

The background of the entire image is a close-up, artistic photograph of a roulette wheel. The wheel is made of polished metal and has a curved track with numbers. The numbers 18, 29, 7, and 28 are visible on the track, with 18 and 29 on red sections and 7 and 28 on black sections. The wheel is slightly out of focus, creating a sense of depth. A semi-transparent rectangular box is overlaid on the center of the image, containing the text.

Business Plan

Oddcraze N.V.

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1. BUSINESS OBJECTIVE AND SERVICES

1.1. OBJECTIVE

The Oddcraze N.V. (the “**Company**”), is a company engaged into high-end online gambling products targeting the non-regulated developing Asian, African and LatAm countries - Bangladesh, Uganda, Zambia, Ethiopia, Cameroon, Senegal, Cambodia etc.

The Company makes it a priority to understand the needs of every customer by controlling and operating technical and customer support staff, to provide better online gaming service and build a true, honest, and reliable relationship with clients and partners.

The Company defines its mission as to offer our customers/community the most entertaining, responsible and ethical gaming experience through innovative product by sitting in the comfort of their home enjoying live dealer interactions and actively pursuing the development of new gaming opportunities and reinvesting in the success of our existing operations.

The priorities of the Company are:

- Creating the most favorable conditions and best conditions in comparison to other online gambling companies.
- Providing high quality service; and
- Providing high quality support to its clients.

The Company will operate the www.maxicasino.com website for online casino-games and sports betting where the client can play and/or place bets on any kind of events.

In the future the company plans to extend its operations with licensing of another domains under its name.

1.2. SERVICES

The services offered by the Company will comprise as following:

- Online casino
 - Live Casino
 - Slot machine
 - Poker and other card games
- Sportsbook, including eSports.

2. CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS

2.1. SHAREHOLDER

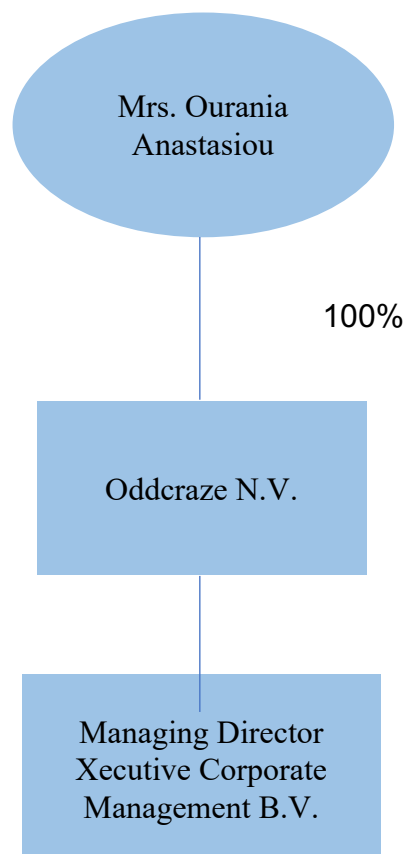
The ultimate beneficial owner of the company is Mrs. Ourania Anastasiou.

She holds 100% ownership interest in the company. Mrs. Ourania has experience in the gambling industry and will bring that knowledge to the project. Namely, she has over 6 years of gambling experience in performing functions of customer support, brand promotion and affiliate management for online casinos.

2.2. DIRECTOR

From corporate governance perspective, Xecutive Corporate Management B.V. performs functions of the Managing Director of the Company

2.3. STRUCTURE



2.4. GENERAL CONTROLS & DUTIES

The Company has separate departments for development, finance, casino management, customer support, payments & fraud, business intelligence and marketing. This is the first control in place. Individuals have clearly defined roles and responsibilities including reporting lines within the Company. As a result, each department, has both substance and clarity to enable it to achieve its goals and objectives.

The Company imposes the necessary restrictions and fully complies with the accepted legal age of 18+ being the players allowed to use online commercial gaming products.

The Compliance department is responsible for monitoring all transactions to and from the Company and verifying the identity of all online registered players. The Company senior management, as well as all employees, are fully committed to adopting a risk-based approach to anti-money laundering ("AML") with effort focused where it is most needed to be able to process payment transactions between the Company and customers in a way free of money laundering issues.

The developed internal systems and procedures applied by the Company are appropriate for remote gaming businesses. The Company is aware that its money laundering and terrorist financing risk assessment is not a one-off exercise, and these are assessed regularly so that the adopted approach is effective at any time.

3. COMMERCIAL STRATEGY

3.1. MARKETING PLAN

Over the last years, gambling has been making its way towards the online world. That is why it is necessary for the successful online business to have a competent marketing strategy with the emphasis on internet-marketing. Such instruments as SEO Services, Affiliate Marketing Services, and Mobile Marketing services to help to attract the target audience. The Company intends to focus mainly on:

- banners advertising in different sites;
- use of affiliate marketing systems;
- YouTube live streaming;
- social medias.

3.2. PROBLEM WORTH SOLVING

The significant part of the online gambling industry between online bookmakers and casinos run without online gambling licenses and therefore they rarely work with the online casino or sports betting platform providers.

As a result players are limited to various offers from Asian and LatAm bookmakers. Countries are having PSP and Credit/Debit card trading activities problems, meaning deposits and withdrawals for betting are being made in a more cumbersome way.

Asian and LatAm players use European and other non-local site to avoid the inconvenience mentioned above, it limits the players to maximize their enjoyment on gambling activities such as bad odds offering, no special period promotions and events due to culture differences.

This problem shows the Company that there's room for a wider offer of this kind of service.

3.3. OUR SOLUTION

The Company will make use of its operating know-how to target the Asian, Africa and LatAm markets, provide players with site for easier betting activities and variety of online gambling experiences with an easier process of deposits and withdrawals providing better offers and opportunities. Further, in the long run the Company wants to offer our own technological solutions to other markets, but for now the Company wants to develop based on our current strategies.

3.4. OUR ADVANTAGES

The Company's team has experience related in gaming and crypto related activities, which gives us the possibility to offer a product that serves an engaging user experience. The Company is acquainted with the European AML/KYC requirements.

3.5. TEAM OVERVIEW

The Company's owner has gathered talented professionals which includes operation, management, marketing, finance and server operation team (the Company has its own server).

3.6. MARKETS

Initially the Company considers that the target market will be Asia, Africa, Latam Region.

After incorporation and some period of operation, the Company will analyze other non-Asian markets with the possibility of further expansion into other available markets.

As the Company operates and plans to further operate under Curacao license, it is the Company honest commitment to be compliant all the time with any applicable regulations, including those of Curacao. So in no case would the Company target markets which are restricted under Curacao license requirements (i.e. USA, Netherlands, France, Dutch West Indies and Curacao) as well other markets restricted by local regulations.

3.7. SWOT ANALYSIS

Internal factors	Strenghts • Skilled work-force: The Company has invested extensively in the training of its employees that has resulted in it employing a large number of skilled and motivated employees. It has qualified and accredited professionals working under the team. • Website: has a well-functioning and interactive website that draws a large number of internet traffic. • Products portfolio: has a large product portfolio where it provides products in a large range of categories. It has a number of unique product offerings that are not provided by competitors. • Well-established IT system: that ensures efficiency in its internal and external operations	Weaknesses • Poor UX/UI design: a website should be visually appealing and easily navigable. Text should be easy to be read, and the overall color scheme should be pleasing to the eye. Buttons should be obvious and easy to find, so that players can register or play in as few clicks as possible. • Inconvenient functions: The Company should provide easy access to registration and a list of games on the main page. Also, it is important that players can easily find all relevant and necessary information about payouts on the website. The Company needs to make all the necessary information open and clear, make navigation quick and easy, and keep registration and settings as simple as possible
	Opportunities • AI: Company will invest in artificial intelligence (AI) for improving the overall experience for customers with multiple solutions throughout the service. With the help of AI, personalization for each user is possible as the technology can analyze the preference of the user in terms of game selection and offer a customized welcome page accordingly. This helps the user to save the time they would have spent looking for the right game. AI also helps in providing customer support in the form of chat-bots for resolving queries. Through AI, behavior patterns and gaming frauds can also be checked, which helps in preventing frauds and locks out scammers. • Sponsorship. The Company will sponsor different teams in sports/e-sports as part of marketing initiatives to expand the reach and gain more of an audience through these promotions. Since these tournaments have huge viewership and are immensely popular worldwide, it gives the Company an opportunity to get a global audience. • Social gaming. Social and mobile gaming has a huge impact on online gambling. As a result, there has been an increase in F2P (free-to-play) types of game products worldwide. • Cryptocurrencies. They will continue to dominate the gambling industry, with many online platforms accepting the crypto. Because of security and anonymity, many people enjoy and prefer these transactions from deposits, withdrawals, and gameplay in Bitcoin and other digital currencies which is one of the payment methods we are currently looking.	Threats • Fraudelent transactions. The Company is well-aware that some players do not respect fair game rules and are trying to cheat using different methods. • Technological developments by competitors. New technological developments by a few competitors within the industry pose a threat as customer attracted to this new technology can be lost to competitors, decreasing overall market share. • Increasing competition: there has been an increase in competition within the industry putting downward pressure on prices. This could lead to reduced revenue. • Regulatory changes. Regulatory landscape in the online gambling field changes rapidly in different markets and could difficult or even make it impossible to operate.

4. FINANCIAL

4.1. FORECAST

The Company has prepared a forecast based on the current business financial activities in the market, the overview shows the development from Year 1 through Year 3.

Item	Year 1	Year 2	Year 3
Revenue (GGR)	€ 1,572,073.00	€ 2,101,127.75	€ 2,616,219.00
Cost, including:	(€ 1270,642.41)	(€ 1,676,667.94)	(€ 2,063,137.29)
a. Marketing&advertising	(€ ,428,829.20)	(€ ,650,451.10)	€ 786,487.60
b. Providers cost (revenue share)	(617,252.41)	(€ 755,191.72)	€ 951,757.23
c. Personnel&outsource	(€ 122,928.03)	(€ 165,124.05)	€ 208,784.09
d. Maintenance	(€ 85,810.95)	(€ 85,810.95)	€ 85810.85
e. Other(legal,admin, etc)	(€ 15,765.84)	(€ 20,090.22)	€ 30,297.52
Net profit	€ 301,430.59	€ 424,459.81	€ 553,081.71

4.2. BUSINESS SOURCE OF FUNDING

The project will be initially funded using shareholder's savings and income from business operation, namely:

- Income from previous activity;
- Profit from Company's operations.

5. TECHNOLOGY, SOFTWARE & PROVIDERS

5.1. SOFTWARE PROVIDERS

The games/services that will be provided by third-parties are online casino games of different nature and online sports betting facility. Also, the Company will use turn key platform.

These will be provided through the Cypriot platform/software provider and aggregator called Authe LTD.

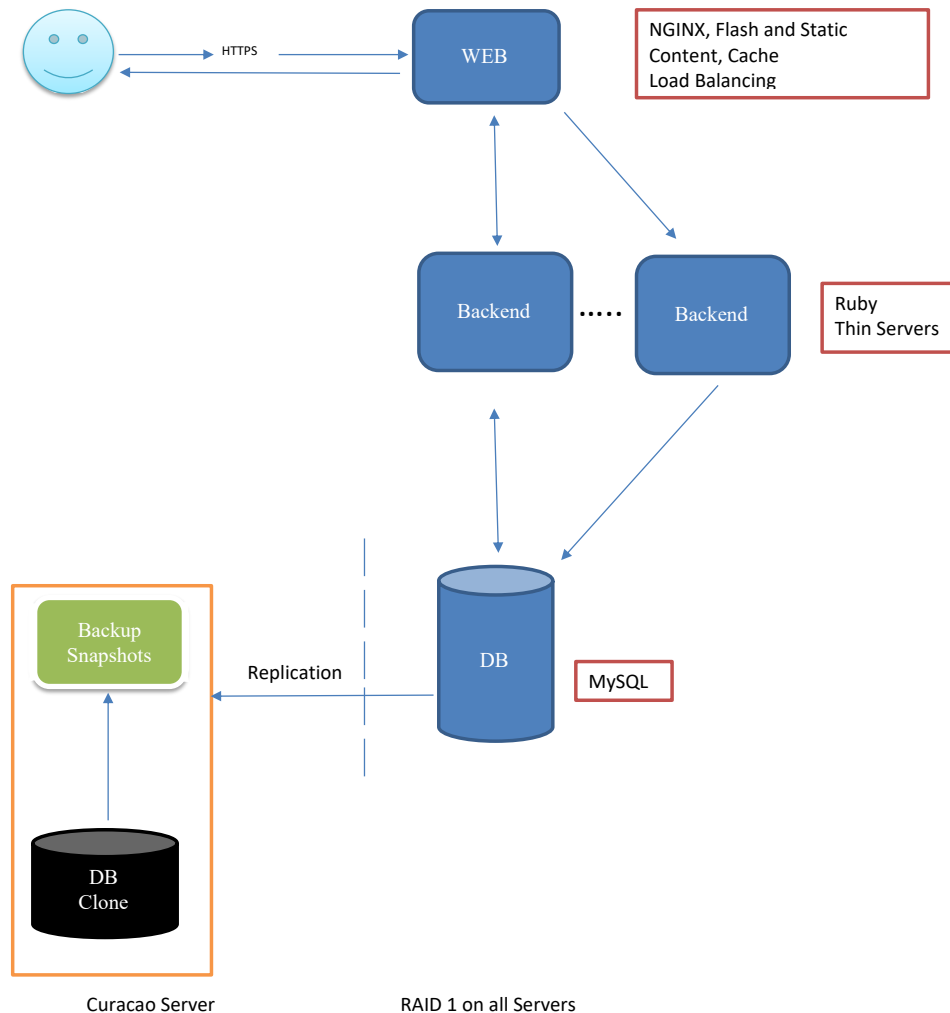
Nuxgame, except for sport engine, offers diversified portfolio of quality gambling software products including well-know brands such as:

- Habanero
- Endorphina
- Golden Race
- Evolution
- Ezugi
- Pragmatic Play
- NetEnt
- TV Bet
- Spinmatic
- Vivo Gaming
- Thunderkick
- Revolver Gaming
- Fantasma Games
- Yggdrasil Gaming
- And many others.

In future the Company will possibly integrate other service providers as well.

5.2. NETWORK DIAGRAM

Bellow the Network diagram from the application related to the Company's platform:



5.3. PAYMENT ARCHITECTURE

Payment services will be provided in the beginning by payment aggregators, namely:

- Praxis, who offers a single integration that connects to over 510 integrated payment solutions, from the largest banks and Tier 1 PSPs to e-wallets, instant wire solutions, and localized APMs. This is the fastest and most effective way to successfully enter new markets.

- Gate2way, who also offers integration to many payment solutions with more than 500 currencies available.

The Company is currently searching for other payment service providers which would provide more flexibility and reach additional markets.