

CURA CASINO B.V.

Business Plan.

Submitted by:
CURA CASINO B.V.

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Executive summary

Cura Casino B.V. is committed to expanding its user base by strategically entering international markets, starting with Latin America. Our diverse portfolio of games caters to a broad audience without targeting any specific demographic. Based on our projections, we anticipate achieving profitability by 2024, contingent upon securing licensure from the GCB.

Cura Casino B.V. will launch its market presence through the website queenbets.com, operating under the brand name "Queenbets." As a premier gambling platform, we offer a variety of games, including our own in-house developed games. We have already obtained RNG certification, demonstrating that our games meet regulatory requirements and are certified for fairness and compliance.

Advantages of Curacao Gaming License

1. Regulatory Flexibility and Simplicity

- **Ease of Application Process:** The Curacao Gaming License is known for its relatively straightforward and fast application process compared to other jurisdictions. This is especially beneficial for startups that need to launch operations quickly.
- **Single License Coverage:** A single Curacao eGaming license covers all forms of online gambling, including casino games, sports betting, and lottery, simplifying regulatory compliance.

2. Cost-Effectiveness

- **Lower Licensing Fees:** The costs associated with obtaining and maintaining a Curacao license are generally lower than those in other gaming jurisdictions. This makes it an attractive option for startups with limited initial capital.
- **Tax Benefits:** Curacao offers favorable tax conditions, such as low corporate taxes and no VAT on gambling transactions, helping to reduce operational costs.

3. Strategic Geographic Position

- **Proximity to Latin America:** Curacao's geographical proximity to Latin America makes it a strategic choice for companies targeting this market. It facilitates easier market penetration and better understanding of regional consumer preferences.
- **Reputation in the Region:** The Curacao Gaming License is well-recognized and respected in the Latin American gaming market, providing a level of trust and credibility among local players.

4. Operational Advantages

- **Supportive Infrastructure:** Curacao offers a supportive business environment with advanced IT infrastructure and skilled labor, essential for running an online gaming operation smoothly.
- **Flexible Corporate Structures:** Curacao allows for various corporate structures that can be beneficial for different operational and financial strategies.

5. Market Access and Growth Potential

- **Growing Online Gaming Market in Latin America:** The Latin American market is experiencing rapid growth in online gambling, driven by increasing internet penetration and smartphone usage. A Curacao license can provide a competitive edge in this expanding market.
- **Broad Player Base:** The license allows access to a wide range of international markets, not just Latin America, providing opportunities for growth and diversification.

6. Legal and Operational Security

- **Established Legal Framework:** Curacao has a well-established legal framework for online gambling, providing a stable and predictable environment for operators.
- **Compliance and Oversight:** While offering flexibility, Curacao also maintains sufficient regulatory oversight to ensure fair play and protect players, which can enhance the reputation of a licensed casino.

Market analysis Summary

The online gaming industry in Latin America has experienced significant growth over the past few years, driven by increased internet penetration, widespread use of smartphones, and a young, tech-savvy population. The region presents a burgeoning market with substantial opportunities for both local and international gaming companies.

Market Size and Growth:

The Latin American online gaming market was valued at approximately USD 3.3 billion in 2023. It is projected to grow at a CAGR of around 13% from 2023 to 2027, reaching nearly USD 5.5 billion by 2027.

User Demographics:

The region has a young population, with a median age of around 31 years. A significant portion of the gaming audience comprises individuals aged 18-34, with a growing number of female gamers.

Marketing Strategy

Content Marketing:

- Local Language Content: Create blogs, articles, and videos in Spanish and Portuguese to engage with the local audience.
- Culturally Relevant Content: Develop content that incorporates local holidays, traditions, and events to make it relatable.

Social Media Marketing:

- Local Influencers: Collaborate with popular local influencers to promote your games.
- Interactive Campaigns: Run campaigns that encourage user participation, such as contests and challenges relevant to local culture.

SEO and SEM:

- Localized Keywords: Optimize content using keywords in local languages.
- Targeted Ads: Run PPC campaigns targeting specific demographics and regions within Latin America.

Email Marketing:

- Localized Campaigns: Segment your email list by country and send tailored campaigns in the appropriate language.
- Exclusive Offers: Provide exclusive in-game items or discounts to email subscribers.

Mobile Marketing:

- Localized Push Notifications: Send push notifications in the local language with time-sensitive offers and updates.
- In-App Advertising: Use in-app ads to promote new games and features.

Finance Strategy

Budgeting and Forecasting:

- Detailed Budgets: Prepare detailed budgets for development, marketing, operations.
- Financial Forecasts: Develop financial forecasts based on market analysis and growth projections.
- Gaming License Government Fee: Include the annual government fee required for maintaining the gaming license in the budget.
- Compliance Fee: Budget for ongoing compliance fees and corporate service fee to ensure adherence to regulatory requirements.
- Hiring Costs: Allocate funds for the recruitment, onboarding, and training of new hires across various departments.

Performance Monitoring:

- **Key Metrics:** Track key performance indicators such as revenue growth, customer acquisition cost, and lifetime value.
- **Regular Reviews:** Conduct regular financial reviews to assess performance against targets and adjust strategies as needed.
- **Compliance Tracking:** Monitor compliance-related metrics to ensure all regulatory requirements are consistently met.
- **Employee Performance:** Evaluate the performance of new hires and overall workforce productivity to ensure alignment with company goals.

Cash Flow Management:

- **Cash Reserves:** Maintain adequate cash reserves to handle unexpected expenses or revenue shortfalls.
- **Payment Terms:** Negotiate favorable payment terms with suppliers and partners to optimize cash flow.
- **License and Compliance Payments:** Schedule timely payments for gaming license fees and compliance-related expenses to avoid penalties.
- **Salary and Benefits:** Ensure timely payroll processing and allocation of benefits for all employees.

SWOT Analysis

Strengths:

- **Diverse Game Portfolio:** Offers a wide range of gaming options, catering to various preferences and demographics.
- **Advanced Technology:** Utilizes cutting-edge technology for seamless gaming experiences and robust security measures.
- **Experienced Management Team:** A skilled and experienced team that understands the gaming industry and regulatory landscape.
- **Strategic Partnerships:** Established partnerships with key suppliers and service providers enhance operational efficiency.

Weaknesses:

- **High Operating Costs:** Significant expenses related to technology maintenance, licensing, and compliance.
- **Regulatory Risks:** The stringent and evolving regulatory environment can pose challenges and require continuous adaptation.
- **Dependence on Key Markets:** Heavy reliance on specific geographic markets may limit growth opportunities and increase vulnerability to regional economic fluctuations.
- **Limited Brand Diversification:** The focus on the casino segment without significant diversification into other areas of entertainment or gaming.

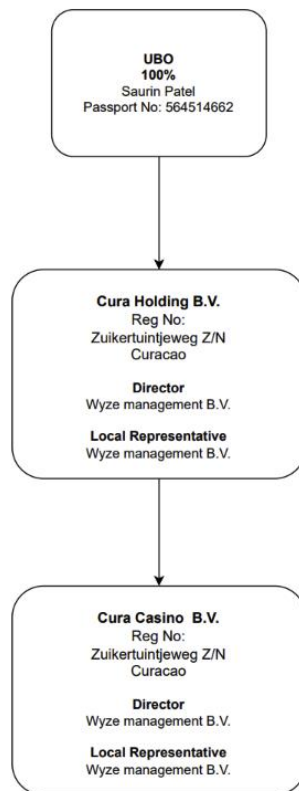
Opportunities:

- **Market Expansion:** Potential to enter new geographic markets, particularly in emerging economies with growing interest in online gaming.
- **Product Innovation:** Developing new gaming products and features can attract more customers and retain existing ones.
- **Mobile Gaming Growth:** Increasing adoption of mobile devices provides an opportunity to expand mobile gaming offerings.
- **Partnerships and Acquisitions:** Collaborating with or acquiring other companies can lead to synergies and expanded market presence.
- **Regulatory Changes:** Favorable changes in regulations can open up new markets and reduce compliance costs.

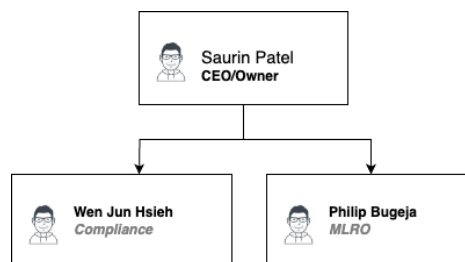
Threats:

- **Intense Competition:** The online gaming industry is highly competitive, with numerous operators vying for market share.
- **Regulatory Challenges:** Changes in regulations, such as increased taxation or stricter compliance requirements, can impact profitability.
- **Cybersecurity Risks:** The threat of cyberattacks and data breaches necessitates continuous investment in security measures.
- **Economic Downturns:** Economic instability or downturns can reduce consumer spending on entertainment and gaming.
- **Technological Disruptions:** Rapid technological advancements may render existing systems obsolete, requiring significant investments in upgrades.

Company shareholding structure



Organizational plan



Key personnel and key functions' competence

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: Wen Jun Hsieh

Wen Jun Hsieh is a proactive compliance professional with extensive expertise in the iGaming sector, particularly in compliance and AML practices for gaming operators. Specializing in securing gaming licenses across jurisdictions like Malta, Curacao, UK, Romania, and Canada etc...

Wen Jun navigates complex regulatory landscapes with precision. Her hands-on experience includes effectively managing compliance projects and ensuring adherence to AML regulations in various regulated markets. With a proven track record and a commitment to excellence, Wen Jun Hsieh is well-equipped to enhance compliance standards and contribute significantly to the success of any gaming organization.

Money Laundering Reporting Officer: Philip Bugeja

A passionate criminologist in white-collar crime, focusing on Anti-Money Laundering, Counter Funding of Terrorism, Bribery and Corruption, Risk, legislative implementation, investigations and third-party verification. Entrusted also to provide training to local regulators, and money laundering reporting officers acting within the field of virtual financial assets. His experience of over 5 years within the field and have served companies in Malta, United Kingdom, Ireland, Cyprus, Finland, Tallinn and Hong Kong.

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)
- Marketing department
- Customer Service
- Legal team
- Accounting department

2. Budget

- Total budget for executive hires is approximately €1,000,000 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

- **Risk Identification:** Identify risks that could potentially affect the project. This involves brainstorming with stakeholders, analyzing historical data, and considering external factors.
- **Risk Assessment:** Assess the identified risks in terms of their likelihood and impact. Determine the probability of each risk occurring and the potential consequences if they do.
- **Risk Prioritization:** Prioritize risks based on their assessed probability and impact. Focus on high-priority risks that could significantly impact project objectives or outcomes.
- **Risk Mitigation Planning:** Develop and implement strategies to mitigate or reduce the probability and/or impact of identified risks.
- **Preventive Measures:** Actions taken to reduce the likelihood of risks occurring (e.g., improving processes, enhancing training).
- **Mitigation Measures:** Actions to lessen the impact if a risk materializes (e.g., developing contingency plans, setting aside reserve funds).
- **Risk Monitoring and Control:** Monitor identified risks throughout the project lifecycle. This involves tracking changes in risk exposure, reassessing risks periodically, and implementing corrective actions as necessary.
- **Risk Communication and Reporting:** Ensure that stakeholders are informed about the identified risks, their assessment, and the mitigation strategies in place. Regularly report on the status of risks and any changes in risk management plans.

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.

Regulatory Requirements: Licensed operators must adhere to comprehensive regulatory standards set forth by the Curacao Gaming Control Board (GCB). These include:

- **Compliance with anti-money laundering (AML) regulations** aimed at preventing money laundering and terrorist financing.
- **Implementation of responsible gambling measures** to safeguard player safety and well-being.
- **Protection of player funds and sensitive information** through stringent security measures and data protection protocols.
- **Enforcement:** The Curacao Gaming Control Board (GCB) ensures strict enforcement of

these regulatory requirements. It conducts thorough investigations into any violations or misconduct by licensed operators, imposing penalties or sanctions as needed, and may revoke licenses in cases of serious breaches.

Policies and Procedures

At CURA CASINO B.V., we are deeply committed to upholding regulatory standards and fostering transparency. As part of this commitment, we ensure that all our policies and procedures will be submitted to the relevant authorities within six months of receiving our license from the Gaming Control Board (GCB). This timeline underscores our dedication to promptly presenting our comprehensive framework for thorough review and scrutiny.

We recognize the pivotal role these policies and procedures play in establishing a strong foundation for operational excellence. Therefore, CURA CASINO B.V. is diligently finalizing and refining our framework to meet rigorous industry requirements and uphold the highest standards of corporate governance.

The submission of our policies and procedures within six months of license issuance is designed to facilitate a comprehensive assessment by regulatory authorities. This process is crucial for demonstrating our commitment to compliance and adherence to industry guidelines, thereby fostering trust, ensuring transparency, and upholding gaming regulatory standards.

CURA CASINO B.V. will develop policies and procedures covering:

- Terms and conditions
- Privacy policy
- Responsible gaming policy
- Anti-money laundering (AML) policy
- Player management policy
- Player Complaints Policy
- Backup procedures
- Player registration procedures

Cura Casino B.V.

Profit and Loss Account for the Period Ending

	Y1 €	Y2 €	Y3 €
Income	1,396,363.73	6,700,545.09	14,941,318.70
GGR	1,396,363.73	6,700,545.09	14,941,318.70
Cost	-273,490.92	-1,195,476.31	-2,374,924.62
Promotions	-55,854.55	-268,021.80	-597,652.75
Affiliates	-139,636.37	-670,054.51	-1,494,131.87
Gross Contribution	1,122,872.81	5,505,068.78	12,566,394.08
Operating Expenses	-345,176.11	-1,906,841.07	-7,346,111.45
Marketing	-20,100.00	-418,500.00	-2,916,000.00
IT Services	-5,360.00	-44,640.00	-311,040.00
Development	-21,440.00	-133,920.00	-1,244,160.00
Platform Fees	23,933.00	30,522.49	36,639.10
Processing Fees	-55,854.55	-268,021.80	-597,652.75
Supplier Cost	-209,454.56	-1,005,081.76	-2,241,197.80
Annual GCB Licence Fee	-24,600.00	-42,600.00	-42,600.00
GCB Fees	-24,600.00	-24,600.00	-24,600.00
Application Fee	-5,000.00	0.00	0.00
System Audit	-2,700.00	0.00	0.00
Compliance Audit	0.00	0.00	-5,500.00
Gross Profit / (Loss)	777,696.70	3,598,227.70	5,220,282.63
Administrative Expenses	-105,610.00	-252,825.60	-577,918.80
Accountancy Fees	-34,506.00	-124,221.60	-372,664.80
Audit Fees	-6,500.00	-6,500.00	-6,500.00
Office Expenses	-9,000.00	-40,500.00	-101,250.00
Professional Fees	-23,004.00	-23,004.00	-23,004.00
Rent	-6,000.00	-12,000.00	-14,400.00
Salaries	-15,000.00	-27,000.00	-40,500.00
Telecommunication Expenses	-2,400.00	-2,400.00	-2,400.00
Travelling & Accomodation	-8,000.00	-16,000.00	-16,000.00
Other	-1,200.00	-1,200.00	-1,200.00
Net Profit / (Loss) Before Taxation	672,086.70	3,345,402.10	4,642,363.83
Net Profit / (Loss) After Taxation	-147,859.07	-735,988.46	-1,021,320.04
Net Profit / (Loss)	524,227.63	2,609,413.64	3,621,043.79

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Cash Flow

	Year 1	Year 2	Year 3
	€	€	€
Net income	524,228	2,609,414	3,621,044
Adjustment for change in:			
Accrued expenses (non-cash)	5,000	7,173	6,460
CF from income	529,228	2,616,586	3,627,504
Working Capital (+/-)	20,000	30,000	- 23,232
CF operational	549,228	2,646,586	3,604,272
CF Investment	- 39,917	- 26,757	- 18,091
CF Shareholder	-	-	-
Change of Liquidity	509,310	2,619,829	3,586,181
Issue of Share Capital	5,000		
Change of Financing	5,000		
Liquidity beginning of period	-	514,310	3,134,139
Liquidity end of period	514,310	3,134,139	6,720,321

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Balance Sheet as at CALENDAR YEAR END

	Year 1	Year 2	Year 3
	€	€	€
Fixed Assets Assets	39,917.33	66,674.67	84,765.33
Tangible Assets	39,917.33	66,674.67	84,765.33
Current Assets	709,310.29	3,324,391.47	6,960,572.72
Trade Debtors	0.00	526,698.74	546,698.74
Prepayments			50,000.00
Bank Accounts	709,310.29	2,797,692.73	6,363,873.98
Current Liabilities	-25,000.00	-62,172.82	-95,400.95
Trade Creditors	-20,000.00	-50,000.00	-76,768.00
Accruals	-5,000.00	-12,172.82	-18,632.95
Total Assets and Liabilities	724,227.63	3,328,893.31	6,949,937.10
Capital & Reserves	529,227.63	3,138,641.27	6,759,685.05
Share Capital	5,000.00	5,000.00	5,000.00
Profit & Loss Current Year	524,227.63	3,133,641.27	6,754,685.05
Total Capital and Reserves	529,227.63	3,138,641.27	6,759,685.05