

# **Business Plan**

**Win Tech B.V.**

Version 1.0

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# **1. Company Overview**

## **1.1. Executive Summary**

This business plan outlines the development of Win Tech B.V. that will offer a variety of games to players from all over the world. The online casino industry has seen tremendous growth in recent years, and this presents a significant opportunity for our company to establish a strong presence in the market.

Our online casino will be designed to provide players with a high-quality gaming experience that is both safe and secure. We will offer a range of popular games, including slots, table games, and live dealer games, all of which will be developed by leading software providers in the industry.

In addition to providing a wide range of games, we will also offer competitive bonuses and promotions to attract and retain players. Our customer service team will be available 24/7 to provide assistance and address any issues that may arise.

To ensure the safety and security of our players' information, we will use the latest encryption technology and comply with all relevant regulations and industry standards. We will also implement responsible gaming practices to promote a safe and healthy gaming environment for our players.

Our marketing strategy will focus on targeted online advertising, social media marketing, and affiliate partnerships to drive traffic to our website and increase our player base. We will also leverage data analytics to optimize our marketing efforts and improve player retention.

Overall, our online casino aims to provide a top-notch gaming experience while also promoting responsible gaming practices and maintaining the highest standards of security and integrity. With a strong team, sound business strategy, and commitment to excellence, we are confident in our ability to succeed in the competitive online casino market.

## **1.2. Vision and Mission of the Company**

### **Mission Statement:**

Our mission is to provide a safe, secure, and exciting online gaming environment that offers a wide range of games and exceptional customer service. We strive to be a leader in the online casino industry by delivering innovative gaming experiences and promoting responsible gaming practices.

### **Vision Statement:**

Our vision is to become a top-rated online casino that is recognized for its commitment to providing the best gaming experience in the industry. We aim to establish long-term relationships with our players by offering a diverse range of games, competitive bonuses, and promotions, and outstanding customer service. We will continue to innovate and evolve to meet the changing needs of the market and maintain our position as a leader in the online casino industry.

### **1.3. Services Offered**

**Release 1 - In the first release, the following functionality will be available:**

- Slots
- Roulette
- Live dealers
- Blackjack
- Crash Games
- Baccarat
- Casino Hold'em

**Release 2 - Further, in the following stages of releases we will implement:**

- Sports betting
- Betting on e-sports
- Fantasy sports

### **1.4. Software and Services**

Technologies are changing very quickly nowadays, and it becomes much more expensive, longer, and more challenging to develop some solutions yourself than to outsource them to service providers.

Win Tech integrates with third-party providers or uses third-party services to solve the required tasks and provide a quality and uninterrupted service.

To provide casino games, receive sports and eSports events, as well as additional information on them, we will integrate with SoftGamings, which provides reliable data in real-time. They will also provide us with the following services:

- Back office and casino engine
- Promotion, loyalty and bonus systems
- Affiliate system

- Banner and game management system
- Integration with gaming content providers
- Live-chat
- AML, fraud and risk preventions systems

For protection against DDoS-attacks used Web Security Provider, such as CloudFlare (Cloudflare - The Web Performance & Security Company).

For effective communication within the team and tracking tasks, the Atlassian (Atlassian | Software Development and Collaboration Tools) product line is used, such as Confluence and Jira, as well as the Slack messenger.

A Cloud Provider such as Google Cloud Platform (GCP) is used as an infrastructure environment and a fault-tolerant execution environment.

To provide more reliable protection of accounts from hacking, two-factor authentication methods are used. Single-use passwords are generated using Google authenticator (Google).

Integration with Communications Provider, such as Twilio (Twilio - Communication APIs for SMS, Voice, Video, and Authentication), is implemented for SMS notifications.

Google Analytics (<https://analytics.google.com/>) and Amplitude (Amplitude | The Digital Optimization System) are used to track, store, and analyze user behavior, with their ability to improve customer interaction and optimize conversion.

## **2. Main Market and Competition**

### **2.1. Market Size**

The global gambling market was valued at nearly \$449.04 billion in 2022, having experienced a negative compound annual growth rate (CAGR) of -0.9% since 2017. However, the market is expected to rebound, growing to \$765.89 billion in 2027 at a CAGR of 11.3%, and to \$847.54 billion in 2032 at a CAGR of 2.0%.

In 2022, the global online gambling market was valued at USD 63.53 billion, with an expected compound annual growth rate (CAGR) of 11.7% from 2023 to 2030. This growth is attributed to the increasing internet penetration and mobile phone usage for online gaming, particularly in the United States where internet penetration reached 92% of the population in 2022.

Market growth is also influenced by cultural and legalization approval, easy access to online gambling, celebrity endorsements, and corporate sponsorships. Additionally, the adoption of smartphones and 5G internet technology is driving market growth, with companies like

BetMGM partnering with NBC Sports to provide interactive content using advanced technologies like augmented reality, machine learning, and artificial intelligence.

The availability of low-cost smartphones is also expected to drive market growth as more users have access to online gambling applications.

The continuous growth of the online casino industry is fueled by advancements in digital technology, with a focus on gaining trust from online gamblers. Developers are incorporating virtual reality (VR) technology to create realistic gambling experiences, allowing users to interact with dealers and other players. To support and assist gamblers, developers prioritize authenticity and fraud prevention in their solutions. Free-play versions of online casino games attract new users, and revenue is generated through in-app and website advertisements. The industry's growth is global, offering convenience and accessibility to users around the world. Additionally, the adoption of blockchain technology has positively impacted the market, providing secure and transparent payment options for online gambling activities.

## **2.2. Geographic Segmentation**

In 2022, Europe held the largest market share of over 41%, owing to the legalization of gambling in countries such as Spain, Italy, France, and Germany. The growth of the market in Europe can also be attributed to the availability of high-speed internet services, the rising popularity of online casinos, and the increased use of smartphones. The largest segment of the online gambling market was sports betting, as per a study conducted by the European Gaming & Betting Association.

The adoption of blockchain has contributed to the increased usage of cryptocurrency for gambling. The Asia Pacific region, with its high economic growth and increased spending on leisure activities, is expected to fuel market growth throughout the forecast period. China, India, and Japan are some of the major revenue-generating countries in the Asia Pacific region. According to a report by ResearchAndMarkets.com published in 2021, Latin America is expected to have a significant growth rate in the online gambling market over the forecast period of 2022-2026. The report suggests that this growth can be attributed to the increasing use of smartphones and the internet, along with the favorable regulatory environment and rising disposable income. The report also highlights Brazil, Mexico, and Argentina as the key markets driving the growth in the region.

The Middle East has a complex relationship with gambling, with most forms of gambling being illegal in the region due to religious and cultural reasons. As a result, the online gambling

market in the Middle East is still in its early stages and faces significant challenges. However, some countries in the region, such as the United Arab Emirates and Qatar, have a significant expatriate population who are more open to online gambling. Additionally, some online gambling operators are targeting the Middle East market by offering their services in Arabic and accepting local currencies.

Overall, the online gambling market in the Middle East is still relatively small compared to other regions, and there is a lack of reliable data on market share and revenue.

### **2.3. Device Segmentation**

The desktop segment held a significant share of approximately 48% of the revenue in 2022. With a larger screen size, desktops offer a more immersive and detailed gaming experience, enabling gamblers to enjoy the graphics and visuals of the game. Additionally, desktops provide superior performance features, such as high-quality audio and customizable storage capacity, that further enhance the gaming experience. As a result, the desktop segment has experienced growth in recent years. However, the widespread adoption of advanced technologies in mobile phones has led to the development of realistic gaming visuals, making online gambling more accessible through smartphones. The availability of affordable mobile phones with modern features such as improved graphics and expandable storage capacity has contributed to the growth of the mobile segment. Mobile gambling offers several advantages to users, including remote playing, additional deposit options, loyalty points, and multiplayer gaming options.

### **2.4. Market Challenges**

#### **Stringent government regulations and restrictions**

Strict government regulations and restrictions pose a significant challenge for the global gambling market. In various countries, gambling is regulated by government authorities through regulatory acts, legislation, and specific laws.

In the Asia-Pacific (APAC) region, gambling is either highly restricted or illegal in most countries, resulting in the formation of monopolies in many cases. For example, the Chinese Sports Lottery and Taiwan Sports Lottery have a monopoly on sports betting in China and Taiwan, respectively, and only a few regulated online websites are legalized in Japan. In the Middle East, gambling, including sports betting and online gambling, is illegal, heavily restricted, or only available to foreign visitors.

Europe is the largest online gambling market, with most regulations at national or state levels. Some countries, such as Finland, Poland, Slovakia, and Switzerland, grant licenses to only one government-owned entity, while others such as Belgium, the Czech Republic, and Greece limit the number of licenses but allow gaming companies to conduct online gambling. Countries in the European Union have well-defined regulations covering online gaming, including high tax rates and ring-fencing that restrict players geographically to playing within their country.

### **Non-transparency, Fraud and Technical Vulnerability**

Non-transparency, fraud, and technical vulnerability are major concerns associated with centralized systems. One of the significant threats to these systems is the possibility of a man-in-the-middle (MITM) attack. In a MITM attack, an attacker covertly intercepts or modifies the communication between parties who believe they are communicating directly with each other. The attacker disrupts the exchange of information by infiltrating a communication channel, interfering with the transmission protocol, and altering or deleting information. Online gambling websites and mobile/desktop applications are frequently targeted by such attacks. Not to mention distributed denial of service (DDoS) attacks: These attacks aim to overwhelm the casino's servers with traffic, resulting in a denial of service to legitimate users.

### **Payments**

Online casinos face a complex and ever-changing regulatory landscape when it comes to payment processing. The regulations and restrictions on online gambling transactions vary widely from country to country, making it difficult for online casinos to navigate and comply with all the rules. In some countries, online gambling transactions are completely illegal, while in others, they are heavily regulated and require special licenses or permits.

Furthermore, payment processing itself can be a challenge for online casinos. There are numerous payment methods available, including credit cards, e-wallets, bank transfers, and cryptocurrencies, each with their own advantages and disadvantages. Some payment methods may be unavailable in certain regions, while others may be subject to high transaction fees or long processing times.

To address these challenges, online casinos need to work closely with payment processors to ensure that they are able to offer a variety of payment options that are both convenient and secure for their customers. They also need to stay up-to-date with the latest regulatory changes in different countries to ensure that they are in compliance with all the relevant laws and

regulations. Finally, they need to invest in robust payment processing systems that are able to handle high transaction volumes and provide a seamless user experience for their customers.

### **Trust and reputation**

Building and maintaining trust is a crucial challenge for online casinos. Customers may have concerns about the fairness of games, the security of their personal information, and the reliability of the casino's payment systems. Online casinos must address these concerns by implementing strict security protocols and transparent policies. Additionally, online casinos must also deal with incidents of fraud or unethical behavior, such as cheating or money laundering, which can damage their reputation and lead to a loss of customers. Therefore, online casinos must implement strict measures to detect and prevent such activities, including the use of advanced technologies such as artificial intelligence and machine learning to monitor and detect unusual patterns of behavior.

## **2.5. Market Trends**

### **E-Sports**

Esports is a fast-growing industry that is expected to continue its upward trend in popularity in the online gambling industry. With a growing number of viewers and professional players, esports tournaments have become increasingly popular and profitable. This has led to an increase in the demand for esports betting among online gamblers.

Esports betting allows users to place bets on the outcomes of esports matches and tournaments. These bets can be placed on a wide range of events, including who will win a match, who will score the most points, and who will make it to the next round of a tournament. As esports tournaments continue to grow in popularity, so too will the opportunities for esports betting.

In addition to traditional betting, there is also a rise in fantasy esports. This allows users to create their own teams of professional esports players and compete against others in online leagues. This has become a popular way for fans to engage with esports, and it is expected to grow in popularity as more users discover the excitement of fantasy esports.

As the popularity of esports and esports betting continues to grow, it is likely that more traditional online gambling companies will expand their offerings to include esports betting. This will create more opportunities for users to bet on esports, and it will help to legitimize the industry even further. With a growing number of esports tournaments and events, the potential for esports betting to become a major segment of the online gambling industry is significant.

## **VR**

Virtual reality (VR) is poised to revolutionize the online gambling industry by providing users with a truly immersive gaming experience. VR technology allows users to enter a completely new world, making the gaming experience more engaging, interactive, and realistic. The use of VR technology in online gambling will allow players to interact with their environment and other players in a more lifelike way, creating a sense of presence that traditional online gambling cannot replicate.

With VR, users can feel like they are actually sitting at a blackjack table, rolling dice, or spinning a slot machine in a virtual casino. This technology can also be used to create virtual sports betting events, providing players with a unique and exciting way to bet on their favorite sports.

The use of VR technology in online gambling is still in its early stages, but it is expected to grow rapidly in the coming years. As VR hardware becomes more affordable and widespread, more online casinos and gambling sites are likely to integrate VR technology into their platforms. This will allow users to access VR gambling experiences from the comfort of their own homes, making online gambling even more accessible and convenient.

However, there are some challenges that come with implementing VR technology in online gambling, such as the need for high-end hardware and the development of VR-specific games. Despite these challenges, the potential benefits of VR technology in online gambling make it a trend to watch in the coming years.

## **AI Technologies in Gambling**

The integration of artificial intelligence (AI) technology in the online gambling industry is expected to revolutionize the way players interact with online casinos. With AI, online casinos can offer personalized recommendations to players based on their preferences, playing history, and behaviors. This can lead to a more enjoyable and customized gaming experience for players, as they receive suggestions for games that align with their interests and playing style. Moreover, AI can also improve player safety by detecting early signs of problem gambling behavior. By analyzing player data, AI algorithms can identify patterns of behavior that suggest a player may be at risk of developing a gambling problem. This can enable online casinos to intervene early and offer support to players, such as providing resources for responsible gambling and setting limits on betting.

AI can also enhance fraud detection and prevention by identifying suspicious behavior and transactions, such as multiple accounts being created from the same device or unusual betting patterns. This can help online casinos to safeguard their platforms against fraudulent activities and protect their customers' data and funds.

In addition, AI-powered chatbots can provide real-time customer service and support, answering players' questions and resolving issues quickly and efficiently. This can lead to a more seamless and satisfying customer experience, as players receive immediate assistance whenever they need it.

Overall, the use of AI in the online gambling industry has the potential to provide a safer, more personalized, and enjoyable experience for players, while also improving the security and efficiency of online casinos.

## **Cryptocurrency**

The use of cryptocurrencies is expected to be one of the biggest game-changers in the online gambling industry. With increasing concerns about data privacy and security, many players are seeking more anonymous and secure payment options. Cryptocurrencies provide a decentralized and encrypted form of payment that is highly resistant to fraud and hacking attempts.

Moreover, cryptocurrencies offer the potential for faster and more affordable transactions, as they are not subject to the same fees and regulations as traditional payment methods. This could be a significant advantage for both players and operators, as it could reduce the cost of transactions and improve the speed and efficiency of payment processing.

The adoption of cryptocurrencies is also expected to open up new markets and opportunities for online gambling operators. Cryptocurrencies enable cross-border transactions with ease, providing an opportunity for operators to reach new markets without the need for complex and costly payment infrastructure.

However, the use of cryptocurrencies in online gambling also presents some challenges. The volatility of cryptocurrency prices can create uncertainty and risk for both players and operators, as the value of cryptocurrencies can fluctuate significantly in a short period. In addition, the regulatory landscape around cryptocurrencies is still evolving, with many countries yet to provide clear guidelines on their use in online gambling.

Despite these challenges, the potential benefits of using cryptocurrencies in online gambling are significant, and many operators are already exploring the use of cryptocurrencies in their

payment systems. As cryptocurrencies continue to gain mainstream acceptance, it is likely that they will become an increasingly important part of the online gambling landscape.

## **2.6. Competition and Competitive Edge**

The online gambling industry is highly competitive, with many players vying for market share. The industry is characterized by a large number of players, ranging from small startups to large established companies.

Some of the key players in the online gambling market include companies such as Bet365, Better Collective, 888 Holdings, Betsson AB, and Tabcorp. These companies offer a wide range of gambling products and services, including sports betting, casino games, poker, and bingo.

In addition to these large companies, there are also many smaller players in the market, including niche providers and regional operators. These companies often specialize in specific types of gambling products or services, such as esports betting or online poker tournaments.

Competition in the online gambling market is intensifying as more and more companies enter the space. Some of the key drivers of competition in the industry include innovations in technology, changes in regulation, and shifts in consumer preferences.

In order to remain competitive, companies in the online gambling market must continually innovate and adapt to changing market conditions. This may involve investing in new technology platforms, expanding into new markets, or developing new gambling products and services.

Overall, the online gambling industry is highly competitive and dynamic, with many players competing for market share. As the industry continues to evolve, it is likely that we will see continued competition and innovation from both established players and new entrants.

To beat competitors in the online gambling market with a limited budget, it's important to focus on creating a unique and differentiated user experience. Here are our strengths that will help us to compete on the market:

### **Customer Service**

At Win Tech B.V., we pride ourselves on delivering exceptional customer service and support. We understand that our customers are the lifeblood of our business, and we are committed to providing them with the best possible experience.

To that end, we have made it our mission to offer real-time 24/7 support to our customers. We believe that timely and effective support is essential to building long-lasting relationships with our clients. Our experienced head of customer support, who has more than 15 years of experience in the field, is dedicated to ensuring that our customers receive the assistance they need whenever they need it.

In addition to providing excellent customer support, we are also committed to offering ultra-fast payouts to our customers. We understand that waiting for payments can be frustrating, so we aim to provide almost real-time payouts. To achieve this, we have invested in advanced AML and antifraud tools, which are managed by our experienced compliance team. These tools help us to quickly and accurately process transactions, ensuring that our customers receive their payouts as quickly as possible.

We take our commitment to customer service and support seriously, and we are constantly striving to improve our processes and technologies to better serve our clients. We believe that by providing exceptional customer support and fast payouts, we can build trust and loyalty with our customers and establish ourselves as a leader in our industry.

### **Social Media Engagement**

We have identified the importance of leveraging social media as a key strategy to build brand awareness and attract new customers. We recognize the value of using platforms such as Telegram, Youtube, TikTok and Instagram to connect with potential customers and engage with our existing base.

To implement this strategy effectively, we plan to create a comprehensive social media strategy that aligns with our overall business goals and target audience. This will involve regular content creation and curation, with a focus on providing value to our followers and highlighting our unique selling points.

We will also prioritize active engagement with our audience, responding to comments and messages in a timely and personalized manner. This will help to build trust and loyalty with our customers, ultimately driving increased engagement.

Furthermore, we will track and analyze social media metrics such as engagement rates, follower growth, and post performance to continuously improve our strategy and ensure we are meeting our goals. By leveraging social media in this way, we believe we can differentiate ourselves from our competitors and establish a strong brand presence in the online gambling market.

## **Bonus Program**

To attract and retain customers in the highly competitive online gambling industry, it is important to offer attractive bonuses and promotions. By doing so, we can incentivize customers to choose our platform over others and keep them engaged with our services. To manage bonus programs, we have hired experienced professionals with more than 10+ years experience in gambling.

Our bonus program will offer various types of bonuses, such as free bets, deposit bonuses, and cashback rewards, which will be regularly updated and tailored to meet the needs of our target audience. We will offer a generous welcome bonus to new customers, which will be prominently displayed on our website and other marketing channels.

We will also offer loyalty programs to reward our existing customers for their continued support. These loyalty programs will include VIP programs, where our most active customers will receive exclusive perks such as personalized customer support, higher deposit limits, and access to special events.

By offering attractive bonuses and promotions, we can differentiate ourselves from our competitors and create a strong customer base that will continue to use our platform for their online gambling needs.

## **Focus on Mobile**

Our online gambling platform will prioritize mobile accessibility to cater to the growing number of users accessing our services through their mobile devices. We understand that a mobile-friendly platform that offers a seamless user experience is crucial in retaining customers and attracting new ones. Our platform will be optimized for mobile devices and feature an intuitive interface that is easy to navigate. We will continuously monitor and update our mobile platform to ensure that it stays current with the latest mobile technologies and provides the best user experience possible. By focusing on mobile, we aim to become the go-to platform for mobile users who want to engage in online gambling activities.

### 3. SWOT Analysis

| Strengths                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Weaknesses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Experienced team: Our team has extensive experience in the online gambling industry, which will allow us to make informed decisions and adapt quickly to changes in the market.</li> <li>• Finance: We have strong financial backing, which will enable us to invest in technology, marketing, and customer acquisition.</li> <li>• Platform: Platform we use is designed to be user-friendly and accessible across multiple devices, offering a seamless experience for our customers.</li> </ul> | <ul style="list-style-type: none"> <li>• Brand recognition: As a new player in the market, we will need to invest in marketing to build our brand and attract customers.</li> <li>• Regulatory challenges: Online gambling is subject to strict regulations in many jurisdictions, and we will need to ensure compliance with all relevant laws and regulations.</li> <li>• Customer acquisition: With intense competition in the online gambling market, we will need to develop effective strategies to acquire and retain customers.</li> </ul> |
| Opportunities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Threats                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>• Emerging markets: The global online gambling market is expanding rapidly, with new markets and opportunities emerging in regions such as Asia and Latin America.</li> <li>• Technological innovation: Advances in technology, such as virtual reality and artificial intelligence, present opportunities to enhance the online gambling experience and attract new customers.</li> </ul>                                                                                                           | <ul style="list-style-type: none"> <li>• Competition: The online gambling market is highly competitive, with established players and new entrants competing for customers.</li> <li>• Regulatory changes: Changes in laws and regulations governing online gambling could have a significant impact on our business.</li> <li>• Economic downturns: Economic downturns or other macroeconomic factors could lead</li> </ul>                                                                                                                        |

|                                                                                                                                                                                 |                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Partnerships: Strategic partnerships with other companies in the industry can provide opportunities for growth and expansion.</li> </ul> | <p>to a decline in consumer spending on online gambling.</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|

## 4. Marketing Strategy

### 4.1. Positioning

Win Tech casino is the premier destination for players seeking an immersive and entertaining gaming experience. With a team of experienced industry professionals, a robust financial backing, and a cutting-edge platform, we offer the ultimate online gambling experience. Our commitment to providing exceptional customer service, a wide range of games, and attractive bonuses and promotions ensures that our players are always satisfied and engaged.

### 4.2. Marketing Strategy

Our marketing strategy will aim to attract high-quality traffic to our platform, convert visitors into customers, and retain those customers through excellent customer service, attractive bonuses, and a seamless user experience.

We understand the importance of responsible marketing practices and are committed to ensuring that our advertising efforts are ethical and comply with all applicable regulations. As such, we will not engage in any commercial communications targeting individuals who are under the age of 18 or self-excluded, nor will we target jurisdictions where gambling advertising is prohibited or limited.

Our target audience is people between the ages of 18 and 55 who are active on the internet. To reach this demographic, we will leverage various media channels that are popular with this audience and have a proven track record of success.

At the initial stage, we will use a variety of marketing channels to drive traffic to our online casino platform. We will closely monitor the performance of each channel and adjust our

approach based on ROI to ensure that our efforts are effective and efficient. Our chosen marketing channels include:

- Search engine optimization
- Affiliate marketing
- Content marketing
- Social Media Marketing
- Influencer Marketing

As we continue to grow and expand, we will analyze our marketing channels and campaigns to identify areas for improvement and refine our strategy to ensure long-term success.

#### **4.2.1. SEO**

Our SEO team will work to improve our website's visibility in search engine results pages (SERPs) through on-page optimization, keyword research, and content creation. This will ensure that our platform is easily discoverable by potential customers who are searching for online gambling options.

With an experienced team of IT specialists who have a deep understanding of search engine algorithms, we will ensure that our website and app are optimized for both users and search engines from the very beginning.

To establish ourselves as a trusted source of information and a valuable resource for our users, we will regularly publish educational and engaging content on our website, including reviews of cybersport events and e-gaming. This will not only improve our SEO rankings but also attract and retain a loyal audience.

For off-page SEO, we will partner with external SEO marketing agencies that specialize in link-building and content marketing. We will initially focus on low-competition keywords to establish our online presence and gradually expand to more competitive and lucrative keywords.

We expect SEO to be one of the drivers of customer acquisition, with up to 15% of our customers coming from organic search results. As part of our continuous improvement, we will monitor and analyze our SEO performance, making adjustments and updates as necessary to maintain our competitive edge.

#### **4.2.2. Affiliate Marketing**

We believe that affiliate marketing is a crucial component of our marketing strategy, as it has proven to be one of the most effective ways to promote gaming projects. We have conducted extensive research and found that affiliate marketing provides a better ROI than other marketing channels like PPC and SMM.

To ensure success in the competitive affiliate marketing space, we have hired a highly skilled affiliate marketing specialist. He will be responsible for developing and managing our affiliate program, including testing different payment models, such as revenue share, CPA, and hybrid models.

We expect that affiliate marketing will bring in up to 50% of our customers during the first years of operation. We will track the success of our affiliate program and adjust our strategies to optimize results. As our affiliate program grows, we will also explore opportunities to collaborate with high-performing affiliates and establish partnerships with other gaming platforms.

#### **4.2.3. Content Marketing**

To improve our content marketing efforts, we will focus on creating informative and engaging content that addresses the interests and pain points of our target audience. This will include blog posts, infographics, videos, and other multimedia content that is shareable across social media and other websites.

In order to effectively distribute this content, we will use a combination of outreach and influencer marketing. This involves reaching out to key influencers and bloggers in the online gambling community to share our content and build relationships with them.

To measure the effectiveness of our content marketing efforts, we will track metrics such as website traffic, engagement rates, and lead generation. This will allow us to continually refine and improve our content strategy based on the data we collect.

Overall, we believe that content marketing will be a driver of our growth and success in the highly competitive online gambling industry. By providing valuable and informative content, we will be able to build trust and credibility with our target audience and establish ourselves as a leader in the space.

#### **4.2.4. Social Media Marketing**

Social media marketing (SMM) can be an effective tool to attract users to an online casino in several ways. Firstly, SMM can increase brand awareness by creating and sharing engaging content on social media platforms such as Telegram, Youtube, Facebook, TikTok, and Instagram. By regularly posting content related to our offerings, promotions, and events, we can keep our audience engaged and informed about what's happening on the platform.

Secondly, social media platforms offer a great opportunity for user engagement and interaction. We will create groups and communities for our players to interact with each other. This creates a sense of community and can help to build brand loyalty.

Thirdly, social media can be used for targeted advertising. With the ability to target specific demographics and interests, we can reach our ideal audience and attract new users. Social media platforms also offer various ad formats, including video ads, carousel ads, and sponsored posts, allowing the casinos to showcase its offerings in a visually appealing way.

Overall, SMM can help us to attract users by increasing brand awareness and building a community.

#### **4.2.5. Influencer Marketing**

Influencer marketing is an integral part of our overall marketing strategy. We recognize the power of social media influencers in shaping consumer behavior and building brand trust. Our goal is to partner with influencers in the online gambling industry to promote our brand to a wider audience, ultimately increasing brand awareness and driving customer acquisition.

To achieve this, we will first identify relevant influencers with a strong following in the online gambling community. These influencers will be selected based on their engagement rates, relevance to our target audience, and overall reputation.

Next, we will develop partnerships with these influencers, offering them exclusive access to our platform and promotional materials to share with their followers. This will help us build trust and credibility with potential customers and provide a platform to showcase the unique features and benefits of our online casino.

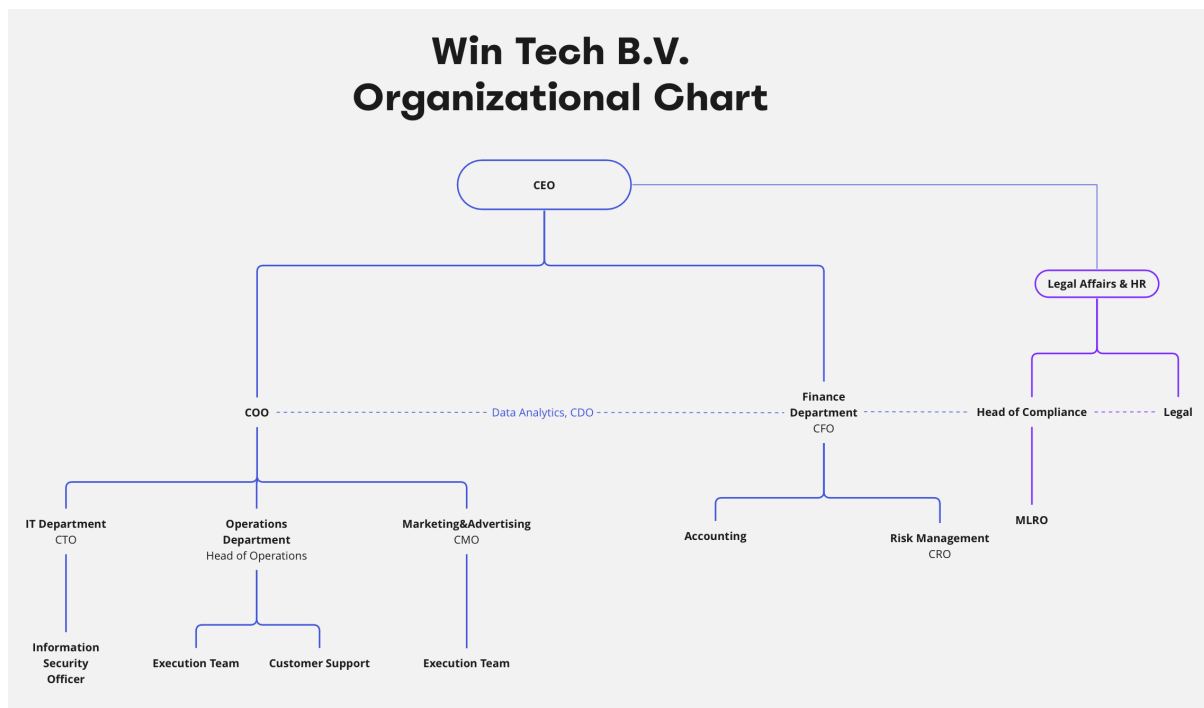
In addition to social media, we will also leverage influencer marketing on other relevant channels, such as YouTube, Discord and Twitch, which are popular among online gamers.

We understand that influencer marketing can be a significant investment, but we believe the ROI will be worth it in terms of increased brand awareness and customer acquisition. Our goal

is to drive at least 15% of our total customer acquisition through influencer marketing in the first year of operations.

## 5. Corporate Structure

This is a snapshot of our proposed organizational structure, which may change as we grow and evolve. Initially, most positions will be combined and some responsibilities outsourced. However, as we continue to develop Win Tech, we expect our structure to expand and transform significantly.



### 5.1. Roles and Responsibilities

#### Chief Executive Officer – CEO

Main responsibilities will include:

- Developing and implementing the company's strategic plans and objectives.
- Overseeing the daily operations of the casino, including customer service, marketing, and financial management.
- Ensuring the casino complies with all relevant laws and regulations, particularly those related to online gambling.
- Establishing and maintaining relationships with key stakeholders, including customers, suppliers, and regulators.

- Making decisions on important issues such as investments, acquisitions, and partnerships.
- Managing the company's finances, including budgeting and financial reporting.
- Leading the development and implementation of marketing and advertising strategies to promote the casino and attract new customers.
- Ensuring the casino provides a safe and responsible gambling environment for its customers.
- Hiring and managing employees, including senior management and other key staff.
- Representing the casino in the media and at industry events.

### **Chief Operations Officer – COO**

While there may be some overlap between the responsibilities of a CEO and COO, the COO will focus more on the day-to-day operations of the casino, while the CEO is more focused on the big picture strategic direction of the company. Main responsibilities of the COO will include:

- Overseeing the daily operations of the casino, including customer service, marketing, and financial management.
- Developing and implementing policies and procedures to ensure the casino operates efficiently and effectively.
- Ensuring that the casino complies with all relevant laws and regulations related to online gambling.
- Establishing and maintaining relationships with key stakeholders, including customers, suppliers, and regulators.
- Managing the company's finances, including budgeting and financial reporting.
- Developing and implementing marketing and advertising strategies to promote the casino and attract new customers.
- Ensuring the casino provides a safe and responsible gambling environment for its customers.
- Monitoring the performance of the casino and making recommendations for improvement.
- Managing staff and resources to ensure the casino operates smoothly and efficiently.
- Collaborating with the CEO and other senior executives to develop and implement the company's strategic plans and objectives.

## **Chief Financial Officer – CFO**

Main responsibilities will include:

- Developing and implementing financial strategies and plans to support the overall business objectives of the casino.
- Managing the company's finances, including budgeting, forecasting, financial reporting, and cash flow management.
- Ensuring compliance with accounting standards and regulations, including those related to online gambling.
- Identifying and managing financial risks, such as currency fluctuations, market volatility, and fraud.
- Overseeing the development and implementation of financial systems and controls to ensure the accuracy and integrity of financial data.
- Advising the CEO and other senior executives on financial matters, including investments, acquisitions, and partnerships.
- Providing analysis and recommendations to improve the casino's financial performance.
- Managing relationships with banks, investors, and other financial stakeholders.
- Ensuring the casino's financial statements are accurate and in compliance with relevant regulations.
- Providing leadership and direction to the finance team, including hiring and developing staff.

## **Head of Compliance**

Main responsibilities will include:

- Developing and implementing policies and procedures to ensure the casino complies with all relevant laws and regulations related to online gambling.
- Conducting regular audits and reviews to ensure the casino is meeting its regulatory obligations.
- Providing guidance and training to employees on regulatory requirements, including anti-money laundering (AML) and know your customer (KYC) regulations.
- Ensuring the casino has effective procedures for identifying and reporting suspicious activity, such as money laundering or fraud.

- Establishing and maintaining relationships with regulatory bodies and other stakeholders, including industry associations.
- Providing regular reports to senior management and the board of directors on compliance matters.
- Identifying and assessing regulatory risks, and developing strategies to mitigate those risks.
- Managing compliance-related investigations and remediation efforts.
- Ensuring that the casino's marketing and advertising strategies comply with all relevant laws and regulations.
- Staying up-to-date with regulatory developments and trends, and advising senior management on potential impacts to the business.

### **Chief Technology Officer – CTO**

Main responsibilities will include:

- Leading the development and implementation of the casino's technology strategy, including website, cybersecurity, and data management.
- Managing the casino's technology infrastructure, including servers, networks, and databases.
- Ensuring the casino's technology systems and processes are secure, reliable, and scalable to support the needs of the business.
- Identifying and implementing emerging technologies and innovations that can enhance the customer experience or improve operational efficiency.
- Overseeing the development and maintenance of the casino's website and mobile applications, ensuring they are user-friendly and meet customer needs.
- Collaborating with other senior executives to develop and implement the company's overall strategy and goals.
- Managing relationships with external technology vendors and partners.
- Ensuring the casino's technology systems and processes comply with all relevant laws and regulations, including those related to data privacy and security.
- Developing and maintaining disaster recovery and business continuity plans to ensure the casino can continue to operate in the event of an unexpected disruption.
- Leading and developing the technology team, including hiring and training staff and fostering a culture of innovation and continuous improvement.

## **Chief Marketing Officer – CMO**

Main responsibilities will include:

- Developing and implementing the casino's marketing strategy, including brand development, advertising, and customer acquisition and retention.
- Analyzing market trends and customer behavior to identify opportunities for growth and optimization.
- Creating and managing the casino's marketing budget and allocating resources effectively to achieve the company's goals.
- Developing and implementing digital marketing campaigns across multiple channels, such as social media, email, and online advertising.
- Creating and managing the casino's loyalty program and other customer retention initiatives.
- Managing the casino's relationships with affiliate partners and other marketing channels.
- Developing and maintaining the casino's customer database and ensuring it complies with all relevant data privacy regulations.
- Collaborating with other senior executives to develop and implement the company's overall strategy and goals.
- Analyzing the effectiveness of marketing campaigns and initiatives, and making recommendations for optimization.
- Leading and developing the marketing team, including hiring and training staff and fostering a culture of innovation and continuous improvement.

## **Head of Operations**

The COO and Head of Operations will work closely together to ensure that the business operates effectively and achieves its strategic objectives. The COO focuses on the big picture and strategic direction, while the Head of Operations focuses on managing the details and ensuring that the day-to-day operations run smoothly.

Main responsibilities will include:

- Managing the casino's payment processing operations, including payment gateways, fraud prevention, and transaction monitoring.

- Overseeing the casino's customer service and support operations to ensure high levels of customer satisfaction.
- Developing and maintaining disaster recovery and business continuity plans to ensure the casino can continue to operate in the event of an unexpected disruption.
- Ensuring that the casino's games and software are running smoothly and addressing any issues or concerns that arise.
- Cooperating with back-office operations, including accounting, finance, and human resources.
- Collaborating with the marketing department to ensure that promotional activities and campaigns are effectively executed and aligned with the overall operational strategy.
- Identifying and implementing operational efficiencies and process improvements to reduce costs and improve customer satisfaction.

### **Legal Manager**

Main responsibilities will include:

- Ensuring that the casino complies with all relevant laws, regulations, and industry standards, including those related to online gambling, data privacy, and anti-money laundering (AML) laws.
- Drafting, reviewing, and negotiating contracts and agreements with vendors, suppliers, and other third-party partners.
- Providing legal advice and guidance to senior management and other departments within the company.
- Managing the casino's intellectual property portfolio, including trademarks, copyrights, and patents.
- Developing and implementing policies and procedures to ensure compliance with legal and regulatory requirements.
- Conducting legal research to stay up-to-date on changes in laws and regulations that may impact the casino's operations.
- Representing the casino in legal proceedings, including disputes with customers, regulatory authorities, or other third parties.
- Overseeing the casino's AML compliance program, including conducting risk assessments, implementing internal controls, and ensuring that the company's policies and procedures are up-to-date.

- Collaborating with external legal counsel as needed to address complex legal issues or disputes.
- Educating the company's employees on legal and regulatory requirements and ensuring that all staff members are aware of their responsibilities related to compliance.

### **Accountant**

Main responsibilities will include:

- Preparing financial statements and reports, including income statements, balance sheets, and cash flow statements.
- Ensuring compliance with accounting principles and standards, including Generally Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS).
- Monitoring the casino's financial performance and identifying areas for improvement.
- Managing the casino's accounts payable and accounts receivable processes.
- Maintaining accurate and up-to-date records of all financial transactions, including deposits, withdrawals, and transfers.
- Preparing and filing tax returns and ensuring compliance with all tax laws and regulations.
- Developing and implementing financial controls to prevent fraud and ensure the integrity of the casino's financial operations.
- Collaborating with other departments to develop and manage the casino's budget.
- Providing financial analysis and reporting to senior management to support decision-making.
- Coordinating with external auditors to ensure compliance with audit requirements and identify areas for improvement.

### **Chief Risk Officer – CRO**

Main responsibilities will include:

- Developing and implementing a comprehensive risk management strategy for the casino, including risk identification, assessment, and mitigation plans.
- Establishing risk management policies and procedures to ensure compliance with legal and regulatory requirements.

- Overseeing the casino's compliance program and ensuring that it is effective in mitigating compliance risks.
- Monitoring and assessing the effectiveness of the casino's internal controls to prevent fraud and ensure the integrity of financial operations.
- Developing and implementing contingency plans to mitigate operational risks and ensure business continuity in the event of an unexpected disruption.
- Managing the casino's insurance programs to ensure appropriate coverage and effective risk transfer.
- Collaborating with other departments to identify and mitigate risks related to marketing, technology, and other business functions.
- Ensuring that the casino's risk management practices are aligned with its overall strategic objectives.
- Providing risk management training and education to staff members to raise awareness and promote best practices.
- Reporting on risk management activities and results to senior management and the Board of Directors.

### **Head of Data Analytics (CDO)**

Main responsibilities will include:

- Developing and implementing a comprehensive data strategy that aligns with the casino's overall business objectives.
- Establishing policies and procedures for data management and ensuring compliance with legal and regulatory requirements related to data privacy and security.
- Overseeing the collection, processing, and analysis of data to support business decisions and improve operational efficiency.
- Ensuring the accuracy, completeness, and reliability of data used by the casino.
- Developing and implementing data governance policies and procedures to ensure the integrity and quality of data.
- Leading the development and implementation of data analytics tools and techniques to support business decisions.
- Collaborating with other departments to identify and prioritize data analysis projects that will have the greatest impact on the business.

- Managing the casino's data infrastructure and ensuring that it is scalable, secure, and efficient.
- Developing and implementing data-driven marketing strategies to optimize customer acquisition and retention.
- Staying up-to-date with emerging trends and technologies in data management and analytics, and recommending new tools and techniques to improve the casino's data capabilities.

## **6. Financial Plan**

### **6.1. Sources of Income**

Win Tech B.V. has been established with a clear and focused goal of achieving maximum profitability in the highly competitive online gambling industry. We are committed to achieving this objective through a comprehensive and strategic approach that involves utilizing all necessary means to attract and retain clients.

To achieve this goal, we are committed to constantly exploring new and innovative ways of enhancing our products and services, and continuously improving our customer experience. We understand that a satisfied customer is the key to our success, and we are committed to ensuring that our clients receive top-quality service and a seamless gaming experience.

We recognize the importance of creating a strong brand reputation in the industry, and are fully dedicated to upholding the highest standards of professionalism and integrity in our operations. Our team is made up of experienced professionals who are well-versed in the latest trends and best practices in the industry, and are committed to providing exceptional service to our clients. Overall, our company is committed to establishing a strong presence in the global casino and online gambling industry, and to achieving long-term success through our unwavering dedication to customer satisfaction, innovation, and integrity.

Company will generate income by offering the following services:

- Slots
- Roulette
- Live dealers
- Blackjack
- Crash Games
- Baccarat

- Casino Hold'em
- Sports betting
- Betting on e-sports
- Fantasy sports

## **6.2. Sales Forecast**

As an online casino, we recognize the numerous opportunities available in the online gambling industry. We are committed to maximizing these opportunities and attracting a diverse clientele base.

Our team is dedicated to providing exceptional gaming experiences and utilizing the latest technologies. We are confident in our ability to meet and exceed our sales targets, and to grow our business sustainably.

To achieve our goals, we have conducted extensive market research and developed a sales forecast that accurately reflects our potential for success.

We believe that with our expertise, dedication, and commitment to responsible gambling practices, we will be a major player in the online gambling industry and generate significant income and profits for our shareholders.

### **Year 1**

- Player count: 7 000 customers
- Turnover: \$14,000,000
- Margin: 6%

### **Year 2**

- Player count: 28 000 customers
- Turnover: \$68,000,000
- Margin: 4,9%

### **Year 3**

- Player count: 55 000 customers
- Turnover: \$123,000,000
- Margin: 3,5%

Please note that the sales projection outlined above is based on industry standards and assumes that there will be no significant economic downturns or natural disasters during the projected period.

However, it's important to keep in mind that the actual results may vary and could be higher or lower than the projected figures.

### **6.3. Pricing Strategy**

Our pricing strategy has been carefully crafted to align with industry standards, ensuring that we are neither overcharging nor undercharging our clients for the services we offer. Our aim is to provide competitive pricing for our clients while maintaining the quality of our services. In addition to our standard pricing, we have also implemented occasional discount services and loyalty rewards programs for our regular clients. Our loyalty rewards programs are designed to show appreciation for our clients' continued patronage, as well as incentivize them to refer new clients to us. We remain committed to offering affordable and high-quality online casino services in the open market.

### **6.4. Payment Options**

At Win Tech, we believe in providing flexible payment options to our clients, as we understand that every individual, and every region has their own preferred mode of payment. With this in mind, we have devised an all-inclusive payment policy that offers a wide range of payment options to our valued clients. We are dedicated to ensuring that our clients have a hassle-free and convenient payment experience, regardless of their location or preferred mode of payment. Our goal is to provide a seamless and secure payment process that meets the unique needs of our clients, and we are committed to maintaining the highest standards of transparency and integrity in all our financial transactions. Here are the main payment options:

- Credit and Debit card payments
- E-wallets
- Payment by via bank transfes
- Crypto currency

### **6.5. Start-up Expenditure (Budget)**

When it comes to setting up a business, there are a multitude of factors that contribute to the overall cost, and the approach and scale of the venture will play a significant role in determining the required capital.

While the cost of tools and equipment necessary for running a casino and gaming center may vary slightly from place to place, the prices are typically quite similar and any differences in

cost can usually be disregarded. However, the detailed cost analysis of establishing online casino may differ between countries due to varying exchange rates.

At Win Tech, we understand the importance of making wise investment decisions with our startup capital. As such, we plan to allocate our resources strategically to ensure that we are able to build a sustainable and profitable business. Our initial expenditures will be focused primarily on the following key areas:

- Company formation, licensing, legal expenses – EUR 30,000
- Platform (Casino set-up, website, CRM, monthly fees) – EUR 50,000
- The total cost for the purchase (for the first-year of operations) of accounting software, analytical tools, management tools, etc (e.g Jira, Slack, Tableau, Microsoft Office, etc) – EUR 5,000
- The cost for the purchase of devices (laptops, mobile phones) – 8,000 EUR
- Salaries (for the first six months) – 40,000 EUR
- Marketing budget (for the first six months) – 70,000 EUR
- Miscellaneous – EUR 5,000

We would need an estimate of EUR 208 000 to successfully launch a medium but standard and well – equipped online casino.

#### **Generating Funding / Startup Capital for Win Tech B.V.**

These are the areas we intend generating our start – up capital;

- Generate part of the start – up capital from personal savings and sale of family property
- Generate part of the start – up capital from a loan

## **7. Online Casino Business Plan – Sustainability and Expansion Strategy**

At Win Tech, we understand that the online casino industry is highly competitive and constantly evolving. To ensure our sustainability and expansion in the market, we have developed a comprehensive business plan that focuses on several key areas.

We also understand the importance of having a reliable and efficient online platform to support our online casino operations. However, we also recognize that developing our own platform from scratch can be a costly and time-consuming process, with significant risks involved.

To mitigate these risks and enable us to focus on our core business activities, we have decided to partner with SoftGamings, a leading provider of online gaming solutions. By using their

ready-made platform, we can leverage their expertise and experience in the industry, as well as benefit from their advanced technology and features.

This decision has several advantages for our business. Firstly, it allows us to save significant costs and time associated with developing and maintaining our own platform. This means we can allocate more resources towards marketing and customer acquisition, which is crucial for the success of any online casino business.

Additionally, partnering with SoftGamings will enable us to provide our customers with a more extensive and diverse range of games and features. Their platform includes a wide selection of games from top providers, as well as advanced tools for analytics, customer support, and payment processing.

Moreover, by partnering with a trusted and established industry leader like SoftGamings, we can ensure the reliability and security of our platform and provide our customers with a seamless and enjoyable gaming experience.

Our decision to use the SoftGamings platform is a strategic move that will enable us to focus on our core business activities, while benefiting from the expertise and technology of an industry leader. By leveraging their platform, we can provide our customers with a more extensive range of games and features, while reducing our costs and time to market.

To ensure the increase of customer base, we will offer a range of incentives and rewards programs, including cashback offers, VIP programs, and regular promotions. We will also provide excellent customer service, with a dedicated team of support staff available 24/7 to assist customers with any queries or issues they may have.

We believe that our commitment to our staff's welfare and development is also crucial to our long-term success. Since the budget for the launch of the project is limited, we will provide a profit-sharing arrangement that will incentivize our employees to perform at their best and help us achieve our business goals.

With our unique approach and commitment to excellence, we are confident that we will achieve our vision of building a successful and thriving online casino business.

## 8. Check List/Milestone

| Activity                  | Status    |
|---------------------------|-----------|
| Market analysis           | Completed |
| Business plan preparation | Completed |

|                                             |             |
|---------------------------------------------|-------------|
| Company formation                           | Completed   |
| Marketing and advertising plan              | Completed   |
| Hiring marketing team                       | Completed   |
| Policies and Procedures                     | Completed   |
| Drafting of other relevant Legal Documents  | Completed   |
| Graphic design                              | In progress |
| License for online casino                   | In progress |
| Casino platform set up                      | In progress |
| Creating Website                            | In progress |
| Bank account opening and payment processing | In progress |
| Recruitment of employees                    | In progress |
| Creating Awareness for the business online  | In progress |