

# CARVING YOUR PLACE IN THE LATIN AMERICAN MARKET

CASE  
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STUDY



## Executive Summary

**Client:** Betiply

**CEO:** Michael Puscar

**Industry:** Online Fantasy Sports Platform

**Location:** Mexico

*“Craig Dempsey’s team at Biz Latin Hub were instrumental in facilitating our launch into the Mexican market. Their company provided us with an in-depth analysis of the current business and legal climate along with a detailed legal opinion and supporting precedents. That legal opinion was fundamental in assisting us to sign agreements with merchants within Mexico that allows our platform to handle transactions within the country.”*

– **Michael Puscar**, Co-Founder and CEO of Betiply



**Biz Latin Hub provided Betiply with the following services:**

- Market research
- Market analysis
- Legal consultation
- Litigation & Negotiations

## The Start of Something New

Betiply is a leading online sports platform that gives customers the opportunity to access fantasy sports contests throughout the Americas. Daily Fantasy Sports, wildly popular in the United States, has until now, been only available in The USA and Canadian markets. Betiply will not only allow Mexicans to participate in fantasy sports contests, they will be able to do so with their brethren in other nations across both North and South America.

The company has had great success in Canada and the USA, giving rise to the opportunity of expanding their operations south, starting with Mexico. With a huge population and strong sporting culture, Biz Latin Hub knew that there was a market opportunity for Betiply in Mexico. Betiply selected Biz Latin Hub as its back office and legal advisor for entry into the Mexican marketplace and was able to enter the market using the services offered by our company.

## Market Research and Legal Dexterity

Biz Latin Hub was able to provide Betipty with tailored and professional market entry services. The Mexican sports market was researched and analysed with the use of Biz Latin Hubs extensive network of business contacts and third party sources. In addition, this market research examined the legal climate which Betipty would have to operate in; specifically looking at regulations in the industry and how this would affect investments by foreigners. Biz Latin Hub gave a detailed legal opinion and supporting precedents for Betipty to conduct their business. This legal opinion was fundamental in assisting the client to sign agreements with merchants within Mexico that would allow their platform to handle transactions within the country.

## Paving the Way for Successful Execution of the Business Plan

The market entry and legal services provided to Betipty by Biz Latin Hub were of great value to the company's business plan. There was a market opportunity in Mexico, and Betipty made the most of the legal experts and professional staff at Biz Latin Hub in order to start their operations in this new market.

## Future Collaboration with Biz Latin Hub

Betipty is already looking ahead. Once firmly established in Mexico, Betipty are looking to head south and take on South America, specifically Chile, Peru and Brazil. Co-Founder and CEO Michael Puscar has expressed his contentment with the company's alliance with Biz Latin Hub and that they are interested in continuing business collaborations as they grow throughout the region. If you want to learn more regarding the services that Biz Latin Hub offers, or you need consultation for setting up your business in Latin America, then take a look at all we can offer you through our [website](#).



### OTHER SERVICES OFFERED:

- [Continued Legal Services](#)
- [Accounting & Finance](#)
- [Recruitment Services](#)
- [Due Diligence](#)

## About Biz Latin Hub

The *Biz Latin Hub* group was established in 2014 to assist both local and foreign companies doing business in Latin America, by providing a full suite of multilingual Market Entry and Back Office Services.

The group is owned and managed by an experienced team of *local and expat professionals*, dedicated to assist our clients in navigating their way through the complexities of the Latin American business environment