

Business Plan

September 2024

1. Company Overview

The primary goal of this project is to provide high-quality online gaming services to Asia and surrounding markets. The company plans to attract and retain loyal players by actively improving service quality and optimizing the user experience. The company will be managed by the UBO, who will serve as the Chief Executive Officer. The CEO has extensive experience in the online gambling industry in the Indian and Vietnamese markets, with in-depth knowledge of local market conditions and online casino user preferences. The CEO will formulate development strategies and provide relevant services tailored to these markets. The CEO also has a background in marketing and customer service, which gives the company an advantage in user acquisition. The company will apply for an online gaming license in Curaçao, with the aim of enhancing brand value and rapidly expanding into the Asian market after obtaining the license.

2. Company Management Structure

UBO: Hafeez Ur Rahman

The company's initial management team will include the following key roles, each with clear responsibilities:

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Chief Executive Officer (CEO):

Responsible for the overall strategic planning and daily operations of the company, managing the senior team, and overseeing business growth and development. The CEO will also represent the company in dealings with external partners and regulatory authorities.

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Chief Technology Officer (CTO):

Responsible for the development, maintenance, and security of the company's technology platform, ensuring stable platform operation during peak periods. The CTO will also lead the technical team in developing new gaming features and optimizing the user experience.

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Chief Financial Officer (CFO):

Manages the company's financial budget, expenses, and cash flow, ensuring sufficient funds

to support daily operations and market expansion. The CFO is also responsible for taxation, audits, and collaborating with external financial advisors.

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Chief Marketing Officer (CMO):

Responsible for formulating the company's marketing strategies, leading digital marketing, brand building, and user acquisition efforts. The CMO will drive the global expansion of the company's brand and improve customer retention rates.

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3. Business Forecast (2025 - 2027)

Based on the company's initial market planning and expansion strategy, the projected revenue and expenses are as follows:

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2025 Forecast:

- - **January to March:** Initial market promotion and entry stage, with primary expenses focused on marketing, license application, and platform operations. Total projected revenue is approximately \$50,000.
 - **April to June:** As market promotion intensifies, user growth accelerates, and monthly revenue is expected to gradually increase to \$100,000, with expenses focused on operations and promotions.
 - **July to September:** The user base continues to expand, with a monthly revenue target of \$150,000, and plans to introduce more sports betting and eSports features.
 - **October to December:** Major sports events and year-end promotions will drive revenue growth, with expected monthly revenue reaching \$200,000.
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2026 Forecast:

- - **January to March:** As the market stabilizes, monthly revenue is expected to reach \$250,000, with continued expansion into Asia.
 - **April to June:** With platform updates and new features, monthly revenue is projected to grow to \$300,000.
 - **July to September:** Increased events and promotional activities are expected to drive monthly revenue to \$350,000.
 - **October to December:** Year-end promotions and increased user engagement are expected to drive monthly revenue up to \$400,000.

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2027 Forecast:

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- **January to March:** As the company expands its market share, monthly revenue is expected to reach \$500,000.
- **April to June:** New games and features will drive user growth, with a monthly revenue target of \$600,000.
- **July to September:** Expanded VIP customer services are expected to bring monthly revenue to \$700,000.
- **October to December:** Major sports events and year-end promotions are expected to push monthly revenue beyond \$800,000.

4. Business Growth Strategy

The company plans to achieve rapid growth through the following specific strategies:

- **Digital Marketing:** Attract new players through search engine optimization (SEO), social media advertising, and affiliate marketing, while increasing global brand visibility.
- **User Retention and Loyalty Programs:** Enhance user engagement and retention through personalized rewards and VIP services, ensuring long-term user participation.
- **Mobile App Development:** Provide users with a seamless mobile gaming experience, supporting both iOS and Android platforms, further improving user experience.
- **Market Expansion:** Once the Curaçao gaming license is obtained, the company will quickly promote in the Asian market and attract target users through localized marketing strategies.

5. Key Suppliers and Dependencies

The company will rely on the following suppliers and partners:

- **Payment Processing Providers:** Supporting various payment methods, including credit cards, e-wallets, and cryptocurrency payments, ensuring global users can easily manage deposits and withdrawals.
- **Game Content Providers:** Partnering with reputable online game developers and distributors to provide top-quality casino games and sports betting content, ensuring the platform has a strong game library.
- **Digital Marketing Partners:** Collaborating with global advertising and marketing platforms to help the company quickly acquire users in new markets and increase brand visibility.

6. Risk Evaluation and Management

The company will regularly conduct risk assessments to ensure all potential risks are manageable. Key risks include:

- **Technical Risks:** Server interruptions, platform attacks, and other technical issues that may affect the user experience. Backup systems and disaster recovery plans will be implemented to ensure the platform's security and stability.
- **Market Risks:** Market changes may impact user behavior and gambling activities. The company will maintain market competitiveness by adjusting marketing strategies and gaming content in a timely manner.
- **Supply Chain Disruption Risk:** The disruption of key suppliers (such as payment gateways or game content providers) may affect platform operations. The company will collaborate with top suppliers such as Softgamings and sign long-term contracts to mitigate these risks.

7. Legal and Governance Framework

The company will be overseen by a board of three directors who will hold regular meetings. The CEO and CFO will be responsible for daily management, while the board retains authority over major decisions such as market expansion and the appointment of senior management. The company will also engage external legal advisors to provide legal support for major decisions and ensure compliance.

8. Target KPIs and Business Objectives

The company's key performance indicators (KPIs) include:

- **Monthly Active Users (MAU):** Expected monthly growth of 10-15%.
- **Customer Retention Rate:** Aim to maintain over 75% of users active after registration.
- **Customer Acquisition Cost (CAC):** Optimize marketing and advertising strategies to keep customer acquisition costs within reasonable limits.

The company's long-term goal is to establish itself as Asia's leading online gaming platform, providing users with the best entertainment experience and becoming an innovator and leader in the industry.

9. Policies and Procedures

All company policies and procedures will be developed internally under the guidance of external legal advisors and will be audited and updated annually. The board, with a clear understanding of industry standards and regulatory requirements from external legal advisors, will ensure that the policies and procedures developed by the internal team comply with regulatory standards and are regularly synchronized with regulatory information.