



HUGE

BUSINESS PLAN

Huge Gaming B.V. - August 2022

Executive Summary

HUGE GAMING

Huge Gaming B.V. company is a standard online gambling company.

The main goal is to offer its products and services to its customers all around the world while ensuring it complies with the laws.

Company will start with an online casino, named **BIG CASINO** and roll out others over the years.



Company Ownership Structure

PERFECT KNOWLEDGE OF INTERNET & GAMING INDUSTRY

The company was founded by Mathieu Pittiloni. He has more than 10 years of experience in the internet industry.

For the last 3 years, he is mainly focused on iGaming.

He is working with people who have been in the gaming industry for over 30 years.

Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations.

BOARD OF DIRECTORS



CEO
Mathieu Pittiloni
(100% Ownership)

Our Mission & Vision Statement

BECOME A RECOGNIZED LEADER

- Our Mission is to grow an online casino business that will be able to fully promote and recognize online casino and gaming activities. We are in this business to be able to generate as much profits.
- Our Vision is to grow and nurture an online casino business which will compete favourably with other leading online casino businesses all around the world.

Market Analysis

A GROWING MARKET

Market Trend

A person who has been following the Global Casinos & Online Gambling industry trend would realize that the industry was one of the many that were terribly hit by the recession. However, the industry is currently doing very well, and there is big rush on online casino since the COVID-19.

Target Market

The following groups are what we have found to make up our target market:

- Working Class Adults / corporate Executives
- Government Officials
- Entrepreneurs / Businesspeople
- Celebrities
- College Students
- Sports Men and Women

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Products & Services

IGAMING PRODUCTS

Huge Gaming is in the online gambling industry to provide new online casinos and gambling system.

We will primarily generate revenues from the taking of bets on behalf of players that become enrolled members of the casino.

The business will generate revenues from static and dynamic advertisements while concurrently earning other income from affiliate partner revenues.

These are the main services that will be made available to our customers.

**SLOTS
GAMES**

**TABLE
GAMES**

**ARCADE
GAMES**

**SCRATCH
CARDS**

**LIVE
CASINO**

**VIRTUAL
SPORTS**

POKER

**SPORTS
BETTING**

Sales and Marketing Strategy

THE KEY FOR SUCCESSFUL BUSINESS

Having contacted top sales and marketing experts, we have been able to direct our sales and marketing strategies towards the direction of our business goals.

The following is how we have resolved to promote our business to our prospective customers:

SEM

We will drive traffic and conversions to our website using social media marketing via Facebook, Twitter, Instagram, Snapchat, TikTok, YouTube, and others. We are also exploring SEO and SEA.

Content Marketing

We will consistently release marketing content through websites blog that aims to educate our audience about the value that our product provides. Our content marketing efforts aim to influence and persuade readers without having to rely solely on conventional direct selling tactics.

Sales and Marketing Strategy

THE KEY FOR SUCCESSFUL BUSINESS

Influencer Marketing

We will launch a campaign with different influencers to help us grow, like Stake made with Drake. We will also add an initiative to guest blog articles and features in iGaming publications like EGR, iGaming NEXT, GamblingNews, EuropeanGaming, and other websites in our industry.

Rewards

Loyalty programs, personalized offers, and other promotions help to retain players and re-engage those who have lost interest in online casinos.

Affiliates

The online casinos will also seek to develop product affiliation and corporate sponsorship relationships which would further the Company's visibility and revenue streams.

Business Structure

A NETWORK, A FAMILY

We aim to become one of the best online casino companies and to be able to compete positively with the leading online casino companies in the world.

We will not be able to accomplish this vision unless we work together to achieve it.

In our research so far, we have discovered one important thing that makes businesses successful is a good business structure.

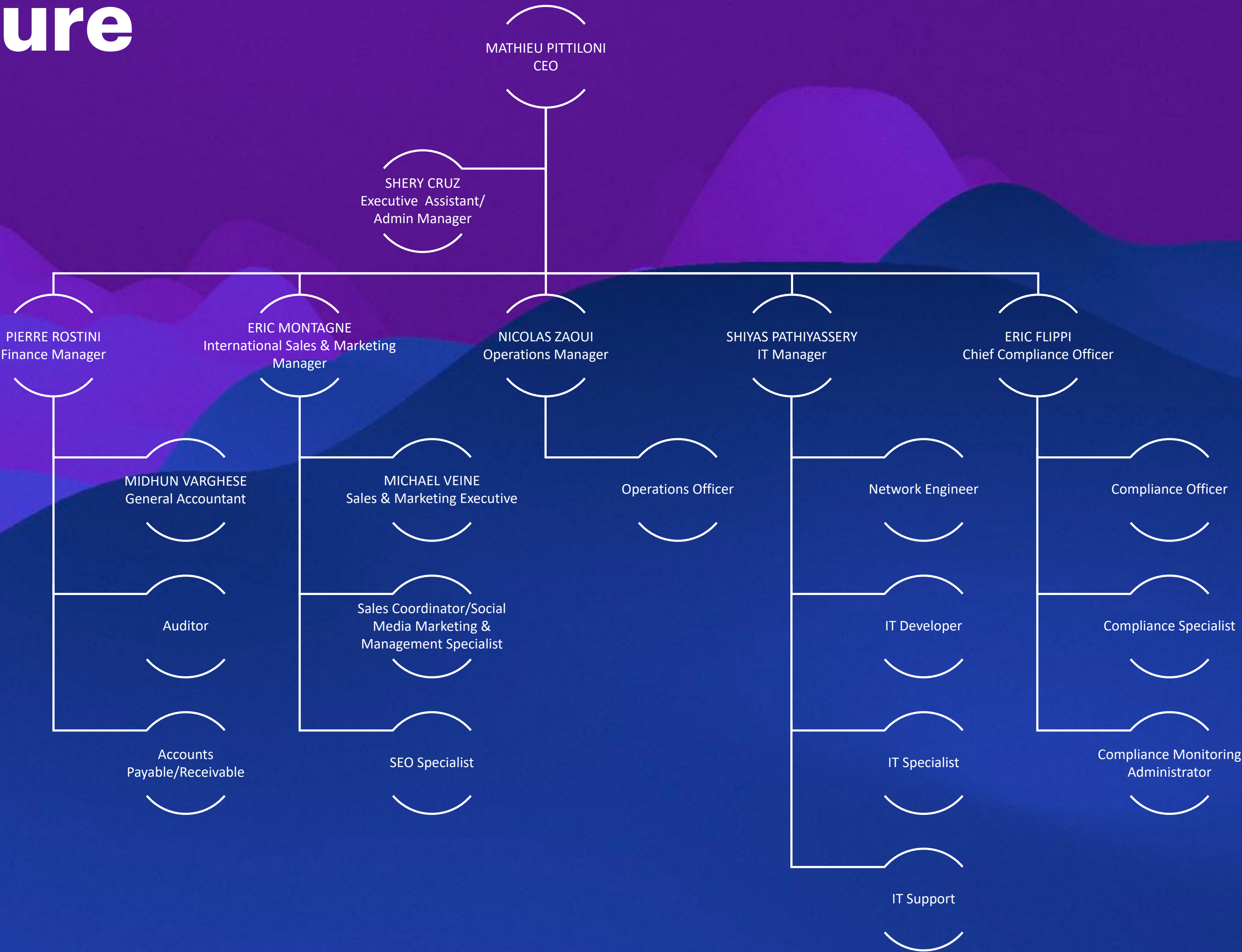
That's why we will only hire employees who share our business vision and have the right qualities to work with us.



Business Structure

COMPANY CHART

The company is still in the process of finding the right people to support it.



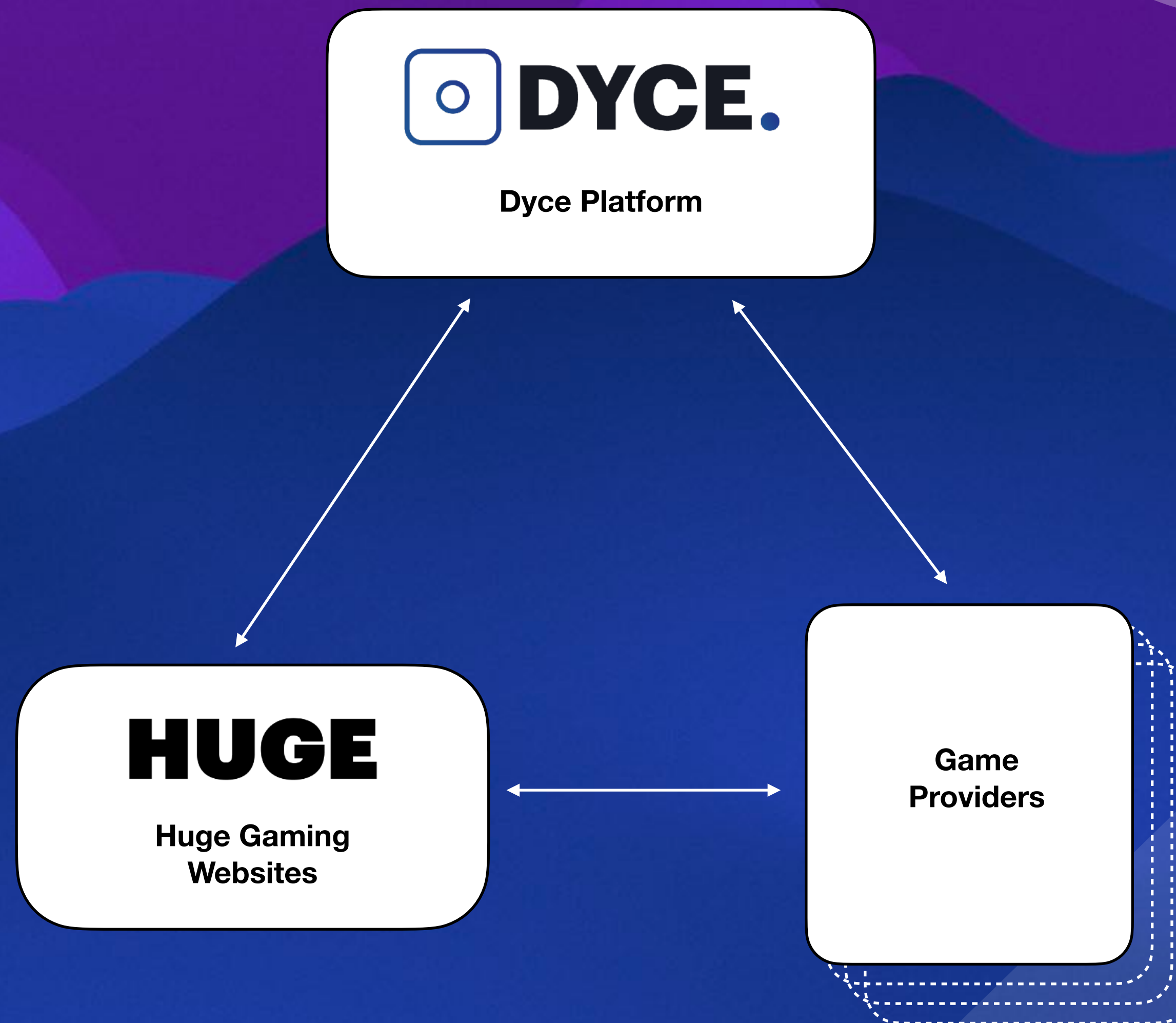
Online Software & Games

TECHNICAL STRUCTURE

An online casino platform is the engine that drives an online casino website.

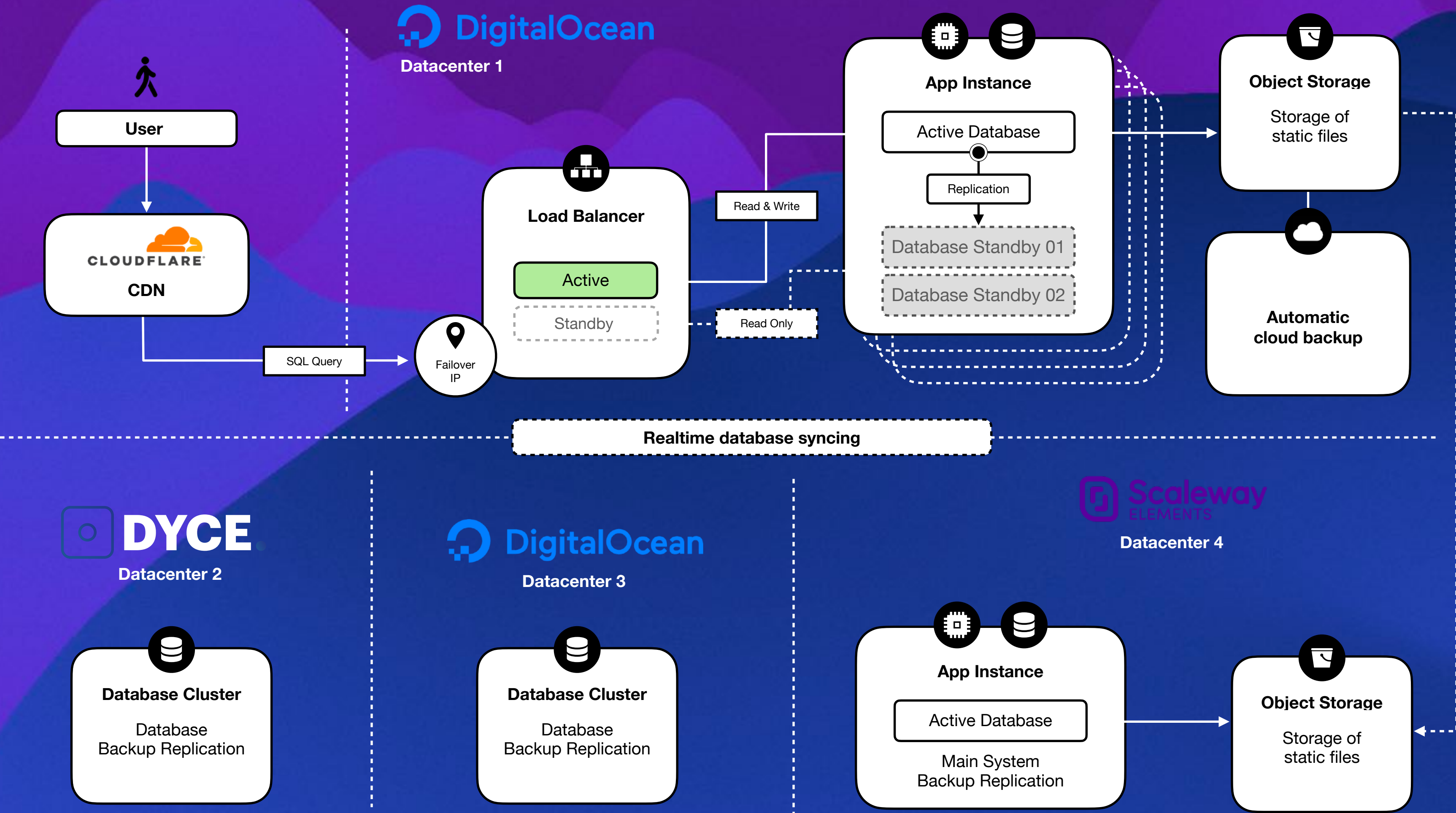
The software provider attends to the core platform features and integrations, so choosing a vendor for developing a custom casino platform is a major step in setting up an online casino business.

For this case we have chosen the owner's company, **Dyce Systems** with their own platform.



Online Software & Games

DYCE SYSTEM INFRASTRUCTURE



Online Software & Games

QUALITY GAME CONTENT

A variety of quality games and bonuses will keep players engaged and satisfied. Game developers are constantly competing with each other to create the next big hit in the world of iGaming, and the upshot of all that competition is a marketplace filled with fantastic games to choose from.

Giving players options for new gaming experiences will increase player retention by making sure there's always something new for them to bet on.

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Payment Systems

CONVERT MORE PLAYERS THROUGH PAYMENTS

When thinking about payment systems, we need to include only trusted and reliable payment methods to the platform. We should offer many payment options for all players to find a convenient one. This is so they won't feel discouraged and move to other competitors who offer a payment method we don't.

In order to help us achieve our plans with no itches, we have chosen Nuvei.



Created in October 2018, Nuvei is a large merchant account provider that claims to serve more than 50,000 merchants and process more than \$15 billion in credit card transactions annually.

Nuvei provides credit card and debit card processing for all standard-risk business types. They process payments in 150+ currencies and they offer integration with many alternate payment options.

Brands & Design

STAY ON THE TOP

Site design is the first impression to viewers and players. We have to be sure that our website design stays consistent with our business brands.



kingcash

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Welcome to BIG Casino

Home

Slots

Table Games

Live Casino

Instant Games

Virtual Sports

Infos

L'AVENIR DU JEU EST ICI

Bienvenue dans le numéro un du Ca

Dés aujourd'hui recevez des récompenses sans fin, des

Popular on BIG Casino



Joker's Luck
SKYWIND GROUP



Super Lion
SKYWIND GROUP



Sweet Bonanza
PRAGMATIC PLAY

Recently added



Disco Mania Megaways ...
SKYWIND GROUP



Lady Fortuna
ONETOUGH



Hot to Burn Extreme
PRAGMATIC PLAY



Camino De Chilli Bonu...
EVOPLAY



Black Bull
PRAGMATIC PLAY



Wolf Hiding
EVOPLAY

Top 10 worldwide

1

2

3

4

Best live games



Lightning Roulette
EVOLUTION



Monopoly Live
EVOLUTION



Mega Roulette
PRAGMATIC PLAY



Sweet Bonanza CandyLand
PRAGMATIC PLAY



Craps
EVOLUTION



Megaball
EVOLUTION

Game Providers







Upcoming Game Providers







Slots



Disco Mania Megaways ...
SKYWIND GROUP



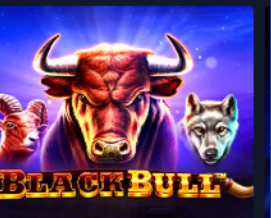
Hot to Burn Extreme
PRAGMATIC PLAY



Lady Fortuna
ONETOUGH



Camino De Chilli Bonu...
EVOPLAY



Black Bull
PRAGMATIC PLAY



Greedy Wolf
PRAGMATIC PLAY



Gorilla Mayhem
PRAGMATIC PLAY



Magic Money Maze
PRAGMATIC PLAY



Tropical Tiki
PRAGMATIC PLAY



Genie's Secret
ONETOUGH



Shining Hot 40
PRAGMATIC PLAY



Shining Hot 20
PRAGMATIC PLAY



Shining Hot 5
PRAGMATIC PLAY



Heavenly Gold
SKYWIND GROUP



Cosmic Cash
PRAGMATIC PLAY

Technical Support

A BETTER EXPERIENCE FOR CUSTOMERS

We need to ensure smooth operations 24/7, which is why quality technical support is needed.

We will have to hire employees who can serve players non-stop, providing site operations with no failure or interruptions.



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Financial Plan

SOURCE OF STARTUP CAPITAL

From the feasibility study we carried out, and also from the research we conducted on the market, we have been able to realize how much we will need to start up our online casino business in Curacao.

We will require a total startup capital which amounts to \$500,000.

This startup capital will be sourced from the owner with the revenues of his different companies and his family.

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Financial Plan

SALES FORECAST

First Fiscal Year: \$534,595

Second Fiscal Year: \$676,973

Third Fiscal Year: \$967,762

Year	1	2	3
GGR	\$US 1 315 000,00	\$US 1 709 500,00	\$US 2 393 300,00
Gaming Providers	\$US 197 250,00	\$US 256 425,00	\$US 358 995,00
Payment Systems	\$US 74 955,00	\$US 97 441,50	\$US 136 418,10
Third Parties	\$US 13 150,00	\$US 17 095,00	\$US 23 933,00
Marketing	\$US 328 750,00	\$US 427 375,00	\$US 598 325,00
Business Charge	\$US 140 000,00	\$US 200 000,00	\$US 260 000,00
Other	\$US 26 300,00	\$US 34 190,00	\$US 47 866,00
Net Profit	\$US 534 595,00	\$US 676 973,50	\$US 967 762,90

Above is our sales projection for Huge Gaming B.V. This sales projection is a result of the available statistical data we were able to obtain in the industry. It will prove to be an estimated projection of our financial revenues for the first three years after startup.



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