

Business plan SoftGenius NV

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1. Company Overview

1.1 Business Summary and History

SoftGenius NV (referred to as 'SoftGenius') is a company established under Curacao law, primarily focused on expanding the remote betting business with Curacao License. The founders possess significant experience in the iGaming sector and have pinpointed a market gap for a customer-centric remote betting platform that aims to develop a distinctive and exceptional brand within the Curacao landscape.

To fulfill its objectives, SoftGenius intends to upgrade to a green seal license from the Curacao Gaming Authority, specifically for Type 1 Vertical. The company will concentrate on providing its services in selected EU markets and plans to expand as the business develops. By establishing itself as a respected brand from Curacao, SoftGenius seeks to differentiate itself from competitors and foster enduring customer relationships.

1.2 Vision and Objectives of the Company

SoftGenius's vision is to become a leading provider of remote betting services within the European Union by offering a customer-oriented platform that caters to recreational bettors. The company aims to create a user-friendly platform with a wide range of betting options and a focus on excellent customer service.

The primary objectives of SoftGenius include:

Obtaining a green seal gaming license from Curacao, ensuring high integrity, player protection, and adherence to best practices in the iGaming industry.

Developing a comprehensive and user-friendly betting platform that caters to the needs of recreational bettors while promoting responsible gaming and fostering a sense of community.



Establishing a strong market presence in the targeted EU markets within the initial years of operation by leveraging innovative marketing strategies and forging strategic partnerships with affiliates, influencers, and other industry stakeholders.

Expanding into additional markets and continuously improving the platform based on user feedback and industry trends, demonstrating SoftGenius's commitment to staying at the forefront of technological advancements and providing a superior gaming experience.

1.3 Why Curacao?

Curacao's jurisdiction presents a compelling opportunity for iGaming firms for several reasons: it was one of the pioneering nations regulating iGaming and possesses a robust regulatory framework that ensures a fair and transparent environment for operators and players.

With a strong reputation within the iGaming sector, Curacao will augment SoftGenius's credibility and facilitate a seamless entry into European markets.

Furthermore, Curacao offers superior hosting infrastructure, which enhances the company's operations by optimizing performance, ensuring security, and complying with data protection regulations.

1.4 Company Structure

SoftGenius company structure consists of key management personnel, including:

CEO

Gaming Operations

PSP Responsible

Legal Affairs

Data Protection

Compliance

Technology

AML & CFT

Additionally, the company will employ a Customer Support team, a Finance team, and a Compliance team to ensure the smooth functioning of daily operations. Each department



Will work collaboratively to promote the SoftGenius brand, enhance customer satisfaction, and maintain compliance with all relevant regulations.

2. Product Description

SoftGenius will offer an extensive array of betting options, which include:

****Casino Games:**** The platform will encompass diverse casino games, such as slots, table games, and live dealer games, sourced from esteemed game providers, including NetEnt, Microgaming, and Evolution Gaming. SoftGenius will continuously assess its game portfolio and introduce new titles consistently to ensure that players enjoy a fresh and captivating experience. Furthermore, the company will implement rigorous testing and quality assurance protocols to guarantee fair and enjoyable user gameplay.

****Live Betting:**** Users will be allowed to place wagers on live events, facilitating an engaging and dynamic betting experience. SoftGenius will allocate resources towards advanced technology and infrastructure to ensure that live betting functions seamlessly and is supported by real-time updates and precise odds. The company will also investigate potential avenues for integrating live streaming of events to further enhance the overall user experience.

3. Technologies and Nature of Games to be offered:

SoftGenius has developed its platform based on the Omega System, offering a robust and flexible foundation for its operations. All software rights, development, and IP rights belong to SoftGenius and their respective partners. The entire system is managed and maintained by the company, ensuring high security, reliability, and scalability.

The equipment used by SoftGenius for its operations is hosted at Microsoft Azure data centers, with real-time replication set up in Curacao on SoftGenius servers. This ensures optimal performance, redundancy, and data protection while also complying with relevant data protection regulations. SoftGenius is committed to staying at the forefront of technological advancements and will continuously evaluate and upgrade its technical infrastructure to provide a superior gaming experience.

4. Marketing

4.1 Marketing Strategy

SoftGenius's marketing strategy will focus on digital marketing channels and partnerships to build a strong brand presence and attract users. The company will employ the following tactics:

4.2 Digital Marketing

Social Media: SoftGenius will create and maintain profiles on popular platforms like Facebook, Twitter, Instagram, and LinkedIn. The company will develop engaging content tailored to each platform's audience, including promotions, industry news, and game highlights. SoftGenius will also use paid advertising, targeting demographics and interests that align with its customer base.

Search Engine Marketing: SoftGenius will invest in organic search engine optimization (SEO) and paid search engine marketing (SEM). For SEO, the company will optimize its website content and structure for relevant keywords, ensuring a high ranking in search engine results pages (SERPs). In SEM, SoftGenius will use Google Ads and Bing Ads to run targeted pay-per-click (PPC) campaigns.

Email Marketing: SoftGenius will develop a comprehensive email marketing strategy, utilizing newsletters, promotional offers, and tailored content to engage with prospective and existing customers. The company will implement segmentation and personalization to deliver relevant, timely messages and use analytics to continually improve its email marketing efforts.

Data-Driven Marketing: SoftGenius will harness the power of data to optimize its marketing efforts. This will include retargeting campaigns to re-engage users who have previously interacted with the brand, as well as audience segmentation to deliver customized content and offers. The company will also use analytics tools to monitor marketing performance and make data-informed decisions.

4.3 Partnerships

Affiliates: SoftGenius will establish an affiliate program, partnering with websites, blogs, and influencers within the iGaming space. The company will offer competitive commission structures, promotional materials, and dedicated support to incentivize partners and ensure mutually beneficial relationships.

Influencers: SoftGenius will collaborate with social media influencers, streamers, and content creators to promote its platform. These partnerships will involve sponsored content, giveaways, and exclusive promotions for the influencer's audience, driving brand awareness and user acquisition.

Industry Stakeholders: SoftGenius will seek strategic partnerships with industry stakeholders, such as sports teams, event organizers, and gaming content providers. These collaborations will provide opportunities for co-marketing, sponsorships, and other synergistic activities that enhance the brand's visibility and credibility.

4.4 Promotions and Bonuses:

Welcome Bonuses: SoftGenius will offer new customers enticing welcome bonuses, such as a percentage match on their first deposit or a no-deposit bonus, to encourage sign-ups and initial engagement with the platform.

Deposit Bonuses: The company will periodically offer deposit bonuses, such as reload bonuses or cashback offers, incentivizing users to continue funding their accounts and engaging with the platform.

Loyalty Programs: SoftGenius will implement a tiered loyalty program that rewards users based on gameplay and wagering activity. Benefits may include exclusive bonuses, faster withdrawal times, and access to VIP events.

4.5 Public Relation:

Press Releases: SoftGenius will issue press releases to announce significant milestones, partnerships, and product launches, ensuring that the media and the public remain informed of its progress and achievements.

Interviews: The company's leadership will participate in interviews with industry



Publications, podcasts, and video channels sharing insights and thought leadership on iGaming trends and the SoftGenius brand.

Industry Events: SoftGenius will attend and sponsor key iGaming conferences, expos, and networking events, showcasing its commitment to the industry and fostering relationships with partners, customers, and the media.

5. The team

SoftGenius's team will be organized into the following key functions:

Customer Support: A dedicated team of representatives providing assistance through live chat, email, and phone. The team will be trained to handle various types of customer inquiries and resolve issues promptly, ensuring high customer satisfaction.

Finance: A team responsible for financial management, including budgeting, forecasting, and financial reporting. The Finance team will work closely with other departments to ensure the financial health of the company and support strategic decision-making.

Compliance: A team ensuring that SoftGenius adheres to the regulatory requirements set by Curacao and other relevant authorities. The Compliance team will monitor the company's operations and provide guidance on best practices, helping to maintain SoftGenius's reputation as a responsible and compliant operator.

Product Development: A team responsible for maintaining and improving the platform and game offerings. The Product Development team will collaborate with game providers and technology partners to ensure seamless integration, optimize performance, and enhance the user experience.

Marketing: A team responsible for executing the marketing strategy and promoting the SoftGenius brand. The Marketing team will leverage various channels and tactics to reach the target audience, drive engagement, and foster loyalty.

An organizational structure will be put in place with the CEO at the top, followed by the department managers, who will oversee their respective departments and report directly to the CEO. This structure will facilitate communication, collaboration, and decision-making across the organization.

6. Capital Requirements

The shareholders shall cover all the company's capital needs. The company intends to grow and extend its key management team in Curacao and to hire additional employees in Curacao to support its operations. Furthermore, the company's hardware infrastructure will be based in Curacao and replicated at Microsoft Azure data centers to ensure optimal performance, security, and redundancy.

As the business grows, SoftGenius will continuously evaluate its capital requirements and may seek additional funding through equity financing, debt financing, or strategic partnerships to support expansion efforts and maintain a strong financial position.

7. Financial Plan

The financial plan for SoftGenius will be provided in a separate Excel sheet detailing the revenue projections, expenses, and expected growth for the first five years of operation. The financial plan will be based on various assumptions, such as market size, customer acquisition costs, and revenue per user, taking into consideration industry benchmarks and the company's unique value proposition.

The financial plan will also include a break-even analysis, cash flow projections, and a balance sheet to give a comprehensive view of the company's financial health and potential for success. This information will be used by the management team and shareholders to make informed decisions about the company's strategic direction and resource allocation. Additionally, the financial plan will be updated regularly to reflect actual performance and changing market conditions, ensuring that the company remains agile and responsive to new opportunities and challenges.

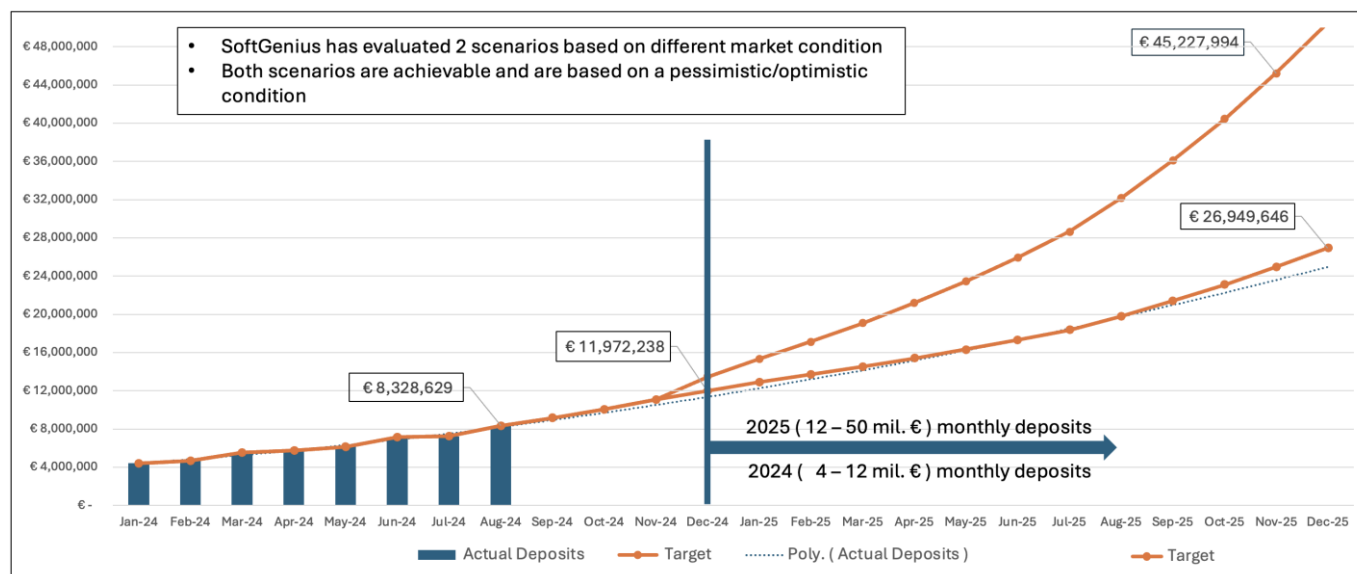
7.1 Financial Overview Forecast

Actual Metric	FY2023		FY2024	
	Q3	Q4	Q1	Q2
	TOTAL	TOTAL	TOTAL	TOTAL
Monthly Active Users (MAU)	€ 69,845	€ 133,238	€ 151,775	€ 185,790
Total deposits	€ 7,202,372	€ 10,742,652	€ 14,619,768	€ 19,013,515
Total withdrawals	€ 1,591,906	€ 2,988,007	€ 3,981,392	€ 5,243,223
Payout%	22%	28%	27%	28%
GGR	€ 6,565,444	€ 10,047,426	€ 13,157,496	€ 17,219,302
Bonuses	€ 595,918	€ 1,120,822	€ 1,777,870	€ 2,518,511
NGR	€ 4,004,087	€ 6,361,649	€ 8,340,068	€ 10,277,556
Average Revenue Per User (ARPU)	€ 57.33	€ 47.75	€ 54.95	€ 55.32
Game providers fees	€ 180,374	€ 1,177,223	€ 1,414,671	€ 2,041,893
SS Platform fees	€ 115,425	€ 184,780	€ 444,077	€ 1,941,348
Marketing Costs	€ 3,564,525	€ 4,373,591	€ 4,012,936	€ 5,949,965
Other expenses	€ 388,866	€ 365,981	€ 368,998	€ 409,513
Licensing and Legal Fees	€ 96,268	€ 38,258	€ 45,693	€ 83,982
Salaries and Staffing	€ 1,994,807	€ 1,991,834	€ 1,979,318	€ 1,997,765
Total costs	€ 6,340,264	€ 8,131,666	€ 8,265,692	€ 12,424,466
Customer Acquisition Cost (CAC)	€ 90.78	€ 61.03	€ 54.46	€ 66.87

7.2 Financial Overview Forecast

Metric by month		by month 2025	by month 2026	by month 2027
Active Users (MAU)	120%	222,948	401,306	782,547
Total deposits by month	120%	€ 22,816,218	€ 41,069,192	€ 80,084,924
Total deposits by year		€ 273,794,616	€ 492,830,304	€ 961,019,088
Total withdrawals		€ 5,704,055	€ 10,267,298	€ 20,021,231
Withdrawals (%)		25%	25%	25%
Netcash		€ 17,112,164	€ 30,801,894	€ 60,063,693
GGR	162%	€ 27,942,055.16	€ 45,342,049.65	€ 73,577,317.61
Bonuses	115%	€ 2,896,287.65	€ 3,330,730.80	€ 3,830,340.42
NGR		€ 25,045,767.51	€ 42,011,318.86	€ 69,746,977.19
Average Revenue Per User (ARPU)		€ 112.34	€ 104.69	€ 89.13
Game providers fees	144%	€ 2,947,206.12	€ 4,253,907.47	€ 6,139,960.38
Platform fees	241%	€ 1,071,299.00	€ 2,584,420.15	€ 6,234,699.67
Marketing Costs	167%	€ 9,931,784.13	€ 16,578,304.00	€ 27,672,788.69
Other expenses	105%	€ 88,441.08	€ 93,136.92	€ 98,082.09
Licensing and Legal Fees	119%	€ 100,303.43	€ 119,796.84	€ 143,078.68
Salaries and Staffing	115%	€ 2,300,391.91	€ 2,648,861.83	€ 3,050,118.97
Total costs		€ 16,439,425.66	€ 26,278,427.21	€ 43,338,728.47
Total Revenue		€ 8,606,341.84	€ 15,732,891.65	€ 26,408,248.73

7.3 By-month visibility of the forecasted financial figures based on two scenarios:



8. Commitment to Building an Extraordinary Curacao Brand

SoftGenius is deeply committed to building an extraordinary Curacao brand that stands out in the gaming industry for its exceptional user experience, responsible gaming practices, and commitment to customer satisfaction. To achieve this goal, the company will focus on the following key areas:

Innovation: SoftGenius will continuously invest in research and development to identify new trends, technologies, and features that can enhance the gaming experience and differentiate the company from its competitors.

Regulatory compliance: SoftGenius will prioritize compliance with all relevant regulations, including those set by Curacao, to maintain its reputation as a trustworthy and responsible operator.

Customer-centric approach: SoftGenius will place the needs and preferences of its users at the core of its business strategy, regularly seeking feedback and implementing improvements to meet and exceed customer expectations.

Responsible gaming: SoftGenius will actively promote responsible gaming by providing users with tools and resources to help them manage their gaming activities, such as self-exclusion options, deposit limits, and reality checks. The company will also partner with organizations that support responsible gaming initiatives to further demonstrate its commitment to this important issue.

Corporate social responsibility: SoftGenius will strive to be a good corporate citizen by adopting sustainable business practices, supporting local communities, and participating in industry initiatives that promote ethical and responsible behavior.

By focusing on these key areas, SoftGenius aims to build a strong brand that is recognized and respected by users, partners, regulators, and other stakeholders in the iGaming industry. Through a combination of strategic planning, execution, and continuous improvement, SoftGenius is poised to become a leading player in the Curacao iGaming market, delivering exceptional value to its customers and shareholders alike.

9. Payment Gateways and Fund Flow Management

The company offers users a seamless process for handling deposits and withdrawals via a variety of payment methods, including credit cards, e-wallets, cryptocurrencies, and other options. Payment methods are selected through the cashier interface upon registration.

Deposits:

- Once registered, users access the deposit page, choose a payment option, and proceed with the transaction.
- Payment service providers (PSPs) manage deposits, collecting money and settling it with the company under pre-agreed terms, typically within T+7 to T+14 days.
- Settlement is done via SEPA transfer or USDT into the company's bank accounts.

Withdrawals:

- The withdrawal process mirrors that of deposits but includes additional checks such as verification, KYC (Know Your Customer) compliance, and adherence to specific wagering conditions.
- Withdrawals are manually authorized after assessment and approval.
- A third-party payout service handles the transfer of winnings to players. Funds are topped up via SEPA transfers into a dedicated IBAN allocated to the company. These funds are then used to fulfill withdrawal requests.

Transaction Fees and Rolling Reserve:

- PSPs charge a percentage-based fee for deposits and withdrawals, which can range

approximately 12% of the total transaction value.

- Additionally, PSPs may impose a rolling reserve of 10%, held for up to 180 days to safeguard against potential chargebacks or fraud.

Key Payment Providers and Partnerships: The company partners with various PSPs to ensure global accessibility, fast transaction processing, and robust security measures. These providers include:

- Ezzewallet
- Mifinity
- Cubixpay
- Nummuspay
- Flexepin

The company also collaborates with **Devcode** for cashier integration, ensuring a seamless user experience.