

★ BET ★ TENDERS

PLAY SMART - WIN MORE

Brief for the position of:
Chief Operating Officer



Chief Operating Officer

Description of Who We Are:

Bet-Tenders was started in August 2021 with two employees at a bar in New Jersey promoting sports betting sign-ups for a UFC fight. In just eight short months we've grown into a multi-state operation employing 50+ Bet-Tenders in sports bars, ballparks and arenas across the three states.

The incredible success we've experienced in our first year has encouraged us to continue with our rapid expansion and we're looking to double those numbers by kick-off of 2022 football season.

To do that successfully we need a person who can manage and organize the expansion and help us execute our winning blueprint in new territories.

Who You Are:

Positive, Energetic, Organized, Special person who is ready to leave a more structured corporate environment and seek fame fortune with a fast-growing sports betting company.

With your experience and talents, you'll be able to lead our team of high-performing professionals to be efficient, productive, and effective, while helping recruit, train and manage Bet-Tenders along with City Managers who will oversee ground operations.

Job Function:

The COO role is exactly what it says it is Chief OPERATIONS officer. The person who makes the trains run on time. It's not sales or innovation or connections (they're all nice add-ons). It's all about execution and accountability.

The COO will also help finalize our work blueprint and flowchart that will allow us to grow the company in a more uniform manner, interface with venue owners on venue fees and event costs, work with betting operators to help coordinate payments and activations, and oversee scheduling to optimize shifts and times.

COO will also oversee our digital and joint venture growth. BT is currently in talks with a number of different people in the SBI (sports betting industry) as we scale the business up in the next 12-24 months.

Key Attributes for the COO:

- You are a self-starter who is solutions-oriented, thrives under pressure, enjoys fast-paced work and is motivated by success.
- Strategy Development and Thought Leadership
- Growth Marketing Oversight, Execution and Monitoring
- Oversee performance tracking and utilize/improve our approach to attribution to drive decisions around budget allocation, ROI, and forecasting
- Team Leadership and Growth
- Hire, lead and coach a growth team, along with select contractors or partner agencies
- Set clear targets and KPIs for each channel owner to ensure team members are action oriented and constantly improving results
- Collaborate directly with the CEO to build a long-term roadmap for the team, our partners and our vision to meet our long-term goals
- 5+ years in sales and growth leadership roles; proven track record in a high growth business
- Hands-on experience; ability and desire to roll up sleeves, get dirty and have fun in the field when needed
- Strong problem-solving skills, with the ability to come to rigorous and defensible solutions to complex and open-ended problems

Compensation:

- Base salary of \$100K plus bonus and equity
 - Bonus: if the company hits projected revenue targets the COO could earn anywhere between 50-200K in bonuses. Our revenue model has wildly different projections based on things we have no control over (states that go legal, new apps in the market, CPAs, jurisdictions cutting off access, licensing) so that is why there is such a wide range in bonuses.
 - Equity: ability to earn equity in the company with equity bonuses paid out by hitting revenue goals. The COO could earn out 5-8% stake in company over two to three-year period. With an industry that is paying 6-8X times revenue for acquisitions, this role could be looking at a multi-million dollar payout in a few short years.

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