

Business Plan

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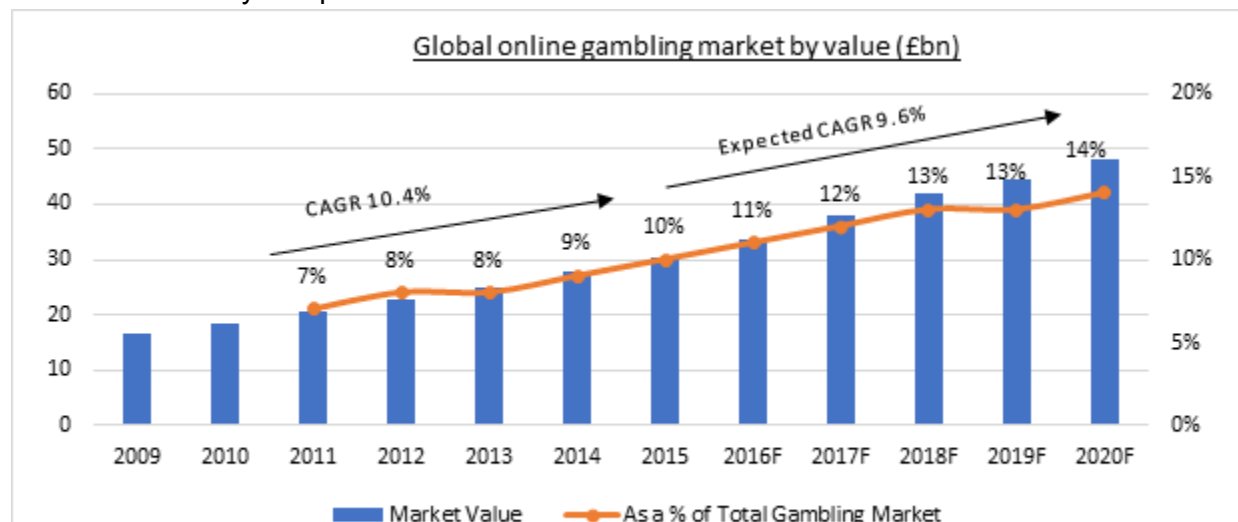
Executive Summary

The idea of the formation of the company came about by a team of veterans in the online gaming industry wanting to maximise the potential of the online gaming industry but simplifying the industry with the help of technology and user experience. The industry has grown a lot in a short period of time and with such growth comes opportunity however the team feels the growth of the business and the technology has not been growing at the same rate. Using the latest technologies along with the simplified customer workflows we aim to offer a fast secure and easy product to the markets.

Opportunity

Problem Summary

The current casino market is a very lucrative and growing business and it was valued at over 50 billion GBP in 2002. However it is also very competitive and also very saturated with most of the business offering the same product, games and promotions offers. The Competition offers the same product based on the fact that the technology used is most of the time limited and outdated. Which in return creates a negative users experience as well as promotional offerings which are normally complicated and difficult for the users to understand.



Source: H2 Gambling Capital and iGaming Business Magazine

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Solution Summary

The product we are proposing for the market is based on the latest technology keeping the user experience in mind. This is why we have developed a product which is extremely fast and responsive and offers a very simple user flow for registration login and play. The second selling point of our product is that the promotional offer is based on a very fair and understandable offer where the user can see what is offered to him and can get compensated without any complicated wagering requirements. The third point we are proposing in the new product is that we offer externally quick cash-in and also cashout which in return give the customer the peace of mind that their money is safe and available.

Product

The product will be a Curacao licensed online casino website integrated with the best providers in the industry to offer casino games as **well as the payment methods to the customer.**

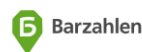
The Website will be offering the below providers

Content Suppliers



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Payment Suppliers

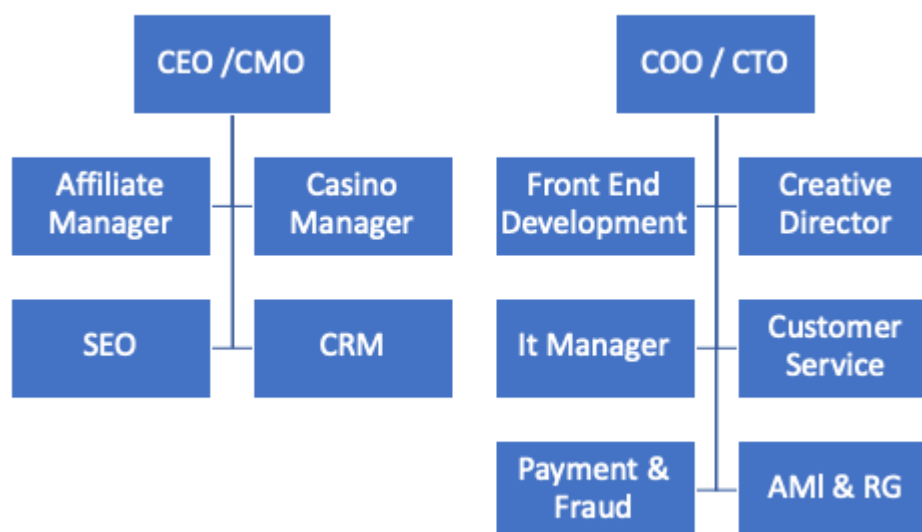


Other Suppliers



Corporate Overview

Ndaxi N.V.. will be built of key experts with over 70 years combined experience in the online gaming space. The business will be split in two main parts, the first one focusing on acquisition and retention such as Affiliation, CRM, Casino mgmt and SEO. The second part of the business will be responsible for the running of the operations to ensure the best customer experience along with the necessary safety and security for the players. This department will consist of technical positions, designers as well as customer service, payment, and player safety.



Competition

As mentioned previously the competition in the market is quit saturated for Casino users and our sites www.slotmonster.com will join big operators and compete with a number of other operators such as www.betsson.com, www.mrgreen.com, www.videoslots.com etc.

Why Us?

Technology

As a business we will be offering a product which will offer a fast and secure way to register and open an account by working with newer technologies as well as automating a lot of the KYC and registration process.

Promotional Offering

Ndaxi N.V.. has analysed the promotional offering in the current market and by taking the approach of simplicity and fairness we have developed a promotional package such as

cashback as well as cashdrops which the user can see and under the promotion offered. Also ensuring that there are no complicated wagering requirements to fulfill will retain and attract customers. In summary the bonuses given are directly credited to the customer account as cash.

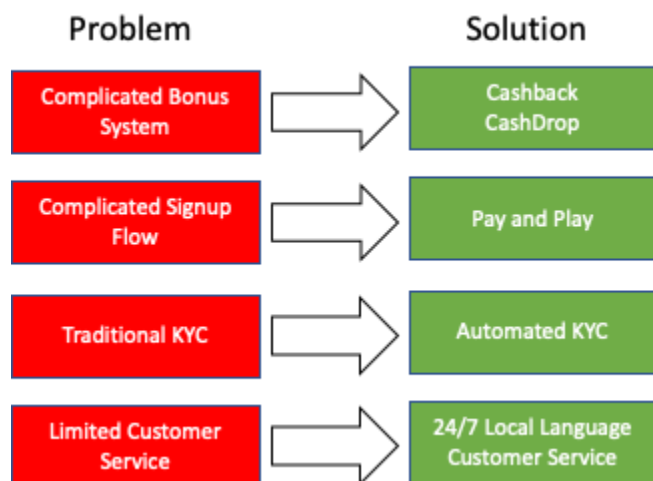
Local

On the websites www.pocketplay.com and www.ticktaccasino.com the company will ensure that the product is tailored to the market. This will be achieved by ensuring the right language on content on the site as well as offering 24/7 customer support in the same language. Promotions and marketing will also be based on the country of operation such as specify bonus based on holidays of the country. The payments providers and content providers will also be offered based on a localized service thus ensuring the player has the option to use his favorite method of payment as well as playing his favorite game depending on the country of origin.

Pay In Pay Out

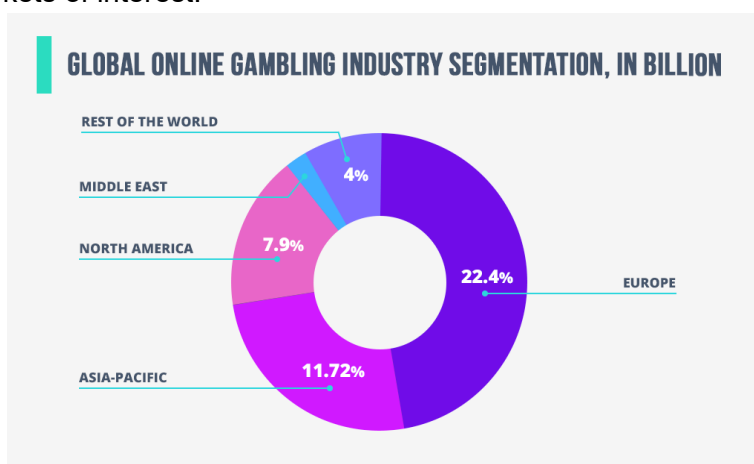
Combining both the technology and automation of process but also having the right and experienced staff we will ensure that all payments coming into and also going out of are system are executed as fast as possible thus give the customer the comfort and trust that his money is available to him.

Problem & Solution Overview



Target Markets

Markets Ndaxi N.V.. will operate in is located in Europe as well as outside of Europe. We believe that there is a big possibility of markets driving revenues outside of Europe, however we also believe in having an European customer base since it is a valued, stable and mature market. European focus will be on countries such as Finland and Norway. Additional target markets will be Canada and New Zealand to start with. Thereafter a further evaluation will be done on other markets of interest.



Gambling Market Overview

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Competition

- In the proposed market that Ndaxi N.V.. initially will enter the competition is fears with most of the big operators such as Betsson, Leo Vegas, Comeon Group, Kindred etc. active.
- There are also new players entering the markets every month. However, the overall market is still growing and older brands with big organisations are losing market share to more innovative and fast moving organizations.

Our Advantages

- Unique product designed for the markets we enter with localization of the product.
- Modern design of www.slotmaster.com with unique technical features.
- Unique, segmented, tailored approach for retention execution.
- Experienced and skillful team that can work agile and understand the players needs.

Marketing Acquisition Plan

- The main acquisition source will be affiliate collaborations through extensive networks
- Aggressive and attractive promotional offers will make sure the brands are very competitive.
- Strong SEO focus to create organic traffic and also safeguard against affiliates cannibalizing on traffic towards our brands,
- Programmatic (Twin and retargeting traffic) and Social media digital marketing focus.

Marketing Retention Plan

- Segmentation of players per market
- Data and analysis driven approach
- Automated instant rewards to players based on their game performance will increase session time as well as decrease churn.
- Daily, weekly, monthly promotions to reduce churn
- Anti-churn actions (reactivation by email, sms)

Expectations

With a well converting casino and procedures in place to take care of CRM we will initially push traffic from selected affiliation channels. Once the product has been approved and player value good we will invest more in marketing and offer competitive acquisition (CPA and Hybrid) deals.

- Immediately produce ~300 NDC's per month from selected traffic sources and key partners
- Marketing budget of €650,000
- Within 6 months produce ~750 NDC's per month through affiliate marketing
- Within 18 months produce ~2000 NDC's per month through various channels

We expect an ROI of 6-12 months with a gradual increase in marketing expenses (~30% of GGR) and exposure for the casino over time. With an incremental marketing strategy for the casino and expected growth we will aim to produce 3000 NDC's/month within 12-18 months of operations.

If the casino converts and we can reach industry standard player value this should result in monthly deposit levels of ~€1.3 million and ~€525k GGR

Financial Forecast (3 Years)

Metric	Year 1	Year 2	Year 3
New Depositing Customers	4,500	18,000	36,000
Deposits	€6.5M	€18.0M	€33.6M
GGR	€2.6M	€6.5M	€11.8M
Operational Costs	€1.2M	€2.2M	€3.0M
Marketing Spend	€650K	€1.5M	€2.8M
Net Profit	€250K	€800K	€2.0M

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Road Map

Month	1	2	3	4	5	6	7	8	9	10	11	12
Company Setup												
Technical Setup												
Soft Launch												
Finland Launch												
Canada Launch												
Norway Launch												
New Zealand Launch												

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