

Caishxn Holding B.V.

Business Plan

Apr 20, 2024

1. Introduction

Caishxn Holding B.V., a burgeoning enterprise wholly owned by UBO Oleksandr Koblia, a professional with solid expertise in the gaming industry, launched its innovative iGaming platform, r2pbet, via the website r2pbet.com in January 2024. The company has swiftly shown growth, underscored by its adherence to stringent compliance standards set by licensors, General Data Protection Regulations, Anti Money Laundering Regulations, and the deployment of internal controls that surpass regulatory expectations.

In its quest to enhance the iGaming experience, Caishxn Holding B.V. collaborates with leading experts in the industry. These strategic partnerships bolster the company's ongoing operations and drive its growth trajectories in profitable directions.

Operating under a Curacao license, Caishxn Holding B.V. conducts its operations legally within jurisdictions that recognize this certification for a B2C online casino setup. The company is prepared to adapt to changing regulatory landscapes as needed, although no immediate changes are anticipated. While currently holding only a Curacao license, future expansion into other jurisdictions will be evaluated based on the company's financial performance, strategic positioning, and overarching management goals.

Caishxn Holding B.V. is determined to secure a substantial market share by maintaining a clear and effective business model, ensuring that its services are straightforward, enjoyable, and of the highest quality. The company is committed to promoting responsible gaming and providing robust security measures to offer a safe and entertaining online casino experience.

The choice of the Curacao license supports the company's entry into the remote gaming sector due to its comprehensive legislation and operator-friendly environment. The Curacao licensor is recognized for its responsiveness to concerns from both players and operators, a crucial factor for Caishxn Holding B.V.'s smooth operations.

Since its inception, r2pbet has been actively promoted using a variety of marketing tools and offers, all within the bounds of legal marketing practices across different jurisdictions. The company has invested significantly in marketing to attract a diverse player base and establish a strong database of engaged users.

The website, r2pbet.com, serves as a comprehensive resource for both registered and potential players, providing detailed information about the casino games available as well as the general terms and conditions that govern Caishxn Holding B.V.'s operations and the gaming activities of its clientele.

Despite being a relatively new player in the market, Caishxn Holding B.V. is dedicated to maintaining its operations under the Curacao license and is optimistic about its future dealings with the Gaming Control Board. The company is resolute in its commitment to comply with the legal framework and the conditions set by the LOK legislation, ensuring a secure and responsible gaming environment for its users as it continues to grow and enhance its market presence.

2. Overview of Business Products and Services/Brands and Proprietary IP

Company and Brand Overview:

Caishxn Holding B.V., recently acquired and in the early stages of operation, has launched its flagship online casino brand, r2pbet, available at r2pbet.com. This new entrant in the gaming industry is rapidly gearing up to carve out a significant presence in the market.

Gaming Software Partnerships:

To ensure a high level of gaming experience, Caishxn Holding B.V. is considering partnerships with renowned software providers like Slotegrator and SoftSwiss, known for their robust gaming solutions and market credibility:

- **Slotegrator** (Velund Investment LTD): Slotegrator is a prominent name in the iGaming industry, offering comprehensive solutions that include a versatile API integration tool called APIgrator. This tool allows for the seamless integration of over 15,000 games from more than 100 game developers. Slotegrator has been recognized for its innovation in mobile gaming and has received several awards, including Online Casino Provider of the Year and Platform Provider of the Year. Their solutions support a broad range of casino games and business management tools, enhancing operational efficiency and market reach.
- **SoftSwiss** (Dama N.V.): Another potential partner, SoftSwiss, is celebrated for its advanced gaming software solutions that cover online casino platforms, sports betting, and affiliate marketing. They provide a secure, scalable, and customizable platform, which is crucial for operators looking to adapt to various market demands. The company has also been instrumental in pioneering efforts to integrate cryptocurrency and blockchain technology into online gaming, thereby offering future-proof solutions in the rapidly evolving digital currency landscape.

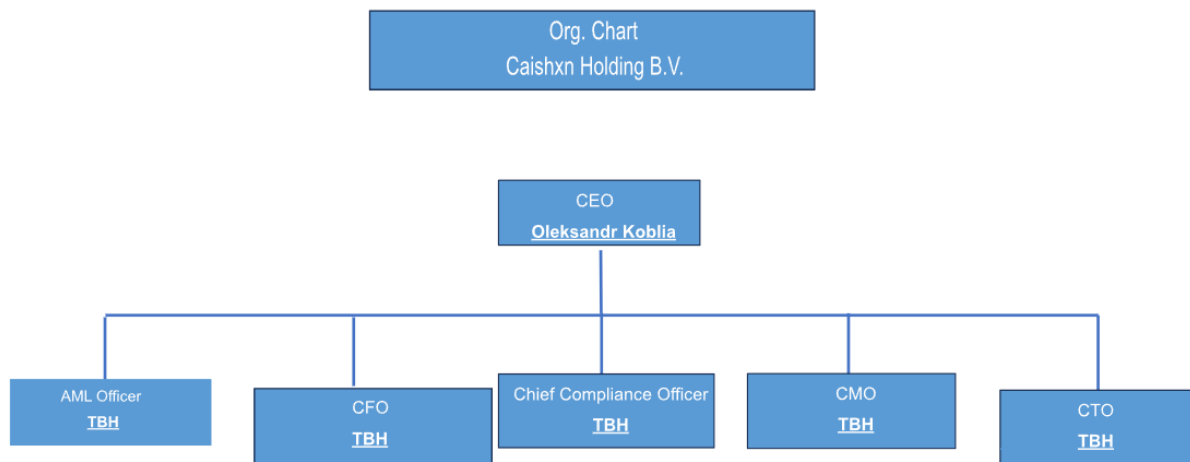
Unique Features and Competitive Edge:

Caishxn Holding B.V. aims to differentiate itself by:

- Leveraging cutting-edge technology from trusted industry leaders.
- Implementing high-security measures to ensure player safety and regulatory compliance.
- Offering a diverse range of gaming content that appeals to various player preferences.
- Focusing on responsible gaming and customer satisfaction to build a loyal customer base.

The strategic use of recognized and reliable software platforms will not only support Caishxn Holding B.V.'s compliance with stringent regulatory requirements but also enhance its competitive edge by delivering a superior user experience. These partnerships are crucial in positioning r2pbet as a top choice for online gaming enthusiasts, promising a blend of innovation, security, and extensive gaming options.

3. Company management structure



As a nascent entity in the dynamic online gaming market, Caishxn Holding B.V. is currently led by its CEO, Oleksandr Koblia. As the sole executive, Oleksandr is actively laying the groundwork for the company's strategic direction and operational framework.

In 2024, Caishxn Holding plans to expand its leadership team by hiring for key positions to bolster its management capabilities and compliance with industry regulations.

Anti Money Laundering Officer:

The Anti-Money Laundering Officer will be a crucial addition to ensure the company adheres to international anti-money laundering laws and practices. This role will involve developing and overseeing the company's AML policies and procedures, conducting regular audits, and training staff to recognize and handle potentially suspicious transactions. The AML Officer will work closely with regulatory bodies and law enforcement to report and mitigate any activities that could pose a risk to the integrity of the financial and gaming operations.

Chief Financial Officer:

The CFO will manage the company's financial strategy, including risk management, financial planning, cash flow tracking, and analysis of financial strengths and weaknesses. This role is crucial for providing leadership and coordination in the administrative, business planning, accounting, and budgeting efforts of the company. The CFO will also ensure that the company's financial reports meet regulatory and legal requirements under the scrutiny of public and private stakeholders.

Chief Compliance Officer:

The Chief Compliance Officer will oversee the regulatory compliance aspect of the company, ensuring that the business operations adhere to all legal standards and ethical practices relevant to the gaming industry. Responsibilities will include monitoring compliance with applicable laws, regulatory requirements, policies, and procedures, as well as managing audits and investigations into regulatory and compliance issues.

Chief Marketing Officer:

The CMO will direct and enhance the marketing strategies of the company. This position will focus on market research, digital marketing, customer engagement, and brand strategy. The CMO's goal will be to drive business growth and market share through innovative marketing plans that engage customers and build loyalty in a competitive online environment.

Chief Technology Officer:

The CTO will lead the development and dissemination of technology within the company. This role includes overseeing the technology team, managing the technological infrastructure (networks and computer systems), and ensuring the technology deployed is secure against potential threats. The CTO will also keep the company ahead of technology trends that can be leveraged for success.

These strategic hires will be instrumental in structuring a robust management team that supports sustainable growth and regulatory compliance, ensuring Caishxn Holding B.V. remains at the forefront of the online gaming industry.

4. Business forecasts for 3 years

This detailed financial forecast for Caishxn Holding B.V. encompasses revenue projections, cost estimates, cash flow analysis, and profitability forecasts for the first 36 months of operation. It aims to provide a comprehensive understanding of the company's financial trajectory as it seeks to establish itself in the online gaming industry.

P&L Forecast:

Revenue and Direct Costs:

- Year 1: Revenue from casino operations is projected at \$8,192,686, with direct costs, primarily player winnings, at \$7,127,637. This results in a gross gaming revenue of \$1,065,049. After accounting for marketing and other support service fees (\$594,000) and compliance contributions (\$17,068), total direct costs come to \$611,068.
- Year 2: Revenue increases to \$9,958,460, and player winnings rise to \$8,663,687, yielding a gross gaming revenue of \$1,294,773. With higher marketing costs (\$712,800) and compliance contributions (\$20,746), total direct costs are \$733,546.
- Year 3: As operations expand, revenue reaches \$12,104,327 with player winnings at \$10,530,765. Gross gaming revenue improves to \$1,573,562. The total direct costs, including marketing fees (\$855,360) and compliance contributions (\$25,218), amount to \$880,578.

Administrative Costs and Net Income:

- Administrative expenses across all three years include fixed fees such as annual licensee fees (\$44,000), financial statement audit fees (\$5,500), rent (\$11,000), personnel costs (\$77,000), utilities (\$10,996), marketing fees (\$33,000), legal fees (\$27,500), bank charges (\$16,500), and other costs (\$9,900).
- Year 1 Net Income: starts at \$214,614 after taxes (\$4,375), considering a profit before tax of \$218,989.
- Year 2 Net Income: grows to \$313,730 after taxes (\$6,403), with a profit before tax of \$320,133.

- Year 3 Net Income: best year with a net income of \$448,839 after taxes (\$9,152), from a profit before tax of \$458,991.

Cash Flow Forecast:**Year 1**

- Net Profit Before Taxes: \$198,714
- Movement in Trade Receivables: \$0 (assuming no change)
- Movement in Players Liabilities: \$231,525 (reflects the increase in liabilities due to more players)
- Movements in Trade Payables: \$262,263 (increases due to more transactions and operational expansion)
- Tax Payments: \$-3,974 (based on tax rates applied to profits)
- Dividends Paid: \$-194,740 (returns to investors)
- Cash Generated from Operating Activities: \$692,502

Total Cash Movements

- Cash Movements: \$697,502 (total cash inflow during the year)
- Funds Held on Behalf of Players: \$-231,525 (obligations to players)
- Beginning Balance: \$0 (starting cash balance at the beginning of operations)
- Cash at Year End: \$465,977 (ending balance for Year 1)

Year 2

- Net Profit Before Taxes: \$291,029
- Movement in Players Liabilities: \$49,895
- Movements in Trade Payables: \$49,502
- Tax Payments: \$-5,821
- Dividends Paid: \$-285,209
- Cash Generated from Operating Activities: \$191,712

Cash Movements for Year 2

- Cash Movements: \$191,712
- Funds Held on Behalf of Players: \$-49,895
- Beginning Balance: \$465,977 (carried over from Year 1)
- Cash at Year End: \$607,794 (ending balance for Year 2)

Year 3

- Net Profit Before Taxes: \$415,990
- Movement in Players Liabilities: \$60,648

- Movements in Trade Payables: \$63,033
- Tax Payments: (Assuming a similar rate as previous years; calculation needed based on actual profit)
- Dividends Paid: (Assuming a payout similar to Year 2; calculation needed based on available profits)
- Cash Generated from Operating Activities: \$248,642 (Assuming continued growth and operational efficiency)

Cash Movements for Year 3

- Cash Movements: \$248,642
- Funds Held on Behalf of Players: \$-60,648
- Beginning Balance: \$607,794 (carried over from Year 2)
- Cash at Year End: \$795,788 (ending balance for Year 3)

5. Business Growth and Market Share Expansion

Caishxn Holding B.V. is focused on accelerating growth and increasing market share through initiatives aligned with financial planning and aggressive marketing strategies. The key objectives over the next three years include expanding the customer base, optimizing product offerings, and enhancing user engagement through technology-driven solutions.

1. **Market Expansion:** We plan to target new demographics and geographic areas by adapting our gaming platform to local preferences and legal requirements. This includes entering Asian and South American markets, where online gaming is gaining popularity. We will avoid markets with restrictive regulations, such as the United States and certain European countries where online gambling faces significant legal barriers.
2. **Product Diversification:** To cater to a broader audience, we will introduce new gaming categories and features, including virtual sports and e-sports betting, which are rapidly gaining a global following. These offerings will complement our existing casino games, appealing to a younger demographic and tech-savvy users.
3. **Technological Enhancements:** Implementing the latest technologies to improve the gaming experience is crucial. We plan to invest in mobile platform development and user interface improvements for personalized gaming experiences. These enhancements will help in retaining current users and attract new ones by offering a superior user experience.
- 4.

Sustainability and Market Share Maintenance:

To ensure long-term sustainability and growth of market share, our approach includes:

- **Customer Retention Programs:** Implementing loyalty programs and regular promotions to keep our existing user base engaged. This includes VIP services for high rollers and regular players, tailored to increase their lifetime value.
- **Compliance and Responsible Gaming:** Maintaining strict adherence to regulatory requirements and promoting responsible gaming. This will not only help in sustaining operations in regulated markets but also build trust with users and regulators, safeguarding our market reputation.
- **Performance Monitoring:** Continuous monitoring of business performance using key metrics such as customer acquisition cost, lifetime value, churn rate, and revenue per user. Adjustments in strategy will be made based on analytical insights to optimize marketing spend and improve user retention.

Through these strategies, Caishxn Holding B.V. aims to secure a significant market share in the online gaming industry, ensuring profitability and sustainable growth. These plans are designed to adapt to changing market conditions and regulatory landscapes, ensuring the company remains competitive and innovative in the dynamic online gambling market.

6. Key Suppliers and Material Dependencies

Software Suppliers:

1. **Slotegrator:** Slotegrator will serve as the platform provider for Caishxn Holding B.V., offering a comprehensive gaming platform that includes a wide range of online casino games and an effective back-office management system. Their APIgrator solution enables the smooth integration of diverse gaming content from various developers into a single platform, enhancing the variety and attractiveness of our gaming options.
2. **SoftSwiss:** SoftSwiss will be utilized as a game aggregator, delivering extensive software solutions for online casino management. Their offerings encompass advanced payment processing options, fraud prevention systems, and a flexible, scalable platform that supports cryptocurrencies, aligning with the latest technological trends in online gaming.

Banking and Financial Services:

1. Bilderlings Account at a Payment Agent: Bilderlings is instrumental in handling our financial transactions, and managing the flow of funds essential for the secure processing of player deposits and withdrawals.
2. Additionally, the VallettaPay Payment Account and Genome Payment Account will be used as accounts for operating activities, supporting our day-to-day financial management and transaction needs in the gaming operations.

Risk Management Strategies:

1. Supplier Diversification: To mitigate risks associated with the dependency on key suppliers like Slotegrator and SoftSwiss, Caishxn Holding B.V. is exploring relationships with additional technology providers to ensure that in the event of any service interruption, the business can continue to operate without significant disruptions.
2. Robust Contractual Agreements: We maintain strong contractual relationships with all critical suppliers, including clauses that stipulate service level agreements and quick resolution times for any issues that may arise. This ensures continuity and reliability of service.
3. Regular Review and Audits: Regular audits and performance reviews of suppliers ensure they meet our operational requirements and standards for security and reliability. This proactive approach helps in identifying potential issues before they impact the business.
4. Financial Risk Controls: With licensed payment institutions used in our operations, we implement stringent financial controls and monitoring to protect against fraud and ensure compliance with international financial regulations. This includes maintaining comprehensive cybersecurity measures to safeguard our financial transactions.
5. Business Continuity Planning: Caishxn Holding B.V. has developed a comprehensive business continuity plan that includes strategies for rapid recovery from supplier failures or disruptions. This plan is regularly updated to reflect new risks and changes in the operational landscape.

By addressing these dependencies through strategic planning and risk management, Caishxn Holding B.V. aims to maintain operational efficiency and safeguard its business against potential disruptions. These measures are crucial in ensuring that the company can deliver a consistent and reliable gaming experience to its customers.

7. Risk evaluation and management

Caishxn Holding B.V. utilizes a rigorous risk management framework to secure its online gaming operations. This approach focuses on comprehensive risk evaluations, strict compliance measures, and advanced security protocols to ensure sustainable business practices and safeguard stakeholder interests.

1. Comprehensive Risk Assessment Framework:

- Caishxn Holding B.V. employs a robust framework to identify and assess risks across operational, financial, technological, and compliance domains.
- The framework includes identifying potential risks, evaluating their impact and likelihood, and prioritizing them for mitigation based on their severity.

2. Mitigation Strategies Enhanced by KYC and Data Security Measures:

- Operational Risks: Implementation of strong operational controls, such as regular software updates and secure data management practices. This includes secure backup systems to prevent data loss and ensure continuity in case of system failures.
- Financial Risks: Utilization of secure and reputable payment systems coupled with rigorous financial controls. Regular reconciliations and anti-fraud measures are implemented to safeguard financial transactions.
- Technological Risks: Regular updates and security patches are applied to gaming software. Data encryption and secure communication channels are maintained to protect sensitive information.

3. KYC and Compliance Measures:

- KYC Checks via SUMSUB: Integration of SUMSUB for KYC checks enhances the platform's ability to verify and authenticate user identities efficiently. This system supports compliance with AML regulations and improves overall security.
- KYC Capabilities of Slotegrator Platform: The Slotegrator platform includes built-in KYC features that facilitate user verification processes at various stages of interaction with the gaming platform. This ensures compliance with regulatory standards and helps prevent fraudulent activities.

4. Regular Audits and Oversight:

- Internal Audits: Regular internal audits are conducted to assess the effectiveness of the implemented risk management strategies. These audits help identify any weaknesses in the systems and processes, prompting timely improvements.

- External Business and Finance Audits: Independent external audits are performed annually to ensure that financial statements are accurate and that the company adheres to accepted accounting practices and regulations.
- Oversight Committees: Risk oversight committees are established to monitor the effectiveness of risk management practices. These committees review risk assessment outcomes and mitigation efforts, ensuring that all significant risks are managed proactively.

5. Risk Registers:

- A risk register is maintained to document all identified risks along with their mitigation strategies and the status of their implementation. This register is reviewed and updated regularly to reflect new risks and changes in the existing risk landscape.

Through these comprehensive risk management practices, Caishxn Holding B.V. ensures that it not only complies with regulatory requirements but also secures its operations against various risks, maintaining trust and reliability among users and stakeholders. These strategies are crucial for sustainable business growth and maintaining a competitive edge in the online gaming industry.

9. Legal and governance framework

Board Oversight and Future Structure:

Caishxn Holding B.V., currently led solely by the UBO oversees all strategic and operational aspects, and is in the early stages of its corporate development. Recognizing the need for enhanced governance as the company grows and seeks external financing, the UBO plans to expand the board by appointing three additional directors. This expansion is aimed at enhancing transparency and ensuring a balanced governance structure that can support more sophisticated decision-making processes.

Transition to a Multi-Director Board:

The transition to a board comprising the UBO and three new directors is intended to diversify the skills and perspectives within the company's leadership, crucial for navigating the complex regulatory and business challenges of the online gaming industry. Each new board member will be selected based on their expertise in areas critical to the company's success, including finance, technology, and legal compliance. This approach will ensure that strategic decisions benefit from broader insights and oversight, enhancing the company's resilience and adaptability.

Legal Support and Evolving Board Composition:

To support this transition and ongoing operations, Caishxn Holding B.V. will continue to engage a reputable legal team. This team will be responsible for updating the company's Terms & Conditions, drafting other legal documents, and ensuring that internal policies remain compliant with evolving laws and best practices. As the company prepares for further growth and potential public or private funding, the strengthened legal support and enhanced board structure will provide the necessary foundation to meet higher standards of corporate governance and investor expectations.

Board Meetings and Governance Practices:

With the expanded board, Caishxn Holding B.V. will implement formalized governance practices, including regular board meetings where strategic decisions will be discussed. These meetings will be crucial for aligning the company's long-term objectives with operational practices. To further enhance the governance process, specialists such as financial advisors or regulatory experts may be invited as needed to provide insights on specific topics, depending on the agenda of each meeting.

Policies & Procedures:

Policies and procedures at Caishxn Holding B.V. are developed internally with significant input from the company's single director, who also serves as the UBO. This internal approach leverages the UBO's legal expertise to ensure that all policies adhere to legal standards and industry best practices. For specialized regulatory compliance and complex international legal frameworks, the company engages respected external legal teams. These teams help tailor our policies to meet the specific demands of operating in diverse jurisdictions while aligning with global regulatory trends.

The board and senior management at Caishxn Holding B.V. firmly believe in the qualifications and capabilities of both our internal legal experts and our external consulting legal teams. These professionals are chosen for their specific expertise in the gaming industry and their track record of ethical compliance, ensuring there are no conflicts of interest. The qualifications of our policy-making team are continually assessed against industry standards and regulatory expectations. Furthermore, following GCB guidelines, our policies and procedures undergo an independent audit to verify their adequacy and effectiveness, reinforcing our commitment to compliance and best practices in corporate governance.

Currently, as a newly created entity, Caishxn Holding B.V. has not formalized its Governance policy. However, the company recognizes the importance of responsible corporate behaviour and is committed to developing policies that address these aspects as it grows. The focus will be on adopting practices that ensure sustainability, and promote.

By closely integrating our legal and governance framework with the development of policies and procedures, Caishxn Holding B.V. ensures that all business practices not only comply with legal requirements but also support sustainable and ethical business operations.