

Trickless N.V.

Business Plan

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Executive summary

Trickless N.V. is strategically expanding its user base in South America by entering targeted markets. Initial marketing efforts will focus on these regions, with plans for gradual expansion into other regulated territories. With a diverse portfolio of games appealing to a broad audience, Trickless N.V. does not specifically target particular client groups.

Projected profitability by 2024 hinges on securing the necessary license from the GCB. To solidify its market presence, Trickless N.V. will launch its website, betsocialclub.com, operating under the brand name "Bet Social Club".

Trickless N.V. offers a wide array of gaming options, including live table games, casino games, slots, and sports betting. Additionally, it provides software solutions for B2C operations.

The target markets for Trickless N.V. include Chile, Ecuador, Brazil, Canada, Uruguay, El Salvador, Venezuela, Panama, the Philippines, Puerto Rico, Guatemala, Honduras, New Zealand, and Cuba. The company aims to capture a broad customer base and establish a strong presence in the international gaming industry.

Business Summary and History

Trickless N.V., a company incorporated under the laws of Curacao, currently holds the Curacao sub-license and intends to apply for the gaming license with the GCB in accordance with the newly introduced legislation.

Vision and Mission

Vision: Trickless N.V. envisions becoming a leading force in the global gaming industry, recognized for innovation, integrity, and unparalleled customer experiences. We strive to create a world where entertainment transcends boundaries, enriching the lives of players worldwide.

Mission: Our mission at Trickless N.V. is to deliver exceptional gaming experiences that captivate and inspire players. We are committed to providing a diverse range of high-quality games and services while upholding the highest standards of integrity, responsibility, and transparency. Through continuous innovation and dedication to customer satisfaction, we aim to redefine the gaming landscape and set new benchmarks for excellence in the industry.

Why Curacao?

- **Legitimacy and Compliance:** Obtaining a license from a reputable regulatory authority like the GCB demonstrates the company's commitment to operating within legal frameworks and upholding industry standards. It enhances trust and credibility among players and partners.
- **Access to Regulated Markets:** Holding a GCB license allows Trickless N.V. to access regulated markets where operating without proper licensing is prohibited. This expands the company's reach and potential customer base, facilitating growth and revenue generation.
- **Player Protection:** Regulatory oversight provided by the GCB ensures that players are protected from unfair practices, fraud, and exploitation. Compliance with regulatory requirements fosters a safe and secure gaming environment, enhancing player confidence and loyalty.
- **Business Stability:** Adhering to regulatory standards promotes long-term business stability by mitigating legal risks and potential penalties associated with operating without proper licensing. It also minimizes the likelihood of disruptions due to regulatory actions or sanctions.
- **Established Reputation:** Curacao has a well-established reputation as a jurisdiction for online gambling licensing, with a long history of regulating gaming operations. Its licensing process is

recognized globally, providing legitimacy and credibility to operators licensed there.

- **Favorable Taxation and Regulations:** Curacao offers favorable tax rates and regulatory frameworks for gaming operators, making it an attractive choice for companies seeking to optimize their financial operations and regulatory compliance.
- **Streamlined Licensing Process:** The licensing process in Curacao is relatively straightforward compared to some other jurisdictions, with efficient procedures and reasonable requirements. This facilitates a smoother and faster licensing process for Trickless N.V., enabling quicker market entry and operational launch.
- **International Recognition:** Curacao-licensed gaming operators are widely accepted in international markets, allowing Trickless N.V. to expand its reach beyond South America and tap into global opportunities for growth and expansion.

Market analysis Summary

Trickless N.V. aims to enter and establish a strong presence in the gaming markets of South America, particularly targeting countries such as Chile, Ecuador, Brazil, Uruguay, El Salvador, Venezuela, Panama, and others. Additionally, the company intends to expand its reach to international markets, including regions like Canada, the Philippines, Puerto Rico, New Zealand, and Cuba.

Key Points:

- **Market Size and Growth:** The gaming market in South America and other targeted regions is experiencing significant growth, driven by factors such as increasing internet penetration, smartphone adoption, and rising disposable incomes. This growth presents lucrative opportunities for companies like Trickless N.V. to tap into a growing customer base.
- **Regulatory Environment:** Regulatory frameworks for gaming vary across different countries and regions. Trickless N.V. will need to navigate these regulations carefully to ensure compliance and obtain necessary licenses for operating in each market. The company's decision to pursue a license from Curacao Gaming Control Board (GCB) demonstrates its commitment to regulatory compliance and market legitimacy.
- **Competitive Landscape:** The gaming industry is highly competitive, with both local and international operators vying for market share. Trickless N.V. will face competition from established players as well as emerging startups. To succeed, the company must differentiate itself through innovative gaming offerings, superior customer service, and effective marketing strategies.
- **Consumer Preferences and Trends:** Understanding consumer preferences and market trends is crucial for success in the gaming industry. Trickless N.V. will need to conduct thorough market research to identify target demographics, preferences for gaming genres, preferred payment methods, and other factors influencing purchasing decisions. This knowledge will inform the company's product development, marketing campaigns, and user acquisition strategies.
- **Technological Advancements:** Advancements in technology, such as virtual reality (VR), augmented reality (AR), and blockchain, are reshaping the gaming landscape. Trickless N.V. should stay abreast of these developments and consider integrating innovative technologies into its gaming platforms to enhance the user experience and stay competitive in the market.
- **Market Entry Strategy:** Trickless N.V. plans to enter targeted markets gradually, starting with South America and then expanding to other regulated regions. The company's decision to launch its website, betsocialclub.com, and operate under the brand name "Bet Social Club" demonstrates its commitment to establishing a strong online presence and capturing market share through digital channels.

Target Market Segment Strategy

Trickless N.V. employs a strategic approach to segmenting its target market, recognizing the diverse preferences and characteristics of gaming enthusiasts across different demographics. The company's strategy focuses on identifying and catering to specific market segments to maximize reach and engagement. Here's an overview of Trickless N.V.'s target market segment strategy:

- **Geographic Segmentation:** Trickless N.V. targets specific geographic regions, initially focusing on South America and gradually expanding to other regulated markets internationally. Within South America, the company prioritizes countries such as Chile, Ecuador, Brazil, Uruguay, El Salvador, Venezuela, Panama, and others based on market potential, regulatory environment, and consumer demand.
- **Demographic Segmentation:** The company identifies key demographic segments within its target markets, including age, gender, income level, and occupation. Trickless N.V. caters to a broad range of demographics, from young adults to seniors, with varying income levels and interests in gaming. By understanding the unique preferences and behaviors of different demographic groups, the company tailors its gaming offerings and marketing messages to resonate with each segment effectively.
- **Psychographic Segmentation:** Trickless N.V. considers psychographic factors such as lifestyle, interests, attitudes, and values when segmenting its target market. The company recognizes that gaming preferences vary based on individual lifestyles and interests, whether it's casual gamers seeking entertainment and relaxation or competitive gamers seeking immersive experiences and challenges. By analyzing psychographic data, Trickless N.V. customizes its gaming platforms and promotional activities to appeal to diverse psychographic segments.
- **Behavioral Segmentation:** Understanding consumer behavior is essential for Trickless N.V. to target specific segments effectively. The company analyzes gaming behavior, preferences, purchasing patterns, and engagement levels to identify segments with the highest potential for conversion and retention. By segmenting users based on their gaming habits and interactions with the platform, Trickless N.V. personalizes its marketing campaigns, loyalty programs, and game recommendations to enhance user satisfaction and loyalty.
- **Market Positioning:** Trickless N.V. positions its gaming offerings and brand identity to resonate with target market segments effectively. The company emphasizes factors such as game variety, quality, user experience, and customer service to differentiate itself from competitors and appeal to the preferences of each segment. By aligning its value proposition with the needs and desires of target segments, Trickless N.V. strengthens its market position and fosters long-term relationships with customers.

Overall, Trickless N.V.'s target market segment strategy prioritizes a comprehensive understanding of the diverse needs and preferences of gaming enthusiasts. By segmenting its target market effectively and tailoring its products, services, and marketing efforts accordingly, the company aims to maximize market penetration, customer acquisition, and revenue growth in its target markets.

Target Market Finance Strategy

Trickless N.V. employs a strategic finance approach to effectively target and serve its market segments within the gaming industry. The company's finance strategy is designed to optimize resource allocation, maximize revenue generation, and achieve sustainable growth in its target markets. Here's an overview of Trickless N.V.'s target market finance strategy:

- **Budget Allocation:** Trickless N.V. allocates its financial resources strategically, prioritizing investments that yield the highest returns within its target market segments. The company conducts thorough market analysis to identify opportunities and allocate budgets accordingly, whether it's for marketing campaigns, product development, customer acquisition, or

regulatory compliance.

- **Revenue Model Optimization:** The company focuses on optimizing its revenue model to maximize profitability within target market segments. Trickless N.V. employs various revenue streams, including game sales, in-game purchases, subscription services, advertising partnerships, and licensing agreements. The company continuously evaluates and refines its revenue model based on market dynamics, consumer behavior, and emerging trends to capitalize on revenue opportunities effectively.
- **Customer Lifetime Value (CLV) Management:** Trickless N.V. prioritizes building long-term relationships with customers to maximize their lifetime value. The company employs strategies to enhance customer retention, increase repeat purchases, and encourage loyalty within its target market segments. Trickless N.V. utilizes data analytics and customer relationship management (CRM) tools to segment customers, personalize experiences, and deliver targeted promotions that drive CLV growth.
- **Risk Management:** Managing financial risks is essential for Trickless N.V. to safeguard its investments and maintain financial stability within its target markets. The company assesses and mitigates risks related to regulatory compliance, market volatility, competitive threats, and cybersecurity vulnerabilities. Trickless N.V. implements robust risk management processes, contingency plans, and insurance coverage to protect its financial interests and minimize potential losses.
- **Capital Allocation and Investment Strategy:** Trickless N.V. evaluates capital allocation decisions and investment opportunities based on their alignment with strategic objectives and potential returns within target market segments. The company considers factors such as market growth potential, competitive landscape, regulatory environment, technological advancements, and risk-return profiles when making investment decisions. Trickless N.V. prioritizes investments that enhance its market position, strengthen competitive advantages, and drive sustainable growth over the long term.

Overall, Trickless N.V.'s target market finance strategy is designed to optimize financial performance, mitigate risks, and capitalize on growth opportunities within the dynamic gaming industry. By aligning financial decisions with strategic goals and market dynamics, the company aims to achieve sustainable profitability and value creation in its target markets.

Who are the key suppliers and material dependencies?

Trickless N.V. relies on several key suppliers and material dependencies to support its operations and deliver gaming products and services to customers. These suppliers and dependencies include:

Games and Platform Provider: BetStarters

BetStarters is an online gaming platform offering a diverse range of betting options to its users. With a focus on providing an exciting and immersive gaming experience, BetStarters features a variety of sports betting opportunities, casino games, and possibly other forms of online gambling. The platform aims to provide users with a user-friendly interface, secure payment options, and competitive odds to enhance the enjoyment of online betting.

Payment Service Providers (PSPs): Trickless N.V. collaborates with multiple PSPs to facilitate secure and efficient payment processing for its gaming platform.

1. **Directa24:** Directa24 is a leading payment solutions provider specializing in facilitating secure and convenient transactions for online businesses, including gaming platforms like BetStarters.
 - The platform offers a wide range of payment methods tailored to the preferences of users in various regions, ensuring accessibility and convenience for players.

- Directa24's services include payment processing, fraud prevention, currency conversion, and seamless integration with gaming platforms like BetStarters.
 - With a focus on reliability, security, and user experience, Directa24 enables BetStarters to offer a smooth and efficient payment experience to its customers, enhancing satisfaction and trust.
2. **Facilero:** Facilero is a payment service provider known for its user-friendly payment solutions and comprehensive support for online businesses, including gaming platforms like BetStarters.
 - The platform offers a diverse range of payment methods, including credit/debit cards, bank transfers, e-wallets, and alternative payment options, catering to the preferences of players worldwide.
 - Facilero's services encompass payment processing, risk management, compliance, and customer support, ensuring a seamless payment experience for both BetStarters and its users.
 - With its focus on innovation and customer satisfaction, Facilero helps BetStarters streamline payment operations, minimize transaction friction, and maximize revenue opportunities.
 3. **BitPace:** BitPace is a payment gateway and cryptocurrency processor that specializes in facilitating secure and efficient transactions for online businesses, including gaming platforms like BetStarters.
 - The platform enables users to make payments using cryptocurrencies such as Bitcoin, Ethereum, Litecoin, and others, providing an alternative payment method for players seeking privacy, security, and decentralization.
 - BitPace's services include payment processing, currency conversion, risk management, and compliance with regulatory requirements, ensuring transparency and legality in cryptocurrency transactions for BetStarters.
 - With its focus on blockchain technology and digital asset management, BitPace empowers BetStarters to tap into the growing market of cryptocurrency users and enhance the diversity of payment options available to players.
 4. **PayRetailers:** PayRetailers is a leading payment service provider specializing in facilitating cross-border transactions and international payments for online businesses, including gaming platforms like BetStarters.
 - The platform offers a comprehensive suite of payment solutions, including credit/debit cards, bank transfers, e-wallets, and localized payment methods, allowing BetStarters to cater to players worldwide.
 - PayRetailers' services include payment processing, currency conversion, fraud prevention, and compliance with regional regulations, ensuring seamless and secure transactions across different markets.
 - With its extensive network of banking partners and payment methods, PayRetailers enables BetStarters to expand its global reach, attract international players, and optimize revenue streams from diverse geographical regions.
 5. **Celoxo:** Celoxo is a payment solutions provider specializing in offering secure and reliable payment processing services for online businesses, including gaming platforms like BetStarters.
 - The platform provides a range of payment options, including credit/debit cards, e-wallets, bank transfers, and alternative payment methods, tailored to the preferences of players in specific regions.
 - Celoxo's services encompass payment processing, risk management, fraud prevention, and compliance with regulatory standards, ensuring a seamless and compliant payment experience for BetStarters and its users.

- With its focus on innovation and technology-driven solutions, Celoxo empowers BetStarters to optimize payment operations, enhance user satisfaction, and drive growth in the competitive gaming industry.
6. GumBallPay: GumBallPay is a payment service provider specializing in offering flexible and secure payment solutions for online businesses, including gaming platforms like BetStarters.
- The platform provides a variety of payment methods, including credit/debit cards, e-wallets, bank transfers, and localized payment options, catering to the diverse needs of players worldwide.
 - GumBallPay's services include payment processing, fraud prevention, currency conversion, and compliance with regulatory requirements, ensuring a seamless and compliant payment experience for BetStarters and its customers.
 - With its commitment to innovation and customer satisfaction, GumBallPay enables BetStarters to streamline payment operations, optimize revenue streams, and enhance the overall gaming experience for its users.

SWOT Analysis

Strengths:

- **Diverse Portfolio of Games:** Trickless N.V. offers a wide range of gaming options, including live table games, casino games, slots, and sports betting, catering to diverse preferences and interests among players.
- **Strategic Market Expansion:** The company is focused on expanding its user base in South America and other regulated regions, leveraging targeted marketing strategies and gradual market entry to capture new customers and establish a strong presence.
- **Strong Brand Identity:** Trickless N.V. operates under the brand name "Bet Social Club," which enhances recognition and fosters trust among players, contributing to customer loyalty and retention.
- **Innovative Technology Integration:** The company stays abreast of technological advancements and integrates innovative features, such as virtual reality (VR) and augmented reality (AR), into its gaming platforms to enhance the user experience and differentiate itself from competitors.

Weaknesses:

- **Regulatory Compliance Challenges:** Operating in multiple jurisdictions entails navigating complex regulatory frameworks and obtaining necessary licenses, which can be time-consuming and resource-intensive for Trickless N.V., potentially delaying market entry and expansion.
- **Dependence on External Partners:** Trickless N.V. relies on payment providers such as Directa24, Facilero, BitPace, PayRetailers, Celoxo, and GumBallPay for processing transactions. Dependence on external partners exposes the company to risks related to service interruptions, changes in terms, or security vulnerabilities.
- **Limited Brand Recognition:** While Trickless N.V. has established a strong brand identity in certain markets, it may face challenges in regions where brand awareness is lower, requiring additional investments in marketing and brand-building initiatives to attract new customers.

Opportunities:

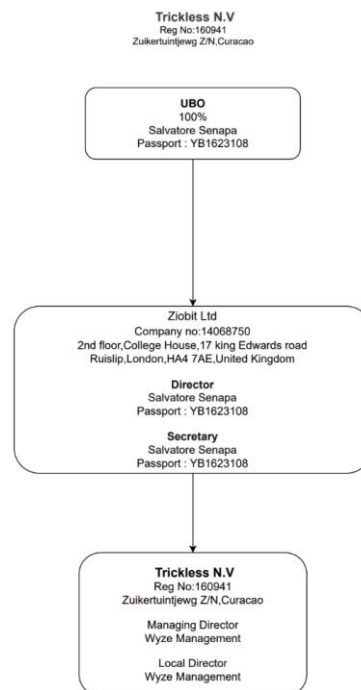
- **Emerging Markets:** Expansion into emerging markets in South America, Asia, and other regions presents significant growth opportunities for Trickless N.V., as rising internet penetration, smartphone adoption, and disposable incomes drive demand for online gaming.

- **Technological Advancements:** Continued advancements in technology, such as blockchain, artificial intelligence (AI), and mobile gaming, offer opportunities for Trickless N.V. to innovate and enhance its gaming platforms, staying ahead of competitors and attracting tech-savvy players.
- **Strategic Partnerships:** Collaborating with strategic partners, such as gaming content providers, sports leagues, and media companies, can help Trickless N.V. access new markets, acquire exclusive content, and enhance its competitive position in the gaming industry.

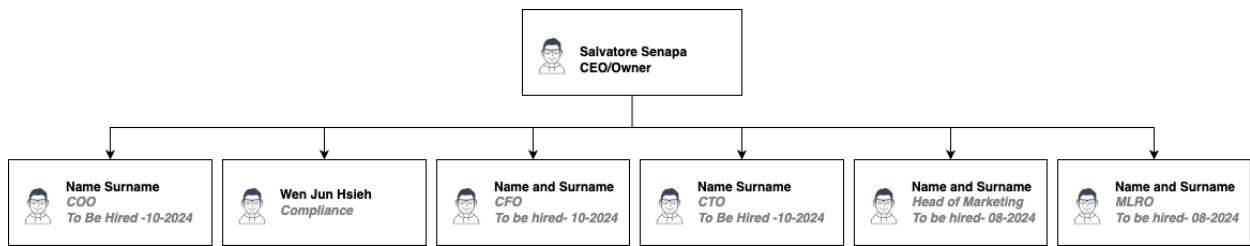
Threats:

- **Regulatory Risks:** Changes in gaming regulations, licensing requirements, or tax policies in key markets could pose regulatory risks for Trickless N.V., impacting its ability to operate legally and generate revenue in affected jurisdictions.
- **Competition:** The gaming industry is highly competitive, with numerous established players and new entrants vying for market share. Intense competition could exert downward pressure on pricing, profitability, and customer acquisition costs for Trickless N.V.
- **Cybersecurity Threats:** As an online gaming platform, Trickless N.V. is vulnerable to cybersecurity threats, including data breaches, hacking attempts, and malware attacks. A security breach could damage the company's reputation, erode customer trust, and result in financial losses and legal liabilities.

Company shareholding structure



Organizational plan



Key personnel and key functions' competence

CEO

Salvatore Senapa brings a diverse skill set and extensive experience in IT support, cyber security, and product management to his role as both Compliance Officer and CEO of Trickless N.V. His hands-on experience in gaming operations, fraud prevention, and product development positions him well to lead the company's strategic initiatives and ensure regulatory compliance while driving growth and innovation in the competitive gaming industry.

Compliance

Wen Jun Hsieh is a proactive and detail-oriented professional with extensive experience in compliance, specializing in the iGaming sector. With a proven track record of assisting numerous clients in the iGaming industry to obtain gaming licenses, particularly in jurisdictions such as Malta, Curacao, UK, Romania, and Canada, Wen Jun brings a wealth of expertise in navigating complex regulatory landscapes.

Throughout her career, Wen Jun has demonstrated strong organizational skills and a keen ability to manage multiple projects simultaneously, ensuring timely and efficient completion while exceeding client expectations. Her proactive approach and meticulous attention to detail have made her instrumental in overseeing and managing compliance projects from inception to completion.

One of Wen Jun's key strengths lies in her effective coordination and management of projects, where she actively engages with clients, regulatory authorities, and internal stakeholders to ensure that all project requirements are met with precision and professionalism. her dedication to delivering results that exceed expectations and forge lasting partnerships built on trust and integrity underscores his commitment to excellence and client satisfaction.

In addition to her hands-on experience, Wen Jun continually seeks to enhance her knowledge and skills through ongoing education and training. His passion for excellence drives her to stay abreast of the latest developments in compliance regulations and best practices, enabling her to provide informed guidance and support to the company.

With her expertise, dedication, and proven track record, Wen Jun Hsieh is a valuable asset to any organization, poised to uphold the highest standards of compliance and contribute to the success and growth of the company.

COO – To be hired

Responsible for:

- Collaborating with the CEO and other executives to develop and implement the company's strategic plans and initiatives.
- Directing and managing the operational aspects of the business, ensuring efficient and effective processes across various departments.
- Allocating resources (financial, human, and otherwise) to different departments and projects to

maximize productivity and achieve organizational goals.

- Monitoring key performance indicators (KPIs) and metrics to assess the performance of different business functions and implementing improvements as needed.
- Identifying potential risks to the business and developing strategies to mitigate them, ensuring business continuity and resilience.
- Facilitating communication and collaboration between different departments to ensure alignment with the company's overall objectives.
- Working with the CFO to develop budgets, control costs, and optimize financial performance.
- Overseeing recruitment, training, and development programs to ensure the organization has the right talent to support its objectives.
- Continuously evaluating and improving operational processes to enhance efficiency, reduce waste, and drive innovation.
- Ensuring that the organization delivers a high-quality experience to customers, meeting or exceeding their expectations.
- Ensuring that the company operates in compliance with relevant laws and regulations, as well as internal policies and procedures.
- Providing leadership and guidance to the management team and other employees, fostering a positive and productive work culture.

CFO – To be hired

Responsible for:

- Develop and manage the organization's financial strategy and policies.
- Oversee financial planning, budgeting, and forecasting processes.
- Manage and optimize the organization's capital structure.
- Ensure accurate and timely financial reporting.
- Supervise accounting functions, including accounts payable and receivable.
- Implement and maintain effective internal controls.
- Assess and manage financial risks.
- Conduct financial analysis and provide insights to support decision-making.
- Liaise with external auditors and ensure compliance with accounting standards.
- Manage relationships with financial institutions and stakeholders.
- Evaluate and oversee investment strategies.
- Monitor cash flow and liquidity.
- Lead financial negotiations and agreements.
- Provide leadership and guidance to the finance team.
- Participate in strategic planning and decision-making processes.
- Stay informed about changes in financial regulations and industry trends.
- Develop and implement cost-saving initiatives.
- Evaluate and recommend financial technologies for improved efficiency.

Data Protection Officer (DPO) – To be hired

Responsible for:

- Oversee and ensure compliance with data protection laws and regulations.
- Develop, implement, and manage data protection policies and procedures.
- Conduct regular data protection impact assessments.
- Provide guidance and training to employees on data protection matters.
- Respond to and manage data subject access requests.
- Monitor data processing activities for compliance with privacy policies.
- Collaborate with other departments to embed privacy by design principles.

- Stay informed about changes in data protection laws and industry standards.
- Act as the point of contact for data protection inquiries and concerns.
- Work with IT and security teams to implement and maintain data security measures.
- Conduct audits to assess and improve data protection practices.
- Ensure that data processing agreements and contracts comply with data protection requirements.
- Collaborate with legal counsel to address complex data protection issues.
- Oversee and manage data breach response and notification procedures.
- Maintain records and documentation related to data protection activities.
- Assist in the development of privacy impact assessments for new projects.
- Coordinate with external regulators and authorities on data protection matters.
- Provide reports on data protection compliance to senior management and the board.
- Monitor and assess third-party data processing activities for compliance.
- Implement processes for managing data retention and deletion.
- Act as a liaison between the organization and data protection authorities.

Chief Technical Officer (CTO) – To be hired

Responsible for:

- Lead technology strategy and innovation.
- Oversee the development and implementation of IT policies and procedures.
- Manage the organization's technology infrastructure.
- Ensure data security and compliance with relevant regulations.
- Supervise software and hardware development teams.
- Evaluate and implement technology solutions for business efficiency.
- Collaborate with other departments to align technology with business goals.
- Provide leadership and guidance to the IT department.
- Assess and manage technology-related risks.
- Stay informed about emerging technologies and industry trends.
- Plan and execute technology projects within budget and timeline.
- Liaise with external vendors and partners.
- Manage relationships with technology service providers.
- Lead disaster recovery and business continuity planning.
- Collaborate with cybersecurity teams to enhance digital security.
- Participate in strategic planning and decision-making processes.
- Conduct technology-related training programs for staff.
- Ensure IT support services are efficient and responsive.
- Coordinate with legal and compliance teams on technology-related matters.
- Develop and maintain IT budgets and financial forecasts.
- Promote a culture of innovation and continuous improvement within the IT department.
- Evaluate and recommend technology investments for the organization.
- Maintain documentation of technology systems and processes.
- Act as a point of contact for technology-related inquiries and concerns.

Money Laundering Reporting Officer – To be hired

Responsible for:

- Develop, update, and implement AML policies and procedures.
- Conduct risk assessments to evaluate money laundering and terrorist financing risks.
- Provide training and awareness programs for employees on AML policies and procedures.
- Oversee customer due diligence (CDD) processes, ensuring proper identification and verification.
- Implement systems for monitoring transactions and promptly report suspicious activities.

- Act as the point of contact for employees reporting suspicious transactions.
- Maintain comprehensive records of customer transactions and AML-related activities.
- Monitor and assess the effectiveness of the organization's AML program.
- Recommend improvements to the AML program as needed.
- Serve as the primary contact for regulatory authorities on AML compliance matters.
- Respond to regulatory inquiries and provide necessary documentation.
- Regularly report to senior management and the board on AML compliance status.
- Stay informed about changes in AML laws, regulations, and industry best practices.
- Establish and manage a confidential reporting mechanism for whistleblowers.
- Collaborate with other departments, such as legal, compliance, risk management, and internal audit.
- Conduct periodic reviews and audits of the AML program for improvement and ongoing compliance.
- Ensure adherence to international AML standards and recommendations.
- Work with the IT department to integrate advanced technology solutions for AML monitoring and reporting.

Head of Marketing – To be hired

Responsible for:

- Formulate comprehensive marketing strategies aligned with company goals, market trends, and target audience preferences. Identify key market segments, positioning strategies, and competitive differentiation to drive brand growth and market share. Brand Management
- Oversee brand development and ensure consistent brand messaging across all channels and touchpoints. Manage brand positioning, brand identity, and brand perception to enhance brand equity and customer loyalty.
- Lead digital marketing initiatives encompassing SEO, SEM, email marketing, social media marketing, and content marketing. Utilize data analytics and customer insights to optimize digital campaigns, drive website traffic, and generate leads.
- Implement retention strategies to nurture existing customer relationships and drive repeat business. Develop loyalty programs, personalized marketing initiatives, and customer engagement campaigns to enhance customer satisfaction and lifetime value.
- Conduct market research and competitive analysis to identify market trends, customer preferences, and competitive threats. Utilize market insights to inform marketing strategies, product development, and business decisions.
- Identify strategic partnerships, sponsorships, and collaborations to enhance brand visibility and reach new audiences. Negotiate partnership agreements, manage vendor relationships, and maximize co-marketing opportunities.
- Ensure marketing activities comply with legal and regulatory requirements, including advertising standards, data privacy regulations, and industry guidelines. Collaborate with legal and compliance teams to mitigate risks and maintain brand integrity.

Risk Evaluation Process

1. **Identify Risks:** Begin by identifying potential risks that may impact both B2B and B2C operations. This includes risks related to regulatory compliance, market fluctuations, cybersecurity threats, financial instability of partners or clients, operational disruptions, and reputational risks.
2. **Assess Impact and Likelihood:** Evaluate the potential impact of each identified risk on both B2B and B2C aspects of the business. Consider factors such as financial loss, damage to reputation, legal consequences, and operational disruptions. Assess the likelihood of each risk occurring, considering historical data, industry trends, regulatory changes, and external factors affecting the business environment.

3. **Prioritize Risks:** Prioritize risks based on their potential impact and likelihood of occurrence. Focus on addressing risks that pose the greatest threat to the business's objectives, profitability, and reputation. Consider the specific vulnerabilities and dependencies within B2B and B2C relationships, as well as any unique risks associated with each segment.
4. **Mitigation Strategies:** Develop mitigation strategies to address identified risks and reduce their impact or likelihood of occurrence. This may include implementing controls, procedures, and safeguards to prevent or minimize risks. For B2B relationships, establish clear contractual agreements, conduct due diligence on partners, and implement risk-sharing mechanisms to mitigate financial and operational risks. For B2C operations, focus on enhancing customer data protection, implementing robust cybersecurity measures, and ensuring compliance with regulatory requirements to protect against legal and reputational risks.
5. **Monitor and Review:** Implement monitoring mechanisms to track the effectiveness of risk mitigation strategies and identify emerging risks in both B2B and B2C segments. Regularly review and update risk assessments based on changes in the business environment, industry regulations, and emerging threats. Foster a culture of risk awareness and transparency within the organization, encouraging stakeholders to report potential risks and vulnerabilities promptly.
6. **Continuous Improvement:** Continuously refine and improve the risk evaluation process based on feedback, lessons learned, and emerging best practices. Invest in ongoing training and education to enhance risk management capabilities across the organization and ensure alignment with strategic objectives. Foster collaboration between B2B and B2C teams to share insights, experiences, and best practices for mitigating risks effectively.

Legal Framework

Curacao Gaming Control Board (GCB):

- The Curacao Gaming Control Board is the regulatory authority responsible for overseeing and regulating all forms of gambling activities in Curacao.
- The GCB ensures that operators comply with relevant laws and regulations, maintain integrity and fairness in gaming operations, and protect the interests of players and stakeholders.

Licensing Process:

- The licensing process for obtaining a gambling license in Curacao involves submitting an application to the Curacao Gaming Control Board.
- Applicants must meet specific requirements related to corporate structure, financial stability, integrity, and suitability to operate a gambling business.
- The application process typically includes thorough background checks, due diligence assessments, and scrutiny of the applicant's business plan and operational procedures.

Types of Licenses:

- Curacao offers several types of gambling licenses, including online casino licenses, sports betting licenses, lottery licenses, and more.
- Each type of license may have specific requirements and conditions imposed by the GCB, depending on the nature of the gambling activity.
- **Regulatory Requirements:**
 - Operators holding a Curacao gambling license must comply with a set of regulatory requirements established by the GCB.
 - These requirements may include adherence to anti-money laundering (AML) regulations, player protection measures, responsible gaming policies, data protection laws, and other legal obligations.
 - License holders are also subject to periodic audits and inspections by the GCB to ensure ongoing compliance with regulatory standards.

Taxation and Fees:

- Operators holding a Curacao gambling license are required to pay licensing fees and taxes as

stipulated by the government of Curacao.

- The taxation regime for gambling activities in Curacao may vary depending on the type of license and the revenue generated by the operator.

Jurisdictional Reach:

- A gambling license issued by Curacao allows operators to legally offer their services to players located in jurisdictions where online gambling is not prohibited by law.
- However, operators must ensure compliance with the laws and regulations of the jurisdictions in which they operate, including restrictions on advertising, player eligibility, and taxation.

Policies and Procedures

In line with our steadfast commitment to regulatory adherence and transparency, Trickless N.V. pledges to furnish all policies and procedures to the pertinent authorities within six months subsequent to the license issuance. This designated timeline underscores our unwavering dedication to promptly present our comprehensive framework to Curacao Gaming Control Board (GCB) for meticulous review and evaluation.

By adhering to this schedule, we underscore our responsible governance ethos and our dedication to meeting all regulatory mandates promptly. Trickless N.V. acknowledges the paramount importance of harmonizing with industry best practices and regulatory benchmarks. Presenting the complete suite of policies and procedures within the stipulated timeframe underscores our allegiance to regulatory compliance.

Recognizing the criticality of timely policy submission in laying the groundwork for operational excellence, Trickless N.V. diligently focuses on refining and finalizing our framework. We ensure it aligns with the rigorous demands of the gaming sector and embeds the highest echelons of corporate governance.

By submitting our policies and procedures within six months post-license issuance, Trickless N.V. seeks to facilitate a thorough evaluation by the relevant authorities. This enables them to scrutinize our adherence to compliance and alignment with industry norms. We perceive this as a pivotal stride in nurturing confidence, fostering transparency, and upholding the regulations prescribed by gaming authorities.

In essence, Trickless N.V. stands committed to delivering all policies and procedures to the requisite authorities within six months following license issuance. This underscores our resolute commitment to regulatory compliance and our proactive stance in fulfilling all obligations punctually.

Projections

We drafted the projections based on the current operational status. Here are the key points we considered:

- Our current active players total 5,000.
- Six operators are currently engaged with our games.
- Our monthly Gross Gaming Revenue (GGR) is 250,000 EUR.

Trickless NV

Balance Sheet as at CALENDAR YEAR END

	Year 1	Year 2	Year 3
	€	€	€
Fixed Assets Assets	39,917.33	66,674.67	84,765.33
Tangible Assets	39,917.33	66,674.67	84,765.33
Current Assets	1,155,907.26	5,378,146.66	10,875,669.20
Trade Debtors	0.00	126,698.74	146,698.74
Prepayments			50,000.00
Bank Accounts	1,155,907.26	5,251,447.92	10,678,970.46
Current Liabilities	-25,000.00	-55,539.87	-88,768.00
Trade Creditors	-20,000.00	-50,000.00	-76,768.00
Accruals	-5,000.00	-5,539.87	-12,000.00
Total Assets and Liabilities	1,170,824.59	5,389,281.45	10,871,666.54
Capital & Reserves	975,824.59	6,038,993.42	11,521,378.51
Share Capital	5,000.00	5,000.00	5,000.00
Profit & Loss Current Year	970,824.59	6,033,993.42	11,516,378.51
Total Capital and Reserves	975,824.59	6,038,993.42	11,521,378.51

Trickless NV
Cash Flow

	Year 1	Year 2	Year 3
	€	€	€
Net income	970,825	5,063,169	5,482,385
Adjustment for change in:			
Accrued expenses (non-cash)	5,000	540	6,460
CF from income	975,825	5,063,709	5,488,845
Working Capital (+/-)	20,000	30,000	- 23,232
CF operational	995,825	5,093,709	5,465,613
CF Investment	- 39,917	- 26,757	- 18,091
CF Shareholder	-	-	-
Change of Liquidity	955,907	5,066,951	5,447,523
Issue of Share Capital	5,000		
Change of Financing	5,000		
Liquidity beginning of period	-	960,907	6,027,859
Liquidity end of period	960,907	6,027,859	11,475,381

Trickless NV			
Profit and Loss Account for the Period Ending			
	Y1 €	Y2 €	Y3 €
Income	5,141,170.47	21,138,961.53	47,137,054.82
GGR	5,141,170.47	21,138,961.53	47,137,054.82
Cost	-1,847,409.66	-7,493,676.54	-16,602,513.19
Promotions	-771,175.57	-3,170,844.23	-7,070,558.22
Affiliates	-1,028,234.09	-4,227,792.31	-9,427,410.96
Gross Contribution	3,293,760.80	13,645,285.00	30,534,541.64
Operating Expenses	-1,201,303.89	-5,569,817.31	-20,947,384.01
Marketing	-20,100.00	-502,200.00	-11,664,000.00
IT Services	-10,720.00	-44,640.00	-124,416.00
Development	-134,000.00	-837,000.00	-126,000.00
Platform Fees	-2,761.50	-3,521.83	-4,227.59
Processing Fees	-205,646.82	-845,558.46	-1,885,482.19
Supplier Cost	-771,175.57	-3,269,697.02	-7,070,558.22
Annual GCB Licence Fee	-24,600.00	-42,600.00	-42,600.00
GCB Fees	-24,600.00	-24,600.00	-24,600.00
Application Fee	-5,000.00	0.00	0.00
System Audit	-2,700.00	0.00	0.00
Compliance Audit	0.00	0.00	-5,500.00
Gross Profit / (Loss)	2,092,456.92	8,075,467.69	9,587,157.63
Administrative Expenses	-847,810.00	-1,584,225.60	-2,558,458.80
Accountancy Fees	-34,506.00	-124,221.60	-372,664.80
Audit Fees	-6,500.00	-6,500.00	-6,500.00
Office Expenses	-6,600.00	-29,700.00	-74,250.00
Professional Fees	-23,004.00	-23,004.00	-23,004.00
Rent	-15,600.00	-31,200.00	-37,440.00
Salaries	-750,000.00	-1,350,000.00	-2,025,000.00
Telecommunication Expenses	-2,400.00	-2,400.00	-2,400.00
Travelling & Accomodation	-8,000.00	-16,000.00	-16,000.00
Other	-1,200.00	-1,200.00	-1,200.00
Net Profit / (Loss) Before Taxation	1,244,646.92	6,491,242.09	7,028,698.83
Net Profit / (Loss) After Taxation	-273,822.32	-1,428,073.26	-1,546,313.74
Net Profit / (Loss)	970,824.59	5,063,168.83	5,482,385.09