

# *Business Plan*

**Interseal B.V.**

**(OWNER - Nikoloz Topuria)**

**Online Casino**



**Created on 1<sup>st</sup> of March, 2024**

## 1. Industry Overview

A casino is a facility which houses and accommodates certain types of gambling activities. The industry that deals in casinos is called The Global Casinos & Online Gambling industry.

The Global Casinos & Online Gambling industry consists of gaming and gambling facilities that offer table wagering games and other gambling activities, such as slot machines, bowling, and other gambling platforms. Legal online gaming or casino-type games (gambling) are also included in this industry.

The online casino gambling industry has grown at an incredible rate since the creation of the first website. It appears that this trend is unlikely to change in the near future. With gambling's long history of inflexible demand and the constant innovations of the modern world, there's never been a better time to start an online casino than 2022. Online gambling's near future looks like a bright one: market research firm H2 Gambling Capital predicts that global iGaming revenues will rise above \$117 billion within the next five years.



## 2. Executive Summary

Interseal B.V. ("the Company") will primarily generate revenues from the taking of bets on behalf of players that become enrolled members of the online casino. The games hosted on the Company's services will include blackjack, poker (poker rooms), roulette, and several online slot machine style games. The business will generate revenues from static and dynamic advertisements that generate revenues on a per 1000 impressions basis while concurrently earning other income from affiliate partner revenues.

The main markets in which the Company plans to operate in Republic of India, Republic

of Tajikistanon.

In the future it is possible to expand the territories of activity, depending on the situation in the market Gaming.

The activities of the Company will be carried out through the following online platform (website): <https://pd.games/> .

The Company will at all times demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in gambling communities and integrating sustainable business practices wherever possible.

The Company will ensure that that it will be held accountable to the highest standards by meeting our client's needs precisely and completely. The Company will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

### **3. Information about obtaining a license**

As everyone knows, a legitimate online casino must have an appropriate license to operate. When creating an online casino, you should definitely take care of the availability of a gambling license, because without it, the activity will be considered fraudulent. So far, the most popular jurisdictions with the highest number of licenses are Gibraltar, Malta, Curaçao, Antigua and Barbuda. These countries and territories provide the most favorable conditions for registering a gambling business, and some of them allow you to work throughout Europe.

After a thorough and lengthy analysis of the gambling market, the Company decided that it was necessary to obtain sublicenses from Curacao eGaming - <https://www.curacao-egaming.com/> .

Curacao eGaming is based in Curacao and is also among the four master license holders. That means it has the authority to sub-license other operators intending to offer online gambling services in Curacao.

Holding a sub-license from Curacao eGaming allows online casinos to offer their services to countries where online gambling is legal and unregulated. With that said, the master license has shown to enforce licensing provisions when it comes to excluded territories.

Obtaining a gambling license takes around four weeks as long as the operator has met all requirements. These include describing the games and gaming platforms, certificates that show the games have been tested by a reputable third party, and a server address located in Curacao preferably located in the eCommerce Park. The operator also needs to have a random number generator for draws conducted on the site. Finally, the operator must have physical offices in

Curacao.

#### **4. Company and Financing Summary**

The Company is registered as a corporation in the Curacao. A foreign subsidiary will be used to hold the assets of the business.

At this time, the Online Casino requires \$100,000+ of funds.

Mr. Nikoloz Topuria owns 100% of the Company.

At the moment, Mr. Nikoloz Topuria has the necessary amount to open an online casino, which is his personal savings.

After analysis and expert assessment, the main following elements of the formation of a functioning online casino will be subject to investment:

On the start:

- *Website.* An attractive website is a must and it should also contain all the necessary features. The website is the face of the gambling business. So, it needs investments in the design to make it look beautiful.
- *Software.* A website cannot work without software. Plus, the online casino may have less chance of success if it does not have software. The online casino must offer a wide selection of games, that are provided with the software.
- *Licensing.* No online casino has the right to operate without a license, so this purchase is required.
- *Marketing Tools.* Marketing tools is an important part of online casino promotion. For the purpose of collaboration with top affiliates to advertise the online-casino, 50-60 percent of the income shall be reinvested in the marketing.
- *Payment Methods.* For the purpose of quick deposits and withdrawal of winnings the online casino must provide its customers with various payment methods.
- *Back office organization.* Back office manages the casino, collects statistics and reports, and controls financial transactions. Day-to-day management of the casino, including finance, legal issues.

In the process of work:

- *Support Team investments.* It is important to provide 24/7 customer support.
- *Compliance with gambling legislation.* Regulatory Compliance requires Compliance-manager involving. Good Compliance-manger requires top salary for its work.
- *Security.* Protecting the site and user data from cyber-attacks requires investments in top-level specialists and the most reliable systems.

- *Audit and certification.* Regular audit to ensure fairness and transparency of games. It requires additional personnel: Auditors, quality control specialists.
- *Constant updates and support.* It includes regular software updates, adding new games and functions.
- *Legal and accounting services.* It includes support of legal and financial aspects of business.
- *Taxation and financial planning.* It includes optimization of tax obligations and financial planning.
- *Social media and online presence.* Maintain an active and engaging presence on social media and other online platforms.
- *User Experience Optimization (UX/UI).* Continuously improve the interface and overall user experience to retain and attract customers.
- *Event marketing and promotions.* Organizing special events, tournaments and promotions to increase customer activity and loyalty.

At the moment, the owner's investments have been made in websites, software, and legal analysis. The average cost of investments at the moment is already approximately USD 20,000. The next stage of investment is payment for the received license.

Then everything else is according to the list above.

## **5. Products and Services**

### *Online Casino Operations*

As stated in the executive summary, the primary revenue center for the business will come through the ongoing placing of bets by customers with the Company among online games such as online casino, live games, table games, poker, sport betting. With these games, the player will be directly playing against the house. The Company will also seek to develop product affiliation and corporate sponsorship relationships which would further the Company's visibility and revenue streams.

## **6. Strategic and Market Analysis**

This section of the analysis will detail the economic climate and e-commerce industry, the customer profile, and the competition that the business will face as it progresses through its business operations.

## 6.1 Customer Profile

The Online Casino's average client will be a young middle to upper middle class male of female that has a broadband internet connection.

Common traits among end users will include:

- Annual household income exceeding \$30,000
- Between the ages of 18 and 40
- Has high speed internet access
- Is familiar with the concept and operations of online casinos.
- Will spend \$100 to \$200 per usage of the Online Casino.

## 6.2 Competitive Analysis

Thanks to the Internet, users have a choice of gaming portals and some slots, so they are becoming more and more picky. In turn, site owners pay attention to user loyalty.

Real casino winnings begin after choosing the right gambling establishment. New clubs on the World Wide Web appear almost daily. But for the most honest offices, the assortment is always limited. Finding sites with good returns, a luxurious selection of no deposit or deposit bonuses, and many winning offers is difficult. Thematic gambling resources with an automatic rating system or author's tops help in this. In the first case, the sample is formed according to user ratings, in the second case, it is compiled by experienced experts based on what exactly the casino offers, taking into account the feedback from its players.

Currently, the Company can compete with the following online casino providers:

### **1xBet**

1xBet has one of the largest collections of games available, over 2200. They offer many of the most common and popular table games, including blackjack, craps, roulette, and poker, but also offer slots and video poker. They are available in Hong Kong, the Philippines, Singapore, and in India. The online casino offers limits and many other more popular games, including €0.50 – €1,750 for poker.

The welcome bonus is a solid one, offering you a large initial deposit bonus as well is 150 free spins. 1xBet has a great reputation across the globe, and that is seen in the operations of their website. The site is available via their mobile app, which you can download to any mobile device.

The banking options are exceptional. This includes bank wire transfer, and you can also have money withdrawn and transferred to your bank. Exceptional customer support that is available 24 hours a day. They clearly set themselves apart from their competitors.

### **Bit Starz**

Bit Starz offers one of the largest selections of online casino games you are going to find, over 2700 with 2200 slots available. They offer traditional table games, such as craps, blackjack, and poker, and add the additional feature of the live dealer. This makes it so you can watch the action live and jump in. Live dealer games include roulette, blackjack, and baccarat.

The site is available across Asia, including in India and Japan. They offer a decent welcome bonus, and the 180 free spins was a nice touch. One thing that really set them apart from the others was the acceptance of bitcoin payments and how quick withdrawals are processed. There is just a 10-minute withdrawal processing time before you receive your funds back on your card or in your bank account.

Bit Starz also offers exceptional customer support. It is available 24 hours a day.

### **888 Casino**

For players who have been using online casinos for some time, 888 Casino is a name that is well-recognized. They have over 20 years of experience in the online casino business, which is probably one of the reasons why their welcome bonus is not particularly big. They know that their reputation is one of providing exceptional games and a great user-friendly experience, so they do not feel as compelled to entice customers to the site. They know the reputation does that for them.

There are over 30 different methods a player can use to deposit funds into their account. One major detractor was that it takes three days to process withdrawal requests.

### **Royal Panda**

Royal Panda is available in Japan and India as well as some other parts of Asia. They are looking to expand operations and have some features that make them a very good choice. For high-stakes players, there are very high max limits to their popular games and they also offer live dealers. Live dealer options are available in eight different types of games, including roulette, blackjack, and game shows.

The site has the largest array of games available, over 3200 with over 3000 of those being slot machines. For those who are mobile users, you still have more than 2500 games available, but there is not a mobile app available for Royal Panda. You have to access their online casino through your browser. One thing that was good about this site was that they offered very high maximum withdrawal limits, far higher than competitors.

### **Casino of the Gods**

This site offers a great welcome bonus that includes 300 free spins. This gives you plenty of opportunity to learn how to use the casino and you cannot argue with that amount of matching initial deposit they offer. There are over a thousand games available, with some of the best table game options you are going to find. This includes baccarat, blackjack, and Texas Hold'em, but

they also have a number of great theme-based slot machines as well.

One thing that players will like is that they allow you to do your banking in the currency of your country. This ensures that you do not have to try to figure out what the currency conversion rate is. They also accept a large range of different currencies, including two of the more popular currencies in Asia, the Chinese yuan and the Indian rupee.

Despite the stable market of competitors, the Company will become a serious competitor. Because we are planning easy ways to place bets, withdraw winnings in a very large number of currencies and constantly support customers (players).

## **7. Marketing Plan**

The Online Casino intends to maintain an extensive marketing campaign that will ensure maximum visibility for the business in its targeted market. Below is an overview of the marketing strategies and objectives of the Online Casino.

### Marketing Objectives:

- Development promotional giveaways that will draw users to the website via viral marketing methods.
- Establishing relationships with advertisers that are targeting a computer savvy younger demographic.
- Developing an expansive online presence through the use of pay per click marketing and search engine optimization.

## **8. Description of money flows**

Our aim is to establish a safe, fast and reliable money flow mechanism that will include several payment solutions worldwide. We will involve exclusively verified and reliable payment units with appropriate licenses and corresponding banks.

Currently, we are negotiating with top market billing agents and payment processors such as Verser Pay, Bilderlings, PayMix and Bankera.

In addition, we are considering such top market billing agents and payment processors as Skrill, Neteller, Paysera, Emerchantpay, Airwallex, TeslaPay, SatchelPay, Payally and many others.

Our clients will have an opportunity to choose the most comfortable pay-in and pay-out solution on the Website without worries about the safety and confidentiality of personal data. When it comes to security, our casino will use a high level of security to ensure players' details are

always kept safe. Sensitive data and financial information will always be encrypted before it is transmitted over the internet. In an effort to keep the players safe, our casino will use multiple security protocols, for instance 128-bit SSL encryption that will prevent anyone from accessing the data as it is sent to and from the casino server.

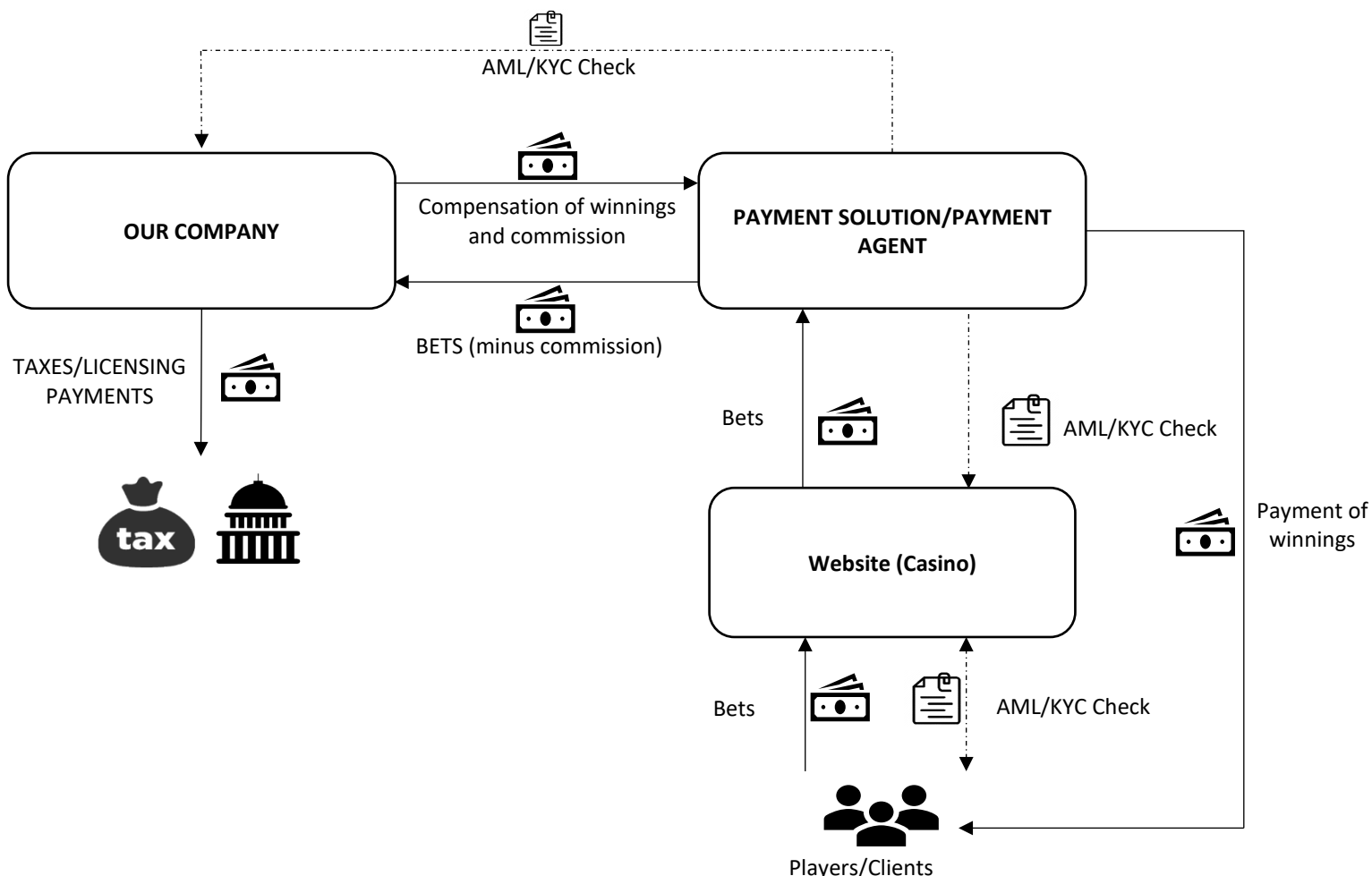
We aim to provide either crypto and fiat payment methods. Wherever our clients spin our casino from, once created login, they will be able to deposit, withdraw and bet in the local currency, crypto or any other legal payment option that suits them. Before the first play or withdrawal at our casino, clients should complete their verification process as part of licensing requirements.

Our online payment system will process withdrawals as quickly as possible, but the process could take some time depending on a payment method. Our KYC, AML/CTM and accountant specialists will check all transactions according to the highest AML/CTM standards.

The planed money flows may include the following stages:

- (1) Registration on the Website and passing the KYC/AML checks.
- (2) Making of bets (selected payment agent provides service for acceptance of bets).
- (3) Exchange of KYC/AML information between the Website and selected payment agent.
- (4) Transfer the sum of bets to our company (minus commission).
- (5) Exchange of KYC/AML information between the payment agent and our Company.
- (6) Compensation of winnings and Payment of winnings (in case of win).

Please see below the scheme regarding players pay-ins and pay-outs process.



## **9. SWOT Analysis**

### **9.1. Strengths**

- Stable Industry growth. While the coronavirus (COVID-19) pandemic hit gambling industry hard, it has since rebounded back to pre-pandemic levels. While brick-and-mortar gambling establishments look to be declining, the online gambling industry looks set to grow. This is due to the ongoing digitalization of the industry and laws changing to legalize online gambling across the globe. Expanding the industry's online presence makes it easier for players to gamble from anywhere, at any time, increasing the convenience and accessibility of the online casino.

- Great Customer Service. We will provide each customer with the best customer support which will solve any issue of the customer. Customers will be able to contact our Support Team 24/7.

- Highly skilled workforce through successful training and learning programs. Casino is investing huge resources in training and development of its employees resulting in a workforce that is not only highly skilled but also motivated to achieve more.

- Good built technical backbone. The online casino will use the best cybersecurity practices and the most experienced employees to build stable and reliable technical basis for the online casino.

### **9.2. Weakness**

- Potential image problem. Gambling has been illegal in certain territories at certain times and the industry has a lingering image problem as a result. Even in those nations where gambling is widely accepted and has been legal for decades, it can periodically attract the attention of those who believe that gambling is either immoral or a threat to society, so is unable to operate with the same freedom as other sectors. The online casino needs to prove the legality of its work with using different marketing tools that may attract more money and time for

- Market consolidation and saturation problem. In strongly established markets there are dozens of online casinos, and it can be hard for a new online casino to differentiate itself. The consolidation has been a trend for many years, leading to a handful of giant gambling corporations and reduced competition. So, the online casino needs to have strong marketing strategy and features that will make it different from the other online casinos that work for years.

- Addicted Gamblers. As a new online casino, we will need to check customers and their activity on the website more than carefully, because there is a risk that gamblers who were blocked in the other online casinos will try to use our services in addictive manner.

### 9.3. Opportunities

- Market Expansion. The online casino has the opportunity to expand into new markets where online gambling is becoming legalized.

- Technological Advancement. The emergence of new technologies such as virtual reality and augmented reality presents an opportunity for the online casino to enhance the user experience and attract a new demographic of players.

- Regulatory Changes. With changing regulations in various countries, there is an opportunity for the online casino to adapt and capitalize on new opportunities in the evolving regulatory landscape.

- Media Marketing. The online casino has a lot of possibilities to be promoted via various media channels and attract the target audience that is interested in entertainment provided by the online casino.

### 9.4. Threats

- Social and political challenges. The biggest threat to the online casino is the potential for social and political concerns about online casinos to escalate to legislative and regulatory restrictions. Tighter gambling rules are being proposed in different jurisdictions, and online casino may face periodic criticism from some health bodies, and political and religious figures.

- Bad practices. The industry has often damaged itself. Examples of poor practice, including excessive payouts to executives, the practice of closing 'unprofitable' customer accounts and failures to protect vulnerable customers generate significant negative publicity and drain public and political support.

- Cybersecurity risks. As an online business, the online casino is vulnerable to cybersecurity threats such as data breaches and hacking attempts. A major security incident could damage the company's reputation and lead to financial losses.

- Economic downturns. The gambling industry is sensitive to economic cycles, and a downturn could lead to a decrease in consumer spending on gambling activities, impacting the online casino revenue.

## 10. Financial Plan

Underlying Assumptions:

- Financial estimation of the coming for 3 years:

| Gross Revenue, USD | 1 320 000 | 1 680 000 | 2 350 000 |
|--------------------|-----------|-----------|-----------|
| Marketing          | 550 000   | 700 000   | 900 000   |
| Emission           | 198 000   | 252 000   | 350 000   |
| Staff              | 200 000   | 255 000   | 355 000   |

|                            |                  |                  |                  |
|----------------------------|------------------|------------------|------------------|
| Casino providers           | 160 000          | 200 000          | 280 000          |
| Other (legal, finance etc) | 100 000          | 100 000          | 100 000          |
| Payments                   | 90 000           | 120 000          | 165 000          |
| <b>Total Costs, USD</b>    | <b>1 298 000</b> | <b>1 627 000</b> | <b>2 150 000</b> |
| <b>Net Revenue, USD</b>    | <b>22 000</b>    | <b>53 000</b>    | <b>200 000</b>   |

## 11. Policies and Procedures

The Company has the list of the mandatory Policies for its effective and legal activity, that include the following:

### 1. Terms of Service:

- Constitutes a legal agreement between the Company and its customers, clearly establishing general terms

### 2. Responsible Gambling Policy:

- Clearly communicates the Company's commitment to responsible gambling.
- Outlines measures taken to prevent and address problem gambling.
- Provides information on external resources for players seeking help.

### 3. Privacy and Management of Personal Data Policy:

- Informs customers about how their data is collected, stored, and used.
- Complies with relevant data protection laws and regulations.

### 4. Dispute Resolution Policy:

- Describes the process for customers to file complaints externally.
- Commits to timely and fair resolution of customer issues.
- Provides information on external dispute resolution services.

### 5. Fairness & RNG Testing Methods:

- Communicates the commitment to fair gaming, including game rules and odds.
- Provides information on external testing and auditing processes.

### 6. Accounts, Payouts and Bonuses Policy:

- Provide clear information on payment methods.
- Outline withdrawal procedures and timelines.
- Specify any fees associated with transactions.

### 7. Anti-Money Laundering (AML) Policy:

- Establishes procedures for customer due diligence.
- Establishes the procedures for monitoring the transactions.

## **8. KYC Policies**

- Establishes age verification measures
- Countries and territories excluded for registration

## **9. Self-exclusion Policy**

- Establishes self-exclusion measures for customers

The development and implementation of policies and procedures in the Company involve both internal and external aspects. The Company has its own team of lawyers that develop policies according to all mandatory regulations. Also, the Company may involve external consultants for the purpose of Policies external review in case there is a need.

The Company maintains a proactive, transparent, and cooperative relationship with the gambling regulator. The commitment to keeping the regulator informed reflects the Company's dedication to responsible and compliant operations. The Company notifies the regulator about development of new Policies and Procedures or any possible changes in it within 1 month from the moment of implementation of the new or updated Policy or Procedure.

The Company involve only professionals when involving the person for developing policies and procedures. It is mandatory for the Company to involve only qualified, competent, and not conflicted people or entities, it reflects a commitment to ensuring effective and ethical governance within the Company. Several key reasons contribute to this belief:

### **1. Expertise and Experience:**

- The person or entity responsible for policies and procedures is typically chosen based on their expertise and experience in the relevant field, such as gambling regulations, legal compliance, or risk management.
- The board assesses the qualifications, professional background, and industry knowledge of the individual or entity to ensure they possess the necessary skills to address the complexities of the gambling sector.

### **2. Track Record of Success:**

- A history of successful policy development and implementation in the past strengthens the board's confidence in the person or entity.
- Previous achievements and positive outcomes demonstrate a track record of competence and effectiveness, contributing to the board's belief in their capabilities.

### **3. Education and Certification:**

- Qualifications, educational background, and certifications in relevant fields provide assurance of the individual's or entity's competency.
- Professional certifications, such as in legal compliance or risk management, may be considered indicators of a commitment to maintaining a high standard of expertise.

### **4. Commitment to Ethical Standards:**

- The board assesses the ethical standards and integrity of the person or entity.
- Ensuring that the individual or entity is not conflicted implies that they act with impartiality, prioritizing the best interests of the organization rather than personal gain or external influences.

### **5. Transparent Selection Process:**

- A transparent and thorough selection process for appointing the individual or entity inspires confidence in their qualifications.
- Demonstrating a rigorous process in vetting candidates or entities adds credibility to the board's decision.

#### **6. Continuous Professional Development:**

- A commitment to ongoing professional development indicates an awareness of industry changes and a proactive approach to staying updated on relevant regulations and best practices.
- Continuous learning ensures that the person or entity remains qualified and competent over time.

#### **7. Conflict of Interest Assessment:**

- The board conducts a thorough assessment to ensure that the person or entity is not conflicted in their role.
- Identifying and mitigating potential conflicts of interest reinforces the individual's or entity's commitment to objective decision-making.

In summary, the board's belief in the qualifications, competence, and lack of conflict of the person or entity responsible for policies and procedures is grounded in a comprehensive evaluation process. This assessment considers a combination of professional expertise, track record, ethical standards, and effective communication, all of which contribute to the successful development and implementation of policies aligned with the Company's goals and regulatory requirements.