

Business Plan

LUDERNA B.V.

Introduction and Background

This business plan will evaluate the potential of setting up an online casino platform in order to support B2C operations.

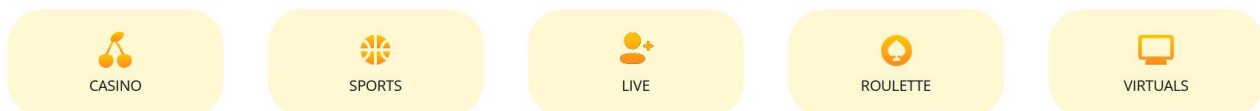
The promoter, Eduardo Morales Hermo has 50 years' experience working in the gambling industry and over 25 years in the online gaming and betting.

The goal is to set up a new brand that would be introduced to the online gambling market comprising a team of industry professionals with wide experience in product development, back and front-end development, marketing and online and land-based gambling.

ELUDERNA B.V. goal is to launch an online casino www.luduscasino.com and www.ludusbetting.com, - targeting users in Brazil??,

The company intends to use the brand name of Ludenda B.V., and intends to license the following domain luduscasino.com and ludusbetting.com, for this purpose. The mission is to become one of the region's leading operators, developing a user-friendly platform offering an unrivalled gambling experience.

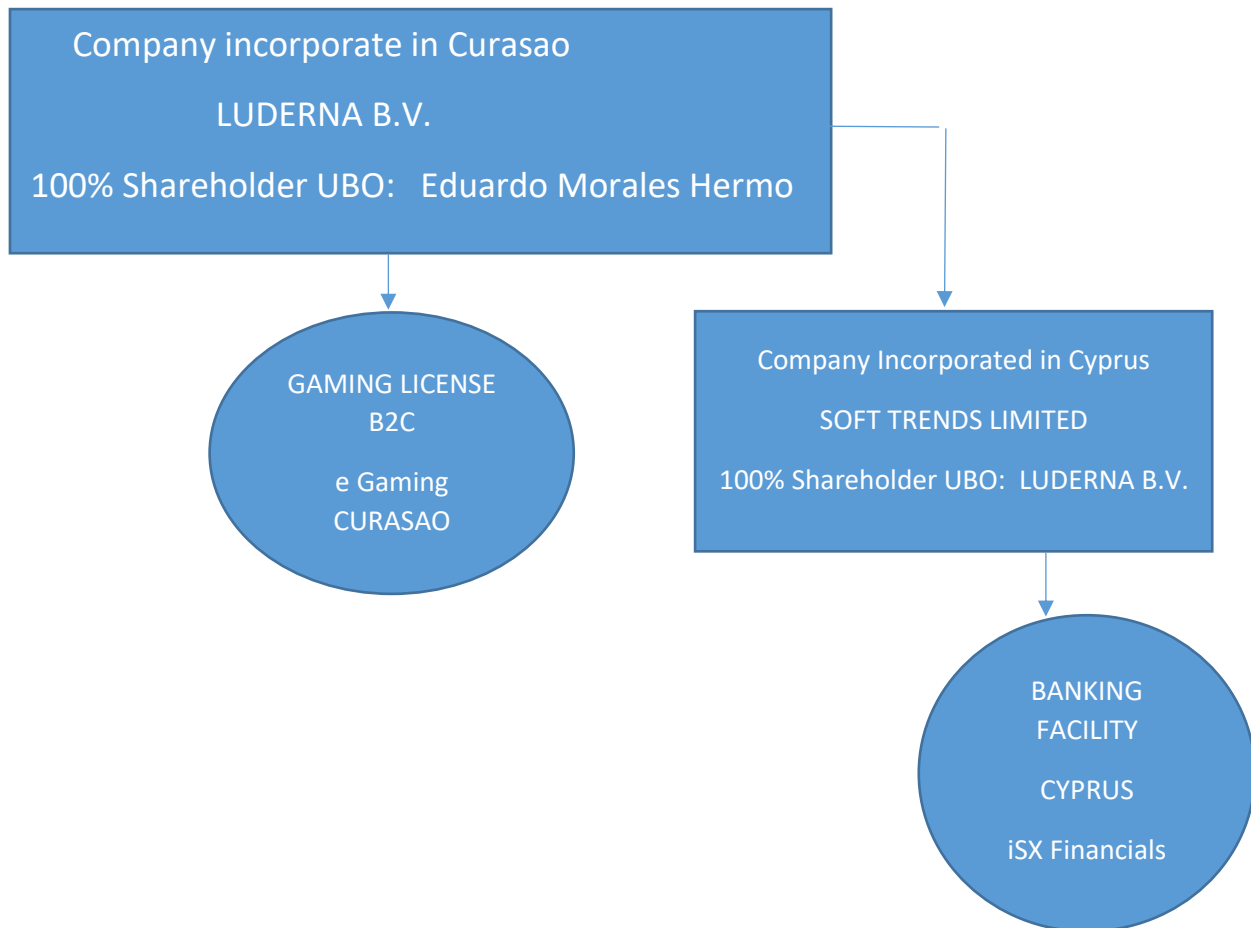
www.luduscasino.com and www.ludusbetting.com, will offer Betting, Casino, Live casino, bingo and Virtual games.



Structure

Our Curacao corporate structure will consist of a Curacao company LUDENDA B.V. holding the operating IP License along with a fully owned subsidiary being a Cyprus (European) company SOFT TRENDS LIMITED Cyprus operating as the payment's agent for LUDENDA B.V.

LUDERNA BV CORPORATE STRUCTURE



Launch

For the launch of the brand WWW.LUDUSCASINO.COM and WWW.LUDUSBETTING.COM, will focus on the development of all the casino elements of the business and ensure the offering is ready to meet the industry standards. We will carry out testing of the platform prior to launch to ensure users from our target regions can access the platform and also facilitate payments on the platform.

As mentioned above, LUDENDA B.V. will target users from Brazil. After integrating the payments systems and affiliate tools we will do a soft launch in the Brazilian market first which is our primary market and ensure everything is working. Upon success we will carry out the same soft launches by December 2024

Assuming everything goes as planned with Licensing, setting up the payments agent company and payment systems we plan to carry out the first soft launch no later than December 2024

Our Principles and Unique Value Proposition

We will strive to offer innovative next generation of products and ensure we maintain the platform up to date with the latest casino and live casino games by constantly following up with the latest developments in the Gaming Industry.

We aspire to promote a thrilling gambling experience consequently our user experience will be a priority. We will look to expand our team to employ experienced individuals who are enthusiastic about the industry and that are in line with our vision.

Due to the competitive nature of the industry the management have outlined the concepts for new products/features which do not currently exist in the market and we will seek to maintain a Brand that is fresh based on the current trends in the industry.

The principals' team has sufficient industry experience to launch www.luduscasino.com and www.ludusbetting.com and ensure the longevity of user experience which will prove vital to developing the customer base gambling on the platform. Our extensive experience and knowledge of our target markets puts us ahead of most of our competitors as we know the market well and we have allocated sufficient funding to promote our product.

Funding

The founder has set an initial budget of up to €250.000,00 which will be provided to fund the setup and operations of www.luduscasino.com and www.ludusbetting.com. The founder is able to further support with funding if required, however we believe that this will be sufficient for www.luduscasino.com and www.ludusbetting.com, until it becomes profitable. Mr Morales Hermo once the License is obtained and corporate accounts are opened he will inject €250.000 from a guaranteed investment loan to fund the company's operations.

The GamingTec Casino Platform

In the first phase we will go live with a white label solution provided by GamingTec.

The platform will provide PAM, casino, betting and third party's solutions and will take care to integrate CRM and affiliate solutions provided by companies we are dealing with.

If the rollout phase will be successful, we will start to offer commercially the online casino and betting no later than September 2023.

We believe developing our own custom platform will provide us with greater control whilst in the long run enable us to minimise substantially our costs from the High minimum fees and GGRs provided by developers of turnkey casinos.

Third Party Platform

LUDERNA B.V. will develop its business with the leading PAM and online gaming platform **GamingTec**. [Turnkey Gambling Software for Casino & Sportsbook \(gamingtec.com\)](http://gamingtec.com)

I N S E R T STRUCTURE CHART

Payment Gateway

We will use a payment gateway which will be integrated using an API on our platform. Utilising a payment gateway will enable us to access numerous payment methods offered by the gateway that can help our users facilitate payments on.

The platform will be able to offer several payments methods including:

- Credit, debit and prepaid cards, through several providers
- Direct integration with banks
- Mobile money
- E-wallet providers
- AMPs
- Crypto

Channels and Products

In the beginning we intend to launch an online and mobile version of WWW.LUDUSCASINO.COM and WWW.LUDUSBETTING.COM, Casino Platform offering Casino and Live Casino games, bingo and betting. For both pc and mobile app supported only by Android and iOS.

Management system

Our management system will be developed and maintained to ensure our employees can monitor as well as manage everything with ease. The back end will offer an extensive functionality which will allow us to manage all the customer's activities on the platform and also ensure that we can push promotions to existing users as well as identify trends and implement new strategies for promotion to acquire new customers.

The system will also be user friendly for our support employees to carry out the KYC verifications such as Identity and Personal details verification, Proof of Address as well as Source of funding and we will integrate outsourcing services such as needed in order to be always in compliance with KYC and AML.

DOMAIN NAME

www.luduscasino.com and www.ludusbetting.com, will feature the following information/links in the footer of each page.

- Company Information – details of the licensed company that operates the website and the payments company that acts as a payments agent, the information includes the company names and addresses.
- Licensing information - The sub-licence number shown under which the company is licensed to operate the website.

- About Us Section – informative summary on the company.
- FAQ/ Help Centre – questions and answers for customers to provide information on the most common queries from customers, a quick reference guide for any customers.
- Terms & Conditions – the terms and conditions that customers are bound to by accepting the rules of using the website. These include the following;
 - KYC – Age & Identity Verification
 - Account – rules regulating your account and the use of the account.
 - Deposits and Withdrawals – rules regulating payment activity on the site
- Privacy Policy – declaration of data protection and privacy law compliance.
 - Information on the information collected and its uses.
 - Cookies Policy – information on the types of cookies used and their purposes.
- Responsible Gaming Information.
 - The website will provide a Responsible Gambling link which shows appropriate guidance information to customers and provides links to www.responsiblegambling.org and www.gamblersanonymous.org.
 - Preventing underage gambling – KYC checks prevent gamblers under the regulated minimum age (standard being 18 years) from using the website.
 - Customer Limits – Allowing customers to set a deposit limit within a certain time-frame to prevent customers from playing more than they can afford.
 - Self-Exclusion – industry standard practice of providing a mechanism for customers to suspend their gambling activity for a predetermined time set by themselves.
 - Set maximum stakes for bets – the customer can limit their activity by self- imposing limits.
 - Account Closure – the customer has the ability to close their account through the website.
- Indemnity and Limitation of Liability
- Customer Service and Complaints – dedicated email and number will be allocated for complaints.
- Betting Rules & Regulations
 - General Sports Betting Rules
 - Detailed betting rules per Sport
 - General Casino Game rules

- General Bingo rules
- Specific Casino rules by Game
- Security Policy - encryption, firewall protection, account protection and verification protocols.
- Payment Providers Information – Details of the payment providers integrated on the website.
- Contact us – address, email address and Live Chat will be integrated into the website to allow customers to contact and chat with customer service representatives at all times.

And any additional information in compliance with GC rules.

Marketing and Sales Plan

Marketing Strategy with focus on

1-We will reach the large databases that we will supply by means of communication tools such as sms, WhatsApp, telegram, email and make our name heard. Our call centre team will actively deal with feedback and questions continuously.

2-We will use social media effectively, create social media accounts and Telegram accounts that many people follow, and create a large audience of followers with various promos.

3- We will appear effectively in places such as forums websites with active player groups in it (previously productive platforms).

4-We will agree with the publishers that broadcast casino games from channels such as youtube discord to record videos of the games performed in our site. We will agree with them with a payment fee or as an affiliate.

5-We will do SEO work on the words searched by this group of players effectively and this will continue continuously. At the same time, we will put our backlinks on the created sites.

6-We will to agree with the affiliates that can bring customers to our sites with our own terms.

7- We will give the best service in the market with our experienced staff based on 100% customer satisfaction.

The above solutions will be provided by WWW.CRUNCHEQUATION.COM

Bonus and Loyalty

Stakes placed www.luduscasino.com and www.ludusbettingcom, will allow users to accumulate points; once a certain threshold is reached within a given time frame, bonuses will be unlocked. Higher bonuses will be available when users achieve consecutive success.

The scheme will use a tier point structure, the greater the points the higher the tier. Each tier offers a different multiplier of points; further up the tier system they climb the greater the multiplication.

The integration between the loyalty system and gaming platform offers immediate updates between bets placed and points earned.

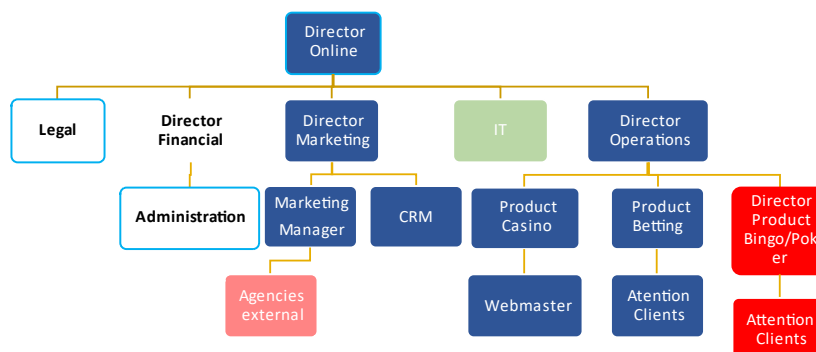
Casinokk.com casino will offer users the following bonus types, among others:

- Bonus for 1st, 2nd, 3rd deposit
- Free spins,
- Tournament solutions in modality buy in and race,
- Contents play for fun,
- Cash Back

Operational Organization Chart

The structure of the operation team, a brief description of the roles and positions and others relevant info of the area:

ONLINE GAMING ORGANIZATION CHART LUDERNA BV



AZUL: Inhouse operation staff

VERDE: Platform provider staff

BLANCO: Internal group staff

ROJO: Optional staff for future Bingo and Poker verticals

Luderna B.V. Online Gaming Team –

Star up job description for the team:

- (1) Director Online: Responsible for the Management of the operation , prepare and execute de Business Pan, with Experience in Marketing and Product.
- (1) Director Marketing: Will design and execute the marketing strategy, both online and offline, alliances and comercial agreements, expert in extertal, internal and gigital marketing, will manage and make profitable the marketing strategy thru all the means established in the marketing plan, affiliates and social network. (
- 1) CRM: To Support and liaison with the Marketing Director in the player managent procedures.
- (2) Director Products: In charge of the managememnt of producto content, casino, betting and else, prepare the best content and confuguration offer to meet the Budget and enhance the company profit, participating innthe lpromotions and marketing actions with the Marketing Director.
- (1) Webmaster: In charge of the web Management and CMS tools. And coordination with CRM. in coordination with producto and Marketing..
- (1) CRM: Manage and execute the player management strategy of CRM to acquire, retain and fidelize players, in coordination with marketing and producto, and close liaison with the Webmaster.
- (2) Attention Clients: To cover the necessary suppoprt rowards providing the best customer Support and player liaison to reosolve any issues that might occur During operation and satisfy the players needs at all times 24/7.

Payments Agent

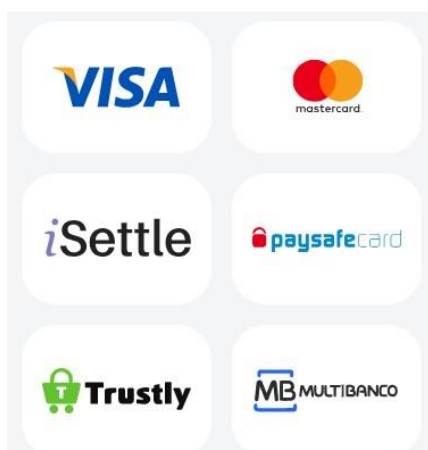
Soft Trends Limited Cyprus is the wholly owned subsidiary of LUDERNA B.V. which will be used as the payments agent and will also be responsible to handle all the operational expenses of the company including marketing, management and administration. For soft trends limited Cyprus will be used for ongoing management and administration of the Corporate structure together with the G-Force team.

Soft Trends Limited will be used to onboard with Payment Services providers that can help with processing from Brazilian traffic and the following partners have been identified that are willing to work with us:

WWW.PIX.COM

WWW.PAGOEFFECTIVO.COM

WWW.SAFETYPAY.COM



Section 5. Financial Plan

We have made a financial plan to accurately report our start-up costs. The growth is an estimate and depends on the minimum fees and GGR % of the games offered by GamingTec platform. [Gamingtec - B2B Online gambling software provider](#)

ATTACHED FINANCIAL PLAY – PROFIT AND LOSS PROJECTION – 3-4 YEARS ATTACHED ANNEX I

	2025	2026	2027	2028
Staff Costs/Contractors	54.000	80.000	95.000	105.000
Marketing	100.000	150.000	150.000	150.000
IT and Platform				
Gaming Licence	10.000	12.000	12.000	12.000
Curacao Fees	8.000	8.000	8.000	8.000
Cyprus Fees	6.000	6.000	6.000	6.000
Office Costs	11.000	12.000	12.000	12.000
Professional Fees	7.000	8.000	8.000	9.000
Total Expenses				
Total Gross Profit from Gaming	110.000	300.000	350.000	400.000
Net Profit				