

Integrated Business concept

for the license application for the organization and operation of gambling by Fast Lane B.V. through www.forzza.com and www.forzza.rw

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Confidentiality Agreement

The undersigned reader acknowledges that any information provided by Fast Lane B.V. in this business plan, other than information that is in the public domain, is confidential in nature, and that any disclosure or use of same by the reader may cause serious harm or damage to Fast Lane B.V. Therefore, the undersigned agrees not to disclose it without express written permission from Fast Lane B.V.

Upon request, the undersigned reader will immediately return this document to Fast Lane B.V.

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

1. BUSINESS

1.1. Executive Summary

Forzza is a brand owned and managed by the company Fast Lane B.V. The business address is Abraham Mendez Chumaceiro Blvd 50, Willemstad, Curacao.

In recent years, Africa has become an enticing market for investors in the iGaming industry. The continent's continued growth combined with an acceleration in the spread of affordable mobile broadband penetration and the willingness of local governments to regulate online gambling in order to add a source of income to their coffers, have created fertile soil for the thriving of dynamic markets filled with dedicated players, particularly enthusiastic about the sports betting side of the industry.

The aim of Fast Lane B.V. is the provision of an exceptional retail and online gambling experience for the African market, where clients can try their luck at various sport and other betting events, Casino and virtual games using the latest platforms of the industry.

Our offering includes a variety of Casino, Live Casino and virtual gaming services, as well as various betting options that are expected to be in high demand among the gaming community.

We believe that the interest of our clients is always our top priority and that all of our activities are guided by our values and professional ethics. We hope to recruit professionals with experience in the global gambling sector.

Our retail branches shall be open from 9:00 to 23:00 every day in order for us to provide the best services in the industry, while our services shall be available 24/7 online through Forzza URLs (www.forzza.com and www.forzza.rw).

We will show our genuine commitment to sustainability, both individually and as a company, by actively engaging in our communities and incorporating sustainable business practices wherever possible.

Our management is always ready to meet the highest standards by accurately and completely responding to our customers' needs.

1.2. Financing

The planning shows that a capital requirement for operational and start-up costs amounts to USD 25,000 which will be raised through private agreements.

1.3. Vision

Our vision at Fast Lane B.V. is to create a company that will serve and support lovers of sport and entertainment, and deliver an exceptional gambling experience.

1.4. Mission statement

Our purpose is to serve the best interests of our players.

Our mission at Fast Lane B.V. is to provide loyal individuals a platform to earn from their hobbies by operating responsible gambling.

2. MARKET ENVIRONMENT (INDUSTRY ANALYSIS)

2.1 Competitors Analysis

The sports betting and entertainment industry in Africa is growing every year in terms of the number of newcomers to the industry. A great improvement of betting odds by the existing companies has been observed as well as the focus on customer needs and experience.

Since accessing readily available industry database/sector reports in Africa is not an easy task, precise data on the current market environment of the entertainment industry could not be found. The market analysis found that the industry is competitive.

We plan to enter the market through a focused marketing strategy by operating on the busiest streets and offering our services at reasonable prices. The company's main competitors are experienced and long-established Casinos and Bookmakers that have a lot of customers and an enviable range of games and betting options.

2.2 Customer Analysis

Countries across Africa are experiencing a boom in sports betting.

Many leading iGaming operators now see Africa as a lucrative region to expand in. Thanks to their economic dynamism and enthusiasm for online sports betting, countries such as South Africa, Nigeria, Rwanda and Kenya present plenty of opportunities for investors.

The largest gambling market on the continent is South Africa, where engagement rates are estimated to be as high as 50%, but the development of the country's online space is hampered by prohibitive laws that only allow for online branches of established land-based retail betting shops.

Our target group are people from all walks of life. Different people have different instincts for different sports and different types of gambling. We will work towards providing services, facilities and environment that will help us reach out to our target market.

We intended to market the following categories of people:

- Working class adults/Corporate Executives
- Business People/Entrepreneurs
- Sports men and women

- Applicants/School Leavers
- College students
- Tourists

3. DESCRIPTION OF VENTURE

3.1. Our Products and Services

Forzza is a brand that aims to provide a wide selection of casino games and slots as well as betting odds for sports lovers, which is why we have put up a facility that can help us achieve this goal.

These are the services and amenities that will be made available to our clients;

- Live and pre-match betting on the following sports:
 - Soccer
 - Basketball
 - Tennis
 - Handball
 - Volleyball
 - Baseball
 - Ice Hockey
 - Formula
 - Bikes
 - Snooker
 - Darts
 - Rugby
 - American football
 - Cricket
 - Boxing
 - MMA
 - Futsal
 - Floorball
 - Cycling
 - Virtual sports
 - All other bet-liable sports

- Special betting markets on political and social events of global significance such as
 - Presidential elections
 - Papal elections

- Oscars and other awards
- Betting on virtual sports and races
- Online Casino
 - Roulette
 - Baccarat
 - Blackjack
 - Poker
 - Keno
 - Lucky 7
 - Other table games
- Casino (slots)
 - Fruit slots
 - Video slots
 - Video poker
 - Table games

The betting ranges and Casino offer may be limited for the start and in the future new games and markets will be added based on customer need assessment.

3.1.1. Distribution of services via acceptance points/shops

The main focus of the land-based distribution is betting terminals, which are world leaders in terms of features, functionality and ease of service.

We intend to operate through two different types of land-based betting premises: betting shops and acceptance points (kiosks).

Sports betting shops are operated via contractually bound intermediaries (agents). After intensive training - in own premises - the mediation offer is taken up with appropriate creditworthiness and reliability. In addition, a compliance system is applied to ensure adherence to laws and regulations, but also of voluntary codes.

Acceptance points are referred to as terminal locations that are similar to lottery agencies. These can be bars that optically match a corresponding partial area of its

entire surface in accordance with the shop concept. Acceptance points are also operated through agents whose involvement and roles are regulated by contract.

3.1.2. Distribution of services online (at www.forzza.com and www.forzza.rw)

The rules of use for betting and other offers through the site do not differ fundamentally from the terms in land-based retail, but contain necessary additions for the customer accounts created online.

Customer accounts created online may have to be subjected to identity checks for the purpose of protecting minors and account data ("protection against misuse and protection against unauthorized misuse"), as well as to verify the location of the customer in order to comply with applicable legal requirements.

3.2. Equipment

The equipment needed for the land-based business is as follows:

- Computers
- Furniture
- Cash register machine
- Terminals
- Printers
- Bar code scanners
- Odds TV
- Advertising

3.3. Payment options

We will be offering different payment options that will be secured and easy to use.

We will partner with different online payment providers to make sure we have available the following services on our site:

- Card payments
 - Visa
 - Mastercard

- Skrill
 - Neteller
 - Apple Pay
 - Trustly
 - AstroPay
 - E-wallets
- Direct cash payments at the acceptance points/betting shops

3.4. Business Structure

So far in our research, we have found out that one major thing that makes businesses succeed is a good business structure.

The following are the various roles in our business which we will hire employees to occupy:

3.4.1 Job roles and responsibilities

Chief Executive Officer (CEO)

- is responsible for overseeing all other managers and employees within the organization;
- is tasked with the board of directors and other executives to determine whether the company is meeting its goals and policies;
- promotes economic development within communities;
- is responsible for leading the organization's financial goals, objectives and budgets;
- implements the organization's policies on a daily basis;
- manages quality control;
- is responsible for hiring, training and firing employees;
- is in charge of developing and implementing strategies and setting the overall direction of a particular area of the company or organization;
- provides visionary and strategic leadership for the organization;
- works with the board of directors to develop the guidelines and direction of the organization;
- ensures that the members of the Board of Directors have the necessary information to carry out their fiduciary and other managerial duties;
- also provides the Board of Directors with adequate and timely information so that they can effectively perform their oversight role;

- directs staff, including organizational structure, professional development, motivation, performance evaluation, discipline, compensation, personnel policies and procedures.

Marketing and Brand Manger

- is in charge of meeting the sales targets of the organization through effective planning and budgeting;
- is in charge of deciding strategies and techniques necessary for achieving the sales targets. He is the one who decides the future course of action for his team members.
- is responsible for mapping potential customers and generate leads for the organization. He should look forward to generating new opportunities for the organization;
- is responsible for brand promotion;
- is asked with motivating team members is one of the most important duties of a sales manager;
- ensures his team is delivering desired results;
- is in charge of not only selling but also maintaining and improving relationships with the client;
- is in charge of keeping the necessary data and records for future reference.

Application and Content Developer

- manages web traffic and analyses alterations accordingly to improve the Return on Investment;
- does Project management along with front-end development advertising using Ad words and other tools, implementation and optimization;
- validates contents for accuracy and usability using support communications and ensure adherence to goals set by the higher officials;
- looks for the right place for the placement of content in the website to develop the business and act as a traffic manager for supplier online marketing operations.

Accountant

- is responsible for preparing settlement of all types of taxes that are due;
- prepares payroll and other staff benefit payments;
- collects financial documents and prepares financial reports;
- handles all financial related issues in consultation with the management.

Cashier

- is responsible for receiving cash from the customers and issuing cash register receipt;
- pay out winnings to customers:
- balances the cash register receipt at the end of the day;
- deals with customers in a socially responsible way;
- keeps the petty cash fund in safe custody and replenish when it is exhausted and pays monthly utility bills;
- is alert to any potential fraud, underage gambling or other illegal activity, and takes action to prevent it;
- keeps the counter area clean and tidy.

4. SWOT ANALYSIS

We at Fast Lane B.V. have made specific decisions right from the start so as not to make mistakes. We used the services of a well-known consultancy, known for their marketing and business promotion ideas, to assist us with our SWOT analysis.

This consultancy company was very thorough and direct in their research. The following is the summary of the result of the SWOT analysis for Fast Lane B.V.:

- **Strength**

According to the SWOT Analysis, our strengths lie in our experienced team and advertising budget. It is assumed that we have a standard A-list team with excellent qualifications and experience in their various niche areas in the gambling, betting and computer programming industry. They believe that our workforce is made up of competent, result-oriented, eager and well-educated individuals.

- **Weakness**

It was very easy to see in the SWOT Analysis that the gambling industry is very competitive. Our SWOT Analysis also stated that our weakness includes the time it could take us to develop an identity and consumer brand acceptance, develop and conduct effective marketing communications, identify ongoing affiliate revenue generation, advertising, and ecommerce revenue stream. We believe that all of these are problems that we can deal with properly and very quickly.

- **Opportunities**

It was also noted that the opportunities in the social media industry are so large. Sport is actually an act or a hobby that brings people of different races together and will forever remain relevant in our world. We understand how eager people are to make more money or to supplement their income.

- **Threat**

The SWOT Analysis performed for us also pointed out the threats we could encounter in the industry. It clearly pointed out that we could face threats such as the acquisition of strategic investments and consistent funding flows, the enforcement of technological and strategic website development and content planning, the development of content/link generation, user functionality, and the development and execution of programs, the vast nature of the industry, and the level of competition in the gambling industry.

5. MARKETING PLAN

5.1 Pricing

The pricing for the sports betting:

- Minimum bet: USD 0.50
- Maximum bet: USD 500.00
- Maximum winnings: USD 50,000

The pricing for the Casino betting:

- Minimum bet: USD 0.20
- Maximum bet: USD 250.00
- Maximum winnings: USD 25,000

5.2 Location

The starting point for this business will be Kigali, Rwanda

5.3 Promotion

Promotion objectives will consist of creating consumer awareness, generating interest and desire. The methods that will be used for the promotion are as follows:

- Social media
- Flyers
- Radio
- Relevant business magazines, newspapers
- Word of mouth

6. SALES FORECAST

From the feasibility study we carried out, and also from the research we conducted on the market, we have been able to realize how much money we will need to start up our business. We will require a total startup capital which amounts to USD 25,000.

This startup capital will be sourced from personal savings.

Note: it is worthwhile to note that this sales forecast was done based on what is obtainable in the industry and with the assumption that all our threats will be a stepping stone for us.

6.1. Marketing Strategy and Sales Strategy

We have understood through extensive research how competitive the industry is.

At Fast Lane B.V. we hope to recruit our sales and marketing team based on their extensive experience in the industry and they will receive regular training so as to be well equipped to meet their goals and the overall business objective of Fast Lane B.V.

We hope to use the following strategies to be successful in what we do:

- Introduce our company by sending introductory letters to individuals, business organizations and key stake holders.
- Promote our company in relevant business magazines, newspapers, TV and radio stations.
- List our company on yellow page ads (local directories).
- Attend relevant international and local exhibitions, seminars and business fairs, etc.
- Create different packages for different category of clients in order to work with their budgets and still deliver excellent design and services.
- Use the Internet to promote our business.
- Engage direct marketing approach.
- Make use of referrals.

6.2 Publicity and Advertising Strategy

We at Fast Lane B.V. have developed unique and well-budgeted advertising strategies to help our business grow.

Our advertising and awareness strategies are based on the power of targeted online messaging tools, strategies, and word-of-mouth references, followed by targeted traditional media promotional strategies, such as outdoor advertising, magazines, and network and cable sponsorship.

Below are the strategies that we at Fast Lane B.V. will hopefully employ

- We intend to advertise on both print (newspapers and magazines) and electronic media platforms.
- We hope to sponsor relevant community-based events/programs.
- We will use the Internet and social media platforms like Instagram, Facebook, Twitter, YouTube, Google + and others for promotion.
- We will also install Billboards on strategic locations.
- We will distribute our fliers and handouts in the target areas.
- We will inform corporate organizations of our business.
- We will promote the company on our official website and use strategies that will help us drive traffic to the website.

7. STARTUP EXPENDITURE (BUDGET)

We understand that any business venture requires financing; Funds are needed for betting premises rental, equipment purchase, advertising, etc., and each start-up can be either low or high depending on their goals, visions, and business aspirations.

It will take us USD 25,000 to start Fast Lane B.V.

8. SUSTAINABILITY AND EXPANSION STRATEGY

Fast Lane B.V. will make sure that we are constantly committed to continuous capacity building for our workforce; we will not let up in the training and further education of all of our employees. Fast Lane B.V. also plans to create good incentives that will keep them with us and not only do that but also do their best for the business. We have made sure our workforce remains the best in the industry.

Checklist/Milestone

- Business Name Availability Check: **Completed**
- Business Incorporation: **Completed**
- Opening of Corporate Bank Account: **In Progress**
- Opening Online Payment Platforms: **In Progress**
- Application for business license and permit: **In Progress**
- Conducting Feasibility Studies: **Completed**
- Leasing, renovating and equipping our facility: **In Progress**
- Generating part of the start-up capital from the founder: **In Progress**
- Applications for Loan from our Bankers: **In Progress**
- Writing of Business Plan: **Completed**
- Drafting of Employee's Handbook: **Completed**
- Drafting of Contract Documents: **In Progress**
- Design of The Company's Logo: **Completed**
- Graphic Designs and Printing of Marketing/Promotional Materials: **Completed**
- Recruitment of employees: **In Progress**
- Purchase of the Needed software applications, furniture, office equipment, electronic appliances and facility face lift: **In progress**
- Creating Official Website for the Company: **In progress**
- Creating Awareness for the business (Business PR): **In Progress**
- Health and Safety and Fire Safety Arrangement: **In Progress**
- Establishing business relationship with banks, financial lending institutions, vendors and key players in the industry: **In Progress**