

Business Plan

Introduction and Background

This business plan will evaluate the potential of setting up a lottery and casino platform. The promoter of the operations Mr Rafael Pereira has 15 years of experience working in land-based casinos and a wider understanding of the gambling and software industry.

Rafael will oversee a team of industry professionals with wide experience in product development, back and front-end development, online and land-based gambling as well as engage third parties that will assist certifications and testing methods of the software.

The lottery and online casino will target users in Brazil and Argentina using the following licensed domains **bichomania.bet** and **sortenobicho.com**. The mission is to become one of the region's leading operators, developing a user-friendly platform offering an unrivalled gambling experience.

The internally developed lottery is a new game called **Animal lottery**, a very popular lottery of numbers associated with animals and we are currently in processes of testing and obtaining certifications for the software. Additionally, we are exploring our options with third party companies that can offer insurance for guaranteed winnings. In our pipeline of development, we considering to develop also a scratch cards game.

The central customer management system will be developed internally by our team and will be able to facilitate the following functions, management of payments, bonuses, player management, tracking and re-marketing, back office, and reporting functionalities.

Structure

Our Curacao eGaming corporate structure will consist of a Curacao company Ahnah Investments NV holding the operating IP License along with a fully owned Cyprus subsidiary Ahnah Investments Limited operating as the payment's agent of Ahnah Investments NV and handling all the banking affairs of the structure.

Launch

For launch will focus on ensuring the offering is ready to meet the industry standards. We will carry out testing of the platform before launch to ensure users from our target regions can access the platform and facilitate payments on the platform. As mentioned above we will target users from Brazil and Argentina. After integrating the payment systems, we will first launch a soft launch in Brazil, which is our primary market and ensure everything is working. Upon success, we will carry out the same soft launch in Argentina.

Assuming everything goes as planned with Licensing and setting up the payments agent company and payment methods we plan to carry out the first soft launch by March 2023.

Our Principles and Unique Value Proposition

We will strive to offer innovative next-generation of products and ensure we maintain the platform up to date with the latest animal lottery game by constantly following up with the latest developments in the Gaming Industry.

We aspire to promote a thrilling gambling experience consequently our user experience will be a priority. We will look to expand our team to employ experienced individuals who are enthusiastic about the industry and that are in line with our vision.

Due to the competitive nature of the industry, the management has outlined the concepts for new products/features which do not currently exist in the market and we will seek to maintain a Brand that is fresh based on the current trends in the industry.

The management has sufficient industry experience to launch the project and ensure the longevity of user experience which will prove vital to developing the customer base gambling on the platform. Our extensive experience and knowledge of our target markets put us ahead of most of our competitors as we know the market well and we have allocated sufficient funding to promote our product.

Rafael has already invested over 30,000 USD in the development of the software and has set an additional budget of 200,000 USD which will be provided to fund the setup and operations. Rafael can further support with funding if required, however, we believe that this will be sufficient until it becomes profitable.

The Casino Platform

We believe developing our custom platform will provide us with greater control whilst in the long run enabling us to minimise substantially our costs from the High minimum fees and GGRs provided by developers of casinos. For that besides our internally developed lottery we will integrate games by third party licensed game providers via an API integrated on our software.

Payments Methods

We will use a payment methods integrated with an API on our platform. We intend to use payment providers that will enable us to offer numerous payment methods to our users to facilitate payments.

The platform will be able to offer several payments methods including

- Credit, debit and prepaid cards, through several providers
- Direct integration with banks including PIX which is popular in Brazil
- Mobile money
- E-wallet providers
- AMPs

Channels and Products

In the beginning, we intend to launch a web-based version of our licensed websites and in the future we will look for the possibility of developing our own branded mobile app firstly supported only by Android and then expanding to iOS if possible.

Management system

Our management system will be developed and maintained to ensure our employees can monitor as well as manage everything with ease. The back end will offer extensive

functionality which will allow us to manage all the customer's activities on the platform and also ensure that we can push promotions to exist users as well as identify trends and implement new strategies for promotion to acquire new customers.

The system will also be user-friendly for our support employees to carry out the KYC verifications such as Identity and Personal details verification, Proof of Address as well as Source of funding.

Marketing and Sales Plan

Marketing Strategy with a focus on core activities – Advertising and Sponsorship for customer acquisition

The marketing plan includes the following Marketing activities:

1. Social Media Ads – Facebook, Instagram and YouTube
2. Google ads
3. Local Campaigns – Local Digital News and agents

Social Media Ads

Social Media is the cheapest method that we can use to get in front of our audience. We will create short clips that social media platforms favour over static images when it comes to paid advertising and these will be used to promote continuously the gambling experience.

Google Ads

Google ads will run parallel to social media ads to increase exposure by paying for keywords used by gamblers themselves i.e. online slots, online casino, free slots, and casino bonus.

Local Campaigns

A small amount of our marketing budget will be allocated to paying for banner ads on local third-party websites.

We have discussed already this with local agents that are eager to help with marketing on the ground assisting with print marketing i.e. bonus fliers, taxi adverts etc.

Bonus and Loyalty

Stakes placed on our platform will allow users to accumulate points; once a certain threshold is reached within a given time frame, bonuses will be unlocked. Higher bonuses will be available when users achieve consecutive success.

The scheme will use a tier point structure; the greater the points the higher the tier. Each tier offers a different multiplier of points; further, up the tier system, they climb the greater the multiplication.

The integration between the loyalty system and gaming platform offers immediate updates between bets placed and points earned. We will offer users Bonus for 1st deposit.

Financial Plan

We have made a financial plan to accurately report our start-up costs. The growth is an estimate and depends on the minimum fees and GGR % of the games offered by the platform.

	2023	2024	2025	2026	2027
Staff Costs/Contractors	(12,000)	(10,000)	(30,000)	(30,000)	(30,000)
Marketing	(120,000)	(150,000)	(200,000)	(250,000)	(300,000)
IT and Platform	(60,000)	(30,000)	(40,000)	(50,000)	(60,000)
Gaming Licence	(9,500)	(9,500)	(9,500)	(9,500)	(9,500)
Curacao Fees	(10,000)	(5,000)	(5,000)	(5,000)	(5,000)
Cyprus Fees	(8,000)	(8,000)	(8,000)	(8,000)	(8,000)
Office Costs	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)
Professional Fees	(5,000)	(8,000)	(10,000)	(10,000)	(10,000)
Total Expenses	(141,000)	(239,000)	(411,000)	(511,000)	(511,000)
Total Gross Profit from Gaming	250,000	600,000	1,000,000	2,500,000	4,000,000
Net Profit	9,000	361,000	589,000	1,989,000	3,489,000