

Misterio Vacio B.V. - Business Plan (2025)

Websites

PNGBet.com | PuntPal.com

1. Business Overview

PNGBet.com

A localized betting platform dedicated to the Papua New Guinea market. With a focus on horse racing, sports betting, lotteries, and casino products, PNGBet has cultivated a loyal customer base and consistent profits.

PuntPal.com

Launched in 2025 on a Digitain white-label platform, PuntPal targets a global audience with a premium interface and access to a wide array of games and markets. The brands broader reach allows for significant scaling and long-term growth opportunities.

Strategic Advantage

Operating a dual-platform model allows Misterio Vacio B.V. to generate dependable local revenue through PNGBet while aggressively expanding into international markets via PuntPal.

2. Management Structure

Angus Ryals COO, Compliance Officer, Operations Manager

Hosni Suazo Lead Developer (PNGBet)

Joel Corr Head of Customer Support

Camile Berthelemy Head of Marketing

3. Financial Forecast (20252027)

2025:

PNGBet: Revenue \$1.2M, COGS \$360K, Expenses \$240K, Net Profit \$600K

PuntPal: Revenue \$2.4M, COGS \$840K, Expenses \$360K, Net Profit \$1.2M

2026:

PNGBet: Revenue \$1.44M, COGS \$432K, Expenses \$288K, Net Profit \$720K

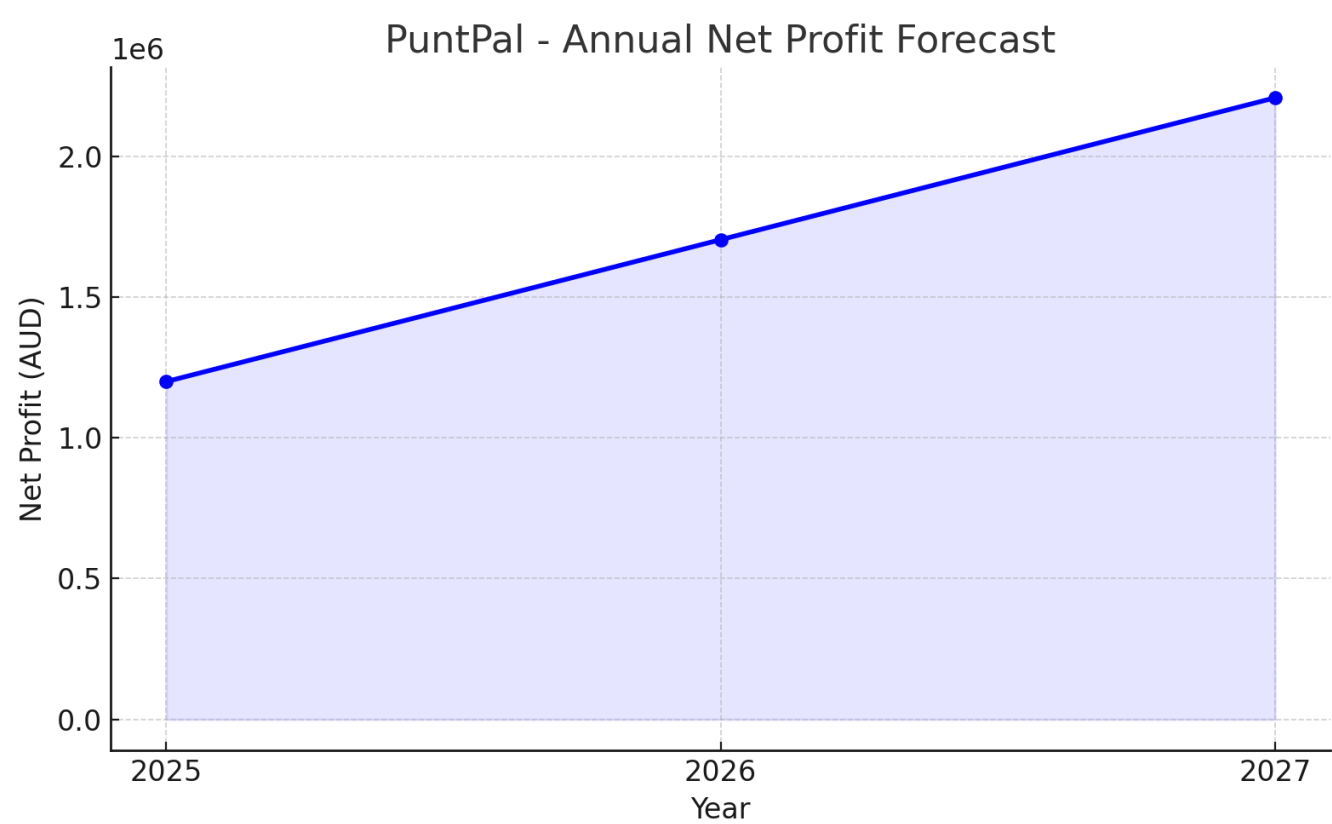
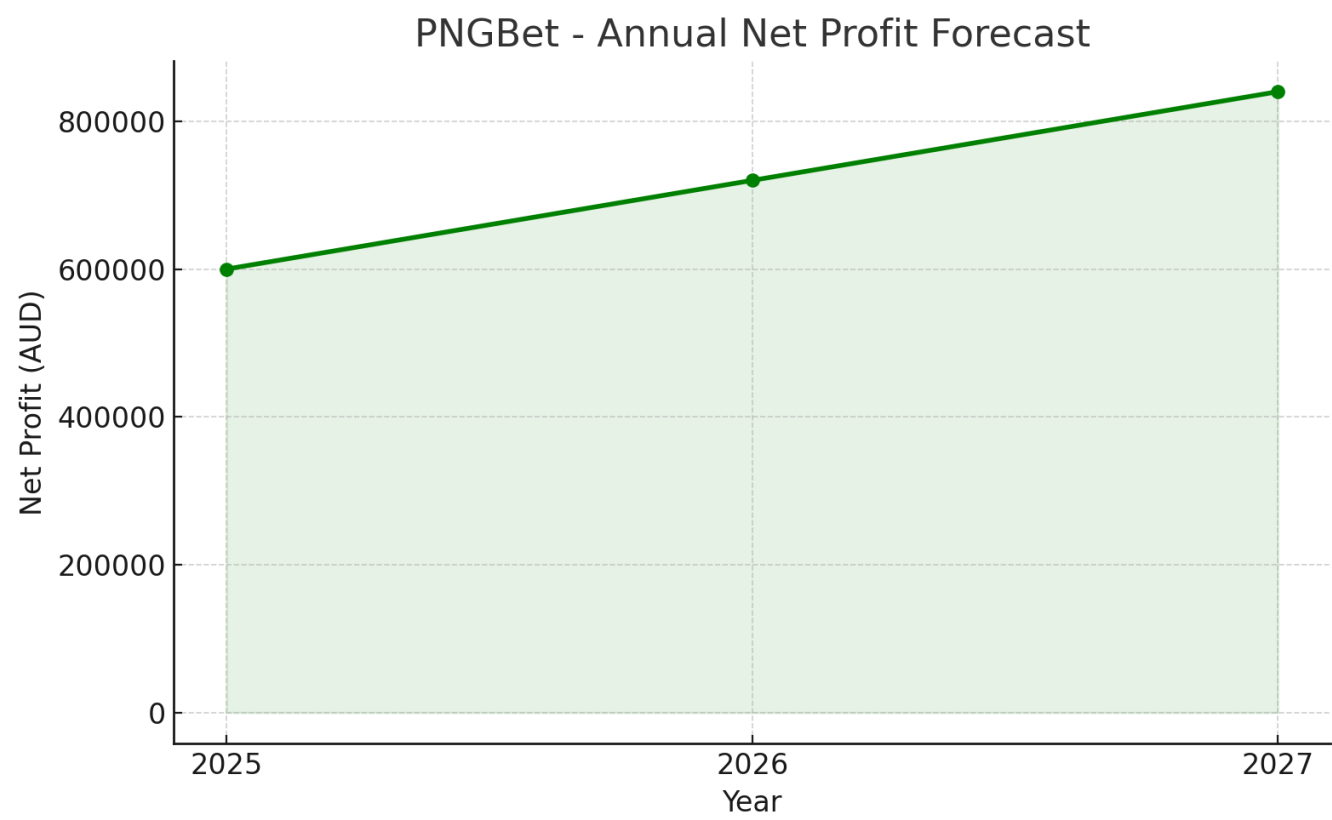
PuntPal: Revenue \$3.36M, COGS \$1.176M, Expenses \$480K, Net Profit \$1.704M

2027:

PNGBet: Revenue \$1.68M, COGS \$504K, Expenses \$336K, Net Profit \$840K

PuntPal: Revenue \$4.32M, COGS \$1.512M, Expenses \$600K, Net Profit \$2.208M

Visuals - Financial Forecast



4. Strategic Growth Plans

PNGBet: PNG market expansion, local sponsorships, tailored content

PuntPal: Global expansion via affiliates, influencer marketing, and VIP retention programs

5. Key Suppliers and Infrastructure

PNGBet: BetConstruct, Pariplay, Kiron, Crazy Billions, Unlimint, AWS

PuntPal: Digitain platform and integrated providers, managed backend

6. Risk Evaluation and Management

PNGBet: Max odds/winnings controls, manual fraud monitoring

PuntPal: Digitain's risk and AML systems, AWS-based hosting for both

9. Legal and Governance

CEO/UBO: Angus Ryals

GCB-compliant operations, legal support for global expansion

10. Target and Excluded Markets

PNGBet.com

Target: Papua New Guinea (exclusive focus)

Excluded Markets (as per Curacao licensing compliance):

- USA, France, Netherlands, Spain, Germany, Italy, UK, Singapore,
- Curacao, and other sanctioned or restricted jurisdictions

PuntPal.com

Target Markets:

- Asia-Pacific (excluding restricted regions)
- Latin America (excluding restricted regions)
- Africa (excluding restricted regions)
- Europe (excluding restricted regions)

Excluded Markets (as per Curacao licensing compliance):

- USA, France, Netherlands, Spain, Germany, Italy, UK, Singapore,
- Curacao, and other sanctioned or restricted jurisdictions

11. KPIs and Objectives

Monthly Active Users: 10,000+

CAC: <\$100

LTV: >\$500

Gross Monthly Revenue: \$500K+

Conversion Rate: >4%

Uptime: >99.9%