

Prism Play

BUSINESS PLAN

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Why Curacao



Nova Technology BV (T/A Prism Play) is aware of the choices it has as a start up in B2C licensing jurisdictions. It is also aware that the online casino sector is a very competitive market and having a good offering alone is not sufficient to guarantee success and growth. As such, Nova's philosophy is based on total credibility and the delivery of a compliant, trustworthy and secure products and services.

The Curacao Gaming Control Board strives to protect the interest of the public and the integrity and stability of the Curacao gaming industry, by ensuring that all gaming is conducted honestly, responsibly, competitively and free from criminal and corruptive elements, thereby elevating the Curacao gaming industry.

Therefore, Nova's choice of jurisdiction was simple, even though we are a start-up, we have a strong team with great knowledge of the sector and relationships with several strong content providers. So, marketing our sites and trading under such a reformed, well respected and recognised licensing body, will only enhance our credibility with our, suppliers, partners and customer base alike.

Executive Summary

Nova Technology is a new start up that wishes to now throw its hat in the ring and develop a new brand and site in the global online casino market.

The co-founders and investors into this project are two serial entrepreneurs. Dom Smith and Joe Carnell. Dom was the founder of multiple previous technology companies across consumer, fitness and finance. He was part of the founding team of an entertainment technology company that was valued at \$1 billion. He is also the co-founder of “Creepz IP” (Invasion Pass). Creepz, is a multimedia entertainment NFT brand that encompasses TV animation, streetwear fashion and blockchain gaming. The brand takes inspiration from Pokemon’s blueprint to create an entire entertainment ecosystem of different games, digital experiences, animated series, and merchandise. As a brand it has generated \$250 million in time to value in just one year.

Joe the co-founder and three times previous founder of technology across the food, finance and crypto sectors. He was also the head of product at Primary Bid www.primarybid.com he also led the team that built a wallet & payment infrastructure for the world’s largest IPO transactions. He with Dom, co-founded Creepz IP and Super Duper 3, one of Europe’s leading Blockchain Companies.

With such a pedigree, they have now turned their sites to the online gaming sector, their knowledge and business achievements, put them in good stead to replicate their success within this sector.

They already have an infrastructure in place to achieve this and they are personally funding this project with an initial investment of \$1 million US.

Once Nova has been successful and awarded their license from the CGCB to operate, they will step up another gear and commence the finalisation of the operating platform. With their carefully selected team and game providers, they hope to revolutionise the world of online casino gaming.

Mission & Vision

Corporate Mission

Nova's corporate mission and with its support from the already established Super duper3 UK, is to utilise the competences and integrity of its skilled personnel to develop and grow the business, to not just create a return for the shareholders, but to add scale and value to its partners businesses, whilst investing in Nova's future, personnel and the communities of the island of Curacao.

Company Vision

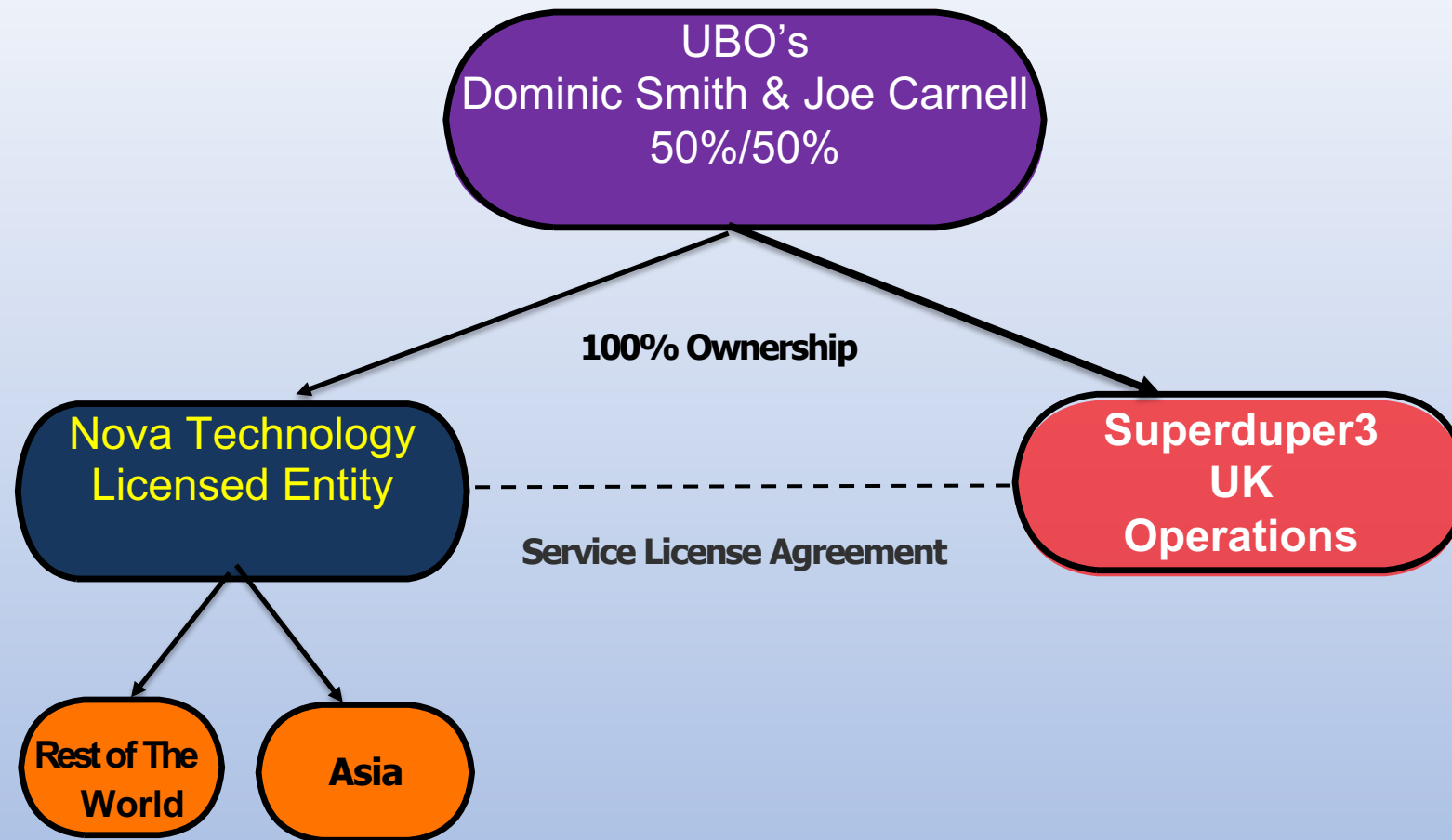
Nova Technology and the trading brand of Prism Play, strive to be one of the industry's leading online casinos. We believe that our direct access to highly sophisticated back-end architecture, popular content providers, coupled with Superduper3's marketing strategy, will collectively create a compelling value-added proposition, in what is already a mature market.

Therefore:

- The companies will focus on a multi-faceted offering, which will deliver a quality suite of products already created and will continue to source new, exciting and compelling games.
- Combined they will concentrate on their core strategic objectives:
 - Value add for customers.
 - Strengthening internal operations.
 - Investing in new products, to generate future growth and an improved financial position.

The board of the combined entities are confident in their ability to deliver their objectives and successfully meet whatever challenges lay ahead.

Corporate & Operational Structure



KEY

UBO'S

Licensed Entity

Clients

UK OPS

The Corporate Entities

The Applicant Company



Curaçao Commercial Register Excerpt from the Commercial Register

Registration number: 166784 (0)
Date: April 8, 2024 Time: 8:41:59 AM

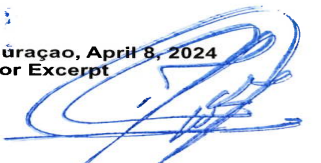
In the Commercial Register of the Curaçao Chamber of Commerce & Industry is registered under number 166784: Nova Technology

Trade name	Nova Technology
Legal form	Private Limited Liability Company
Official name	Nova Technology B.V.
Statutory seat	Curaçao
Date of incorporation	April 3, 2024
Date established	April 3, 2024
Nominal Capital	100 share(s) with a nominal value of Antillean Guilder 1
Fiscal year	The fiscal year is equal to the calendar year
Address	Zuikertuintjeweg Z/N
Country	Curaçao
Mailing address	(same as above)
Description English	1a. to engage in the development, operation, and distribution of various gaming activities and related products, including but not limited to games of skill, games of chance, and any other forms of iGaming entertainment, which encompasses the acquisition, sale, and licensing of products, as well as the provision of associated services across both business-to-business and business to-customer sectors; b. to function as place of entertainment and/or related activities; c. to import and export necessities in connection with the set-up of the aforementioned. 2. The Company is authorized to undertake every action that may be useful or required to achieve its objectives or may be related thereto in the broadest sense of the word, including the administration - and disposition of registered property - to provide security for third party liabilities, to borrow and lend money and to participate in any other enterprise or company.

Official(s)	
1	
Function	Statutory director
Title description	Managing Director
Name	Wyze Management B.V.
Registration number official	154605

Only valid if sealed and signed by the Chamber of Commerce.

Curaçao, April 8, 2024
For Excerpt


I.N.M. JANGA
Head Commercial Register



Existing Operational Company

SUPERDUPER3 LTD

Company number 14198634

Follow this company

File for this company

Overview

Filing history

People

More

Registered office address

20 Gracechurch Street 11th Floor, London, England, EC3V 9DH

Company status

Active

Company type

Private limited Company

Incorporated on

27 June 2022

Accounts

First accounts made up to **29 June 2023**
due by **27 May 2024**

Confirmation statement

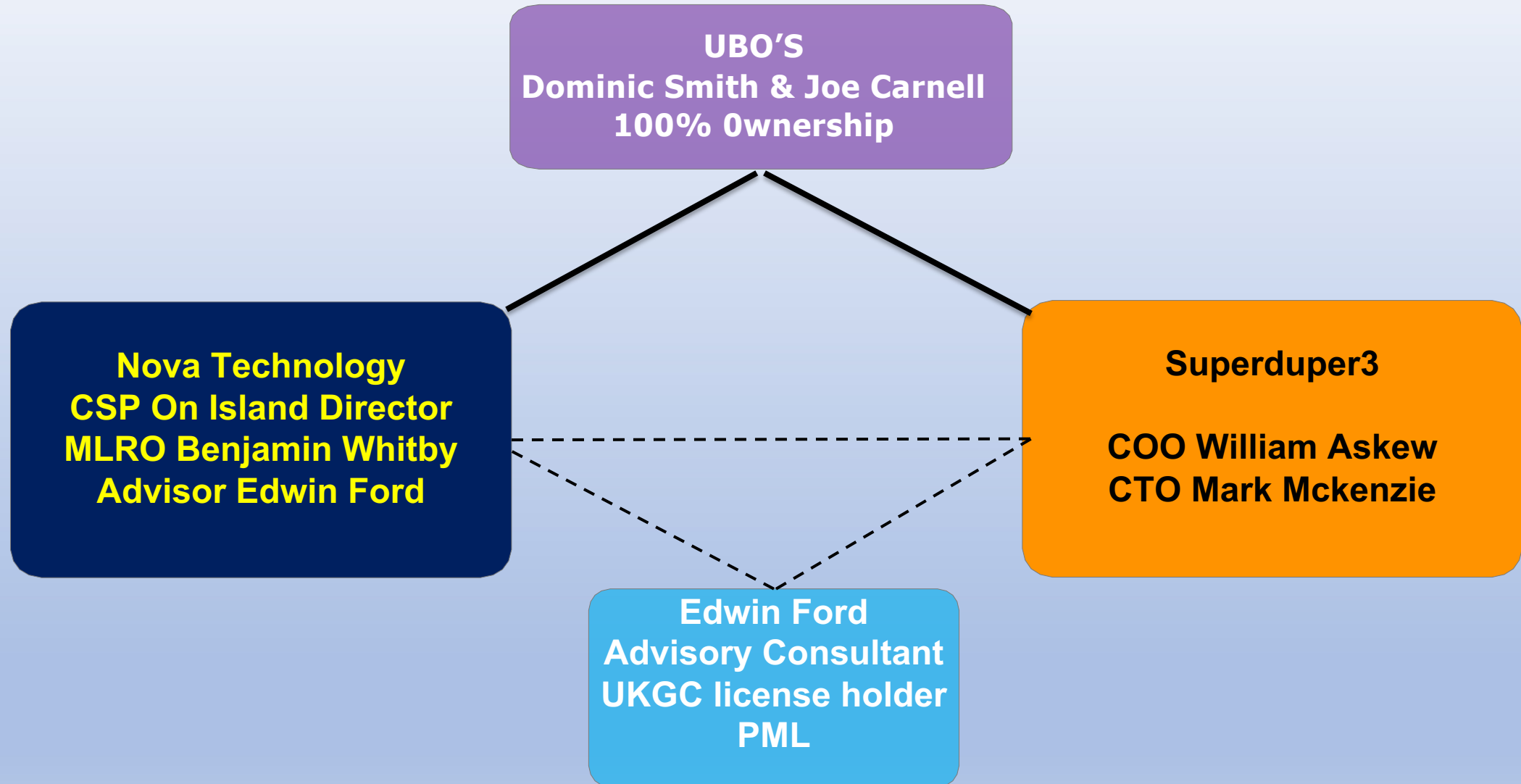
Next statement date **26 June 2024**
due by **10 July 2024**

Last statement dated **26 June 2023**

Nature of business (SIC)

62020 - Information technology consultancy activities

Team Organisational Chart



The Team Superduper3 UK

COO

William Askew

Background:

Will has 10 years plus experience in Fintech, Trading & Ops, he was the founding team at Nutmeg seeing it through to a JP Morgan acquisition in 2021.

A wealth of experience and an asset to the team's development

CTO

Mark Mckenzie

Background:

Mark brings over 15 years of experience in engineering-focused roles, recently serving as the Technical Lead at a prominent payment's provider unicorn.

Prior to this, he was the Head of Data Science, overseeing procurement spend management for some of the world's largest companies.

The Team Nova Technology Curacao

CSP on Island Director
To be confirmed

CCO/MLRO
Benjamin Whitby

Background:

Ben has 20 years plus working in capital markets, with over 10 experience in Crypto. With extensive Compliance experience relating to Governance and risk management, he is also a Fin-Crime expert.

Ben wrote HSBC's first policy on Bitcoin back in 2014 and has taken two firms through successful Financial Conduct Authority (FCA) sandboxes.

It must also be noted that Ben negotiated the largest ever Crypto Insurance for institutional clients at a value of \$600 million USD.

Ben is well positioned to ensure the whole operations and our affiliates are compliant.

The Team Nova Technology Curacao

Gaming Advisory Consultant Edwin Ford

Edwin is a highly motivated, flexible and results-driven Senior Executive with extensive experience in e- Gaming strategy, sales, business development and commercial operations; developed over a four- decade career in the gaming industry. Including, training, working in and supervising Casino operations to eventually become the Resident Director of extensive casino and gaming operations within venues owned by major hotel groups.

For over ten years Edwin also operated and was a major shareholder of software development and supply houses, leading development and deployment of new technologies across international markets. Displaying a skill-set transferable to almost any business sector, experienced in consulting with the ability to drive any organisation to realise its goals.

Core Competencies:

- Full-spectrum business consultancy.
- Exposure to international marketplaces.
- Technical product development and implementation.
- Formulation and execution of sales & marketing strategy.
- Commercial and legal negotiation.
- Team Building and leadership.
- Formation of strategic partnerships.

Edwin holds a UKGC Personal Management License and currently consults to the industry on a global level .

The Market

Players Choice

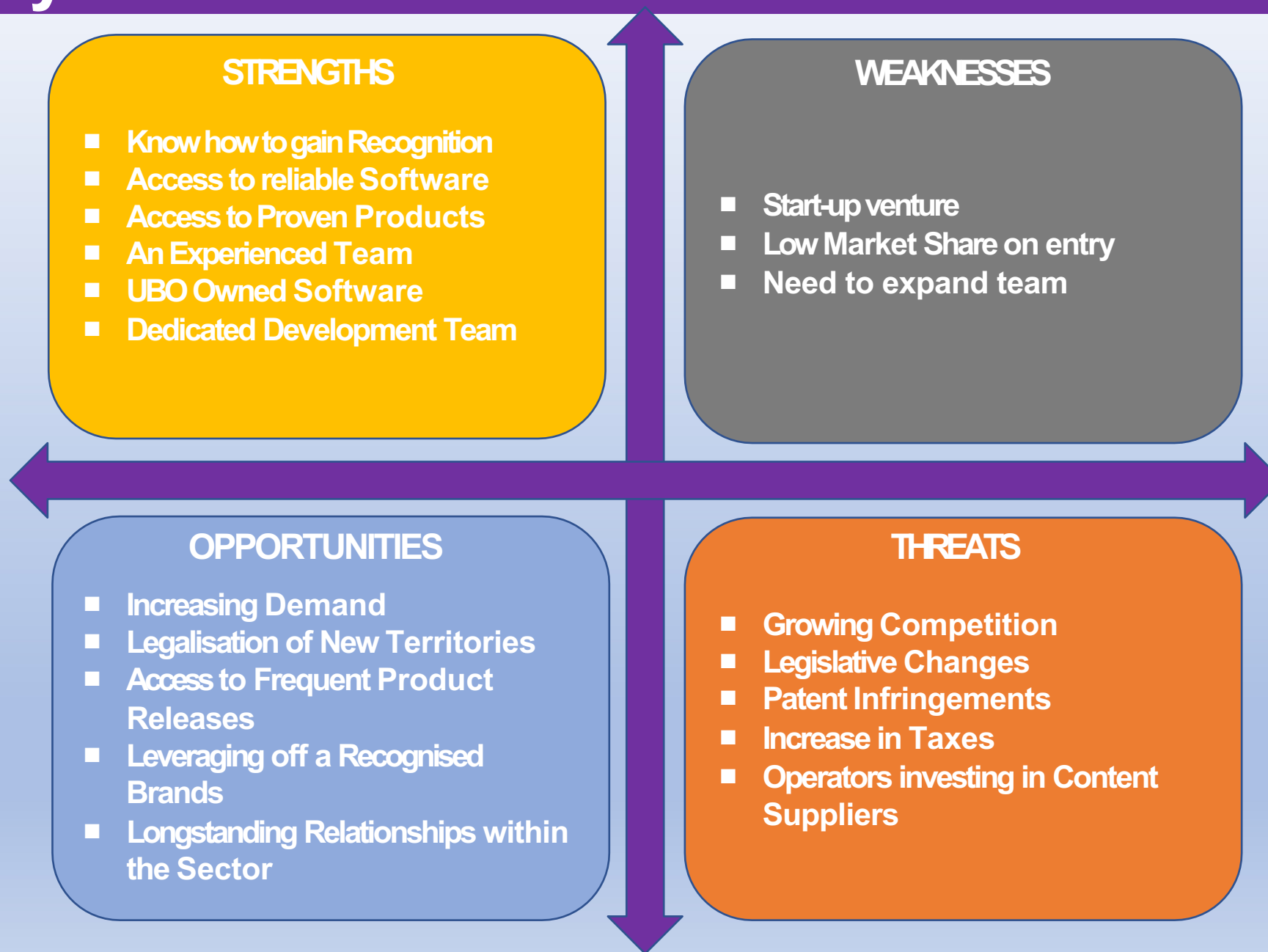
Some of the best gamers in the world are from the the Asian markets. This is due to the accessibility to fast-pace, skill-based and tactical games. The most played online casino games include slot games, which present a wide variety of options to players.

Many prefer slots because of the low stakes and progressive jackpots. Video poker and online table games come second and have grown in popularity during the lockdown period, due to the platforms having very realistic features that simulate the casino table games. Other popular online casino games feature casino classics such as roulette, blackjack, poker, Craps, live dealer games, baccarat, keno, and even Sic-Bo. Asia may be a saturated market, however with technology developing on a daily basis, we feel we have the credentials to bring the online gaming world, up another level.

Competitive Landscape for Online Operators

The global market has a broad range of online offerings and new entrant applicants every year. It is however largely dominated by a few large operators who have expanded across the globe due to a consolidation in the sector. The world marketplace, is forecast to enjoy continued growth, due to an increasing number of operators, more gambling operations and a globally increasing number of online players; the level of competition in the market will continue to be intense. It will also likely continue to be dominated by the larger players due to this consolidation caused by the influx of regulation and reduced margins.

Swot Analysis



Content Providers Snapshot



275 Casinos



Marketing Brief

Online gaming in general, has seen steady growth year on year for the past ten years and analysts predict that this growth will continue, with the Asia Pacific region contributing 44% of the marketplace. Whilst Nova's core market is reputable/regulated online casino jurisdictions globally, our main marketing efforts are focused on the Asia Pacific region. The Company will then turn its attention to The Latin American region. Therefore, Nova's marketing efforts will predominantly be via our main website which is currently being developed: www.prismplay.online as well as media press releases for our site, as we have established links to a plethora of well-known and respected industry periodicals.

Nova also proposes to capitalize on the competitive advantage it has from being able to provide the products from well-established and well-regarded brands within the e-Gaming sector, leveraging existing relationships of the industry veterans within its wider group of affiliates and the experience of the numerous skilled personnel within our company structure.

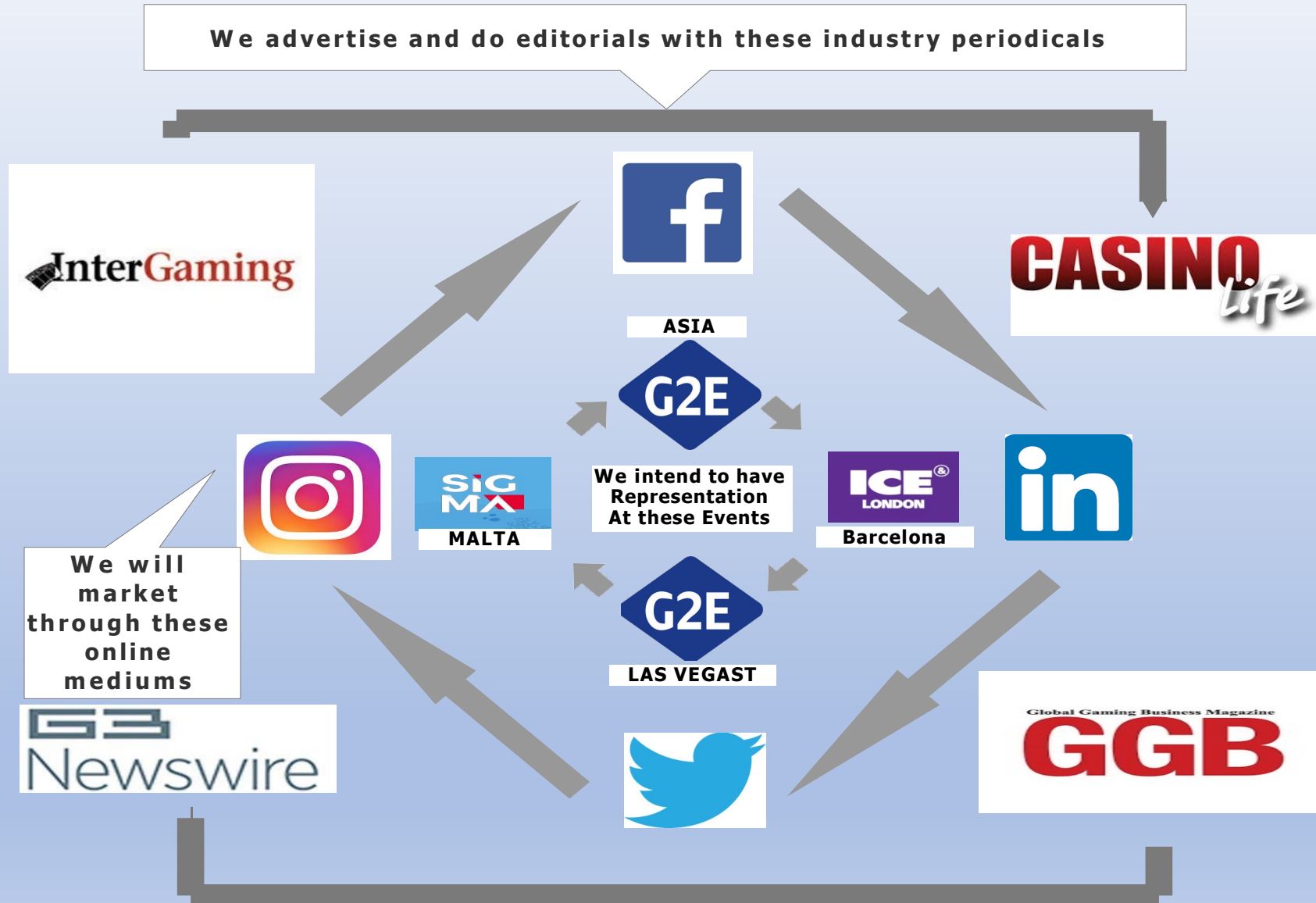
If our application is successful, Nova will announce its entry into Curacao as a regulated online operator via targeted press releases and online media portals.

Thereafter Nova and its team proposes to promote (and grow) its business by:

1. Maximizing promotion (and therefore returns) via affiliates
2. Continued leveraging of the company's reputation plus existing relationships and personnel experience
3. Leveraging our relationships with leading industry magazines and periodicals
4. Attendance (when and where possible) and exhibiting at the main global industry events such as ICE, G2E Asia and SIGMA
5. Attend and present itself at online and land-based seminars and exhibitions. (when and where possible)

Note: Nova's physical attendance at shows are governed by the current guidelines

Marketing Overview 2024



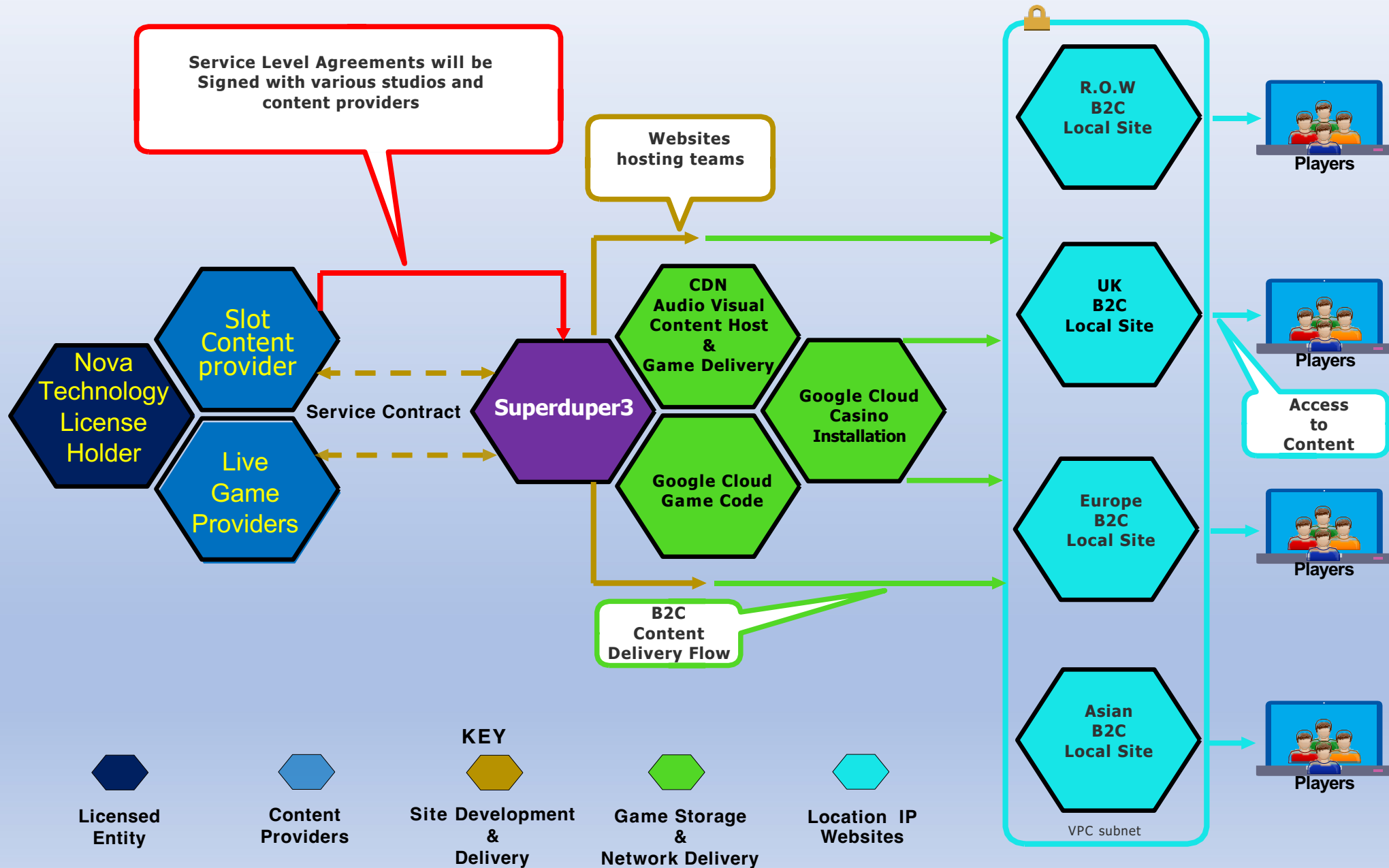
Website Under Construction

The logo for Prism play, featuring the word "Prism" in a bold, sans-serif font and "play" in a lowercase, italicized sans-serif font, both in white. The text is centered within a solid purple rectangular background.

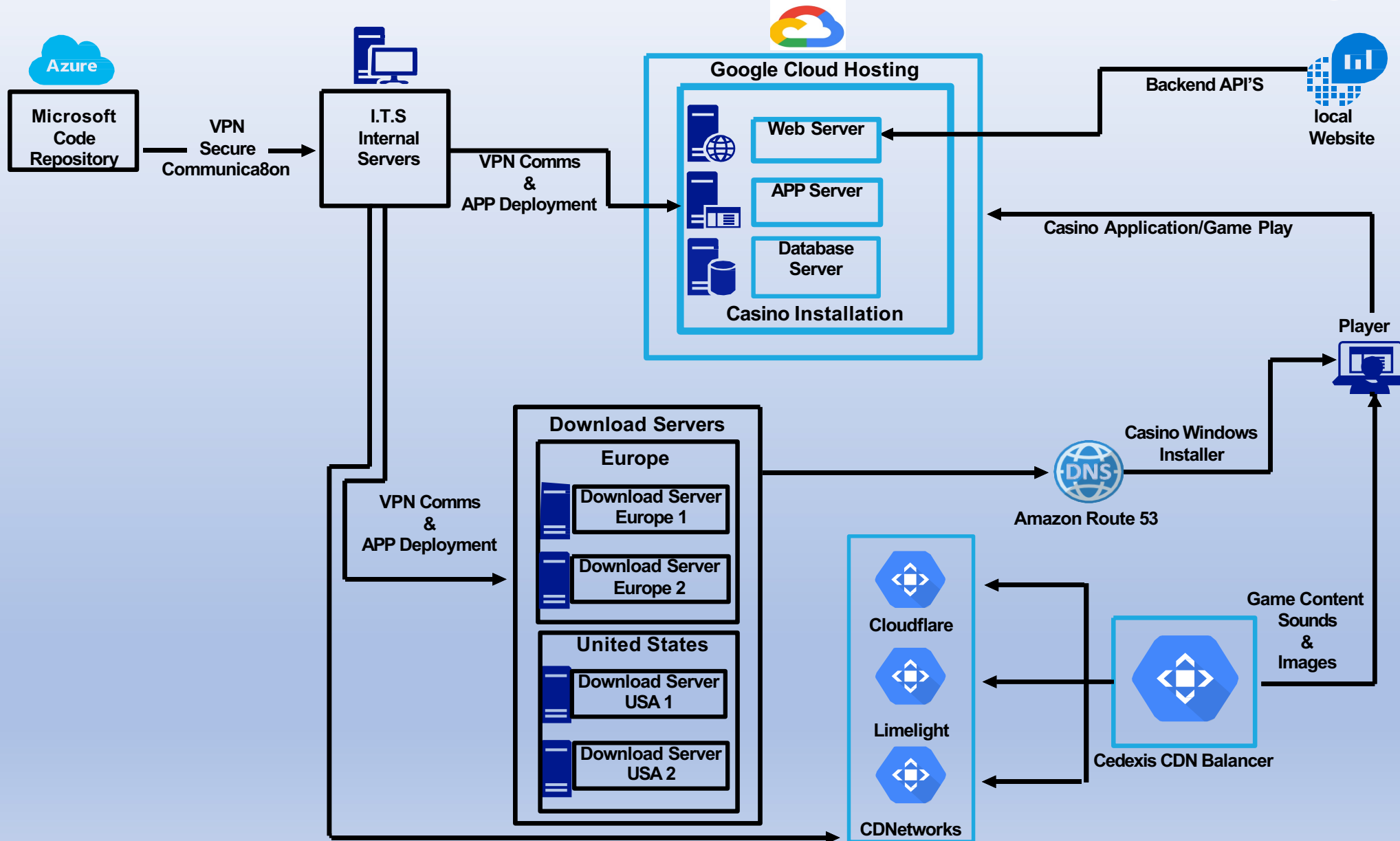
Prism play

URL www.prismplay.online

Content Delivery Process B2C



Example of Remote Website & Technical Delivery



Funding - Assumptions & Projections

2024: Personal investment from founders 1m USD

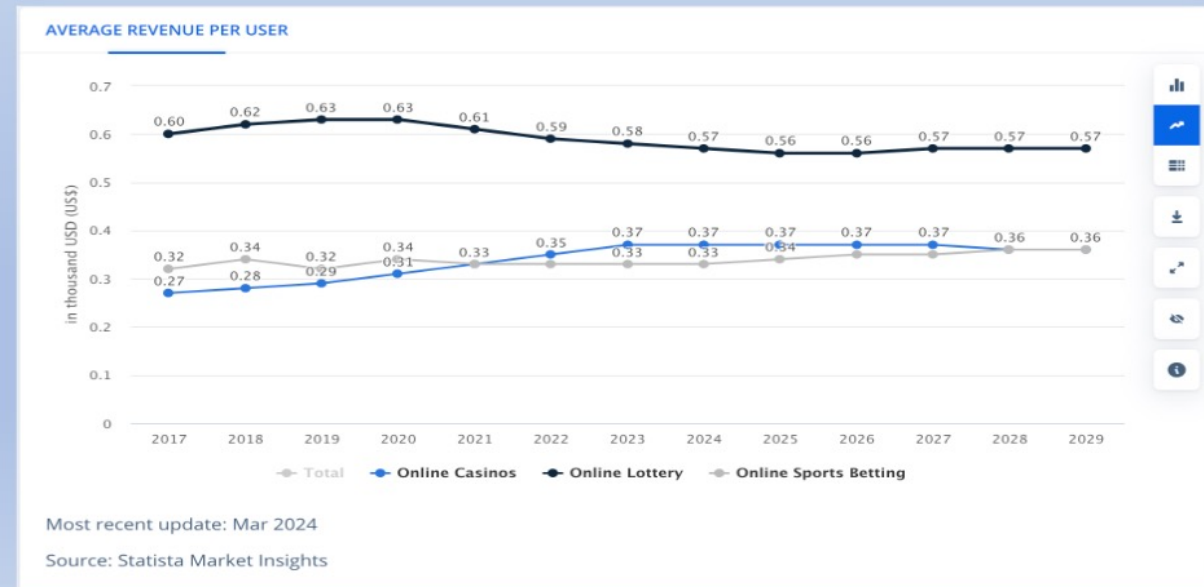
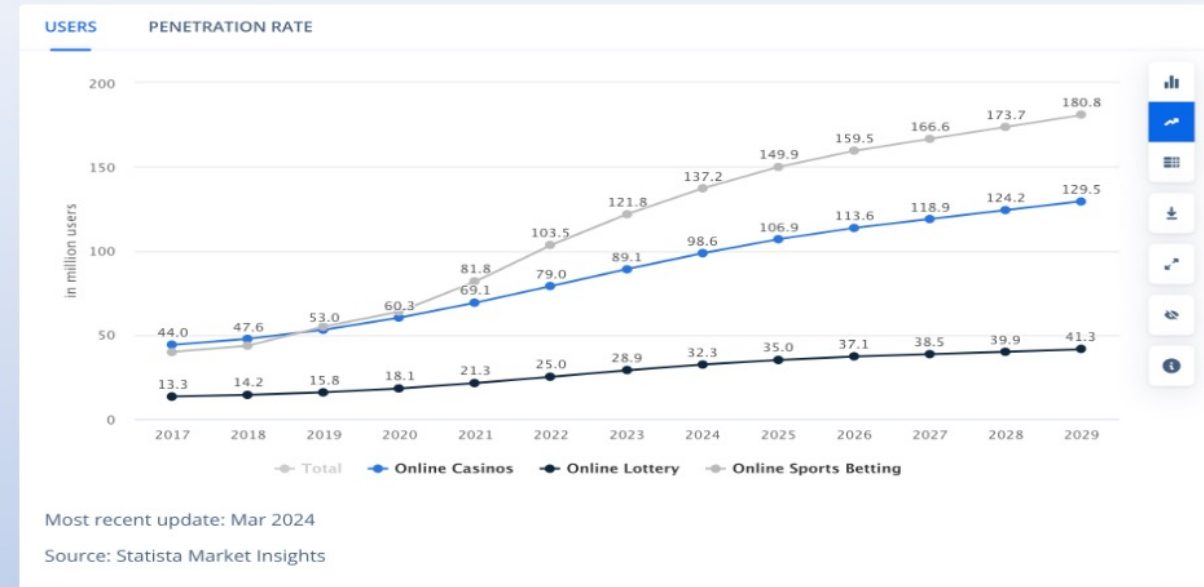
2024-26 projected growth of the industry in online casino 98M Users to 120M Users

Projected revenue per user: 0.37-0.5K

Growth target to acquire 5-7% market share in 3 years

Utilise organic growth, revenues and additional founder funding if required

User count	Revenue per user Y1	Y2	Y3	Market size (users M)	% of Market
	0.37	0.42	0.5		
500,000	185,000			98	0.51%
2,000,000		840,000		110	2.00%
7,000,000			3,500,000	120	5.83%



Policies & Procedures Snapshot based on UK

Introduction

The U.K Gambling Act 2005 and ancillary legislation aims to:

- Keep gambling crime free
- Protect the young and vulnerable
- Ensure that the facilities offered by licensees are fair and that players receive their true winnings

The above UKGC regulatory objectives are specific to B2C operations, as a responsible operator and in the knowledge that a fundamental part of Nova's business is now direct to clients, we are committed in taking all reasonable steps to assist in achievement of the aims within the act.

Nova's policies and procedures therefore ensure:

- Its operations and business dealings are carried out to a high standard.
- That our clients may rely on the accuracy and fairness of the games on our sites.
- That our operations/ policies and procedures are regularly reviewed and updated.
- That when needed our staff training is delivered to keep staff up to date with the industry and its operational requirements.

Content

Under the UK guidelines which we currently follow we will ensure that all game content we provide has been certificated by a reputable laboratory

Policies & Procedures (Snapshot) continued

Clients

Nova embraces formal client take on procedures, which include collation of industry standard due diligence on all our clients.

Anti-Money Laundering and Prevention of Crime

As a B2C Supplier, Nova will have a direct relationship with players, via its websites. Therefore, Nova and its compliance team is committed to ensuring its clients are reviewed in line with industry standard AML and CFT requirements. Nova and Superduper3 also will continuously ensure that management and staff are aware of their obligations and the procedures in this regard.

Social Responsibility

As a B2C operator Nova will have a direct relationship with players. Therefore, as a responsible B2C operator, with a full understanding of the fundamental part it plays in the B2C gambling industry, Nova and Superduper3 are committed to supporting causes related to gambling harm and after approval will register with Gamcare, Gambleaware and or any local similar charity.

THANK YOU

The logo for Prism play, featuring the word "Prism" in a bold, sans-serif font with a small grey dot above the 'i', followed by the word "play" in a lowercase, italicized sans-serif font. The text is white and centered on a solid purple rectangular background.

Prism play

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