



Business Plan

TAS RIZ B. V.



Executive Summary

TAS RIZ B.V. is a technology organization with the goal to introduce gaming that draw to internet audience on a global scale. It is worth noting that the current market development in the aspect of on-line gaming offers us with an super-excellent opportunity to business development and expansion . As a new venture on the market, we have far-reaching goals and ideals, taken for granted, it's very handy for establishing a new initiative and being a vital competitor in a short term. Relying on superior technical experience in this field, we have the highest mission and responsibility of our company, and full-equipped support would broaden our appeal to our customers with productiveness in order to pursue our product and as a means of creating customer "stickiness" while adding top line revenue and improved margins.

Strategy

-Three target countries will start with, and how to expanding globally to.

Brazil

Argentina

Region specific and demanded gaming content that meets the most recent gaming dynamics and industry expectations.

- 24/7 customer support and key languages: English along with local languages, where applicable.
- PSPs selected basing to their popularity and demand in target markets.

Structure



Software

We will only use software from NuxGame, a leading i-gaming developer since 2018, which provides us with a fully integrated i-gaming system as well as the required reporting resources to ensure we remain strictly compliant with Curaçao regulations. NuxGame provides all of the top game vendors that we need for our operation.

Management & Operation structure

Our company plans to rise to the forefront of the region's online casino operators. This, of course, can only be accomplished by a highly trained and professional workforce. To that end, we've created job descriptions for the following positions, which will be filled by a highly seasoned and knowledgeable team:

- Chief Executive Officer (CEO): The owner of the company, Nuo Zhang has extensive experience as a retention and revenue manager in the tourism and hotel industries and currently operates an Australian company. She is also a professional in traffic acquisition via SEO, which is a key traffic source today along with affiliate marketing.

- **Legal & Compliance:** we will hire a licensed solicitor whose responsibilities include overseeing all regulatory and enforcement matters, including KYC/AML compliance.
- **Platform Design & Features:** Nuo Zhang is in charge of the look and feel of our platform, as well as collaborating with NuxGame on any major improvements to user interface.
- **Marketing & Sales:** collaborates with Nuo Zhang to ensure that our promotion and distribution initiatives are in line with our i gaming platform's standards. She has good relationships with some excellent marketing companies in the industry.
- **Financial Control:** Victor Rui heads up our bookkeeping and financial controls. He works closely with Nuo Zhang to ensure that our reporting is fully compliant.
- **Customer Service:** We will hire a professional person who is quadrilingual and heads up our 24/7 Customer Service team.
- **Affiliate and Traffic Software Development:** NuxGame Dedicated to Web and mobile development, the professionals at Rhea are a dedicated team of over 200 technologists , designers, programmers, marketers and online strategists with more than a decade of experience producing high volume websites for important brands.

Marketing & sales strategy

Having a strong expertise in SEO web marketing it is obvious we will involve all our expertise to bring our website to the top position in the web. Along with that affiliate marketing via CPA model with such well known websites as Ask Gamblers will be pushed to maximum level.

We will have in-depth cooperation with the Linkme limited in the industry. This means that they can provide us with Internet advertising channels, such as Google ads and TikTok.

At the same time, Linkme limited can also provide KOL intermediary services. We can obtain more high-quality customer groups through KOL.

The purpose of obtaining the gaming license

We choose Curacao as a jurisdiction for us because we believe the Curacao is extremely successful at protecting public trust by ensuring that gaming is done fairly, professionally, competitively, and free of illegal. We assume that a Curacao-regulated platform would give our clients trust and show that we are a credible and compliant i-gaming business.

Financial projections

It is difficult to accurately predict annual expenses, but developing a high-level revenue budget and establishing related baselines is critical to our operational and financial health.

Befor-Launch expenses		After-Launch expenses,1st year	
Company registration	4%-9%	Company operations	8%
License registration	12%-28%	License fees	5%-8%
Platform set up	21%-30%	Platform support	15%
Recruitment fees	8%-15%	Game usage expenses	8%
Marketing	20%-30%	employee expenses	55%
Other costs	3%-10%	Staff	15%-20%

2024	Monthly revenue (EUR)	Monthly expense (EUR)	Profit/Loss (EUR)
January	31000	95000	-64000
February	34000	97000	-63000
March	47000	90000	-43000
April	63000	84000	-21000
May	75000	79000	-4000
June	88000	102000	-14000
July	121000	97000	24000
August	154000	108000	46000
September	185000	122000	63000
October	231000	130000	101000
November	335000	142000	193000
December	453000	152000	301000

2025	Monthly revenue (EUR)	Monthly expense (EUR)	Profit/Loss (EUR)
January	417000	148000	269000
February	436000	158000	278000
March	455000	176000	279000
April	477000	195000	282000
May	513000	221000	292000
June	564000	259000	305000
July	633000	313000	320000
August	728000	379000	349000
September	863000	473000	390000
October	1036000	517000	519000
November	1043000	613000	430000
December	1167000	621000	546000

