

CURA GAMING B.V.

Business Plan.

Submitted by:
CURA GAMING B.V.

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Executive summary

Cura Gaming B.V. is a B2B gaming provider. We also operate Cura Casino B.V., a B2C company dedicated to expanding our user base by entering international markets, with a focus on Latin America. Our diverse portfolio of games appeals to a wide audience without targeting specific demographics. We project profitability by 2024, contingent on securing licensure from the Curacao Gaming Control Board (GCB).

Cura Gaming B.V. will establish its market presence through the website bluetowergames.com, under the brand name "Bluetowergames." As a leading games provider, we offer a variety of in-house developed games to our B2C platform, owned by Cura Casino B.V., and also supply games to other operators. Our games have received RNG certification in Netherlands, ensuring they meet regulatory standards for fairness and compliance.

Advantages of Curacao Gaming B2B License

1. **Cost-Effective Licensing: Lower Costs:** Curaçao offers one of the most cost-effective gaming licenses compared to other jurisdictions. This includes lower application and annual fees, making it an attractive option for startups and smaller operators.
2. **Comprehensive Licensing: Single License for Multiple Operations:** A Curaçao gaming license covers a wide range of activities, including casino games, sports betting, and lotteries. There is no need for separate licenses for different types of games, simplifying the process for providers. This flexibility makes it easier for B2B providers to develop and offer a diverse array of gaming products under one license.
3. **Reputation and Trust: Established Jurisdiction:** Curaçao has been issuing gaming licenses since 1996, making it one of the oldest and most respected licensing authorities. This long-standing reputation helps build trust with potential partners and customers.
4. **Tax Advantages: Favorable Tax Environment:** Curaçao offers attractive tax benefits, including low corporate taxes and the absence of VAT on gaming operations. This can significantly reduce operational costs and increase profitability.
5. **Flexible Regulations: Adaptable Regulatory Framework:** Curaçao's regulatory environment is known for being business-friendly and flexible. This allows B2B game providers to innovate and quickly adapt to market changes without being hindered by overly strict regulations.
6. **Global Market Access: International Reach:** With a Curaçao license, game providers can legally offer their products in many global markets, which can help in expanding their customer base and increasing revenue.

Market analysis Summary

The B2B gaming sector, which encompasses suppliers of gaming software and services to other businesses, is a rapidly evolving and highly competitive industry. This market includes game developers, platform providers, and technology vendors who cater to online casinos, sportsbooks, and other gaming operators. The industry is driven by the increasing demand for diverse and innovative gaming solutions, advancements in technology, and the expansion of online and mobile gaming platforms.

Marketing Strategy

1. **Define Objectives**
 - a. **Goal:** Increase brand awareness and generate qualified leads within the gaming

- industry.
 - b. KPIs: Number of leads, website traffic, conversion rates, social media engagement.
- 2. Identify Target Audience
 - a. Primary: Online casinos, sportsbooks, and other gaming operators.
 - b. Secondary: Industry influencers, technology partners, and affiliates.
- 3. Develop Core Messaging
 - a. Value Proposition: Highlight your unique features, such as innovative technology, diverse game offerings, or exceptional customer support.
 - b. Key Messages: Focus on solving industry pain points and demonstrating how your solutions can enhance client operations.
- 4. Create a Digital Presence
 - a. Website: Ensure it is user-friendly, professional, and optimized for SEO. Include product information, case studies, and contact details.
 - b. Social Media: Set up profiles on LinkedIn and Twitter. Share industry news, updates, and engage with potential clients.
- 5. Implement Lead Generation Tactics
 - a. Content Marketing: Publish blogs, whitepapers, and case studies to demonstrate expertise and attract interest.
 - b. Email Campaigns: Send targeted emails to potential clients with information about your solutions and industry insights.
 - c. Webinars: Host online demos or educational webinars to showcase your products and generate leads.
- 6. Engage with Industry Events
 - a. Trade Shows and Conferences: Attend relevant events to network, showcase your products, and connect with potential clients.
- 7. Build Partnerships
 - a. Strategic Alliances: Partner with industry influencers, affiliates, and complementary service providers to expand your reach and credibility.
- 8. Track and Optimize
 - a. Monitor Performance: Use tools to track website traffic, lead generation, and social media metrics.
 - b. Adjust Strategy: Regularly review performance data and adjust your tactics to improve results.

Finance Strategy

1. Revenue Streams

- Commission from B2C: Establish a clear structure for managing commissions from the B2C platform (Cura Casino B.V.) or others operators. Define the percentage of revenue or fixed fees that the B2C company will pay to the B2B provider.
- Licensing Fees: Charge licensing fees for using the games.

2. Budget Allocation

- Operational Costs: Allocate budget for essential operational expenses, including salaries, technology infrastructure, marketing, and customer support.
- Development Costs: Invest in R&D to enhance existing products and develop new solutions. This includes software development, testing, and innovation.
- Marketing and Sales: Allocate funds to marketing initiatives, lead generation, and sales efforts to attract and retain clients.
- Corporate services: Allocate budget for corporate, tax and accounting services, with IGA Trust BV providing outsourced support.

3. Financial Management

- Cash Flow Management: Monitor cash flow to ensure that the business can meet its operational and strategic needs. Implement measures to manage cash flow efficiently, such as optimizing accounts receivable and payable.

- Revenue Recognition: Develop clear policies for recognizing revenue, particularly from commissions and licensing fees. Ensure accurate and timely reporting in compliance with accounting standards.
- Cost Control: Regularly review and control costs to maintain profitability. Identify areas for cost savings and implement cost-effective measures without compromising quality.

4. Financial Reporting and Analysis

- Regular Reporting: Implement a system for regular financial reporting, including monthly and quarterly reports. Review financial statements to track performance and make informed decisions.
- Variance Analysis: Conduct variance analysis to compare actual performance against budgeted figures. Investigate significant deviations and take corrective actions as needed.

5. Compliance and Legal

- Outsource Services to IGA Trust BV: Engage IGA Trust BV for legal and compliance services, ensuring that your operations adhere to regulatory requirements and industry standards.
- Legal Counsel: Utilize IGA Trust BV for legal advice on contracts, licensing, and dispute resolution.
- Compliance Management: Rely on IGA Trust BV to handle regulatory compliance, including obtaining and maintaining necessary licenses and ensuring adherence to gaming regulations.

SWOT Analysis

Strengths:

- Cost-effective and comprehensive licensing with a strong reputation.
- Established market presence with certified games and international reach.
- Flexibility in regulatory framework fostering innovation.

Weaknesses:

- Dependency on securing Curacao GCB licensure for profitability.
- High competition in the B2B gaming sector requiring continuous innovation.

Opportunities:

- Expanding into emerging markets, particularly Latin America.
- Growth in mobile and online gaming trends increasing demand for diverse solutions.
- Potential partnerships and alliances enhancing market presence.

Threats:

- Regulatory changes in key markets impacting operations.
- Rapid technological advancements requiring constant adaptation.
- Economic fluctuations affecting global gaming market stability.

Company shareholding structure

Saurin Patel (100 %)– Cura Holding B.V. - Cura Gaming B.V.

Organizational plan

CEO/Owner: Saurin Patel

Saurin Patel is establishing a Curacao-based company focused on online gaming. Leveraging his entrepreneurial expertise, Saurin Patel has built World Gaming into a thriving enterprise. His successful founding of Global Arcade underscores his strategic vision and leadership, cementing

World Gaming's position as a leader in the industry.

Situated at 3010 Sandy Parkway, Columbus GA 31909, World Gaming is a center of innovation and excellence in skill gaming. Saurin Patel, renowned for his ethical business practices and collaborative ethos, not only leads World Gaming but also generously shares his insights with fellow entrepreneurs. His consultative approach has earned him recognition as a trusted advisor for peers navigating the complexities of launching and scaling their ventures.

Compliance officer: Maria Isabel Suarez Hoyos

Maria is originally from Colombia and was raised in Curaçao. She holds a degree in International and European Law as well as Spanish Law. Her multicultural background and legal education position her well to support the company in ensuring full compliance with local laws and regulatory requirements in Curaçao.

Recruitment Plan for others key roles-

As our company is a startup and not yet profitable and given our current dependence on outsourcing for critical functions, it is wise to anticipate establishing key in-house roles once profitability increases and we expand our business scope.

1.Key roles

- COO (Chief Operating Officer)
- CTO (Chief Technology Officer)
- Products Manager
- Account Manager
- Development team
- Game designers

2. Budget

- Total budget for executive hires is approximately €500,000 per year

Service Providers -Internet Vikings

In the vast and dynamic realm of digital landscapes, one entity stands as a beacon of innovation and expertise—Internet Vikings. Renowned for their prowess in digital marketing, domain management, and hosting solutions, Internet Vikings empowers businesses worldwide to conquer the complexities of the online world.

With a relentless commitment to excellence, Internet Vikings seamlessly integrates cutting-edge technology with unparalleled industry knowledge. Whether optimizing search engine visibility, safeguarding digital assets, or enhancing web performance, Internet Vikings ensures that every digital endeavor not only meets but exceeds expectations.

Join the ranks of those who harness the power of the internet with Internet Vikings—where innovation meets reliability, and success becomes the standard.

Risk Evaluation Process

1. Identify Risks

- Operational Risks: System failures, fraud/security breaches, and regulatory compliance issues.
- Financial Risks: Revenue fluctuations, cash flow management, and credit risk.
- Market Risks: Competitive pressure, changing market demand, and economic factors.
- Legal and Regulatory Risks: Licensing issues, legal disputes, and regulatory changes.
- Reputational Risks: Customer satisfaction and public relations challenges.

2. Assess Risks

- Impact & Likelihood: Evaluate each risk's potential consequences and probability.
- Risk Matrix: Categorize risks to prioritize management efforts based on their severity.

3. Mitigate Risks

- Operational: Implement robust IT systems, advanced security measures, and ensure regulatory compliance.
- Financial: Diversify revenue streams, manage cash flow effectively, and assess partner creditworthiness.
- Market: Innovate game offerings, conduct market research, and adapt to economic conditions.
- Legal/Regulatory: Ensure timely license renewal, maintain clear contracts, and adapt to regulatory changes.
- Reputational: Maintain high game quality, excellent customer service, and manage public relations proactively.

4. Monitor and Review

- Continuous Monitoring: Track risk indicators and review risk assessments regularly.
- Risk Review Meetings: Regularly discuss and update risk management strategies.
- Feedback Loop: Collect feedback to identify new risks and assess mitigation effectiveness.

5. Documentation and Reporting

- Risk Register: Document identified risks, assessments, and mitigation actions.
- Reporting: Provide regular updates on risk management activities and incidents.

Legal Framework

- Licensing Authority: The main regulatory body overseeing online gambling activities in Curacao is the Curacao Gaming Control Board (GCB). This authority is responsible for issuing licenses to online gaming operators. For Curacao-based companies, it is mandatory to appoint a local director who manages all corporate matters in compliance with local laws.
- Online Gaming: Curacao is well-known for its online gaming licenses, issued by the Curacao Gaming Control Board. There are two types of licenses available: one for gaming operators and another for software providers. The application process includes compliance checks, proof of technical capability, and financial integrity.
- Corporate Tax Rate: Curacao offers a favorable tax regime with a relatively low corporate tax rate, which is designed to attract international businesses. There are also various tax incentives available, depending on the nature of the business.
- Annual Filings: Companies must submit annual financial statements and undergo audits. They also need to file annual returns with the Chamber of Commerce.
- Licensing Renewals: Licenses in regulated industries must be renewed periodically, and companies must remain compliant with the terms of their licenses to avoid penalties or revocation.

Policies and Procedures

At CURA GAMING B.V., we are steadfast in our commitment to regulatory compliance and transparency. We will submit all relevant policies and procedures to the Gaming Control Board (GCB) within six months of receiving our license. This timeline reflects our dedication to promptly presenting a comprehensive framework for thorough review and scrutiny.

We understand that these policies and procedures are essential for establishing a strong operational foundation. Therefore, CURA GAMING B.V. is diligently finalizing and refining our framework to meet stringent industry standards and uphold the highest levels of corporate governance.

Our goal is to ensure that the submission of our policies and procedures within this timeframe supports a thorough assessment by regulatory authorities. This process is crucial for demonstrating our commitment to compliance, fostering transparency, and adhering to industry regulations.

While we await the GCB's specific guidelines for B2B operators, we are preparing to address all relevant areas to ensure alignment with regulatory expectations.