

SMART
CHOICE

SmartChoice

Bussiness plan

Активация Windows

Чтобы активировать Windows, перейдите в меню
"Параметры".

SMART CHOICE

Smart Choice B.V. (brand name – Champion Slots) is a new-established company in the iGaming industry. Smart Choice B.V. is founded by a strong team of well-experienced professionals. The Team puts a strong focus on compliance, customer satisfaction, and technological advancement.

Under the brand name Champion Slots, we offer a comprehensive range of online gaming products and services tailored to the preferences of players in the CIS countries. We provide a diverse selection of casino games, such as slots, table games, live dealer games, and virtual sports betting.

Our gaming platform is distinguished from competitors by our proprietary technology and innovative features, which provide a seamless and engaging experience for players. Our development team continuously enhances gameplay, bonuses, and user interface. Additionally, we are able to personalize gaming experiences by offering tailored recommendations and promotions based on player behavior and preferences, thanks to our advanced data analytics capabilities.

Moreover, our intellectual property includes sophisticated anti-fraud and security measures, in collaboration with third-party anti-fraud service provider Seon, to protect player data and financial transactions, thus ensuring a secure and dependable gaming environment. This strategy will improve the player experience on our platform and help us establish ourselves as a trustworthy iGaming operator.

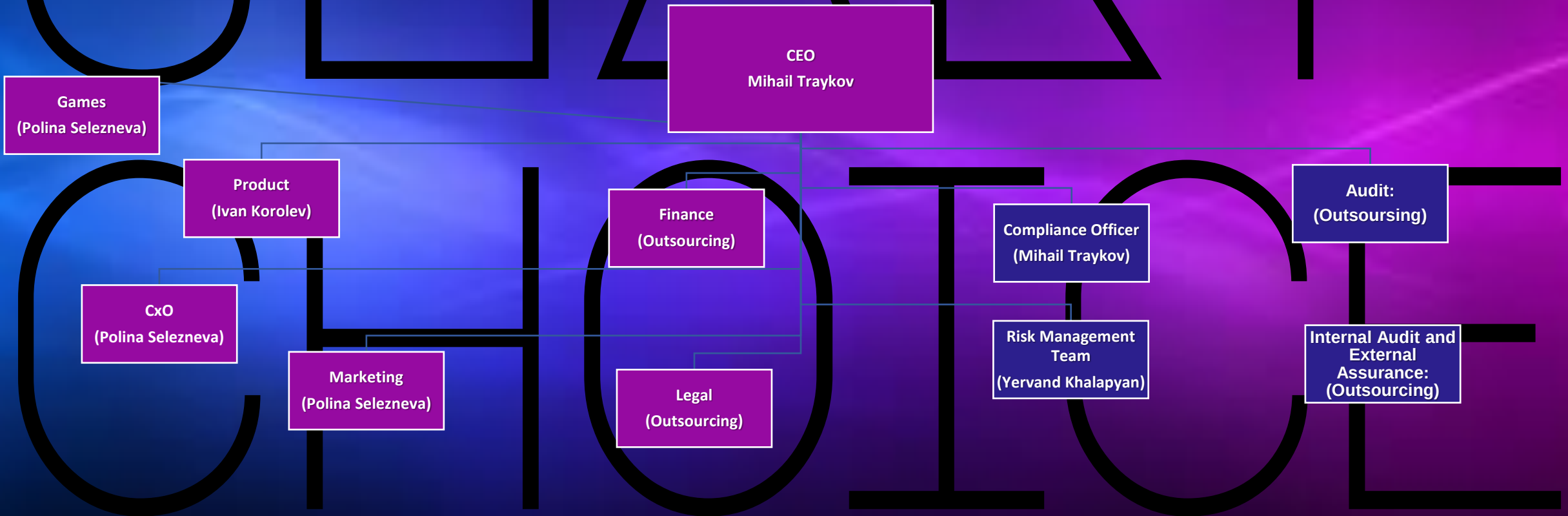
TARGET MARKETS

SMART
CHOICE

CIS
REGION
COUNTRIES

Company control structure

Now Smart Choice B.V. have a small reliable, high-skilled and well-experienced team, specialists with experience leading and increasing growth in small and medium businesses.



Company team details

Polina Selezneva

02.08.1996

p.selezneva@volta.space

[+34641939221](tel:+34641939221)

Spain, Barcelona, c Blai 22, bajos
08004

Ivan Korolev

09.05.1989

i.korolev@volta.space

[+357 \(95\) 729272](tel:+357(95)729272)

30 Ampelakion Street, 4046, Potamos
Germasogias, Limassol Cyprus

Yervand Khalapyan

22.07.1990

y.khalapyan@volta.space

[+37455819155](tel:+37455819155)

Davtashen 4th block, bld.21, apt. 37,
Yerevan, 0054, Armenia

Smart Choice B.V. Business forecast for 3 years

SMART
CHOICE

Items	1st month	6th month	12th month	18th month	24th month	30th month	36th month	42nd month
CIS	CIS	CIS	CIS	CIS	CIS	CIS		
Revenue	2 566 072	3 135 243	3 743 644	4 470 107	5 337 542	6 373 304	7 610 058	9 086 807
CIS	2 566 072	3 135 243	3 743 644	4 470 107	5 337 542	6 373 304	7 610 058	9 086 807
Direct Costs	909 14	935 40	1 202 46	1 435 80	1 714 43	2 047 12	2 444 36	2 918 70
Commission Payment	560 781,76	533 682,09	693 000,83	827 479,23	988 053,48	1 179 787,53	1 408 728,00	1 682 094,91
Royalty Game providers	292 581,79	278 442,83	361 565,65	431 728,30	515 506,16	615 541,32	734 988,52	877 614,73
Players Bonuses	36 444,44	103 944,44	123 024,09	146 897,20	175 402,93	209 440,28	250 082,64	298 611,75
Player checks	11 000,00	11 000,00	14 153,85	16 900,43	20 180,00	24 095,98	28 771,86	34 355,10
Cost integration	-	-	-	-	-	-	-	-
Other Direct Costs	8 333,33	8 333,33	10 722,61	12 803,36	15 287,88	18 254,53	21 796,86	26 026,59
Marketing	268 680	254 106	330 712	394 888	471 517	563 016	672 270	802 726
Inhouse	20 000,00	20 000,00	25 734,27	30 728,06	36 690,91	43 810,87	52 312,46	62 463,82
Affiliate	90 000,00	90 000,00	115 804,20	138 276,27	165 109,10	197 148,89	235 406,09	281 087,18
Arbitrage	-	-	-	-	-	-	-	-
Social media	3 472,22	3 472,22	4 467,75	5 334,73	6 369,95	7 606,05	9 082,03	10 844,41
SEO	155 207,94	140 634,04	184 706,18	220 548,84	263 346,85	314 449,91	375 469,63	448 330,38
Operational Costs	712 774	721 533	900 189	1 074 873	1 283 455	1 532 512	1 829 900	2 184 996
Team Costs	571 732	580 491	718 709	858 176	1 024 707	1 223 554	1 460 988	1 744 496
Rent and Maintenance	11 839,63	18 369,12	17 849,30	21 312,99	25 448,83	30 387,23	36 283,94	43 324,93
Employees + Taxes, bonus, etc	304 609	263 328	344 104	410 878	490 610	585 814	699 492	835 230
Salary	158 478,72	158 478,72	203 916,67	243 487,17	290 736,42	347 154,48	414 520,61	494 959,29
Employee insurance	1 580,00	1 580,00	2 949,09	3 521,37	4 204,69	5 020,62	5 994,89	7 158,21
Support (Taxes, comp, etc)	20 717,90	20 717,90	26 658,00	31 831,05	38 007,94	45 383,47	54 190,23	64 705,97
Other nepc	21 026,32	55 329,44	43 134,74	51 505,14	61 499,83	73 434,01	87 684,05	104 699,34
monthly bonus	102 805,56	27 222,23	67 445,23	80 533,13	96 160,77	114 820,99	137 102,27	163 707,28
IT (infra, security, domains, hosting)	235 300,94	278 810,67	331 043,36	395 283,08	471 988,67	563 579,16	672 942,99	803 529,12
Services (Legal, Accounting)	19 983,33	19 983,33	25 712,82	30 702,45	36 660,33	43 774,36	52 268,87	62 411,77
Other Costs	141 042	141 042	181 480	216 697	258 747	308 958	368 912	440 500
Services: outsourcing	55 555,56	55 555,56	71 484,07	85 355,72	101 919,19	121 696,85	145 312,40	173 510,61
exchange rate / bank fees	84 722,22	84 722,22	109 013,21	130 167,47	155 426,77	185 587,69	221 601,41	264 603,67
Other	763,89	763,89	982,91	1 173,64	1 401,39	1 673,33	1 998,05	2 385,77
Expenses	1 890 596	1 911 042	2 433 369	2 905 570	3 469 402	4 142 648	4 946 538	5 906 425
Net Profit	675 476	1 224 201	1 310 276	1 564 537	1 868 140	2 230 656	2 663 520	3 180 383

Windows

ать Windows, перейд

Services Providers

Our team strives to mitigate the risks associated with losses when working with Suppliers. To achieve this, we have implemented redundant integrations for most payment systems, game providers, and core services. In regards to payment service providers (PSPs), we diversify risks by integrating a minimum of three identical services to ensure seamless transactions in the event that one of the PSPs experiences downtime. The same strategy is in place for game providers, as we integrate with several game aggregators in case one of them experiences any issues.

Services Providers

SMART
CHOICE

Own platform with 2 main verticals

- house sportsbook
- 3rd party software provider casino

Payment solutions

- BlackRabbit
- Piastrix
- Proxard
- SmartCashew
- Payhub
- Paycos
- Send2Card
- Accent
- Cryptopay allowing the following methods: acquiring (visa, mastercard, mir), p2p, crypto payments.

3rd party software casino

- powered by direct integrations with Playson, 3 Oaks Gaming and aggregator deals with Infingame, Softgamings, Alea Play which feature the most popular casino game providers: Pragmatic Play, Netent, Amatic Industries, Play'nGO, Evolution, Ezugi, Endorphina, Nolimit City, Amusnet Interactive, Big Time Gaming, Wazdan, Hacksaw Gaming, Relax Gaming, Red Tiger.

SWOT ANALYSIS	
Opportunities	Threats
Emerging Markets: Expansion into less saturated markets within Eastern Europe, CIS, Asia presents growth opportunities.	Legal and Regulatory Risks: Changes in gambling laws, compliance issues, or increased taxation could impact operations.
Legislation Changes: Favorable changes in gambling laws could create new avenues for expansion or service offerings.	Economic Instability: Fluctuations in the economy of Eastern European countries might affect disposable income for leisure activities like gambling.
VIP Programs: Developing tailored VIP programs for high-value players could enhance customer retention and loyalty.	Cybersecurity Threats: Persistent cyber threats pose risks to data security and customer trust.
Innovation: Introducing unique gaming features or adopting emerging technologies (like VR/AR) could create a competitive edge.	Reputation Risks: Any controversies, scandals, or negative publicity could significantly damage the brand's reputation.
	Market Saturation: Intense competition and market saturation could limit potential growth and profitability.
Strengths	Weaknesses
Localization: Tailored offerings, language support, and culturally relevant games could attract a loyal customer base.	Regulatory Challenges: Targeted markets might have stringent gambling regulations and licensing issues, leading to limitations or compliance hurdles.
Diverse Gaming Portfolio: A wide range of games, including popular European, Asian casino games, can cater to diverse player preferences.	Competition: Presence of established local and international competitors could make market entry challenging.
Technology Integration: Utilizing cutting-edge technology for secure transactions, gameplay, and user experience can set it apart.	Payment Options: Adapting to various local payment preferences and currencies might be complex and costly.
Strategic Partnerships: Collaborations with local influencers, businesses, or payment processors could enhance market penetration.	Cybersecurity Risks: iGaming faces continuous threats from cyberattacks, requiring robust security measures.
Customer Support: Offering multilingual, round-the-clock customer service can build trust and satisfaction among players.	Cultural Sensitivity: Misunderstanding or misinterpreting cultural nuances could lead to PR or marketing mishaps.

Risk Assessment and Management

Internal Controls

Our team has implemented robust internal controls to identify and manage operational, financial, and regulatory risks. These controls are intended to ensure adherence to relevant laws and regulations, protect assets, and uphold the integrity of our operations.

Key internal control measures include

- Segregation of duties
- Regular reconciliations
- Access controls

Internal Audits

Internal audits are conducted periodically to assess the effectiveness of our internal controls and identify areas for improvement. Our internal audit is also outsourced to licensed company to ensure best practices are maintained.

External Audits

In addition to conducting internal audits, our team engages external audit firms to conduct independent reviews of our financial statements and internal controls. These audits provide assurance to our stakeholders that we are complying with regulatory requirements.

Risk Registers

Our team will maintain risk registers to systematically identify, assess, and prioritize risks in our organization.

Risks should be categorized according to their likelihood and potential impact on our business objectives, enabling us to allocate resources effectively to mitigate high-priority risks. Regular reviews of risk registers ensure that risks are promptly responded to and managed in line with our risk appetite and risk tolerance levels..

Legal and Governance System

Our legal and governance system is designed to ensure transparency and compliance. UBO, Director and Compliance Officer play a central role in overseeing corporate governance practices and strategic decision-making, as well as overseeing legal matters and risk management. The Director is an experienced professional with a diverse range of experience and expertise in areas relevant to gaming activities.

Certain matters are subject to review by the Director and the UBO to ensure effective governance and to protect the interests of shareholders. These include: Approval of annual budgets and financial plans, Appointment and removal of senior executives, Significant transactions and investments, Changes in corporate structure or management.

In the event of an impasse, independent consultants or mediators may be engaged to facilitate discussion and achieve consensus. Ultimately, the interests of the company and its stakeholders are taken into account when making decisions.

Our team engages reputable law firms specialising in gaming law and corporate governance to provide legal support and advice. These firms assist with regulatory compliance, contract negotiations, dispute resolution and other legal matters to ensure that the company's operations comply with applicable laws and regulations.

Target KPI and business objectives

We define our success through a combination of key performance indicators (KPIs) and strategic business objectives. These metrics guide our decision-making, measure our progress, and ensure alignment with our long-term goals in the dynamic and competitive iGaming industry.

1. Monthly Active Users (MAUs):

Target KPI: Increase MAUs by 90% annually.

Objective: Grow our player base and engagement levels through targeted marketing initiatives, user acquisition strategies, and product enhancements.

2. Player Retention Rate:

Target KPI: Maintain a player retention rate of at least 22%.

Objective: Foster loyalty and satisfaction among our existing players through personalized promotions, rewards programs, and exceptional customer service.

3. Revenue Growth:

Target KPI: Achieve 68% revenue growth annually.

Objective: Drive revenue growth through diversified revenue streams, including casino games, sports betting, and ancillary services. Expand into new markets and optimize monetization strategies to maximize profitability.

4. Compliance Adherence:

Objective: Ensure adherence to applicable laws, regulations, and licensing requirements in all jurisdictions where we operate. Invest in robust compliance processes, training, and monitoring to mitigate regulatory risks.

5. Technology Innovation:

Target KPI: Introduce 5 new features or products per quarter.

Objective: Maintain a competitive edge through continuous innovation in technology, user experience, and game offerings. Leverage emerging technologies such as AI, blockchain to enhance our platform and captivate players.

6. Market Expansion:

Target KPI: Enter 5 new markets within the next two years.

Objective: Expand our geographical footprint and diversify our revenue sources by entering new markets with growth potential. Conduct thorough market research, regulatory due diligence, and localization efforts to ensure successful market entry.

POLICIES

In today's world, where more and more people are becoming addicted to online gambling, it is becoming increasingly important to establish effective procedures and policies.

When creating procedures and policies in this area, there are several key aspects to consider. Firstly, it is important to ensure player safety. This means protecting users' personal information, preventing fraud and ensuring fair play. Secondly, it is necessary to develop an effective control and monitoring system. This shall make it possible to identify infringements in a timely manner and take action to eliminate them.

It is also important to establish a transparent reporting and auditing system. This shall help ensure that all procedures and policies are followed in practice. It is also necessary to develop an effective customer support system that allows players to get help and answers to their questions at any time.

Overall, creating procedures and policies for i-gaming is a complex process with many factors to consider. However, when done correctly, it will help to create a safe and fair gaming environment for all participants. Thus our team has developed AML and KYC, Privacy policies, Terms and Conditions, Responsible Gaming as well as specific bonus rules. These policies are available on our site and are obligatory to be read and accepted by each player.