

Business plan

«Luckasino.bet»

2024

1.SUMMARY

Services

Luckasino.bet is being developed as a project that will offer online gaming services in Eastern Europe, a number of countries in Central Asia, Latin America and the Caucasus region. Luckasino.bet is a Turnkey project from the company Softgamings.

We took into account all the risk factors. We are working on identifying market trends, exploring new niches, customer needs and novelties in the gaming industry. We are doing everything to meet the needs and requests of customers better than our potential competitors.

Market

Our goal is to achieve high financial success in the online gaming industry.

Our target market is Poland, Spain, Italy, Romania, Hungary, Ukraine, Belarus, Kazakhstan, Kyrgyzstan, Georgia, Armenia, Brazil, Argentina and a number of other Latin American countries.

The online gaming market in these countries has long been one of the fastest growing.

We work in the markets from Spain and Kazakhstan. About 80% of the urban population of these countries are active gamers. Also, this part of the population actively uses mobile devices and personal computers. We expect to capture the majority of this audience.

The situation in the above-mentioned countries of Eastern Europe, Central Asia, Latin America and the countries of the Caucasus region is almost identical. Therefore, we aim to expand our audience, giving a potential consumer a high quality of services. We understand that there is a cultural difference among potential players from these countries, but we will apply maximum conditions to find an approach to each group.

Luckasino.bet has a moderate initial investment, which will allow, with a professionally implemented marketing strategy, to achieve profitability during the first year of operation.

2. DESCRIPTION OF ACTIVITIES

In order to successfully occupy a niche in the online games market, we have a site based on the latest trends in the gaming industry. The development of our site and gaming solutions on it is carried out by Softgamings. The site has the maximum choice of languages, for customers from all of the above countries. As we increase the number of countries in which we provide our services, we will expand the choice of languages.

Our strong point is a wide range of gaming offers.

We will not focus only on games based on RNG. In addition to such games, we will offer our customers online games that are as similar as possible to those offered by land-based casinos. Given the fact that land-based games are banned in most of the above countries, our live games will be our unique selling proposition for potential customers.

We will also attract customers with tournaments with high prize pools. This will attract pokerfans.

In the process of work, we will focus on feedback from our customers in order to constantly expand the selection of branded games and game offers. Working in a customer feedback format is very rare among our competitors, and we consider this approach to be our competitive advantage.

Bonus programs and loyalty programs are an important advantage in the gaming industry.

We are ready to implement exclusive and competitive bonus programs for our customers, which will increase customer engagement in the gaming process and increase loyalty to our company. Based on customer feedback, we will improve bonus programs and introduce new loyalty programs.

We will also implement round-the-clock customer support, which guarantees an increase in the potential player's confidence in our company.

The main principle of our company is financial transparency. We will implement state-of-the-art tools to prevent fraud, chargebacks and money laundering.

3.PRODUCTS AND SERVICES

Our company will use software from the most popular and well-known game providers. We prefer to work only with proven market leaders such as Quickspin, Betgames.tv, NetEnt, Oryx, GameArt, Spinmatic, Smartsoftgaming, ect.

All of them have certificates of integrity, which are issued by reliable gaming laboratories.

On the Luckasino.bet website, our customers will be able to enjoy the widest range of gaming options, from poker tournaments and RNG games to betting services. This whole range of services is due to the wide representation of game providers on the site.

We will form the pricing of rates in such a way that our products and services are in demand and available to the maximum number of consumers.

We will also introduce a bonus program, various loyalty programs and various privileges for our customers. Among other things, it will be bonuses for birthdays, holidays and tempting bonuses on the first and second deposits.

4.MARKETING PLAN

The land-based gaming industry has a very narrow niche, so we see great potential in the online gaming market.

Lukasino.bet will offer only well-known and reliable payment systems. We will offer our clients not only payment in US dollars and Euros, but also in the national currency of the states where we will carry out our activities.

We outsourced most of our marketing, analytics and advertising product creation services. This strategy will allow us to minimize staff costs. We will receive most of our income from sales and some marketing services.

5. OPERATIONAL PLAN

Our the legal location of Luckasino.bet is Curacao.

Maintenance of online gaming services: as practice shows, online gaming services are serviced by customers independently. Payment processing, registration, use of services, selection of games and placing bets are carried out by customers themselves. This allows the Company to focus on such core daily activities as: sales, marketing, support, monitoring, analytics and innovation to improve the service.

In order to minimize the costs and risks of recruiting and training employees, loyalty programs, depreciation, office expenses and other risks associated with hiring personnel, the Company decided to outsource most of the services necessary for daily work. Services such as customer support, direct sales, part of marketing, production, IT, etc. The company will transfer to outsourcing in Ukraine. This is due to two factors: the first stage of the Company's activities will be carried out on the territory of Ukraine; specialists from Ukraine have extensive experience in marketing and IT not only in Eastern Europe, but also in Central Asia, Latin America and Southeast Asia.

This decision will allow the Luckasino.bet Company to maintain a staff of no more than 10 people.

All payments will be automatically processed by verified payment systems and bank account.

Online games do not involve credit, so the Company will not need to assess the creditworthiness of our customers.

6. MANAGEMENT AND ORGANIZATION

The ultimate beneficiaries of the company are:

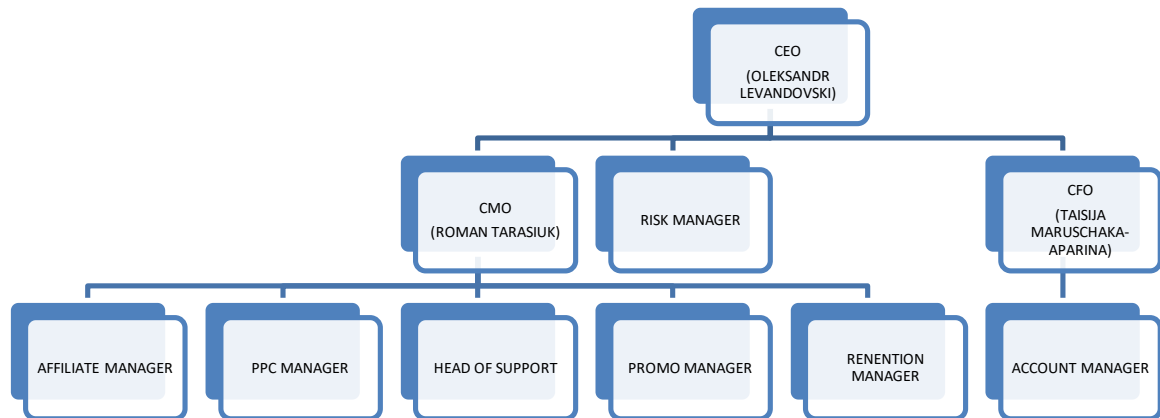
1. Roman Tarasiuk- a specialist in the field of gambling, marketing, advertising and PR
2. Oleksandr Levandovski- specialist in the field of investment and personnel management
3. Taisija Maruščaka-Aparina - specialist in the field of investment and finance

The main marketing policy of Luckasino.bet carried out by Roman Tarasiuk. He has over 12 years of experience in advertising, marketing and PR and 7 years of experience in online gaming. As the founder and creative director of a full cycle advertising agency, he has experience working with gambling industry companies

Developed and implemented the company's internal and external marketing strategy. Formed and managed the staff of the company (marketers, sales specialists, support service). Designed and implemented nationwide ATL advertising campaigns. Developed and conducted nationwide PR activities. He has a high skill in media planning. Created the company's affiliate program, successfully interacted with affiliates from all over the world (Some of the affiliates: Gambling.pro, Edem partners, Klicklead, I-gaming. Some of the arbitration teams: Improve team, Traffic pulse, Sinners). Developed an effective fee system for affiliates.

The name of the CEO is Oleksandr Levandovski. He will manage all operational and business activities on a daily basis. Oleksandr Levandovski has extensive experience in HR, investment, marketing and IT, starting from technical issues (computer equipment, network equipment, office equipment), software issues, interaction with developers, interaction with advertising contractors, to the formation and organization of a customer support group.

Taisija Maruščaka-Aparina deal with taxes, payments, reports and current financial issues. With five years of experience as a financial and tax advisor, she has a deep understanding of financial processes in the marketing and online gaming industries. Also, Taisija Maruščaka-Aparina has high skills in the field of international finance and taxation.



6. FINANCIAL PLAN

INCOME AND EXPENSE PLAN FOR 36 MONTHS ADDED BY A SEPARATE TABLE

https://docs.google.com/spreadsheets/d/1mAfi-GRf0IHju5JK6rjUJnGb1b_e0O5whlGxeeq9iBY/edit#gid=0

	Position	Cost(EUR)
1	GamingRevenue	17 460 000,00 €
2	Cost of sales (% of Providers)	2 095 200,00 €
3	Other (% commission)	2 217 900,00 €
4	Total sales value	4 313 100,00 €
5	Grossprofit	13 146 900,00 €
	EXPENSES	
7	Marketing	5 820 000,00 €
8	Salaries	2 231 700,00 €

9	Depreciation	n/a
10	Research and development	240 000,00 €
11	Utilities (hosting, domain, etc.)	107 200,00 €
12	Insurance	n/a
13	Rent	€111 000,00
14	Other expenses	305 000,00 €
17	taxes	3 841 200,00 €
18	Netprofit	6 310 800,00 €

Online games are subject to VAT.

Revenue and cost outlook is based on average initial revenue analytics for similar online gaming operators.