

Progress Path Co N.V.

BUSINESS PLAN

2024-2026



Executive Summary

Business Overview

Online gambling operating

Overview of the Business Products

Progress Path Co N.V. was founded with a vision to revolutionize the online gambling experience. Established in Curacao, a renowned hub for online gaming regulation, Progress Path Co N.V. has capitalized on its strategic location and favorable regulatory environment to set up a cutting-edge online casino platform.

Unique Features and Competitive Edge

- **Innovative Gaming Portfolio:**
 - Our online casino platform offers diverse games of chance. We continuously update our gaming portfolio with new titles and innovative features to keep our players engaged and entertained.
- **User-Centric Experience:**
 - At AllstarCasino, we prioritize user experience above all else. Our platform is designed with intuitive navigation, sleek graphics, and seamless gameplay to ensure maximum enjoyment for our players.
- **Stringent Security Measures:**
 - We understand the importance of data security and player privacy in the online gambling industry. That's why we employ state-of-the-art encryption technologies and strict security protocols to safeguard our players' information and transactions.
- **Regulatory Compliance:**
 - As a licensed operator in Curacao, Progress Path Co N.V. adheres to strict regulatory standards to ensure fair gaming practices and responsible gambling initiatives. We operate in full compliance with local laws and regulations to provide a safe and transparent gaming environment for our players.

Company

Progress Path Co N.V. Overview:

- Registration Number: 164185
- Location: Emancipatie Boulevard, Dominico F. "Don" Martina 31, Willemstad, Curaçao
- Founding Date: 20.06.2023

- Management Team: e-Management N.V.

Vision: Progress Path Co N.V. aspires to become a leading online gambling platform, recognized for innovation, integrity, and delivering an exceptional player experience. We envision a future where our brand is synonymous with cutting-edge technology, ethical business practices, and a commitment to providing players with an unparalleled and enjoyable gaming environment.

Key Pillars of Our Vision:

- Innovation:

Pioneering Technological Advancements: Strive to be at the forefront of the industry by adopting and integrating emerging technologies that enhance the gaming experience.

Creative Game Development: Foster a culture of creativity and innovation, collaborating with top-tier developers to offer unique and engaging games that captivate our players.

- Integrity:

Ethical Business Practices: Uphold the highest standards of integrity in all aspects of our operations, including financial transactions, marketing, and customer relations.

Transparency: Prioritize open communication with players, partners, and regulatory authorities, ensuring a transparent and trustworthy relationship with all stakeholders.

- Exceptional Player Experience:

User-Centric Design: Continuously enhance our platform's user interface and experience, ensuring it remains intuitive, responsive, and enjoyable for players of all levels.

Personalized Engagement: Implement strategies that provide personalized and memorable interactions, from tailored promotions to responsive customer support.

Responsible Gaming Advocacy: Demonstrate a commitment to the well-being of our players by promoting responsible gaming practices and providing resources for those who may need assistance.

Products and Services

Online Gambling Platform:

- Casino Games
- Live Dealer Games
- Mobile Gaming

Unique Selling Proposition (USP): Progress Path Co N.V. differentiates itself by offering a user-friendly interface, a diverse game portfolio, and a

commitment to responsible gaming. Our user-friendly interface is designed with the player in mind, ensuring seamless navigation and an immersive gaming experience for both seasoned enthusiasts and newcomers alike.

At Progress Path Co N.V., we pride ourselves on our diverse game portfolio, featuring a wide range of options to cater to the varied tastes of our players. Whether you're a fan of classic table games, cutting-edge slots, or live dealer experiences, our casino delivers an unparalleled selection of games, constantly updated to keep the excitement fresh and dynamic.

Moreover, our commitment to responsible gaming sets us apart in the industry. We prioritize the well-being of our players by implementing robust measures to promote responsible and enjoyable gambling experiences. From customizable deposit limits to self-exclusion options, we empower our users to make informed decisions about their gaming activities, fostering a safe and secure environment for all.

Management description

At Progress Path Co N.V., we recognize the critical importance of assembling a skilled and experienced leadership team to drive our vision forward. As such, we are currently in the process of recruiting key executives who will play instrumental roles in shaping the strategic direction and operational excellence of our online casino venture. The following key positions are currently being filled:

1. Chief Executive Officer (CEO);
2. Chief Compliance Officer (CCO).

One of the Key Roles was already filled by Shenaaz Turton. As our Compliance Officer, Shenaaz will play a crucial role in ensuring that Progress Path Co N.V. operates in full compliance with all relevant laws, regulations, and industry standards. Her extensive knowledge of online gambling regulations and commitment to upholding the highest ethical standards make her an invaluable addition to our leadership team.

Each of these key roles is pivotal to the success of our online casino venture, and we are committed to recruiting top talent who share our passion for innovation, integrity, and excellence. Through a rigorous selection process, we aim to identify individuals who embody our company values and possess the skills and experience necessary to drive Progress Path Co N.V. to new heights of success.

Target Market:

- Geographical Focus:

Canada (except Ontario): With a population of approximately 24 million adults, excluding Ontario, this region offers a diverse market. Tailoring strategies to specific provinces allows for localized marketing campaigns, acknowledging the unique preferences and cultural nuances of each area.

Romania: A growing market with a population of around 19 million adults, Romania presents an opportunity for expansion. The country's increasing internet penetration and tech-savvy population make it an attractive market for online gaming.

South Africa: Home to around 30 million adults, South Africa's diverse population provides a unique gaming landscape. Factors such as cultural diversity and economic disparities should be considered when crafting targeted marketing approaches.

- Demographic:

Adult Individuals 18+: Focusing on adults aged 18 and above ensures compliance with legal gambling age requirements. This demographic is likely to have disposable income for entertainment purposes, making them a key target for a premium gaming experience.

By strategically focusing on Canada (except Ontario), Romania, and South Africa, Progress Path Co N.V. can tap into diverse markets with unique opportunities and challenges. Leveraging its USP and tailoring strategies to each region will position the company for success in the competitive online gaming industry.

Competitor Analysis:

There are a lot of online casinos in Curacao operating under the license according to all the regulatory requirements. There is the comparison table with one of the established online casinos below:

Criteria	Progress Path Co N.V. (https://www.allstarcasino.com/)	Tsokel N.V. (https://www.casinotogether.com/)
Market Share	Relatively new but gaining traction, especially among younger demographics.	Established with a significant market share due to early entry and a loyal customer base.
Product and Service Offerings	Focuses on innovative game types and partnerships with emerging game developers.	Wide range of games, including exclusive titles and a comprehensive live dealer section
User Experience	User-friendly website with a well-designed interface, robust mobile compatibility, and quick loading times	Modern and intuitive platform with a strong emphasis on gamification, enhancing the overall user experience
Promotion and Bonuses	Offers a variety of promotions, including reload bonuses, cashback,	Emphasizes frequent and creative bonuses, with a loyalty program

	and a tiered loyalty program	geared towards gamified rewards
Payment methods	Focuses on seamless transactions, emphasizing e-wallets, mobile payment solutions and card payments	Supports a wide range of payment options, including traditional methods and cryptocurrencies
Technological Infrastructure	Invests in cutting-edge technology, ensuring a secure and stable gaming environment	Adopts the latest technologies, with a particular focus on augmented reality gaming experiences
Customer Support	Offers 24/7 customer support through various channels, including live chat, email, and phone	Provides responsive customer support with a strong emphasis on community forums and social media engagement
Marketing and Advertising	Leverages social media platforms and gamified marketing campaigns to connect with a tech-savvy audience	Utilizes a mix of traditional and digital marketing, including partnerships with influencers and affiliates
SWOT Analysis	Strengths: Innovative features, strong social media presence. Weaknesses: Limited game portfolio compared to competitors. Opportunities: Capturing the new market, expanding partnerships.	Strengths: Established brand, diverse game portfolio. Weaknesses: Relatively higher average player age. Opportunities: Expanding into emerging markets.

Regulatory Environment:

- Compliance with local gambling laws and regulations – Curacao License
Progress Path Co N.V. recognizes the paramount importance of compliance with local gambling laws and regulations in all the regions it operates, including those covered by its Curacao license.

- Responsible Gaming Practices:**

Progress Path Co N.V. places a strong emphasis on responsible gaming, aligning its practices with international standards and local regulations. Tools and features are implemented to promote responsible gambling behavior, such as setting deposit limits, self-exclusion options, and access to support resources for those in need.

- Data Protection and Privacy:**

The company prioritizes the protection of user data and privacy, adhering to data protection laws and regulations in each target market. Stringent security measures are in place to safeguard customer information, and transparent privacy policies are communicated to users.

- Customer Verification:**

Rigorous customer verification processes are implemented to ensure that all players are of legal gambling age and meet the eligibility criteria stipulated by the respective regulatory authorities.

- **Transparency and Reporting:**

Progress Path Co N.V. maintains transparent communication with regulatory authorities, providing timely reports and updates as required by the licensing agreements and local regulations.

Supplier Relationships and Risk Management:

At Progress Path Co N.V., we understand the critical importance of our relationships with key suppliers who provide essential services for our online casino platform and business operations. These suppliers play a pivotal role in ensuring the seamless functioning of our platform and the delivery of high-quality gaming experiences to our players. Below are the details of our critical suppliers, along with the risk management strategies in place to mitigate any potential loss or interruption:

- 1. Gaming Software Providers:** We have established partnerships with leading gaming software providers who supply us with a diverse portfolio of games and more. These suppliers are critical to the success of our platform, as they directly influence the quality and variety of gaming experiences we offer to our players. To mitigate the risk of loss or interruption from these suppliers, we maintain open lines of communication, regularly assess their performance and reliability, and have contingency plans in place to switch to alternative providers if necessary.
- 2. Payment Processors and Banking Partners:** Our banking partners and payment processors facilitate secure and efficient transactions for our players, including deposits, withdrawals, and other financial transactions. These partnerships are essential to maintaining the trust and confidence of our players and ensuring smooth operations of our business. To manage the risk of loss or interruption in payment processing services, we diversify our banking partnerships, implement robust security measures to protect against fraud and cyber threats, and maintain adequate reserves to cover any potential financial disruptions.
- 3. IT Infrastructure and Hosting Providers:** Our IT infrastructure and hosting providers are responsible for hosting our online casino platform, ensuring its stability, security, and scalability. These suppliers play a critical role in maintaining the uptime and performance of our platform, as well as safeguarding against potential cyber threats and data breaches. To mitigate the risk of loss or interruption in hosting services, we employ redundant infrastructure, regular backups, and disaster recovery protocols to minimize downtime and ensure business continuity in the event of unforeseen disruptions.

Strategy

Marketing and Customer Acquisition:

- Digital Marketing Campaigns.

Search Engine Optimization (SEO): Optimize the website for search engines to improve visibility in organic search results.

Content Marketing: Develop high-quality and informative content related to online gaming, attracting and retaining audiences through blogs, articles, and videos.

Track website traffic, click-through rates, conversion rates, and customer acquisition cost to measure the effectiveness of digital marketing campaigns.

- Affiliate Marketing Programs

Affiliate Networks: Partner with reputable affiliate networks to reach a broad audience of online marketers.

Commission Structures: Develop competitive commission structures to incentivize affiliates for successful player referrals.

Customizable Marketing Materials: Provide affiliates with diverse marketing materials, including banners, landing pages, and tracking tools.

Regular Communication: Maintain open communication with affiliates, providing updates on promotions and ensuring alignment with brand messaging.

- Loyalty Programs

Special Events and Promotions: Host exclusive events and promotions for loyal customers, creating a sense of community and appreciation.

Personalized Offers: Utilize player data to tailor offers based on individual preferences and gaming behavior.

Special Events and Promotions: Host exclusive events and promotions for loyal customers, creating a sense of community and appreciation.

Partnerships and Collaborations:

- Secure partnerships with game developers and software providers.

Identify Leading Developers: Research and identify top game developers with a strong reputation for quality and innovation.

Negotiate Exclusive Content: Secure exclusive rights to certain games or access to unique features to differentiate the casino from competitors.

Regular Content Updates: Establish ongoing relationships with developers to ensure a constant influx of new and engaging games.

Technical Integration: Collaborate closely with developers to ensure seamless technical integration of new games into the casino platform.

- Collaborate with payment processors for seamless transactions.

Due Diligence: Conduct thorough due diligence on payment processors to ensure reliability, security, and compliance with industry regulations.

Seamless Integration: Collaborate with the chosen payment processor, Future Founders Cyprus (Co) Limited, to seamlessly integrate their services into the casino platform.

Diverse Payment Options: Offer a variety of payment methods, including credit cards, e-wallets, and bank transfers, to accommodate player preferences.

Security Measures: Implement robust security measures to protect user financial data and ensure a secure gaming environment.

Technology and Innovation:

- Regular updates and feature enhancements

Agile Development Practices: Adopt agile methodologies for software development to facilitate regular updates and quick feature releases.

Player Feedback Integration: Actively gather and incorporate player feedback to address user preferences and pain point.

Financial Plan

Startup Costs:

- Licensing Fees
- Software Development
- Marketing and Advertising
- Initial Working Capital

Revenue Streams:

- Gaming Revenue
- Affiliate Marketing Commissions
- Partnerships and Sponsorships

Expense Projections:

- Operational Costs
- Marketing and Advertising
- Employee Salaries
- Regulatory Compliance Costs

Financial Projections:

Profit and Loss Statement

	Year1	Year2	Year3
Revenues	\$ 708 000,00	\$ 925 000,00	\$ 1 037 000,00
Total Revenues	\$ 708 000,00	\$ 925 000,00	\$ 1 037 000,00
Cost of goods sold	\$ 169 920,00	\$ 277 500,00	\$ 311 100,00
Gross margin	76%	70%	70%
Operating income	\$ 538 080,00	\$ 647 500,00	\$ 725 900,00

Expenses & Costs			
Lease	\$ 30 000,00	\$ 31 500,00	\$ 33 038,00
Marketing	\$ 332 760,00	\$ 388 500,00	\$ 383 690,00
Salaries	\$ 37 000,00	\$ 56 000,00	\$ 70 000,00
Professional fees and licenses	\$ 35 000,00	\$ 40 000,00	\$ 50 000,00
Other Expenses	\$ 3 500,00	\$ 4 000,00	\$ 4 500,00
Total Expenses & Costs	\$ 438 260,00	\$ 520 000,00	\$ 541 228,00
EBITDA	\$ 99 820,00	\$ 127 500,00	\$ 184 672,00
Depreciation	\$ 1 690,00	\$ 2 750,00	\$ 2 750,00
Operation Profit	\$ 98 130,00	\$ 124 750,00	\$ 181 922,00
Income Tax Expense	\$ 1 471,95	\$ 1 871,25	\$ 2 728,83
NET INCOME	\$ 96 658,05	\$ 122 878,75	\$ 179 193,17
Net Profit Margin (%)	14%	13%	17%

Cash Flow Statement

	Year1	Year2	Year3
CASH FLOW FROM OPERATIONS			
Net Income Profit	\$ 96 658,05	\$ 122 878,75	\$ 179 193,17
Change in working capital	\$ 23 550,00	\$ 38 200,00	\$ 8 200,00
Depreciation	\$ 1 690,00	\$ 2 750,00	\$ 2 750,00

Net Cash Flow from Operations	\$ 121 898,05	\$ 163 828,75	\$ 190 143,17
CASH FLOW FROM INVESTMENTS			
Investment	\$ 5 000,00	\$ 7 750,00	\$ 5 000,00
Net Cash Flow from Investments	\$ 5 000,00	\$ 7 750,00	\$ 5 000,00
CASH FLOW FROM FINANCING			
Financing Activities	\$ 100 000,00	\$ -	\$ -
Net Cash Flow from Financing	\$ 100 000,00	\$ -	\$ -
SUMMARY			
Net Cash Flow	\$ 216 898,05	\$ 156 078,75	\$ 185 143,17
Cash at Beginning of Period	\$ 200 000,00	\$ 316 281,93	\$ 472 360,68
Cash at End of Period	\$ 416 898,05	\$ 472 360,68	\$ 657 503,85

Balance Sheet

	Year1	Year2	Year3
ASSETS			
Cash	\$ 200 000,00	\$ 319 281,93	\$ 565 258,55
Accounts receivable	\$ 106 200,00	\$ 138 750,00	\$ 155 550,00
Inventory	0	0	0
Total Current Assets	\$ 306 200,00	\$ 458 031,93	\$ 720 808,55

Fixed assets	\$ 5 000,00	\$ 7 750,00	\$ 5 000,00
Depreciation	\$ 1 690,00	\$ 2 750,00	\$ 2 750,00
Net fixed assets	\$ 3 310,00	\$ 5 000,00	\$ 2 250,00
TOTAL ASSETS	\$ 309 510,00	\$ 463 031,93	\$ 723 058,55
LIABILITIES & EQUITY			
Loans Payable	-\$ 100 000,00	\$ -	\$ -
Accounts payable	-\$ 93 733,33	-\$ 192 750,00	-\$ 203 662,32
Total Liabilities	-\$ 193 733,33	-\$ 192 750,00	-\$ 203 662,32
Share Capital	0	0	0
Owner's Equity	\$ 503 243,33	\$ 655 781,93	\$ 926 720,87
Total Equity	\$ 503 243,33	\$ 655 781,93	\$ 926 720,87
TOTAL LIABILITIES & EQUITY	\$ 309 510,00	\$ 463 031,93	\$ 723 058,55