

Wayyy Business Plan

Date: 15 Nov 2023

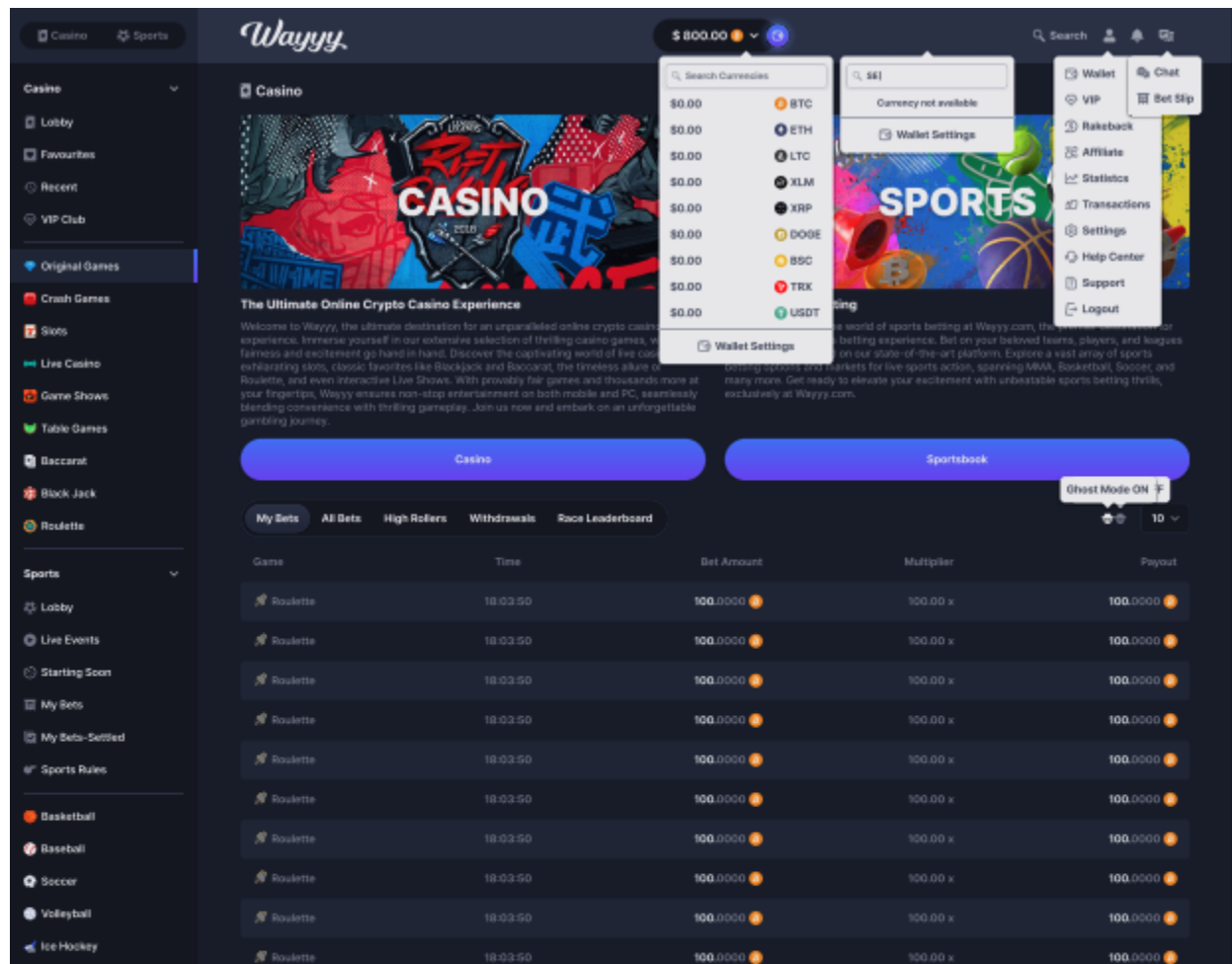
1. Overview of Business Products, Services/Brands, and Proprietary IP:

Wayyy.com, set to launch in 2024, is an emerging brand in the online casino industry. This section of the business plan details the distinctive attributes and offerings of Wayyy.com, operated by NinetyNine N.V.:

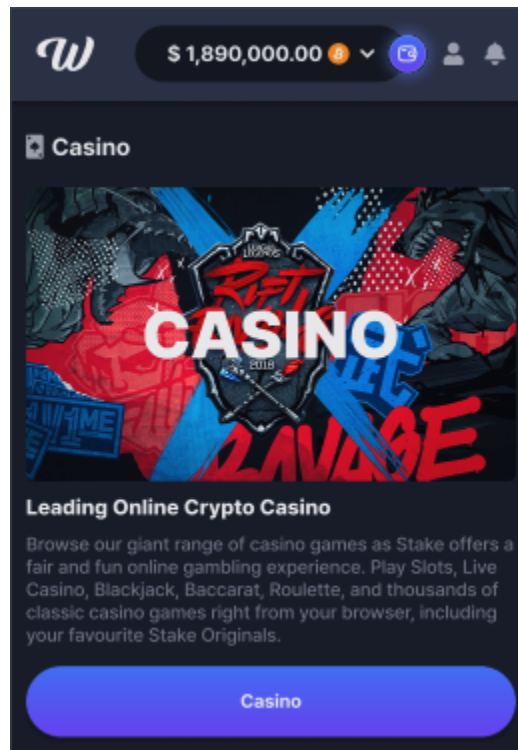
- **Brand and Domain Ownership:** Wayyy.com is the exclusive owner of its domain name, providing a unique and recognizable online presence in the digital casino market.
- **Game Providers:** The website will feature a wide range of casino games, sourced from renowned game developers, Evolution Gaming and Pragmatic Play. These partnerships ensure access to some of the most popular and engaging online gaming experiences available.
- **Cryptocurrency Support:** In alignment with current digital trends, Wayyy.com will support various cryptocurrencies. This approach not only caters to a tech-savvy customer base but also enhances the accessibility and convenience for users preferring digital currency transactions.
- **User Experience (UX):** A major competitive advantage for Wayyy.com is its focus on delivering an exceptional user experience. The platform is designed to be easily navigable and user-friendly on both PC and mobile devices. This commitment to superior UX design aims to ensure a seamless and enjoyable gaming experience for all users.

Incorporating these elements, Wayyy.com, under the stewardship of NinetyNine N.V., is poised to become a significant player in the online casino industry, distinguished by its innovative approach, user-centric design, and diverse gaming options.

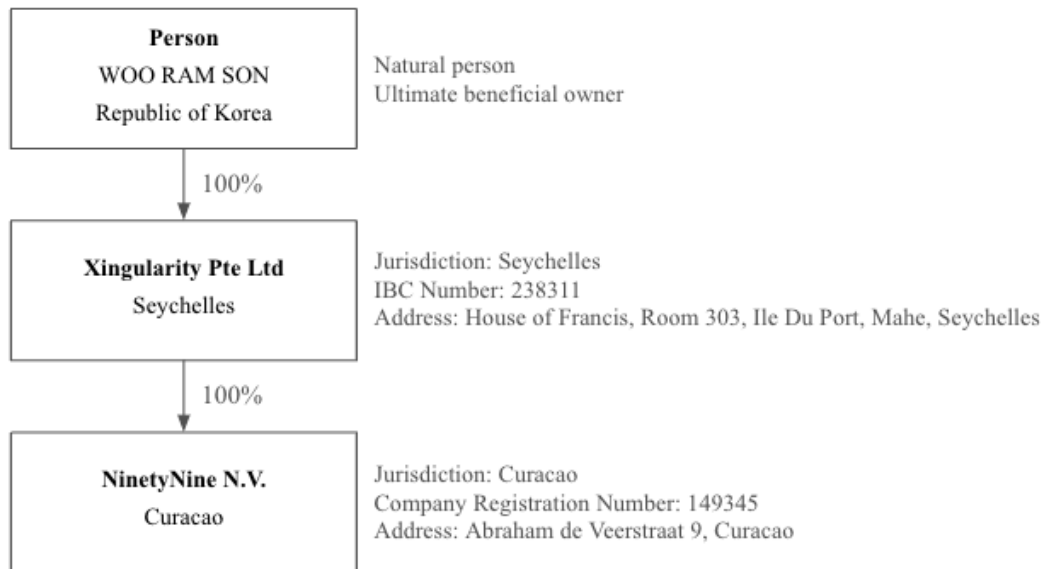
The screenshot is of Wayyy.com, a digital casino website. It exclusively owns its domain, enhancing brand recognition in the online casino market. The site offers a variety of casino games from top developers like Evolution Gaming and Pragmatic Play, ensuring a high-quality gaming experience. It supports various cryptocurrencies, catering to a tech-savvy audience and adding convenience for digital currency users. Wayyy.com emphasizes a superior user experience (UX), with a platform that's easy to navigate on both PC and mobile, aiming to provide a seamless and enjoyable gaming experience.



The mobile version of Wayyy.com showcases a user-friendly interface optimized for smaller screens, maintaining the website's sleek and intuitive design. It prominently features a selection of popular casino games from renowned developers like Evolution Gaming and Pragmatic Play, ensuring a quality gaming experience. The site also highlights its cryptocurrency support, appealing to users who prefer digital currency transactions. Navigation elements are streamlined for ease of use on mobile devices, emphasizing Wayyy.com's commitment to an exceptional user experience. The overall design is clean and responsive, ensuring a seamless and enjoyable gaming experience on mobile platforms.



The organizational framework of Wayyy.com, managed by NinetyNine N.V., is detailed below, highlighting its corporate governance and ownership:



- **NinetyNine N.V.:**
 - Establishment: NinetyNine N.V. was established on February 13, 2019, in Curaçao
 - Ownership: The company is wholly owned by Xingularity Pte Ltd., a corporation founded on July 22, 2023, in Seychelles.
 - Jurisdiction: Curaçao.
 - Company Registration Number: 149345.
 - Address: Abraham de Veerstraat 9, Curaçao.
- **Xingularity Pte Ltd.:**
 - Ownership: Xingularity Pte Ltd. is entirely owned by Mr. Son Woo Ram, a South Korean national, born on August 5, 1985. This ownership structure underlines a strong individual leadership at the helm of the company.
 - Jurisdiction: Seychelles.
 - IBC Number: 238311.
 - Address: House of Francis, Room 303, Ile Du Port, Mahe, Seychelles.

This management structure of Wayyy.com, under the ownership of NinetyNine N.V. and its parent company Xingularity Pte Ltd., showcases a clear, streamlined corporate governance model. With its strategic incorporation in Curaçao and Seychelles, Wayyy.com benefits from the advantageous legal and regulatory frameworks of these jurisdictions, enhancing its operational efficacy in the online casino sector.

2. Company Management Structure:

Key management roles:

Role and Responsibilities	Name	Key Qualifications
CEO and Compliance Officer	WOO RAM SON	CEO and Compliance Officer at NinetyNine N.V. (2019-current) Software Engineer at Samsung Electronics Master of Science from Seoul National University, Republic of Korea
COO	MINUK KIM	Chief Operation Officer at NinetyNine N.V. (2019-current) Software Engineer at Pantech Ph.D candidate from Konkuk University, Republic of Korea
CTO	YOUNGDAE CHO	Chief Technology Officer at NinetyNine N.V. (2019-current) Software Engineer at NHN NEXT Bachelor's degree from Sungkyunkwan University, Republic of Korea

Roles and Responsibilities:

- WOO RAM SON - CEO and Compliance Officer
 - Responsibilities: Strategic leadership, overall company vision, regulatory compliance, major business decisions, and stakeholder management.
 - Nationality: Republic of Korea
- MINUK KIM - COO (Chief Operating Officer)
 - Responsibilities: Overseeing operational activities, business efficiency, implementation of strategies, and managing day-to-day administrative functions.
 - Nationality: Republic of Korea
 - Reporting: Directly to the CEO, Woo Ram Son.
- YOUNGDAE CHO - CTO (Chief Technology Officer)
 - Responsibilities: Technology strategy, development, IT infrastructure management, and overseeing technological innovations.
 - Nationality: Republic of Korea
 - Reporting: Directly to the COO, Minuk Kim.

Reporting Line and Decision Making Procedure:

Decision Category	Reporting Line and Decision Making Procedure
Security	Incident Occurs: If a security issue arises, the initial report is made to the CTO, Youngdae Cho. Initial Assessment: The CTO assesses the severity and potential impact of the issue. Reporting Upwards: If the issue is significant, the CTO reports to the COO, Minuk Kim, outlining the problem and suggesting potential solutions. Decision Making: The COO evaluates the suggestions and, depending on the severity, either decides on the course of action or escalates the issue to the CEO, Woo Ram Son. Final Decision: In critical cases, the CEO may consult with the Board of Directors before finalizing the decision.
Operational	Initiation: For day-to-day operational decisions, the COO, Minuk Kim, is the primary decision-maker. Consultation: The COO may consult with the CTO or other department heads for specialized input. Reporting to CEO: Significant operational changes or issues with major implications are reported to the CEO for final approval.
Strategic Business	Initial Discussion: Strategic decisions, like entering a new market or major investments, begin with discussions among the CEO, COO, and CTO. CEO's Role: The CEO, Woo Ram Son, plays a key role in formulating the strategy. Board Involvement: For major strategic decisions, the CEO presents the plan to the Board of Directors for approval and guidance.

This structured approach to reporting and decision-making ensures that Wayyy.com addresses issues effectively and makes informed decisions, leveraging the expertise of its key officers and maintaining clear communication channels.

3. Three-Year Business Forecasts:

3.1. Three-Year Business Forecasts for Wayyy.com

This section outlines the three-year business forecasts for Wayyy.com, focusing on financial projections, market growth, and operational targets:

- Year 1: Establishment and Market Entry
 - Financial Goals: Achieve a specific revenue target, focusing on initial market penetration. Keep operational costs within a set budget to maintain financial stability.
 - User Base Growth: Aim to acquire a substantial number of new users, with a focus on converting them into regular players.
 - Marketing and Brand Awareness: Implement aggressive marketing campaigns to establish brand presence and recognition in the online gaming market.
- Year 2: Expansion and Growth
 - Revenue Growth: Increase revenue targets by a significant percentage from Year 1, leveraging established user base and market presence.
 - Market Expansion: Expand into new geographical markets and introduce additional gaming options to attract a broader audience.
 - Operational Efficiency: Enhance operational processes for better efficiency and customer satisfaction, potentially reducing overhead costs.
- Year 3: Consolidation and Sustainability
 - Financial Stability: Aim for a steady growth in revenue with a focus on profitability and sustainable business practices.
 - User Engagement: Increase user retention rates through loyalty programs and continuous improvement of user experience.
 - Technological Advancements: Invest in new technology to improve gaming experiences and operational efficiency. Explore emerging trends like virtual reality or AI integration in gaming.

Key Performance Indicators (KPIs):

- Revenue and Profit Margins: Track revenue growth and maintain healthy profit margins.
- Customer Acquisition and Retention Rates: Monitor new user sign-ups and retention rates to gauge market penetration and brand loyalty.
- Operational Efficiency Metrics: Evaluate operational costs and efficiency improvements.
- Market Expansion Success: Measure the success of entering new markets and the performance of new gaming products.

These forecasts provide a roadmap for Wayyy.com's growth and development over the next three years, setting clear financial and operational goals to ensure the platform's success in the competitive online casino industry.

3.2. Financial Assumptions and Basis for Three-Year Business Forecasts of Wayyy.com

The three-year business forecast for Wayyy.com is built on a foundation of carefully considered financial assumptions. These assumptions take into account market trends, operational capabilities, and strategic initiatives. Here's an overview:

1. Market Growth and User Base Expansion:
 - a. Assumption: The online gaming market will continue to grow steadily, driven by technological advancements and increased digital engagement.
 - b. Basis: Research indicates a growing trend in online gaming, especially in mobile platforms and with the integration of new technologies like AR/VR.
2. Revenue Streams:
 - a. Assumption: Primary revenue will come from game plays, with secondary revenue streams from in-game purchases and partnerships.
 - b. Basis: This is based on current industry standards and the successful revenue models of existing online casinos.
3. Cost of Acquisition and Retention:
 - a. Assumption: The cost of acquiring new users will decrease over time as brand recognition increases, but investment in customer retention will remain crucial.
 - b. Basis: Established through analysis of market trends and historical data from similar online gaming platforms.

4. Operational Costs:
 - a. Assumption: Initial operational costs will be higher due to setup and marketing expenses, but will stabilize over time.
 - b. Basis: Drawn from the financial histories of similar startups and the typical spending patterns in the early stages of an online business.
5. Technological Investments:
 - a. Assumption: Continuous investment in technology will be necessary to remain competitive and improve user experience.
 - b. Basis: Reflects the fast-evolving nature of the online gaming industry and user expectations for innovative and engaging gaming experiences.
6. Market Expansion:
 - a. Assumption: Expansion into new markets will incur additional costs but will lead to a significant increase in revenue.
 - b. Basis: Based on the success of other companies in the industry that have expanded globally and the increasing acceptance of online gaming in various regions.
7. Regulatory Compliance Costs:
 - a. Assumption: Regulatory compliance will involve ongoing costs, including licensing fees, compliance software, and potential legal advisories.
 - b. Basis: Standard practice in the online gaming industry, taking into account various international regulations and the need for compliance.

These assumptions provide the groundwork for the financial forecasts, aiming to balance optimism with realism and create a robust strategy for Wayyy.com's growth and profitability.

3.3. Projections of sales, targets, and cash flow.

Year	Sales Revenue Target	Cash Flow	Profit Margin	Annual Revenue Growth	CLV Increase	CAC Reduction	Operational Cost Reduction	ROI
Year 1	\$500,000	-\$200,000	- (Break-even)	-	-	-	-	-
Year 2	\$1 million	\$300,000	10%	100%	10%	10%	5%	-
Year 3	\$1.3 million	\$500,000	15%	30%	10%	Maintain	5%	15%

This table provides a clear overview of the targets and expectations for Wayyy.com's performance across key financial metrics. It shows a progression from establishing the business in Year 1 to achieving sustainable growth and profitability by Year 3.

The financial projections for Wayyy.com have been recalibrated with more conservative target numbers, representing a tenth of the previously projected figures. This adjustment provides a more cautious financial forecast for the first three years of operation.

- Year 1: Establishment and Initial Market Entry
 - Sales Revenue Target: Aim for \$500,000 in revenue, primarily focusing on building a user base and establishing market presence.
 - Cash Flow: Anticipate an initial negative cash flow of \$200,000, factoring in startup costs and initial marketing expenditures.
 - Break-even Point: Target to reach break-even by the end of the year through focused user acquisition and cost-effective marketing strategies.
- Year 2: Expansion and Consolidation
 - Sales Revenue Target: Project to increase revenue to \$1 million, leveraging the growing user base and enhanced brand recognition.
 - Cash Flow: Expect a positive cash flow of \$300,000, benefiting from the increasing scale of operations and improved cost efficiencies.
 - Profit Margin: Target a profit margin of 10%, an improvement from the first year, achieved through better operational management.

- Year 3: Sustainable Growth and Market Expansion
 - Sales Revenue Target: Forecast a revenue increase to \$1.3 million, a 30% growth, focusing on market consolidation and strategic expansion.
 - Cash Flow: Project a stable cash flow of \$500,000, reflecting efficient revenue generation and cost management.
 - Return on Investment (ROI): Aim for an ROI of 15%, capitalizing on the company's investments and market positioning.

Key Financial Metrics:

- Annual Revenue Growth: Aim for a 100% increase in Year 2 and 30% in Year 3.
- Customer Lifetime Value (CLV): Increase CLV by 10% annually through retention and user experience enhancement.
- Cost of Customer Acquisition (CAC): Target a 10% reduction in CAC in Year 2 and maintain efficiency in Year 3.
- Operational Efficiency: Aim to reduce operational costs by 5% relative to revenue each year.

Assumptions for Revised Projections:

- Moderate growth in the online gaming market, in line with global economic trends.
- Effective but cost-conscious marketing strategies to ensure sustainable user acquisition.
- Gradual operational efficiencies realized through scaling and process optimization.
- A stable and conducive regulatory environment for online gaming.

These revised projections offer a more prudent financial roadmap for Wayyy.com, aligning growth expectations with a cautious approach to market dynamics and operational scaling.

4. Overview of Business Growth Strategy and Market Share Maintenance:

4.1. Narrative Linking Business Forecasts to Market Growth and Sustainability Plans:

- **Initial Growth:** In Year 1, Wayyy.com will focus on establishing its brand and building a robust user base. The strategy involves targeted marketing to acquire new users and innovative gaming experiences to retain them. This phase is crucial for laying the foundation for future growth.
- **Expansion and Diversification:** During Year 2, the company aims to double its revenue by expanding into new markets and diversifying game offerings. This includes the introduction of new features and the exploration of emerging trends in online gaming.
- **Sustainability and Consolidation:** In Year 3, the focus shifts to sustainability. The company will consolidate its position in existing markets while exploring gradual expansion into new ones. Emphasis will be on customer retention, operational efficiency, and technological advancements to maintain a competitive edge.

4.2. Specific Financial and Marketing Strategies to Achieve Projected Growth:

- **Financial Management:** Prudent financial management includes maintaining a lean operational structure, optimizing the cost of customer acquisition, and reinvesting profits into growth initiatives.
- **Dynamic Marketing:** Implement a multi-channel marketing strategy, utilizing digital marketing, social media, and partnerships to enhance brand visibility and user acquisition.
- **Customer Loyalty Programs:** Introduce loyalty and referral programs to encourage user retention and organic growth.
- **Technological Innovation:** Continual investment in technology to offer a superior user experience, including mobile compatibility and interactive game features.

4.3. High-level Overview of Markets Not Targeted (Excluded Markets):

- **Regulatory Exclusions:** Due to regulatory constraints, Wayyy.com will not operate in countries where online gambling is prohibited or heavily restricted.
- **Market Viability:** Markets with low internet penetration rates or limited access to online payment systems will also be excluded in the initial phase.
- **Strategic Focus:** The initial focus will be on markets with a high potential for online gaming, particularly those with established regulatory frameworks and a strong gaming culture.

This growth strategy and market share maintenance plan for Wayyy.com aims to balance aggressive expansion with sustainable business practices, ensuring the company's long-term success in the dynamic online gaming industry.

5. Key Suppliers and Material Dependencies:

Critical Suppliers:

- Game Content: Sourced primarily from Evolution Gaming and Pragmatic Play, key for providing diverse and engaging online casino games.
- Software and Technology: Partnerships with specialized software developers for gaming platform development, focusing on user experience and security.
- Payment Processing: Collaboration with multiple payment processors to facilitate a variety of payment methods, including credit cards, e-wallets, and cryptocurrencies.

Risk Management Strategies:

- Supplier Diversification: Engage multiple suppliers for critical services to mitigate risks of dependency.
- Performance Monitoring: Regular reviews and audits of suppliers to ensure compliance with standards and obligations.
- Contingency Planning: Establish backup options and alternate channels for key operations to handle disruptions effectively.
- Long-term Contracts: Secure stability and favorable terms through long-term agreements while maintaining strong business relationships.

By implementing these strategies, Wayyy.com aims to ensure a stable and efficient supply chain, essential for uninterrupted and quality online gaming services.

6. Risk Evaluation and Management:

Risk Assessment and Mitigation Procedures:

- Regular Risk Assessments: Implementing a continuous risk assessment process to identify potential risks in operations, technology, legal compliance, and market dynamics.
- Mitigation Strategies: Developing specific strategies for each identified risk, including technological safeguards, operational redundancies, and legal compliance checks.
- Employee Training: Conducting regular training for employees to recognize and manage risks effectively, particularly in areas of cybersecurity and regulatory compliance.

Audit Processes:

- Internal Audits: Conducting periodic internal audits to review the effectiveness of risk management strategies, compliance with regulations, and operational efficiency.
- External Audits: Engaging independent external auditors to assess financial statements, compliance with legal and regulatory standards, and the overall health of the business.

Oversight Committees and Risk Registers:

- Establishment of Oversight Committees: Forming committees such as a Risk Management Committee and an Audit Committee, responsible for overseeing risk assessment and mitigation efforts.
- Risk Registers: Maintaining a comprehensive risk register that documents all identified risks, their assessment, mitigation strategies, and the responsible parties for managing each risk.

These risk evaluation and management practices are designed to ensure Wayyy.com maintains a robust approach to identifying, assessing, and mitigating potential risks, thereby safeguarding the company's assets, reputation, and compliance with regulatory standards.

Category	Element	Description
Risk Evaluation and Management		Overall framework for identifying and managing risks.
	Risk Assessment Procedures	Regular assessments to identify operational, technological, legal, and market risks.
	Risk Mitigation Strategies	Development of strategies to address each identified risk, including technological and operational safeguards.

	Employee Training	Training programs for employees to effectively recognize and manage risks.
Audit Processes		Procedures to review and ensure effectiveness and compliance.
	Internal Audits	Periodic reviews of internal processes, compliance, and risk management effectiveness.
	External Audits	Independent assessments of financial statements and compliance with legal and regulatory standards.
Oversight Committees and Registers		Committees and tools for overseeing risk management.
	Risk Management Committee	A committee responsible for overseeing risk assessment and mitigation efforts.
	Audit Committee	A committee focused on overseeing internal and external audit processes.
	Risk Registers	A comprehensive log of all identified risks, their assessments, mitigation strategies, and responsible management personnel.

7. Legal and Governance Framework:

Board Oversight and Membership:

- **Oversight Function:** The Board of Directors at Wayyy.com exercises overall oversight over the company's strategic direction, financial health, and compliance with legal and regulatory standards.
- **Current Membership:** The board comprises individuals with diverse expertise in the gaming industry, finance, technology, and legal fields. This includes the CEO, WOO RAM SON, along with other key executives and independent members.
- **Role in Decision-Making:** While not involved in day-to-day operations, the board plays a crucial role in major strategic decisions, policy approvals, and oversight of the company's performance.

Legal Support Structure and Advisory Roles:

- **Legal Team:** Wayyy.com maintains an in-house legal team responsible for ensuring compliance with all applicable laws and regulations in the jurisdictions it operates. This team also handles contractual matters, intellectual property rights, and dispute resolution.
- **External Legal Advisors:** The company engages external legal advisors for specialized legal matters, including international gaming law, corporate finance, and major transactional issues.
- **Compliance Officer:** The Compliance Officer, part of the executive team, liaises with both the internal legal team and external advisors, ensuring that the company adheres to legal and regulatory requirements.

Board Meeting Attendance and Decision-Making Process:

- **Meeting Frequency:** The Board of Directors meets quarterly, with additional meetings scheduled as needed for urgent matters.
- **Attendance Policy:** All board members are expected to attend each meeting, either in person or virtually. Attendance is tracked to ensure active participation.
- **Decision-Making:** Decisions are made based on a majority vote. In cases of major strategic importance, a higher quorum may be required. The board's decision-making process is structured to be transparent and based on thorough discussions and expert inputs.

This legal and governance framework establishes a strong foundation for Wayyy.com's corporate governance, ensuring effective oversight, legal compliance, and strategic decision-making aligned with the company's objectives and stakeholder interests.

8. Target KPIs and Business Objectives:

Key Performance Indicators (KPIs):

- Annual Revenue Growth: Target a 30% year-over-year increase in revenue. This KPI reflects the company's market expansion and user base growth.
- Customer Acquisition Cost (CAC): Aim to keep CAC below \$50 per new user. A lower CAC indicates efficient marketing and user acquisition strategies.
- Customer Retention Rate: Target a retention rate of over 60%. High retention rates signify customer satisfaction and successful engagement strategies.
- Average Revenue Per User (ARPU): Aim for an ARPU of \$200 annually. This metric helps in understanding the average spending per user, indicating the value derived from each customer.
- Operational Efficiency: Reduce operational costs by 5% annually. A decrease in operational costs relative to revenue shows improved efficiency and cost management.

Alignment with Business Strategy:

- Annual Revenue Growth: Directly aligned with the company's expansion goals, both in existing and new markets, and the launch of new gaming products.
- Customer Acquisition Cost (CAC): Reflects the efficiency of the company's marketing efforts, essential in a competitive online gaming market.
- Customer Retention Rate: Indicates the effectiveness of Wayyy.com's customer service, loyalty programs, and overall user experience, crucial for sustaining long-term growth.
- Average Revenue Per User (ARPU): A key metric for understanding the profitability per customer, important for evaluating pricing strategies and game offerings.
- Operational Efficiency: This KPI is critical for achieving a lean business model, ensuring the company remains competitive and profitable.

These KPIs are meticulously selected to ensure they provide a comprehensive view of Wayyy.com's performance, directly tying into the company's strategic objectives for growth, market presence, user engagement, and financial stability.

KPI	Target	Alignment with Business Strategy
Annual Revenue Growth	30% year-over-year increase	Reflects market expansion and user base growth.
Customer Acquisition Cost (CAC)	Below \$50 per new user	Indicates efficient marketing and user acquisition.
Customer Retention Rate	Over 60%	Signifies customer satisfaction and engagement success.
Average Revenue Per User (ARPU)	\$200 annually	Measures the average spending and value per user.
Operational Efficiency	Reduce costs by 5% annually	Shows improved efficiency and cost management.

This table provides a clear and concise overview of the key performance indicators that Wayyy.com will use to measure success and achieve its long-term business goals. Each KPI is directly linked to the company's strategic objectives, ensuring a focused and strategic approach to growth and performance.

9. Policies and Procedures:

Development of Policies and Procedures:

- **Internally Developed:** The majority of Wayyy.com's policies and procedures are developed internally, ensuring they are tailored specifically to the company's unique needs, business model, and compliance requirements. This includes policies on user data privacy, gaming fairness, and employee conduct.
- **External Consultation:** For specialized areas, especially legal and regulatory compliance, Wayyy.com consults with external experts. This ensures that the policies adhere to international standards and are up-to-date with the latest legal developments in the online gaming industry.

Timeline and Commitment to Informing the GCB:

- **Regular Updates:** Wayyy.com commits to providing the Gaming Control Board (GCB) with regular updates on policy development and implementation. This includes quarterly reports and immediate notification of any significant policy changes.
- **Annual Reviews:** An annual comprehensive review of all policies and procedures will be conducted and reported to the GCB, highlighting any amendments or updates made during the year.

Justification of Board Confidence:

- **Expertise and Experience:** The board's confidence in the entity managing these policies and procedures stems from the team's proven expertise and experience in the gaming industry. This includes a strong track record in developing and implementing effective policies.
- **Ongoing Training and Development:** Continuous training and development programs for the team responsible for policy management further assure the board of their competence and ability to handle complex regulatory environments.
- **External Validation:** The engagement of external auditors and consultants for periodic reviews of the policies provides an additional layer of assurance, validating the effectiveness and compliance of the policies.

This structured approach to policies and procedures ensures that Wayyy.com not only meets the regulatory requirements but also maintains the highest standards of operational integrity and customer trust.