



Eirian N.V.

Business Plan

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1. Company Background

The company was incorporated on 14th January 2022 in Curacao.

Eirian N.V. is a prominent provider of online gaming services that takes great pride in its diverse portfolio of brands designed to cater to a broad spectrum of gaming preferences. The company is dedicated to offering an extensive and captivating selection of games, meticulously crafted to captivate and entertain their valued customers. Through our unwavering commitment to delivering unparalleled online gaming experiences, our brands have successfully cultivated a dedicated and loyal player base. The exceptional quality of our games has earned us a steadfast following, solidifying our position as a leader in the online gaming industry.

2. Objectives

The company is actively pursuing a dual strategy, aiming to expand its market share and bolster its presence in the gaming industry through market development and market penetration. In line with its ongoing strategic initiatives, Eirian is looking to tap into new markets by obtaining a B2C gaming license from Curacao.

Eirian N.V.'s current focal point is securing a B2C remote gaming license from the esteemed Curacao Gaming Authority. This license acquisition is pivotal for Eirian, as it will authorize the company to operate under the regulations of a reputable jurisdiction. The envisioned outcome is an elevated sense of security for players who choose to register and engage in gaming activities on the Eirian brands. With this sought-after license, Eirian aims to actively promote wagering on its casino games.

The strategic move extends to targeting markets where the Curacao license is recognized, especially those accepting the LOK license. The primary targeted markets would be Italy, Austria, Serbia, Croatia and Greece. Within these identified markets, Eirian aspires to establish itself as a trusted and highly regarded entity in the gaming industry. A primary milestone is to attain profitability within the initial three years of operations, recognizing the substantial initial investment required for this venture. This multifaceted approach underscores Eirian's commitment to sustainable growth, regulatory compliance, and building a strong reputation in the global gaming landscape.

In the pursuit of securing a notable market share, the business model prioritizes simplicity to ensure a user-friendly experience and deliver high-quality products to players. While profitability remains a key business objective, it will never be pursued at the expense of players, and there is a firm commitment to discourage gambling from becoming a lifestyle for our players. The company will conscientiously explore legally compliant marketing strategies and implement player protection mechanisms tailored to diverse jurisdictions.

A substantial investment is earmarked to draw players to our brands, acknowledging that not all registered players may convert into active users despite the evident high demand established through thorough market research. Our brands are meticulously designed to serve both registered and potential players, offering comprehensive access to pertinent information, including general terms & conditions and the player's gaming activity, among other crucial details.

The Eirian team places a strong emphasis on customer satisfaction, offering players a reliable gaming environment and swift, personalized services through the customer support team. The services are designed for simplicity, minimizing bureaucratic processes without compromising compliance standards. Therefore, due diligence requirements are explicitly outlined in the Terms & Conditions. Failure to adhere to these legal obligations may result in the blocking of players' accounts and prohibition from gaming activities as mandated by law.

3. The iGaming Industry and Curacao

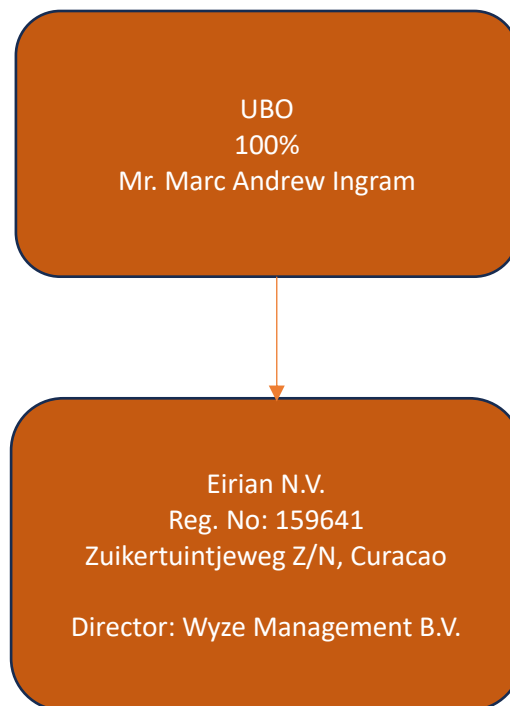
The dynamic iGaming industry compels operators to adapt constantly to industry changes. Many countries are regulating their internal iGaming markets for player protection and revenue from gaming taxes. The global iGaming sector sees ongoing growth, with new operators emerging to capture market share. The market continues to fragment as more jurisdictions, like the UK, France, Italy, Spain, Sweden, Denmark, Ontario etc. introduce iGaming legislation. Operators targeting European markets must obtain multiple licenses to accept players from these jurisdictions.

Eirian aims to secure a Curacao iGaming License from the LOK to bolster our competitive edge in the iGaming Market. In addition to our internal strengths, characterized by an adept and dynamic team, the Curacao license will provide an external competitive advantage due to Curacao's esteemed reputation in the iGaming industry.

4. Structure

4.1 Shareholding Structure

The company operates under a sole proprietary structure, where a single shareholder possesses 100% ownership of the shares. The structure below indicates that Mr. Marc Andrew Ingram holds 100% shares of the company.



4.2 Company Structure

The executive management team comprising the Chief Executive Officer (CEO), Chief Operating Officer (COO), Compliance Officer, and Money Laundering Reporting Officer (MLRO) possesses a multitude of comprehensive and varied expertise gained from their professional journeys in the gaming industry.

Collectively, the management team's diverse and extensive experience within the gaming industry fortifies the organization's abilities to drive innovation, ensure operational excellence, maintain regulatory compliance, and mitigate financial risks. Through their collective strengths and expertise, they propel the company toward sustained success in the dynamic and competitive gaming landscape.

5. Product Overview

Due to our ongoing commitment to delivering a comprehensive gaming experience, our strategic vision includes to offer to our players Casino Games, such are inclusive of slot Games, Crash/Arcade Games, Live Dealer, Bingo, and Scratch Games among other captivating offerings into our gaming platform.

This expansion is driven by a deep understanding of market trends and player preferences, to provide a one-stop destination for varied and entertaining gaming experiences. By diversifying our portfolio, we anticipate not only meeting the evolving demands of our player base but also attracting new audiences seeking the thrill of casino-style gaming.

Our business plan outlines a meticulous approach to the integration of these games, including compliance with regulatory standards and the implementation of responsible gaming practices. Through this initiative, we aspire to enhance player engagement, foster customer loyalty, and unlock new revenue streams, ultimately solidifying our position as a dynamic and player-focused gaming platform in the market.

As we embark on our mission to elevate the gaming experience for our players, we recognize the critical role that our game providers play in shaping the richness and diversity of our offerings. Partnering with industry-leading providers, we aim to curate a cutting-edge and immersive gaming environment that sets us apart in the competitive landscape. These esteemed collaborators bring with them a wealth of expertise, innovation, and a commitment to delivering top-notch gaming content, ensuring that our players have access to a wide array of high-quality and thrilling games.

At the core of the company's strategic vision lies a diverse and dynamic portfolio of brands that define and differentiate our business in the market, the company will be offering its services through the below brands:

- www.winmachance.com
- www.winmachancecasino.com
- www.winunique.com
- www.winuniquecasino.com
- www.winvegasplus.com

5.1 Suppliers and Partners

Hereunder is a list of suppliers and partners that Eirian will partner or cooperate with as service or solution providers:

Servers: Hetzner GmbH and Servers.com.

Game and Platform Providers:

Arcadem, Vivo Live, Betsoft, Platipus, Spinomenal, Tom Horn, Arrow's edge, RedRake, BGaming, Booming Games, Booongo, Playson, Belatra, Caleta, Endorphina, Eurasian Gaming, Gamevy, Habanero, Hacksaw, Nolimit City, RTG, RubyPlay, Lucky Streak, Mancala, Mascot, Evolution, Netent, Netent live, Pragmatic Play, Reevo, Fugaso, Gaming Corps, Games Global, Kalamba, Spribe OU, Yggdrasil, Wazdan.

6. Risk Evaluation and Management

Risk evaluation involves identifying potential threats and assessing their likelihood and impact. Risk management entails developing strategies to mitigate, transfer, or accept risks to achieve organizational objectives.

6.1 Risk Assessment

The company has instituted a risk assessment framework categorized into standard and high-risk tiers. Only the MLRO (Money Laundering Reporting Officer) possesses the authority to alter the risk categorization. Factors such as country of residence, geographic region, and politically exposed person (PEP) status are considered in this determination, alongside any indicators of suspicious transactions. This structured approach ensures a comprehensive evaluation of potential risks, empowering the organization to proactively manage its risk exposure effectively.

6.2 System Security

System security is of utmost importance, and we take several proactive measures to ensure the safety and integrity of our platform. One such practice involves maintaining an updated asset register, meticulously tracking all critical components of our system. We regularly conduct thorough risk assessments to identify and address potential vulnerabilities and threats promptly.

Our dedicated team employs effective risk management strategies to mitigate these risks, safeguarding the integrity of our gaming platform. Furthermore, we utilize advanced encryption protocols, access controls, and intrusion detection systems to protect user data and prevent unauthorized access. These stringent security measures allow us to maintain a secure environment for our users, ensuring their peace of mind while enjoying our gaming services and protecting against potential security breaches.

6.3 Administrative Panel for Efficient Management and Oversight

Our company has an advanced administrative panel which is aimed at enhancing management efficiency and oversight. This innovative tool provides our team with streamlined access to critical data and resources, enabling swift decision-making and comprehensive oversight of operations. With this administrative panel in place, we are better equipped to optimize processes, monitor performance metrics, and ensure seamless coordination across departments. By harnessing the power of this platform, we reaffirm our commitment to achieving operational excellence and delivering unparalleled service to our clients.

6.4 Financial Controls and Audit

The company has implemented a comprehensive framework to ensure operational integrity and regulatory compliance. Various reports, including player withdrawals, POV reports, and daily transaction monitoring, are systematically generated to mitigate the risk of suspicious activity. These reports serve as vital tools in maintaining transparency and accountability within the organization's operations. Regular inspections are conducted to assess compliance to established protocols and identify any potential vulnerabilities. Any issues identified during inspections are promptly addressed.

and rectified to uphold the company's commitment to providing a secure and trustworthy gaming environment. By diligently monitoring and addressing operational concerns, the company demonstrates its dedication to maintaining the highest standards of security and regulatory compliance.

6.5 Onboarding Process and KYC Verification.

Our onboarding process is thoroughly constructed to ensure regulatory compliance and security, particularly regarding Know Your Customer (KYC) verification. Essential to this process is the submission of all required documents, which may include identity cards, driving licenses, and passports, each subject to specific acceptance criteria. Our diligent compliance team meticulously reviews and approves these documents, examining both physical and virtual credit cards to authenticate user identities and prevent fraudulent activities.

All verified documents and details are securely stored within our CRM system, facilitating efficient management and safeguarding sensitive information. This thorough approach underscores our commitment to maintaining the highest standards of integrity and security throughout the onboarding journey.

7. Legal and governance framework

Our company, uphold a strong legal and governance framework, granting sole decision-making authority to the Director and Ultimate Beneficial Owner (UBO). Board meetings are exclusively attended by these key stakeholders, ensuring swift and decisive actions aligned with our strategic objectives.

Additionally, we have partnered with IGA Group to bolster our legal capabilities further. Their expertise and guidance provide invaluable support, offering legal counsel and advice to navigate complex regulatory landscapes and safeguard our interests. With this collaborative approach, we reinforce our commitment to sound governance practices and legal compliance, empowering our company to succeed in a dynamic business environment.

8. Policies and Procedures

Our company maintains a comprehensive set of policies and procedures to uphold integrity and compliance across all operations. These include, but are not limited to, Anti Money Laundering protocols, Onboarding and Know Your Customer (KYC) procedures, Transaction Monitoring, and Reporting protocols.

These measures ensure diligent oversight of deposits, withdrawals, and player activity, enabling us to identify and address any potential red flags promptly. By meticulously tracking transactions and promptly reporting significant wins and high balances, we fortify our ability to detect suspicious activities early on, reaffirming our commitment to maintaining a secure and transparent gaming environment for all our users.

9. Marketing Plan

Marketing efforts that the company will focus on for player acquisition and to retain its clientele will be, search engine optimisation and online adverts where permitted.

- Define Target Audience: Identify the target audience for the online gambling company, such as casual gamers, professional gamblers, or specific demographics like age groups or interests.
- Develop Brand Identity: Create a strong brand identity that reflects the company's values, such as trust, excitement, and reliability.
- Website Optimization: Ensure the company website is user-friendly, easy to navigate, and visually appealing. Optimize it for search engines to improve organic visibility.
- Content Marketing: Develop engaging and informative content related to online gambling, such as blog posts, articles, and videos. Share this content on the company's website and social media platforms to attract and engage potential customers.
- Social Media Presence: Establish a strong presence on popular social media platforms, such as Facebook, Twitter, and Instagram. Regularly post updates, promotions, and engaging content to attract followers and build brand loyalty.
- Influencer Collaborations: Partner with influential personalities in the gaming community or industry to promote the online gambling company. This can be in the form of sponsored content, collaborations, or reviews to expand reach and gain credibility.
- Email Marketing: Develop an email marketing strategy to engage and retain customers. Offer exclusive promotions, tailored offers, and personalized recommendations to keep customers coming back to the platform.
- Referral Program: Implement a referral program to incentivize existing customers to refer their friends and family. Offer rewards, bonuses, or discounts to both the referrers and the referred customers.
- Affiliate Marketing: Collaborate with affiliate marketing platforms and individual affiliates to promote the online gambling company. This can include affiliate blogs, websites, or streamers who receive a commission for referring new customers.
- Loyalty Programs: Develop a comprehensive loyalty program to reward frequent players. Offer tiered rewards, exclusive access, and personalized bonuses to encourage customer retention.

10. Technical Setup

All servers required for gaming operations are hosted at the Hetzner GmbH and Servers.com datacenters, although they are managed remotely by the IT administrators. These currently consist of a web and queuing server, an application server, and 2 database servers. Regulatory data such as player data, game, and financial transactions shall be hosted on these servers and backed up in case an incident occurs and the database crashes or has any data that becomes corrupted.

The data centers provide all the necessary security through their firewalls, anti-DDOS, and continuous monitoring systems. All servers are constantly monitored via admin-software focusing on the proper use, temperature, and any failures. The server rooms are equipped with all necessary cameras, temperature devices, fire protection equipment, and other security-related features. Both data centers are ISO/IEC:27001 certified.

11. SWOT Analysis

11.1 Strengths

One of the notable strengths of our organisation lies in our strategic approach to marketing, targeting a large and underserved market of Eirian fans. By identifying and catering to this specific niche, we capitalize on a substantial and untapped audience, showcasing our adept understanding of market dynamics.

Additionally, our portfolio boasts hot online gambling products, positioning us as trendsetters in the industry. The consistent delivery of high-quality gaming experiences further strengthens our brand, providing a warranty of quality that resonates with our customers. Behind our success stands a team of experienced employees whose expertise and dedication contribute significantly to the innovation and excellence of our offerings, establishing us as a formidable force in the competitive landscape of online gaming.

11.2 Weaknesses

Our organisation faces certain weaknesses that require careful consideration and management. The presence of significant competition in the industry poses a challenge, necessitating a subtle approach to distinguish ourselves in a crowded market. As we strive to carve out our niche, it's imperative to address the potential impact of big investments in advertising.

While advertising is crucial for brand visibility and market penetration, substantial financial commitment demands strategic planning to ensure a balanced return on investment. Striking the right balance between standing out in a competitive landscape and managing advertising costs is essential for long-term sustainability and profitability. Developing a well-thought-out strategy to navigate these challenges will be crucial for our success in this dynamic industry.

11.3 Opportunities

Our organisation is positioned to capitalize on several promising opportunities that could propel us toward sustained growth and success. Changes to legislation in various countries present a favorable

landscape, offering the potential for a more conducive regulatory environment. By staying abreast of these legal shifts, we can strategically position ourselves to navigate emerging markets and regulatory frameworks adeptly.

Another avenue for growth lies in the prospect of entering the global market. Expanding our reach beyond current boundaries opens doors to new demographics and untapped customer bases, fostering diversification and resilience against regional economic fluctuations. Furthermore, the exploration of various options for expanding, whether through product diversification, partnerships, or acquisitions, provides us with the flexibility to capitalize on evolving market trends and consumer preferences. Embracing these opportunities allows us to stay dynamic and forward-thinking in an ever-changing business landscape.

11.4 Threats

Our organisation faces potential threats that warrant strategic consideration and proactive management. The looming threat of an economic slump poses a significant risk, as it may impact consumer spending patterns and overall market stability. This external factor necessitates vigilant financial planning and risk mitigation strategies to safeguard our operations.

Additionally, the potential loss of customers, whether due to increased competition or shifts in consumer preferences, is a critical threat that demands a customer-centric approach, emphasizing retention efforts and continuous improvement of our products and services. Furthermore, the cost associated with outsourcing services presents a considerable challenge, requiring careful evaluation of the benefits and risks involved.

Striking a balance between cost-effectiveness and maintaining service quality is essential to mitigate the impact of outsourcing expenses on our bottom line. A comprehensive risk management approach is imperative to navigate these threats effectively and ensure the long-term resilience of our organisation.

12. Financial Projections

Assumptions for Financial Projections:

- An average of 60,000 active players in Year 1, 120,000 players in year 2 and 250,000 players in year 3;
- Application fee at EUR 4,600 has been calculated for the 1st year along with Due Diligence Fees between EUR 125-250 per role.
- The LOK licence fee has been calculated at EUR 24,600 per year (payable on license issuance);
- Monthly Fee under the LOK of EUR 2,050 has been calculated;
- Fees in relation to brands offered has been calculated at EUR 250 per annum per brand. Totaling to EUR 1,250 annually.
- Third-party fees (Legal and Accounting Fees, Office Equipment, Rental Fees, Hosting Fees, Admin Costs, Hardware costs, etc.) are calculated;
- The shareholders will put up EUR 4,640 (equivalent to USD 5,000) by way of share capital;
- Corporate tax has been deducted from profit accordingly.

Document “Eirian N.V. - Financial Projections v1.0” attached.