

SPIN.BET

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David Lundberg

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Executive Summary

A child protege molded by an array of businessmen and avid gamblers, David Lundberg established himself as a poker prodigy at a very young age in casinos all over Europe and Asia . Fast forward to the present day, he decided to be the man behind the table rather than the one playing in front of it— As the saying goes, *the house always wins*. Although he started his gaming career as a young player in real-life casinos, David shifted his focus and began learning the ropes of online gaming by working with various companies within the industry. He took on many roles and rose up the ranks, from intern to Head of business development. Lundberg was ready for an executive role, fully equipped with enough knowledge of the industry to establish a platform for himself.

Spin.bet will offer all types of casino games such as slot games, live dealer games, scratch card games, probability games, and as well as bingo games. The platform will offer an extensive array of providers that will produce games that will sustain and satisfy the player's needs to their likings.

Financial analyses show that spin.bet will have both a positive cash flow and profit in the first year. The expected return on investment in the first fiscal year is 30.97%.

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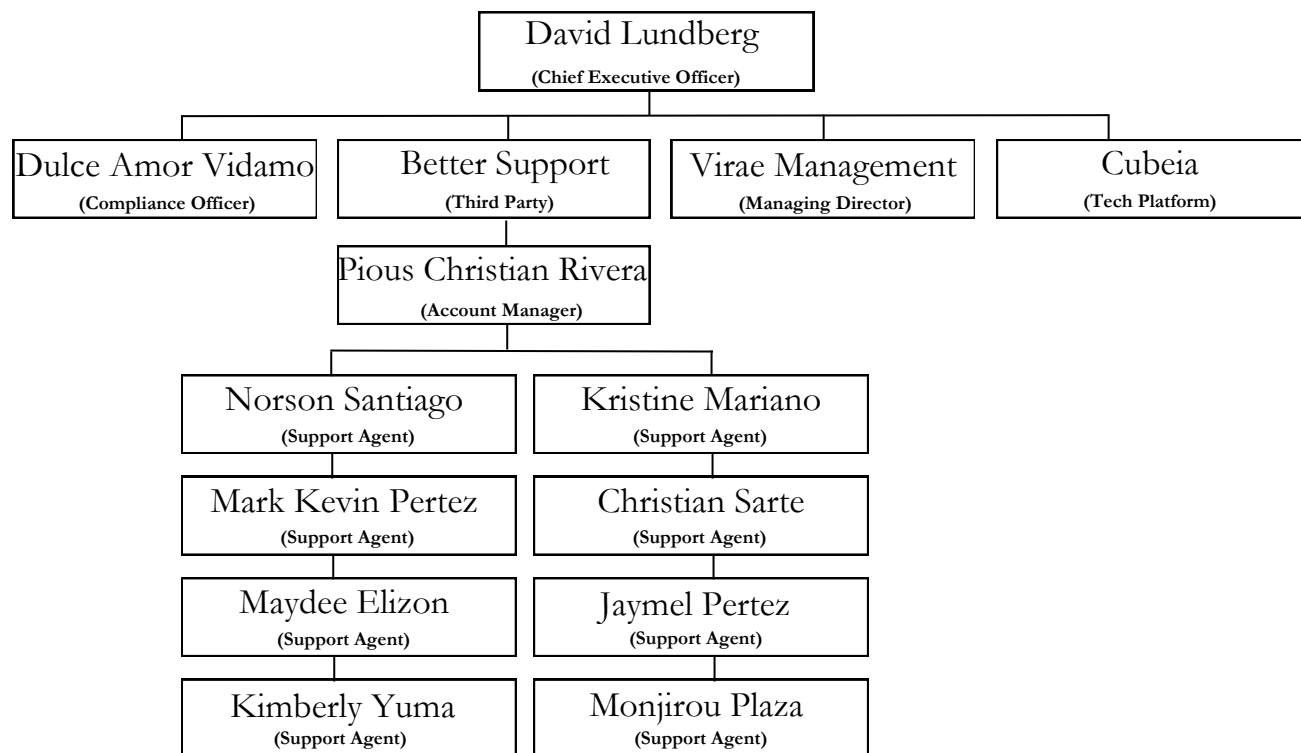
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Background and Organization of the Company

Although he started his gaming career as a young player in real-life casinos, David shifted his focus and began learning the ropes of online gaming by working with various companies within the industry. He took on many roles, rose up the ranks, until he decided that he was ready and fully equipped with enough knowledge of the industry to establish a platform for himself.

David Lundberg will be working remotely from Sweden and the Philippines. The company's support team consists of eight employees and will be working remotely as well. All employees currently reside in Manila, Philippines. The Executive team consists mainly with David Lundberg and the manager of the support team.

The company has outsourced its IT team as a consultant to establish the site, as well as the 24/7 support team and manager. Therefore, both parties are not part of the company.



Partners & Providers

Spin.bet is currently working with 71 game providers to bring forth a well rounded gaming experience for all types of players. Listed below are the following game providers offered on site:

1x2	Alchemy	All41	Asia Gaming
Betgames.tv Booming	Gaming Betsoft	Bgaming	Blueprint Gaming
Games	Booongo	Buck Stakes Entertainment	Caleta Gaming
Cubeia	Dragon Soft Fantasma	eBet	ELK
Evolution	Fugaso	Fazi	Foxium
FUG	Gamomat	GameArt	GameBurger
Gamefish Global	Gong Gaming	Gamzix	Golden Hero
Golden Rock	Iron Dog Studio	Green Jade	Habanero
Hacksaw	Microgaming	JFTW	Kalamba Games
Lady Luck	Netent	Mobilots	MrSlotty
Neon Valley	Nucleus	Netgame	Nolimit City
Northern Light Gaming	Play'n Go	Old Skool	OneTouch
Oryx Gaming	Push Gaming	Playpearls	Playson
Pragmatic	Red Rake Gaming	QuickSpin	Rabcat
RTG	Slingshot Spinomenal	Red Tiger	Relax
Retro Gaming	Super Spade Games	Snowborn	Spadegaming
Spearhead Studios		Studios SpinPlay	Spribe
StormCraft		Games Yggdrasil	

Description of Products & Games

Games

There are approximately six thousand games on site provided by the listed game providers aforementioned.

Top Three Games

Based on data analyses, the top three games that players gravitate towards are:

1. *Crazy Time* by Evolution



as stated on Evolution's website,

“Crazy Time is a unique live online game show built on our extremely successful Dream Catcher money wheel concept. Now the interactive fun and excitement reaches crazy new levels with the chance to add multipliers from the Top Slot in each game round and in four exciting bonus games. Crazy Time offers a one-of-a-kind player experience, and with multipliers up to 25,000x In the main game the Top Slot will spin together with the main money wheel at the start of every game round. The Top Slot generates one random multiplier for one random bet spot – either a number or a bonus game. If the multiplier and bet spot align horizontally in the Top Slot, it's a match and a multiplier will be added to this bet spot.

This multiplier will either multiply a bet on a number or multiply the multipliers in a bonus game – it all depends on if the main wheel also stops at this bet spot. All players can observe the bonus games but only players who have placed a bet on the corresponding bet spot can participate and win.”

The game also has built in bonus games that provides the users a well-rounded experience and entertainment that gives them even more opportunities to win. This includes the *Cash Hunt Bonus Game*, *Pachinko Bonus Game*, *Coin Flip Bonus Game*, and *Crazy Time Bonus Game*.

2. *Gold Rush* by Pragmatic Play



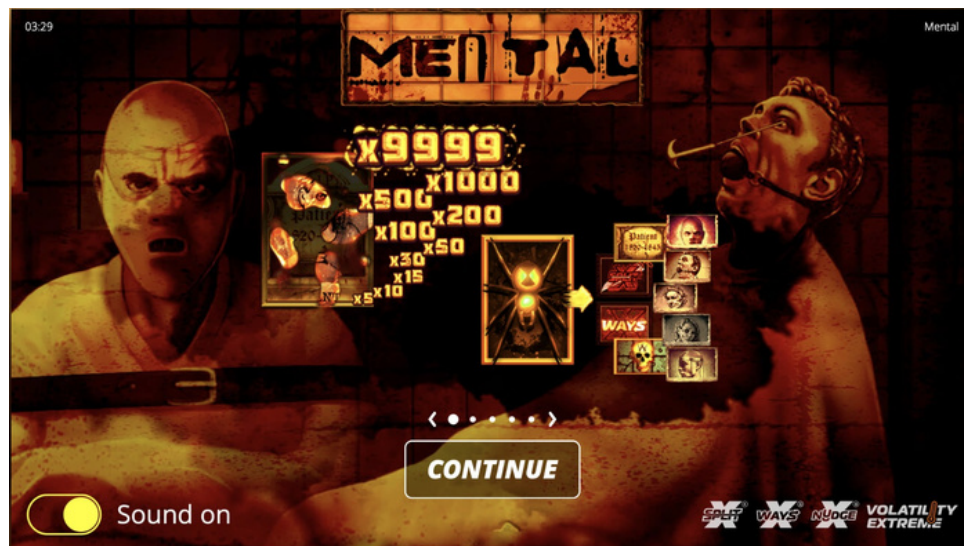
It is the quintessential slot game created by Pragmatic Play in 2017. The game offers all types of features such as autoplay, free spins, a quickspin feature, with 25 different ways to win. It has a minimum bet of \$0.25 and a maximum bet limit of \$125 on the casino.guru site.

It has a “wild west miner” theme with the slot wheel consisting of a letter(A,J,Q,K, etc), a cowboy miner, a donkey, shovels, a vessel filled with gold and more. It is considered one of the most popular games in most online casinos. It has a Return to Player(RTP) of 96.5 percent, a number congruent to all slot games.

Image Previews of the *Gold Rush* by Pragmatic Play:



3. *Mental* by Nolimit City



Essentially another form of slot game. However with Nolimit City as a game provider, the theme of the slot game takes on quite a sinister theme that engulfs a whole thriller theme of a mental asylum. A popular game for those who are a little quirky and want a different experience rather than “your average slot game.” *Mental* consists of many game features such as:

Fire Frames

1-13 random positions on the reels that will split a symbol into two parts.

Dead Patient

Whenever you land two Dead Patient symbols you've got the chance to win a massive random multiplier - ranging from x5 to x9999 on a patient symbol.

Enhancer Cells

Boost the chance of wins whenever 4 or 6 fire frames appears. xWays, xNudge, xSplit along with other boosters.

Mental Transform

Symbol transform feature whenever the Spider symbol lands on the reels.

Autopsy Freespins

Activated by 3 Scorpion symbols and will trigger a bonus mode with sticky Fire Frames. May be upgraded to Lobotomy or Mental Freespins.

Lobotomy Freespins

Activated by 3 Scorpions plus a Spider symbol. An upgraded version of Autopsy, where the Spider symbol is sticky and award Mental Transform for each spin. Included Dead Multiplier that is transferred to a Patient symbol to trigger some immense wins. May be upgraded to Mental Freespins.

Mental Freespins

This is where things go really mental. Triggered by 3 Scorpion symbols and 2 spider symbols. Spider symbols are sticky and Dead Multiplier never decrease.

!!!This is mental!!!

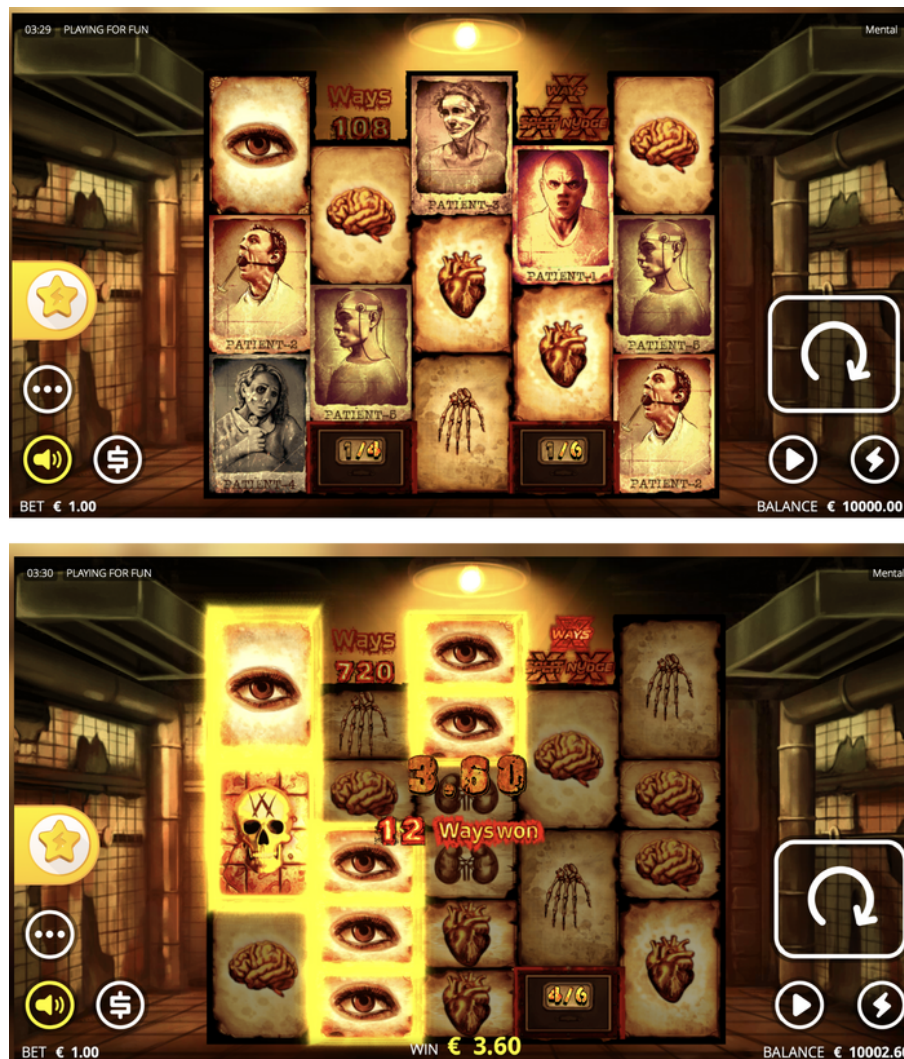
Max payout of the game is set to 66.666x times the base bet. Trigger this, and the game round will end.

Nolimit Bonus - Feature Buy Functionality

Buy your way straight into one of the different bonus features, ranging from 80x to 1000x the base bet.

** The Nolimit Bonus feature may however be removed in some regulated markets.*

Image Previews of the *Mental* by Nolimit City:



Products

Currently, the site has no intentions on selling any company merchandise. However, if the site gains enough traffic and there are several requests from the players to purchase company merchandise such as sweatshirts, shirts, mugs, and such with the company logo, then the company could possibly take this into consideration and provide such merchandise. Merchandise proves to be another great channel for marketing and gives the player a wholesome and inclusive experience with the site.

Domain Proof

The following proof of verification that the executive, David Lundberg, owns the following domain.

The screenshot shows the 'Managing spin.bet' interface. At the top, there's a navigation bar with a hamburger menu, the title 'Managing spin.bet', a notification bell, and a user profile 'Hello, David'. Below this is a red banner with 'Protect Now' and 'Live Chat Now' buttons. A sidebar on the left contains various icons. The main content area has tabs for 'Info', 'Tools', 'Nameservers', 'Manage DNS', 'Domain Forwarding', and 'Manage Email Forwards'. The 'Info' tab is active, displaying domain details: 'Domain: spin.bet' (Active), 'First Payment Amount: \$17.95 USD', 'Registration Date: 1st Dec 2021', 'Recurring Amount: \$17.95 USD Every 1 Year/s', 'Next Due Date: 21st Sep 2023', 'Payment Method: Credit Card', and 'Email: david.henning.lundberg90@gmail.com'. There are buttons for 'Back to Domains List' and 'Edit', and a 'Renew Now' button.

Domain: spin.bet	First Payment Amount	Registration Date	Recurring Amount
Active	\$17.95 USD	1st Dec 2021	\$17.95 USD Every 1 Year/s

Next Due Date	Payment Method	Email
21st Sep 2023	Credit Card	david.henning.lundberg90@gmail.com

The screenshot shows the 'Contact Information' page. It has a navigation bar similar to the previous page. Below the navigation bar is a dropdown menu for 'Primary Profile Data'. The main content area contains a form with fields for 'Full Name', 'Email', 'Company Name', 'Address 1', 'Address 2', 'Address 3', 'City', 'State', 'Postcode', 'Country', and 'Phone Number'. The fields are filled with: Full Name: DAVID LUNDBERG, Email: david.henning.lundberg90@gmail.com, Company Name: N/A, Address 1: skeppsåsvägen 18, Address 2: Address 2, Address 3: Address 3, City: skanninge, State: State, Postcode: 59693, Country: SE, Phone Number: +4670414670. At the bottom, there's a note about GDPR Protection and a 'Disable GDPR Protection' button.

Full Name	City
DAVID LUNDBERG	skanninge

Email	State
david.henning.lundberg90@gmail.com	State

Company Name	Postcode
N/A	59693

Address 1	Country
skeppsåsvägen 18	SE

Address 2	Phone Number
Address 2	+4670414670

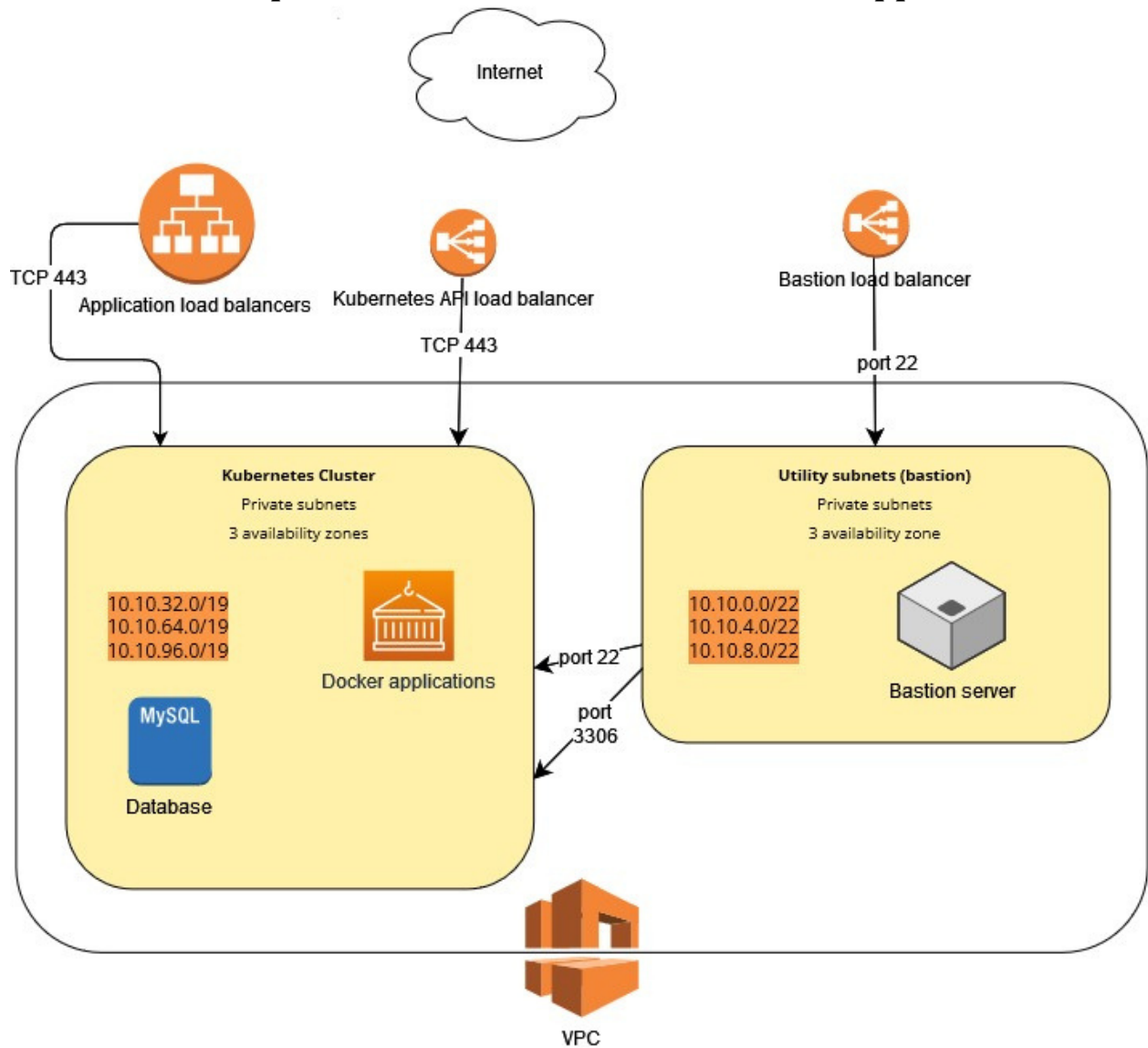
Address 3
Address 3

The GDPR Protection feature prevents your personal information from being displayed in the public WHOIS records.

[Disable GDPR Protection](#)

Network Diagram

On the diagram below, it specifies the AWS Ireland (EU-west 1) region. We will have a Curacao server for the purpose of activity such as the backup of the player database, once the company gets the approval in principle from the Master Licensor. The company will use the E-commerce Park server, an affiliate of Antillephone as the Master Licensor once it is approved.



Server Agreements

The site is under the AWS servers. Therefore, the server agreement follows that of the following link:<https://aws.amazon.com/agreement/>

Target Market

The intended target market for Spin.bet will mainly focus on the Asian markets such as Hong kong, India, and Philippines. Gaming has always been a staple of Asian culture all throughout its history. Nevertheless, with many nations imposed with a ban on land-based casinos, online casinos pose as a haven to players within the eastern region. Not only that, Asia is home to more than half of the world population. Combined with the populations' love for gaming and the restricted nature of it, the potential of opening an online casino in these markets would be advantageous. Indubitably, it is within the executives' understanding that these markets are highly regulated with many restrictions imposed on the players. Therefore, it is the company's responsibility to abide by the Curacao license laws and the local governments. Resolutions in order to uphold such laws consist of implementing technical tools such as blocking certain players with IP addresses that are within the restricted country profile of the Curacao license.

Customer profile:

Any player 18 years old and above that agrees to the terms and conditions of the site.

Competition

Spin.Bet would be contesting with any other crypto-casinos listed on cryptocasinos.com. To name two top competitors, this would consist of Stake.com and gamdom.com. It is within the company's purview to list these two sites as competitors as these sites have similar marketing strategies and games.

Marketing Strategies

The company will apply the following marketing strategies:

1. Affiliation

The company strives to connect with websites and other noteworthy entities in the crypto casino business in order to bring in more players and generate more revenue. This could include cryptocasino.com and more. Working with different game partners and providers will also create a well-rounded experience for the player. The company aims to satisfy the average user in order to preserve and grow the aggregate number of players on site.

2. Live-Streaming Partners

The company will work with notable livestreamers to provide the spin.bet site a reputable name that players will discern as an eminent contender in the crypto casino business. As players frequently identify with the site and name of the company, the more players see the site as a credible place to take part in.

3. 24/7 Customer Support

With a support team that consists of eight employees that run 24/7 of the day seven days of the week, the site aims to provide a satisfactory user experience for the players. With a support system available at any second of the day, any player's concern is addressed and fulfilled.

4. Promotions and Tournaments

In order to entice the players to sign up as well as retain the players themselves, the company will provide sign up bonuses, cash back promotions, free spins, and tournaments such as “poker freerolls.” Promotions and tournaments prove to be a great way to appease players to sign up and stay on site.

Key Factors of Success

- **A Great Platform**—convenient, user friendly, pleasing on the eye.

Not only does the company strive to make it easy for the players to access and play, it seeks to meet the wants of the player's before it is even considered.

- **Build Relationships**— in order to create a great platform for players, the company aims to create relationships with industry partners to provide a player the best experience as well as quality of choice.

- **Commitment to Quality**–the company’s commitment to quality motivates the commitment in delivering the company vision while putting the player’s needs, wants and the overall site experience at its best. The company executives aim to establish a credible site for the player’s and within the industry.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
What we excel at and what separates us from competition	Where we need to improve	External factors that can give us an edge on the market	Where we cannot take control of and can harm us
A large portfolio of partners and Affiliation – this provides players a wide variety of games and options to choose and play from.	Languages on site –there is only a limited amount of languages available on the site in regards to game instructions and it’s process which only includes English and French, This poses a weakness to the company especially if it wants to focus in the Asian market. To be able to diversify languages would make the games and the overall user experience much more inclusive. Therefore, the more	The rise of the Crypto Market – the gradual increase of value in cryptocurrencies will naturally increase the crypto public domain. Therefore, the more people interested and in possession of cryptocurrencies, the higher probability of increase in players.	The value of cryptocurrencies declines – if the monetary value of cryptocurrencies finds itself at a downward spiral, then the accumulation of cryptocurrencies or the need for crypto-casinos would deem itself worthless if its market price finds itself debased.

	languages the more players on site.		
Offering new innovative cryptocurrencies – the site offers players the newest and up and coming cryptocurrencies to provide a diverse and inclusive user experience.	Language Barrier for the user support – Again, a limited variety of languages limits the aggregate number of players on site. Although English provides an inclusive and is a worldwide language that is understood by the majority of the world population, it does not advocate necessarily for the greater part of the Eastern Population. Therefore, with the support team only limited to a number of languages, it also limits the quality of support given to the player.	Deregulation of Gaming and Online Gaming in certain markets – as markets become more liberalized, there would be lesser restrictions imposed on the players, encouraging players to engage in online gaming which in return would provide sites such as Spin.Bet an increase in users. An increase in players, gives the company higher returns	Hacking Ingenuity – as individuals nd themselves more proficient in technology, the more knowledgeable one becomes at breaking security barriers of money generating sites such as crypto casinos. Hackers are a huge risk for crypto casinos.
24/7 Support –Quick response; clients can get an answer right away at any hour of the day or day of the week. With eight employees for customer support, players will be provided with the help they need in almost an instant.		Search Engine Optimization(SEO) - The company has a comprehensive SEO strategy that provides a boost in site traffic. There are many advantages to a great SEO strategy that the company will do its best to maximize the efficacy of such a tool.	World war – the probability of war can be disputed among economists. However, in the event that it does happen, all markets would go down, and all social and economic activities will be halted and disrupted, undoubtedly, a great hazard for business.
Site promotions – the company provides an array of promotions		Modernization: A cashless world – as we move towards the	An increase in Crypto-casino start-ups – Although competition

such as sign up bonuses, free spins, sending out free bonuses for player retention, and many more.		future, there have been many projections of the times ahead that delineate a society in which human beings exist without the physical material of money. Cryptocurrency is considered to be the money of the future as it does provide value of an intangible asset that society now considers as a new form of money. Again, the argument aforementioned where the more individuals in possession of cryptocurrencies the higher probability of players on the site.	can bring about innovative ways in executing business, an increase in competition can easily dilute the sites' user agglomeration. The less players, the less profit.
Mouth to Mouth Marketing- a grassroots initiative that never fails to gain consumer trust. This gives the company an exclusive feeling to the consumer which provides a great marketing tool for the company.			

Financial Projections

The company will see profit within the first year, expecting to have a projected 2,520 players on the site. Naturally, we want to

be optimistic while being realistic in projecting these figures since all revenue streams, expenses and the gross profit are factored.

This projection is consistent with the company's marketing plans that aims to create a crypto casino of that caliber. However, potential obstacles such as hackers, operational maintenance such as website maintenance can obstruct these projections to slow down or an overall loss in profit. With these financial analyses, the company expects to have an ROI within the first year at a projected value of 30.97%

Start-up Expenses and Fixed Costs at Year 1

A. Startup expenses and Fixed Costs for Year 1		
Item	Cost/Month	Total(x12 Months)
Hosting	\$1,000	\$12,000
Provider Fees	15% of Revenue Share of Profit Each month	---
Customer Support Expense-- Third Party Contract	\$6,000	\$72,000
Platform Creation Cost	--	\$20,000
Platform Fees	2% of Revenue Share of Profit Each Month	---
Affiliation Expense	Avg 40% Revenue Share of Profit Each Month	---
Marketing Expense	\$1,400	\$16,800
Total	\$8,400	\$120,800

Sources of Capital

Sources of Capital	in USD
Personal Savings: David Lundberg	\$130,000
Loan from Bank	0
Total Capitalization	\$130,000
Total Expenses for 1 Year	\$120,800

Profit Forecasts

A projected budget plan for the company for:

Sales Projections/Budget Year 1													
December 2022													
	Month												
	1	2	3	4	5	6	7	8	9	10	11	12	Year 1
Expected Players	100	120	140	160	180	200	220	240	260	280	300	320	2520
Expected Turnover	\$1,000,000	\$1,200,000	\$1,400,000	\$1,600,000	\$1,800,000	\$2,000,000	2,200,000	2,400,000	2,600,000	2,800,000	3,000,000	3,200,000	\$25,200,000
Expected GGR(3.5% of Turnover)	\$35,000	\$42,000	\$49,000	\$56,000	\$63,000	\$70,000	77000	84000	91000	98000	105000	112000	\$882,000
Expected NGR (After 10% Bonus Deduction)	\$31,500	\$37,800	\$44,100	\$50,400	\$56,700	\$63,000	69300	75600	81900	88200	94500	100800	\$793,800
Affiliation Expense(Avg 40% Revenue Share of Profit Each Month)	\$12,600	\$15,120	\$17,640	\$20,160	\$22,680	\$25,200	27720	30240	32760	35280	37800	40320	\$317,520
Provider Expense(15% of Revenue Share of Profit Each month)	\$4,725	\$5,670	\$6,615	\$7,560	\$8,505	\$9,450	10395	11340	12285	13230	14175	15120	\$119,070
Platform Fee(2% of Revenue Share of Profit Each Month)	\$630	\$756	\$882	\$1,008	\$1,134	\$1,260	1386	1512	1638	1764	1890	2016	\$15,876
Total	\$17,955	\$21,546	\$25,137	\$28,728	\$32,319	\$35,910	39501	43092	46683	50274	53865	57456	\$452,466
Total Cost of Service													
24/7 Support Team	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$72,000
Hosting Fees	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Marketing Expenses	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$16,800
Total	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$100,800
Total Profit	\$5,145	\$7,854	\$10,563	\$13,272	\$15,981	\$18,690	\$21,399	\$24,108	\$26,817	\$29,526	\$32,235	\$34,944	\$240,534

Year 2

Sales Projections/Budget Year 2													
December 2023													
	Month												
	1	2	3	4	5	6	7	8	9	10	11	12	Year 2
Expected Players	340	360	380	400	420	440	460	480	500	520	540	560	5400
Expected Turnover	3,400,000	3,600,000	3,800,000	4,000,000	4,200,000	4,400,000	4,600,000	4,800,000	5,000,000	5,200,000	5,400,000	5,600,000	54,000,000
Expected GGR(3.5% of Turnover)	119000	126000	133000	140000	147000	154000	161000	168000	175000	182000	189000	196000	1890000
Expected NGR (After 10% Bonus Deduction)	107100	113400	120500	126000	132300	138600	144900	151200	157500	163800	170100	176400	1801800
Affiliation Expense(Avg 40% Revenue Share of Profit Each Month)	42840	45360	48200	50400	52920	55440	57960	60480	63000	65520	68040	70560	720720
Provider Expense(15% of Revenue Share of Profit Each month)	16065	17010	18075	18900	19845	20790	21735	22680	23625	24570	25515	26460	270270
Platform Fee(2% of Revenue Share of Profit Each Month)	2142	2268	2410	2520	2646	2772	2898	3024	3150	3276	3402	3528	36036
Total	61047	64638	68285	71820	75411	79002	82593	86184	89775	93366	96957	100548	1027026
Total Cost of Service													
24/7 Support Team	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$72,000
Hosting Fees	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Marketing Expenses	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$16,800
Total	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$100,800
Total Profit	\$37,653	\$40,362	\$48,615	\$45,780	\$48,489	\$51,198	\$53,907	\$56,616	\$59,325	\$62,034	\$64,743	\$67,452	\$673,974

Year 3

Sales Projections/Budget Year 3													
December 2024													
	Month												
	1	2	3	4	5	6	7	8	9	10	11	12	Year 3
Expected Players	580	600	620	640	660	680	700	720	740	760	780	800	8280
Expected Turnover	5,800,000	6,000,000	6,200,000	6,400,000	6,600,000	6,800,000	7,000,000	7,200,000	7,400,000	7,600,000	7,800,000	8,000,000	82,800,000
Expected GGR(3.5% of Turnover)	203000	210000	217000	224000	231000	238000	245000	252000	259000	266000	273000	280000	2898000
Expected NGR (After 10% Bonus Deduction)	182700	189000	195300	201600	207900	214200	220500	226800	233100	239400	245700	252000	2608200
Affiliation Expense(Avg 40% Revenue Share of Profit Each Month)	73080	75600	78120	80640	83160	85680	88200	90720	93240	95760	98280	100800	1043280
Provider Expense(15% of Revenue Share of Profit Each month)	27405	28350	29295	30240	31185	32130	33075	34020	34965	35910	36855	37800	391230
Platform Fee(2% of Revenue Share of Profit Each Month)	3854	3780	3906	4032	4158	4284	4410	4536	4662	4788	4914	5040	52164
Total	104139	107730	111321	114912	118503	122094	125685	129276	132867	136458	140049	143640	1486674
Total Cost of Service													
24/7 Support Team	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$72,000
Hosting Fees	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Marketing Expenses	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$16,800
Total	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$100,800
Total Profit	\$70,161	\$72,870	\$75,579	\$78,288	\$80,997	\$83,706	\$86,415	\$89,124	\$91,833	\$94,542	\$97,251	\$99,960	\$1,020,726

Income Statement

3-Year Projected Income Statement for the company. It is within these financial analyses that the return of investment would be within the first fiscal year at Month 10 with an ROI value of 30.97%.

Spin.Bet Income Statement																	
	Month																
	0	1	2	3	4	5	6	7	8	9	10	11	12	YEAR 1	YEAR 2	YEAR 3	
Revenue		\$1,000,000	\$1,200,000	\$1,400,000	\$1,600,000	\$1,800,000	\$2,000,000	2,200,000	2,400,000	2,600,000	2,800,000	3,000,000	3,200,000	\$25,200,000	\$54,000,000	\$82,800,000	
Expected Turnover		\$35,000	\$42,000	\$49,000	\$56,000	\$63,000	\$70,000	77000	84000	91000	98000	105000	112000	\$882,000	\$1,890,000	\$2,898,000	
Expected GGR(3.5% of Turnover)		\$31,500	\$37,800	\$44,100	\$50,400	\$56,700	\$63,000	69300	75600	81900	88200	94500	100800	\$793,800	\$1,801,800	\$2,608,200	
Expected NGR (After 10% Bonus Deduction)																	
Gross Profit	\$0	\$31,500	\$37,800	\$44,100	\$50,400	\$56,700	\$63,000	\$69,300	\$75,600	\$81,900	\$88,200	\$94,500	\$100,800	\$793,800	\$1,801,800	\$2,608,200	
Expenses																	
Affiliation Expense(Avg 40% Revenue Share of Profit Each Month)		\$14,000	\$16,800	\$19,600	\$22,400	\$25,200	\$28,000	30800	33600	36400	39200	42000	44800	\$352,800	\$720,720	\$1,043,280	
Provider Expense(15% of Revenue Share of Profit Each month)		\$5,250	\$6,300	\$7,350	\$8,400	\$9,450	\$10,500	11550	12600	13650	14700	15750	16800	\$132,300	\$270,270	\$391,230	
Platform Fee(2% of Revenue Share of Profit Each Month)		\$700	\$840	\$980	\$1,120	\$1,260	\$1,400	1540	1680	1820	1960	2100	2240	\$17,640	\$36,036	\$52,164	
Total Platform Fees		\$19,950	\$23,940	\$27,930	\$31,920	\$35,910	\$39,900	43890	47880	51870	55860	59850	63840	\$502,740	\$1,027,026	\$1,486,674	
Operating Expense																	
24/7 Support Team		\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$72,000	\$72,000	\$72,000	
Hosting Fees		\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000	\$12,000	\$12,000	
Marketing Expenses		\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$16,800	\$16,800	\$16,800	
Platform Creation Cost	\$20,000																
Total Operating Expense	\$20,000	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$120,800	\$100,800	\$100,800	
Total Expenses	\$20,000	\$28,350	\$32,340	\$36,330	\$40,320	\$44,310	\$48,300	\$52,290	\$56,280	\$60,270	\$64,260	\$68,250	\$72,240	\$623,540	\$1,127,826	\$1,587,474	
Net Profit/Loss	-\$20,000	\$3,150	\$5,460	\$7,770	\$10,080	\$12,390	\$14,700	\$17,010	\$19,320	\$21,630	\$23,940	\$26,250	\$28,560	\$170,260	\$673,974	\$1,020,726	

Legal and Governance Framework

Board Structure and Membership:

The governance structure of the company ensures effective oversight and strategic direction. The Board of Directors, led by the CEO, oversees the company's operations and decision-making processes.

Board Structure and Membership:

- **CEO (Chief Executive Officer):** David Lundberg, as CEO, is responsible for leading the company's strategic vision, overseeing operations, and ensuring alignment with the board's direction.
- **Compliance Manager:** The Compliance Manager oversees regulatory compliance, ensuring that the company adheres to all relevant laws and regulations in its operations.
- **Tech Platform (Cubeia):** Cubeia provides the technology platform for the company's gaming services, ensuring the platform's integrity and security.

Interaction with Day-to-Day Decision-Making:

The CEO interacts closely with senior management to make day-to-day operational decisions, keeping the board informed of key developments and seeking approval for major decisions.

Reserved Matters to Board/UBOs:

The Board of Directors and Ultimate Beneficial Owners (UBOs) are responsible for approving major strategic initiatives, financial decisions, and regulatory compliance matters.

Deadlock Provisions:

Deadlock provisions are in place to resolve any impasse between board members, ensuring that key decisions can be made in the best interest of the company.

Legal Support and Advice:

Legal support and advice are provided by external legal counsel, ensuring that the company operates within the boundaries of the law and mitigates legal risks.

Invited Attendees to Board Meetings:

In addition to board members, board meetings may include key executives, legal advisors, and financial advisors as invited attendees, ensuring comprehensive discussion and decision-making.

ESG Policy:

The company is committed to environmental, social, and governance (ESG) principles, integrating sustainability into its business practices and decision-making processes.

Target KPIs and Business Objectives

Key Performance Indicators (KPIs):

Gross Gaming Revenue (GGR): Measure the total amount wagered minus the winnings paid out to players.

Active Player Retention Rate: Measure the percentage of players who continue to play over time.

Average Revenue Per User (ARPU): Calculate the average revenue generated by each player.

Customer Lifetime Value (CLV): Determine the value of a customer over their lifetime of playing.

Return on Investment (ROI): Measure the profitability of marketing and promotional campaigns.

Conversion Rate: Measure the percentage of website visitors who become players.

Customer Satisfaction (CSAT): Measure player satisfaction through surveys or feedback mechanisms.

Compliance and Regulatory Adherence: Ensure adherence to legal and regulatory requirements.

Business Objectives:

Revenue Growth: Achieve a specific percentage increase in GGR year-over-year.

Player Engagement: Increase player engagement and loyalty through personalized experiences.

Responsible Gaming Practices: Implement measures to promote responsible gaming and minimize harm.

Technology and Innovation: Continuously enhance the gaming platform to improve user experience.

Operational Efficiency: Streamline operations to reduce costs and improve profitability.

Measurement and Tracking:

Define how each KPI will be measured and tracked.

Determine the frequency of reporting and review (e.g., monthly, quarterly).

Assign responsibility for tracking KPIs to specific team members.

By setting clear KPIs and business objectives, we aim to measure our success and progress towards our goals in the betplay and casino industry. Regular monitoring and adjustment of these metrics will help us stay competitive and drive our business forward.

Policies and Procedures

1. Internal vs. External Policies and Procedures:

The company has adopted a combination of internally developed and externally sourced policies and procedures. Internal policies are developed by our Compliance Manager in conjunction with the CEO and senior management, ensuring alignment with regulatory requirements and industry best practices. External policies are sourced from reputable legal and compliance firms, tailored to our specific needs.

Timelines and GCB Communication:

The company is committed to maintaining up-to-date policies and procedures. Internal policies are reviewed annually, or more frequently if required by regulatory changes. External policies are reviewed and

updated in accordance with the timelines set by the respective legal and compliance firms. Any significant updates or changes are promptly communicated to the Gaming Control Board (GCB) to ensure compliance with regulatory requirements.

Qualifications and Competence:

The board believes that the Compliance Manager, responsible for overseeing the development and implementation of policies and procedures, is highly qualified and competent for this role. The Compliance Manager possesses extensive experience in the gaming industry and holds relevant certifications in compliance and regulatory affairs. Additionally, the board conducts periodic reviews of the Compliance Manager's performance to ensure ongoing effectiveness.

The company's approach to policies and procedures reflects our commitment to maintaining the highest standards of compliance and regulatory adherence. By combining internal expertise with external resources, we ensure that our policies are robust, up-to-date, and aligned with industry best practices.