

Vivardo N.V.

Business Plan

Executive Summary

Vivardo N.V. is an igaming company operating since 2023 in Canadian and New Zealand gambling markets. Our primary focus is on offering a diverse range of licensed classic casino games, such as online slots, table games and live dealer games, from the leading game providers, as well as incorporating payment solutions from reliable third-party vendors. With our GoldenReels casino <http://goldenreels.casino/> we are building a strong casino brand that can compete with the existing leaders in the target markets.

We employ a business model oriented towards the B2C (Business-to-Consumer) sector. We generate revenues from taking bets on behalf of players that become enrolled members of the casino, so that our main revenue source is the player deposits (with 55% margin) we generate from the activity of players on our website.

To create a strong and unique brand with high potential we collaborate with a number of third-party companies including the igaming platform provider (Green Platform N.V. (Vegangster)) to host the games, manage players accounts and transactions, manage website features and content, etc. To provide the list of popular payment solutions with the constant approval rate, we will collaborate with the CAROUSELLER payment gateway provider that has a vast international experience.

In order to achieve our goal, we look to continue our financial success by focusing on strong marketing experience, constant employee development, creating new opportunities and reinvesting in the business. Our marketing strategy is heavily online-centric. We actively collaborate with affiliates, utilize CPA (Cost Per Acquisition) networks and employ the services of our internal media buying team with a focus on social media platforms (Google, YouTube, Facebook, TikTok, and others). We also focus on developing a wide online presence of the brand through search engine optimization (SEO).

The beneficiary of the company is Artem Leonenko (nationality of Ukraine). The company is managed by eMoore N.V., a legal entity located at Groot Kwartierweg 12, Curaçao. All the key positions in the company are held by the managers who already have experience in the igaming business and have worked in the industry before. Part of the staff is outsourced by the third-party operational services.

To achieve a good result we are committed to upholding the most rigorous standards and delivering our services to clients with exactitude and completeness, in a manner that is equitable, reliable, and secure.

Business Strategy and Model

The goal of our online casino is to become a leading player in the Canadian and New Zealand market. We strive to provide our users with a high-quality product that offers a wide range of diverse games, meeting their expectations.

We employ a business model oriented towards the B2C (Business-to-Consumer) sector. The B2C (Business-to-Consumer) model involves direct interaction between the casino operator and individual consumers (players). In this model, the online casino offers a variety of gambling services and games directly to the online end-users. Players can access the casino platform, register accounts, deposit funds, place bets, and withdraw winnings directly through the casino's website. The B2C model focuses on providing a seamless and engaging user experience to attract and retain players, while also ensuring compliance with regulations and responsible gambling practices.



To reach these goals, we focus on the following areas:

1. **Product Quality:** we are consistently updating our game catalog and adding new ones to satisfy our users' needs. Special attention is also given to customer service quality and player's education, providing interesting content. The company also focuses on the website usability and players' loyalty programs.
2. **Diverse Game Range:** We aim to offer a vast range of Random Number Generator (RNG) games to cater to players of all experience levels. Our catalog includes something for everyone, including slots, traditional table games, live dealer games, and much more in future.
 - a. RNG games are a category of online casino games where the outcomes are determined by a computer program that generates random results (Random Number Generator). These games are designed to mimic the randomness and unpredictability of traditional casino games offered by offline casinos.

- b. Slots (or slot machines) – online games that feature a set of reels (usually three or five) with various symbols, where players place bets and spin the reels, hoping to match specific combinations of symbols to win prizes, typically in the form of (cash) payouts.
 - c. Table games – a category of casino games that are characterized by the use of a table with specific layouts, cards, dice, and where RNGs determine the outcomes of each hand or spin. In case online table games are offered as a real-time video streaming with the real human dealers or croupiers, such games are known as live dealer games.
3. **Business Growth:** We work towards growing our business and expanding our market share. This is done by attracting new players and increasing the activity of our existing players.

So, the primary source of income for our company is player deposits. The company margin is 55%, and 45% is returned to the players. In the current year of our operation (2024), we aim to attract up to 4,300 new players, but by the end of the year, we anticipate retaining around 640 active players on our website. The projected revenue for 2024 is \$1.8 million. Further details about 3-year financial projections can be found in the "Financial Projections" section of our business plan.

Marketing Strategy

At the heart of our customer acquisition strategy is internal media buying, which is not only cost-effective but also allows us to fine-tune our advertising campaigns. In addition, we actively collaborate with CPA networks and utilize affiliate programs. We're also working on enhancing our presence on social media through targeted ad campaigns.

Our costs are optimized thanks to the CPD (CPA) payment model. We pay only for players who make their first deposit, ensuring the best return on investment. Recognizing the importance of scaling, we're also keen on expanding our affiliate marketing efforts.

- **Internal Media Buying:** Our team actively engages social media platforms, including Facebook, Instagram, and YouTube, to target and attract the desired audience.
- **CPA Networks:** We purchase traffic utilizing various models: CPA (Cost Per Acquisition), Revshare (revenue sharing), and Hybrid (a combined approach).
- **SEO Promotion:** We focus on on-site optimization and promote our website in Google's search results to increase organic traffic.

These techniques are among the most popular and effective in the gambling sector, allowing us to maximize the reach and conversion of potential clients. The primary focus is on social media engagement. We already have an experienced media buyer team, responsible for driving traffic through social platforms. We also have an affiliate manager on board with already stable agreements for acquiring traffic from partners.

For our long-term organic traffic acquisition strategy from search engines, we have an SEO specialist whose primary role is to optimize the company's web resource and improve its rankings in Google's search results. This sequential and targeted staffing strategy will allow the company to maximize its marketing efforts and achieve set business objectives.

The target demographic includes adults 25-45 years old (60% male, 40% female) who are interested in online gambling. The players are mainly located in big cities, have prior experience with casino, have steady disposable income for entertainment (with the average monthly income over \$5000) and seek for convenient and accessible online gambling. The targeted customers are good mobile users who engage with social media platforms and whose main motives to gamble are the entertainment and excitement (rather than earnings). The target audience includes players with prior gambling experience who understand the risk of compulsive gambling, they can afford this kind of entertainment and are not aimed at fraud. The main goal of the company is to provide the most convenient modern gameplay, so the described audience would appreciate the brand value proposition and operating principles.

Branding. The company operates with the casino brand name "GoldenReels" using the URL <https://goldenreels.casino/>. The company has chosen the casino branding "GoldenReels" as it contributes much to the overall image and message the brand wants to convey to its target audience, its needs, interests and gaming habits. The brand name appeals to the classic casino games that are offered at the website as well as conveys the positive connotation of good fortune that is strongly associated with the gambling industry.

Company Structure

The beneficiary of the company is Artem Leonenko (nationality of Ukraine). The company is managed by eMoore N.V., a legal entity located at Groot Kwartierweg 12, Curaçao. The UBO himself is a professional in the IT sphere with a rich background in online marketing, has made significant strides in the iGaming sector. Mr. Leonenko's extensive experience in Integrations and Marketing fields encompasses critical roles at his current position within the business.

The organizational structure of the company consists of the following departments (simplified):

- **Marketing:** develops and implements strategies to attract new players, retain existing ones, and promote the brand through various channels such as advertising, promotions, and affiliate partnerships.
- **Engineering:** manages all the integrations and monitors the casino platform performance, including website design and turning on new features.
- **Customer Support:** provides assistance and resolves issues for players, including inquiries about games, account management, payment processing, and technical support through various communication channels like live chat, email, and phone.

- **Finance:** handles financial operations including budgeting, accounting, payment processing, risk management, and compliance with regulatory requirements related to financial transactions and reporting.
- **Legal:** ensures compliance with laws and regulations governing online gambling operations, drafts and reviews contracts, licenses, and terms of service agreements, and advises on legal matters related to business operations and regulatory compliance.
- **Administrative:** manages day-to-day operations, human resources, office administration, and other administrative tasks to support the smooth functioning of the business.

All the key positions in the company are held by the managers who already have experience in the igaming business and have worked in the industry before on various C-level positions.

Casino Platform

The core casino software is provided by **Green Platform N.V. (Vegangster)** <https://vegangster.com/>. The casino platform powers part of the aspects of the casino operations which include managing games (player bets and wins), player accounts, payment transactions (deposits and withdrawals) and history, extra game features, security, reporting, and regulatory compliance.

An online casino platform comprises a dynamic ecosystem of interconnected components and systems designed to deliver a seamless and immersive gaming experience. It consists not only of internal services and tools, but also involves integrating various external (third-party) APIs to manage different aspects of the operation. Below is a simplified description of different parts of GoldenReels (Vegagster) platform:

1. User Management:

Responsible for user registration, authentication, KYC and account management.
Connects with databases to store user profiles and credentials.
Provides tokens or session management for user sessions.

2. Games / Game Providers (external API):

Manages game lobbies, game instances, and player interactions within the games. The games provided at GoldenReels include: slots, tables games, live dealers. All the third-party games providers' APIs are seamlessly integrated into the platform, which allows access to the game libraries of the following casino providers: Belatra, Betsoft, BGaming, 3Oaks, Booming Games, Champion, Chilli Games, CT Interactive, Evolution, Gamzix, Mancala, Mascot Gaming, NetGame, Platipus, Playson, Spribe, Tom Horn, Wazdan, Zillion and more to come.

3. Payment Gateway (external API):

The payment gateway for processing deposits and withdrawals is provided by CAROUSELLER PTE LTD <https://carouseller.com/>. Key functions of the gateway include encryption for data

security, routing payment information to the PSPs, handling authorization and authentication, and providing transaction status updates to the casino and customers. Here is the list of payment methods that are provided by the payment gateway integrations: Visa / Mastercard, Online banking, Neosurf, Jeton, Astropay, MiFinity, Neteller, Skrill, Crypto currencies (Bitcoin, Litecoin, Tether, Ethereum, USDCoin) etc.

4. Analytics and Reporting:

Collects data on user activity, game performance, and financial transactions.
Generates reports for business intelligence and compliance purposes.

5. Notifications and Messaging:

Sends notifications, emails, or SMS to players for various events (promotions, account updates, etc.).
Supports real-time chat for customer support.

6. Content Management:

Manages website content, including text, images, and promotional materials.
Allows for easy updates and changes to the platform's frontend (player interface).

7. Promotions Management:

Helps to create and manage various types of promotions and bonuses, such as welcome bonuses, free spins, loyalty programs, and special promotions for specific games/events. Enables the casino to design and customize these offers to suit the marketing strategy and target audience. Among the unique features of the platform are various promotions mechanics listed below:

- VIP Loyalty Program: tailored loyalty program to reward frequent players.
- Daily/Weekly Tournaments: game betting contests to improve player engagement.
- Weekly Prize Draws: regular draws to encourage loyal players.

8. Database Management:

Stores user data, game results, financial transactions, and other critical information.
Provides high availability and data backup solutions.

9. Other External Services (APIs):

Integrates with external services like geolocation services (for ensuring players are in legal jurisdictions) or currency exchange sources, SMS and email sender, etc.

Technologies and Infrastructure

Both the front-end and back-end components of the GoldenReels casino website were developed and provided by Green Platform N.V. (Vegangster) <https://demo.vegangster.com> (the online casino platform partner), employing advanced software engineering techniques and technologies.

Front-end stack of technologies:

- **HTML** serves as the foundational language for creating the structure and layout of web pages. It defines the content and organization of the platform's user interface.
- **CSS** is responsible for styling the visual presentation of the platform. It controls the aesthetics, layout, and responsive design of the user interface, ensuring a consistent and appealing look across devices.
- **JavaScript & TypeScript** are essential programming languages for building dynamic and interactive web applications. JavaScript provides the interactivity and responsiveness required for a seamless user experience, while TypeScript, a superset of JavaScript, brings static typing and advanced tooling to enhance code quality and maintainability.
- **React** (JavaScript library for building interfaces) enables the creation of modular and reusable UI components, facilitating a component-based architecture that simplifies development and promotes code reusability.
- **React Native** extends the capabilities of React to mobile platforms. It enables the development of native mobile applications using JavaScript and React, allowing the platform to offer consistent experiences across both web and mobile devices.
- **Redux**, which is a state management library that works seamlessly with React, centralizes the management of application state, making it easier to track and update the data that drives the user interface. This is particularly valuable for maintaining complex application states.
- **Immer** library simplifies state management by enabling immutable updates to data structures. It enhances the efficiency of handling and updating states within Redux, promoting better performance and reducing potential bugs.
- **Webpack** optimizes and bundles JavaScript, CSS, and other assets for production deployment. It assists in managing dependencies, optimizing performance, and ensuring the platform's codebase is efficient and production-ready.

Back-end stack of technologies:

- **Python** programming language is used for building various back-end components. It offers a clean syntax and a wide range of libraries, making it suitable for various tasks, from business logic to data processing.
- **Aiohttp** web framework (for Python) handles concurrent connections efficiently, enabling the back-end to handle multiple requests simultaneously and enhancing the platform's overall performance.

- **MongoDB**, a NoSQL database, handles large volumes of unstructured or semi-structured data, storing player data, transactions, and other dynamic information in a scalable and flexible manner.
- **Redis** is an in-memory data store that serves various purposes, such as caching frequently accessed data and managing session states. It enhances the speed and responsiveness of the platform's operations by reducing the need to fetch data from slower storage systems.
- **PostgreSQL**, a powerful open-source relational database management system, is used for storing structured data and provides robust features for data integrity, querying, and complex transactions.
- **NATS**, a messaging system, facilitates communication between different parts of the application, enabling seamless data exchange between components. It plays a role in real-time updates, event handling, and asynchronous processing.
- **Elasticsearch** engine aids in quickly retrieving and analyzing large volumes of data. It's useful for providing fast and accurate search results, making it valuable for applications that require efficient data querying.

The logging and reporting systems that are used while operating include both internal services (developed as a part of Vegangster platform) and internal such as Tableau, that is used for data visualization.

The casino platform uses the following security and stability measures:

- Proxmox linux firewall
- CloudFlare: Firewall, WAF, anti-DDOS

The systems are monitored with the help of Zabbix, Grafana and Graylog services.

Hardware specifications:

- WEB:

1U / Dell PowerEdge R640 / 2xSilver 4110 / 8 x 32GB DDR4 / 2 x 1.92Tb SSD SATA / 2 x 4Tb HDD SATA

1U / Dell PowerEdge R640 / 2xSilver 4210 / 8 x 32GB DDR4 / 4 x 1.92Tb SSD SATA

- DB:

1U / Dell PowerEdge R640 / 2xSilver 4210 / 8 x 32GB DDR4 / 10 x 960GB SSD

1U / Dell PowerEdge R640 / 2xSilver 4216 / 4 x 32GB DDR4 / 10 x 960GB SSD SATA

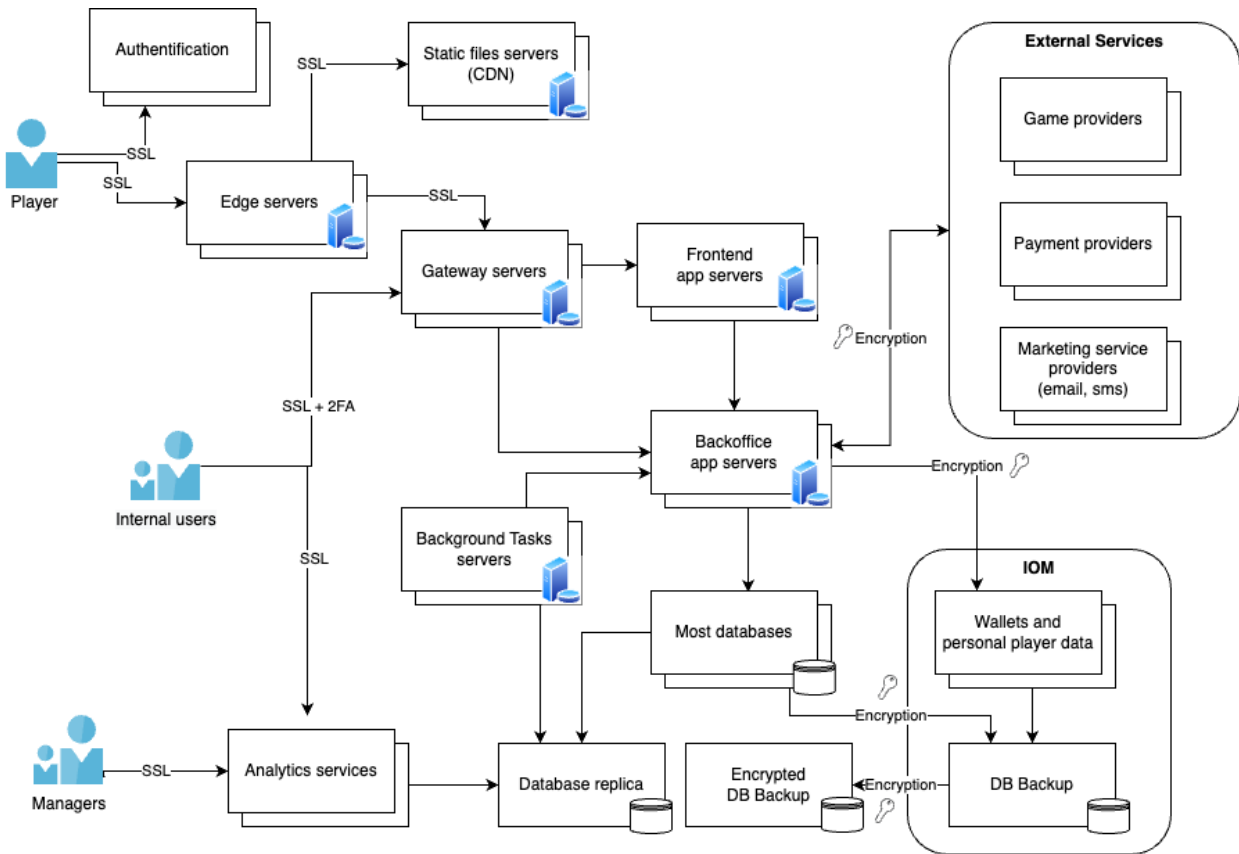
1U / Dell PowerEdge R640 / 2xSilver 4216 / 4 x 32GB DDR4 / 10 x 960GB SSD SATA

1U / Dell PowerEdge R640 / 2xSilver 4110 / 2 x 32GB DDR4 / 2 x 4TB HDD SATA

1U / Dell PowerEdge R640 / 2xSilver 4110 / 2 x 32GB DDR4 / 2 x 4TB HDD SATA

- The hosting provider for the casino is AdvancedHosters - <https://advancedhosting.com/>.
- As for the redundancy and failsafe mechanisms, all servers have 2 power supplies, all databases have replication, DB backups to AWS S3 bucket.

Infrastructure Diagram (Simplified):



Financial Projections

2024

Parameter	Revenue	USD										
	2024-01	2024-02	2024-03	2024-04	2024-05	2024-06	2024-07	2024-08	2024-09	2024-10	2024-11	2024-12
Month	0	1	2	3	4	5	6	7	8	9	10	11
Retention		75%	60%	40%	30%	28%	26%	24%	22%	20%	18%	16%
LTV IN	150	113	90	60	45	42	39	36	33	30	27	24
Out/In	45%											
LTV NET	83	62	50	33	25	23	21	20	18	17	15	13
CPA	150											
IN new	37 500	65 625	88 125	110 625	127 500	142 500	170 250	192 750	212 100	242 550	266 850	287 700
IN old	92 236	83 012	74 711	67 240	60 516	54 464	49 018	44 116	39 704	35 734	32 161	28 945
Net new	20 625	36 094	48 469	60 844	70 125	78 375	93 638	106 013	116 655	133 403	146 768	158 235
Net old	50 730	45 657	41 091	36 982	33 284	29 955	26 960	24 264	21 837	19 654	17 688	15 919
GGR	92 761	106 275	116 428	127 173	134 431	140 829	156 776	169 359	180 040	198 973	213 793	226 401
Bonus	(21 406)	(24 525)	(26 868)	(29 348)	(31 023)	(32 499)	(36 179)	(39 083)	(41 548)	(45 917)	(49 337)	(52 246)
Platform+Game fee	(9 276)	(10 628)	(11 643)	(12 717)	(13 443)	(14 083)	(15 678)	(16 936)	(18 004)	(19 897)	(21 379)	(22 640)
Processing costs	(7 135)	(8 175)	(8 956)	(9 783)	(10 341)	(10 833)	(12 060)	(13 028)	(13 849)	(15 306)	(16 446)	(17 415)
Gross profit	54 943	62 948	68 961	75 326	79 625	83 414	92 860	100 313	106 639	117 853	126 631	134 099
Affiliate CPA	(11 250)	(11 250)	(11 250)	(13 500)	(13 500)	(13 500)	(18 000)	(18 000)	(18 000)	(22 500)	(22 500)	(22 500)
Affiliate Revshare	(9 615)	(11 016)	(12 068)	(13 182)	(13 934)	(14 598)	(16 250)	(17 555)	(18 662)	(20 624)	(22 160)	(23 467)
MB	(2 250)	(2 250)	(2 250)	(2 700)	(2 700)	(2 700)	(3 600)	(3 600)	(3 600)	(4 500)	(4 500)	(4 500)
SEO	(2 000)	(2 000)	(2 000)	(2 000)	(2 000)	(2 000)	(3 000)	(3 000)	(3 000)	(3 000)	(3 000)	(3 000)
Fix costs	(12 000)	(12 240)	(12 485)	(12 734)	(12 989)	(13 249)	(13 514)	(13 784)	(14 060)	(14 341)	(14 628)	(14 920)
Flat												
Profit	17 828	24 192	28 908	31 209	34 501	37 368	38 495	44 374	49 317	52 888	59 843	65 711
Margin	19,2%	22,8%	24,8%	24,5%	25,7%	26,5%	24,6%	26,2%	27,4%	26,6%	28,0%	29,0%

2025

	2025-01	2025-02	2025-03	2025-04	2025-05	2025-06	2025-07	2025-08	2025-09	2025-10	2025-11	2025-12
Month	12	13	14	15	16	17	18	19	20	21	22	23
Retention	14%	10%	8%	6%	5%	4%	3%	2%	1%	1%	1%	1%
LTV IN	21	16	12	9	8	6	5	3	2	2	2	2
Out/In												
LTV NET	12	9	7	5	4	3	2	2	1	1	1	1
CPA												
IN new	319 350	343 964	364 664	395 864	420 571	441 571	472 396	497 137	518 662	535 162	548 802	560 952
IN old	26 050	23 445	21 101	18 990	17 091	15 382	13 844	12 460	11 214	10 092	9 083	8 175
Net new	175 643	189 180	200 565	217 725	231 314	242 864	259 818	273 425	285 264	294 339	301 841	308 524
Net old	14 328	12 895	11 605	10 445	9 400	8 460	7 614	6 853	6 168	5 551	4 996	4 496
GGR	246 961	262 697	275 821	296 621	312 929	326 722	347 662	364 362	378 861	389 857	398 888	406 926
Bonus	(56 991)	(60 622)	(63 651)	(68 451)	(72 214)	(75 397)	(80 230)	(84 083)	(87 429)	(89 967)	(92 051)	(93 906)
Platform+Game fee	(24 696)	(26 270)	(27 582)	(29 662)	(31 293)	(32 672)	(34 766)	(36 436)	(37 886)	(38 986)	(39 889)	(40 693)
Processing costs	(18 997)	(20 207)	(21 217)	(22 817)	(24 071)	(25 132)	(26 743)	(28 028)	(29 143)	(29 989)	(30 684)	(31 302)
Gross profit	146 277	155 598	163 371	175 691	185 350	193 520	205 923	215 814	224 402	230 915	236 264	241 025
Affiliate CPA	(27 000)	(27 000)	(27 000)	(31 500)	(31 500)	(31 500)	(36 000)	(36 000)	(36 000)	(36 000)	(36 000)	(36 000)
Affiliate Revshare	(25 598)	(27 230)	(28 590)	(30 746)	(32 436)	(33 866)	(36 036)	(37 767)	(39 270)	(40 410)	(41 346)	(42 179)
MB	(5 400)	(5 400)	(5 400)	(6 300)	(6 300)	(6 300)	(7 200)	(7 200)	(7 200)	(7 200)	(7 200)	(7 200)
SEO	(4 000)	(4 000)	(4 000)	(4 000)	(4 000)	(4 000)	(5 000)	(5 000)	(5 000)	(5 000)	(5 000)	(5 000)
Fix costs	(15 219)	(15 523)	(15 834)	(16 150)	(16 473)	(16 803)	(17 139)	(17 482)	(17 831)	(18 188)	(18 552)	(18 923)
Flat												
Profit	69 060	76 445	82 547	86 994	94 640	101 051	104 547	112 365	119 101	124 117	128 166	131 723
Margin	28,0%	29,1%	29,9%	29,3%	30,2%	30,9%	30,1%	30,8%	31,4%	31,8%	32,1%	32,4%

2026

	2026-01	2026-02	2026-03	2026-04	2026-05	2026-06	2026-07	2026-08	2026-09	2026-10	2026-11	2026-12
Month	24	25	26	27	28	29	30	31	32	33	34	35
Retention	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
LTV IN	2	2	2	2	2	2	2	2	2	2	2	2
Out/In												
LTV NET	1	1	1	1	1	1	1	1	1	1	1	1
CPA												
IN new	571 752	581 118	589 218	596 268	602 183	607 133	611 333	614 699	617 399	619 649	621 599	623 249
IN old	7 357	6 622	5 959	5 363	4 827	4 344	3 910	3 519	3 167	2 850	2 565	2 309
Net new	314 464	319 615	324 070	327 947	331 201	333 923	336 233	338 084	339 569	340 807	341 879	342 787
Net old	4 047	3 642	3 278	2 950	2 655	2 389	2 150	1 935	1 742	1 568	1 411	1 270
GGR	414 063	420 234	425 552	430 166	434 012	437 207	439 899	442 026	443 705	445 087	446 277	447 274
Bonus	(95 553)	(96 977)	(98 204)	(99 269)	(100 157)	(100 894)	(101 515)	(102 006)	(102 393)	(102 712)	(102 987)	(103 217)
Platform+Game fee	(41 406)	(42 023)	(42 555)	(43 017)	(43 401)	(43 721)	(43 990)	(44 203)	(44 370)	(44 509)	(44 628)	(44 727)
Processing costs	(31 851)	(32 326)	(32 735)	(33 090)	(33 386)	(33 631)	(33 838)	(34 002)	(34 131)	(34 237)	(34 329)	(34 406)
Gross profit	245 253	248 908	252 058	254 791	257 069	258 961	260 556	261 815	262 810	263 628	264 333	264 924
Affiliate CPA	(36 000)	(36 000)	(36 000)	(36 000)	(36 000)	(36 000)	(36 000)	(36 000)	(36 000)	(36 000)	(36 000)	(36 000)
Affiliate Revshare	(42 919)	(43 559)	(44 110)	(44 588)	(44 987)	(45 318)	(45 597)	(45 818)	(45 992)	(46 135)	(46 258)	(46 362)
MB	(7 200)	(7 200)	(7 200)	(7 200)	(7 200)	(7 200)	(7 200)	(7 200)	(7 200)	(7 200)	(7 200)	(7 200)
SEO	(5 000)	(5 000)	(5 000)	(5 000)	(5 000)	(5 000)	(5 000)	(5 000)	(5 000)	(5 000)	(5 000)	(5 000)
Fix costs	(19 301)	(19 687)	(20 081)	(20 483)	(20 892)	(21 310)	(21 736)	(22 171)	(22 614)	(23 067)	(23 528)	(23 999)
Flat												
Profit	134 832	137 462	139 666	141 520	142 990	144 133	145 022	145 626	146 003	146 227	146 347	146 363
Margin	32,6%	32,7%	32,8%	32,9%	32,9%	33,0%	33,0%	32,9%	32,9%	32,9%	32,8%	32,7%