***Can I open my own casino*** *and what factors should I consider?*

The gambling industry is currently one of the active evolving types of online commerce. If you are questioning **can I open my own casino** and turn it into a successful online business, which will profit an owner and be attractive to players, you have to follow the proper order of steps. 2WinPower experts are happy to share their best expertise to support prospective online casino owners evade typical mistakes, which that may block business kick off.

*What are the advantages of online gaming business?*

Latest researches show that the gaming market has a steady growth rate for the last decade. The growth rate shows 10% over the last 5 years, which is very impressive. So why not to take the benefits of this growth? Also, many investors are attracted by the performance of the frequently profitable online casino market and screening of the stocks can show that there are over $45 billion are expecting allocation from gambling focused stocks. If you are wondering can I open my own casino with no funds here is an answer to it.

Legislation regulation is becoming friendlier during the last few years. Most of the EU countries are implementing more attractive pieces of law to regulate this market, which opens a lot of business opportunities for newbies.

In the nearest future, the number of adults grown up on computer technologies and implemented smart devices into their daily routine will only grow. That means that online technology will be more commonly used for leisure purposes, including online gaming, and it opens numerous opportunities for online casino owners. Also, the popularity of cryptocurrencies is growing, but so far not so many options to spend this money. Bitcoin casino can be an innovative solution, which offers bitcoin payment option among the others. To find out best-practices of such a business you can here: <https://2wpower.com/en/bitcoin-casino-software>.

Based on the recent studies there is an assumption, that internet casino games are more attractive for players because it’s the easier, convenient and comfortable than the land-based option. Therefore online gamblers play 4 times more often than land-based players on the weekly bases and this means that they bring 4 times more money into your online business.

*How difficult is it to start your own online casino?*

Industry influencers and insiders to start a real profitable casino is quite a difficult job. 2WinPower gives you some insights on how to ease this process and what steps to follow.

1. **Research the legislation of the jurisdiction where you want to open the casino as online gambling is a subject to the licensing.** You can choose one of the EU countries or offshore jurisdictions based on the reputation, budget or time. The process of obtaining a license can take up to 6 months; therefore it is advised to go with a white label partnership. This implies that you can buy a turnkey solution from the operator: <https://2wpower.com/en/turnkey-casino-solution>. Basically, solution provider has already a license and ready to-go-platform, which you can implement for your business and the providers take all the risks.

2. **Pick up a reliable casino solution provider.** The operator should be screened carefully before entering the partnership relationships with it. It is a good idea to screen the reviews to ensure that the particular vendor has enough case studies and success stories. Here is an example: https://2wpower.com/en#reviews. Search for agile, easily tailored platform which will let you manage the entire process, from conception to launch. Again the process will be much easier if you choose turnkey infrastructure, which allows you to operate your own online casino under a well-organized white label.

Your criteria may be different, but we advise you to use this checklist when making the final decision:

* variety of slot games
* high-level marketing tools
* payment system alternatives, which support the variety of currencies
* technical support

3. **Payment systems.** The main purpose of any online gambling business is to generate a profit; online casino business requires the possibilities to make fast and easy transactions like no other. During the selection process of the payment system provider, it is advised to secure various payment options for your players, including bitcoin payment.

Work with providers that know and adjust their services to the particular market. To keep this process simple 2WinPower offers to its partners:

* Integration with the main e-commerce platform
* Support of different payment system including cryptocurrency
* Detection of fraud and risk-taking

The advanced games together with the simple payment system, which supports everything from the credit cards to bitcoins can enhance the overall gaming journey and make added value to your business.

4. **Front-end design.** The customer journey begins from the first click on the website and you need them to stay on it so the website design is worth to invest in. Make sure that do not overload your platform with extraneous graphics or parts that may slow it up and affect the gamblers' experience. The website should support integrations with the third-party applications.

5. **Marketing tools.** Once your business is set it is time to think about an effective marketing strategy. Place your online casino business as reliable and good quality business. Availability of good slot game and user-friendly website is a half of the job, but your efforts should be ongoing in order to attract the right and constant audience to your website, and here come a few options:

* Loyalty programs
* Session promotions
* Notifications
* Retention

As you see opening your casino is not a rocket science, but still a pretty terrifying task. Satisfying the customers and keeping high standards for your business requires many efforts. It’s the mutual exertion of your software provider and a team of the marketing and sales specialists that should be aligned to boost your business ahead.

2WinPower can ease your pain by delivering individual solutions to license your business, bring top-notch games and technology, run the website and operate your online casino under the turnkey infrastructure at an affordable price. Next time you question yourself whether **Can I open my own casino** just drop us a line at <https://2wpower.com/en/feedback>.