

Lucky Lions Den - Business Plan 2023

1. Executive Summary

In the heart of the Web3 gaming universe, Lucky Lions Den will emerge as a groundbreaking casino, captivating players with a unique NFT collection. This collection comprises 10,000 distinct digital cards, each representing one of the four iconic suits: Hearts, Spades, Diamonds, and Clubs. These cards are not just tokens; they are the key to a world where loyalty yields fortune, and competition ignites limitless opportunities.

Product

We will be launching a unique project:

1. **NFT Collection:** Comprising 10,000 unique digital cards, these NFTs will be sold at \$1,000 each. The collection is categorized into six types based on rarity, from Ultra Rare to Very Common.
2. **Crypto Casino:** A digital gaming platform where players can wager, win, and engage in a variety of casino games. The casino will integrate the NFTs, allowing holders to access exclusive tournaments, earn loyalty points, and more.
3. **Reward Mechanisms:** Diverse suit-based bonuses linked to card rarity offer personalised gaming experiences. Encouraging NFT activation, staking, and participation in various games.
4. **Suit Incentivised Rewards:** Each suit provides unique bonuses, enticing users to choose their family most appealing to their values. Card rarity influences the strength of bonuses, fostering user engagement and strategy.
5. **Immersive Gaming Experience:** Offers a highly immersive Web 3.0 gaming platform where users can engage in various casino games and challenges, adding a layer of entertainment and competition to the casino experience. Utilises cutting-edge blockchain technology for transparency, security, and seamless utility of NFTs within the Lucky Lions Den ecosystem.

Differentiators (USPs)

The emergence of “Crypto Casino” dates to 2012 and was primarily linked to acceptance of Bitcoin, mainly because of its low transaction fees, fast transaction times, and the added layer of security it provided to users. Growing popularity of Bitcoin also brought in other cryptocurrencies like Ethereum, Litecoin, and Ripple into the mix as brands started to diversify their payment methods, offering multiple cryptocurrency options. Some platforms even began operating exclusively in cryptocurrency.

Key Benefits:

- Security based on Cryptographic principles

- Global Access, bypassing traditional banking restrictions

Community Involvement: Players are encouraged to recruit new members, participate in community events, and engage in social media campaigns to earn progression points.

1. Achievement Badges: A system of badges rewards players for achieving specific goals, further enhancing their gaming experience.
2. Loyalty Points & Ranks: Players earn loyalty points for every wager, with opportunities to climb the ranks and earn points at an accelerated rate.
3. Exclusive Tournaments: Tournaments tailored for each rank, with significant prizes reflecting the prestige of the rank.

Market Opportunity: The fusion of NFTs with online gaming represents a novel market with vast potential. As NFTs continue to gain traction, their integration into a unified platform offers a unique value proposition for users.

Financial Projections: With the sale of 10,000 NFTs at \$1,000 each, we anticipate initial revenues of \$10 million. This, combined with expected revenues from the crypto casino operations positions LuckyLionsDen for substantial profitability.

Roadmap: Our roadmap includes the launch of the NFT collection, the rollout of the crypto casino, the introduction of NFT's community-building, and continuous platform enhancements.

Team: Our team, comprising industry veterans with expertise in blockchain technology, gaming, digital marketing, is dedicated to ensuring the success of LuckyLionsDen.

Strategy

We will be focusing on specific regional markets, globally. The use, acceptance and adoption of Cryptocurrency across the Globe is different but segmenting them by regions will help when formulating our GTM strategy. Adapting to local preferences and navigating the regulatory landscape are crucial, especially while marketing. Here are our key Geos: - Canada, Norway, Sweden, India, Bangladesh, and select countries in Southeast Asia

Software provider - iqsoftllc.com

IQ Soft is an independent software development company with its roots in the Gaming and Blockchain development industry. Providing a complete platform for online and land-based operations. IQ Soft's solutions includes a comprehensive range of betting and crypto industry related products and services which are covering the full spectrum of betting: Core Platform, Sportsbook Solution, Odds Feed, Virtual Games Platform, Skill Games Platform, Casino Suite, Agent System, Pool Betting, Crypto-Currency Exchange, Blockchain Lottery Platform, Blockchain Wallet.

Purpose of obtaining the gaming license

We choose Curaçao as the regulatory jurisdiction for Lucky Lions Den because we believe Curacao is extremely successful at protecting public trust by ensuring that gaming is done fairly, professionally, competitively. Moreover, a Curaçao-regulated platform will give our clients trust and show that we are a credible and compliant i-gaming business, given it is the most popular country for regulating this space, and is an established regulatory body, issuing licenses since the

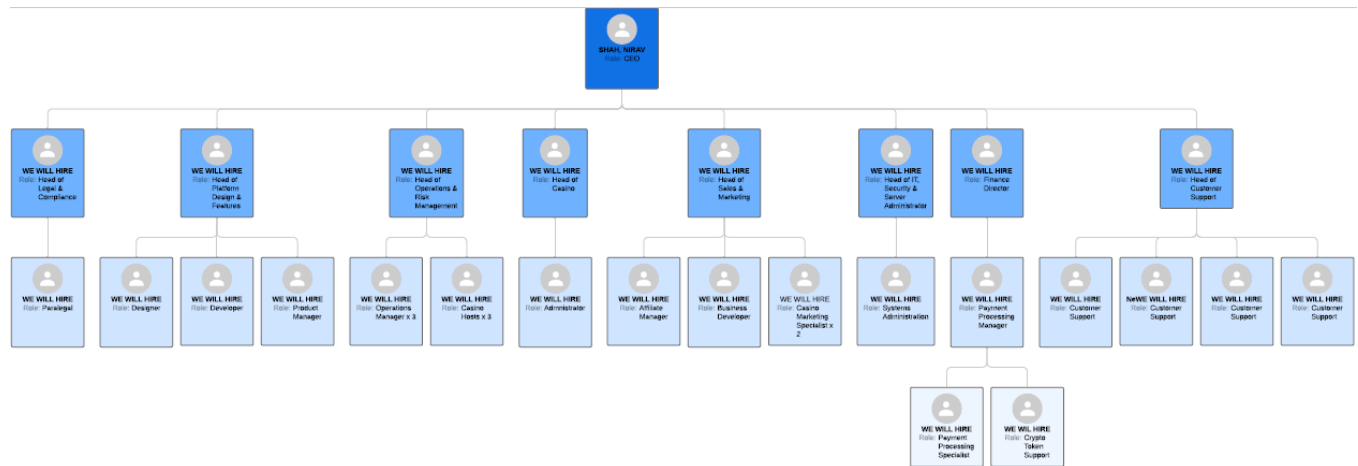
late 1990's.

The Curacao license is recognised in many countries worldwide, allowing us to operate in numerous markets.

2. Company Description

Team Structure

Our team will be structured as follows, initially, growing as we scale.



CEO

The CEO Nirav Shah understands the online casino industry, with a profound knowledge of cryptocurrency and blockchain technology, and exceptional leadership skills.

He will be at the forefront of strategising and implementing innovative plans to ensure the company's growth and adaptability in the fast-paced crypto casino market, while providing strong leadership. He will be responsible for managing the company's resources efficiently, ensuring optimal performance across all departments, while maintaining financial stability through careful oversight of all financial operations, budgeting, and reporting.

He will ensure compliance with the ever changing legal and regulatory frameworks of the online gambling and crypto industries, while proactively identifying and mitigating associated risks.

In addition to internal management, he will be responsible for building and maintaining strong relationships with external partners, stakeholders, and other key players in the industries.

He will lead the charge in adopting cutting-edge blockchain technologies and innovative gaming solutions to keep the platform competitive and secure.

Furthermore, he will oversee marketing strategies and branding initiatives to ensure the company's strong market presence and reputation. Attracting, retaining, and developing top talent will be a key focus, as the CEO ensures the team is well-equipped with the necessary skills and resources to excel in this dynamic industry.

Head of Legal & Compliance

With team of – Paralegal x 1

The Head of Legal & Compliance will be responsible for overseeing all legal and regulatory aspects of the online gambling casino, ensuring full compliance with international and jurisdiction-specific laws related to online gambling and cryptocurrency. He/she will work closely with various departments, providing legal advice, while managing risk to safeguard the integrity and reputation of the casino. He/she will have Juris Doctor (JD) degree or equivalent law degree, as well as extensive experience in legal and compliance roles, preferably within the online gambling or crypto industry, with a strong knowledge of international gambling laws and cryptocurrency regulations.

The Paralegal will provide crucial support, helping ensure that the legal process runs smoothly, while adhering to a high standard of professionalism and confidentiality, so that all tasks are conducted ethically and efficiently. He/she will offer vital support, contributing significantly to the successful outcome of legal matters.

Head of Director of Platform Design & Features

With team of - Designer x 1, Developer x 1 & Product Manager x 1

The Head of Platform Design & Features will be responsible for overseeing the development and optimisation of the online gambling casino's platform, ensuring a seamless, intuitive, and engaging user experience. He/she will lead a team of designers, developers, and product managers, collaborating with stakeholders to implement innovative features that meet the needs of our diverse user base. He/she will have proven experience in platform design, product management, or a similar role within the online gambling industry, with a strong knowledge of cryptocurrency and blockchain technology, as well as a deep understanding of user experience design principles and methodologies.

Head of Operations & Risk Management

With team of - Operations Manager x 3 and Casino Hosts x 3

Oversees the day-to-day functioning of the casino, analyses player behavior and trends, optimises operations and marketing, builds relationships with high-value players, offers personalized services, and monitors and assesses risks associated with the casino's operations. 24/7, 365-day coverage. The head will have a degree in Business Administration, Risk Management, or a related field, with extensive experience in operations and risk management, in a leadership role.

Head of Casino

With team of - Administrator x 1

Oversees the entire operation, sets the vision, and makes strategic decisions. Manages day-to-day operations and ensures the smooth functioning of the casino. Handles financial planning, budgeting, and financial reporting. He/she will have extensive experience in casino management or a related role.

Head of Sales & Marketing Team

With team of - Affiliate Manager x 1 Business Developer x 1 & Casino Marketing Specialists x 2

Head of Sales & Marketing is a critical position which combines leadership, strategic planning, and hands-on execution to drive business growth and brand awareness. He/she will have experience in sales and marketing, preferably in a leadership role, with strong leadership, communication, and interpersonal skills.

The Affiliate Manager will be responsible for building and maintaining strong relationships with affiliates, influencers, and partners to drive traffic and user acquisition for the online crypto casino. He/she will be pivotal in developing and optimising affiliate marketing strategies, ensuring mutually beneficial partnerships, contributing to the casino's revenue growth.

Business Developer will be responsible for identifying and pursuing strategic business opportunities to enhance market presence, increase revenue, and drive the growth of the online crypto casino. He/she will play a critical role in building relationships, negotiating deals, and implementing innovative strategies to achieve business objectives.

Casino Marketing Specialist will be responsible for developing and executing effective marketing campaigns and promotional activities to enhance the casino's visibility, attract new players, and increase player engagement. He/she will work closely with other departments to ensure a consistent and compelling brand message.

Head of IT Security and Server Administrator

With team of - Systems Administrator

Responsible for managing, securing, and optimising the server infrastructure and security systems of the online crypto casino. They ensure that all systems are running efficiently, data is protected, and security protocols are adhered to, providing a safe and reliable platform for users. He/she will have experience in IT security and server administration, as well as knowledge of cybersecurity principles, protocols, and practices. Experience with server operating systems, virtualisation technologies, and network configurations, as well as being proficient with security monitoring tools and server management software.

Systems Administrator will be responsible for maintaining, upgrading, and managing software, hardware, and networks. He/she will aim to ensure the casino's IT infrastructure runs smoothly and efficiently, minimising downtime and providing a reliable gaming experience for users.

Finance Director

With team of - Payment Processing Manager x 1, Payment Processing Specialist x 1, Crypto Token Support

Finance Director will oversee all financial aspects of the online casino, providing strategic financial guidance to ensure the company's financial stability, growth, and compliance with laws and regulations. He/she will play a pivotal role in financial planning, analysis, and reporting, and are responsible for managing the finance team. He/she will have a bachelor's or master's degree in accounting, Finance, or a related field, while holding professional certifications, such as CPA or CFA.

Payment Process (PP) Manager will be responsible for overseeing all aspects of the payment processing system in the online casino, ensuring efficient, secure, and compliant transactions. He/she will collaborate with various departments and external partners to optimize payment processes, manage risks, and enhance the user experience. He/she will need to have a strong knowledge of payment systems, security protocols, and financial regulations, as well as familiarity with cryptocurrencies and blockchain technology.

The Payment Processing Specialist will assist the PP Manager.

Crypto Token Support Specialist will be responsible for assisting users with all aspects related to cryptocurrency transactions within the online casino. He/she will help resolve issues, educate users, and work to improve the overall crypto user experience. He/she will need to be well-versed in blockchain technologies, smart contracts, and the specific tokens supported by the casino.

Head of Customer Support Team

With team of - Customer Support x 4 (24/7 support)

The Head of Customer Support will play a vital role in ensuring customer satisfaction, building customer loyalty, and driving business success. He/she will oversee the customer support team and establish policies and procedures to ensure effective customer service.

He/ she will have proven experience in customer support, with a track record of leading and managing teams, with strong leadership and people management skills. In addition, must possess excellent communication and interpersonal skills, with the ability to analyse data, identify trends, make data-driven decisions, as well as having good problem-solving skills and to think critically and strategically. Also, must have experience using customer support software and CRM systems.

The team will provide timely, accurate, and friendly support and information to users of the online crypto casino. They play a critical role in resolving issues, answering queries, and ensuring players have a smooth and enjoyable gaming experience. Coverage 24 hours per day.

3. Marketing & Sales

With strong expertise in Web3 marketing, we will be focusing on a few main marketing strategies as outlined below.

Lucky Lion's Den Casino

Lucky Lion's Den Casino aspires to establish itself as a leading online crypto casino, targeting English-speaking audiences with a penchant for gambling, particularly in Canada, Norway, Sweden, India, Bangladesh, and select countries in Southeast Asia. Our strategy integrates conventional digital marketing with innovative approaches such as NFT utilisation, focusing on affiliate marketing, influencer marketing, brand marketing, and leveraging our exclusive collection of 10,000 NFTs.

Market Analysis

Target Audience: English-speaking, crypto-savvy individuals interested in online gambling, aged 20-50, predominantly from Canada, Norway, Sweden, India, Bangladesh, and Southeast Asia.

Competitive Landscape: The online crypto casino market is burgeoning, with players seeking secure, engaging, and innovative gaming experiences.

Marketing Strategy

Affiliate Marketing

Objective: To drive traffic and player acquisitions through partnerships with key affiliates in the target regions.

- Approach: Utilise competitive commission models, provide localised marketing materials, and engage in regular communication with affiliates. We will also appoint a dedicated Affiliate manager and several Affiliate firms to help drive this strategy.

Influencer Marketing

Objective: To build brand awareness and credibility through influencers in the gaming and crypto communities.

- Approach: YouTube: Collaboration with Gaming and Crypto YouTubers: Partner with popular YouTubers known for their content in crypto gaming, casino reviews, and online gambling strategies.
- Content Types: Focus on video reviews, gameplay tutorials, and live streaming of game sessions featuring Lucky Lions Den Casino.
- Sponsored Challenges and Giveaways: Sponsor challenges or tournaments hosted by YouTubers, integrating casino games with rewards and giveaways.
- Twitch: Live Streaming Partnerships: Engage with Twitch streamers to showcase real-time gaming experiences at Lucky Lions Den Casino.
- Interactive Campaigns: Utilise Twitch's interactive features for live Q&As, community tournaments, and special events, offering exclusive bonuses to viewers.
- Streamer Affiliates: Implement a Twitch-specific affiliate program, rewarding streamers for player referrals.
- Rumble: Diverse Content Creation: Leverage Rumble for sharing a variety of content, including behind-the-scenes looks at casino operations, winner stories, and new game launches.
- Rumble-Exclusive Promotions: Offer special promotions or bonuses for viewers who sign up from Rumble, encouraging platform-specific engagement.
- Kick: Emerging Platform Strategy: As Kick is a relatively new and growing platform, focus on building a presence by being an early adopter in the online casino space.
- Community Engagement: Utilise Kick for creating more personal and direct interactions with potential players, focusing on community building and long-term loyalty.

Brand Marketing

Objective: To establish a strong, trustworthy brand identity and loyal community.

- Approach: Develop a consistent brand message, optimise user experience, engage with players on social media, and focus on transparency and customer feedback.

Sales Strategy

NFT Integration

- Exclusive Membership Perks: Use NFTs as VIP passes for special areas and rewards.
- Community Engagement: Establish a private community for NFT holders, offering voting rights and exclusive events.
- Cross-Regional Engagement: Design NFTs with localised themes, and host regional contests and giveaways.
- Brand Partnerships and Gamification: Collaborate for co-branded NFTs and integrate NFTs as in-game assets.

Implementation Plan

- Q1-Q2 2024: Establish affiliate and influencer partnerships, launch initial NFT collection, and begin community-building efforts.
- Q3-Q4 2024: Evaluate the effectiveness of marketing strategies, expand NFT utility, and explore new regional markets based on initial feedback.

Financial Plan

FINANCIAL OVERVIEW TABLE (FOR THE FIRST YEAR)

Year 1 \$	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
Initial Investment (Seed)	400,000													
Revenues			17,500	21,875	27,344	34,180	42,725	53,406	66,757	83,447	104,308	130,385	162,981	744,907
TOTAL MONTHLY INCOME	400,000		17,500	21,875	27,344	34,180	42,725	53,406	66,757	83,447	104,308	130,385	162,981	744,907
Set up fees (legals, licensing & company)		(32,500)												(32,500)
Software set up fees		(22,000)												(22,000)
Marketing		(10,000)	(10,500)	(11,025)	(11,576)	(12,155)	(12,763)	(13,401)	(14,071)	(14,775)	(15,513)	(16,289)	(17,103)	(159,171)
Platform fees 2%			(350)	(438)	(547)	(684)	(854)	(1,068)	(1,335)	(1,669)	(2,086)	(2,608)	(3,260)	(14,898)
Game provider fees 15%			(2,625)	(3,281)	(4,102)	(5,127)	(6,409)	(8,011)	(10,014)	(12,517)	(15,646)	(19,558)	(24,447)	(111,736)
Personnel		(2,500)	(2,625)	(2,756)	(2,894)	(3,039)	(3,191)	(3,350)	(3,518)	(3,694)	(3,878)	(4,072)	(4,276)	(39,793)
Contingency		(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(3,500)	(42,000)
TOTAL MONTHLY EXPENSES		(70,500)	(19,600)	(21,000)	(22,619)	(24,504)	(26,717)	(29,330)	(32,437)	(36,154)	(40,624)	(46,027)	(52,586)	(422,098)
Monthly Net P&L		(70,500)	(2,100)	875	4,725	9,675	16,008	24,076	34,320	47,292	63,684	84,359	110,395	322,809
Cumulative P&L		(70,500)	(72,600)	(71,725)	(67,000)	(57,325)	(41,317)	(17,241)	17,079	64,371	128,055	212,414	322,809	322,809
GRAND TOTAL		329,500	256,900	185,175	118,175	60,850	19,534	2,292	19,371	83,742	211,797	424,210	747,019	747,019

FINANCIAL OVERVIEW TABLE (FOR THE 2ND YEAR)

Year 2 \$		Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24	TOTAL
Revenues		203,727	254,659	318,323	397,904	497,380	621,725	777,156	971,445	1,214,306	1,517,883	1,897,354	2,371,692	10,839,827
TOTAL MONTHLY INCOME		203,727	254,659	318,323	397,904	497,380	621,725	777,156	971,445	1,214,306	1,517,883	1,897,354	2,371,692	10,839,827
Marketing		(17,959)	(18,856)	(19,799)	(20,789)	(21,829)	(22,920)	(24,066)	(25,270)	(26,533)	(27,860)	(29,253)	(30,715)	(285,849)
Platform fees 2%		(4,075)	(5,093)	(6,366)	(7,958)	(9,948)	(12,434)	(15,543)	(19,429)	(24,286)	(30,358)	(37,947)	(47,434)	(220,871)
Game provider fees 15%		(30,559)	(38,199)	(47,748)	(59,686)	(74,607)	(93,259)	(116,573)	(145,717)	(182,146)	(227,682)	(284,603)	(355,754)	(1,656,533)
Personnel		(4,490)	(4,714)	(4,950)	(5,197)	(5,457)	(5,730)	(6,017)	(6,317)	(6,633)	(6,965)	(7,313)	(7,679)	(71,462)
Contingency		(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(48,000)
TOTAL MONTHLY EXPENSES		(61,082)	(70,863)	(82,864)	(97,630)	(115,841)	(138,343)	(166,199)	(200,733)	(243,598)	(296,865)	(363,116)	(445,582)	(2,282,715)
Monthly Net P&L		142,645	183,796	235,459	300,274	381,539	483,381	610,957	770,713	970,708	1,221,018	1,534,238	1,926,111	8,760,839
Cumulative P&L		142,645	326,441	561,900	862,174	1,243,713	1,727,095	2,338,051	3,108,764	4,079,472	5,300,491	6,834,728	8,760,839	8,760,839
GRAND TOTAL		142,645	469,086	1,030,986	1,893,160	3,136,873	4,863,968	7,202,019	10,310,783	14,390,255	19,690,746	26,525,474	35,286,313	35,286,313