



BLACK HAWK TECHNOLOGY BV:

The Three-Year Business Plan *for*



12 Feb 2024

Confidentiality Statement

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The Brand: BK8

Asia-facing BK8 aspires to become the premier online gaming brand for a broad spectrum of players. We shall achieve this by offering a secure, safe, and exciting platform for users to engage in sports betting and a wide variety of casino games.

Competitive Advantage

BK8 differentiates itself through two core principles:

- **Responsible Gaming:** We are unwavering in our commitment to safe and responsible gaming practices, ensuring a secure environment for all players.
- **Unparalleled Customer Service:** We prioritize exceptional customer service, fostering long-term player satisfaction and loyalty.

Product Offering

BK8 offers a comprehensive gaming experience catering to diverse player preferences, with specific focus given to fulfil the expectations of the diverse markets in Asia:

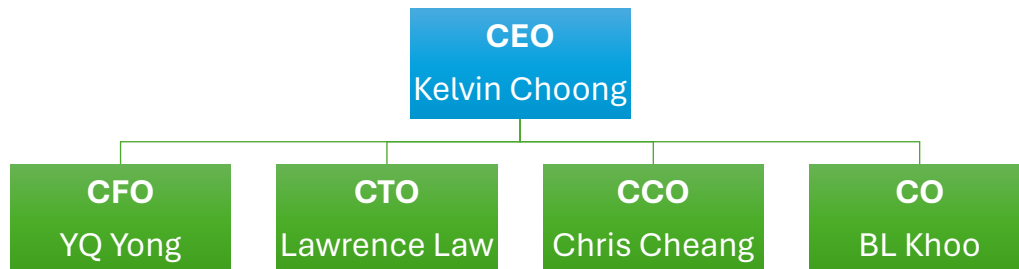
- **Thriving Sports Betting:** Players can wager on a wide range of sporting events, from local favourites to international championships.
- **Extensive Casino Library:** Our platform features a vast selection of classic casino games, including Slots, Baccarat, Poker, Roulette, and Blackjack.
- **Engaging Live Casino:** Our collaboration with top-of-the-line Live Casino providers delivers a realistic casino experience with real-life dealers for a truly immersive experience.

BK8.com prioritizes a user-centric design, ensuring smooth navigation and ease of use for all players. We maintain a secure platform by partnering with reputable game providers. All games undergo thorough testing to meet the highest standards of quality and integrity.



Organization Chart

The core team driving the BK8 brand comprise of experienced professionals with a diverse background in online gaming, marketing, finance, and technology. Each member brings valuable expertise to ensure the success and growth of the business:



BK8's Commitment to Responsible Gaming

BK8 recognizes that gambling, while intended for entertainment, can pose potential risks for some individuals. We are committed to providing a fun and safe gaming environment for all our players, and this commitment extends beyond simply offering exciting games. We understand that responsible gaming practices are essential to ensure a healthy and enjoyable experience for everyone.

Multi-Pronged Approach

To achieve this, BK8 implements a multi-pronged approach to responsible gaming:

- Firstly, we strive to **EDUCATE** our players about the potential risks associated with gambling. We provide clear information on our website and within the platform itself about the addictive nature of gambling and the potential consequences it can have on finances, relationships, and mental health. This information includes guidance on setting deposit limits, taking breaks, and recognizing signs of problem gambling.
- Secondly, BK8 **EMPOWERS** our players with tools and resources to manage their gaming habits. We offer features such as self-assessment quizzes to help individuals identify potential risks and self-exclusion options for those who wish to take a break from gambling. Additionally, we provide links and contact information for reputable organizations offering support and assistance to individuals struggling with gambling addiction.

Through education, empowerment, and readily available support resources, BK8 fosters a responsible gaming environment where players can enjoy themselves safely. We believe that by prioritizing our players' well-being, we can create a sustainable and positive gaming experience for all.

Marketing Analysis

Opportunities:

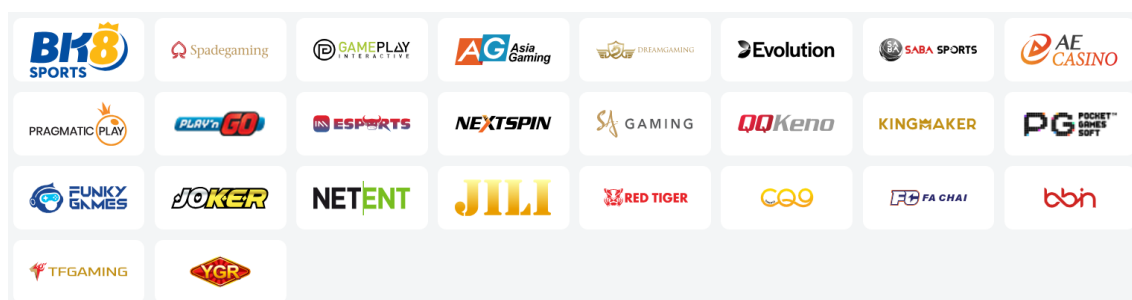
- Growing online gambling market: The global online gambling market is projected to experience significant growth in the coming years. Growing acceptance and legalization of online gambling in various jurisdictions.
- Focus on responsible gaming: Promoting responsible gambling practices builds trust and attracts a wider audience.
- Technological advancements: Investing in mobile technology and innovative features will attract new customers.
- Expansion into new markets through strategic partnerships and targeted marketing campaigns.
- Increasing popularity of sports betting and online casinos.
- Leveraging social media and influencer marketing to reach a broader audience.

Weaknesses:

- Dependence on third-party software providers for gaming platforms and technology.
- Competition from established players in the online gambling industry.
- Regulatory environment: Navigating licensing requirements and regulations can be challenging.
- Customer acquisition costs: Acquiring new customers in a competitive market can be expensive.

Platform & Software Providers

BK8 collaborates with leading software providers in the online gaming industry to offer a wide range of games and betting options. This includes partnerships with top-tier providers for sportsbook solutions, casino games, and live dealer platforms. By leveraging cutting-edge technology, we aim to deliver a seamless and immersive gaming experience to our users.



Financials: Three-Year Projection

	YEAR 1 (USD)	YEAR 2 (USD)	YEAR 3 (USD)
GROSS GAMING REVENUE (GGR)	23,449,489	28,139,387	33,767,264
COST OF SALES			
Royalties	2,553,674	2,936,725	3,377,234
Other Direct Expenses*	3,155,848	3,629,225	4,173,609
GROSS PROFIT	17,739,967	21,573,437	26,216,422
OPERATING COSTS			
Marketing Cost & Expenses	5,481,761	6,578,113	7,235,924
Payroll Cost	2,413,326	2,895,991	3,185,590
Operation Cost	1,426,783	1,712,139	1,883,353
NET PROFIT	8,418,098	10,387,193	13,911,554

NOTES:

- **Gross Profit Calculation:** Gross profit is derived from subtracting Cost of Sales from Gross Gaming Revenue (GGR).
- **Net Profit Calculation:** Net profit will be calculated by subtracting all operating expenses from Gross Profit.
- ***Other Direct Expenses** include payment processing fees.

The projected GGR (ie. the total amount of money wagered by players minus the money paid out in winnings) is expected to increase steadily over the next three years, which is a positive sign for BK8's profitability. The cost of sales is expected to increase along with GGR, but at a slightly lower rate. This means that the gross profit margin is expected to improve over time. The net profit is expected to increase from USD8.4 million in year 1 to USD13.9 million in year 3.

Overall, the three-year projection for the online casino is positive. The casino is expected to see growth in GGR and net profit over the next three years.

Source of Funds

Funding for BK8 will primarily come from a combination of equity investment, loans, and retained earnings. Initial capital was sourced from the founder, investors, and strategic partnerships. As the business had grown and generated revenue, a portion of the profits is reinvested to fuel further expansion and development initiatives.

This business plan outlines the strategic vision, operational framework, and financial projections for BK8.com over the next three years. With a strong core team, innovative technology, and a focus on customer satisfaction, we are confident in our ability to achieve sustainable growth and success in the online gambling industry.