

Hawgz Investments B.V. Business Plan (3 Year Projections)

Business Overview

Company Name: Hawgz Investments B.V.

Location: Curacao

Industry: iGaming Platform Online

Software Provider: Digitain

Game Providers: Pragmatic Play, Evolution, Relax Gaming

UBO/Directors: Johnathan Heymans (UBO), Aamir Waheed (UBO/Director)

Business Forecasts

Gross Gaming Revenue (GGR):

- Year 1: €3 million
- Year 2: €15 million
- Year 3: €300 million

Company Management and Structure

- Johnathan Heymans - Ultimate Beneficial Owner (UBO)
- Aamir Waheed - Ultimate Beneficial Owner (UBO) and Director

Operations will be structured to ensure effective management, with distinct roles defined for technology, customer service, compliance, and marketing departments to optimize efficiency and responsiveness.

Risk Evaluation and Management

Key Risks:

1. Regulatory Changes: Sudden changes in iGaming legislation could impact operations.
2. Technology Failures: Reliance on software providers and potential downtime.
3. Market Penetration: Challenges in acquiring new users in a competitive market.

Mitigation Strategies:

- Establish ongoing compliance reviews and adapt to regulatory changes promptly.
- Implement robust technology backup and recovery systems.
- Diversify marketing strategies to penetrate various customer segments effectively.

Legal and Governance Framework

Hawgz Investments operates under the laws of Curacao, adhering strictly to local and international gaming regulations. The governance structure is designed to ensure transparency, accountability, and ethical business practices, with regular audits and compliance checks.

Target KPIs for the Casino

- **Customer Acquisition Cost (CAC):** Maintain CAC below €100.
- **Player Retention Rate:** Achieve a retention rate of over 75%.
- **Average Revenue Per User (ARPU):** Increase ARPU by 20% annually.
- **Net Promoter Score (NPS):** Maintain an NPS above 60.

Policies and Procedures

Disputes: A clear, accessible procedure allows players to raise and resolve disputes. This includes a dedicated support team and a timeline for dispute resolution.

KYC: Strict Know Your Customer (KYC) procedures are in place to verify the identity of players, using advanced digital verification systems to prevent fraud and ensure compliance with AML regulations.

AML: Anti-Money Laundering (AML) policies are rigorously enforced. This includes monitoring and reporting suspicious transactions, training staff on AML regulations, and using advanced software for transaction analysis.

Marketing and Player Acquisition

Marketing strategies will focus on digital channels, partnerships with influencers, and loyalty programs to attract and retain players. Effective SEO, content marketing, and targeted advertising campaigns will be crucial to driving traffic and conversions.

Financial Projections

Detailed financial projections for the first three years include planned revenue growth, expected operational costs, marketing budgets, and EBITDA.

Conclusion

Hawgz Investments B.V. is poised for significant growth in the iGaming sector by leveraging cutting-edge technology from top providers, implementing robust compliance measures, and deploying effective marketing strategies. With a solid legal framework and a focus on customer satisfaction, the company is set to achieve and exceed its financial goals.

This plan provides a foundation for Hawgz Investments B.V. to operate successfully and sustainably in the competitive iGaming market.