

[coins.game](#)

Business Strategy

2024

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1. Executive Summary

The purpose of this business strategy is to plan the development of a company providing a service with online games. We plan to consolidate our position in the market based on our experience in this sector. We will focus on our online gaming site coin.game.

Our company has already acquired solid knowledge in the industry and technology. In addition, the company is also supported by a team of experienced local specialists and an ever-expanding staff who provide the assistance and guidance required regarding the implementation and compliance of local regulations.

This business plan will outline the expected financial and operational milestones for the next three years.

Organizational Chart



1.1. Objectives

The main goal is to give players the best possible gaming experience. In order to help our Players experiencing the excitement of winning we have made the following pledges:

- **The Best Online Casino Site**

Our site is powered by an innovative platform, which is characterized by its high efficiency. We offer more than 30 the best providers, fully featured online casino games to choose from, including slot machines, table game machines and others.

- **The Best Chance to Win**

To give players the best chance of winning.

- **Total Confidence**

coins.game is about investing in technology to ensure that players' personal details are absolutely private and confidential and that their dealings are totally secure.

1.2. Mission

Customer satisfaction and exclusive Internet casino service make us unique. Our mission is to provide players the best games and the most realistic and entertaining Internet gambling experience they could have.

1.3. Keys to Success

The keys to our success are:

- Building and maintaining good relations with our Players and other industry related business partners;
- Adopting a customer focused sales and marketing paradigm;
- Managing the business by implementing, and consistently measuring and adjusting the fundamentals of a Balanced Scorecard:
 - Company Learning and Growth Goals Vs. Results
 - Financial Goals Vs. Results
 - Internal Business Process Goals Vs. Results
 - Customer Satisfaction Goals Vs. Results

2. Strategy

- Concentrating on traffic acquisition in the target markets of India, Brazil, and nearby countries, with knowledge of English, Hindi.
- PSPs that are widely accepted, recognized, and trusted in order to retain high levels of client loyalty.
- Deliberately chosen game content that has been tweaked and demanded in specific markets.
- An online service that is simple to use and offers support 24 hours a day, seven days a week.

2.1 Business Model

Business model is very neat and straightforward. The company provides Casino Games to Players on its website.

For provided software, we pay software license fee to our partners (Soft Gamings, SoftSwiss, Pragmatic Play) based on our Gross Gaming Revenue ("GGR").

3. Products and Services

Choosing a technological platform and dealing with the top gaming technology suppliers are key steps in the establishment of an online casino website. Our team has chosen to work with SoftGamings, and SoftGamings will include high-level game providers such as: Evolution Gaming, Ezugi, Microgaming, Authentic Gaming, Amatic, and more to come.

4. Market analysis summary

The online gaming market represents one of the fastest growing segments of the gambling industry. The online gaming business is progressively moving into markets around the world, changing the model of the gambling industry as many customers turn to the Internet to bet on sports, game on slots or play cards. Despite potential political and legislative restrictions, the market may be ready to grow further as new geographic regions open up and many governments become more receptive to Internet-based gaming. The continuing growth of professional sport and associated betting markets on a global scale, as a result of consumer demand driven by technological advances, has provided both business sectors with clear fiscal benefits and further strengthened their symbiotic relationship.

The I-Gaming Industry is an industry which is an ever-changing industry and as a consequence gaming operator are forced to constantly change to keep up with the new developments within the ongoing market. Many countries are seeking to go for a Self-Regulation, and this country by country approach, seeks to address the protection of players and also to rake in the fiscal tax revenue from gaming activities. The global I Gaming Industry continues to grow at a rapid rate, and new operators keep entering the market in order to obtain a market share within the respective country of operation. Although the Asia market looks to be fragmented with each country going for regulation or restriction, this means some countries have introduced their own I Gaming legislation to regulate their own individual I gaming markets.

Although the economic climate seems not to be particularly affecting the industry, even though players are being bombarded from all sorts of angles, mostly via TV and internet ads, with the global recession- the good news is that the industry is growing all the time, much to the delight of the gaming operators.

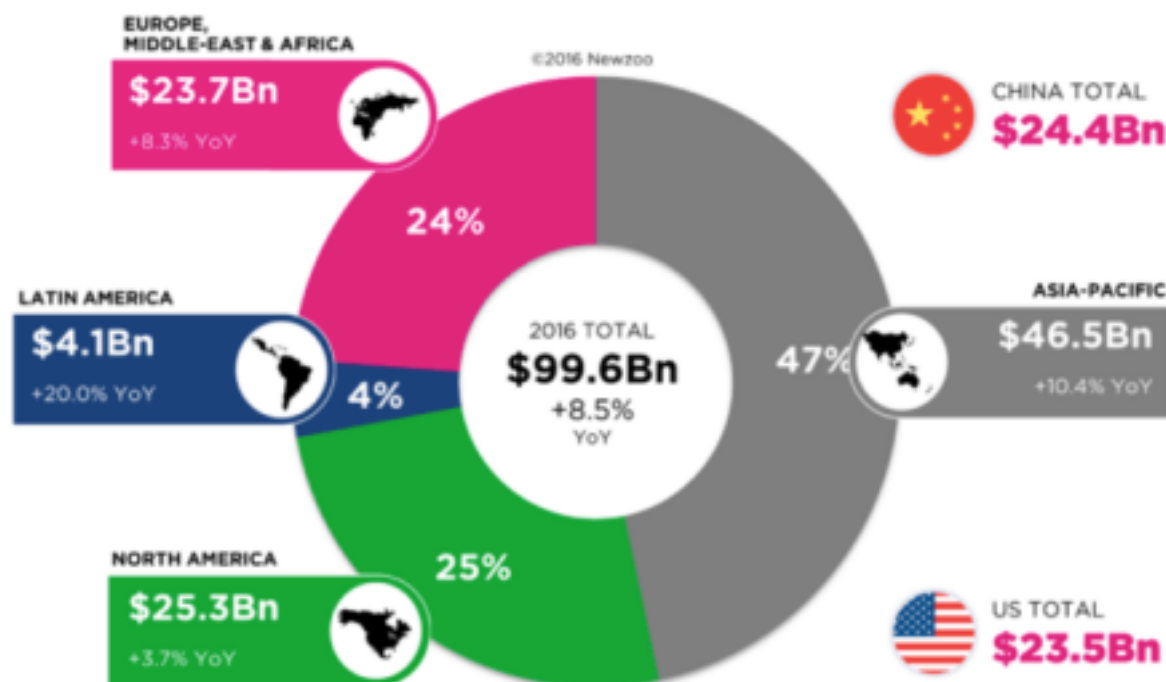
From a social and technological aspect, the I Gaming industry is now experiencing a boom of social and skilled games. Social games seem to be the new frontier in the gaming world and many operators

are embracing the change and seeking to increase their gaming portfolio with new games all the time. With the social phenomenon spreading rapidly among youth and young adults, operators are now experiencing a new breeding ground on which to thread. Today's reality makes the perception of a gaming industry limited to gambling on games of chance outdated. Times are changing, and games that players played for purely fun are now being played with added pleasure and enthusiasm for the economic value attached to them.

4.1. Market Segmentation

Online gambling has proven to be a global phenomenon. The largest market in the iGaming industry is Pacific Asia followed by North America. US legislation is easing out on its prohibition about online gambling in some sectors and territory and is therefore experiencing a massive growth.

The chart below illustrates the global online market growth tendencies:



5. SWOT Analysis

The SWOT analysis provides us with an opportunity to examine the internal strengths and weaknesses [coins.game](#) must address. It also allows us to examine the opportunities presented to [coins.game](#) as well as potential threats.

[coins.game](#) has a valuable inventory of strengths that will help it succeed. These strengths include: an

access to the highly effective platform and gaming software, flexibility in making software changes, excellent know-how and a clear vision of the market need. Strengths are valuable, but it is also important to realize the weaknesses [coins.game](#) must address. These weaknesses include for example: a weak brand name, very high cost factor associated with sustaining servers and Internet access and strong competition.

[coins.game](#) strengths will help it capitalize on emerging opportunities. These opportunities include, but are not limited to, a growing population of daily Internet users, and no international trade barriers. Threats that [coins.game](#) should be aware of include, fast changing technology and new regulations and legislations.

5.1. Strengths

- Good reputation among partners and outsourcing companies
- Cost advantages from proprietary know-how
- Access to the highly effective platform and software
- Full and instant software support
- Access to distribution networks
- Clear vision of the market need

5.2. Weaknesses

- Cost factor associated with marketing
- Strong competition

5.3. Opportunities

- Growing population of daily Internet users
- An unfulfilled players need
- No international trade barriers
- Large possible markets for future growth

5.4. Threats

- Shifts in consumer tastes
- Emergence of substitute solutions
- New regulations and legislations

- Emerging competitors
- Quickly changing technology

5.5. Marketing Strategy

A successful marketing plan is vital to an online casino's growth. There are numerous forms of online casino marketing tactics that are frequently used today. The following advertising and traffic acquisition tools will be used:

- Affiliate marketing
- Advertisements on banners
- SEO tools
- Email marketing campaigns
- Newsletters are a great way to stay in touch
- Bonuses for registering and deposits

When it comes to determining a player's lifetime worth, the loyalty program and incentives are critical. We intend to create a more enticing and gamified incentive package that incorporates features such as:

- Bonus on the first deposit
- Spins for free
- Competitions
- Bonuses on birthdays

After a deep review of the International Online Survey prepared by Ontario Problem Gambling Research Center, we will be trying to attract and hold with us operators which main target will include:

- The typical online gambler - mature, well-educated and solidly middle class head of household.
- Both genders, which are gambling for entertainment during their free time using their own computers and Internet traffic.
- Both Genders who are willing to choose Slots and other simple online games.

6. Financial Plan

2024-2027	Monthly revenues (USD)	Monthly expenses (USD)	Profit/Loss (USD)
Month 1	120000	100000	20000
Month 2	120000	110000	30000
Month 3	120000	110000	40000
Month 4	130000	120000	50000
Month 5	130000	130000	50000
Month 6	130000	130000	50000
Month 7	140000	135000	55000
Month 8	140000	135000	60000
Month 9	140000	140000	60000
Month 10	150000	145000	65000
Month 11	150000	145000	70000
Month 12	150000	150000	70000
Month 13	170000	155000	85000
Month 14	170000	160000	95000
Month 15	170000	170000	95000
Month 16	190000	175000	110000
Month 17	190000	180000	120000
Month 18	190000	190000	120000
Month 19	210000	200000	130000
Month 20	210000	200000	140000
Month 21	210000	200000	150000
Month 22	230000	210000	170000
Month 23	230000	210000	190000
Month 24	230000	210000	210000
Month 25	250000	230000	230000
Month 26	250000	230000	250000
Month 27	250000	230000	270000

Month 28	300000	250000	320000
Month 29	300000	250000	370000
Month 30	300000	250000	420000
Month 31	320000	300000	440000
Month 32	350000	300000	490000
Month 33	350000	300000	540000
Month 34	350000	300000	590000
Month 35	350000	300000	640000
Month 36	350000	300000	690000