



Business Plan

May 2025

Red Lane B.V

Executive Summary

At Red Lane, our mission is to deliver high-quality online gaming services to users around the world. With deep industry expertise and a commitment to innovation, we aim to establish ourselves as a leading force in the global online gaming market.

Our core operations include organizing, marketing, managing, and supporting a wide range of remote gaming activities. These services cover all forms of online gaming, including betting exchanges, interactive casinos, bingo, lotteries, poker, and other interactive gaming experiences. We provide these services exclusively to clients located outside of Curaçao.

Currently, we operate 13 online betting platforms and are actively working to expand our brand portfolio. Our goal is to introduce new brands and offer a broader variety of gaming products to meet the evolving preferences of our international customer base.

Red Lane Brand Names :

Portobet
Dellabet
Ajaxbet
Betofbet
Slotella
Herabet
Hullbet
Arexbet
Hermesbet
Etabet
Primebahis
Holeybet
Betlist

However, our objective is to operate online casinos in the countries, where we will be able to obtain all essential licenses.

Products:

SPORT CASINO GAMES

Sport	Casino	Betongames
Live Sport	Live Casino	Games
Virtual	Jackpots	Live slot
E-sport	Trade	Poker

Strategy

Target markets:

Turkey
Georgia
Greece
Bulgaria

Payment methods:

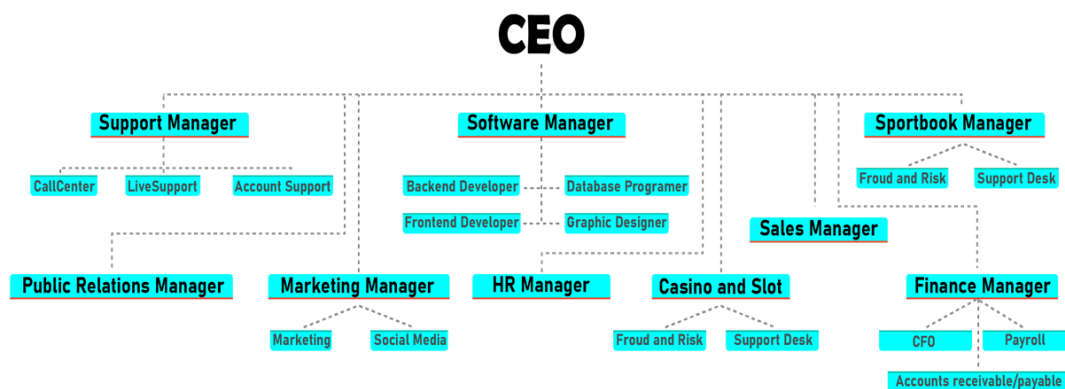




Structure

Our company comprises over 200 professionals, all of whom are experts in their respective fields. As we look to the future, we intend to further expand our team.

Below you'll find our company 'organizational structure and detailed information about our team member.



Software & Suppliers

Picking the technology supplier and interfacing with the best gaming content providers is a principal thing for the casino setup.

We have chosen specific providers that meet our standards:

Amusnet Interactive, Evolution, Netent, Ainsworth, Amatic, EGT Digital, Novomatic, CreedRoomz, Popok Gaming, Platin Gaming, Pascal Gaming, Authentic Gaming, BetGames, BetRadar, BetSoft, Booongo, EvoPlay, Ezugi, Fugaso, GameArt, Ganapati, GoldenRace, Habanero, Igrosoft, Kiron, LiveGames, LuckyStreak, MrSlotty, No Limit City, 1X2 Network, Oriental Game, PariPlay, Hacksaw, Patagonia, PGSoft, Playson, PragmaticPlay, Quickspin, Spadegaming, Spigo, Spinomenal, TomHorn, VivoGaming, WorldMatch, XproGaming. 1x2 Gaming, Blueprint Gaming, Booming Games, iSoftBet, KA Gaming, Leap Gaming, LiveSlots, Yggdrasil, Microgaming, PG Soft, Platipus, Play'n GO, Red Tiger, SmartSoft Gaming, Spribe, Spinmatic, ConceptGaming, CQ9, Edict, Eurasian Gaming, Games Global, Genii, Habanero, Turbogames, WACS, Worldmatch, Thunderkick, AsiaGamigSlots, Playtech, RelaxGaming, ReatimeGaming, WizardGames.

Management & Operation structure

Our company is aiming to join the list of popular betting and gaming websites in targeted markets, and we are completely conscious that it will take the right management and organization – structure to accomplish our object.

We will ensure to hire only the most skilled hands that can help us reach all those goals we are set to achieve.

The purpose of our company is to provide players with the most excited and entertaining environment, but also ensure they get the top level of service. To ensure this, we have prepared outlines for the following positions to be employed by a highly qualified and skilled team:

CEO

The owner of the company has a huge experience in the gambling industry as a manager. He is responsible for monitoring and maintaining online casino systems and networks, responding in a timely manner to service issues and request overseeing and

mentoring the Technical Support Official staff, Directing the day-to-day operations of the Technical Support Official team.

Support Manager

David G, our Support manager lead has over 4 years of expertise in gambling and 3 years in online gaming. He is head of call center, live support and account support.

Sportsbook Manager

Dimitry G has a vast experience with dealing Sportsbook issues in a private company. His department consists of following team:

Risk & Fraud team

This department consists of 8 employees: Murat, Selma and Gigo, who previously worked for different online gaming companies in similar positions. They are evaluating all risks related to the players and their actions.

Support Desk

Our team now involves 10 specialists, who have at least 5 years of experience in online betting customer service. They are giving support to all customers. Here are a few of them:

Nico C has 5 years' experience in online betting and joined us from another online betting site.

Sergei T also has 5 years' experience in the online betting, and he has effective communication skills, that help him to communicate with clients effectively on all levels.

Nata has also 5 years' experience in betting. She improved herself step-by-step, starting from a call-center operator and then moving on to support desk specialist.

Software Manager

Alex G, head of our software has a 10 years' experience in software industry. This department provides a software service and it consists of 4 employees: Backend Developer , Frontend Developer , Database Programmer, Graphic Designer.

Marketing Manager

Nikolai G has a huge experience in online casino sector , he is running social media pages of our sites and making different promotion of them.

Public Relations Manager

Esma has effective communication skills in planning PR campaigns and strategies, monitoring the public and media's opinion of our client or employer.

HR Manager

As HR Manager Natali has huge experience in Gambling Sector. Her responsibilities are : Human Resource Planning, Job Analysis and Design, Training and Development , Design Workplace Policies, Monitoring Performance.

Finance Manager

David has 10 years experience in finance .

His responsibilities are :Daily reporting, Analyzing targets, Meeting with department heads.Managing and coordinating monthly reporting, budgeting and reforecast processes. Providing back-office services such as accounts payable, collection and payroll.

Marketing & sales strategy

Europe, as one of the biggest markets in the world, is our one main target.

There are approximately 10 million players spending their funds in casino games in this market and most of them do that online. This makes them reachable by the online gaming industry.

We are also aware of our rivals, and it should be said that there is so high competition in this market.

Our website will offer well known and reliable payment systems. We are currently working for the extensive offering of payment systems, that will make the website more accessible, and payment secured for our customers.

We plan to outsource most of the marketing services. Sales and marketing services shall comprise most of our expenditure.

Restricted Territories will be as follows: Iran, Iraq, Syria, Yemen, Aruba, Bonaire, Curacao, France, The Netherlands, St.Maarten, Singapore, USA, North Korea.

Policies and Procedures





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 Gambling can be addictive, please play responsibly.

[ABOUT US](#)[TERMS AND CONDITIONS](#)[BETTING RULES](#)[CONTACT US](#)

SPORT	CASINO	GAMES	QUICK LINKS	GAMBLING	POLICIES
Sport	Casino	Betongames	Netent Restrictions	Terms and Conditions	AML-KYC Policy
Live Sport	Live Casino	Games	Self Exclusion Policy	Responsible Gambling	Payment Policy
Virtual	Jackpots	Live slot	Dispute Resolution	Complaints and Arbitration	Bonus Policy
E-sport	Trade	Poker	Fairness & RNG Testing Methods	Accounts, Payouts & Bonuses	Privacy Policy

Financial projections (for 3 Years)

Our financial targets are to reach an annual debit of €45.550.000. To reach the target, we aim to keep profitability at the minimum level and maximize the turnover.

Pre-Launch expenses		After- Launch expenses,1 st year	
Company set up	4 - 7 %	Company running	6 %
License set up	15 - 30%	License fees	2 - 10 %
Software set up	30 - 35 %	Software support	105%
Staff hiring	15 - 20 %	Games suppliers	10%
Pre-Marketing	20 - 25%	Marketing	60 %
Other costs	10 –15 %	Staff	30 - 40 %

2024/2026	Monthly revenues(Eur)	Monthly expenses	Profit/Loss(Eur)
September	800 000	200 000	600 000
October	900 000	300 000	600 000
November	1000 000	300 000	700 000
December	1650 000	400 00	1250 000
January	2650 000	450 000	2200 000
February	3000 000	600 000	2400 000
March	4000 000	750 000	3250 000
April	5000 000	900 000	4100 000
May	5550 000	1000 000	4 450 000
June	6000 000	1500 000	4 500 000
July	8000 000	1000 000	7 000 000
August	9000 000	1000 000	8000 000

