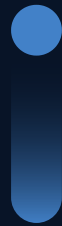


HERAKE

BUSINESS PLAN



ADMIN@HERAKE.COM

Our Mission

Our business proposal delineates a vision for an advanced iGaming platform, meticulously designed to provide a confluence of sports betting and casino games. A pivotal element underpinning our offering's strength is our collaboration with a distinguished World Championship of Poker winner, exemplifying our commitment to authenticity and top-tier gaming experiences.

Leading our technological front is our Chief Technology Officer, an industry stalwart with a rich history in spearheading payment processing firms. Their expertise promises not only a top-notch gaming journey but also ensures that our platform adheres to the highest security standards, safeguarding user information and financial transactions.

We've chosen to align with Curaçao eGaming due to its solid regulatory framework, which impeccably aligns with our values of trustworthiness, security, and exceptional user experiences. With a team enriched by substantial experience in the iGaming sector, we are well-prepared to address and anticipate market demands.

This business proposal, helmed by Enguerand and Guillaume, and augmented by input from our comprehensive board and industry consultants, has been crafted with meticulous attention and insight. We keenly await a thorough review by Curaçao eGaming and assure that both Enguerand and Guillaume are available for detailed discussions or clarifications as required.

Our Strategy

- **Targeted GEO**

Our initial market focus will be on strategically chosen countries that present promising opportunities for our iGaming platform. These include:

1. Belgium: A key European market known for its robust gaming culture.
2. Nordic Countries: This region encompasses countries like Sweden and Norway, renowned for their tech-savvy populations and openness to online gaming.
3. India and Malaysia: As part of our Asian market strategy, these countries are selected for their growing interest in online gaming and significant user base.

By targeting these diverse yet promising markets, we aim to establish a strong foothold in both European and Asian iGaming sectors.

- **Tailored Gaming Experience**

Offering gaming content specifically curated to align with regional preferences and trends, meeting the latest dynamics and expectations of the gaming industry.

- **Multilingual Customer Support**

Providing round-the-clock customer assistance in English and relevant local languages to cater to the specific needs of each target market.

- **Market-Specific Payment Solutions**

Selecting Payment Service Providers (PSPs) based on their popularity and user demand in our target markets, ensuring a seamless financial experience for our customers.

The Casino Platform Solution

Casino Platform Solution:

We have opted to collaborate with NuxGame.com for our Casino Platform Solution, leveraging their remarkable standing in the iGaming industry. NuxGame is renowned for delivering cutting-edge content, insights, and expertise on contemporary igaming software trends. The partnership promises a plethora of exhilarating features, opening the gates to a myriad of gaming possibilities. Here are some compelling facts and figures about NuxGame that underpin our decision:

- Over 9,000 games available, ensuring a vast variety to cater to the diverse tastes of our gaming audience.
- Collaboration with 120+ game providers, which is a testament to their extensive network and the quality of gaming experience they bring to the table.
- Association with 50+ Live Casino Brands, enriching our platform with a robust live casino offering, amplifying the real-time gaming experience for our users.
-

Through this partnership, we aim to offer an enriching and diversified gaming experience, keeping our platform at the forefront of the iGaming industry. Our collaboration with NuxGame not only enhances the variety and quality of our casino offerings but also ensures that we stay abreast of the evolving trends in the iGaming realm.

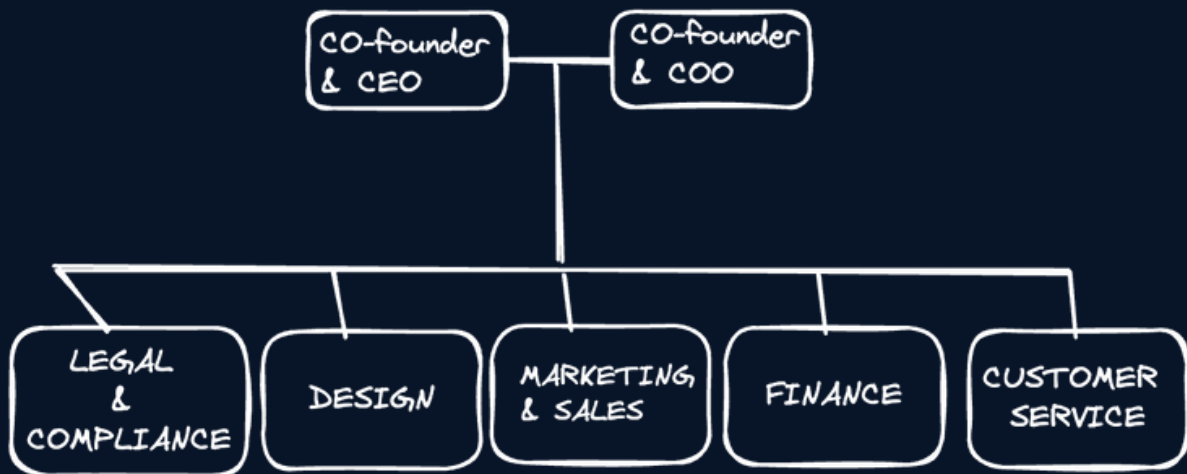
The Sports Betting Software

We have chosen to utilize the sports betting software provided by BETBY, facilitated through our partnership with NuxGame. BETBY stands as a pinnacle of excellence in the realm of sportsbook packages, covering an extensive array of sporting events, including virtual and esports. The platform comes with the assurance of user-friendly customizations and the incorporation of modern technologies, including Machine Learning and Artificial Intelligence algorithms, ensuring a cutting-edge betting experience. Here are some notable metrics underscoring the robustness of BETBY's offerings:

- A staggering 150,000+ live events per month, providing a rich tapestry of betting opportunities for our users.
- Over 3,000 betting markets, offering a diversified range of betting options catering to varied user preferences.
- A seamless interface, enhancing the betting experience with an intuitive and user-centric design.
-

By leveraging the profound capabilities of BETBY's software, we aim to deliver a superior sports betting experience. This alignment not only amplifies the breadth and depth of our sports betting offerings but also augments our platform with a technologically advanced, user-focused betting environment. Through this initiative, we strive to keep our platform at the cutting edge, offering unrivaled value to our users and stakeholders in the burgeoning sports betting landscape.

The Structure



Enguerand Chretien , Founder & Chief Operations Officer (COO): Boasting over half a decade of robust experience within the realms of Cryptocurrency and Real Estate across the EU and USA, Enguerand brings a rich portfolio of successful ventures to the table. These ventures bear testimony to his exceptional acumen and profound industry insights. Donning the dual hats of the founder and COO, Enguerand leverages his extensive network, strategic foresight, and commercial acumen to navigate the company towards its envisioned milestones with precision and adept execution. His role is instrumental in shaping the strategic narrative of the company and ensuring that our operational ethos aligns seamlessly with our overarching objectives.

Contact: Enguerand@dvgprivatecapital.com

The Structure

Guillaume LECQ Founder & Chief Executive Officer (CEO): With over 5 years in e-commerce and affiliate business, mainly in the USA, Guillaume has honed a deep understanding of high-risk industries. His adept handling of payment processing challenges showcases his capability to lead our market strategies proficiently. As the CEO, his extensive knowledge is pivotal in guiding the company towards its strategic objectives.

Contact: Guillaume@dvgprivatecapital.com

Aftab Lalmahomed Chief Technology Officer : A luminary with tenure at top-tier payment processing firms, Aftab oversees a skilled team of 20 engineers. Their combined expertise ensures a cutting-edge user experience, fortified platform security protocols, and the effective management of technical challenges. This leadership not only safeguards user data and transactions but also promotes a culture of innovation and agility within our technology team.

Contact: Aftab@dvgprivatecapital.com

Romain Le Dantec Head of Marketing & Sales, World Champion of Poker: Beyond their recognized prowess at the poker table, Romain plays a critical role in our outreach and public relations. Their esteemed reputation in the poker world serves as a magnet for affiliations and partnerships, ensuring our platform receives unparalleled attention and credibility in the iGaming community.

The Structure

Legal & Compliance:

- Collaborating with NSP Avocats, our established legal partner with expertise in international business and financial law.
- Planning to engage an additional law firm specialized in the gambling industry, enhancing our legal support in this specific sector.
- Implementing and managing robust KYC/AML procedures, with plans to appoint a dedicated AML officer to further strengthen our compliance framework.

Customer Service:

- We are in the final stages of recruiting a Head of Customer Support, a role critical for leading and enhancing our customer service operations.
- Concurrently, we are in negotiations with several leading companies specializing in customer support to manage level 1 issues, ensuring efficient and effective resolution of customer inquiries.

Platform Design & Features:

- Finalizing the hiring process for an additional designer, aimed at enriching our platform's visual and interactive elements.
- Collaborating closely with leading game designers who have been contracted to craft our brand's unique design identity.

Financial Control: We Will Hire

Our Marketing Strategy

Our marketing strategy at Herake is multifaceted and designed to effectively engage with our target audience across various platforms. The strategy is segmented into three key components:

1. Affiliation with Streamers and Influencers:

- We are actively collaborating with prominent streamers and influencers in the gaming and entertainment sectors. This approach aims to leverage their substantial followings and influence to promote our brand and offerings.
- These partnerships are focused on creating authentic and engaging content that resonates with their audiences, thereby enhancing brand visibility and appeal.

2. Search and Display Advertising:

- Our strategy involves a robust campaign using search and display ads, primarily through networks like Adsterra and similar platforms.
- This component is designed to target specific demographics and interests, ensuring our ads reach potential customers actively seeking gaming experiences.
- We're utilizing data-driven approaches to optimize ad placements, ensuring maximum visibility and engagement.

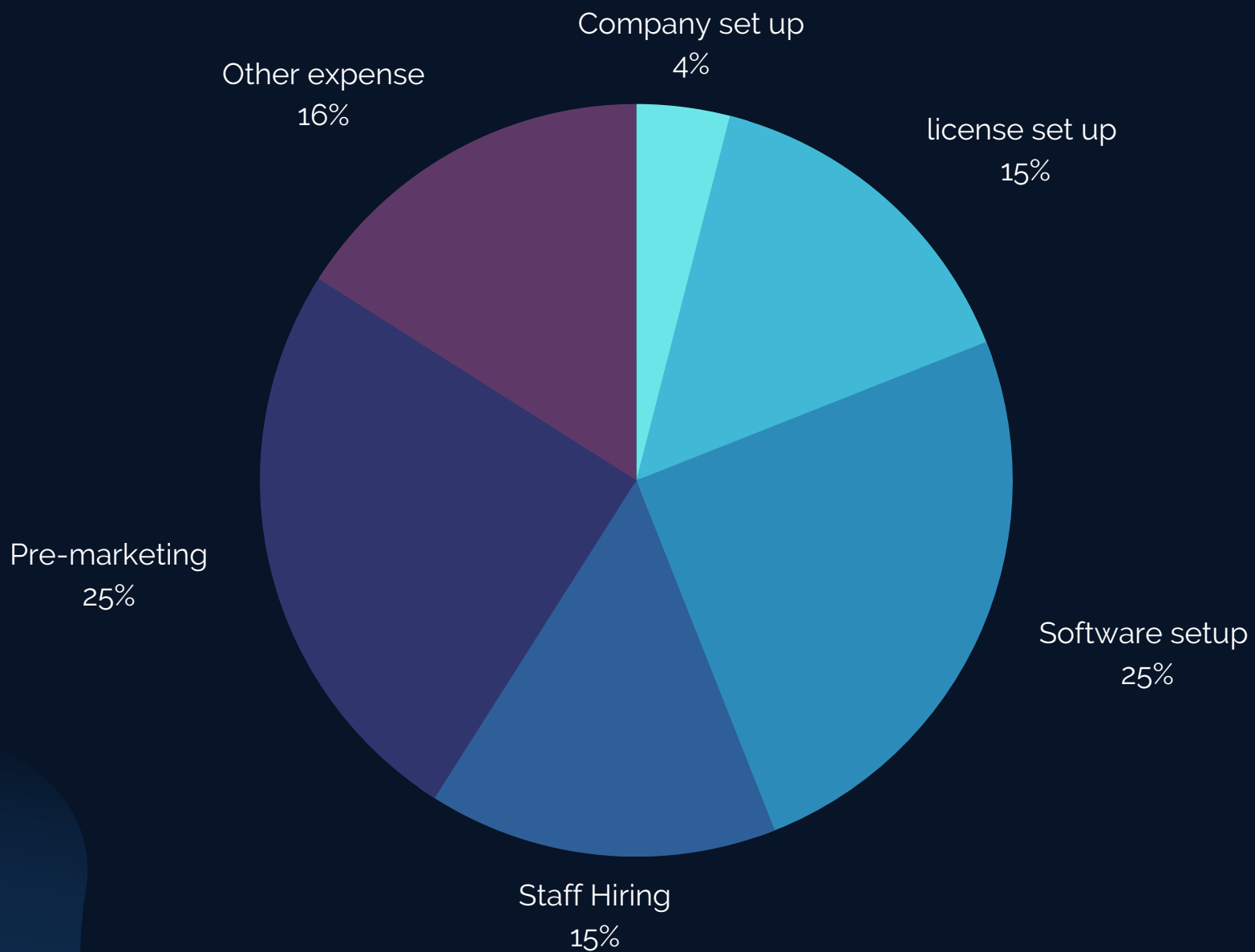
3. Social Media Advertising:

- Social media platforms are integral to our strategy, with tailored advertising campaigns on platforms such as Facebook, Instagram, Twitter, and others.
- These campaigns are crafted to engage users with compelling visuals and messaging, fostering interaction and interest in our gaming platform.
- We're also utilizing advanced targeting options available on these platforms to reach specific segments of our audience more effectively.

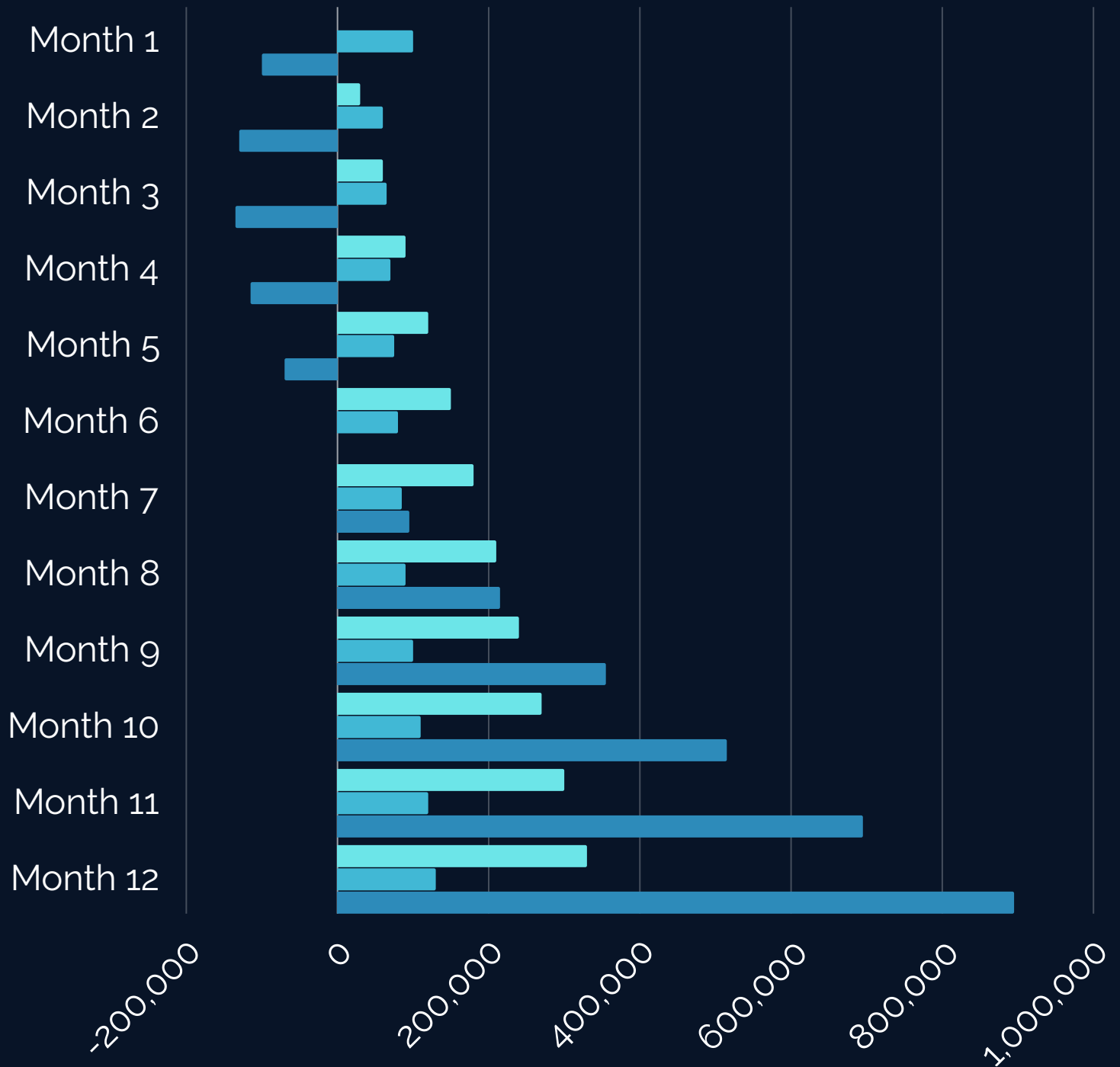
Each of these strategies is designed to work in synergy, creating a comprehensive marketing approach that drives awareness, engagement, and user acquisition for our iGaming platform.

Financial Projection

Year 1

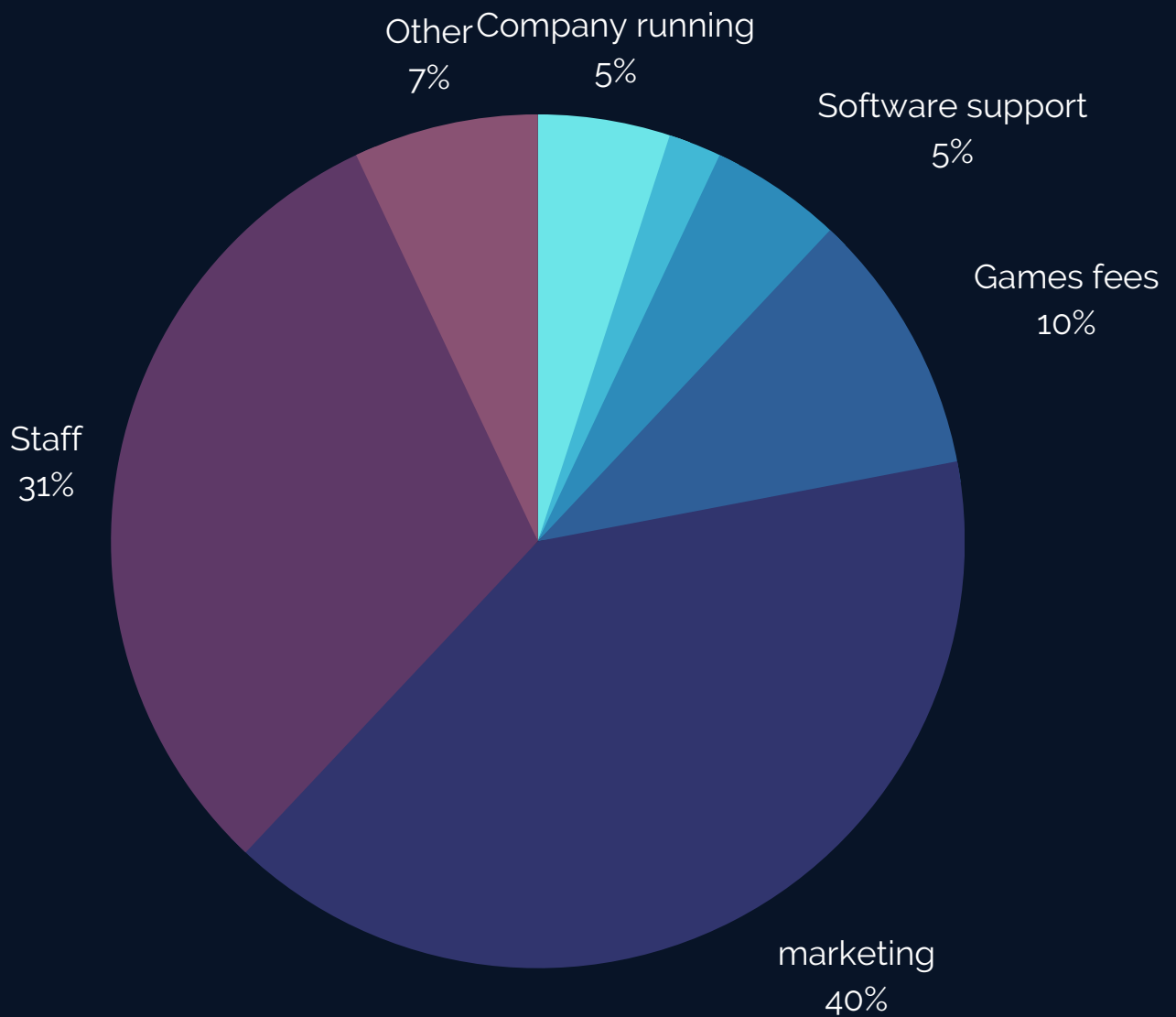


■ Revenue (\$) ■ Expenses (\$) ■ Cumulative Net Profit/Loss (\$)

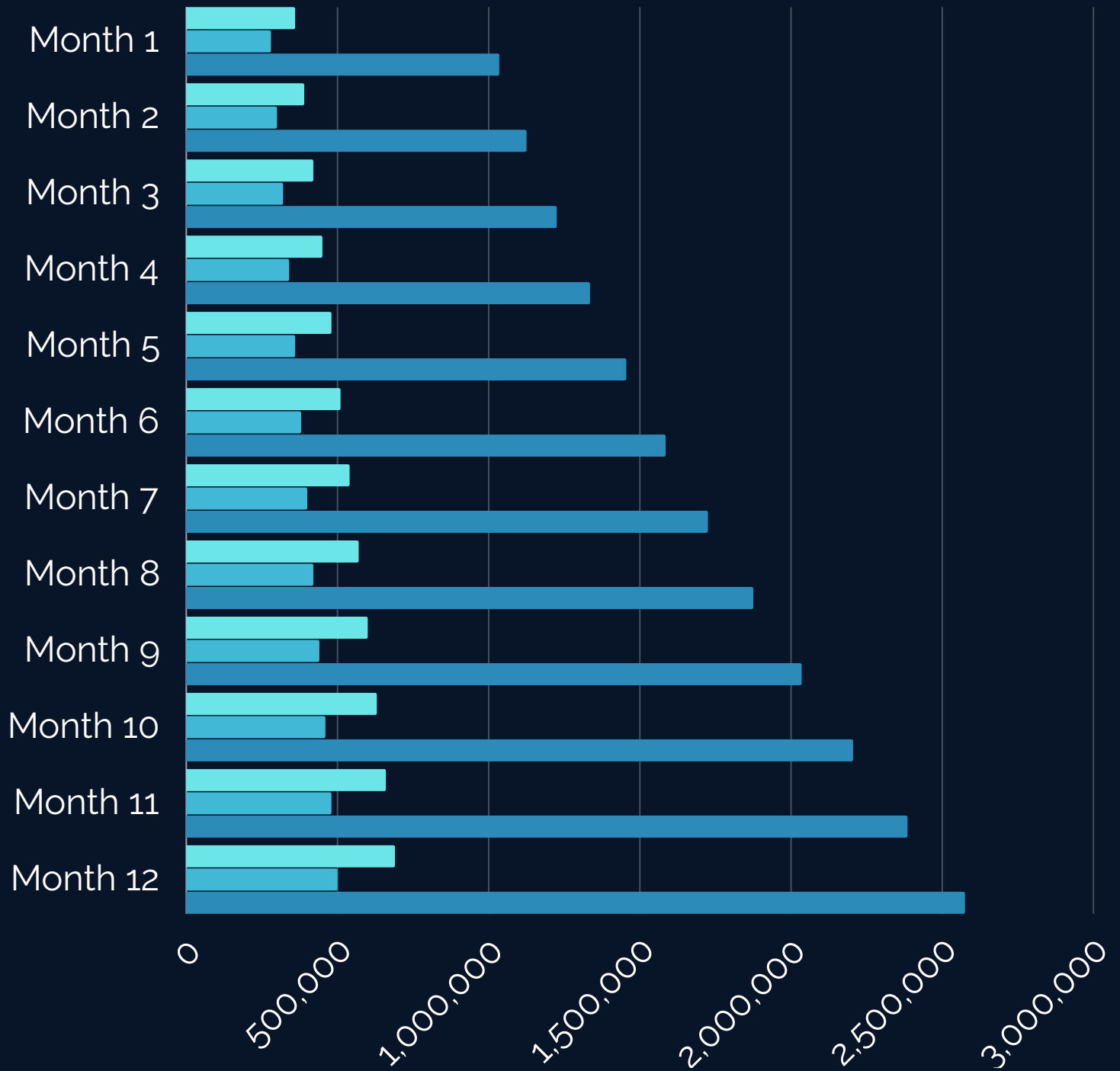


Financial Projection

Year 2



■ Revenue (\$) ■ Expenses (\$) ■ Cumulative Net Profit/Loss (\$)



The Conclusions

In the dynamic realm of iGaming, where countless platforms vie for a share of the spotlight, "Herake" stands out as a beacon of innovation and excellence. Our venture is underpinned by a meticulously crafted vision, central to which is a unique marketing strategy that blends traditional outreach with cutting-edge engagement methods. This approach ensures we do more than just reach our audience – we resonate deeply with them.

At the core of our enterprise is the solid foundation built upon the combined experience of our dedicated team, our robust technical infrastructure, and our strategic partnerships with esteemed industry leaders. But our ambitions extend beyond mere logistics and strategy. We are committed to delivering an unparalleled gaming experience, making "Herake" not just a choice, but a preference for our users.

Our decision to obtain a gaming license in Curacao is a strategic step towards realizing this vision. This license is more than a regulatory requirement; it represents our commitment to legal compliance, operational excellence, and trustworthiness in the global iGaming landscape.

We're not entering the market for a brief stint; we aim to shape, lead, and revolutionize the iGaming industry. Our ambition is driven by the belief that true success transcends market share – it's about creating a legacy that endures.

As you peruse our proposal, understand that it's not just a business plan; it's a testament to our dedication, passion, and foresight for the future of iGaming. Ready to embrace the challenges and savor the triumphs that lie ahead, we invite you to join us on this exhilarating journey.

Warm regards,