

eBit

Business Plan

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Business Objective

eBit is a distinguished enterprise dedicated to delivering superior online gambling solutions specifically tailored for seasoned online players. Our mission is to offer an unparalleled online gaming experience that is both secure and transparent, featuring innovative game modes that set us apart in the industry.

At eBit, we place immense value on thoroughly understanding the unique preferences and requirements of each client. This is achieved through the meticulous management and operation of our technical and customer support teams. Our commitment is to provide exemplary service, thereby fostering genuine, trustworthy, and enduring relationships with our clients and partners.

Our core priorities include:

- Establishing the most advantageous conditions for our clients, ensuring a competitive edge over other betting companies.
- Upholding a standard of excellence in service delivery.
- Delivering exceptional support to our clients, ensuring their needs are met with professionalism and promptness.

eBit proudly operates the website <https://www.ebit.gg>, a premier destination for online casino games where clients can engage in and place bets on a diverse array of events. Our platform is designed to cater to the sophisticated demands of our clientele, ensuring a seamless and enjoyable gaming experience.

Services

The services provided by eBit encompass a comprehensive suite of online gaming and betting options designed to cater to a wide range of preferences and interests. Our offerings are meticulously curated to ensure an engaging, exciting, and secure environment for all our clients. Below is an extended overview of the services eBit offers:

Casino

Our casino platform is a vibrant hub of activity, offering an extensive selection of games that cater to both traditional enthusiasts and those seeking a modern twist on classic entertainment.

- Slots: We feature a vast array of slot games, ranging from classic three-reel machines to advanced video slots packed with stunning graphics, immersive soundtracks, and a plethora of bonus features to enhance the gaming experience.

- Live Games: For those seeking the thrill of real-time action, our live casino games are hosted by professional dealers, offering an authentic casino experience. This includes live blackjack, roulette, baccarat, and poker, all streamed in high definition from top-tier studio environments.

- Table Games: Beyond live dealer options, our platform offers a variety of virtual table games, allowing clients to enjoy timeless classics such as blackjack, roulette, baccarat, and various forms of poker at their own pace.

Sportsbook

- Pre-Match Betting: Clients can place bets on a wide range of sports events before they begin, with competitive odds across football, basketball, tennis, and more, covering leagues and tournaments worldwide.

- Live Betting: For those who enjoy the dynamism of sports, our live betting service allows clients to place bets on ongoing matches, offering real-time odds that reflect the current state of play.

- eSports: Recognizing the growing popularity of competitive gaming, eBit offers extensive betting options on major eSports events, including titles like CS:GO, League of Legends, Dota 2, and more.

Additional Services

- Virtual Sports: For continuous action, our virtual sports betting options simulate the excitement of real sports events, allowing clients to bet on football, horse racing, and greyhounds with randomized outcomes.

- Special Events Betting: Beyond traditional sports and games, eBit provides opportunities to bet on outcomes of special events, including awards shows, political elections, and popular entertainment events.

- Customer Support and Services: Understanding the importance of reliable support, eBit offers 24/7 customer service through various channels, including live chat, email, and phone, ensuring that clients' queries and concerns are addressed promptly and effectively.

Through these services, eBit aims to deliver a comprehensive and fulfilling online gaming and betting experience, prioritizing safety, transparency, and client satisfaction. Our platform is continuously evolving, with new games and betting options regularly introduced to keep our offerings fresh and engaging.

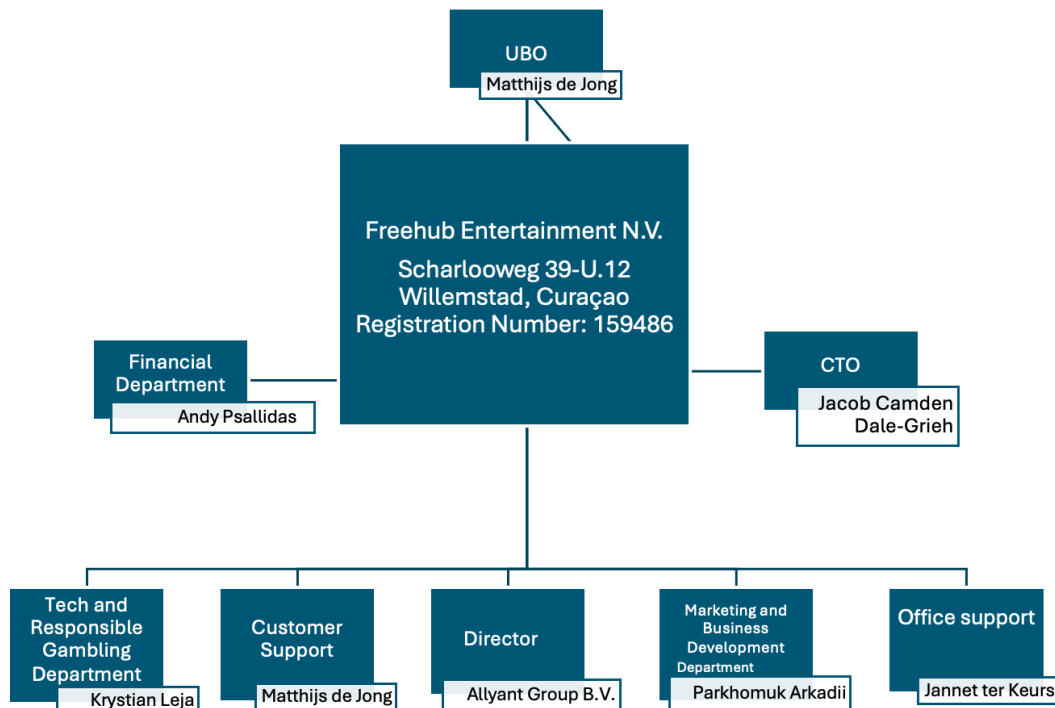
Corporate Structure, Governance, and Ownership

eBit is under the sole proprietorship of Matthijs de Jong, who holds a complete ownership stake, amounting to 100%, in the company. This ownership structure positions Mr. de Jong as the ultimate beneficial owner, providing him with full control over the strategic direction and operational decisions of eBit.

In alignment with our commitment to exemplary corporate governance, Allyant Group B.V. has been designated to serve as the Managing Director of eBit.

This appointment underscores our dedication to professional management practices, ensuring that eBit operates with the highest standards of leadership and oversight. Through this governance structure, we aim to foster a robust framework for sustainable growth, operational excellence, and stakeholder trust.

Organizational Chart



General Controls & Duties

eBit is structured into specialized departments, including development, finance, casino management, customer support, payments & fraud, business intelligence, and marketing, establishing a robust framework for operational excellence. This stratification serves as a foundational control mechanism, ensuring that roles, responsibilities, and reporting lines are precisely delineated. This organizational clarity empowers each department to effectively pursue its specific goals and objectives with a clear sense of purpose and direction.

Regulatory Compliance and Ethical Practices

eBit is committed to upholding the highest standards of regulatory compliance, explicitly adhering to legal requirements that mandate a minimum age of 18 for players to engage with online gaming products. This commitment extends to the rigorous enforcement of age restrictions, safeguarding against underage participation in gaming activities.

The Compliance department plays a pivotal role in maintaining the integrity of eBit's operations. It is tasked with the continuous monitoring of all financial transactions, as well as the verification of the identities of all players registered on the platform. This comprehensive oversight is a testament to eBit's dedication to preventing money laundering and ensuring that all financial exchanges between eBit and its customers are conducted ethically and legally.

Anti-Money Laundering (AML) Initiatives

Under the leadership of senior management and with the full support of all employees, eBit adopts a proactive, risk-based approach to anti-money laundering. This strategy prioritizes efforts and resources towards areas of highest need, ensuring the efficacy of our AML measures. An AML manual, detailing our policies and procedures related to risk assessment and management, has been meticulously developed to guide our efforts in this critical area.

Recognizing the dynamic nature of risk, eBit understands that the assessment of money laundering and terrorist financing risks is an ongoing endeavor. Our internal systems and procedures, designed specifically for the remote gaming sector, are regularly reviewed and updated. This ensures that our approach to risk management remains effective and responsive to evolving threats, thereby upholding the integrity and security of our operations.

Commercial Strategy

Marketing Strategy

In recent years, the betting industry has increasingly migrated towards the digital domain, underscoring the necessity for online enterprises to deploy a robust and comprehensive marketing strategy focused on digital channels. To effectively capture and engage our target audience, we employ a variety of internet marketing tools, including Search Engine Optimization (SEO), affiliate marketing, Pay-Per-Click (PPC) advertising, social media engagement, email marketing campaigns, and Mobile Marketing strategies. These instruments are crucial in navigating the competitive landscape and ensuring visibility among potential customers.

Identifying the Opportunity

The online betting industry's significant profitability indicates substantial potential for expanding service offerings. While no single regional operator emerges as a definitive leader, the most prominent and successful platforms have historically been based in Europe. This observation reveals an opportunity for diversification and growth in the market.

Our Strategic Approach

Leveraging our extensive experience in gaming and cryptocurrency-related ventures, we propose a targeted approach to market entry and expansion. Initially, we will implement geo-blocking measures for regions including the Dutch Caribbean, The Netherlands, the United States, France, North Korea, Syria, and Iran, to comply with regulatory and legal frameworks. Our long-term vision involves the development and integration of proprietary technological solutions, aligned with our overarching commercial strategies, to enhance our service offerings and market position.

Competitive Edge

Our team's deep-rooted expertise in the gaming and cryptocurrency sectors positions us uniquely to deliver a product that not only meets but exceeds user expectations for an engaging and seamless experience. We are well-versed in European AML (Anti-Money Laundering) and KYC (Know Your Customer) regulations, ensuring our operations are fully compliant and secure.

This knowledge, combined with our history of compliance in related activities, sets us apart as a trustworthy and innovative player in the online betting industry.

Financial

	2024	2025	2026
Revenue	\$1,900,000.00	\$2,470,000.00	\$3,211,000.00
Expenses			
Salaries	\$900,000.00	\$1,080,000.00	\$1,296,000.00
Marketing /Advertising	\$600,000.00	\$780,000.00	\$1,014,000.00
Fixed Expenses	\$180,000.00	\$216,000.00	\$259,200.00
Third Party Services	\$150,000.00	\$150,000.00	\$150,000.00
Total Expenses	\$1,830,000.00	\$2,226,000.00	\$2,719,200.00
Earnings Before Tax	\$70,000.00	\$244,000.00	\$491,800.00
Taxes	\$14,000.00	\$48,800.00	\$98,360.00
Net Earnings	\$56,000.00	\$195,200.00	\$393,440.00

Technology, Software, and Payment Infrastructure

Software and Payment Solutions

At the core of our offerings, including slots and live games, is our partnership with the renowned platform and software provider, SoftSwiss. This collaboration ensures access to a premier selection of gaming content that is both engaging and diverse. To align with the dynamic and rapidly evolving digital landscape, eBit is committed to adopting a broad spectrum of payment solutions. This includes integrating both cryptocurrency and traditional payment methods (such as VISA and MasterCard) to cater to the preferences of our diverse user base. Our focus on online payment methods emphasizes security and convenience, ensuring a seamless transaction experience for all users.

Collaborations with Third-Party Providers

To enrich our gaming ecosystem and enhance the user experience, eBit collaborates with leading third-party providers:

- **Gaming Content:** Through our partnership with SoftSwiss and Dama N.V., we offer an expansive library of games that meets the highest standards of quality and innovation in the industry.

- **Payment Solutions:** Recognizing the importance of flexible and secure payment options, eBit supports a variety of cryptocurrencies, including Bitcoin, Ethereum, USDC, USDT and Binance Coin, among others. This approach not only facilitates ease of transactions but also positions eBit at the forefront of technological adoption in the online betting and gaming sector.

By leveraging advanced software solutions and embracing a wide range of payment methods, eBit aims to provide a superior gaming experience that meets the evolving needs and expectations of our customers.

Target KPIs & Business Objectives

Business Objectives

1. Growth in User Base: To expand the casino's user base by 30% annually through targeted marketing campaigns and referral programs.
2. Increase in User Engagement: To enhance user engagement by introducing new games, features, and loyalty programs, aiming for an 25% increase in daily active users.
3. Revenue Growth: To achieve a revenue increase of 30% year-over-year through diversified gaming options and enhanced user experience.
4. Operational Efficiency: To streamline operations, reducing operational costs by 15% while maintaining high-quality service.
5. Compliance and Security: To ensure 100% compliance with all regulatory requirements related to online gambling and cryptocurrencies. Implement state-of-the-art security measures to protect user data and transactions.

Target KPIs for 2024

1. Daily/Monthly Active Users : 1,000 / 30,000
2. Customer Acquisition Cost : Below \$150
4. Retention Rate: Above 40%
5. Average Revenue Per Active User : Above \$1,000

Policies and Procedures Framework

Overview

This document outlines the strategic approach to the development and implementation of policies and procedures within our organization, detailing the origin (internal or external development), the projected timelines for completion and updates, and our commitment to maintaining transparency with the Gaming Control Board (GCB). Additionally, it addresses the rationale behind our confidence in the qualifications, competency, and integrity of the individuals or entities responsible for these critical tasks.

Development Source

- The creation and revision of our policies and procedures may be conducted either internally by our dedicated team or externally by specialized consultants. This decision is based on the specific needs, complexity, and expertise required for each policy area.

Timelines and Communication

- We are committed to establishing clear timelines for the development and implementation of all policies and procedures. These timelines will be communicated to the GCB, ensuring they are kept fully informed of our progress. Regular updates will be provided, along with immediate notification of any significant changes or delays in our schedule.

Qualifications and Integrity

- The decision to entrust the development of our policies and procedures, whether to an internal team or an external entity, is made with utmost consideration of their qualifications, competence, and neutrality. We believe, acting reasonably, that the selected individuals or entities possess the necessary expertise, experience, and ethical standards to undertake this responsibility effectively. Our selection process includes a thorough evaluation to ensure there is no conflict of interest, thereby safeguarding the integrity and effectiveness of our policies and procedures.

Through this structured approach, we aim to ensure that our policies and procedures not only comply with regulatory requirements but also reflect our commitment to responsible and ethical business practices.