

Verse Corp B.V.
BUSINESS PLAN

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Company Details

Verse Corp B.V. registered at Abraham de Veerstraat 9, Willemstad, Curacao
Chamber of Commerce Number: 162608

Main Contacts

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Object of the business plan

This document is being provided with the objective to obtain the rights to operates under the Curacao Gaming Control Board to offer remote gaming services in Turkey and Kazakhstan.

Abstract

The business plan is separated into the following six (6) chapters.

Chapter one	(1): Introduction of Verse Corp B.V.
Chapter Two	(2): Verse Corp B.V. Corporate Structure
Chapter Three	(3): Verse Corp B.V. Product & Services
Chapter Four	(4): Verse Corp B.V. Marketing & Sales Plan
Chapter Five	(5): Systems
Chapter Six	(6): Regulatory Compliance
Chapter Seven	(7): Financial forecast

Summary

Verse Corp B.V. (**hereinafter referred to as “Verse”**) is a company incorporated under the laws of Curaçao. At present operates under the sub-license GLH-OCCHKTW0702112023 issued by Gaming Services Provider N.V. (365/JAZ) with URLs: www.para-bets.com, www.khan-bet.com, www.versino.io.

Verse aim is to offer online gaming services under a license issuing by Curacao Gaming Control Board.

The target market is Turkey and Kazakhstan. The target market will be expanded as the company expand.

Verse is confident that providing the players with excellent user experience and adhere to the regulatory rules and regulations, Verse will become one of the top online gaming operator.

It is anticipated that obtaining this license will provide peace of mind to the players and partners knowing that they are dealing with a responsible operator that are supervized by regulators and where the players are given due consideration and respect.

1 Introduction

1.1 Mission Statement

Verse has a well-grounded set of corporate values that will be accessible for clients and staff. Based on those values, Verse's mission statement is as follows:

Verse has an uncompromising pursuit of perfection. Verse ensure to provide high qualities services to its clients. The triumph of Verse can only be achieved with happy clients.

Verse is founded on honesty and integrity. Verse hires experts who are driven by strong commitments. This is important so that Verse can closely monitor its clients' progress and rigorously monitor their continued compliance.

Verse is an agenda-driven organisation. Verse's culture is dynamic and flexible. Verse is constantly evaluating its services to ensure continued relevance to its clients'.

Privacy is very important. Verse implements robust systems to protect its clients' information.

1.2 Curacao

Curacao jurisdiction has been at the fore front in eGaming license. Verse judgment is that Curaçao possess all the elements to its status as one of the most important eGaming license jurisdictions due to the expertise, stringent compliance and Anti-Money Laundering ("AML") requirements, infrastructure, stability and access to the world.

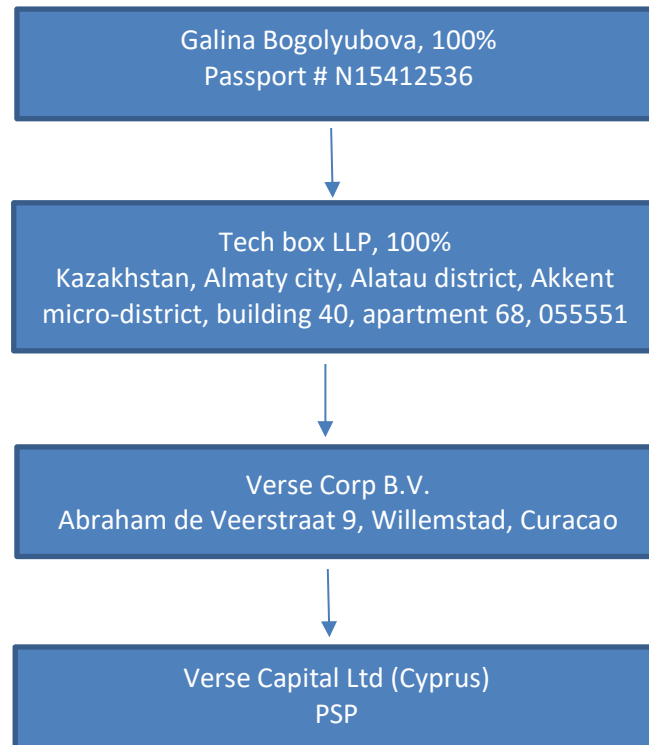
Curaçao is a jurisdiction of great reputation in the eGaming world. The list below, outlines why Verse decide to choose for the Curacao Gaming Control Board license.

Advantages:

- Curaçao being a jurisdiction of great reput in the eGaming world;
- Excellent hosting infrastructure;
- Advantageous B2C Compliance Contribution;
- Most competitive corporate tax rate

2 Verse Control (Ownership) and Corporate Structure

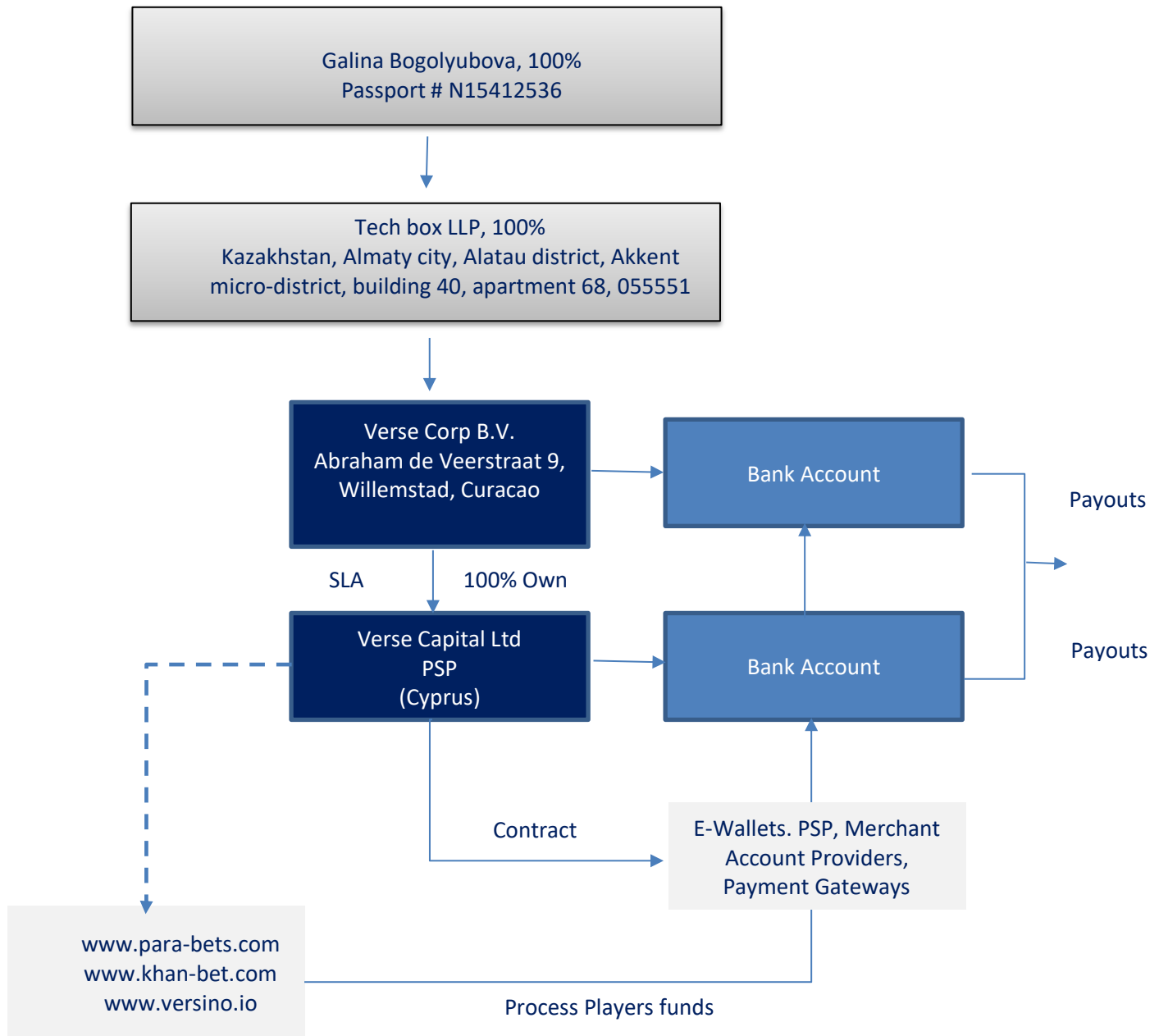
2.1 Control (Ownership) Structure



1. Tech box LLP 100% owner for Verse Corp B.V. Mrs Galina Bogolyubova is a 100% owner and controlling person for Tech box LLP.

In addition the letter confirming the Organizational chart of Verse Corp B.V. is sent along with the Business Plan.

2.2 Corporate Structure



1. Mrs. Galina Bogolyubova is the 100% owner of Tech box LLP.
2. Tech box LLP is the 100% owner of Verse Corp B.V. in Curacao which is operating under the sub-license GLH-OCCHKTW0702112023 issued by Gaming Services Provider N.V. (365/JAZ) and will be the entity holding the Curacao Gaming License issued by Curacao Gaming Control Board (GCB).
3. Verse Corp B.V. is 100% owner of Verse Capital Ltd (Cyprus) which is the subsidiary entity in Cyprus acting as the PSP for Verse Corp B.V.
4. Verse Corp B.V. will instruct Verse Capital Ltd to function as a Payment processor through an SLA.
5. Verse Capital Ltd is the collector of payments flowing from the E-Wallets, PSP's Merchant Account providers.
6. Verse Capital Ltd holds a bank account in the name of Verse Corp B.V. and from this account all expenses are payout (for instance, contracts, License, Marketing, Leasing Agreements, etc.)

2.3 Organization structure

Verse is composed of the following departments:

- General Management;
- Customer Service Department;
- Marketing Department;
- Financial & Administration Department.

- **General Management team**

The key Foreign Management team is composed as follow:

- **CEO:** (Galina Bogolyubova 100% owner)

The CEO will be responsible for most aspects of the business including, but not limited to, human resources responsibilities.

Complex legal, financial and marketing issues will be outsourced by the end of 2024, but will eventually be handed over internally.

- **CSP:** Morganite Corporate Services B.V.

The general management along with Morganite Corporate [Services B.V.](#) takes care of the business

- **CFO:** Verse Capital Ltd

Will be in charge will the financials aspects of the company

- **Manager Customer Service:** DataRise LLC

Will be in charge with the client support activities of the company till the end of 2024. Further recruitment of employees to the company's staff is planned

- **Manager Marketing.** [Techbox LLC](#)

Will be in charge of the marketing activities of the company till the end of 2024. Further recruitment of employees to the company's staff is planned

- **Customer Service Department**

- First line client support.

- **Marketing Department**

- Direct media buying;
- Social media and SEO marketing;
- Affiliate marketing;
- Promotion and bonus management.

- **Financial & Administration Department**

- Accounting;
- Payroll.

2.3 Employees

Each department will be looking to hire the following professionals:

CRM: 1 Manager Customer Service, 2 Customer support officers;

Marketing: 1 Manager Marketing, 1 Affiliate manager, 1 Digital manager;

Finance: 1 CFO.

will be leading a team of 8-10 employees.

3 VerseProducts & Services

3.1 Game Description

Verse offers its gaming platform to players in Turkey and Kazakhstan who want to play slots, casino, live casino, sports betting, virtual sports and cyber sports games. Verse's gaming content is available on the urls www.para-bets.com , www.khan-bet.com .

The content and software platform used within www.para-bets.com , www.khan-bet.com are provided by some of the most reputable content and software providers with all necessary licences and testing.

Name of the game provider	Type of game
Evolution	Games
Pragmatic	Games
Amusnet	Games
Amatic	Games
4 The Player	Games
Big Time Gaming	Games
Blueprint	Games
Cayetano	Games
EGT Digital	Games
Eyecon	Games
Netent	Games
Netgaming	Games
Push Gaming	Games
PlayNGo	Games
Northern Lights	Games
QuicksPin	Games
Red Tiger	Games
Reel Play	Games
Relax Gaming	Games
AvatarUX	Games
MIGALE LIMITED	Platform

3.2 Prospective game providers

Verse has no plans to stop integrating new games and is constantly liaising to provide additional integrations.

4 Verse Marketing

It is clear that online gambling operators attract their clients through intensive marketing campaigns. Verse uses some of the most successful marketing channels (such as viral marketing, social platforms, affiliate programmes, providing coupons, influencers (sports, social media)) to reach targets in Turkey and Kazakhstan.

Marketing and sales are carried out in each target market to tailor communication to local conditions.

4.1 Affiliate program

Verse uses an affiliate programme that involves referral campaigns to get users to recommend the platform in exchange for credits. In addition, Verse plans to utilise the concept of providing credit coupons to users for logging in and testing the platform.

Furthermore, Verse will develop partnership with experts and influencers which can drive the company to more publicity.

4.2 Market expand

It is obvious that Verse initial focus is to target the audience in Turkey and Kazakhstan. However, Verse was born with a global and diverse DNA. Therefore, Verse will seek for the opportunities to amplify its presence in others jurisdictions.

4.3 Potential counterparties

At the beginning and later stages Verse is planning to collaborate with the following companies, i.e.:

- Blexr LTD – well established network of SEO websites in Europe;
- KaFe Rocks LTD - well established websites network in Europe;
- Joelsson Media Group - SEO websites network and bloggers network for Europe;
- Game Lounge - well established websites network in Europe;
- House Tech Ads LTD - well established websites network in Europe.

5 Systems and Payments

5.1 IT infrastructure

The technology, IT infrastructure and the technical development is managed by MIGALE LIMITED.

5.2 Payments and Counterparties

The payments method that are accepted: Bank transfer, Cryptocurrency, Pre-Paid debit & Credit Card, Pre-pay voucher methods, Ewallet and Mastercard/Visa, etc.

The payment services providers that Verse uses for the abovementioned payment method are:

- Crypto Processing - Dream Finance, UAB (306036821) Vilnius, Gynėjų g. 14-65 www.cryptoprocessing.com
- PrimePay - card processing for the wide range of markets;
- REEL PROCESSING FZ-LLC – wide range of payment processing solutions;
- Interkassa – international payment aggregator.

6 Regulatory Compliance

6.1 Rules & Regulations

Verse guarantees that it always acts in accordance with the rules and regulatory obligations. Verse adheres to all regulations and guidelines for detecting and combating money laundering and terrorist financing issued by competent authorities. Verse has established robust compliance procedures that meet all international standards. This is done by allocating tasks and following strict procedures that are detailed in the AML Guidelines.

Verse ensures that minors and players from jurisdictions strictly prohibited by Curacao eGaming, such as: USA, Netherlands, France, Germany, Cyprus, BES Island, Curacao and Aruba) and from countries on the FATF list.

Verse ensures that all Url's display relevant information such as Terms of Service, Responsible Gaming, Dispute Resolution, Self-Exclusion, Account, Payouts and Bonuses, KYC Policy, etc.

The local director in Curaçao (Morganite Corporate Services B.V.) has taken over the relevant administrative and management functions to ensure that both companies (Verse Corp B.V. (Curaçao) and Verse Capital Ltd (Cyprus)) are always in good standing in accordance with local and international requirements.

6.2 Compliance procedures

Verse recognises the risk of money laundering and terrorist financing in remote gambling. However, this risk can be mitigated by adopting technological measures and controls to address the increased risk to players, which is what Verse has done.

It is particularly important for Verse to know who their potential players are before they are accepted as eligible players. Verse has adopted the following combination of controls.

1. Players must provide certain information in order to open an account:

- First and last name;
- Place and country of residence;
- Date of birth;
- Correct email address;
- Password (twice for verification).

2. Players who have not registered on the site cannot play. After completing the registration process and accepting the terms and conditions and privacy policy, the player is accepted as an eligible player.

3. Before a player is allowed to log in for the first time, an email containing an activation link is sent to the address provided on the registration form; it does not contain any sensitive information such as the player's username.

4. Players are required to prove their identity when depositing or withdrawing certain amounts. Documents can be submitted to the support email address provided on the website. Documents accepted are scanned copies of ID, passport, driving licence and any recent utility bills with the player's address, as well as scans of credit cards or bank statements if required.

5. Players are not permitted to transfer funds from one player account to another player account.

6. All transactions are conducted to detect possible money laundering activities.

7. A client's deposit history is checked to ensure that there are no suspicious payments to their account. The frequency of deposits and the amount of deposits are checked to ensure that they are within the normal range for the client based on their deposit history and the overall deposit range across our network.

8. The client's turnover is checked to ensure that they have played in a casino and are not using Merchant as a way to move money.

9. Where possible, funds should always be returned to the original payment method used by the player to make the deposit.

10. Suspicious activity is reported to the competent authority (FIU).

11. All staff have been trained on their responsibilities in relation to money laundering reporting and are aware of the procedures in place to escalate any suspicious incidents to the MLRO.

As operations expand, Verse will recruit more staff, including a compliance officer at management level who will be responsible for complaints handling. Complex legal and compliance activities are outsourced now, but will shortly be brought in-house.

7 Financial Forecast

7.1 Source of Funds

The major investment for putting Verse into operation were made by Galina Bogolyubova from the profits generated by Tech box LLP.

7.2 Financial estimation

Verse is expecting a net small profit for the year 2024-2025 and a slight profit for the 2025-2026 year. A decent profit is expected as the 3rd year projection.

Year	2024-2025	2025-2026	2026-2027
PRODUCT NUMBERS			
New Registrations	70500	107400	127500
New Players (Depositors)	18000	33000	42000
Total Players	18000	51000	93000
Deposit amount	€ 4 860 000,00	€ 14 535 000,00	€ 27 900 000,00
Withdrawal amount	€ 3 402 000,00	€ 10 174 500,00	€ 19 530 000,00
Net deposit amount	€ 1 458 000,00	€ 4 360 500,00	€ 8 370 000,00
SERVICES COSTS			
Bank comissions	€ 48 600,00	€ 145 350,00	€ 279 000,00
Payments fee	€ 262 440,00	€ 784 890,00	€ 1 506 600,00
GSP fee	€ 145 800,00	€ 436 050,00	€ 837 000,00
Platform fee	€ 174 960,00	€ 523 260,00	€ 1 004 400,00
Marketing cost	€ 437 400,00	€ 1 090 125,00	€ 2 092 500,00
SEO, SMM	€ 25 000,00	€ 35 000,00	€ 35 000,00
Annual License*	€ 61 700,00	€ 61 700,00	€ 61 700,00
Cost per communication (Email, SMS, etc)	€ 71 280,00	€ 201 960,00	€ 368 280,00
TOTAL SERVICES COST	€ 1 227 180,00	€ 3 278 335,00	€ 6 184 480,00
EMPOYEEES			
CEO	€ 30 000,00	€ 32 400,00	€ 36 000,00
Director CRM	€ 18 000,00	€ 21 600,00	€ 24 000,00
Director Marketing	€ 24 000,00	€ 26 400,00	€ 27 600,00
Affiliate Manager	€ 19 200,00	€ 20 400,00	€ 22 800,00
CSP	€ 19 200,00	€ 20 400,00	€ 22 800,00
Director Financial	€ 18 000,00	€ 21 600,00	€ 24 000,00
Support Officers	€ 33 600,00	€ 38 400,00	€ 38 400,00
TOTAL EXPENSES	€ 162 000,00	€ 181 200,00	€ 195 600,00
PROFIT	€ 68 820,00	€ 900 965,00	€ 1 989 920,00