

WATERHOUSE VC SECURES OPTION IN MAINCARD, THE 'SHOPIFY OF ONLINE BETTING'

SYDNEY, AUSTRALIA, April 28, 2025 /EINPresswire.com/ -- Waterhouse VC, an investment fund specialising in the technology layer of the global gambling industry, has secured an option in Maincard, a “Shopify for Online Betting” platform targeting the launch of fully customisable licensed online betting sites in under 30 minutes.

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*Tom Waterhouse, Chief
Investment Officer,
Waterhouse VC*

“iGaming still suffers from high startup costs and significant technical and regulatory friction,” said Tom Waterhouse, Chief Investment Officer of Waterhouse VC. “We’re seeing strong potential in platforms that can streamline development, similar to how Shopify revolutionised e-commerce. The sector is ripe for innovation that allows new entrants to focus on player acquisition and retention rather than backend development.”

Maincard targets the \$1 trillion iGaming market by

replacing months of development work, cumbersome licensing and complex integrations with a subscription-style workflow. Crypto-native founders, influencers and digital communities can spin up branded betting sites, monetise their audiences and retain full ownership from day one.

“Waterhouse VC’s deep domain knowledge and network will accelerate our go-to-market,” said Valerii Makovetskii, Founder and CEO of Maincard. “We’ve developed strong technical foundations with our crypto-friendly payments gateway already powering third-party casinos. The next step is to make launching a betting site as easy as launching an online storefront.”

The investment aligns with Waterhouse VC’s approach of identifying B2B technology companies serving the wagering industry and negotiating options to acquire stakes in these businesses.

Maincard platform vision:

- Launch in <30 minutes — drag-and-drop, no code required
- End-to-end compliance — licensing, KYC/AML, fraud, payments, and customer support

handled by Maincard

□ 15,000+ casino games & 1,000+ sports markets out of the box

Maincard is currently raising USD \$3M to scale its sales team and launch multiple brands from the waiting list by the end of Q3 2025.

About Waterhouse VC:

Waterhouse VC [manages an investment fund](#) focused on the technology layer of the global gambling industry. The fund's approach involves identifying B2B technology companies critical to the operations of wagering operators and negotiating options to acquire stakes in these businesses.

About Maincard:

Maincard is a no-code platform for launching fully customisable licensed online betting sites in under 30 minutes. The company has developed an iGaming ecosystem including a crypto casino on the TON blockchain, crypto wallet, and crypto-friendly payments gateway for betting sites. Maincard aims to allow anyone to quickly launch and monetise online betting sites without technical expertise.

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Michael Donohue
Head of Distribution, Waterhouse VC
michael@waterhousevc.com

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