

Raining Games N.V.
BUSINESS PLAN

Company Details

Raining Games N.V. Kaya W.f.G (Jombi) Mensing # 24 unit A, Willemstad, Curacao

Chamber of Commerce Number: 160905

Main Contacts

Kevin Norman Williams
Phone Number: +1 310 6898748
Email: kevin@kirgo.com

Joseph Patrick Carr
Phone Number: +1 919 2602807
Email: jpc4rr@proton.me

Object of the business plan

This document is being provided to Curacao Gaming Control Board as a detail instruction regarding business operations of Raining Games N.V. which upon receipt of the license will provide remote B2C gaming services in Latin America.

Abstract

The business plan is separated into the following seven (7) chapters.

Chapter One	(1):	Summary of Raining Games N.V. operations
Chapter Two	(2):	Raining Games N.V. Company Structure
Chapter Three	(3):	Raining Games N.V. Product & Services
Chapter Four	(4):	Raining Games N.V. Marketing & Sales Plan
Chapter Five	(5)	Systems
Chapter Six	(6)	Regulatory Compliance
Chapter Seven	(7)	Financial forecast
Annex 1		Customer withdrawal review workflow diagram

1. Summary

Raining Games N.V. (**hereinafter referred to as “Raining Games N.V.” or “Raining Games”**) is a company incorporated under the laws of Curacao. Raining Games has been operating under CEG license for more than 1.5 years. Currently company has CEG Accreditation CEG-BCDRZFPD and Anjouan gaming license, No.: ALSI-202409050-F12.

Raining Games N.V. is willing to offer online betting activities under online gaming license issued by Curaçao Gaming Control Board (hereinafter referred to as “**GCB**”) to comply with the highest industry standards and remain reputable online gaming provider, compliant to all legal regulations.

Raining Games N.V. is a new generation online gaming provider, operating purely virtual currency online casino and starting with Latin America regions at the beginning. Upon successful operations, the company is foreseen business development in other regions. However, company’s main goal is to comply with both local and licensee regulation regardless the region where operations will take place.

Raining Games N.V. operations will be run and online games will be offered through the following domain which is owned by the shareholders of Raining Games N.V.

1. kirgo.com

Company’s domain are verified by CEG Accreditation seal as well as licensed by Anjouan Gaming license which prove to our end users that Raining Games N.V. is a licensed online gaming provider and complies with all legal regulations.

2. The Organization Structure

From the beginning of business Raining Games N.V. does not intend to complicate the management of the company. Hence, Raining Games will be managed by the following management team.

Name	Field of responsibilities	Email
Kevin Norman	CEO	kevin@kirgo.com
Kevin Norman	CFO	kevin@kirgo.com
Kevin Norman Joseph Patrick Carr	Responsible Gaming	kevin@kirgo.com jpc4rr@icloud.com
Kevin Norman Kevin Norman	AML/KYC Personal data	kevin@kirgo.com support@kirgo.com
Joseph Patrick Carr	Head Marketing	jpc4rr@icloud.com
Kevin Norman	Customer relationships	support@kirgo.com

A simple organizational structure shall ensure smooth operations at the beginning. Currently, the company will be composed of three main departments, required for successful business management and development:

- General Management
- Marketing Division, with the following departments: **i)** design and **ii)** affiliate teams.
- Administration Division, with the following departments: **i)** customer support; **ii)** payments and fraud; **iii)** sportsbook; and **iv)** product teams.

General Management

UBO of Raining Games N.V., Kevin Norman Williams will be responsible for company's operations and development. Kevin has accumulated significant experience in managing and owning healthcare business in US (Elysium Healthcare), other businesses and investments in California, Texas, etc.

Kevin has developed his skills to oversee the business development, marketing (branding), financial and administration operations of the company. Kevin will be one of the key individuals managing online gaming company Raining Games N.V.

Marketing Division

Joseph Patrick Carr, an UBO of the Raining Games will be responsible for marketing operations in the company. Joseph has been working for previous years in rehabilitation center in California responsible for admitting new patients, communicating and finding potential patients. As bringing traffic to online gaming operator is the essential it is delegated to one of the UBO of the company.

Administration Division

Kevin Norman Williams will handle customer onboarding processes, customer support services, dealing with local accounting/legal providers.

Upon successful business development and significant volume of customers, Raining Games N.V. shall introduce new departments and managers to the company. Starting with separate customer support department and continuing with financial, operations departments and etc.

Raining Games seeks the most efficient governance structure to be established within the company. As Company's operations are expanding, governance structure shall be respectively improved with clear reporting and control mechanisms established.

3. Raining Games N.V. Products & Services

Raining Games N.V. will operate an online casino under the name Kirgo. Raining Games provides two types of products for its customers: **i)** casino games (including live games) and **ii)** sportsbook betting events. Products are be provided to the customers by the online betting platform that will operate currently under domain: kirgo.com.

Even being quite new player in online gaming market, Raining Games N.V. is partnering with well-known and reputable gaming providers. Raining Games N.V. has entered into an agreement with one of the best know and one of the most reputable software and gaming platform provider – **SoftGamings**: <https://www.softgamings.com/>. Agreement signed with company Bromston Associates Ltd, being as one of the company from SoftGamings group. Based on agreement with Bromston, Raining Games will be provide with **i)** software (casino games including live games), **ii)** Sportsbook data (support by BetRadar) and **iii)** platform (gaming website), complying with all regulations and standards applicable to i-gaming companies.

SoftGamings will ensure variety of worldwide-known online games offered by our gaming platform, together with of interference, technical operations, security Raining Games N.V. gaming platform and many more. i. e. customer accounts, Geo-tracking/Geo-restrictions, self-exclusion, server structure, etc.

Even Raining Games N.V. is quite new player in online gaming industry, company intends to proceed on the highest note form the very beginning, so chose SoftGamings for proper technical structure of gaming platform accommodating with the most popular games on the market.

Our platform will support only virtual currency deposits and withdrawals. The platform provides only well-known and virtual currencies listed on major licensed/authorized virtual currency exchange platforms: BTC, BCH, ETH, LTC, XRP, USDT, TRX, ADA, DOGE and USDC. For the better understanding on deposit/withdrawal operations, customer withdrawal review workflow diagram attached as Annex No.1 to this business plan.

4. Raining Games N.V. Marketing & Sales Plan

4.1 Market Analysis

Latin America has seen impressive levels of crypto adoption over the last few years. This high penetration can be attributed to the high inflation levels, political instability, and the lack of penetration of traditional banking services. Certain studies show that Latin America has consistently captured approx. 10% of global cryptocurrency activity. Additional to quite low employment rates and significant market growth in previous years, Raining Games N.V. is considering that purely virtual currency casino has the most success to develop by engaging firstly in Latin America region.

4.2 Target market

Raining Games N.V. will target Latin America's market, mostly Brazil.

Raining Games N.V. will seek their clients as the working class individuals, of the lawful age to gamble in their jurisdiction. The individuals shall enjoy playing casino games for leisure. In case of any addictiveness detected, the company will offer full assistance in regards to self-exclusion and responsible gaming.

4.3 Competitive landscape and advantages

Apart from being one of the few "crypto-only" online casinos that offer all of the most popular providers and games, Raining Games intends to later introduce custom made games for Company's online casino. These games, created specifically for our players, are showing significant popularity on social media in Latin America, Asia. Currently it is only a demo versions which are completely different from standard slots games:



4.4 Sales strategy

It is obvious that online gaming operators reach their customers through intense marketing activities. As Raining Games N. V. will not operate the physical casino that would generate traffic even from its presence, the company will be mostly engaged in various affiliate programs to generate the traffic.

The company will not seek for traditional marketing/advertising providers. Raining Games will enter into partnership agreements with various affiliates platforms.

Affiliate marketing is the optimal acquisition model as it generates revenue quickly while keeping costs low. Therefore, establishing affiliate partnerships based on revenue-sharing models will be our top priority.

Later company might carefully engage in Cost per action (CPA) campaigns in regions where the product is strong enough to compete.

5. Systems

The technology, IT infrastructure and the technical development are managed by Raining Games N.V. together with the assistance of providers responsible for Kirgo Gaming Platform. i.e. SoftGamings. SoftGamings is applying highest security/technical requirements in their platforms, so Raining Games N.V. would have meet highest security/technical standards as well.

SoftGamings, as mentioned in section about company's products and services, provides various services including Kirgo platform development and maintenance. Kirgo platform contains the full scope of required features for secure and reliable online gaming platform, provided by SoftGamings, included but not limited:

- Programming of site features: Integration of the payment, gaming systems, system content generation and management, integration of site administration system, etc.
- Back office: administration and maintenance of user administration, payments administrations, player analyses systems, generating player activity reports, etc.
- System features: Single wallet integration of gaming systems, system user management (creation, management, blocking, deletion), User permissions (net operator, kiosk operator, cashier, payment operator, support), etc.
- Design and page markup: design works, HTML page mark up, creation of CSS stylesheets, Javascript libraries, etc.;

Raining Games is also in process of enriching measures applied within the Kirgo platform to increase the level of risk management and fraud prevention by introducing new tool – SEON risk and fraud management checks. This would allow to add advanced to measures to already existing existing processes within Kirgo platform, like digital footprint screening, advanced transaction monitoring measures (log in controls, IP/DF screening, etc).

6. Regulatory Compliance

Raining Games N.V. will ensure to act always in line with the rules and regulatory obligations. Raining Games N.V. is familiarized that Anjouan Gaming has set compliance standard. We will comply with the legislation mandatory in Anjouan, and additionally with the European legislation, specifically:

- National Ordinance on Offshore Games of Hazard (NOOGH), P.B. 1993, no. 63
- Personal Data Protection Ordinance, PB 2010 No. 84, based on the General Data Protection Regulation (EU) 2016/679 (GDPR)
- National Ordinance Reporting Unusual Transactions (NORUT), NG 2010 No 41. and the National Ordinance Identification when Rendering Services (NOIS), N.G. 2010 no. 40, based on the Directive (EU) 2015/849 (the 5th anti-money laundering Directive)

Due to above, Raining Games N.V. will setup a robust AML procedures that will meet all international standards, meaning the customers of Raining Games will be identified and their identities verified.

The owners have accumulated significant experience in US operating a healthcare centers, hosting people with various addictions (alcohol, nicotine, drug, etc.) so matters related to responsible gaming and self-exclusion will be the top priority at the company.

Local director of Raining Games N.V. will take the relevant role in order to ensure the company will be always in good standing accordance with the local requirements.

In the first year the complex legal and compliance activities might be outsourced, but will eventually be brought in-house on a later stage. As the company activities continue to expand, Raining Games N.V. will hire in-house officers, who will be responsible for the legal and compliance affairs.

Raining Games N.V. will make sure to not accept players from the jurisdictions strictly forbidden by Anjouan Gaming. Raining Games N.V. will target Latin America's market, mostly Brazil.

7. Financial Forecast

7.1. Financial calculations

As of this day there is only financial forecasts prepared as worse case. The calculation of worst case scenario is presented in the table below:

	Year 1 (2024)	Year 2 (2025)	Year 3 (2026)
Cumulative FTDs	175	5 250	11 833
Average Monthly Actives	41	766	1 922
Average Monthly Casino Turnover	\$ 17 643,00	\$ 958 401,40	\$ 3 832 321,90
Average Monthly Total Turnover			
Casino Turnover	\$ 105 857,80	\$ 11 500 816,50	\$ 45 987 862,50
Casino GGR	\$ 8 468,60	\$ 660 849,50	\$ 2 759 271,70
Casino NGR	\$ 5 777,20	\$ 582 108,20	\$ 2 497 845,50
Less total Casino Bonus	\$ -2 691,40	\$ -78 741,30	\$ -261 426,30
Less Total Bonus Costs	\$ -2 691,40	\$ -78 741,30	\$ -261 426,30
Third party costs	\$ -94 422,70	\$ -327 022,7	\$ -679 559,3
Licensable Revenue	\$ -88 45,49	\$ 255 085,47	\$ 1 818 286,16
Direct marketing	\$ -10 000	\$ -30 000	\$ -27 500
Affiliate marketing	\$ -35 000	\$ -950 000	\$ -1 800 000
Operating expenses	\$ -95 000	\$ -125 000	\$ -155 000
PROFIT / (LOSS) with tax	\$ -228 645,50	\$ -849 914,50	\$ -164 213,80

As for the base scenario, owners expects the company to become profitable from third year of operations, in best case scenario – profitable from second year of business. Other cases financial forecast could be provided later.

The company will be funded from personal investments of UBOs. Both of them are engaged in healthcare businesses, specifically operating rehabilitation within US. Profit received from businesses in US will be used to fund Raining Games N.V. operations until it is profitable.

7.2. Investments to the company

The company is estimating approx. EUR 10 000 – EUR 15 000 monthly expenses to run the company's operations smoothly (license and platform fees are excluded). Majority of the investments consists of funding marketing/promotion campaigns which will generate a traffic to company's website in order operational income would cover operational expenses as much as possible.

Investments required will be funded by UBO Kevin Norman. He is running healthcare businesses owned back in US. Profits from the businesses and personal income will be used for initial funding of the operations.

7.3. Source of Funds

Company's operations will be funded by UBO Kevin Norman. He is running healthcare businesses owned back in US. Profits from the businesses and personal income will be used for initial funding of the operations.

Within last previous years the businesses generated income of more than a half million. Considering this and Kevin's personal income from investments, there should be enough funds for initial funding of operations.

CUSTOMER WITHDRAWAL REVIEW WORKFLOW DIAGRAM

