

Juicy Gaming B.V. iGaming Business Plan



15-07-2025

1. Overview of the Business, Products / Services / Brands, and Proprietary Intellectual Property

1.1 Corporate Background

Juicy Gaming B.V. (“**Exobet**” or “**the Company**”) is a Curaçao-incorporated private limited company (Besloten Vennootschap) founded in 2023 with the dedicated purpose of providing regulated remote-gaming services under a licence issued by the Curaçao Gaming Control Board (**GCB**). The Company is currently pre-revenue and is completing development of a fully proprietary online-casino platform that will be brought to market once the licence is granted.

Personal Profile – Jesse Dentener (sole shareholder & Ultimate Beneficial Owner)

Jesse Dentener (27) has been an independent entrepreneur in the Dutch software industry since 2017. He is financing and steering Exobet by applying the technical and organisational expertise gained in his present IT business. All voting and economic rights in Exobet reside with him; there are no additional shareholders, no corporate affiliates and no related gambling interests.

Exobet constitutes Mr Dentener’s first venture into the iGaming sector. The absence of parallel gambling activities ensures a clear regulatory scope for the licence application and aligns with the GCB’s requirement for transparent ownership and control.

1.2 Ownership and Governance

- **Ultimate Beneficial Owner:** Mr Jesse Dentener
- **Registered Office:** Willemstad, Curaçao
- **Legal Form:** Besloten Vennootschap (B.V.) under Curaçao commercial law.

1.3 Product and Service Offering

Category	Description	Key Attributes
Unique PvP Game	A space-themed, real-time player-versus-player game (working title “ Rocket Rush ”) that underpins the Exobet brand identity.	• Independently certified by ITechlabs • Relatively high RTP due to PvP aspect. • Provable Fair RNG • Evocative sci-fi art style consistent with the wider site aesthetic.
Aggregated Slot Portfolio	More than 3,000 contemporary slot titles are supplied via a non-exclusive aggregation agreement with a tier-one slot aggregator.	• Coverage of all top-performing games by leading studios. • Continuous content-refresh pipeline aligned with market trends. • Games certified for the Curaçao technical standard.
Promotional Toolset	Referral and affiliate infrastructure designed in-house.	• Refer-a-friend with dynamic commission rates. • Real-time tracking dashboard for affiliates.
Social Features	Value-adding functions that enhance retention and social engagement.	• In-game chat, achievements, and leaderboards. • Multi-currency cashier with fiat and selected crypto rails.

1.4 Intellectual Property

Asset	Nature of IP	Ownership & Registration Status
Exobet.com	Trademark (domain, logo, and logotype)	Domain owned by Jesse Dentener
Website User-Interface (UI) / UX Design	Copyright in original artwork, layouts, and CSS/JS codebase	100 % owned by Exobet
“Rocket Rush” Game Source Code	Copyright and trade secret	Developed internally; codebase stored in a private Git repository with daily off-site backups.
Affiliate Platform Software	Copyright	Fully proprietary;

No white-label or turnkey platform has been utilised; every core component from transactional engine to front-end styling has been commissioned or created exclusively for Exobet, safeguarding long-term strategic independence.

1.5 Competitive Differentiators

1. **Theme Consistency and Brand Storytelling** – A coherent space narrative permeates the user journey, differentiating Exobet visually and emotionally from template-based casinos.
2. **High-RTP Proprietary Content** – The flagship PvP title offers a high RTP, increasing perceived player value and extending session length.
3. **Integrated Growth Mechanics** – The referral/affiliate programme is coded directly into the platform, allowing frictionless onboarding of marketing partners without dependence on third-party tracking solutions.

4. **Non-White-Label Independence** – Full ownership of code and creative assets eliminates the operational and reputational constraints typical of white-label operations, enabling rapid feature deployment and rigorous oversight.
5. **Premium UX and Social Layers** – A top-tier homepage, live leaderboards, and in-game achievements foster community stickiness that generic casino templates lack.

1.6 Rationale for Seeking a Curaçao Remote-Gaming Licence

Modern, transparent regulation

The new National Ordinance on Games of Chance (LOK) replaces the legacy master-licence system with direct B2C licences overseen by the Curaçao Gaming Control Board (GCB). Fit-and-proper screening, mandatory audit trails and clear enforcement powers place Curaçao on par with other tier-one regimes, while preserving operational flexibility for start-ups.

Cost- and time-efficient market entry for a proprietary platform

Application lead-times and annual fixed fees are materially lower than in Malta or Great Britain. This allows Exobet to deploy its self-built technology stack rapidly, reach revenue generation sooner and reinvest early cashflows into content and feature development instead of prolonged pre-launch compliance overheads.

Global acceptance by critical suppliers and payment service providers

A Curaçao B2C licence is already recognised by leading game aggregators, independent testing laboratories and multi-jurisdiction payment service providers (PSPs). Locating the licence in a jurisdiction that is serviced by these vendors minimises integration risk and shortens the critical path to launch.

Scalable stepping-stone for wider expansion

The licence will initially cover whitelisted international markets, creating operating history and compliance credentials that strengthen any future applications to single-market regulators. Curaçao therefore functions as a cost-effective launch pad within Exobet's three-year roadmap (see Section 4).

Alignment with Exobet's risk-management philosophy

Curaçao's regime mandates an independent Compliance Officer, quarterly board reporting and robust AML / KYC controls elements embedded in Exobet's governance architecture. Choosing a jurisdiction whose statutory requirements mirror our internal controls reduces regulatory-gap risk and simplifies oversight.

2. Management Structure

JuicyGaming B.V. adopts a **dual-layer governance** framework comprising:

1. **Board of Directors** – Responsible for strategic oversight, regulatory stewardship, and safeguarding player interests.
 - **Chair & UBO** : Mr Jesse Dentener
 - **Corporate Director** : EM-Group Curaçao B.V. (trust- & corporate-services provider)
2. **Executive Management** – Day-to-day operation of the business, delegated to senior officers seconded from EM-Group's pool of fit-and-proper professionals.

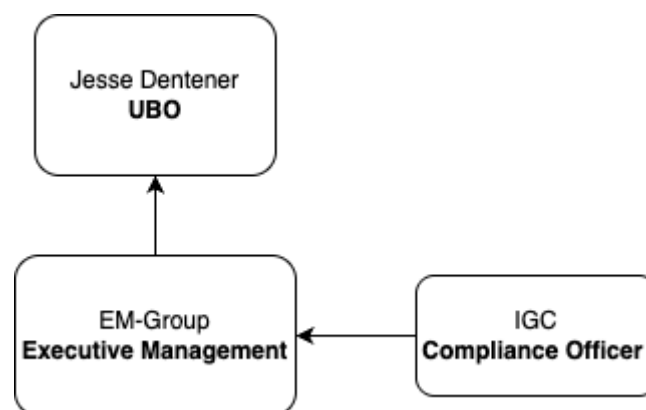


Figure 1: JuicyGaming Management structure.

3. Three-Year Business Forecast

Currency: EUR 000 – calendar-year basis; rounded to nearest €1 000

Metric	FY 1 (Yr 0-12 m)	FY 2 (Yr 13-24 m)	FY 3 (Yr 25-36 m)
Registered players (x1000)	10	25	50
Monthly active users (avg. x1000)	1	1.3	1.7
Total Player deposits	2000	2600	3400
Gross Gaming Revenue (GGR)	100	130	170
Operating expenses**	200	200	250
Net profit / (loss)	-100	+0	+150

4. Growth Strategy – Securing, Maintaining & Expanding Market Share

4.1 Strategic Vision

Exobet will evolve from a **niche, PvP-led start-up** into a diversified iGaming venue by:

1. **Content Leadership** – releasing a steady cadence of proprietary, high-RTP player-versus-player (PvP) titles to widen demographic appeal and extend session duration.
2. **Vertical Expansion** – adding a regulated **sports-betting** product in Year 2/ 3 to capture cross-sell synergies and raise market share.
3. **Disciplined Funding** – reinvesting retained earnings from Year 3 onward, supplemented if warranted by traction, by shareholder (Jesse Dentener) equity top-ups, thereby avoiding debt and preserving regulatory agility.

4.2 Market Segmentation & Positioning

Segment	Needs / Behaviour	Exobet Value Proposition
Millennials	Seek interaction & control; bored of pure RNG slots.	Proprietary PvP games with verifiable fairness and social bragging rights.
Recreational slot enthusiasts	Variety, smooth UI, small-stake entertainment.	Aggregated library of 3 000+ popular slots.
Crypto-friendly bettors	Fast payments, fair RTP.	Multi-currency cashier (fiat & selected crypto)

4.3 Roadmap & Milestones (linked to Forecast)

Quarter	Product / Tech	Market Development	KPI Target
Y1 Q1–Q2	Launch “Rocket Rush”; build referral dashboard	Go-live in 6 white-listed Curaçao-friendly markets	1000 actives
Y1 Q3–Q4	Develop PvP title #2 ; implement loyalty tiers	Activate 25 affiliate partners	1300 actives
Y2 Q1–Q4	Mobile-first lobby redesign; PvP #3	Jurisdictional rollout to more markets; 50 affiliates	1700 actives
Y3 H1	Integrate outsourced sportsbook (Odds-API)	Introduce targeted CRM	NGR €150k
Y3 H2	Beta-launch esports markets; upgrade BI stack	75 affiliates live; localise cashier into 5 cryptos	TBD

4.4 Funding & Liquidity Strategy – Shareholder Budget for the First Two Years

Initial Capitalisation

A budget of **EUR 250,000** has been allocated by the sole shareholder to finance all operating requirements during the first 24 months. The funds originate entirely from profits generated by the founder's existing software company and will be contributed as fully paid-in equity. No external loans, convertible instruments or third-party investors will be engaged.

Should additional working capital be required, the shareholder is prepared to inject further equity; nevertheless, the strategic objective is to execute the plan within the EUR 250,000 ceiling.

Use of Funds

The two-year budget is reserved exclusively for:

- Regulatory costs – Curaçao B2C licence application, annual licence fees and mandatory compliance audits;
- Player liquidity – prompt settlement of withdrawals, jackpot wins and promotional payouts.
- Hosting costs - hosting the platform

All major pre-launch investments have already been settled and therefore lie outside this budget scope:

1. Acquisition of the **exobet.com** domain name;
2. Full **platform and game development**;
3. **RNG certification** by iTechLabs;
4. **BetConstruct** integration and set-up fees.

This self-funded structure underscores Exobet's conservative cash-management philosophy, satisfies capital-adequacy expectations of the Curaçao Gaming Control Board, and preserves 100 % founder control over the venture's equity and governance.

4.5 Sustainability & Risk Mitigation

- **Compliance First** – Independent compliance officer with board access;
- **Scalable Cloud Architecture** – Auto-scaling keeps cost variable; 99.9 % uptime target.
- **Diversified Revenue** – By Year 3, PvP, Slots, and Sportsbooks.
- **Exit & Contingency** – Various contingency protocols, including betting halt systems and automatic withdrawal checks.

5. Key suppliers

#	Supplier / Partner	Service Provided	Criticality	Principal Risk	Mitigation / Back-up
1	Slot Aggregator.	3 000+ certified slot titles via API	H	Content outage; loss of popular games	Secondary aggregation under negotiation; proprietary PvP unaffected
2	CryptoPay Gateway	Crypto-currency deposits & withdrawals	H	Gateway downtime; compliance de-risking	Dual-node routing; standby our USDT Node pre-integrated
3	MoonPay	Fiat ↔ crypto on-/off-ramp & card processing	M	PSP contract termination; card-scheme bans	Alternative crypto only or alternative ramp.
4	IGC	Compliance oversight	H	Loss of independence ; staffing gaps	Alternative compliance officer
5	Crisp LiveChat	24/7 customer-support interface	M	Chat server outage	Fallback to e-mail & ticketing
6	Curaçao Gaming Control Board (CGCB)	Remote-gaming licence & regulation	H	Licence suspension or revocation	Strict adherence to AML/CFT & RG controls;

6. Risk Management

6.1 Risks and Frequencies

Step	Mechanism	Owner	Frequency / KPI
Identify	Quarterly check; incident logs;	CEO + Compliance officer	1×/Q
Assess	Likelihood × Impact matrix (1–5 scale) updated	CFO / CTO (IT) / Compliance	Register refreshed Quarterly
Monitor	Dashboard to Board; key risk indicators (KRIs) for cash-coverage, uptime, AML alerts and technical issues	Risk & Audit Committee	KPI pack at every Board meeting
Audit	1) Internal – EM-Group Trust Audit Team (business & finance) 2) External – Compliance Officer + iTech Labs (game RNG)	Chair, Compliance Officer	Internal: semi-annual

6.2 Top-Level Risk Matrix

Domain	Risk	Gross Score	Key Control	Residual Score
Regulatory	AML breach → licence loss	20	Tiered KYC, real-time screening.	8
Operational	Aggregator API failure	16	Secondary aggregator API; proprietary games live	6
Cyber / IT	DDoS or data breach	15	Cloud requests, daily backups	7
Reputation	Slow payouts on social media	10	24 h withdrawal SLA; Crisp live chat	4

7. Legal Framework

TBD EM-Group

8. Targets and Key Performance Indicators

#	KPI (short name)	Definition / Formula	Freq.	FY 1 Target	Alert Threshold
1	MAU (Monthly Active Users)	Distinct wallet IDs with ≥ 1 real-money wager in month	Monthly	$\geq 1\,000$	-10 % vs plan
2	FTD Count	First-time depositors in period	Monthly	≥ 350	-15 % vs plan
3	Avg Deposit	$\Sigma \text{ deposits} \div \# \text{ deposit events}$	Weekly	€60	< €50
4	Avg Bet Size	$\Sigma \text{ stake amount} \div \# \text{ bets}$	Daily	€2.20	> €3.50 (RG trigger)
5	Bet Count / €100 Deposit	$(\# \text{ bets} \div \text{deposits}) \times 100$	Weekly	180	< 140
6	GGR / MAU	$\text{GGR} \div \text{MAU}$	Monthly	€90	-20 % vs plan
7	NGR Margin	$(\text{NGR} \div \text{GGR})$	Monthly	80 %	< 70 %
8	Uptime	Platform availability	Real-time	$\geq 99.7 \%$	< 99.5 %
9	Avg CS Response Time	First reply via live-chat	Weekly	$\leq 60 \text{ sec}$	> 120 sec

8.1 Year-1→3 Trajectory Targets (headline)

KPI	FY 1	FY 2	FY 3
MAU	1 000	1 300	1 700
GGR (€ 000)	100	130	170
Uptime	99.7 %	99.8 %	99.9 %

KPIs are captured via the BI layer.

9. Policies and Procedures

TBD EM-Group