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Business Plan

Curacao Gaming Company Venus International B.V.

Prepared by:

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Business Overview

General information

- Company name: Venus International B.V.
- Trade name: Venus International B.V.
- Legal form: Private Limited Liability Company
- Official name: Venus International B.V.
- Statutory seat: Curaçao
- Date of incorporation: June 9, 2023
- Date established: June 9, 2023
- Nominal Capital: 100 share(s) with a nominal value of Euro 1
- Fiscal year: The fiscal year is equal to the calendar year
- Address: Schottegatweg Oost 10, Unit 1-9, Bon Bini Business Center, Willemstad, Curaçao
- Mailing address: (same as above)
- Registrar: 164106

Ownership: Ahmet Eren Demir

Country of operations: Middle Asia.

Business description

Venus International B.V., a Curaçao-based private limited liability company, specializes in organizing, marketing, and operating a broad spectrum of remote and stationary gaming activities, including online casinos, betting transactions, interactive games, and more. We also provide advertising, marketing, and consulting services tailored for the gaming sector. Our mission is to offer superior services to individuals participating in licensed online gaming while adhering to ethical business practices. Our ultimate goal is to emerge as a global leader in the gaming industry, constantly innovating and improving to provide the best value to our stakeholders.

Company Control Structure (schematic)

The control structure of Venus International B.V. is as follows:

1. Operator and Director: **Kurason Trust Curaçao N.V.**
(Registration Number: 127003) - This is a company that provides proxy directorship services. They perform the tasks of operating and managing on behalf of Venus International B.V.
2. Ultimate Beneficial Owner: **Mr. Ahmet Demir** - Mr. Demir is the ultimate beneficial owner of all shares of Venus International B.V. He makes the majority of the business decisions and determines the overall direction of the company.

One of the key features of this structure is that the tasks of operation and management are performed by Kurason Trust Curaçao N.V., which provides a proxy directorship service. However, the ultimate control of the company is with Mr. Ahmet Demir, the owner of the company.

CEO (Chief Executive Officer):

Ahmet Eren Demir, info@elitbahis.com, +371 273 180 71, Riga-Latvia

- As the CEO, I am responsible for overseeing the overall management of the company. I set the strategic vision, establish growth objectives, and supervise operations. My role also entails managing external relations and communicating with investors. I provide leadership to enhance the company's success and ensure long-term sustainability.

CTO (Chief Technology Officer):

Ercem Demir, ercemdemir@gmail.com, +371 20 301 404, Riga-Latvia

-In my capacity as the CTO, I am tasked with defining and implementing the company's technology strategy. I innovate technological solutions, manage information technology infrastructure, and leverage technology to enhance the company's competitive edge. I am also responsible for overseeing security measures and enforcing the company's data management policies. I support technological transformation and optimize the company's digital assets.

Company Organizational Structure (schematic)

The organizational structure of Venus International B.V. is primarily defined by ownership:

1. Ultimate Beneficial Owner: Mr. Ahmet Demir - He owns 100% of the shares of Venus International B.V. His ownership is represented by 1000 shares, numbered 1 to 1000. He is the individual who exercises final control over the company and reaps the benefits of its operations.

The governance structure of Venus International B.V. is further defined by an agreement between Mr. Demir and Kurason Trust Curaçao N.V., who serves as the company's statutory director. However, in terms of ownership and control, it is ultimately vested in Mr. Ahmet Demir.

Products & Services

Products & Services Description

Products: Not Applicable.

Services: Venus International B.V. provides a comprehensive suite of services aimed at the gaming sector. Our services encompass:

1. Gaming Operations: We manage and operate an array of remote and stationary gaming activities, including online casinos, sports betting, interactive games, lotteries, poker, and other related activities.
2. Marketing Services: Our team excels at promoting our gaming activities to reach a wider audience, thus ensuring maximum participation.
3. Consulting Services: We offer expert consulting services to businesses in the gaming sector, leveraging our deep industry knowledge and experience.
4. Advertising Services: We provide tailored advertising solutions, focusing on the specific needs and expectations of gaming businesses.

All our services are conducted under the strict regulations of our Curaçao license.

Customers & Target mark

Venus International B.V. as an online gaming and betting company, caters to a wide range of customers with varying interests in the gaming and gambling industry. Our customer base spans from casual gamers to serious gambling enthusiasts, each seeking a reliable, engaging and secure platform for their online gaming needs.

Our primary target market is adult consumers who enjoy online gaming and betting, within regions where such activities are legal and regulated. This includes both seasoned gamers and newcomers to the online gaming scene, as well as individuals who enjoy traditional casino games, sports betting, and other forms of wagering.

We are particularly focused on markets where online gaming has been growing in popularity, and where regulations are conducive to our business model. Our marketing strategies are designed to attract and retain customers within these demographics, utilizing a range of online advertising and promotions to raise awareness of our brand and services.

It's important to note that Venus International B.V. operates with a strict adherence to responsible gaming principles, including age verification, self-exclusion options, and other safeguards to ensure that our services are used legally and responsibly by our customers.

Extra info (if applicable)

In our recent application for an intermediary license, Venus International B.V. has consistently demonstrated

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Financials

Initial Investment information

Type of Investment: Personal Investment

Investor(s): Ahmet E. Demir

Initial Investment Amount: €50,000

Investment Allocation:

- Product Development: €10,000

- Marketing and Promotion: €20,000

- Staff Salaries and Training: €15,000

- Operational Expenses and Miscellaneous Costs: €5,000

Total: €50,000

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Financial forecast

Financial estimation for the 1st, 2nd and third year

(in EUROS)	Previous year	2022	2023	2024
GGR	925.000	1.225.000		
Gaming providers costs	306.000	390.000	0	0
Payment systems.	240.000	294.000		
Marketing costs	100.000	175.000	192.000	192.000
		192.000	192.000	192.000
Salleries & other Expenses		sdssdsd0	0	0
	245.000	280.000		
Total expenses	891.000	1.139.000		
Net Profit	34.000	86.000		

Swot Analysis

Strengths: We have a professional and disciplined team, strong marketing tools, we host the best and widest range of casino companies worldwide, we have a simple and user-friendly interface, and we already have a registered customer database of nearly 200,000.

Weaknesses: Due to the fact that we do not have a specific office, everyone works as a "Remote Worker," which can sometimes lead to reduced productivity among our upper and lower-level employees. Some of our employees may spend long periods at home, resulting in issues such as excessive internet use, poor eating habits, and lack of physical activity. To combat this, we provide psychological therapy options to our employees.

Opportunities: The increasing global population and the growing number of internet users are boosting interest in internet technologies. This creates additional opportunities for our company.

Threats: The most significant threat to our company is harmful viruses and phishing attacks circulating on the internet. However, our team, with 7 years of experience, is highly skilled in cybersecurity. We take all necessary precautions in the field of cybersecurity and continuously work on improvements. Our Anti-Fraud team works 24/7 to scan and address potential threats both inside and outside the company, aiming to protect customer information and maintain a secure platform.

Certification

I hereby certify, that I have filled out the business plan objectively, and according to my best knowledge and understanding.

Talinn - Estonia, 23 March 2024

Director Signature

Yours sincerely,

A. Eren Demir

Web Developer/Project Manager/Director

Talinn - Estonia



Best regards,