

Online Gambling business plan.

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2024

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1. Company profile

1. Name of the company: Aquarius Entertainment N.V.
2. Legal form: Limited Liability Company
3. Legal structure: The managing director of the company is Ioana Ilinca Cojocaru. **The company's** 100% **shareholder** is Tsung-Ian Yang.
4. Registration number: 161153
5. Date of incorporation: 21.06.2022
6. Address: Abraham de Veerstraat 9, Curaçao, P.O. Box 3421
7. No White-label usage
8. Operate under NOOGH license and later application for LOK license will be performed.

2. Business Description

Objective:

Aquarius Entertainment aims to organize, market, promote, manage, support, and operate a comprehensive range of remote gaming activities. These activities include but are not limited to, various types of games, betting exchanges, interactive casinos, bingos, lotteries, and other interactive games. The company is dedicated to offering these services to clients across the EEA.

Vision:

To establish Aquarius Entertainment as a leading online casino brand in the EEA, continuously expanding its market presence and business operations.

Mission:

Aquarius Entertainment is committed to providing a high-quality, certified, and exclusive gaming product that not only keeps players entertained but also maximizes profitability. This will be achieved by anticipating market trends, integrating the latest technologies, and consistently delivering a superior gaming experience.

3. SWOT Analysis



4. Services Offered

Casino Gaming

Aquarius Entertainment will offer a wide variety of online casino games, including slots, table games, and live dealer options. These games will be available through a Software License Agreement, ensuring that all offerings are certified, fair, and of the highest quality.

Sports Betting

In addition to casino games, the company will provide a robust sports betting platform, allowing players to bet on a wide range of sports and events with competitive odds.

Promotions and Bonuses

The company will implement various promotional campaigns and bonuses to attract and retain players. These may include welcome bonuses, loyalty rewards, seasonal promotions, and more.

Responsible Gaming

Aquarius Entertainment is committed to promoting responsible gaming practices. The platform will include features such as self-exclusion options, deposit limits, and access to support resources to help players manage their gaming behavior responsibly.

Security and Fair Play

Ensuring the security and fairness of all gaming activities is a top priority. The company will use advanced encryption technologies to protect player data and will employ certified random number generators (RNGs) to ensure fair play.

Customer Support

Aquarius Entertainment will provide 24/7 customer support to assist players with any issues or inquiries. Support will be available through various channels, including live chat, email, and phone.

Mobile Accessibility

The gaming platform will be fully optimized for mobile devices, allowing players to enjoy their favorite games and betting options on the go, regardless of the device they use.

5. Technical Overview

Aquarius Entertainment is dedicated to providing top-tier functionality for both end users and B2B partners. To achieve this, all proprietary software is developed using **HTML5**, the preferred language for modern web development. This choice offers several key advantages:

- ♠ **Flexibility:** HTML5 enables the creation of products that are highly adaptable and easily converted from web applications into fully functional tablet and smartphone apps.
- ♠ **Cross-Device Compatibility:** HTML5 supports a wide range of resolutions, ensuring the platform is compatible with various devices, from desktops to mobile phones, offering a seamless user experience across all platforms.

5.1 Core Strategy: Product Diversity

At the heart of Aquarius Entertainment's strategy is **product diversity**. By offering a wide variety of games and game types, the platform attracts more players to gaming sites. Operators managing these sites benefit from a **flexible and efficient back-office system** designed to simplify operations and enhance functionality.

5.2 Back-Office Integration and Data Management

Aquarius Entertainment's back-office system is designed to:

- ♥ **Seamlessly integrate APIs:** Both existing and new APIs can be integrated easily, enabling smooth communication with various platforms and services.
- ♥ **Unified Data Management:** The back office consolidates data from all connected sources, allowing for streamlined operations. This provides a clear advantage over managing multiple systems connected to different products.

The **fully integrated system** also simplifies business performance analysis, making it easier for the company to:

- ♣ Accurately evaluate performance.
- ♣ Maximize profitability by analyzing comprehensive data from all sources in one place.

5.3 Global Controls and Regulatory Compliance

The platform incorporates **global control features** that allow the company to enforce system-wide rules. These controls include:

- ◆ **Transaction limits:** Set limits for individual players across all games.
- ◆ **IP blocking:** Block IP addresses from specific jurisdictions to ensure regulatory compliance.

In addition, the system offers **robust, customizable fraud and risk management tools**. These tools allow Aquarius Entertainment to ensure full compliance with local laws and regulations in all operational jurisdictions. By maintaining stringent controls, the company can monitor and ensure that all operators engaged with the platform adhere to the correct regulatory frameworks.

In summary, the use of HTML5 for software development, coupled with the back-office system's integration and data management capabilities, enables Aquarius Entertainment to offer a versatile, compliant, and high-performing gaming platform.

5.4 Operational responsibilities

Aquarius Entertainment is committed to ensuring a seamless and compliant operation by focusing on five key areas: **Regulatory Compliance, Technology Infrastructure, Game Selection and Providers, Marketing and Customer Acquisition, and Customer Support and Responsible Gaming**. Each area is crucial for maintaining the integrity of the platform, providing an exceptional user experience, and adhering to legal and industry standards.

Regulatory Compliance

- ♠ The company will identify and strictly follow all legal and regulatory requirements in the jurisdiction where its platform operates.
- ♠ Necessary gaming licenses and approvals will be obtained from relevant authorities to ensure the platform operates within legal boundaries.
- ♠ Aquarius Entertainment will implement comprehensive **Know Your Customer (KYC)** and **Anti-Money Laundering (AML)** processes

to safeguard against fraudulent activities and comply with industry regulations.

- ♠ The operations plan will be regularly updated to reflect any changes in regulations or compliance requirements, ensuring the company remains fully aligned with industry standards.

Technology Infrastructure

- ♥ The company will ensure that the platform is built on a secure, scalable, and reliable technology infrastructure capable of handling high volumes of traffic and transactions.
- ♥ **SSL encryption** will be implemented to safeguard player data and transactions, providing a secure environment for all users.
- ♥ Regular updates will be applied to the platform's software and systems to address any security vulnerabilities and enhance performance.
- ♥ Aquarius Entertainment will explore the use of emerging technologies, such as blockchain, to enable secure, transparent transactions and improve the platform's efficiency.

Game Selection and Providers

- ♠ The company will collaborate with reputable game developers to offer a diverse and high-quality game portfolio, ensuring a wide range of engaging options for players.
- ♠ The game library will be updated frequently to keep the platform fresh, engaging, and aligned with player preferences.
- ♠ All games will comply with regulatory standards and fairness requirements, providing players with a safe and fair gaming experience.

Marketing and Customer Acquisition

- ♦ Aquarius Entertainment will develop a robust marketing strategy that includes digital advertising, SEO, social media, and affiliate marketing to attract and retain players.

- ◆ The platform will offer various promotions, bonuses, and loyalty programs to incentivize player activity and enhance user engagement.
- ◆ The company will collaborate with affiliates and influencers to expand its reach, leveraging their networks to drive traffic and grow the player base.

Customer Support and Responsible Gaming

- ♠ **24/7 Customer Support:** Aquarius Entertainment will provide round-the-clock customer support through multiple channels, including live chat, email, and phone, to assist players with inquiries, disputes, and concerns.
- ♠ **Staff Training:** Customer support representatives will be trained to handle a wide range of issues, including responsible gambling concerns, ensuring that players receive the necessary support.
- ♠ **Ticketing System:** A robust ticketing system will be implemented to track and resolve customer issues efficiently and in a timely manner.
- ♠ **Responsible Gaming Features:** The platform will include responsible gaming tools, such as deposit limits, self-exclusion options, and reality checks, to help players manage their gambling activities.
- ♠ **Player Education:** Aquarius Entertainment will promote responsible gambling by educating players through website content and proactive communication about healthy gaming habits.

5.5 Third parties

The company will outsource only two essential services: **accounting** and **payment processing**. These services will be managed by **LEGEM (Aquarius Entertainment Solutions Limited)**.

LEGEM will handle all aspects of the company's financial reporting and bookkeeping, ensuring compliance with local and international financial regulations. This includes preparing financial statements, managing tax obligations, overseeing audits, and maintaining accurate records of all

financial transactions. Outsourcing accounting to LEGEM ensures that the company's financial operations are handled professionally, allowing Aquarius Entertainment to focus on its core business activities.

LEGEM will also manage the payment services for Aquarius Entertainment, handling all customer deposits, withdrawals, and transaction processing. This partnership ensures that payment operations are secure, efficient, and compliant with regulatory standards. LEGEM's expertise in fraud detection, anti-money laundering (AML) practices, and transaction security will provide an added layer of protection, safeguarding both the company and its customers.

6. Team

Owner and Founder:

The company is founded by Ioana Ilinca Cojocaru and owned by Tsung-Ian Yang. The owner has complete control and decision-making authority.

Key Positions

- ♥ Management: CEO, responsible for overall operations, finance, and strategy.
- ♥ Compliance Officer: Ensures regulatory compliance and stays updated on changes in gambling laws.
- ♥ IT and Security Professionals: Manage the platform's technology infrastructure and cybersecurity.
- ♥ Customer Support Representatives: Available 24/7 to assist players with inquiries, disputes, and responsible gaming concerns.
- ♥ Marketing Team: Digital marketers, content creators, and affiliate managers for effective promotion.
- ♥ Game Developers and Providers: Collaborate with reputable game developers and providers for a diverse game portfolio.
- ♥ Finance and Accounting: Manage financial transactions, reporting, and budgeting.
- ♥ Human Resources: Oversee recruitment, training, and staff development.

6.1 Recruiting process

At Aquarius Entertainment, we understand that building a strong team is crucial to success. Our recruitment process is designed to ensure we bring in top talent with the right skills and experience to drive our vision forward.

1. We create detailed and well-defined job descriptions for each position, ensuring candidates have a clear understanding of their roles and responsibilities from the outset.

2. To attract the best talent, we utilize trusted platforms and recruitment channels, ensuring we reach a wide pool of qualified candidates.
3. We conduct comprehensive interviews and thorough background checks for all key roles, ensuring that we hire candidates who are not only skilled but also align with our company values.
4. We prioritize candidates with experience in the online gambling sector, as this ensures they bring valuable insights and a deep understanding of the industry, helping us maintain our competitive edge.

6.2 Training and Onboarding

We prioritize comprehensive training and onboarding to ensure that all employees are well-equipped to excel in their roles. Our training programs are designed to support new hires from day one, provide specialized knowledge to key staff, and promote continuous learning across the organization.

1. **Comprehensive Onboarding:** We introduce new hires to our company policies, culture, and operational procedures, ensuring they are fully integrated into the team and aligned with our goals from the beginning.
2. **Specialized Compliance Training:** Compliance officers receive specialized training to navigate and adhere to complex regulatory frameworks, ensuring our operations meet all legal standards.
3. **Cybersecurity Expertise:** IT and security professionals undergo rigorous training in advanced cybersecurity protocols, focusing on threat mitigation and safeguarding sensitive data.
4. **Customer Support Training:** Our customer support representatives are educated on the platform's functionality, responsible gaming principles, and effective dispute resolution techniques. This helps them provide exceptional service and address player concerns with confidence.

5. **Continuous Learning:** We encourage ongoing training to keep our staff updated on industry trends, responsible gaming practices, and customer service excellence. This helps us stay ahead in a rapidly evolving industry.

6.3 Training Programs

1. **Compliance Training:**

- Compliance officers are equipped with in-depth knowledge of regional gambling laws and industry standards.
- Training materials are regularly updated to reflect any changes in legal frameworks, ensuring full regulatory compliance.
- Mock audits and compliance simulations are conducted to reinforce their ability to handle real-world scenarios.

2. **Customer Support Training:**

- Representatives receive detailed training on platform features, available games, and services to ensure they can assist players effectively.
- Conflict resolution skills and responsible gaming awareness are developed to help them handle sensitive issues professionally.
- Role-playing exercises are used to simulate real customer interactions, improving service quality and preparedness.

3. **IT and Security Training:**

- IT and security teams are continuously updated on the latest cybersecurity threats and best practices to keep the platform secure.

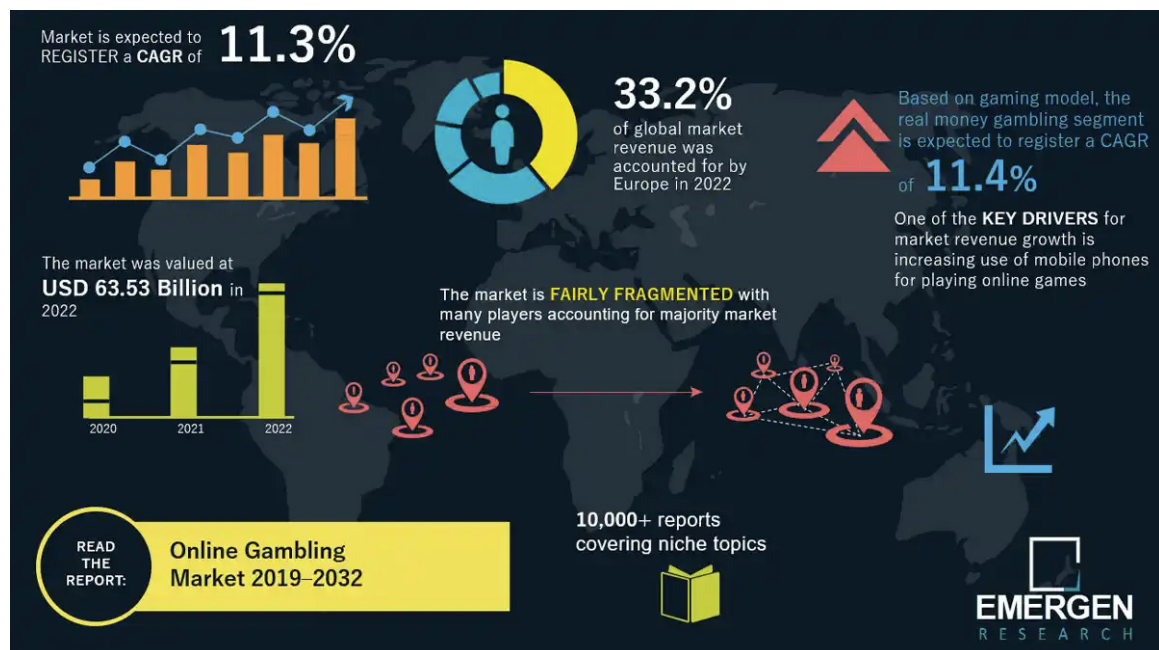
- Regular penetration testing and cybersecurity drills are conducted to assess system vulnerabilities and response readiness.
- Employees are trained in the secure handling and protection of sensitive player data, reinforcing our commitment to data security.

7. Financial information

7.1 Industry Overview

The online casino and sports betting industry is undergoing rapid growth, driven by several key factors, including increased internet access, technological advancements, and the growing social acceptance of online gambling. As internet penetration continues to rise, more consumers are engaging with online gambling platforms for entertainment and the chance to win money. This growth is reflected in the significant market expansion that is expected over the next decade.

In 2023, the global online gambling market was valued at approximately \$70 billion, according to industry reports¹. This valuation includes various segments, such as online casinos, sports betting, poker, and lottery services. The market is projected to grow at a compound annual growth rate (CAGR) of 12.5% over the next decade, reaching an estimated \$184 billion by 2032.² This impressive growth highlights the increasing demand for online gambling platforms worldwide.



<https://www.emergenresearch.com/industry-report/online-gambling-market>

¹ <https://www.grandviewresearch.com/industry-analysis/online-gambling-market#:~:text=The%20global%20online%20gambling%20market%20was%20estimated%20at%20USD%2063.53,USD%2070.64%20billion%20in%202023.>

² <https://www.emergenresearch.com/industry-report/online-gambling-market>

Key Drivers of Growth

1. The availability of affordable smartphones and widespread internet access have played a crucial role in boosting the online gambling industry. The proliferation of high-speed internet services, particularly in emerging markets, has made it easier for consumers to access online casinos and sports betting platforms. Mobile gambling, in particular, has become a dominant trend, as players prefer the convenience of gambling on the go via apps or mobile-optimized websites.
2. Advances in technology, such as the integration of artificial intelligence, blockchain, and virtual reality, have enhanced the user experience on gambling platforms. AI is being used to improve personalization and customer support, while blockchain offers increased transparency and security, particularly in payments. The introduction of VR casinos also promises to revolutionize the industry, offering players immersive experiences that replicate real-world casinos.
3. Regions such as Asia-Pacific, Latin America, and parts of Africa are becoming increasingly important to the global online gambling industry. These markets are experiencing growing internet penetration, and as local regulations become more favorable, they represent key growth areas for operators looking to expand their global reach.

Segment Analysis

Online Casinos:

- ♠ The online casino sector is driven by a broad range of games, including slots, table games (e.g., blackjack, roulette), live dealer games, and more. Players are drawn to the convenience of playing from home, and the wide variety of games and bonuses offered by online casinos keeps them engaged.
- ♠ One of the fastest-growing segments within the online casino industry is live casino games. These games provide an

interactive experience by streaming real-time video feeds of dealers from actual casinos, creating a more immersive and authentic gaming experience.

- ♠ Online casinos cater to diverse player preferences by offering thousands of games from multiple software providers. From traditional games to modern, themed slots, the game variety available online far surpasses what physical casinos can offer.

Sports Betting:

- ♦ Sports betting is another key driver of the online gambling industry's growth. The legalization of sports betting in key markets like the U.S. and the proliferation of online sports betting platforms have contributed to a significant rise in global sports betting participation.
- ♦ One of the most attractive features of online sports betting is the ability to place bets in real-time during events (live or in-play betting). This feature increases player engagement and creates opportunities for sportsbooks to offer dynamic odds.
- ♦ Another trend shaping the industry is the rise of esports betting. With the increasing popularity of competitive gaming, sportsbooks are expanding their offerings to include betting markets for major esports tournaments, appealing to younger demographics.

Market size

Available Market – 1B	Served Market – 176M	Target Market – 5M
All adults from 18 years old interested in any form of gaming or casino entertainment.	Adults who regularly visit online casinos or play online games.	High-income adults seeking premium online casino experiences.

7.2 Financial forecast

Year 2025	Amount
Revenue	1,000,000
Casino Games	600,000
Sports Betting	200,000
Skill Games	150,000
Lottery	50,000

Year 2026	Amount
Revenue	1,500,000
Casino Games	850,000
Sports Betting	350,000
Skill Games	200,000
Lottery	100,000

Year 2027	Amount
Revenue	3,000,000
Casino Games	1,100,000
Sports Betting	400,000
Skill Games	300,000
Lottery	200,000

7.3 Start-Up Investment

The initial start-up investment is projected to cover all necessary costs to develop, launch, and promote the online gambling platform. The investment will come entirely from **personal savings**, ensuring full ownership of the project without relying on external funding sources

such as loans. Below is a breakdown of the expected initial investment, covering platform development, game acquisition, marketing efforts, and operational expenses.

Projected Cost Breakdown

1. Development and Technology Costs

- **Platform Development:** \$30,000
This covers the creation of a robust and scalable online platform, including front-end design, back-end systems, and integration with payment processors.
- **Licensing and Certification Fees:** \$20,000
Costs associated with obtaining the necessary gambling licenses and ensuring compliance with local regulations.

2. Game Acquisition and Development

- **Game Aggregator Contract:** \$6,000
This refers to the cost of partnering with a game aggregator, which provides access to a library of certified games.
- **Development of Exclusive Games:** \$10,000
Investment in creating unique games tailored specifically for the platform, differentiating it from competitors and adding exclusive content for players.

3. Marketing and Customer Acquisition

- **Digital Marketing:** \$5,000
Budget allocated for digital marketing efforts, including search engine marketing (SEM), social media campaigns, and display ads to attract new players.
- **Promotional Offers:** \$5,000
Offering bonuses, free plays, and other incentives to engage and attract new users to the platform.

4. Operational Costs

- **Employee Salaries:** \$20,000
Salaries for key personnel, including IT staff, compliance officers, marketing professionals, and customer support agents.
- **Infrastructure Costs:** \$10,000
Costs for servers, hosting services, and software required to run the platform smoothly.

- **Utilities and General Expenses:** \$2,000
Miscellaneous expenses such as office utilities, subscriptions, and operational overhead.

5. **Launch and Initial Marketing Campaign**

- **Initial Marketing Spend:** \$5,000
This budget will be dedicated to a high-impact launch campaign to create brand awareness and drive traffic to the platform.

6. **Ongoing Marketing and Promotions**

- **Regular Marketing Campaigns:** \$2,000
Budget for sustained marketing efforts, including periodic promotional offers, affiliate marketing, and retention campaigns.

Total Initial Investment: \$115,000

This projection covers the complete range of initial costs necessary to establish the platform, from development to marketing and operations. All funds will be sourced from personal savings, giving the company greater flexibility and independence in financial decision-making and long-term strategy execution.

8. Competitor overview

Dazard Casino

Dazard Casino is a modern online casino that offers a broad selection of games, including slots, table games, live casino options, and more. Licensed in Curaçao, it targets an international audience and stands out for its strong promotions, cryptocurrency support, and a wide variety of games from multiple providers. Below is an overview of Dazard Casino as a competitor:

8.1 Dazard's offer

Dazard Casino offers a vast collection of games from over 40 different software providers, including big names like NetEnt, Microgaming, and Evolution Gaming. The game categories include:

- ♠ **Slots:** Hundreds of slot titles with varying themes, RTPs, and volatility.
- ♥ **Table Games:** A wide variety of classic table games, such as blackjack, roulette, baccarat, and poker.
- ♣ **Live Casino:** Real-time games with live dealers, offering an immersive casino experience.
- ♦ **Cryptocurrency Integration:** Dazard supports multiple cryptocurrencies, including Bitcoin, Ethereum, Litecoin, and Dogecoin, making it attractive to crypto users seeking fast transactions and privacy.

8.2 Target Audience

Global Audience

With multiple languages supported (including English and German) and various currency options, Dazard Casino is accessible to players from many countries.

Bonuses and Promotions Enthusiasts

The casino offers a variety of generous bonuses and promotions, appealing to players who seek ongoing value through reload bonuses, cashback, and other rewards.

8.3 Technology and Innovation

- ♠ HTML5-Based Platform
- ♠ Fair Games. The use of provably fair games, especially in the crypto section, gives players assurance of transparency and fairness.
- ♠ Secure Transactions

8.4 Bonuses and Promotions

Dazard offers a competitive welcome package for new players, typically consisting of deposit match bonuses and free spins on popular slot games.

The casino features a range of ongoing promotions, including:

- ◆ Regular bonuses on subsequent deposits.
- ◆ Cashback on losses to keep players engaged.
- ◆ Frequent slot tournaments with lucrative prize pools.

Dazard offers a multi-tiered VIP program, where players can unlock increasing rewards and perks as they advance through the levels.

8.5 Customer Support and Payment Options

Dazard Casino offers customer support around the clock through live chat and email, ensuring that players have access to assistance whenever needed.

The casino accepts a variety of payment methods, including traditional options like credit cards and e-wallets, as well as cryptocurrencies. This flexibility makes it convenient for a wide range of players.

8.6 Regulatory Compliance

Dazard Casino is licensed by the Curaçao eGaming Authority, which allows it to operate legally in many countries.

8.7 Strengths and weaknesses

Strengths

- ♥ Extensive Game Selection:
- ♥ Crypto Integration
- ♥ Attractive Bonuses and Promotions
- ♥ Mobile Compatibility

Weaknesses

- ♣ Limited Withdrawal Options
- ♣ Relatively New in the Market

9. Confirmation of information

1. Evidence of funds and financial information provided in amended documents ("Financial documents").
2. Legal documents required for gambling activity are amended to this business plan.

This business plan has been developed based on researched market data with minimal application of technology. The plan takes into account the key trends driving the growth of the online casino and sports betting industry, as well as potential risks and challenges. While it incorporates modern business practices, the focus has been on simplicity and efficient use of available technologies, allowing for operational optimization without requiring significant technological investments.

Sources

1. <https://www.grandviewresearch.com/industry-analysis/online-gambling-market#:~:text=The%20global%20online%20gambling%20market%20was%20estimated%20at%20USD%2063.53,USD%2070.64%20billion%20in%202023.>
2. <https://www.emergenresearch.com/industry-report/online-gambling-market>

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