

BUSINESS PLAN

EWW Gaming B.V.

1. INTRODUCTION

EWW Gaming B.V. is a private limited liability company registered in Curacao with the address Emancipatie Boulevard, Dominico F. "Don" Martina 31, Willemstad, Curaçao. The service provided by the company is referred to as Goldrushplay. References in this business plan to "Goldrushplay", "EWW" "we", "us" or "our" will be to EWW Gaming B.V.

The company's objective is to revolutionize the online gambling industry by offering a comprehensive platform that combines sports betting with a wide array of online casino games. Our unique approach caters to a diverse audience of sports enthusiasts and casino aficionados, providing them with a seamless and engaging experience while adhering to the highest standards of security and responsible gaming practices.

2. BUSINESS MODEL

Goldrushplay will operate as an online platform accessible through web browsers and mobile applications. Users will have access to a broad range of content within our platform:

Sportsbook

- In play offering; Featured offering; Horses; Football; Basketball; Tennis; Ice Hockey; Snooker; Darts; Rugby; Cricket; MMA.

Casino

- Featured Slots; Live Casino (It's Show Time, Roulette, Blackjack, Poker, Baccarat); Slots; Table Games(Roulette; Blackjack; Poker; Baccarat) Virtual Sports (Football, Horse Racing, Grey Hounds, Speedway, Tennis).

After careful thought and consideration, the EWW team has decided to proceed with an application to obtain a Curacao licence in order to target the international market.

3. MARKET ANALYSIS

The global online gambling market has experienced significant growth in recent years, driven by factors such as increasing internet penetration, the proliferation of smartphones, and the growing acceptance of online betting and gaming. With the rise of digital platforms, consumers are increasingly seeking convenient and immersive experiences, creating ample opportunities for innovative operators like Goldrushplay.

This is what makes Curacao such a desirable location for our operations. It has one of the best reputations in the world, and the licence is a gateway to the international gambling market.

3.1 Target Market

Due to the nature of the Curacao licence, our target is the international market. We understand that the Curacao Gaming Board has set the terms of how license holders can operate. We will not accept players located in the restricted jurisdictions, such as the US, France, and the Netherlands. This still leaves vast opportunities for the rest of the international market, such as most of the EU members, Canada and countries in Asia and Africa.

4. MARKETING STRATEGY

To attract and retain customers, we will implement a multi-faceted marketing strategy that leverages digital channels, social media platforms, affiliate partnerships, and targeted advertising campaigns. Additionally, we will offer enticing promotions, bonuses, and loyalty rewards to incentivize user engagement and foster brand loyalty.

5. OPERATIONAL PLAN

EWW will prioritize the development of a user-friendly and robust online platform that delivers a seamless gaming experience across devices. We will invest in proprietary technology, secure payment gateways, and sophisticated data encryption methods to ensure the integrity and security of user transactions and personal information. Furthermore, we will establish a dedicated customer support team to address inquiries, resolve issues, and provide assistance 24/7 in several languages.

6. FINANCIAL PROJECTIONS

Funding will be allocated towards platform development, marketing initiatives, regulatory compliance, and operational expenses. Revenue streams will primarily consist of betting commissions, casino game revenues, and advertising partnerships. With prudent financial management and strategic expansion efforts, we anticipate steady growth in revenue and profitability over the coming years.

7. REGULATORY COMPLIANCE

EWB is committed to upholding the highest standards of regulatory compliance and responsible gaming practices. We will follow all necessary procedures and regulations pertaining to operating an online gambling operation under a Curacao licence. We will strictly adhere to local laws and regulations governing online gambling. Additionally, we will implement robust age verification measures, self-exclusion options, and responsible gaming resources to promote a safe and enjoyable gaming environment for all users.

In order to guarantee that the above regulations are strictly followed we will have a dedicated Compliance department which will be responsible for overseeing and implementing good practices for Responsible Gambling, KYC procedures and Marketing compliance.

8. CONCLUSION

EWB plans to bring an innovative approach to online gambling and offer a comprehensive gaming platform, with a wide range of products whilst having the best interest of the players in mind. We will offer safe gambling functionalities and keep players informed of what is available to them. By combining sports betting with a diverse selection of casino games, we aim to capture a significant international market share, drive user engagement, and deliver unparalleled entertainment experiences to our customers. With a strategic focus on technology, compliance, and customer satisfaction, we are confident in our ability to achieve sustained growth and success in this dynamic and rapidly evolving industry.