

BUSINESS PLAN Description of the project

Howl.gg

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1. BUSINESS OBJECTIVE AND SERVICES

1.1. OBJECTIVE

The objective of Genius Touch B.V is to provide a well made gaming website howl.gg (“Howl”) that gives back to users with a proper reward system, and easy functionality. This is something we already provide to users, and we wish to further expand our horizons and seek new opportunities as they come. We hope to develop as an online casino and bring the scene to new heights with our focus on UI/UX and player satisfaction.

1.2. SERVICES

We wish to offer 3,000+ Online slots and live games to over 1 million users. Working with game providers such as pragmatic, Evolution and more we offer players some of the best online games that are available. Hence, the Company has picked some games and kind of sports as well as their respective providers which are for sure will be popular within customers in any markets and that we plan to offer on our web-site

Games:

- Slots and other RNG games
- Live Games
- Blackjack
- The Wheel
- Jackpot

Providers:

- Ezugi
- Endorphina
- Jili
- NetEnt
- Salsa
- Pragmatic Play
- Evolution
- PlayTech
- Play’n Go

- Platipus
- Hacksaw Gaming
- GameArt
- Galeta Gaming
- Amigo Gaming

The above list of course very preliminary and could be subject to adjustments within operation.

We allow Bitcoin, Ethereum, Litecoin, Gift Card, and Virtual Item deposit/withdrawal methods for our users.

2. CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS

2.1. SHAREHOLDERS AND UBO

Brandon Collins – CEO/Owner:

I have worked in the gambling industry for 8 years, previously as a content creator contracted by casinos to do affiliate marketing and content creation. I built my gambling YouTube channel “Bean” to 80,000 Subscribers before opening the casino “Howl” myself. I did all the creator booking, relations, social media marketing, and team management myself, as well as playing a large role in illustration, GFX, UI/UX, and more. I initially built Howl as a “virtual item” gambling platform based on the game Counter Strike, but as I saw shift in the culture and future of the space we are making change to slots and live games with crypto.

2.2. DIRECTOR

[According to the information in the Curacao Register of companies Starkeast Management B.V.]

2.3. STRUCTURE

[Brandon Collins – CEO/Owner]

2.4. GENERAL CONTROLS & DUTIES

[Please see below]

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3. COMMERCIAL STRATEGY

3.1. MARKETING PLAN

Our marketing strategy is simple, so I will keep the brief simple. Offer a better service to users than our competition, whether that be with rewards, Design, or how our staff treat our customers. Since that is in place, it is quite easy to convert existing online players from other casinos (eg. Roobet, Gamdom, Rollbit) to Genius Touch B.V . We work with content creators across platforms such as Kick, Instagram, Twitter, Youtube, and more to promote our platform in a fun way. We also provider each content creator we work with a “leaderboard” website which is made specifically to pay the highest wagers who use their affiliate code/link each month, this incentivizes playing on the website further.

We work with plenty of online affiliate agencies/websites such as Bitcoin.com, Tracksino, Bitcoinplay, Cryptolinks.com and more. We create individual campaigns for the best CTR with each affiliate company we work with to ensure the best conversion rates on our campaigns.

3.2. PROBLEM WORTH SOLVING

Current casinos in the same niche as us do not offer proper reward structures for users, we wish to expand on the boring lackluster rewards systems in place and offer a more fun alternative to getting cash-back. Along with this offering customers deposit bonuses on every deposit they make, something virtually no casino has done in the past.

3.3. OUR SOLUTION

Our rewards system not only has what the others do (monthly bonuses, instant/daily/weekly/monthly rakeback, rank up rewards, dedicated VIP hosts, and more. We also offer daily “cases” which can be unboxed each day providing a random reward to the user, this gives the user a a variable chance and a constantly changing reward each day. On top of this we have the feature “Pack Leader” which rewards the user with receiving a % of the websites earnings when winning 1,000x or more of their bet value on a slot. At least until the next person comes along and does the same!

3.4. OUR ADVANTAGES

Better rewards for players, enticing User Interface, easy to use design. Unique features such as anytime deposit bonuses and “Pack Leader”. Matching users reward ranks from other casinos upon joining us, creative social marketing, a fun inclusive environment, and much more.

3.5. TEAM OVERVIEW

CEO - Brandon Zeleniski Collins (Gambling Creator 2016-2019, Online Casino Owner/Manager/Marketing/Design 2018-2024)

COO – Logan McDougall (Casino Marketing 2018 – 2024, previously worked at Roobet, BC.Game, Duelbits)

Head of Development – Nekode Waldemar Krzyston (Casino Developer 2015 – 2024)

Front End Development – Mateusz Czernal Unixen (Casino Development 2015 – 2024)

Back End Development – Krzysztof Jagielski (Casino Development 2015 – 2024)

Head Of Social Marketing – Miles Mitchell (Previously Snow Agency, RapTV, and Casino Marketing 2021 – 2024))

Head of Data/Statistics – Davide Dettorre (Previously Poker Stars, Roobet, and more)

Head of VIP/Support – Kostas P. (Casino VIP Manager)

VIP Manager - Sam Kilpatrick (Casino Manager 2019 – 2024, Previously Roobet)

Support Manager - Siba J.

GFX/Social Art - Arkadiy Arko (UI and GFX Design 2014 – 2024, Previously, Clash.gg, Gamdom, Ebit.gg, CSGORoll, CSGOEmpire, and more)

UI/UX - Rasheed F. (User Interface Design 2015 – 2024, working at Trespure.lol)

Secondary UI/UX - Shimsho L. (User Interface/Design/UX 2017 – 2024, working on misc tasks and sub pages that require light work)

Live Support - Jared Ziko

Live Support – Kioshim G.

3.6. MARKETS

Asia, Latin America, and Africa.

3.7. SWOT ANALYSIS

We are currently in the growth phase. Everything is going according to plan, but one thing you can never predict is struggle to find new talent as you expand your company. We always wish to work with passionate and honest people, sometimes bad actors get in the way of your long term vision. Since we have so much room to grow, there will be trial and tribulation finding the right people that fit in at Genius Touch B.V .

As for strengths, we as a website offer many unique features to our users that no other online gambling company does. As listed prior our features are forward thinking, and also double as a fantastic natural marketing tool. Our user count is growing rapidly at nearly 1% per day 7 years in, with minimal expensive marketing. Our team is extremely overqualified, with our COO growing aiding in growing Roobet.com from a small casino to a multi billion dollar company, or head of Data/Stats leading PokerStars math and VIP team for many years, our social media marketing Miles building multiple X (Formerly known as Twitter) pages to over 1 million followers as well as Tiktok accounts to 5 million+ followers as well, the CEO Brandon being a past gambling creator himself knowing exactly how to deal with marketing deals having been on both sides of the coin and Managing, building, and marketing our casino to over 1 million users himself. We are extremely passionate about our users experience, being players ourselves gives us keen insight on potential features and untapped ideas in the market.

As for challenges to overcome, we as gambling website operator must meticulously choose jurisdictions we are planning to operate and monitor legal and license requirements under which we operate. To ensure constant monitoring of legal and regulatory landscape in order to make timely decision regarding whether or not to operate/continue to operate in the particular market

- To ensure constant monitoring of legal and regulatory landscape in order to make timely decision regarding whether or not to operate/continue to operate in the particular market
- Engage respective external legal consultants which would assist with principal legal questions
- In strategic perspective, to swift from high-risk jurisdiction to the regulated markets
- To maintain open dialogue and communication with the authorities

Since the Company will invest in its regulatory compliance, this challenge will be significantly overcome but the company will meticulously monitor regulatory changes and industry best practices.

In addition to challenges the company faces, it must take care about its cybersecurity and brand creation and maintenance. These challenges are planned to be overcome in following ways:

- make significant efforts and investments towards cyber security capabilities and technologies
- build a strong reputation based on solid foundations, including the commitment to being a responsible partner focusing on compliance, safe gambling, player sustainability, and product quality

4. FINANCIAL

4.1. FORECAST

We plan to have an average monthly income of \$600,000 USD. Our goals are much higher, thus we wish to obtain the license and be able to offer our users casino games to choose from and expand our promotional efforts this will increase exponentially.

Financial Forecast

Income/cost item	Year 1	Year 2	Year 3
1. Revenue, including GGR	\$1000000	\$ 2000000	\$ 3000000
2. Providers cost (revenue share)	\$ 300000	\$ 600000	\$ 900000
3. Marketing bonuses and promotions	\$ 150000	\$ 300000	\$ 450000
4. Other marketing expenses	\$ 100000	\$ 200000	\$ 300000
5. Team	\$ 200000	\$ 250000	\$ 300000
6. Other (commissions, infrastructure, legal support, overheads)	\$ 100000	\$ 150000	\$ 200000
7. Profit	\$ 150000	\$ 500000	\$ 850000

Assumptions:

1. **Revenue Growth:** Revenue increases by \$1,000,000 each year.
2. **Providers Cost (Revenue Share):** Assumed to be 30% of the revenue.
3. **Marketing Bonuses and Promotions:** Assumed to be 15% of the revenue.
4. **Other Marketing Expenses:** Assumed to be 10% of the revenue.
5. **Team:** Increases by \$50,000 each year to account for team expansion and salary increments.
6. **Other Expenses:** Increase by \$50,000 each year to account for infrastructure and legal support.
7. **Profit:** Calculated as the remaining amount after deducting all expenses from the revenue.

4.2. BUSINESS SOURCE OF FUNDING

UBO funds from his previous successful marketing activity and promotion of virtual items web-site.

5. TECHNOLOGY, SOFTWARE & PROVIDERS

5.1. TECHNOLOGY AND SOFTWARE PROVIDERS

Current Slot Providers:

Amigo Gaming, BGaming, Big Time Gaming, Blueprint Gaming, Eurasian Gaming, Evoplay, Felix Gaming, Fugaso, FunTa Gaming, GameArt, JILI, Kalamba Games, Mascot Gaming, Microgaming, NetEnt, Nolimit city, OneTouch, PG Soft, Platipus, Playson, Playtech, Pragmatic Play, Print Studios, Red Tiger Gaming, Relax Gaming, Slotmill, Spearhead, Thunderkick, Wazdan, and Yggdrasil.

5.2. PAYMENT ARCHITECTURE

On the crypto side we accept ETH, BTC, LTC, and soon USDT for user withdrawals and deposits. Through the third party provider “Kinguin” we accept deposits through gift card. We also accept virtual items from the games “CSGO”, “Dota 2”, “Team Fortress 2”, and “Rust” for deposit and solely “Rust” for withdrawals.

As for payment processing and working on accepting bank transfers and other related payment methods to the traditional system we are fielding our options and will work on this when the time comes after licensing.