

VICIWIN

BUSINESS PLAN

NOVEMBER 2023

Domain: viciwin.com

Mission Statement

Our company has set forth in an endeavor to create a brand-new online gaming platform that will enable players worldwide to gamble on casino games. We want to cater to all gaming preferences by providing multiple gambling options to the user such as wagering, live dealer, betting, and bingo.

By following recent trends, we have come to realize that there is a boom in online traffic, therefore we believe that this provides us with a unique opportunity to enter the market to meet customer demand.

Our mission is to focus on the player, and to provide them with a state-of-the-art user-friendly interface that will help us achieve our goal of maximum user satisfaction, through exceptional user experience and superior customer support.

Our Company

We strive for excellence and set high performance standards when it comes to our people. We intend to become one of the leading gaming operators both in Europe and Worldwide and as such we planned for a highly professional and experienced team for to undertake such a task.

The launch team is planned with covering key roles in mind, with a plan to expand their teams and build strong and professional departments for the company:

❖ CEO

Costakis Roumpas, has over ten years of experience in the world of internet marketing and over 7 years in the online casino industry. Throughout his career, Mr. Roumpas has met every position and role in the functioning of a gambling website. Mr. Roumpas began his professional career at Fantastik Casino operating as a brand manager for 4 years. His duties were to Directly guide, recruiting, and mentoring during the platform's inception with a priority of the protection and the and the evolution of players within the casino in compliance with the regulations in force. Mr. Roumpas spearheaded the development of the Affiliate department for the casino, collaborating closely with various brands and overseeing Affiliate Deals. He directed the Casino Service Team leaders to diligently address customer feedback in all instances. Creating an inclusive environment, he facilitated the dissemination of customer feedback and information across all employee levels, integrating them into strategic planning and operational processes. He has also been extensively engaged with the legal department, equipping him with a robust understanding of gambling regulations.

Mr. Roumpas has assumed the role of CEO at LuckyCrypto.com since the platform's launch in early 2021. Serving as the visionary force behind LuckyCrypto.com, he has crafted a modern online gaming platform. This platform, covered by a Curacao gaming license, welcomes players from around the world to engage in secure and entertaining casino games.

❖ THE TEAM

As a startup, we plan to form a small team focused on delivering high-level branding, communications, and customer experience for the first few months, hiring two support officers, one planner, one marketing specialist and one operations manager. In our current team we have Stefan Balineanu, a back-end developer and George Tanase and

Madalin Basescu, both front-end developers whom are in charge of the technical support for our casino which utilize soft gaming technology. Apart from the IT team we have a solid management team and Benjamin Mark Joseph Rose is the team leader who controls and supervises the Company's operations, utilizing his in-depth managerial expertise in online casinos from his previous employments. Currently Mr Rose is the operations manager at LuckCrypto.com and he is responsible for supervising multiple departments and directing all gaming operation Team Members. He specializes in increasing effectiveness and efficiency of subordinates' performance through improvements of operations functions within own department or initiating cross-departmental improvements. Mainly our team has experience in online casino business, in monitoring casino servers, administrating data and providing support to system users. We recognize the significance of developing a brand focused on meaningful customer experiences and service. As a result, we will spend heavily in AML enforcement, recruiting a dedicated AML office to work alongside our support staff as well as two IT specialists to marry the brand and the services it provides.

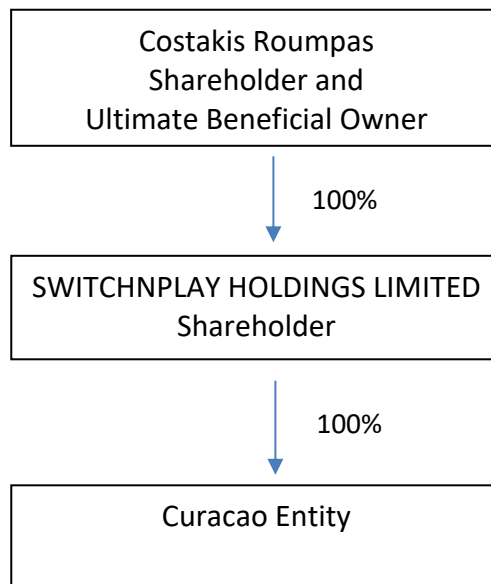
Software & Suppliers

Our company has purchased the Software program from Commontech.

Target Segment

- ❖ Potential players from any world country which is covered by Curacao gaming license, except the USA, France, The Netherlands, The Dutch Caribbean Islands, Curacao, Aruba, Bonaire, St. Maarten, St. Eustatius and Saba.
- ❖ Primary markets
 - Europe
 - LATAM
 - Asia and Africa
 - New Zealand
- ❖ Languages: EN, DE, IT, RU, ES, FI, SE
- ❖ Cross-platform solution for web and mobile

Structure of the company



Client Acquisition

The upgoing crypto trend has created a whole new type of customer that is vastly unutilized. We plan on entering the market with a strong approach to target such people. By focusing on establishing our brand, Viciwin in all of the English-speaking approved markets we can get a foothold and become a leading force in the sector. Our professional experience in digital marketing provides us with unique insight on how to efficiently and effectively optimize our acquisition process to ensure maximum reach and client attainment through our already proved and tested marketing channels. Such channels will include but are not limited to:

- ❖ SEO (Search Engine Optimization)
- ❖ Email Campaigns
- ❖ Banner Advertisements
- ❖ Affiliate Marketing

By closely monitoring our traffic data, we can get a good understanding of what is more appealing to our target segment and subsequently tailor our marketing campaigns to increase their effectiveness.

Client Retention & CRM

As we have previously stated our goal is to provide an unmatched customer experience through innovative and simplistic user interactions with our platform as well as

excellence in customer support. We strive to provide an undeniable reason for our players to repeatedly choose us over our competitors.

To that extent:

- ❖ We have formed a comprehensive **Customer Relationship Management team** that will have the sole focus of constantly providing new content to our existing clientele as well as maintaining our relationship with them by providing them with incentives and other promotional material.
- ❖ We plan to implement a lucrative **Loyalty Program** that will provide various rewards to our returning customers, such as:
 - Deposit Bonuses
 - Free Play
 - Free Tickets

Our Loyalty program will be built having our customers in mind trying to provide them with enticing opportunities to retain their relationship with us, and gain even more benefits in doing so.

Licensing

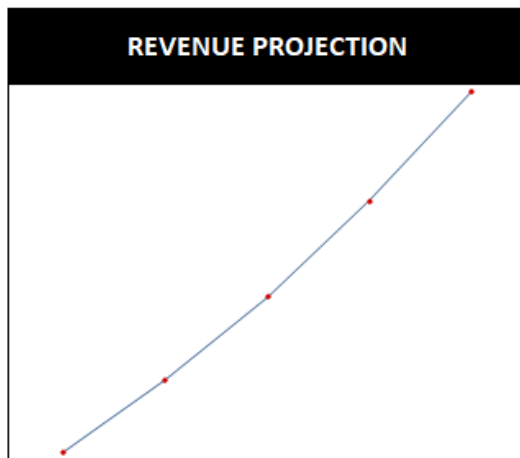
After thorough research of the igaming sector we have come to select the **Curacao** jurisdiction as our starting place of operation for multiple reasons.

The Industry in Europe is oversaturated making it hard or costly for a new company to enter the market, with minimal opportunities for expansion for such a small-scale investment as ours.

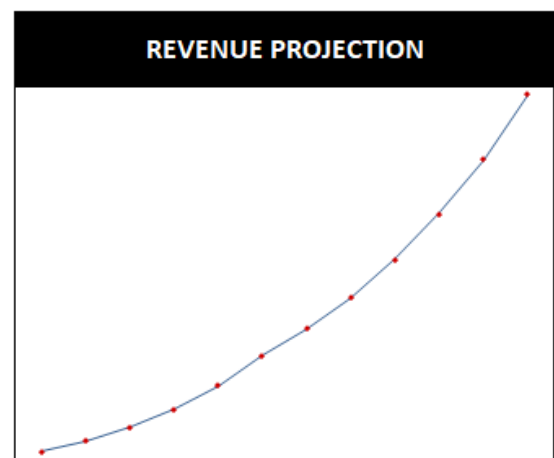
Thus, we have come to conclude that the Curacao jurisdiction is the best choice possible for a multitude of reasons such as fair finances, availability of payment institutions, transparency and overall ease of doing business making it the perfect starting place for our company to start and grow.

Financial Projections

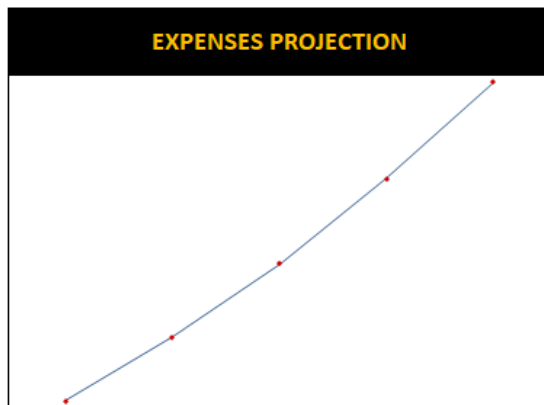
BUSINESS PLAN



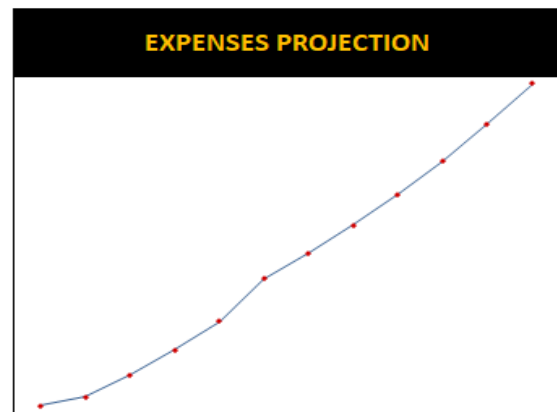
5 YEAR VIEW



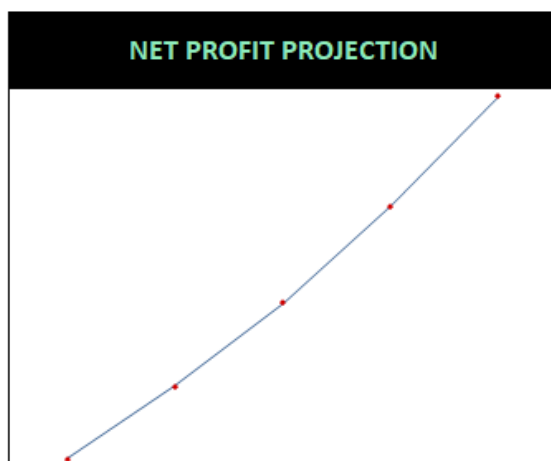
1st YEAR PER MONTH VIEW



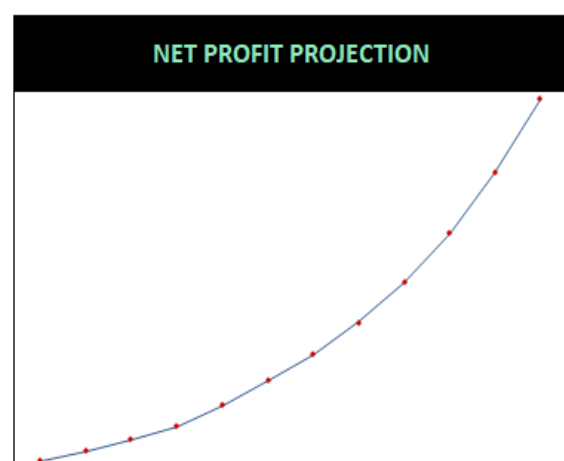
5 YEAR VIEW



1st YEAR PER MONTH VIEW



5 YEAR VIEW



1st YEAR PER MONTH VIEW

REVENUE ANALYSIS

1ST YEAR		% Change	5 YEARS		% Change
APRIL	60,000.00		YEAR 1	3,419,936.85	
MAY	78,000.00	+30%	YEAR 2	3,932,927.37	+15%
JUNE	101,400.00	+30%	YEAR 3	4,522,866.48	+15%
JULY	131,820.00	+30%	YEAR 4	5,201,296.45	+15%
AUGUST	171,366.00	+30%	YEAR 5	5,981,490.92	+15%
SEPTEMBER	222,775.80	+30%	TOTAL	23,058,518.07	
OCTOBER	267,330.96	+20%			
NOVEMBER	320,797.15	+20%			
DECEMBER	384,956.58	+20%			
JANUARY	461,947.90	+20%			
FEBRUARY	554,337.48	+20%			
MARCH	665,204.97	+20%			
TOTAL	3,419,936.85				

AVERAGE MONTHLY REVENUE

YEAR 1	284,994.74
YEAR 2	327,743.95
YEAR 3	376,905.54
YEAR 4	433,441.37
YEAR 5	498,457.58

EXPENSES ANALYSIS

1ST YEAR		% Change	5 YEARS		% Change
APRIL	92,700.00		YEAR 1	1,963,541.66	
MAY	97,200.00	+5%	YEAR 2	2,258,072.91	+15%
JUNE	108,067.50	+11%	YEAR 3	2,596,783.85	+15%
JULY	120,565.13	+12%	YEAR 4	2,986,301.43	+15%
AUGUST	134,937.39	+12%	YEAR 5	3,434,246.64	+15%
SEPTEMBER	156,415.50	+16%	TOTAL	13,238,946.49	
OCTOBER	169,087.05	+8%			
NOVEMBER	183,025.76	+8%			
DECEMBER	198,358.33	+8%			
JANUARY	215,224.17	+9%			
FEBRUARY	233,776.58	+9%			
MARCH	254,184.24	+9%			
TOTAL	1,963,541.66				

AVERAGE MONTHLY EXPENSES

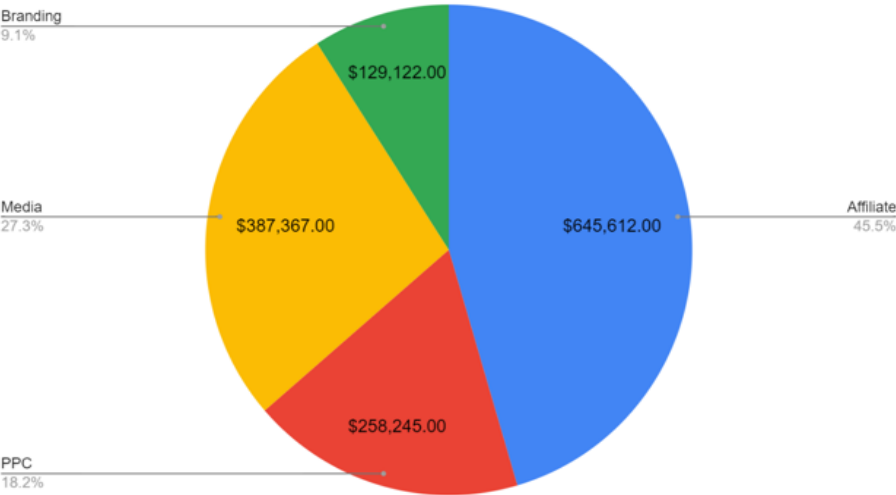
YEAR 1	163,628.47
YEAR 2	188,172.74
YEAR 3	216,398.65
YEAR 4	248,858.45
YEAR 5	286,187.22

EXPENSE DISTRIBUTION

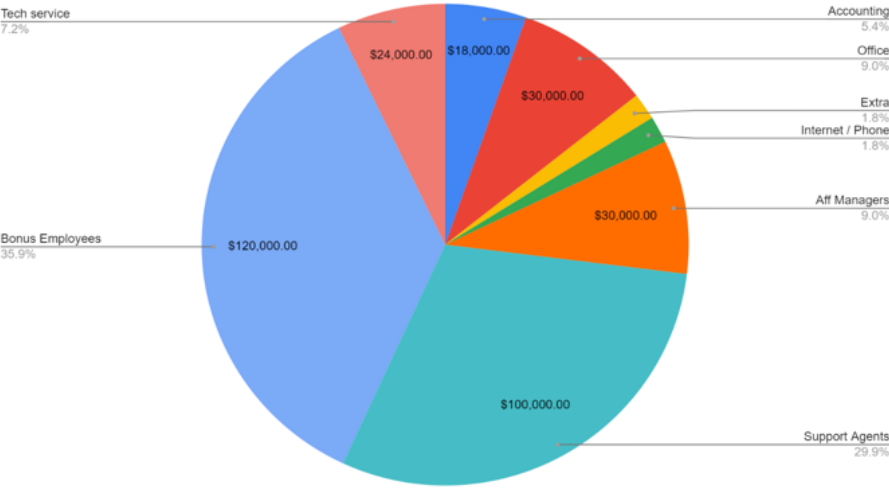
1ST YEAR REVIEW

	MARKETING	% CHANGE	%REVENUE	%TOTAL COSTS		OPERATIONS	% CHANGE	%REVENUE	%TOTAL COSTS
APRIL	63,000.00		105%	68%		29,700.00		50%	32%
MAY	72,450.00	+15%	93%	75%		24,750.00	-17%	32%	25%
JUNE	83,317.50	+15%	82%	77%		24,750.00	0%	24%	23%
JULY	95,815.13	+15%	73%	79%		24,750.00	0%	19%	21%
AUGUST	110,187.39	+15%	64%	82%		24,750.00	0%	14%	18%
SEPTEMBER	126,715.50	+15%	57%	81%		29,700.00	+20%	13%	19%
OCTOBER	139,387.05	+10%	52%	82%		29,700.00	0%	11%	18%
NOVEMBER	153,325.76	+10%	48%	84%		29,700.00	0%	9%	16%
DECEMBER	168,658.33	+10%	44%	85%		29,700.00	0%	8%	15%
JANUARY	185,524.17	+10%	40%	86%		29,700.00	0%	6%	14%
FEBRUARY	204,076.58	+10%	37%	87%		29,700.00	0%	5%	13%
MARCH	224,484.24	+10%	34%	88%		29,700.00	0%	4%	12%
TOTAL	1,626,941.66					336,600.00			

YEAR 1 MARKETING BREAKDOWN



YEAR 1 OPERATIONAL BREAKDOWN



5 YEAR REVIEW

	MARKETING	% CHANGE	%REVENUE	%TOTAL COSTS		OPERATIONS	% CHANGE	%REVENUE	%TOTAL COSTS
YEAR 1	1,626,941.66		48%	83%		336,600.00		10%	17%
YEAR 2	1,870,982.91	+15%	48%	83%		387,090.00	+15%	10%	17%
YEAR 3	2,151,630.35	+15%	48%	83%		445,153.50	+15%	10%	17%
YEAR 4	2,474,374.90	+15%	48%	83%		511,926.53	+15%	10%	17%
YEAR 5	2,845,531.14	+15%	48%	83%		588,715.50	+15%	10%	17%
TOTAL	10,969,460.96					2,269,485.53			

AVERAGE MONTHLY MARKETING

YEAR 1 135,578.47
YEAR 2 155,915.24
YEAR 3 179,302.53
YEAR 4 206,197.91
YEAR 5 237,127.59

AVERAGE MONTHLY OPERATIONS

YEAR 1 28,050.00
YEAR 2 32,257.50
YEAR 3 37,096.13
YEAR 4 42,660.54
YEAR 5 49,059.63

NET PROFIT ANALYSIS

1ST YEAR			% Change	5 YEARS			% Change	AVERAGE MONTHLY NET INCOME		
APRIL	-32,700.00			YEAR 1	1,456,395.18			YEAR 1	121,366.27	
MAY	-19,200.00		+41%	YEAR 2	1,674,854.46		+15%	YEAR 2	139,571.21	
JUNE	-6,667.50		+65%	YEAR 3	1,926,082.63		+15%	YEAR 3	160,506.89	
JULY	11,254.88		+269%	YEAR 4	2,214,995.03		+15%	YEAR 4	184,582.92	
AUGUST	36,428.61		+224%	YEAR 5	2,547,244.28		+15%	YEAR 5	212,270.36	
SEPTEMBER	66,360.30		+82%	TOTAL ACCRUED	9,819,571.58					
OCTOBER	98,243.91		+48%							
NOVEMBER	137,771.39		+40%							
DECEMBER	186,598.25		+35%							
JANUARY	246,723.73		+32%							
FEBRUARY	320,560.89		+30%							
MARCH	411,020.73		+28%							
TOTAL	1,456,395.18									

