

Nova Data Solutions B.V.

Business Plan Version: 1.0

1) Overview of the business products and services/brands as well as proprietary IP.

Nova Data Solutions B.V. was incorporated in December 2023. This is the second gaming company of the UBO (Ruhul Amin). His first company is called Star Design Solutions B.V.

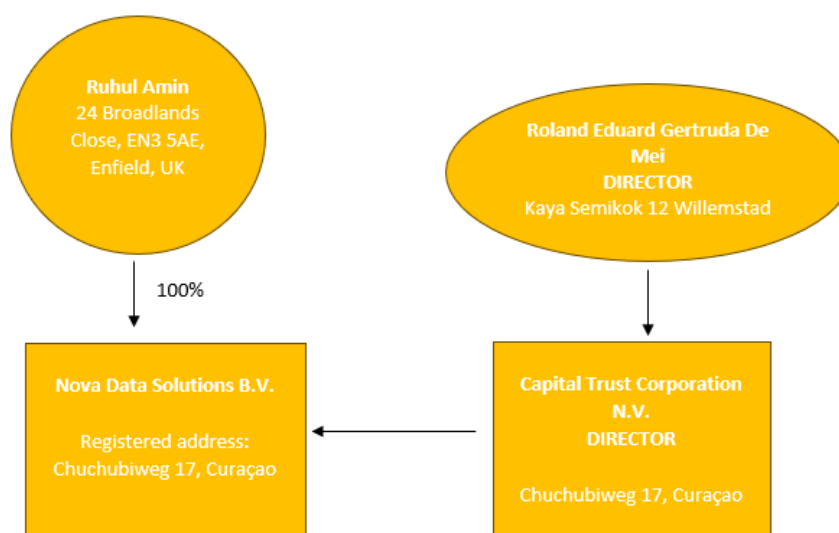
The unique feature of the applicant is that it acts as an incubator for small brands, and partners up with third-parties who are great at marketing/customer acquisition but do have the know-how or funds to launch an online website. The company therefore does everything except for customer acquisition and live support, which is its competitive edge.

2) Company management structure showing key management roles and reporting lines.

Mr. Ruhul Amin will serve as the sole beneficial owner with a 100% ownership stake in this business. Given the nature of the business, tasks will be outsourced to the reputable parties e.g. platform provider will be Betconstruct, as a well-known company, Betconstruct will handle various functions until the business achieves significant scale. The company plans to bring certain operations in-house only after attaining sufficient scale. Leveraging Betconstruct's platform and support services enables Mr. Ruhul to independently manage key business functions, effectively minimising costs.

The company currently does not have a Compliance Officer and relies on their local Corporate Service Provider as the expert and external consultants for compliance matters. However, they are happy to hire one if it is a requirement of the license. Furthermore, Curacao eGaming has a consultancy arm as well, who guides us with local regulatory matters.

Corporate Structure



3) Business forecasts for 3 years.

Financing for our business will be sourced from the UBO's savings and his other business venture (Star Design Solutions B.V.)

Investments breakdown:

Curacao Company set up – 10,000 EUR

Curacao eGaming License – 14,500 EUR

Platform – 3,500 EUR

Total upfront investment: 28,000 EUR

The business launch cost is low as the company has an exclusion deal with Betconstruct, whereby we can launch a brand for 3,500 EUR that includes the platform, sportsbook, casino/slot games and all the necessary integrations. There is no need for a marketing budget as the third-parties we partner up with will manage the marketing and customer service, in return for a revenue-share.

Over the next three years, our financial projections demonstrate a steady and promising trajectory. In the first year, we anticipate revenues totalling 200,000 EUR, reflecting the initial stages of market penetration and platform establishment. As our business gains traction and brand recognition grows, we project a substantial increase in revenue to 1,000,000 EUR in the second year. This growth is attributed to expanded user acquisition, enhanced marketing strategies, and the diversification of our gaming offerings. Looking ahead to the third year, our financial forecast indicates a further surge in revenue, reaching an estimated 2,000,000 EUR. This growth aligns with our strategic initiatives, including targeted market expansion, continuous improvement of user experience, and the introduction of innovative features. With a solid foundation and proactive business strategies, we are confident in our ability to achieve these financial milestones in the coming year.

Given the time-restraints with the GCB deadline, we have not had sufficient time to prepare a detailed breakdown of our forecasts, so we have provided top-level numbers from our best estimates. We are however more than happy to provide a full breakdown should it be necessary.

4) Overview of intended strategy for the business growth and to secure/maintain/grow market share with specific financial and marketing plans.

Our approach is unique in that we do not intend to rely on one brand for growth, and instead want to launch as many brands as possible as our competitive advantage is being able to launch a single brand for 3,500 EUR. The goal of this approach is to dominate the market by the number of brands versus the size of one brand. The idea behind this approach is, if a customer doesn't like the look or feel of one website and decides to play on another website, we want that other website to also be controlled by us. The more brands we have on the market, the more likely this outcome will be.

Given that we are able to control all the websites centrally, it doesn't matter from a workload perspective how many websites are operational, as everything will be managed via a single back-office.

Another unique point is, each brand will have a different marketing partner, so we will have a variety of marketing strategies deployed, and if one fails, the others will most likely work out.

Another added benefit here is, instead of paying for the marketing upfront, we agree on revenue share, so the costs are covered by incoming cash flow, and not by investment.

5) Who are the key suppliers and material dependencies?

Operating on the Betconstruct platform, our business benefits from a comprehensive back-office solution, tapping into Betconstruct's expertise in backend operations. All the technical aspects will be provided by Betconstruct, including the content. Our focus is on marketing the website, delivering customer support, and overseeing third-party payment systems. Payment providers will be arranged after we have obtained the license. We intend on using only third-party providers.

Given that Betconstruct is the key supplier here, they pose the largest risk to the operations. Unfortunately, we will not be able to manage this risk alone and have to depend on their systems. We feel that this is not unreasonable or more risky than managing the risk ourselves, given that Betconstruct is much larger and has immense resources, not to mention they are licensed in the UK and Malta, along with test audits done by the largest 3 testing labs in the world. This gives us comfort to rely on them.

6) Risk evaluation and management.

Given that the technical aspect is wholly outsourced to Betconstruct, the remaining risk to our business is the failure of marketing strategies. We will assess this risk on a monthly basis by way of reviewing reports generated by the platform to see the performance of the brands. If a brand is not doing well, we will seek to wind-down that brand in order to not put the company or other brands under risk.

At present this risk analysis will be done by the UBO. However, with scale, this will be outsourced to experts e.g. external auditors and consultants approved by the GCB such as IGA Group.

7) Legal and governance framework.

The board consists of Ruhul (UBO) and Ronnie (from CTC - local trust company). Most decisions are made by Ruhul alone, but corporate decisions are made following discussions between the board. At the moment, legal advice (if necessary) will be obtained from local law firms. At present the company is not large enough to warrant others to be added to the board, but this will change as the business grows and has more resources.

8) Target KPIs and business objectives

The businesses main measure of success is whether the income covers the costs, a typical profit and loss measure. However, this is not done on a company-level but rather on a brand-by-brand basis. Given that the main cost of an online business is the marketing, which is in our case covered by our marketing partners, we do not see a large risk of making negative cash flows, and in cases where this happens, as we do not rely on one single brand, we can quickly take action to wind-down a loss making brand. Long term success will be measured by the number of brands we have under management that have individually operated more than 1 year.

9) Policies and Procedures

The policies and procedures of the company were obtained from templates available from Curacao eGaming. We have not modified their examples given that they were the experts in gaming for the last 25 years, so we trust that our policies are compliant. We are however happy to get these reviewed by any firm recommended by the GCB, and adjust them as necessary.