

Ancient Achievers N.V
Business Plan

Introduction

Ancient Achievers 7.bet (websites: 7.io and 7.bet) is an innovative cryptocurrency-based online casino platform with the slogan "Next Moment, You're the Winner" Our platform offers a wide range of casino games, including slots and live dealer games, all integrated with cryptocurrency payment options for enhanced security and speed.

Unique Features:

- **Cryptocurrency Integration:** Supports multiple cryptocurrencies, including Bitcoin, Ethereum, providing secure and private transactions.
- **Provably Fair Games:** Utilises blockchain technology to ensure the fairness and transparency of games.
- **User Experience:** Offers a seamless and engaging user interface optimised for both desktop and mobile devices.
- **Own RNG Certificate**

The company's vision is to establish itself as a leading online casino brand and to keep growing its current business.

The company mission is to offer clients a high quality, certified and exclusive product that keeps players entertained while maximising profits, by anticipating market trends and working with new technologies.

ANCIENT ACHIEVERS 7.BET aims to attract and capture the rise of cryptocurrencies as a form of payment and the rapidly growing iGaming industry.

Company Background

Ancient Achievers ("ANCIENT ACHIEVERS 7.BET") held a sublicense (GLH-OCCHKTW0709262022) under Gaming Services Provider N.V. Holder of Master Licence #365/JAZ. Gaming Services Provider N.V. that expired on July 26th, 2024 which is the main reason why we are applying for the new licence. Since obtaining the licence, and by developing our own system, as we have acquired from ITECHLABS our own Random Number Generator Certificate, our team has been researching about signing commercial agreements and integrating with gaming providers, finalising our website design and conducting penetration tests to extend our portfolio of services.

The current RNG Certificate that the company owns mentions the following:

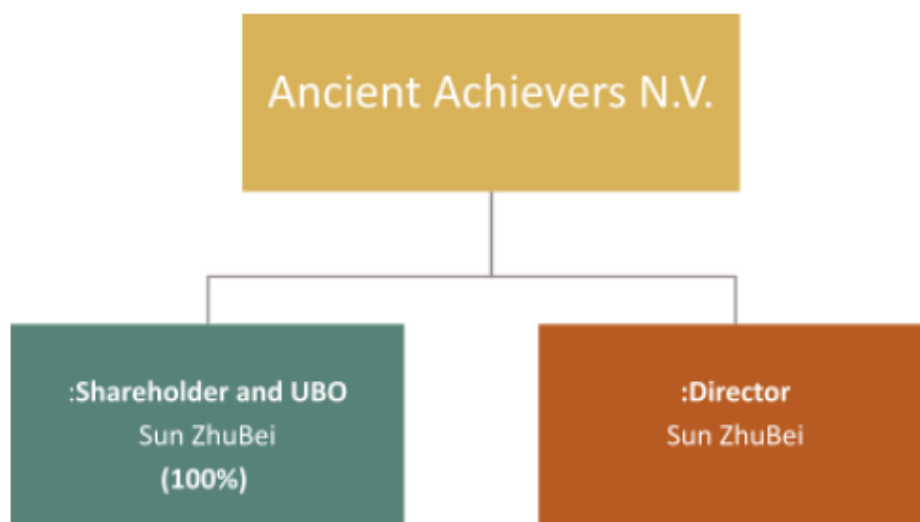
The RNG uses a well-known algorithm to generate random numbers. The numbers generated by this RNG have passed Marsaglia's "diehard" tests for statistical randomness. iTech Labs has also conducted scaling tests for Slot and Bingo games. The scaling tests were conducted on large enough samples to give the calculations sufficient statistical power. iTech Labs has found that the numbers are unpredictable, non-repeatable and uniformly distributed.

The certified code for the RNG has been fingerprinted.
Click [here](#) to view the Original iTech Labs Certificate.

Ancient Achievers transacts business within the limits of the corporate purposes as set forth in its articles of incorporation. Our current version of **ANCIENT ACHIEVERS 7.BET** is a demo version and we are not currently serving any customers or holding any players funds.

Company Management Structure

Organizational Structure – Ancient Achievers N.V.



Team Overview and Background

Sun ZhuBei is an entrepreneur, director and shareholder, he has helped by delivering exceptional customer experiences which makes him exceptionally well-suited to lead **ANCIENT ACHIEVERS 7.BET**. He plans to bring all his knowledge and expertise of the blockchain industry and financial resources to help build **ANCIENT ACHIEVERS 7.BET** as a business and as a team.

Growth and market share are Ancient Achievers N.V main strategies and a consequence, Ancient Achievers N.V will invest in growing a team who will be capable at achieving the desired objectives. The intention is to grow the HR team in parallel to and with market share growth. During the initial phases of the operation, different roles will be collated into main roles and employees will have more than single responsibilities. The eagerness and experience of the team will allow the satisfaction of the short-term HR objectives. Once growth is achieved the intention is to grow the team.

Responsibilities:

- Making major corporate decisions, driving the direction of the company, supervising other executives, and overseeing growth plans.
- Work with senior managers to efficiently develop budget proposals, provide access to project finance information, and ensure contract/grant compliance and reporting.
- Perform risk management through analysis of company liabilities and investments, and evaluate and manage capital structure and fundraising initiatives
- Monitor business performance with tracking tools, establish corrective measures as needed, and prepare detailed reports for earnings calls, management team, and rest of company
- Manage finance personnel and oversee financial IT systems, ensuring compliance with relevant regulatory entities (ex: Financial - Accounting Standards Board, Internal Revenue Service, state attorneys general)
- Oversee the company's operational activities and ensure they align with the overall strategy and goals.
- Build a strong organisational culture focused on teamwork, accountability, and excellence.
- Identify and evaluate new business opportunities and areas for growth.
- Oversees the overall marketing strategy and ensures alignment with business goals.
- Develop and implement the company's technology strategy
- Manage the company's technology team
- Oversee the development and launch of new products and services
- Ensure that the company's technology is aligned with its business goals
- Manage the company's technology infrastructure
- Build a strong organisational culture focused on teamwork, accountability, and excellence.
- Stay informed about relevant laws and regulations. Monitor changes in regulatory requirements and assess their impact on the organisation.
- Conduct training programs to educate employees on compliance policies, legal requirements, and ethical standards. Ensure that staff are aware of their compliance responsibilities.

- Enforce compliance policies and procedures, and address violations in accordance with organisational protocols.
- Perform regular audits and monitoring activities to ensure compliance with policies and regulations. Investigate compliance issues and take corrective actions as needed.

Business Plan and Strategy

SWOT Analysis

Strengths

- System, integration capability, social products
- Product diversity; more opportunity
- Cheaper than big-name competitors
- Exclusive branded content
- Growth of Ancient Achievers N.V reputation will encourage growth of business by a seasoned gaming entrepreneur;
- Mix of young and experienced team;

Weaknesses

- Saturated marketplace for casino/slot/RNG/Lottery products
- Non-exclusivity and broad availability of third-party games (e.g. Quickfire)
- Current lack of market exposure
- Growth dependent on acquisition of market share;

Opportunities

- Growth of social media market
- Additional branded content partnerships
- Additional third-party provider integration
- Expansion of online casino products
- Curacao is recognised as an iGaming jurisdiction, with a recommendable reputation;

Threats

- Withdrawal of third party software providers
- Loss of traction for proprietary software
- Changes in regulatory environment
- New entrants / competitors

Market Opportunities

The online casino market has seen significant growth with the integration of cryptocurrencies, driven by the demand for secure, private, and fast transactions. This segment of the market is evolving rapidly, attracting both players and investors who are enthusiastic about blockchain technology and its applications in gambling as it solves some key industry pain points including lower cost of transactions (deposit and withdrawals), speed and security.

Ancient Achievers N.V are determined that by acquiring the new Curacao iGaming Licence, the company will enhance its competitive advantage in the iGaming Market and this will open new doors to potential new and potential business. Apart from the internal competitive advantage – made up of an experienced and young dynamic team, the Curacao licence will offer an external competitive advantage, summarised as:

- Curacao being a jurisdiction of great repute in the iGaming world;
- Curacao is a part of the Netherlands, member of the European Union (EU) and Euro Zone;
- Excellent hosting infrastructure;
- To have access to more than 200 Online Gaming operators operating from Curacao
- Competitive corporate tax rate

Market Size and Growth

The iGaming Industry is an ever-changing industry and as a consequence gaming operator are forced to constantly change to keep up with the new developments in the industry. Many countries are seeking to regulate their internal iGaming markets in order to safeguard the players but also to “cash in” in what is proving to be a “gaming tax” cash cow. The global iGaming industry has continued to grow and new operators keep mushrooming hoping to attract a slice of the market share. The European market keeps fragmenting with more jurisdictions joining the likes of France, Italy, Spain and Denmark: introducing iGaming legislation to regulate their internal markets. Operators focusing on the European markets are being forced to seek multiple licences in order to accept players from the said jurisdictions. This is obviously proving to be a major cost and duplication of effort for the said operators. The economic climate seems not to particularly affect the industry. Even though players are continuously bombarded (via new gaming content) with the continuous global recession – the industry keeps growing, much to the delight of gaming operators.

We are dedicated to ensure the markets that are prohibited by law by Curacao from countries such as the below will be avoided.

According to our former license agent, the Curacao e-gaming license mentions that the following markets are considered restricted/prohibited and forbidden by the license: Australia, Aruba, Bonaire, Curacao, Cyprus, France, Netherlands, Saba, Statia, St Martin, United Kingdom, Austria, USA, and/or any other jurisdiction that the Central Government of Curacao (formerly the Netherlands Antilles) deems online gambling illegal, and any country that forbids e-gaming without a dedicated specific license.

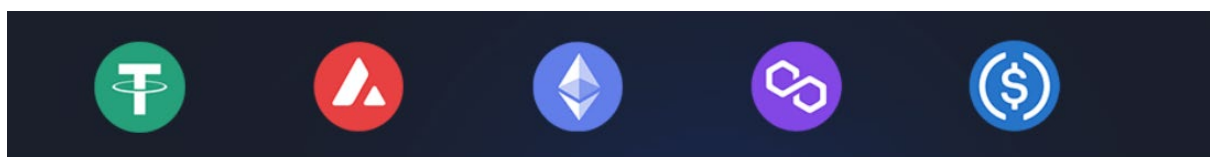
Also, Austria has been recently added to the prohibited country list, due to excessive litigations in the country against foreign gaming operators. We are making sure these jurisdictions are blocked by the IP addresses from these country.

- Global Casino Market Size: The global casino market was valued at approximately \$263.3 billion by the end of 2023, with online casinos contributing significantly to this figure.
- Crypto Gambling Growth: The number of global cryptocurrency users more than doubled in 2021, with a 178% increase, reflecting the growing adoption of digital currencies in various sectors, including online gambling.
- Cryptocurrencies in iGaming: The number of cryptocurrencies usage in gambling increased by 2.2 times between Q1 and Q2 of 2023, per researches on the internet, indicating a surge in the use of cryptocurrencies for gambling.

ANCIENT ACHIEVERS 7.BET's Value Proposition

1. Security and Privacy: Cryptocurrencies offer enhanced privacy and security for transactions, which is a significant draw for players who value these features.
2. Speed of Transactions: Cryptocurrencies enable faster deposits and withdrawals compared to traditional banking methods, improving the overall user experience.
3. Lower Fees: Many cryptocurrencies have lower transaction fees, making them cost-effective for both players and operators.

ANCIENT ACHIEVERS 7.BET Accepted Currencies and Compatible Chain



Est. ANCIENT ACHIEVERS			
Network	Accepted Currencies	7.BET.fun Settlement Time	Average Cost of Deposit and Withdrawals Fees
Ethereum Mainnet	USDT, USDC, ETH	48 seconds	\$1.04
Optimism	USDT, USDC, ETH	6 seconds	\$0.05
Arbitrum	USDT, USDC, ETH	4 seconds	\$0.35

Target Markets

As a “startup”, we want to focus our resources and effort toward targeting users who are residents of the countries that are not listed as prohibited and due to their user behaviour, cryptocurrency adoption and friendly iGaming regulatory framework.

The residents of these other countries make up a good portion of the global population so even though it might seem quite limiting to only focus on some target markets, the markets are actually huge and will allow us to tailor and personalise our platform and products to cater these markets.

European market

Ancient Achievers N.V will provide its games to players who accept players from countries where it is legal to offer i-gaming products through a Curacao license.

Gaming Conferences - Ancient Achievers N.V will be exhibiting in online gaming tradeshows. The plan is for Ancient Achievers N.V to have a presence at all major conferences.

Ancient Achievers N.V will undertake Sponsorship and advertising in leading online gaming magazines.

Some examples below:

<u>Country</u>	<u>Population</u>	<u>Crypto Adoption</u>	<u>Crypto Adoption</u>	<u>iGaming/Online Casino Market</u>	<u>Player Behavior</u>
<u>Brazil</u>	217 mln	7.8% of pop. (ranked 2nd globally)	• 16.6 million crypto owners (2023) • Ranked 9th globally in crypto adoption	• Online casino market CAGR: 10.04% (2024-2028) • Total gambling revenue: \$1.6 billion (2023)	• Highest ARPU in Latin America with \$889 per person • Mobile gaming on the rise
<u>India</u>	1,441 mln	7.3% of pop. (ranked 9th globally)	• 115 million crypto owners (2023) • Ranked 2nd globally in crypto adoption	• Online gambling market: \$2.90 billion (2024) • CAGR of 6.00% (2024-2029)	• Growing interest in live dealer games
<u>Indonesia</u>	279 mln	3.9% of pop. (ranked 20th globally)	• 11 million crypto owners (2023) • Ranked 20th globally in crypto adoption	• Online gambling market size: \$806 million (2023) • CAGR of 8.94% (2023-2028)	• Popular games: slots, poker, sports betting • High mobile usage for gambling
<u>Mexico</u>	129 mln	12% of pop.	• 13% of population owns crypto (2022) • Ranked 36th globally in crypto adoption	• Online gambling market: \$1.2 billion (2023) • CAGR of 17% (2023-2028)	• Strong interest in sports betting • Growing popularity of casino games
<u>Argentina</u>	46 mln	21% of pop. (ranked 13th globally)	• 21% of population owns crypto (2022) • Ranked 13th globally in crypto adoption	• Online gambling market: \$2.4 billion (2022) • CAGR of 12.5% (2022-2027)	• High engagement in sports betting • Increasing interest in online poker
<u>Lithuania</u>	2.6 mln	11.8% of pop.	• 11.8% of population owns crypto (2023) • Ranked 62nd globally in crypto adoption	• Online gambling revenue: €89.3 million in 2023 • 22% YoY growth in 2023	• Preference for sports betting and casino games • 18-34 age group most active

Financial and Marketing Overview

Cash Flow

Revenue

The revenue of the company reflects the royalties which will be generated from its client base.

Administrative Costs

The administration costs which will be incurred by the project will be composed of various general services related to the company.

Other Costs

Other costs includes payroll, leasing of premises and equipment, travelling, marketing, professional fees amongst others.

Depreciation and Amortisation

Tangible and Intangible assets have been depreciated and amortised over a straight line basis. The method reflects the pattern in which the asset's economic benefits are consumed by the company.

Non-Current Assets

Non-current assets reflects the office equipment which will be acquired by the company.

Current Assets

Current assets of the company comprise of trade and other receivables and cash at bank and in hand.

Equity

The company does not seek for external sources of finance but to raise capital through equity financing.

Current Liabilities

The current liabilities comprises of trade and other payables, taxation and gaming tax.

Key Performance Indicators (KPIs)

- Monthly Active Users (MAU): Target 11,500 MAU by Year 2.
- Customer Retention Rate: Aim for minimum 50% retention rate.
- Conversion Rate: Improve the conversion rate of visitors to registered users by 20% within the first year.

- Average Deposit and Withdrawal Time: Under 2 minutes for deposits and under 3 minutes for withdrawals that do not required manual approval or further review

Marketing

ANCIENT ACHIEVERS 7.BET.fun aims to establish a strong presence in the crypto-based online casino market by leveraging innovative marketing strategies tailored to the crypto community and tools. Twitter, Telegram, Discord and platforms like Galxe are cryptocurrency native platforms and where cryptocurrency users often engage with their friends and communities. Crypto native contents will also be key to attracting and communicating with potential users about our platform/brand identity and relatability. It is also important to clearly convey how the team is knowledgeable and passionate about cryptocurrencies and understand the market, customers current pain points and wants.

Key Marketing Strategies

Ancient Achievers N.V main focus is always to retain customers and convert them into loyal returning customers. B2C marketing shall be carried out through direct marketing, sponsorships and affiliate programs, web banners, bonuses, promotional gifts, emails to prospective players and advertising on gaming journals.

1. Design and branding plus a leading Brand and PR firm contracts research
2. Social Media Marketing focused on Twitter and Telegram including Telegram ads targeted at relevant Telegram Channels
3. Crypto-based reward campaigns with no rollover requirement
4. Campaigns on cryptocurrency native platforms such as Galxe
5. Content marketing blog and articles

Key Suppliers and Material Dependencies

Suppliers:

- Game Providers: Softswiss (<https://www.softswiss.com/>), one of the largest gaming providers and aggregators
- Security: Inspex (<https://inspex.co/>), one of the top three Web3 security firms in Thailand, conducted penetration testing.

Technology Infrastructure:

- Gnosis Safe Multisig (<https://safe.global/>): Used for secure management of funds.

- **Multiple Domain Environment:** Includes staging and production environments to develop and test products
- **Hosting Services:** AWS server located in Frankfurt, Germany, ensuring platform uptime and performance.

Technology Risk Management:

- Quarterly review and audit supplier performance and contracts.
- Penetration test, currently ongoing discussions with a leading cybersecurity firm, incorporating simulated DDOS attacks, spam prevention strategies, cross-site scripting prevention, vulnerability assessments, and robust firewall testing, adhering to industry standards to ensure comprehensive system security and protect players' funds.

Player Funds Management Platform Overview

The Player Funds Management Platform is meticulously crafted to streamline secure and efficient deposit and withdrawal processes for users. This overview underscores the essential components of the system, emphasizing user deposits, the function of the **ANCIENT ACHIEVERS 7.BET** Deposit and Withdrawal Wallet, and user withdrawals. We tightly control how user funds are managed and separated from the Company Accounts.

Deposit Process

1. **User Deposit:** Users deposit funds into their designated user wallet.
2. **Dedicated User Wallets:** Our system generates a unique wallet for each user to ensure meticulous tracking, privacy, and security.
3. **System Transfer:** Automatically, the system transfers the deposited funds to the **ANCIENT ACHIEVERS 7.BET** Deposit Wallet.
4. **Currency Swap:** The **ANCIENT ACHIEVERS 7.BET** Deposit Wallet converts any non-stablecoin (e.g., ETH) into USDC or USDT.
5. **Secured Vault:** Subsequently, funds are moved from the **ANCIENT ACHIEVERS 7.BET** Deposit Wallet to the Secured Vault, a multi-signature wallet that mandates signatures from the Director/CFO, COO, & CCO for transactions exceeding \$50,000.
6. **Reserve for Immediate Withdrawals:** The Secured Vault consistently replenishes the **ANCIENT ACHIEVERS 7.BET** Withdrawal Wallet to ensure prompt processing of user withdrawal requests.

Withdrawal Process

1. **Withdrawal Request:** Users initiate withdrawal requests within the platform.

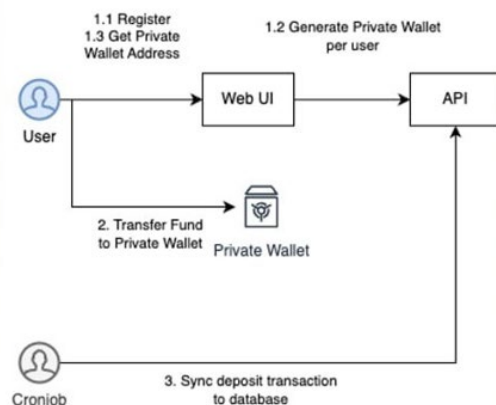
2. **Secured Vault to ANCIENT ACHIEVERS 7.BET Withdrawal Wallet:** The requested funds are transferred from the **ANCIENT ACHIEVERS 7.BET** Secured Vault to the **ANCIENT ACHIEVERS 7.BET** Withdrawal Wallet.
3. **Currency Swap:** When necessary, the **ANCIENT ACHIEVERS 7.BET** Withdrawal Wallet converts the funds into the user's preferred currency.
4. **Review, Approval, & Withdrawal Transfer:**
 - In cases of suspicious user behavior or transactions requiring further scrutiny, the customer support and monitoring team conducts manual assessment and approval.
 - If no manual approval is needed, the **ANCIENT ACHIEVERS 7.BET** Withdrawal Wallet promptly transfers the withdrawal amount to the user's wallet.

Daily platform balance audit and transfer

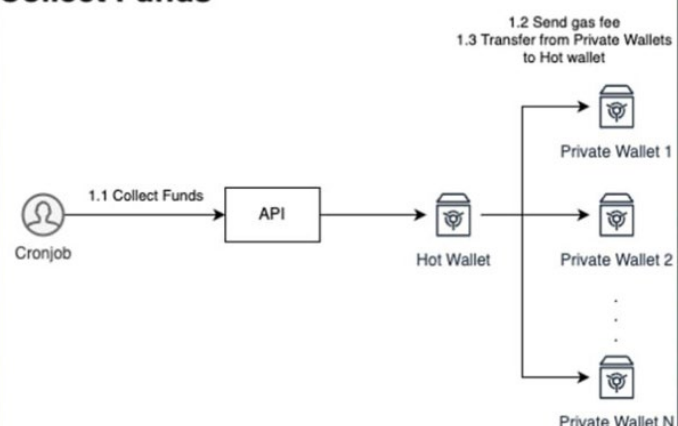
1. Our accounting and user balance system automatically summarise and generate a platform financial statement
2. If there is left over profit in the Secured Vault, we will transfer it to the Company Account in order to pay for operational expenses
3. If the balance in Secured Vault become too low and requires capital injection due to players wins or jackpots, Company Account will make the necessary transfer to meet withdrawal requests.

Workflow Deposit - Collect Fund and Withdraw

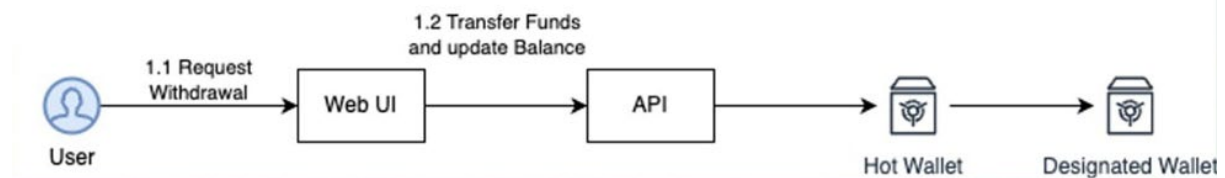
Deposit



Collect Funds



Withdraw Funds



Legal and Governance Framework

Meeting:

At this moment, Mr. Sun ZhuBei is the Managing Director, Secretary, and UBO of the company. Being responsible for managing the company, he is establishing his team of key individuals all of whom bring diverse backgrounds in finance, legal affairs, gaming industry expertise, and corporate governance. This diversity ensures a balanced approach to decision-making and strategic planning. The committee shall meet at least quarterly, unless one of the members requests more frequent meetings, as deemed necessary.

Certain critical matters are reserved for this committee meeting, including:

- discuss business performance and strategic initiatives
- approval of (i) the annual budget; and (ii) the annual, medium and long term business plans of the company, and any amendments thereto;
- approval of quarterly strategic plans and budgets
- the incurrence of any financial indebtedness exceeding USD 50,000 or its equivalent in other currency, either in a single transaction or a series of transactions;

Policies and Procedures

Internal Policies

Policies and procedures are developed internally, ensuring they align with industry standards and regulatory or legal requirements.

- Continues to monitor norm setting parameters promulgated by the Financial Action Task Force ("FATF") and certain gaming trade groups in addition to the Curaçao Gaming Control Board and will take necessary action as it deems appropriate to reflect changes in law.

- **ANCIENT ACHIEVERS 7.BET's** Central Policy Hub so all employees and executives can instantly access, assess and review guidelines and regulations to ensure our platform stays compliant.
- Providing appropriate education and training to relevant personnel.
- Each platform update will include a comprehensive report and clearly state changes in policies and procedures. Monthly review with CCO to ensure we stay compliant.
- Continuously monitor evolving GCB regulations and adapt our practices accordingly. This proactive approach involves staying informed about compliance requirements and integrating responsible gaming practices into our operations.
- The Executive and Finance Committee regularly review and ensure that the team responsible for policy development and implementation is qualified and experienced in regulatory compliance within the global and Curacao iGaming industry.

Timelines and Commitment

Regular updates to the Gaming Control Board (GCB) on policy implementation and adherence.

- Review reports and changelogs and submit any significant changes that impact our operations, policies or entity to GCB every quarter. Our submission highlights key metrics and measures that demonstrate compliance with regulatory requirements.
- Keep an open communication channel with the GCB