

Business Plan for Meta Bliss Group B.V.

**GenieJackpot.com
&
Blizz.io**

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Table of Contents

1. <u>Overview of Business Products and Services</u>	<u>3</u>
2. <u>Company Management Structure</u>	<u>4</u>
3. <u>Business Forecasts (3 Years)</u>	<u>4</u>
4. <u>Growth Strategy and Market Share</u>	<u>6</u>
5. <u>Key Suppliers and Material Dependencies</u>	<u>6</u>
6. <u>Risk Evaluation and Management</u>	<u>7</u>
7. <u>Legal and Governance Framework</u>	<u>7</u>
8. <u>Target KPIs and Business Objectives</u>	<u>8</u>
9. <u>Policies and Procedures</u>	<u>8</u>

1.0 Overview of Business Products and Services

GenieJackpot.com

GenieJackpot.com is a crypto-based online casino specializing in progressive jackpot games. Developed in collaboration with Dot.iGaming, the platform features unique Rewards Systems and VIP programs, offering an engaging and rewarding experience for players. The platform integrates blockchain technology to ensure transparency and security in transactions, and it continually adds new game providers and slots to stay current in the highly competitive market.

Key services include:

- **Progressive Jackpot Slots:** Featuring ever-growing prize pools and high-reward opportunities.
- **VIP Programs:** Rewarding loyal players with exclusive benefits and increased chances of winning.
- **Crypto-Based Transactions:** Fast and secure deposits and withdrawals using cryptocurrencies like Bitcoin, Ethereum, and others.
- **Smart Contract Integration:** Ensuring transparency and fairness in all games.

Blizz.io

Blizz.io is an online crypto casino that offers a wide range of slots and a highly immersive live casino experience. With over 3,000 slot games and partnerships with leading live casino providers such as Evolution Gaming and Pragmatic Play, **Blizz.io** provides a seamless and engaging gaming environment.

Key services include:

- **3,000+ Slot Games:** Featuring games from top providers, constantly updated to meet player demand.
- **Live Casino:** Real-time, interactive games such as blackjack, roulette, and baccarat.
- **VIP Programs:** Offering players personalized rewards and bonuses based on their activity.
- **AI-Powered Personalization:** Providing tailored game recommendations based on player preferences.

2.0 Company Management Structure

The management team for both **GenieJackpot.com** and **Blizz.io** is shared, ensuring strong operational and strategic leadership across both platforms.

- **CEO/Director:** Christopher van Rosberg
- **CEO/Director:** Lorenza Godett
- **COO & CFO and Founder:** Sven Leicht
- **MLRO (Money Laundering Reporting Officer):** Lorenza Godett
- **Head of Affiliates:** Joachim Andre Solbakken
- **Marketing Manager:** Björn Fredrik Selin
- **Brand Manager:** Sammi Tomi Ekdahl
- **Developer of Applications and Content:** DOT.iGAMING
- **Technical and Infrastructure Manager:** DOT.iGAMING

This leadership structure ensures that all critical functions, including compliance, finance, marketing, and technical operations, are managed efficiently and cohesively. The company relies on Dot.iGaming for all technical development and infrastructure needs, allowing for seamless integration of new features and services.

3.0 Business Forecasts (3 Years)

Year 1 (Initial Growth Phase)

- **Revenue Projections:** \$750,000
- **Cost Projections:** \$600,000
 - Marketing: \$250,000
 - Platform Development: \$150,000
 - Compliance and Licensing: \$50,000
 - Game Providers and Transaction Fees: \$150,000
- **User Growth:** 7,500 new users
- **First-Time Depositors (FTDs):** 1,500
- **Profit Margin:** Slight loss or breakeven due to initial setup costs.

Year 2 (Expansion Phase)

- **Revenue Projections:** \$2 million
- **Cost Projections:** \$1 million
 - Marketing: \$350,000
 - Platform Development: \$250,000
 - Compliance and Licensing: \$75,000
 - Game Providers and Transaction Fees: \$325,000
- **User Growth:** 12,500 new users
- **FTDs:** 2,500
- **Profit Margin:** Moderate profitability as costs stabilize and user retention increases.

Year 3 (Profitability Phase)

- **Revenue Projections:** \$4 million
- **Cost Projections:** \$1.5 million
 - Marketing: \$500,000
 - Platform Development: \$300,000
 - Compliance and Licensing: \$100,000
 - Game Providers and Transaction Fees: \$600,000
- **User Growth:** 20,000 new users
- **FTDs:** 4,000
- **Profit Margin:** Significant profitability as marketing efficiency improves and user retention increases.

4.0 Growth Strategy and Market Share

Marketing Strategy

The company runs a successful affiliate marketing agency based in Switzerland, which includes influencer marketing across various channels and in-house Google Ads marketing. A large portion of the budget is allocated to Google Ads, with additional investments in SEO, affiliates, and influencers.

- **Targeted Markets:** Canada (excluding Ontario), Finland, Norway, New Zealand, and other non-restricted regions.
- **Expansion Strategy:** Testing new markets and adapting the product offerings based on market demand and performance.
- **Promotion Channels:** Influencer marketing, Google Ads, SEO affiliates, and direct partnerships with cryptocurrency communities.

The company is always looking to expand its market share by continuously testing and entering new regions while enhancing the product to match user expectations.

5.0 Key Suppliers and Material Dependencies

- **Platform Provider:** Dot.iGaming provides the core platform infrastructure with a 0% platform fee. They also manage all custom features and content development.
- **Game Aggregator:** Softswiss supplies games from multiple providers, ensuring a large and diverse game library.
- **Payment Processor:** Coinspaid handles all crypto-based payments, providing fast and secure transactions for users.

These key suppliers are critical to the success of both platforms, and the company has built strong relationships with each to ensure seamless operation and service delivery.

6.0 Risk Evaluation and Management

Major Risks:

- **DDoS Attacks:** DDoS attacks pose a significant risk, but these are managed and controlled by the platform provider, Dot.iGaming, which has robust security measures in place.
- **Regulatory Changes:** The company closely monitors legal developments in target markets and works with legal advisors to ensure compliance.
- **Cryptocurrency Volatility:** The fluctuating value of cryptocurrencies could impact the platforms' financial performance, which is mitigated by offering a range of crypto options and continuously monitoring market trends.

Internal audits and external advisory services help manage and mitigate risks, ensuring stable and secure operations.

7.0 Legal and Governance Framework

- **Ultimate Beneficial Owner (UBO):** The business has one UBO who oversees the strategic direction of both platforms.
- **Advisory Team:** External advisors, along with Xecutive Corporate Management B.V., provide significant support in governance and decision-making processes.
- **Legal Affairs:** An external law firm is responsible for handling compliance, legal documentation, and ensuring the platforms adhere to all relevant regulations.

The board is structured to ensure clear separation of powers and accountability, with major decisions involving the UBO and external advisors

8.0 Target KPIs and Business Objectives

The key performance indicators (KPIs) used to measure the success of GenieJackpot.com and Blizz.io are:

- **First-Time Depositors (FTDs):** The number of new users making their first deposit.
- **New Registrations:** Tracking user growth through new account creations.
- **Gross Gaming Revenue (GGR):** Total revenue generated from gaming activities.
- **Net Gaming Revenue (NGR):** Revenue after subtracting bonuses, promotions, and taxes.
- **Customer Retention:** Monitoring repeat players and the success of loyalty programs.

These KPIs help the company stay on track with its long-term goals of expanding its user base, increasing profitability, and improving customer satisfaction.

9.0 Policies and Procedures

All policies and procedures for the platforms are managed internally, with regular reviews to ensure compliance with global gaming regulations. The company works closely with external legal advisors to stay informed of regulatory changes and updates its policies accordingly.

A strong internal compliance team ensures that all operational aspects of the business remain compliant with industry standards and best practices. Regular audits and risk assessments help maintain transparency and operational excellence.