
Jackfruit B.V.



Business Plan

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BUSINESS OBJECTIVE

Jackfruit B.V. is a company that aims to provide online gambling products targeting all countries except for the restricted territories.

Jackfruit prioritizes understanding the needs of every customer by controlling and operating our own technical and customer support staff. This allows Jackfruit to provide better service and build true, honest, and reliable relationships with clients and partners.

The priorities are:

- Creating the most fun and unique (multi-player) games in comparison to other betting companies;
- Providing high-quality service: We have been praised for having one of the most pleasant betting panels on the market.
- Providing high-quality support to its clients. A dedicated support staff member should be in direct contact with the senior staff when needed.

Jackfruit will operate solely on the domain **jacksclub.io**, a website for online table, slot, and other casino games. We will operate this domain first by the already granted sub-license and then shift it to the GCB license.

SERVICES

The services we will be offering in the coming years will be:

Casino

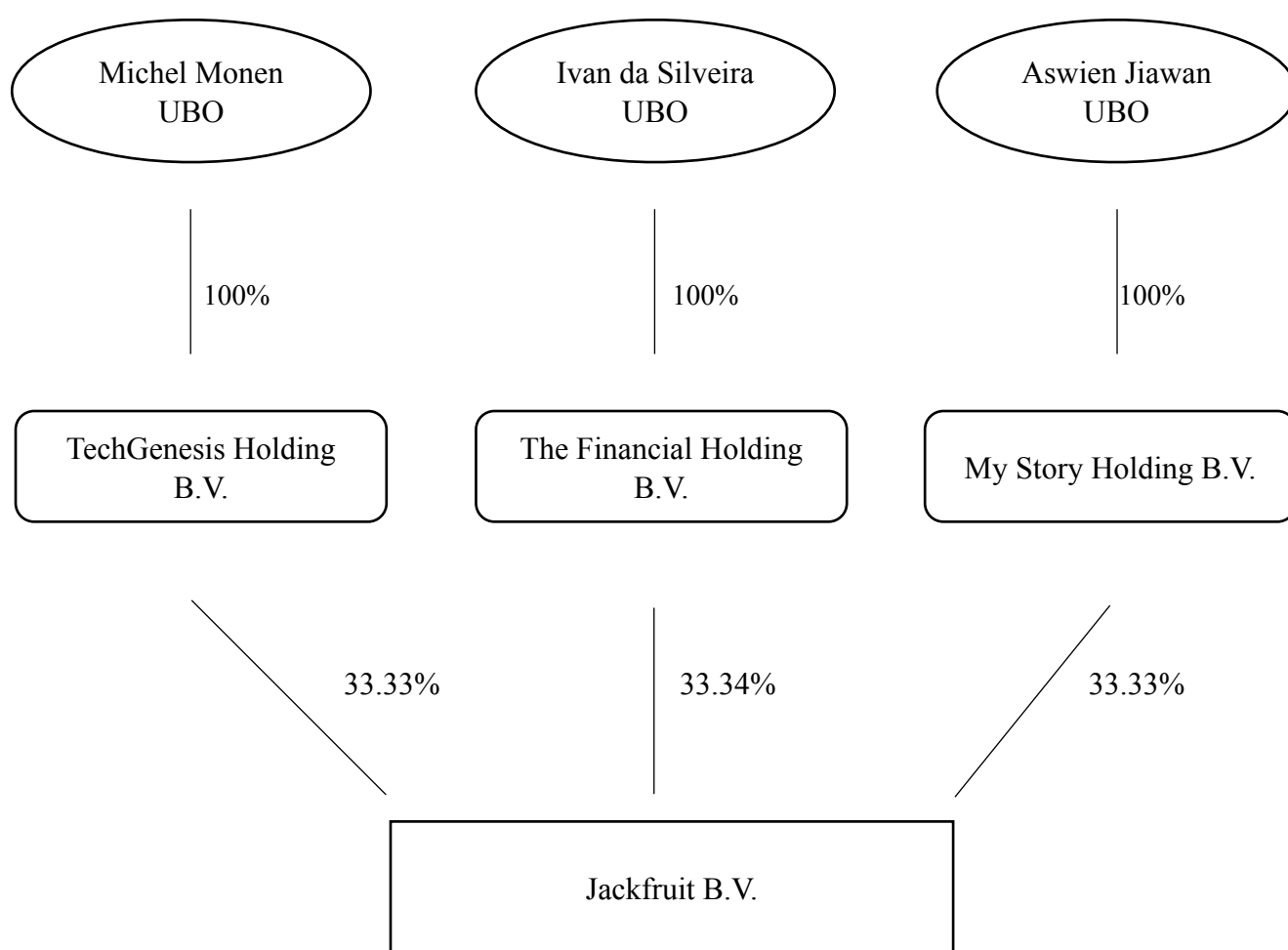
- Slots
- Live Casino
- Sports Betting (not in 2024)

CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS

The ultimate beneficial owners of Jackfruit are Mr. Michel Monen, Mr. Aswien Jiawan and Mr. Ivan da Silveira, each of whom has a third ownership interest in the company. Every shareholder has extensive experience in the gambling industry and will inherit key roles in the company's operation.

All key personnel were majority shareholders and held key roles in a Dutch cryptocurrency exchange, implementing the same European AML/KYC requirements as are required now.

From a corporate governance perspective, Allyant Group B.V. will be appointed as the Managing Director of Jackfruit.



GENERAL CONTROLS & DUTIES

Jackfruit has separate departments for development, finance, casino management, customer support, payments and fraud, business intelligence, and marketing. This is the first control in place. Individuals have clearly defined roles and responsibilities, including

reporting lines within Jackfruit. As a result, each department has both substance and clarity to achieve its goals and objectives.

Jackfruit imposes restrictions and fully complies with the accepted legal age of 18+ for players to use online commercial gaming products.

We will restrict and geo-block areas, such as the Dutch Caribbean, Netherlands, United States, Australia, UK, Spain, France, North Korea, Syria, and Iran.

The Compliance department is responsible for monitoring all transactions to and from Jackfruit and verifying the identity of all online registered players. Jackfruit's senior management, as well as all employees, are fully committed to adopting a risk-based approach to anti-money laundering ("AML") with effort focused where it is most needed to be able to process payment transactions between Jackfruit and customers in a way free of money laundering issues. An AML manual outlining the policy and procedures in relation to risk assessment and management has been prepared for this purpose.

The internal systems and procedures developed by Jackfruit are appropriate for remote gaming businesses. The Company appreciates that its money laundering and terrorist financing risk assessment is not a one-off exercise; these are assessed regularly so that the adopted approach is effective at all times.

COMMERCIAL STRATEGY

MARKETING PLAN

Over the last few years, betting has been made online. That is why a successful online business must have a competent marketing strategy with an emphasis on internet marketing. Instruments such as SEO services, affiliate marketing services, displays, and social media help attract the target audience.

PROBLEM WORTH SOLVING

The online betting industry's significant marginality shows that there's room for a wider offer of this kind of service. There is only one significant regional operator that we could identify as a leader, but the biggest and most well-known platforms are still European.

OUR SOLUTION

We have multiple years of experience in gaming and crypto-related activities. In the long run, we want to use and offer our own technological solutions, but for now, we want to develop based on our commercial strategies using custom referral systems with influencers and other social media strategies.

We will make sure to also use geo-blocking for the Dutch Caribbean, Netherlands, United States, Australia, UK, Spain, France, North Korea, Syria, and Iran.

OUR ADVANTAGES

Our team has experience in gaming and crypto-related activities for a while now, which allows us to offer a product that provides an engaging user experience. Before we started our marketing department, we formed the basis of creating a great user experience and correctly handling all the compliance and complaint requirements. Because of this, we can accelerate our unique proposal into the gambling arena.

FINANCIAL

PAST PERFORMANCE

Our financial result over the last three years is marked by consistent 20% year-on-year growth, ultimately leading to an annual revenue of \$350,000 in the most recent fiscal year. This financial performance was realized without a dedicated marketing team, but with the investments made in the last six months, we expect to double the growth in the coming terms.

FORECAST

We have prepared a forecast based on our experience in the market over the last three years. The overview shows the development from Year 1 through Year 3.

	Year 1	Year 2	Year 3
Total Revenue	EUR 450,000	EUR 620,000	EUR 980,000
Total Expenses	EUR 280,000	EUR 395,000	EUR 625,000
Net Result	EUR 170,000	EUR 225,000	EUR 355,000

TECHNOLOGY, SOFTWARE & PROVIDERS

SOFTWARE AND PAYMENT ARCHITECTURE

We have acquired several partners with whom we build our platform. Each of them has a 3+ year relationship and solid contracts in place. We are confident that our partners are chosen wisely and have a proven track record in the gaming market.

3RD PARTY PROVIDERS

- Games
 - SOFTSWISS (<https://www.softswiss.com/>)
 - Inhouse (<https://jacksclub.io/>)
- Payments
 - CryptoProcessing (<https://en.cryptoprocessing.com/>)
- Hosting
 - Amazon Web Services (<https://aws.amazon.com/>)

CRYPTOPROCESSING

To stay competitive in this fast-growing era and reach end users who prefer using crypto as a means of payment, we have chosen to adopt digital payments only. AlphaPo Ltd will provide this service. CryptoProcessing (or Dream Finance OÜ), the company that provides CoinsPaid services, is licensed to provide cryptocurrency exchange and wallet services by the Financial Intelligence Unit of Estonia. As a licensed institution, they are obliged to identify our customers and verify their identity using reliable sources (the process known as “Know-Your-Customer”), as well as maintain robust risk management procedures. This gives us peace of mind that their funds will not be commingled with illicit proceeds of bad actors.

SOFTSWISS

SOFTSWISS supplements our own in-house games with other popular and requested gaming providers. They specialize in software solutions tailored for online casinos, including those dealing with cryptocurrencies. SOFTSWISS offers seamless integration of various digital currencies, enhancing payment options for players. Their focus on security includes robust encryption and protocols, ensuring the safety of player data and financial transactions. They also assist in regulatory compliance, helping casinos navigate legal requirements in different jurisdictions. Overall, partnering with SOFTSWISS significantly benefits us as a crypto casino by improving offerings, enhancing security, and ensuring regulatory adherence, leading to a more successful and reputable operation.

Amazon Web Services

The diagram below shows the architecture of Jackfruit's casino and in-house games and the deliverance of the website assets. Jackfruit uses Amazon Cloud Services (AWS), which is the biggest cloud provider in the world, to host their website and back-end. AWS services are known to have an exceptional uptime of their services to boost customer satisfaction and data stores with multiple replications to ensure low data loss.

