



BZ.COM

BUSINESS PLAN

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BZ.com

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Executive Summary

BZ.com is a next-generation online gaming enterprise operating across Casino, Live Casino, Sportsbook, Poker, Crash Games, Lottery, and Web3-enabled entertainment.

The company follows a governance, compliance, and operational framework consistent with leading Curaçao-licensed operators, ensuring full alignment with AML/CFT, responsible gaming, data protection, and regulatory expectations.

BZ.com leverages a scalable platform, crypto-enabled payments, and multi-vertical product diversification to target sustainable, long-term international growth—primarily in LATAM, Africa, and emerging high-growth digital markets.





1. Business Overview

Products & Verticals

- Casino (RNG)
- Live Casino
- Sportsbook
- Poker
- Crash Games
- Lottery
- Web3-enabled gaming features

Competitive Advantages

- Crypto-enabled payments
- Scalable proprietary infrastructure
- Multi-vertical gaming offering
- Global player acquisition strategy
- Strong supplier network (+100 providers)

Brand & IP

BZ.com manages its platform, UX/UI design, operational tools, anti-fraud systems, and game integrations through proprietary and licensed technologies.



2. Management Structure

Board of Directors

Provides strategic direction, risk oversight, and compliance governance.

CEO / UBO

Responsible for operational leadership, global market strategy, growth execution, and technology direction.

Independent Compliance Officer

Reports directly to the Board. Oversees AML/CFT, responsible gaming, risk management, and regulatory engagement.

Senior Roles (TBR)

- Chief Financial Officer (CFO)
- Chief Technology Officer (CTO)
- Chief Commercial Officer (CCO)
- Chief Marketing Officer (CMO)

Departments

- Admin
- HR
- Platform Technology
- Systems Engineering
- Security
- Operations
- Marketing
- Customer Service
- Finance
- Legal & Compliance



3. Financial Forecast (2026–2028)

Below are the exact projections you provided:

Financial Forecast Table

<i>Unit: USD</i>	Mar~Dec 2026	2027	2028
Games Players Deposit	1,369,640	2,559,120	3,349,120
(Less) Win & Withdraw	1,136,801	2,175,252	2,913,734
Total Revenues	232,839	383,868	435,386
Games License Fees	95,875	179,138	234,438
Affiliate/Referral Program Payouts	2,054	3,839	6,698
Total Cost of Revenues	97,929	182,977	241,137
Gross Profit	134,910	200,891	194,249
Marketing & Promotions	3,064	5,002	6,133
Platform Operation	4,250	5,909	8,023
Personnel Expenses	39,500	70,005	92,080
Other Operating Expenses	3,004	4,039	5,766
Total Operation Expenses	49,818	84,955	112,002
Net Profit / Loss Before Tax	85,092	115,936	82,247



4. Growth Strategy

BZ.com prioritizes:

- Expansion across LATAM and Africa
- High-conversion acquisition through affiliates, influencers, and SEO
- Crypto onboarding to reduce friction and expand global reach
- VIP and retention strategies to maximize LTV
- Data-driven marketing campaigns and player segmentation

5. Key Suppliers & Material Dependencies

BZ.com relies on a diversified and reputable network of suppliers, including:

- Over **100+ game providers** (e.g., Evolution, Pragmatic, Hacksaw, Nolimit City)
- PSPs and crypto payment processors
- KYC/AML identity verification partners
- Hosting, security, and infrastructure vendors

Supplier due diligence includes:

- Background checks
- Quarterly performance reviews
- Redundancy planning
- Contractual continuity clauses



6. Risk Evaluation & Management

BZ.com maintains a comprehensive risk framework involving:

- Quarterly risk register updates
- Internal and external audits
- Independent Compliance Officer oversight
- 3-member Risk Committee
- Automatic fraud detection systems
- Business continuity planning

7. Legal & Governance Framework

Governance follows Curaçao and international best practices:

- Board-level strategic oversight
- Independent compliance reporting
- Segregation of duties (CEO ≠ Compliance)
- Documented escalation paths
- ESG commitment (environmental efficiency, fair labor, responsible gaming)



8. KPIs & Business Objectives

Key performance indicators include:

- Gross Gaming Revenue (GGR)
- Net Gaming Revenue (NGR)
- Retention Rate
- Player Lifetime Value (LTV)
- Customer Acquisition Cost (CAC)
- Fraud & chargeback rates
- Compliance audit outcomes
- Resolution time for player complaints

Long-term objectives:

- Sustainable profitability
- Regulatory excellence
- Market leadership in key regions
- High player satisfaction



9. Policies & Procedures

BZ.com maintains or will maintain policies covering:

- AML/CFT
- Know Your Customer (KYC)
- Responsible Gaming
- Data Protection & Privacy
- Technical Security
- Operational Integrity
- Incident Response & Reporting

Policies undergo:

- Annual independent audits
- Continuous updates
- Board oversight
- Staff training and certification