

MyPrize.com Business Plan
Clover Leaf B.V.
Version 2.0 – March 2024

Overview

Clover Leaf B.V. (“**Clover Leaf**” or the “**Company**”) plans to offer the MyPrize platform (“**MyPrize**”), an online social casino which enables players to play a variety of different online games, including but not limited to slots, table games, instant win games, arcade games, live dealer games, poker, and sports betting. MyPrize will also include embedded social features such as streaming and chat room functionality, among others. The MyPrize website will be hosted at the following URL / domain: www.myprize.com.

The company is currently pre-launch, with its initial webpage and signup process having launched, but no games yet available for player participation. Currently, no funds (including digital assets) are held in player accounts.

Regulatory Licensure

With its application to the Curaçao Gaming Control Board (the “**GCB**”), the Company intends to continue to build and to offer its platform to players under its sub-license pursuant to Master Gaming License #5536/JAZ, as permissible, and will complete an application for independent licensure as required pursuant to applicable law.

With respect to the additional information requested to be disclosed by sub-licensees in the GCB’s Application Submission Guidelines, the Company does not have any outstanding liabilities to players due to disputes under its current sub-license agreement. Additionally, the Company has not undergone any changes prior to the application such as a name change or an acquisition by a new ultimate beneficial owner.

Scope of Gaming Activities

MyPrize will initially offer games including slots, live casino, poker, and sports betting. MyPrize intends (and is currently in the onboarding process, but has not yet signed agreements) to use providers for these games including but not limited to the following:

- Pragmatic Play
- Hacksaw Gaming
- Relax Gaming
- Big Time Gaming
- No Limit City
- Pascal Gaming
- Beter Live
- Evolution
- Altenar

The Company intends to offer payment options that may be made available to customers for depositing and withdrawing funds from their MyPrize accounts, include any of the following:

- Bank Account
- Debit Card
- Credit Card
- Digital Assets (Cryptocurrencies)

The above payment methods will primarily be integrated using third-party service providers such as Coinbase, MoonPay, and Shift4, among others. The Company is currently in discussions with certain providers but has not yet entered into any such agreements. The integrations between the MyPrize platform and these third-party service providers will be achieved via the use of application program interfaces (APIs) which enable customers to securely provide payment information and link their financial institution accounts to MyPrize and the corresponding third party service provider.

Games & Associated Fees

The games on the MyPrize platform will be provided via integration with third party gaming service providers whose variety of games each have distinct “return to player” (“**RTP**”) features (i.e., the average return on the winnings and prizes over the lifetime of a slot-type game). Games round outcomes of games offered on MyPrize via third party service providers will be completely random. Players’ game results will not be predictable, and will be independent of past or future game outcomes. All casino games offered on the MyPrize platform via the third party service providers are designed with a slight advantage that favors the operator.

MyPrize may choose to implement a “rake” or additional fees on certain games as it deems appropriate. These fees will be disclosed in advance and made conspicuous and apparent to the player via the user interface prior to their participation in such game.

Target Customers, Markets, and Policies

MyPrize intends to target customers who wish to participate in online casino gameplay for fun and affordable gaming experiences for entertainment purposes. MyPrize will solely target customers over the age of 18 or above the legal age of majority for gambling in the jurisdiction in which the customer is located.

Furthermore, in accordance with its AML Policy, MyPrize will have in place a risk-based compliance and anti-money laundering / counter terrorist financing (“**AML/CFT**”) program designed to counter money laundering and terrorist financing, and will only permit onboarding of customers located in supported jurisdictions in order to ensure compliance with sanctions laws and applicable regulatory requirements and best practices.

MyPrize will target markets including those listed in the Supported Jurisdictions in Appendix A to this Business Plan.

Marketing & Advertising Strategies

MyPrize will engage in marketing and advertising strategies including search engine optimization, pay-per-click advertising, social media advertising, search engine advertising, public relations, mobile advertising, affiliate marketing, print and display media, and email communications, and other forms of content marketing (e.g., blog, news articles) among others.

Financial Statements & Projections

The Company does not have financial statements prepared at this time, as it was recently incorporated on December 15, 2023, and is still in the process of setting up its bank account. Once this process is complete, the Company will have financial statements prepared as soon as possible.

Financial projections for the Company including projected marketing expenses and commissions paid to platform / content providers have been provided as Appendix B to this Business Plan.

Senior Management Team

MyPrize is led by a team of seasoned veterans in the technology and digital assets spaces, which aligns with the necessities of MyPrize's business, including its Chief Executive Officer, Zach Bruch, its Chief Operating Officer, Paul Martin, and its President, Max Bruch. Please see below for bios of each management team member:

Zach Bruch

Zach Bruch is a serial entrepreneur, investor, and leading figure in the crypto capital markets. Most recently, Zach was CEO and co-founder of RECUR, which he led from \$0 to \$35 million in revenue, a fully-registered user base of over 200,000, and raised \$55 million in venture capital across multiple funding rounds.

During his leadership of RECUR, Zach also signed major six- and seven-figure enterprise software partnerships with publicly traded businesses like Playtika and Paramount Global, as well as with leading blockchain firms, including Polygon, NEAR, and Avalanche, among others.

Prior to this, Zach led US sales and trading for Cumberland DRW and got his start in the crypto ecosystem building the original over-the-counter trading desk at Kraken Crypto Exchange.

Paul Martin

Paul Martin is a serial operating executive and angel investor in the crypto ecosystem, most recently serving as the founding Chief Operating Officer for RECUR, scaling the platform to over 200,000 users, generating \$35 million in revenue, and helping to raise \$55 million in venture capital.

At RECUR, since founding, Paul directly led and managed a variety of teams encompassing hundreds of employees across sales, business development, marketing, product management, design, finance, accounting, and risk.

Paul's experience is focused on go-to-market, particularly on enterprise sales for highly technical products, developer-focused marketing, as well as holistic business strategy and operations. Paul's expertise in go-to-market strategy across enterprise sales & marketing helped RECUR achieve numerous large deal wins with major logos, with all generating a minimum of six- to seven-figures of ARR.

Prior to RECUR, Paul served as the VP of Business Development at Exodus wallet where he helped build their partner program from zero to major having major integrations with projects including Compound Finance and SportX, among others. Paul got his start in the crypto ecosystem at Circle Internet Financial where he led Circle's West coast sales & business development for its leading over-the-counter trading desk. Paul began his career at Twilio, where he held several enterprise sales roles while growing their developer focused go-to-market operation from a dozen employees to hundreds of enterprise sales staff.

Max Bruch

Max Bruch is a crypto founder and operating executive who most recently served as President and co-founder of RECUR, where he directly led and managed teams including legal & compliance, customer experience, customer success, human resources, and community.

Max helped lead RECUR to scale to over 200,000 fully registered users, generated \$35 million in revenue, and raised \$55 million in venture capital. Max led RECUR to build a thriving online community presence with the most active Discord in the NFT ecosystem (~100,000 members), across units of measure.

Under Max's leadership, RECUR maintained a 24-hour SLA for users, while concurrently reducing support staff and shifting support and community staffing to an overseas team that he stood up in the Philippines.

Max also supplemented all customer experience, community, and customer success by directly implementing leading AI automation tools, including spearheading the launch of AI chatbot software, to drive business process and workflow automation, reduce OpEx, and increase customer satisfaction scores.