

Business Plan

(2024)

The Godbunny

1. Executive Summary

“The Godbunny” entered the online casino industry in 2021 by conducting thorough market research and feasibility studies to provide excellent experiences to online users offering slots, and live games such as roulette, baccarat, blackjack, and many other games, while ensuring that we hold ourselves accountable to the highest standards by meeting our client’s needs precisely and completely.

Improvements are regularly made to improve the user interface after in-depth research and tests. Our client’s best interests will always come first, and everything we do is guided by our values and professional ethics.

“The Godbunny” founder Mr Kyriakos Prastitis, with experience as a lawyer in gambling laws and regulations and with motivation for new business developments, decided to jump into the iGaming industry, with a target to build an interactive online casino which will offer the players the best experience.

2. Our Mission and Vision

Our vision for ***“The GodBunny”*** online casino is to develop a brilliant online casino experience that our clients can enjoy from the comfort of their homes, from their Computers and Mobile devices!

Our mission is to become better day by day, to offer our players a better experience and to be updated according to the iGaming market.

3. Market Summary

According to a history check, the first gambling activity was made in approximately 2000 B.C.

The oldest casino in the world, opened in 1638, is the Casino di Venezia, which sits on the Grand Canal in Venice.

In our days, casino is a facility that is normally built near or combined with hotels, restaurants, entertainment centers, retail shopping, cruise ships, or other tourist attractions, etc,

Following the progress of technology, the form of gambling started to change and in the middle of 90's we had the first online gaming and casino-type games who came to invade the casino industry.

The global online gambling market size is expected to reach USD 127.3 billion by 2027, registering a CAGR of 11.5% from 2020 to 2027.

The market is expected to gain traction over the forecast period. The increasing adoption of smartphones and easy access to casino gaming platforms is currently driving the market.

Factors such as increasing internet penetration and the availability of cost-effective mobile applications for gambling are also expected to contribute to market growth over the forecast period.

Furthermore, online gambling is the fastest-growing form of gambling.

4. Market by Geolocation

The Online Gambling market is overshadowed by the Europe region, where different countries started to establish their legal legislation.

Meanwhile, Asia is projected to notice tremendous growth owing to the rising use of the internet and relaxation from governments for the use of online gambling.

North and Latin America are also following the market expansion.

If we split the regions and the top countries of each one, the bellow table is more accurate.

Region	Countries
Europe	Germany, U.K., France, Italy, Spain
North America	U.S., Canada
Latin America	Brazil, Mexico
Asia Pacific	China, India, Japan
Middle East & Africa	Turkey, South Africa

5. Competition

The online casino industry has several competitive advantages. A well-designed and user-friendly interface ensures customer satisfaction and retention.

Offering a wide range of games, including popular slots, table games like poker and blackjack, live dealer games, and specialty games, attracts a diverse audience along with a variety of secure and convenient payment methods for deposits and withdrawals, including cryptocurrencies, can appeal to different customer preferences.

Providing games and content to specific regions or languages can enhance the overall player experience while building a strong and reputable brand through transparency, responsible gaming practices, and community engagement can attract discerning players.

Also is very important to have a support centre which has the experience and knowledge to help and assist the players with their queries.

6. Management – “*The Godbunny’s*” Team

“*The Godbunny*” founder and **CEO, Kyriakos Prastitis**, is an experienced lawyer and a Director in his Legal firm with a speciality in Criminal, Civil and Companies Law.

Also, he is studying and trying to be updated according to the new worldwide gambling regulations.

His responsibilities include representing clients in court proceedings and drafting legal documentation, contracts, and agreements pertinent to the regulatory landscape and legal frameworks governing gambling entities and practices.

Furthermore, he controls the smooth operation of “*The Godbunny*”, he observes all the legal matters and/or complaints which affect the online casino, negotiates any new cooperation, studies, and approves any new agreement and in general controls that “*The Godbunny’s*” team, work and following all the company’s procedures.

In conclusion, **Mr. Kyriakos** is the final decision-maker of the company and with his experience in gambling over the last years he is trying to keep the company in a stable situation, growing with small but secure steps.

Our **Compliance Officer, Ms. Avgousta Prastiti** is a lawyer as well, who is constantly monitoring and supervising any legal aspects, making sure that all laws, regulations, and policies are applied and up to date.

Having in our team legal persons indicates that we take into consideration all responsibilities and ensure that data privacy and regulatory requirements are our priority.

Also, the “Know Your Client” policies are very important for us, and we are trying to follow strict restrictions to avoid any possible money laundering or fraud activity from our players.

Ms. Maria Mezere is the **Operation Manager**, and she is responsible for checking the user game behaviour and the smooth operation of the player payment transactions. She is also supervising the Support Center team.

She has 3 years of experience in the gambling business, where she got more experience after several visits to different iGaming Exhibitions in Europe. Moreover, she attends a lot of seminars and/or conferences with different subjects related to the online casino industry.

Ms. Rafaella Spyrou is the **Technology and Marketing Manager**. She has 1 year of experience in the gambling industry, but she works with passion and motivation with new ideas.

She has BSc (Hons) in Web Design & Development where she specialized in graphic design, internet marketing, SEO and SEM.

The above persons are the key people in the smooth operation of the casino.

7. Website

Our online casino is built by **SoftGamings**, which is one of the leading companies in the industry. Is a turnkey solution, where SoftGamings offer us a back office, servers and all the necessary (including 24/7 IT support) for the smooth operation of the casino.

We are trying to keep our website updated, with New Games and new functionalities to give our players the best user experience. We are trying to be user-friendly but also, but we also give our players different options and/or tools to set up their limitations or to have a break from gambling.

To keep our players near to us we are offering them new bonuses or new achievements, except from our standard weekly or monthly bonuses.

Furthermore, we have a loyalty system, in which a player can collect points and exchange them for gifts.

8. Terms and Conditions – KYC Policies – Self exclusion

On our website footer, we feature the following information which gives the player clear details about us.

- Company Information – details of the licensed companies that operate the website.
- Licensing information with link
- Terms and Conditions
- KYC Policies, Privacy & Management of Personal Data
- Anti-Money Laundering
- Dispute Resolution
- Self-Exclusion
- Responsible Game
- Fair play
- Games Rules
- Accounts, Payouts & Bonuses
- Tournament Terms & Conditions

Furthermore, we also have some internal policies for KYC, where we check our clients. Our team checks all the provided documents one by one. The KYC documentation must prove the Identity of a player, his age, and his address and also, we are asking always a selfie of one of the mentioned documents.

In case we have any suspicions we immediately suspend the player's account and ask to provide more documentation, sometimes we ask for notarized documents and we may also for a video call with the player to be sure of his identity.

At **“The Godbunny”** is very important to know all our clients and to check their documentation within 24 hours (may we face some delay at weekends and or national holidays). Additionally time per time we asked the active players to update their documentation, so we don’t have documents which were valid over a period of more than 6 months.

Regarding money laundering, we are trying to keep strict procedures with internal checks. When we have any suspicions according to player’s activity (game playing, deposit vs withdrawals etc). We immediately suspend their accounts, inform them about our suspicions and follow some checks regarding their proof of funds, their deposit or withdrawal accounts etc.

Moreover, corresponding to fair gambling and having in mind the protection of our players, we offered them an extremely helpful tool where they can set from their profile, on their account their limitations, whether this is lost bets limit deposits limit or even a time-out period where the system once they set it, suspend automatically their account and don’t let them log-in for the specific time frame.

In conclusion, as we mentioned, our founder and his team are lawyers, so all the procedures, time frames etc. are observed from this legal team, which is operating in the same building as **“The Godbunny’s”** operation team!

This is the strong reason why we believe, and are sure that we are following and taking steps after the correct advice, following accurate procedures and we are not working without any guidance.

9. Our Services

At **“The Godbunny”** we are offering a variety of games which are split into the following categories and/or types

- Slot Games
- Live Casino Games

- Table Games Live and Virtual (Blackjack, Poker etc)
- Roulette Live and Virtual
- Numbers (Keno etc)
- Scratch Cards
- Dice
- Baccarat
- Craps
- Game Shows
- TV Games
- Crash Games
- Virtual Games/Sports

All our games are provided by licensed worldwide game providers. A player in **“The Godbunny”** can choose a game between 65 game providers, such as Netent, Pragmatic Play, Evolution, Spribe, Push Gaming, Play N’ Go, Asia Gaming, Pragmatic Live, No Limit City and more.

Regarding the platform and IT support, as we mentioned above, we are a “Turn Key” solution from SoftGamings, which supports and assists us at every step.

SoftGamings is a leading company in the industry with more than 16 years of experience, 500 and more satisfied customers and up to 50bn Transactions/year.

Our mission is to offer our players a variety of options to play and to be updated with the new releases of games.

Regarding the payment methods, we are offering the bellow methods to our players for Deposits and/or Withdrawals.

- **Credit, Debit and Prepaid Cards (Visa, Mastercard etc)**

For cards, we are trying to also have 3 active gateways with different companies which offer us First-time Deposits and Trusted Traffic Deposits. We have integrated one of the most stable companies in the industry, which is **Gumballpay**. Furthermore, we are dealing all the time to have always some options to offer to our players.

- **Bank Transfers**

We have several deals for this such is MiFinity Bank to Bank, Noda Pay and more.

- **Cryptocurrencies**

We have a deal with **Match2Pay** and **Coinspaid**, which is one of the leading companies in the world of crypto payments.

- **Mobile Money**

- **E-Wallets**

We have agreements with the best and most famous E-Wallet companies such as **Skrill, Jeton, MiFinity, Astropay** and more.

- **Prepaid Vouchers**

Paysafecard is one of the most famous payment methods for our target market countries and we are happy to have it.

- **Local Payment Methods**

For the users experience and stability is very important to give them the option to make transactions with their own local payment methods. In “The Godbunny” we

offer special payment methods to our customers. **Interact** for Canadian, **PIX** for Brazilian, **Multibanco** for Portuguese and more.

We have deals with several Payment System Providers, and we are dealing all the time with new possible partners, which makes us competitive and also trying to find better deals for our profit.

Our philosophy is to offer all the time something new but also to have always more than two or three payment system options for each of the above categories, so in any case that one of them for any reason can't offer us his services, to have more options for us and our players.

10. Marketing and Targets

The target market for ***"The Godbunny"*** has been carefully considered according to our capabilities and ability to provide an excellent experience.

We have been able to have a few partners that contributed to driving high volumes of users. We have also promoted the platform through the affiliate program that our software development company provides. As part of our sales and marketing strategy, we pay attention to the promotion of our online casino.

We currently offer the following:

- A loyalty plan that rewards our clients
- Bonus plan for new and existing clients
- Achievement Rewards which make our users come back or keep playing to win a specific reward for each achievement competition (for example "Come back for 7 days" / "Spin 100 times in 24h" etc)
- Cashback (is under construction)

- Affiliate Program

Our marketing strategy is inclusive of the industry based on our target audiences and requirements. By taking into consideration our clients' demographics, behaviour, and preferences we were able to identify them by divisions/levels (loyalty plan). Building our brand identity as ***“The Godbunny”*** helped our growth.

Furthermore, we have a Marketing Budget of approximately €7 000 per month which we spend on marketing ads campaigns and/or listing fees for targeting websites and/or any other reason.

Our philosophy for Marketing deals is a win-win deal. So, we are trying to don't pay only but to give something back to our partners, so most of our negotiations are based on our affiliate program where we make deals more with Revenue Share with them.

This helps us to have low costs on our side and to eliminate our risk. On the other side, our partners have an extra incentive to bring us more traffic, and more deposits which means more income for them.

Since our establishment, we have been offering attractive Bonuses and Promotions for our audience, including free spins, cashback offers, and loyalty plans we attract and reward our clients.

Our next mission is to build a VIP section, where we will offer some VIP exclusive bonuses and a VIP support centre, while we are in the process of finishing our Cashback Program.

a. Affiliate Marketing and Deals

“The Godbunny” Affiliate program, offers our affiliates some of the best deals in the market. Till **01/04/2024**, our affiliate program registered 194 affiliates.

Our target is to have 8 – 10 new deals per month with different affiliates, either this are casino rating website, streamers, marketing companies or individuals.

To our affiliates, we offered different commission plans, which sometimes reach up to 50% based on NGR.

Also time per time we are giving our Affiliates some Promo Codes, or exclusive Bonuses to push our casino.

“The Godbunny” is rated by the most famous online casino rating websites and is rewarded by Casino Guru with a **“Fair Badge”**, bellow we attach some websites which they rate our online casino:

1. **AskGamblers** – Casino Rating 7.2/10
2. **Casino Guru** – Rating 8.2/10
3. **Cryptolists.com** – Rating 9.3/10
4. **Chipy.com** – Rating 4/5

b. Marketing e-mails

To keep our players, we set up different marketing mail campaigns. With these campaigns, we keep them informed about our bonuses, our new promotions or tournaments, our new release games, newsletters etc.

Furthermore, we are trying to reactivate the users who have a long time to come back.

Additionally, in cooperation with marketing services companies, we are building marketing campaigns for potential new players.

Those emails target specific groups of players, usually by geolocation parameters, where we inform them about our brand, and invite them to register at our casino.

c. Other Marketing Campaigns

In addition, we launched several marketing campaigns using self-serve advertising platforms/networks such as RichAds, AdsTerra, TrafficJunky, Kadam, and PropellerAds with creative formats of push, pops, in-page, and direct clicks.

11. Current Analytics and Business Forecast till the end of 2027

The below analytics and Forecasts are based on our current situation. In the first quarter of 2024, we reach the below targets. According to last year's statistics, we had a 6% increase in our new clients and an approximately 10% increase in our GGR.

Furthermore, from the first year of operation till today, we had dynamic progress, which we believe will continue in the next years.

We have calculated the numbers below with a conservative but steady increase of 5%, which we believe is feasible based on our results to date.

d. Existing working flow (01 January 2024 – 30 March 2024)

- Number of new clients 6 222
- Number of active players 5 198
- Total GGR € 176 124,61 (without Bonuses)

e. Prediction till the end of the year 2024

- Number of new clients by the end of the year 20 000
- Number of active players by the end of the year 15 000

- Total GGR of the year € 700 000 (without Bonuses)

Prediction by day/week/month

- Number of new clients per day 55
- Number of new clients per week 385
- Number of new clients per month 1 650

f. Prediction of the Year 2025

- Number of new clients by the end of the year 21 000
- Number of active players by the end of the year 15 750
- Total GGR of the year € 735 000 (without Bonuses)

Prediction by day/week/month

- Number of new clients per day 58
- Number of new clients per week 405
- Number of new clients per month 1 732

g. Prediction of Year 2026

- Number of new clients by the end of the year 22 050
- Number of active players by the end of the year 16 537

- Total GGR of the year € 771 750 (without Bonuses)

Prediction by day/week/month

- Number of new clients per day 61
- Number of new clients per week 425
- Number of new clients per month 1 818

h. Prediction of Year 2027

- Number of new clients by the end of the year 23 152
- Number of active players by the end of the year 17 363
- Total GGR of the year € 810 337 (without Bonuses)

Prediction by day/week/month

- Number of new clients per day 64
- Number of new clients per week 446
- Number of new clients per month 1 908

i. Monthly Costs and budget for the next 3 years

Staff Costs/Contractors	€ 15 000
Marketing Expenses	€ 7 000
IT support	€ 3 000
Platform Fee (from NGR)	5%
Game Providers Fee (from GGR)	12% - 14%
Office operational expenses (in Cyprus)	€ 1 500
Other Fees	€ 10 000
Affiliate Fees (average)	35% from NGR – 20% Admin Fee
License Fees (paid till 10/2024 if applicable)	N/A

The above outlines the realistic projections of “***The Godbunny***” for three years. This forecast is based on the available data we have gathered and our steady progress since our inception.

In a bad scenario of decreases in our volumes, despite our continued incremental progress, with a percentage of +/- 10%, the company will continue to be viable.

12. Structure

