bet looks to break into a market that has been heavily impacted by a global pandemic. And with its P2P system, unique cryptocurrency option, and lack of sporting preference, the platform could develop well in this new climate.

"We have been in the betting market for a long time and we know the pain of the industry. With this information, our company has taken into account all points and made a platform from which no one will leave. Besides, we have innovative solutions that are not found in the betting market."

Kopylov emphasised: "The liquidity problem in our company was solved very quickly by the interest of professional players with high liquidity. Our large target audience is the players who hedge their positions and deal with arbitrage situations in the betting market. To date, we have signed some memoranda with developing countries such as Africa, Costa Rica and others."



Viktor Kopylov