

SparkTech N.V.

Business Plan

Forecast 2025 - 2027

Summary

1. Business Overview 3

2. Management Structure 4

3. Business Forecast 2025 - 2027 5

4. Strategy for Business Growth and Marketing Plan 5

5. Products & IP 6

6. Risk Management 7

7. Legal and Governance Framework 8

8. Target KPIs 8

9. Policies and Procedures 8

1. Business Overview

SparkTech N.V. was incorporated on 25th March 2024 in Curacao with company number 166713.

The sole director / beneficial owner (“the Principal”) has almost 20 years of experience in various roles in the online gaming industry. And, consequently, he is acquainted with an extensive network of associates and business partners possessing various skill sets and capable of providing suites of products/services to run an online gaming business.

Upon obtaining the reputable Curacao online gaming license, SparkTech plans to initially focus on:

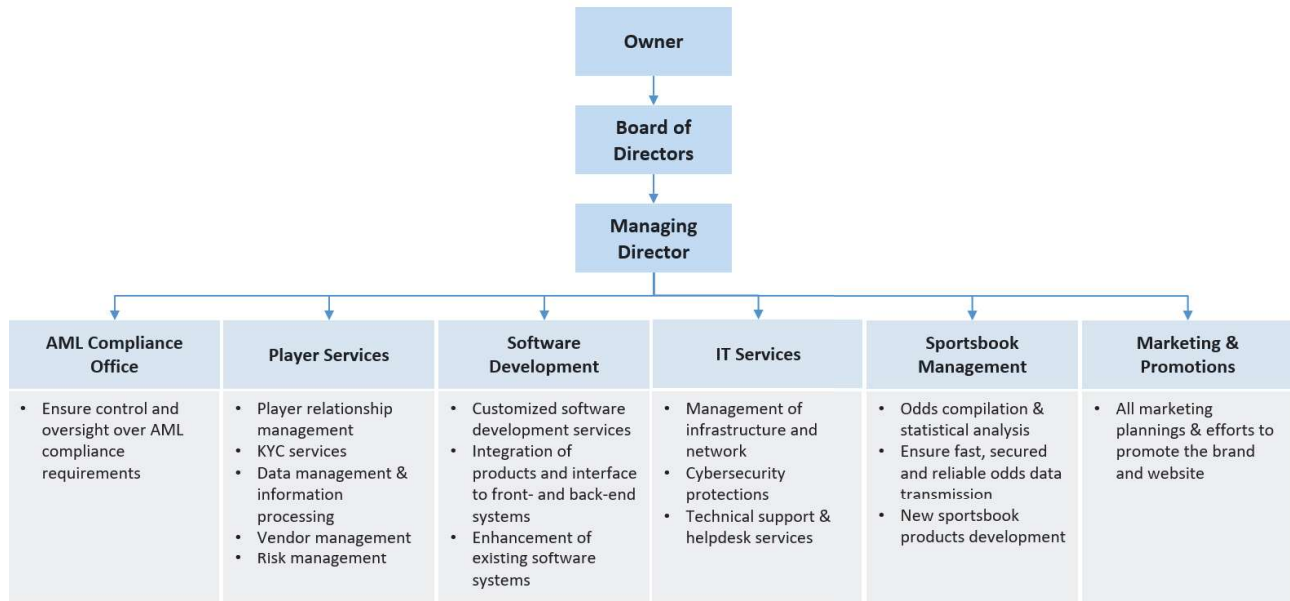
- setting up the online gaming website;
- offering in-play sports betting, live dealer games and e-casino products; and
- marketing and promoting of the identified brand under which the online gaming website will be run.

In order to more efficiently set up and ramp up the business, SparkTech may leverage on the Principal’s connections to outsource the key functions and services required to run the online gaming business. Hence, these service providers will be globally sourced, evaluated and appointed. The Managing Director will be responsible in managing the service providers, to ensure that the KPIs and deliverables are met.

SparkTech intends to maintain an in-house AML Compliance Office to ensure control and oversight over this critical function in a well-regulated online gaming regime.

2. Management Structure

The company's intended organogram depicting the key functions is presented below:



Upon appointing the Managing Director and the Executive Directors of the Board within the next year, the Principal will align with them SparkTech's business model, organizational structure to support the business model, and more refined business plans. KPIs and deliverables of the key business partners, products and service providers to run a successful online gaming business shall also be determined.

The Executive Directors of the Board will be made up of industry experts. They will perform a key role in the strategic planning and overall management of the business to ensure delivery of best-in-class experience to players of the online gaming website.

3. Business Forecast 2025 - 2027

The global sports betting industry is between US\$83.65 billion¹ to US\$242 billion² in 2022 and is expected to grow at a compound growth rate of >10% between 2023 and 2030¹. This growth is predominantly driven by major shifts in the regulatory landscape, increased usage of smart mobiles, improvements in digital infrastructure and continuous up trending from the surge in sports betting during the COVID-19 pandemic.

The industry employs an estimated 200,000+ employees in a total of nearly 25,000 businesses². As a startup, SparkTech's preliminary revenue projections are presented below.



4. Strategy for Business Growth and Marketing Plan

SparkTech aims to position itself to be one of the foremost industry leader in offering a wide variety of in-play sports betting products and providing best-in-class player satisfactions, through seamless integrations with third party systems in a safe and secured environment for the players. Along with this, our goals are to continuously raise the bar by adopting best in class and innovative products and services, and applying advanced technologies.

¹ [Sports Betting Market Size & Share Analysis Report, 2030 \(grandviewresearch.com\)](#) & Fra

² [Key data on the global sports betting industry 2023 | Statista](#)

With the growth of wealth and usage of smart mobiles in Asia combined with the customer base's sensitivity to sportsbook odds pricing, Sparktech's primary target markets will be in this region. As a result, marketing, promotion and advertisement efforts will be planned and carried out according to the target markets. We shall identify the right channels, advertising means and sponsorships to embark on so as to optimize the reach to our target clientele.

5. Products & IP

SparkTech's strategic plan is to continuously innovate or collaborate with its business partners to develop products and services that not only fulfill current market demands but also proactively set new standards in its offerings to maintain a competitive edge in the industry.

SparkTech's intended suite of products and services shall include:

- In-play sports betting, including football, basketball, tennis, baseball, etc.
- Live baccarat, roulette and marble racing games
- RNG e-casino games
- E-sports betting
- Sports event / content creation and management
- Odds population and management
- Full suite of player management and customer services

6. Risk Management

Risk management in sports betting and player management is a critical practice that ensures stability and profitability of our sportsbook, live dealer and casino games by achieving reasonable target margins. Below are some of the key risks that will be the focus of mitigation:

Reputational Risk

Reputation is important for running an online gaming website / business. Hence, Curacao as home to one of the world's biggest gaming authorities is a natural choice for SparkTech to be licensed under.

Financial Risk

High volumes of winning bets in specific events are mitigated by utilizing precise proprietary odd-setting tools based on thoroughly analyzed sports data and player information to minimize the risks of unfavourable odds and players' unusual funding & betting patterns.

Money Laundering and Terrorism Financing Risk

Establishing and implementing policies and programs in compliance with anti-money laundering and terrorism financing laws and best practices help to mitigate against risk of the business being used for money laundering and financing of terrorism.

Fraud Risk

Financial risk mitigating tools are further complemented by access to on-the-ground event information and data to identify events that are match-fixed or fictitious. Applications of high quality streaming, player behaviour analysis and AI algorithm technologies also help to prevent arbitrage or collusion bettings, as well as eliminate rouge or robotic bettors.

External Risk

Together with the relevant business partners, we keep ourselves agile in adapting to legislative changes, player betting trends and preferred events in the different markets that we operate in.

Technology Risk

As an online business, we will invest in having the best-in-class and updated security, system and network hardware and software protection against cyber threats and breaches in safeguarding the integrity of our products and services to players so that they can play in a safe and secure environment for a best-in-class experience.

7. Legal and Governance Framework

One of the key responsibilities of the Board is to uphold integrity of the company's legal and governance framework. The principles that the Board shall encompass:

- a. Accountability by all to act in the best interests of the company.
- b. There shall be Transparency in clear, accurate and timely communication to relevant parties.
- c. All stakeholders shall be treated with Fairness and decisions made shall be unbiased and free of conflicts of interest.
- d. Responsibility to involve ethical behaviour, social responsibility and sustainable practices, beyond financial performance.
- e. Identify, assess and mitigate Risks that impact SparkTech, as per Section 6.

8. Target KPIs

The initial financial KPI is a compound growth rate of at least 10% annually.

The other KPIs will be discussed and among the Principal, Managing Director, Executive Directors of the Board and the key outsourced service providers and business partners.

9. Policies and Procedures

The operational policies and procedures will be formulated both internally and externally by the relevant service providers. The policies and procedures shall be approved by the Board. Key policies and procedures will be put in place as soon as practical upon granting of the online gaming license.