

Exertus N.V. business plan

Executive Summary

The purpose of this business plan is to raise \$150,000 for the development of a Company website that will provide a platform for people to play varying casino games such as poker, blackjack, roulette, and other classic casino games. This business plan will also showcase the expected financials and operations over the next three years.

Below is a description of the project “Slotomen.com” work of which is carried out by the company Exertus N.V. (“the Company”) is Curacao based corporation that will sell advertising space while generating revenues through bets placed on the website. It should be noted that the Company will use an offshore subsidiary to hold the assets of the business. Registered Address: Zuikertuintjeweg Z/N (Zuikertuin Tower). The Company is running by Spirina Irina Nikolaevna.

1.1 Products and Services

The Company will primarily generate revenues from the taking of bets on behalf of players that become enrolled members of the casino. As stated above, the Company will domicile its assets in a different location as certain legal restrictions regarding online gambling apply Worldwide. The games hosted on the Company’s services will include blackjack, poker, roulette, and several online slot machine style games. The business will generate revenues from static and dynamic advertisements that generate revenues on a per 1000 impressions basis while concurrently earning other income from affiliate partner revenues. The third section of the business plan will further describe the services offered by the Company.

1.2 The Financing

Ms. Spirina Irina Nikolaevna has €126,000 as personal savings and also is seeking to raise \$150,000 from as a loan. The interest rate and loan agreement are to be further discussed during negotiation. This business plan assumes that the business will receive a 10 year loan with a 9% fixed interest rate. The financing will be used for the following: • Development of the Company’s Company website platform. • Financing for the first six months of operation. • Capital to purchase servers, computers, and related technology.

1.3 Mission Statement

The Company’s mission is to become the recognized leader in its targeted market as a platform where people can play casino games.

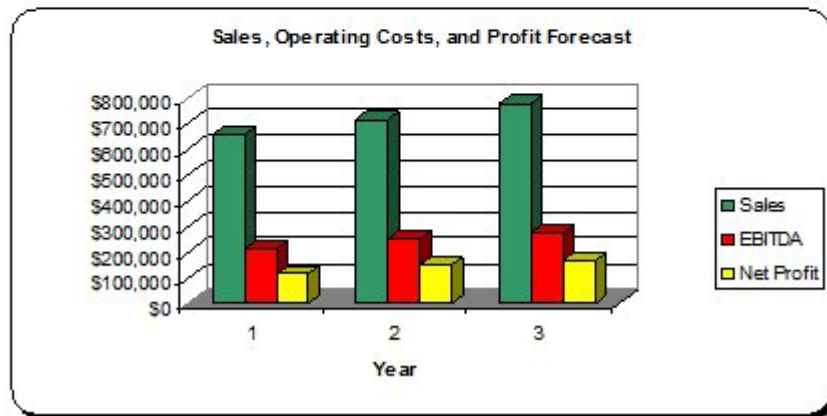
1.4 Management Team

The Company was incorporated on June 21, 2022. Ms. Spirina has more than 3 years of experience in the online gambling industry. Through her expertise, he will be able to bring the operations of the business to profitability within its first year of operations.

1.5 Sales Forecasts

Ms. Spirina expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years.

Profoma Profit and Loss (Yearly)			
Year	1	2	3
Sales	\$655,290	\$714,266	\$778,550
Operating Costs	\$377,526	\$391,666	\$424,768
EBITDA	\$212,235	\$251,173	\$275,927
Taxes, Interest, and Depreciation	\$99,649	\$108,901	\$117,691
Net Profit	\$112,586	\$148,165	\$164,129



1.6 Expansion Plan

The Founder expects that the business will aggressively expand during the first three years of operation. Ms. Spirina intends to implement marketing campaigns that will effectively target individuals within the Company's demographic.

2.0 Company and Financing Summary

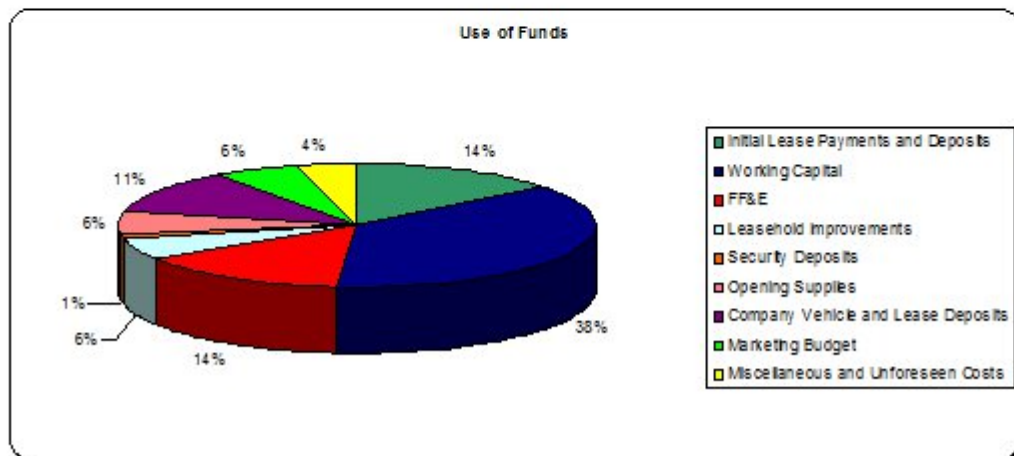
2.1 Registered Name and Corporate Structure

The Company is registered as a corporation in the Curacao. As stated earlier, a foreign subsidiary will be used to hold the assets of the business.

2.2 Required Funds

At this time, the Company requires \$150,000 of debt funds. Below is a breakdown of how these funds will be used:

Projected Startup Costs	
Initial Lease Payments and Deposits	\$25,000
Working Capital	\$65,000
FF&E	\$25,000
Leasehold Improvements	\$10,000
Security Deposits	\$2,500
Opening Supplies	\$10,000
Company Vehicle and Lease Deposits	\$20,000
Marketing Budget	\$10,000
Miscellaneous and Unforeseen Costs	\$7,500
Total Startup Costs	\$175,000



2.3 Investor Equity

Ms. Spirina is not seeking an investment from a third party at this time.

2.4 Management Equity

The company is in good standing.

2.5 Exit Strategy

If the business is very successful, Ms. Spirina may seek to sell the business to a third party for a significant earnings multiple. Most likely, the Company will hire a qualified business broker to sell the business on behalf of the Company. Based on historical numbers, the business could fetch a sales premium of up to 10 times earnings.

3.0 Products and Services

Below is a description of the services offered by the Company.

3.1 Company Operations

As stated in the executive summary, the primary revenue center for the business will come through the ongoing placing of bets by customers with the Company among online games such as blackjack, roulette, and virtual slot machines. With these games, the player will be directly playing against the house. Management anticipates that the Company will have a house

advantage of approximately 3% on each bet placed. For games such as Poker, the business will receive a fee equal to 5% of the pot during each hand played by users.

3.2 Advertising Revenues

The revenues will come from the sale of advertising space to businesses. At the onset of operations the business will develop a relationship with Google AdSense so that the business can immediately generate revenue. Each time a visiting user clicks on one of the advertisements for the business, the Company receives a payment from Google. These ads will be tastefully placed throughout the Company platform. The Company also intends to develop its own internal advertising programs that will feature static advertisements within the website. These advertisements will be sold directly to advertisers rather than through a third party system, like Google AdSense. In the future, the Company will also seek to develop product affiliation and corporate sponsorship relationships which would further the Company's visibility and revenue streams.

4.0 Strategic and Market Analysis

4.1 Economic Outlook

This section of the analysis will detail the economic climate, the online advertising and e-commerce industry, the customer profile, and the competition that the business will face as it progresses through its business operations. Currently, the economic market condition in the Worldwide is in recession. This slowdown in the economy has also greatly impacted real estate sales, which has halted to historical lows. Many economists expect that this recession will continue for a significant period of time, at which point the economy will begin a prolonged recovery period.

4.2 Industry Analysis

Online e-commerce businesses (including Company's) are expected to generate \$150 billion dollars this year. The Worldwide Economic Census indicates that over the next five years, 60% of the businesses in the Worldwide will have an internet presence. In early 2023, industry reports estimate that 410 million people will have access to the internet with approximately 65% of these people having direct high speed internet access. In the Worldwide, gaming has become socially acceptable and in many other countries, gaming is an accepted part of life. Combining one of the world's most profitable and oldest industries with one of the world's fastest growing and newest groups of potential clients, the possibilities are awe-inspiring. Analysts forecast online gaming revenue will rise to \$42.7 billion by 2024, from \$8.2 billion in 2023.

4.3 Customer Profile

The Company's average client will be a young middle to upper middle class male or female that has a broadband internet connection. Common traits among end users will include: • Annual household income exceeding \$50,000 • between the ages of 18 and 40 • Has high speed internet access • Is familiar with the concept and operations of Company's. • Will spend \$100 to \$200 per usage of the Company.

4.4 Competitive Analysis

Main features of our Company that consists its competitive advantage is a wide selection of different bonuses and a loyalty program for our customers. In comparison with our main competitors (Admiralcasino, CasinoEuro, Betfirstcasino, Jokaroom, Unibet, Bovada, Betway, Royalpanda and etc.) we are going to suggest to our customers more bonuses than our competitors (average amount of bonuses in other Company is no more than eight and we are going to provide customers with no less than fifteen bonuses and also personal bonuses for special clients) and we are going to provide customers with personal bonuses related with their own needs and interests, so that personal relation will attract customers to our Casino and persuade them to stay with us through their gambling experience. Also we are working on a unique loyalty program that will meet most sophisticated tastes.

5.0 Marketing Plan

The Company intends to maintain an extensive marketing campaign that will ensure maximum visibility for the business in its targeted markets. Below is an overview of the marketing strategies and objectives of the Company.

5.1 Marketing Objectives

- • Develop promotional giveaways that will draw users to the website via viral marketing methods.
- • Establish relationships with advertisers that are targeting a computer savvy younger demographic.
- • Develop an expansive online presence through the use of pay per click marketing and search engine optimization.

5.2 Marketing Strategies

Ms. Irina Spirina intends to use a high impact marketing campaign that will generate a substantial amount of traffic to slotomen. These strategies include the use of search engine optimization and pay per click marketing. The Company's web development firm will place large amounts of linking text on the Company's website. For instance, when a person make a Google search for Company websites, the Company will appear on the first page of the search. This strategy is technically complicated, and the Company will use a search engine optimization firm to develop the Company's visibility on a non-paid basis. Management expects that a SEO firm will place large amounts of linking data and text specific keywords into the business's website, which will allow the Company to appear more frequently among search engines. A majority of web portals and search engine companies use very complicated algorithms to determine a website's relevance in relation to a specific keyword. SEO firms place text and tags on the website to increase the rank of a specific website. Additionally, the Company will use several pay methods for increasing the Company's visibility. This strategy is expensive, but the results can be phenomenal if this marketing strategy is properly executed. These advertisements appear along the border and side of a website, and each time a person clicks on the website, a small fee ranging from fifty cents to one dollar is charged to the Company's account. This strategy will be used until the Company gains momentum.

5.3 Pricing

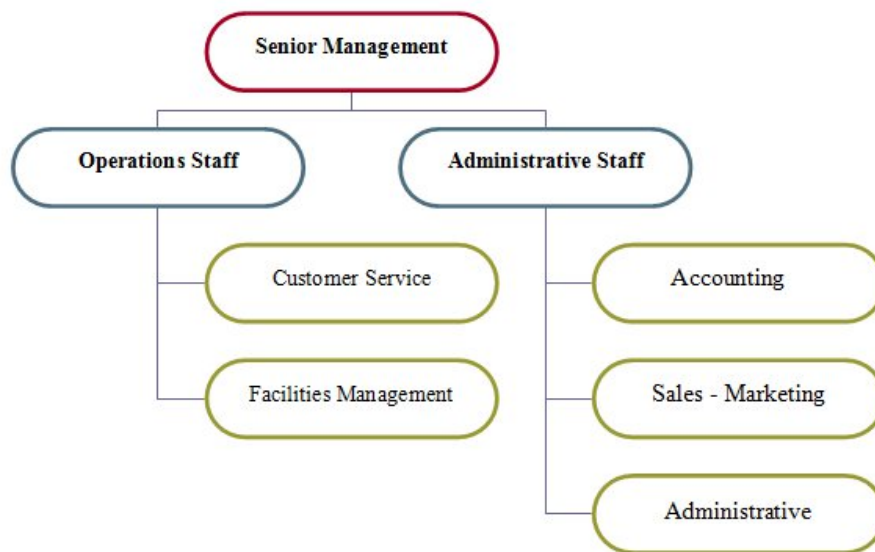
As for the pricing for using our Company we are going to set following prices for our services:

- As a minimum price for a spin (in a roulette and slots) is 10 cents (or the same amount in an equivalent);
- As a maximum price for a spin (in a roulette and slots) is 25 dollars (or the same amount in an equivalent);
- Free spins for new players (in an amount of 15 spins).

6.0 Organizational Plan and Personnel Summary

Each company has its own internal structure that provide company's activity. There is a scheme below that shows company management structure and a management team in general that shows allocation of resources.

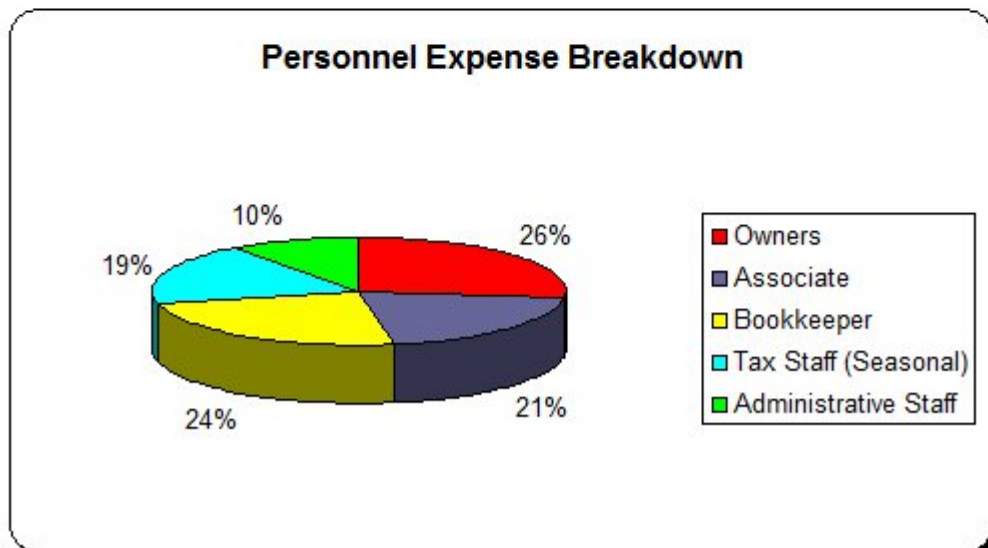
6.1 Corporate Organization



6.2 Organizational Budget

Personnel Plan - Yearly			
Year	1	2	3
Owners	\$65,000	\$66,950	\$68,959
Associate	\$50,000	\$51,500	\$53,045
Bookkeeper	\$58,000	\$59,740	\$61,532
Tax Staff (Seasonal)	\$45,000	\$46,350	\$63,654
Administrative Staff	\$25,000	\$25,750	\$26,523
Total	\$243,000	\$250,290	\$273,712

Numbers of Personnel			
Year	1	2	3
Owners	1	1	1
Associate	1	1	1
Bookkeeper	2	2	2
Tax Staff (Seasonal)	3	3	4
Administrative Staff	1	1	1
Totals	8	8	9



6.3 Management Biographies

The Company founder Ms. Spirina has more than 3 years of experience in the online betting and Internet industry. Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations.

Mr. Spirina has following skills that will provide the Company with profitability and make it a unique product for our future customers:

- Communication.
- Ability to Work Under Pressure.
- Decision Making.
- Time Management.
- Self-motivation.
- Conflict Resolution.
- Leadership.

- Adaptability.

She also has a unique experience related with startup projects and their maintenance. His abilities provided those projects with profitability for the first year of work.

7.0 Financial Plan

7.1 Underlying Assumptions

- The Company will have an annual revenue growth rate of 31% per year.
- The Owner will acquire \$150,000 of debt funds to develop the business.
- The loan will have a 10 year term with a 9% interest rate.

7.2 Sensitivity Analysis

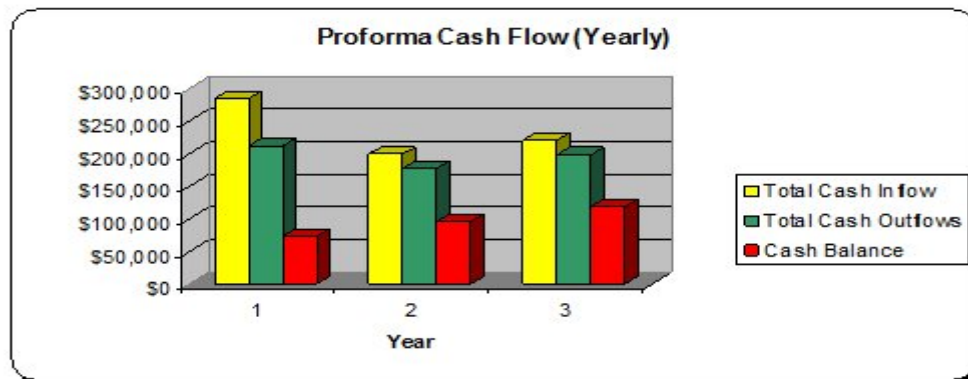
In the event of a severe economic decline, the demand for specialty online based advertising and casino services may decrease significantly, which may cause the advertising/casino revenue generated by the business to level off or decline. However, the high margins associated with the Company will ensure that the business will be able to remain profitable and cash flow positive at all times.

7.3 Source of Funds

Financing	
Equity Contributions	
Management Investment	\$25,000.00
Total Equity Financing	\$25,000.00
Banks and Lenders	
Banks and Lenders	\$100,000.00
Total Debt Financing	\$100,000.00
Total Financing	\$125,000.00

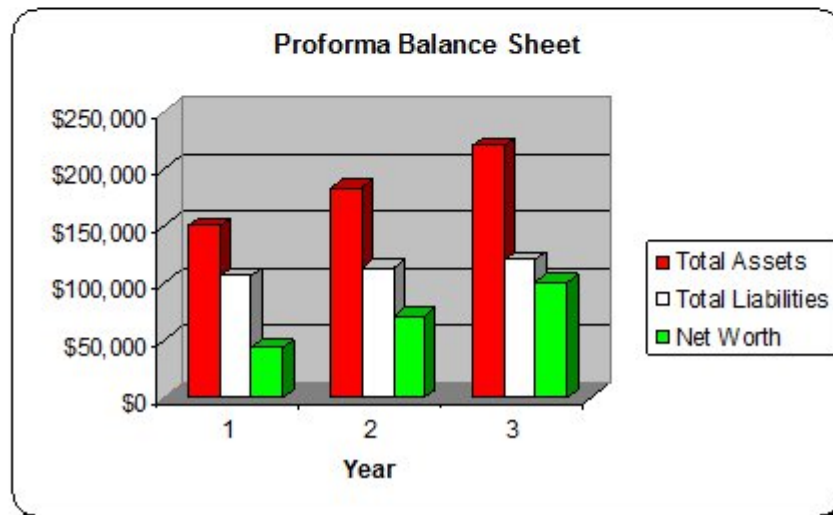
7.4 Cash Flow Analysis

Proforma Cash Flow Analysis - Yearly			
Year	1	2	3
Cash From Operations	\$152,225	\$222,217	\$289,262
Cash From Receivables	\$0	\$0	\$0
Operating Cash Inflow	\$152,225	\$222,217	\$289,262
Other Cash Inflows			
Equity Investment	\$25,000	\$0	\$0
Increased Borrowings	\$125,000	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0
A/P Increases	\$37,902	\$43,587	\$50,125
Total Other Cash Inflows	\$187,902	\$43,587	\$50,125
Total Cash Inflow	\$340,127	\$265,804	\$339,388
Cash Outflows			
Repayment of Principal	\$8,079	\$8,837	\$9,666
A/P Decreases	\$24,897	\$29,876	\$35,852
A/R Increases	\$0	\$0	\$0
Asset Purchases	\$112,500	\$55,554	\$72,316
Dividends	\$106,558	\$155,552	\$202,484
Total Cash Outflows	\$252,034	\$249,820	\$320,317
Net Cash Flow	\$88,093	\$15,985	\$19,071
Cash Balance	\$88,093	\$104,078	\$123,149



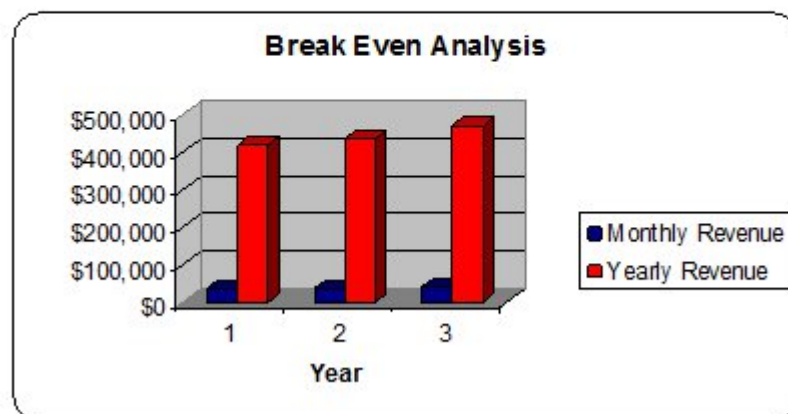
7.5 Balance Sheet

Proforma Balance Sheet - Yearly			
Year	1	2	3
Assets			
Cash	\$88,093	\$104,078	\$123,149
Amortized Development/Expansion Costs	\$52,500	\$58,055	\$65,287
Inventory	\$35,000	\$62,777	\$98,935
FF&E	\$25,000	\$47,222	\$76,148
Accumulated Depreciation	(\$8,036)	(\$16,071)	(\$24,107)
Total Assets	\$192,558	\$256,061	\$339,411
Liabilities and Equity			
Accounts Payable	\$13,005	\$26,716	\$40,990
Long Term Liabilities	\$116,921	\$108,084	\$99,247
Other Liabilities	\$0	\$0	\$0
Total Liabilities	\$129,926	\$134,800	\$140,236
Net Worth	\$62,632	\$121,261	\$199,175
Total Liabilities and Equity	\$192,558	\$256,061	\$339,411



7.6 General Assumptions

Monthly Break Even Analysis			
Year	1	2	3
Monthly Revenue	\$40,693	\$42,545	\$44,462
Yearly Revenue	\$488,319	\$510,540	\$533,545



7.7 Business Ratios

Expanded Cash Flow Analysis

Cash Flow Analysis (First Year)								
Month	1	2	3	4	5	6	7	8
Cash From Operations	\$19,760	\$19,902	\$20,043	\$20,185	\$2,194	\$2,289	\$2,385	\$2,480
Cash From Receivables	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$19,760	\$19,902	\$20,043	\$20,185	\$2,194	\$2,289	\$2,385	\$2,480
Other Cash Inflows								
Equity Investment	\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$150,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159
Total Other Cash Inflows	\$178,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159
Total Cash Inflow	\$197,918	\$23,060	\$23,202	\$23,344	\$5,352	\$5,448	\$5,543	\$5,638
Cash Outflows								
Repayment of Principal	\$775	\$781	\$787	\$793	\$799	\$805	\$811	\$817
A/P Decreases	\$2,075	\$2,075	\$2,075	\$2,075	\$2,075	\$2,075	\$2,075	\$2,075
A/R Increases	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$82,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$85,350	\$2,856	\$2,862	\$2,867	\$2,873	\$2,879	\$2,885	\$2,892
Net Cash Flow	\$112,568	\$20,204	\$20,340	\$20,476	\$2,479	\$2,568	\$2,658	\$2,747
Cash Balance	\$112,568	\$132,773	\$153,113	\$173,590	\$176,069	\$178,637	\$181,295	\$184,041

Cash Flow Analysis (First Year Cont.)					
Month	9	10	11	12	1
Cash From Operations	\$2,575	\$21,037	\$2,767	\$2,862	\$118,479
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$2,575	\$21,037	\$2,767	\$2,862	\$118,479
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$25,000
Increased Borrowings	\$0	\$0	\$0	\$0	\$150,000
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$3,159	\$3,159	\$3,159	\$3,159	\$37,902
Total Other Cash Inflows	\$3,159	\$3,159	\$3,159	\$3,159	\$212,902
Total Cash Inflow	\$5,734	\$24,196	\$5,925	\$6,021	\$331,381
Cash Outflows					
Repayment of Principal	\$823	\$829	\$835	\$842	\$9,695
A/P Decreases	\$2,075	\$2,075	\$2,075	\$2,075	\$24,897
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$0	\$0	\$0	\$0	\$82,500
Dividends	\$0	\$0	\$0	\$94,783	\$94,783
Total Cash Outflows	\$2,898	\$2,904	\$2,910	\$97,699	\$211,876
Net Cash Flow	\$2,836	\$21,292	\$3,015	-\$91,679	\$119,506
Cash Balance	\$186,878	\$208,170	\$211,185	\$119,506	\$119,506

Cash Flow Analysis (Second Year)					
	2				
Quarter	Q1	Q2	Q3	Q4	2
Cash From Operations	\$30,812	\$38,515	\$41,596	\$43,136	\$154,058
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$30,812	\$38,515	\$41,596	\$43,136	\$154,058
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$8,717	\$10,897	\$11,769	\$12,204	\$43,587
Total Other Cash Inflows	\$8,717	\$10,897	\$11,769	\$12,204	\$43,587
Total Cash Inflow	\$39,529	\$49,411	\$53,364	\$55,341	\$197,645
Cash Outflows					
Repayment of Principal	\$2,563	\$2,621	\$2,680	\$2,741	\$10,605
A/P Decreases	\$5,975	\$7,469	\$8,067	\$8,365	\$29,876
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$3,081	\$3,851	\$4,160	\$4,314	\$15,406
Dividends	\$24,649	\$30,812	\$33,277	\$34,509	\$123,247
Total Cash Outflows	\$36,268	\$44,753	\$48,183	\$49,929	\$179,133
Net Cash Flow	\$3,261	\$4,658	\$5,181	\$5,412	\$18,512
Cash Balance	\$122,766	\$127,425	\$132,606	\$138,018	\$138,018

Cash Flow Analysis (Third Year)					
	3				
Quarter	Q1	Q2	Q3	Q4	3
Cash From Operations	\$34,004	\$42,506	\$45,906	\$47,606	\$170,022
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$34,004	\$42,506	\$45,906	\$47,606	\$170,022
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$10,025	\$12,531	\$13,534	\$14,035	\$50,125
Total Other Cash Inflows	\$10,025	\$12,531	\$13,534	\$14,035	\$50,125
Total Cash Inflow	\$44,030	\$55,037	\$59,440	\$61,641	\$220,148
Cash Outflows					
Repayment of Principal	\$2,803	\$2,867	\$2,932	\$2,998	\$11,599
A/P Decreases	\$7,170	\$8,963	\$9,680	\$10,038	\$35,852
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$3,400	\$4,251	\$4,591	\$4,761	\$17,002
Dividends	\$27,204	\$34,004	\$36,725	\$38,085	\$136,018
Total Cash Outflows	\$40,577	\$50,085	\$53,927	\$55,882	\$200,471
Net Cash Flow	\$3,452	\$4,952	\$5,513	\$5,759	\$19,677
Cash Balance	\$141,470	\$146,422	\$151,935	\$157,695	\$157,695

8.0 Anti money laundering system.

The Company is going to implement AML methods towards to its clients in order to prevent money laundering and terrorism financing. The purpose of AML system is to prevent using money proceeds of crime. For those purposes clients shall pass an identification procedure. Also the Company establish a list of strange activities that can give a foundation to think that a client is related with money laundering or terrorism financing as follows:

- withdrawals of large amounts which are not consistent with the nature and size of customer's activities;
- withdrawals of large amounts from a dormant account or an account which has recently been credited with a huge inward transfer from abroad;
- cash withdrawal of a large amount which is re-deposited in account;
- withdrawals of large amounts from an account which used to be dormant or from account which have recently been credited with huge transfers;
- substantial increases in deposits of any individual or business without apparent cause, especially if such deposits are subsequently transferred within a short period out of the account and/or to a destination not normally associated with the customer;
- claims for a refund with the excuse that they were accidentally sent to the account;
- a client use for transactions credit cards or other means of payment issued in different countries;
- customers who refuse to provide information that under normal circumstances would make the customer eligible for gambling services;
- funds originating from a customer in high risk countries, e.g. countries which do not apply or inadequately apply the FATF's recommendations against money laundering and terrorist financing;
- Wire funds transfers which are unexplained, repetitive, or show unusual patterns.

Also a client can't make a money withdrawals without making any actions on a website (such as bet on slots or casino) because that behavior is unusual for a player and can be related with money laundering.

Spirina Irina _____