

Pistis Trade N.V. Business Plan

1. Overview of Business Products, Services, and Proprietary IP

Business Background and Formation

Pistis Trade N.V. was incorporated on **December 21, 2022**, in Curaçao. As an online gambling and sports betting operator, we aim to deliver a comprehensive and competitive gaming experience. The company was established to cater to the growing demand for regulated online gambling in regions such as Latin America, Asia, and Africa.

Pistis Trade N.V. was operated under Previous Curaçao License No. GLH-OCCHKTW0703172023, ensuring full compliance with international standards of fair gaming, transparency, and financial security. Our primary offerings include:

- **Online Casino Games:** A wide variety of RNG-based slot machines, table games (such as blackjack, roulette, and poker), and virtual games.
- **Live Casino:** High-quality live dealer games, including live roulette, blackjack, and baccarat, in collaboration with top-tier providers.
- **Sports Betting:** A fully integrated sportsbook offering a wide array of betting options across various sports such as football, basketball, tennis, and esports.

Proprietary IP and Competitive Edge

Our platform leverages **proprietary technology** to offer a seamless and user-friendly experience across both mobile and desktop. We are also integrating innovative features such as **AI-driven player insights** and **customizable player experiences**, allowing us to better serve individual customer preferences.

By maintaining strategic partnerships with the most reputable game developers (e.g., Evolution, Pragmatic Play, and Yggdrasil), Pistis Trade N.V. ensures a steady stream of high-quality content, which differentiates us from competitors in emerging markets.

2. Company Management Structure

Our management structure is designed to provide clear lines of responsibility, ensuring effective compliance and operational oversight.

Key Management Roles and Reporting Lines

The management team consists of seasoned professionals with extensive experience in the online gaming industry, financial management, and technology innovation. The organogram below illustrates the reporting lines and division of roles:

- **Chief Executive Officer (CEO):** Oversees the overall strategic direction, ensuring alignment with business goals and regulatory requirements.
- **Chief Financial Officer (CFO):** Manages financial planning, budgeting, and risk assessment, ensuring financial health and compliance with financial reporting obligations.
- **Chief Technical Officer (CTO):** Responsible for the technological infrastructure, including software development, platform maintenance, and cybersecurity.
- **Chief Compliance Officer (CCO):** Ensures adherence to Curaçao Gaming Control Board (GCB) regulations, including Anti-Money Laundering (AML), Responsible Gaming, and data privacy standards.
- **Head of Customer Operations:** Manages customer service, payment processing, and overall player satisfaction.

Organogram:

- CEO
 - CFO
 - CTO
 - CCO
 - Head of Customer Operations

We have identified potential candidates for the Compliance Officer and CTO positions, with recruitment scheduled to be completed by the end of **Q4 2024**.

3. Business Forecasts for 3 Years

Our financial forecasts project strong growth based on the expansion into key markets, increased user acquisition, and diversified product offerings. The three-year financial projections are as follows:

Year 1 Projections:

- **Revenue:** \$5,000,000 USD
- **Operating Costs:** \$3,000,000 USD
- **Net Profit:** \$1,500,000 USD

- **Cash Flow:** \$500,000 USD

Year 2 Projections:

- **Revenue:** \$10,000,000 USD
- **Operating Costs:** \$6,000,000 USD
- **Net Profit:** \$2,500,000 USD
- **Cash Flow:** \$1,500,000 USD

Year 3 Projections:

- **Revenue:** \$15,000,000 USD
- **Operating Costs:** \$8,000,000 USD
- **Net Profit:** \$4,500,000 USD
- **Cash Flow:** \$2,500,000 USD

These forecasts are based on anticipated market penetration, partnerships, and growth in user acquisition. The projections align with realistic market trends and consider fluctuations in global gaming demand.

4. Strategy for Business Growth and Market Share Expansion

Pistis Trade N.V. has developed a detailed strategy to secure, maintain, and grow its market share:

Growth Strategy

- **Geographical Expansion:** Focus on expanding in **Latin America (Brazil, Mexico)**, **Asia (Philippines)**, and **Africa (Nigeria)**, leveraging high internet penetration rates and favorable regulatory environments.
- **Product Diversification:** Continuously add new gaming titles and sports betting markets to attract and retain a diverse user base. Introduction of **esports betting** in **Year 2** will target younger demographics.

Marketing Strategy

- **Digital Marketing:** Execute targeted digital marketing campaigns, including affiliate marketing, social media, and search engine optimization (SEO).
- **Brand Partnerships:** Build strong partnerships with local sports teams and influencers to enhance brand awareness in key markets.

- **Player Retention:** Implement loyalty programs, VIP services, and personalized offers to boost customer retention.

Financial Strategy

- **Funding:** Initial capital investment of **\$100,000 USD** has been secured from a combination of shareholder equity, aligned with the projected operating costs for the first two years. Additional capital will be raised through **shareholder loans** if needed.
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5. Key Suppliers and Material Dependencies

Pistis Trade N.V. collaborates with several critical suppliers essential to the functioning of the business:

- **Gaming Content Providers:** **Pragmatic Play**, **Evolution Gaming**, **Yggdrasil**, and **PGSoft** for RNG and live casino games.
 - **Payment Processors:** **Gaia** provide secure payment gateways to manage player deposits and withdrawals.
 - **Technology Providers:** We utilize **Amazon Web Services (AWS)** for cloud infrastructure and **Cloudflare** for DDoS protection and cybersecurity.
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6. Risk Evaluation and Management

Risk Assessment Process

Pistis Trade N.V. has a robust risk management framework to identify, assess, and mitigate risks across all operational areas. Risk assessment includes:

- **Internal Audits:** Quarterly financial and operational audits.
- **External Audits:** Annual audits conducted by independent third parties to ensure compliance with GCB standards.
- **Oversight Committees:** A risk oversight committee consisting of key executives, including the CFO and CCO, meets monthly to review risk exposure.

Key Risks

- **Operational Risks:** Regular system and process audits to ensure platform stability.
 - **Financial Risks:** Comprehensive financial oversight to prevent liquidity issues and manage budget allocations effectively.
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- **Regulatory Risks:** Compliance reviews to ensure alignment with changing international gaming regulations, including Curaçao's GCB rules.

Risk Register:

A detailed risk register is maintained, outlining risk categories, mitigation strategies, and responsibility allocations.

7. Legal and Governance Framework

Board Oversight

The Board of Directors provides oversight of key business decisions, particularly in compliance and financial matters. Regular interaction with senior management ensures alignment between board directives and operational execution.

Board Membership and Decision-Making

- **CEO:** Responsible for day-to-day decision-making and execution of board directives.
- **CFO:** Ensures financial health and prepares reports for the board.
- **Legal Counsel:** Provides legal advice on contracts, regulatory issues, and any potential disputes.

Reserved Matters and Deadlock Prevention

The board reserves the right to make decisions on critical areas such as:

- Major financial commitments
- Regulatory compliance
- Shareholder agreements

To avoid decision deadlock, a majority voting process has been implemented.

ESG Policy

We are committed to incorporating **Environmental, Social, and Governance (ESG)** principles into our operations, including responsible gaming, employee welfare, and environmental impact reduction.

8. Target KPIs and Business Objectives

Key Performance Indicators (KPIs)

- **Monthly Active Users (MAU):** Target 15% growth year-over-year.
- **Customer Lifetime Value (CLV):** Aim for a 20% increase over three years.
- **Churn Rate:** Maintain a churn rate below 10% through effective retention strategies.
- **Revenue Growth:** Achieve annual revenue growth of at least 50%.

Business Objectives

- Achieve profitability by the end of **Year 2**.
 - Expand to two additional emerging markets by **Year 3**.
 - Become a recognized leader in online gaming and sports betting within our target regions.
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9. Policies and Procedures

Internal and External Policies

All policies and procedures are developed **internally** with external audits conducted to ensure compliance with Curaçao GCB requirements.

- **Timelines:** Compliance policies are updated quarterly
 - **Competency:** The board believes the appointed Compliance Officer, who holds extensive experience in international gaming law, is fully qualified and capable of maintaining compliance.
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Conclusion

Pistis Trade N.V. is fully committed to maintaining the highest standards of compliance, innovation, and growth in the online gaming industry. With a solid financial foundation, a strategic growth plan, and robust risk management policies, we are positioned to become a market leader in Latin America, Asia, and Africa.