



# BUSINESS PLAN

For B2B critical suppliers (Curaçao eGaming)

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Byterivers N. V.

Business Plan Version: 1.0

UBO \_\_\_\_\_

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UBO \_\_\_\_\_

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## **Value of our choice to start the business in Curacao**

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Curacao has always been a place of interest for the Company, particularly due to its reputation which affords a certain level of integrity and reputability in the eGaming sector. The decision to obtain a license in Curacao was affirmed in 2023.

Curacao was identified as an attractive location to set up base for BYTERIVERS N.V. business due to the:

- International reputation which is supported by a robust and mature licensing regime;
- Stability from both an economic and political perspective;
- The many financial benefits include but are not limited to low taxation rates;
- The vast array of professional support available such as corporate services providers etc.

## Our Mission and Vision

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At Byterivers N.V. (Hereinafter Byterivers), we're on a mission to revolutionize the world of gambling games for the modern era. Our passion lies in creating games that are not only thrilling but also safe and responsible.

Our mission is simple:

**Innovative Entertainment:** We're dedicated to using the latest technology to craft unique and exciting gambling experiences. We want our games to be a source of joy and entertainment for players everywhere.

**Responsible Gaming:** Your well-being is our priority. We provide tools and resources to help you gamble responsibly and within your limits. We believe that a fun gambling experience should always go hand-in-hand with responsible choices.

**User-Focused Design:** We're committed to making our games user-friendly, visually stunning, and seamless. Your satisfaction is our success, and we strive to ensure every moment you spend with us is enjoyable.

**Data Security:** We take your privacy seriously. Our stringent security measures ensure that your data and transactions are safe and sound.

**Continuous Enhancement:** We are committed to constant improvement. Your feedback helps us refine our games and services, ensuring that we always deliver the best possible experience.

At Byterivers, we're all about making gambling games more human, enjoyable, and responsible in this new era. Our mission is to redefine the way you play, ensuring it's an experience that leaves you thrilled and fulfilled.

# Company and Management

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In our business venture, two main individuals play pivotal roles, complemented by a team of dedicated key staff, and strategic business partners. This cohesive ensemble ensures the success and growth of our company.

## **Shareholders:**

The company is primarily owned by **Guram Rukhadze** and **Giorgi Kakashvili**, the co-founders and driving forces behind the business. Guram brings extensive experience in marketing and sales, having worked for several leading tech firms. Giorgi, on the other hand, possesses a strong background in IT product development and innovation, gained from his years of working at biggest Georgian companies from various industries. Their shared vision and diverse skill sets enable them to make informed strategic decisions that steer the company towards prosperity.

## **Key Staff:**

The key staff members are integral to the company's daily operations and success.

- **Giorgi Abramishvili**, the head of Dev team, boasts years of experience managing complex IT solutions and optimizing work of dev team, he has a proven track record of leading agile development teams to create cutting-edge solutions.
- **Shorena Kikaleishvili**, the head of the legal Team, has a deep understanding of law and a history of crafting effective agreements.
- **Nata Bitskinashvili**, head of our HR team, finds the best people in the industry who keep our dev team to be one of the best in the market. These professionals bring expertise that enhances the efficiency, innovation, and outreach of the company.

## **Qualifications:**

Guram's background in sales and marketing, combined with Giorgi's expertise in IT product development, provides a comprehensive foundation for driving innovation and growth. Their track records in their respective domains demonstrate their ability to envision, execute, and bring products to market successfully.

Guram can be reached by email [g.rukhadze@betsolutions.com](mailto:g.rukhadze@betsolutions.com)

Giorgi can be reached by email [g.kakashvili@betsolutions.com](mailto:g.kakashvili@betsolutions.com)

The key staff members, Giorgi, Shorena, and Nata, each possess a unique skill set that is directly relevant to their roles. Giorgi's technical leadership drives product excellence, Shorena's legal strength provides us with excellent agreements and legal policies. Nata's strength in finding the best talents plays a crucial role for our company's strength.

Giorgi can be reached by email [g.abramishvili@betsolutions.com](mailto:g.abramishvili@betsolutions.com)

Shorena can be reached by email [legal@betsolutions.com](mailto:legal@betsolutions.com)

Nata can be reached by email [hr@betsolutions.com](mailto:hr@betsolutions.com)

Our business partners, Google Cloud and Hetzner, were selected based on their industry standing, reliability, and complementary capabilities. Their proven track records and specialized resources enhance our product quality and technological innovation.

In conclusion, our team consists of shareholders, key staff and business partners each bringing distinct qualifications that collectively drive the success of our business. Their expertise, experience, and collaborative approach position us for innovation, growth, and a strong competitive advantage in the market.

# Company Control Structure



## Our Services

As a casino games development studio, our company is dedicated to creating innovative, engaging, and immersive gaming experiences for both online and land-based casinos. Our mission is to provide players with a diverse portfolio of high-quality games that cater to various preferences while also delivering exceptional value to casino operators through revenue generation and player retention. In a nutshell, we're here to create games that spark excitement, bring people together, and make every moment you spend with us unforgettable.

### **Game Portfolio:**

Our primary offering to the market is a wide range of casino games that encompass classic favorites and cutting-edge creations. Our portfolio includes traditional Slot games, Table P2P games and additionally, we develop a variety of Provably fair games, each with its own unique theme, stunning visuals, and captivating narratives to appeal to a broad spectrum of players.

| Our Own Developed Games Portfolio |               |                  |
|-----------------------------------|---------------|------------------|
| Underground Tuning                | Slot          | RN-332-BTU-19-01 |
| Captain Of Pirates                | Slot          | RN-332-BTU-19-01 |
| The Mystery of Faberge            | Slot          | RN-332-BTU-19-01 |
| Drunk santa                       | Slot          | RN-332-BTU-19-01 |
| Legend of Maasai                  | Slot          | RN-332-BTU-19-01 |
| BettingShop                       | Slot          | RN-332-BTU-19-01 |
| PokerRoom                         | Slot          | RN-332-BTU-19-01 |
| Sultans gift                      | Slot          | RN-332-BTU-19-01 |
| WW2                               | Slot          | RN-332-BTU-19-01 |
| Night Life                        | Slot          | RN-332-BTU-19-01 |
| Backgammon                        | Table Game    | RN-332-BTU-19-01 |
| Okey                              | Table Game    | RN-332-BTU-19-01 |
| Bura                              | Table Game    | RN-332-BTU-19-01 |
| Dominoes                          | Table Game    | RN-332-BTU-19-01 |
| Seka                              | Table Game    | RN-332-BTU-19-01 |
| Poker                             | Table Game    | RN-332-BTU-19-01 |
| High low                          | Provably Fair | RN-332-BTU-19-01 |
| Zeppelin                          | Provably Fair | RN-332-BTU-19-01 |
| Dice                              | Provably Fair | RN-332-BTU-19-01 |
| Mines                             | Provably Fair | RN-332-BTU-19-01 |
| Plinko                            | Provably Fair | RN-332-BTU-19-01 |

### **Player-Centric Approach:**

At the core of our offerings is a player-centric approach that focuses on enhancing player engagement, satisfaction, and retention. We implement captivating gameplay mechanics, rewarding bonus systems, and progressive jackpot features to keep players entertained and coming back for more. Our commitment to fair play and responsible gaming ensures that players can enjoy our games with confidence, contributing to a positive and enjoyable gaming experience.

### **Seamless Integration:**

We recognize the importance of ease of integration for casino operators. Our games are built using industry-standard protocols and technologies, making integration into existing casino platforms a seamless process. This approach minimizes downtime and technical challenges, allowing operators to swiftly add our games to their offerings and maximize their revenue potential.

### ***Exceptional Graphics and Audio:***

Visual and auditory appeal significantly contribute to the overall gaming experience. Our team of skilled designers and sound engineers work tirelessly to create stunning graphics and immersive audio that transport players into the worlds of our games. The attention to detail enhances player immersion and ensures a memorable and enjoyable gameplay experience.

### ***Business Partners:***

Our strategic partnerships are vital to extending our reach and accessing valuable resources.

- **Google Cloud** is a leader in the cloud computing space, providing us with high-quality servers and reliable cloud solutions so we always stay online and have fast global reach.
- **Hetzner**, a cloud software solutions provider, collaborates with us so we can cut costs of cloud computing to the minimum and offer a better service.

These partnerships ensure that we maintain a competitive edge by leveraging specialized skills and resources beyond our internal capabilities.

Byterivers focus on cooperation with some the most reputable companies such as Everymatrix, Betconstruct, Digitain, Uplatform, Sportingtech and other Platform providers. We also are going to work with aggregators like Softgamings, Slotegrator, We are casino, Markor tech and others.

The main target markets are Europe, CIS, Africa and Asia.

## Our Competitive Advantage

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Our casino development studio gains a compelling competitive advantage through a unique blend of innovation, player-centric design, and strategic partnerships. Unlike others, we focus on integrating cutting-edge technologies into our games, ensuring a level of engagement and immersion that sets us apart. Our player-centric approach tailors each game to captivate diverse audiences, driving higher player retention.

Furthermore, our adaptive customization options empower casino operators to infuse our games with their branding, enhancing player loyalty and market positioning. Our studio's seamless integration solutions streamline the process for operators, minimizing downtime and technical complexities. Our commitment to responsible gaming, combined with a diverse team of industry veterans and creative minds, strengthens our reputation for ethical and high-quality game development.

With a proven track record, strong industry relationships, and a forward-looking approach, we differentiate ourselves, carving a distinct niche in the competitive landscape. We lead with advanced tech, tailor games for players, and collaborate closely, giving us a creative edge in casino development.

## Marketing Strategy

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The company will focus its marketing efforts on four main types of marketing.

1. **Purchased advertising.** These investments will focus on digital marketing across the target markets.
2. **PR / Social / Viral marketing.** The company will employ PR and Social Media specialists to continuously explore organic growth opportunities.
3. **Participation in Gaming Shows and Conventions.** To reach a highly engaged audience, the company will actively participate in gaming shows, conventions, and expos relevant to its target market.
4. **Affiliate Marketing Programs.** It will enable the company to tap into the vast network of influencers, bloggers, and content creators within the gaming community.

## Financial Considerations

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All financial investments will come from 2 Co-Founders Giorgi and Guram.

Let's delve into the exciting journey of financing our casino gaming development studio and the individuals behind the investments. We're committed to building a strong financial foundation that will enable us to bring our vision to life and thrive in the competitive gaming industry.

### Guram

**Source 1:** Personal Savings, as the part of BYTERIVERS initial investment

Drawing from his years of experience in the tech industry, he has been able to set aside a significant amount of personal savings. He is excited to contribute a substantial portion of these savings to kickstart the venture. This investment showcases his dedication to the company mission and his belief in the potential of the studio.

**Source 2:** Revenues from Existing companies, as the part of BYTERIVERS initial investment  
Guram has a couple of companies with good financial results from where he gets monthly revenues to fuel a new venture.

### Giorgi

**Source 1:** Personal Savings, as the part of BYTERIVERS initial investment

Drawing from his years of experience in the tech industry, he has been able to set aside a significant amount of personal savings.

**Source 2:** Revenues from Existing companies, as the part of BYTERIVERS initial investment  
Giorgi has a couple of companies with good financial results from which he gets monthly revenues to fuel a new venture.

### ***Investment Costs Breakdown:***

Here's how these investments will be allocated to various aspects of our casino gambling development studio:

- **Talent Acquisition:** We're building a highly skilled team of developers, artists, and designers who will shape our games.
- **Technology and Infrastructure:** Investing in advanced technology, software tools, and licenses is crucial for delivering top-notch gaming experiences.
- **Research and Innovation:** Allocating funds for research and innovation ensures that we remain at the forefront of industry trends and player expectations.
- **Marketing and Promotion:** Effective marketing campaigns and promotional efforts are essential for building brand awareness and attracting players.
- **Operational Expenditures:** Covering day-to-day operational costs, including office space, utilities, and other necessities.
- **Regulatory Compliance:** Ensuring our games meet industry regulations and standards is a priority.

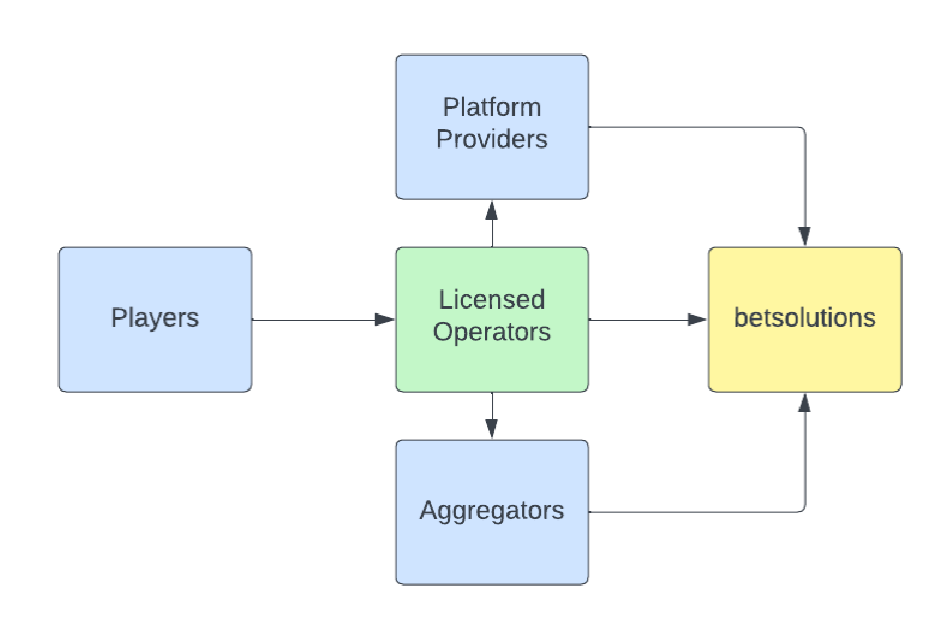
### Expected Revenues:

Let's delve into our revenue generation strategy, outlining how we plan to sustain and grow our casino gambling development studio:

- **Licensing and Distribution:** We'll offer our games to casinos through licensing agreements, generating upfront fees and ongoing royalties.
- **Customization and Partnerships:** Providing customization options for casinos and forming strategic partnerships can lead to additional revenue streams.

### MONEY FLOW DIAGRAM

Below displayed money flow scheme shows in detail how the company will accumulate and manage its funds. All indicators are expectations, actual for 1 year of Company's operational activity.



## FINANCIAL ESTIMATES 2023-2025

### 1 YEAR (2023)

|    | Income               | GGR                   | NGR                   | Expenses             | Gross Profit          |
|----|----------------------|-----------------------|-----------------------|----------------------|-----------------------|
| 3Q | 260 000<br>EUR/month | 200 000<br>EUR/ month | 156 000<br>EUR/ month | 60 000 EUR/<br>month | 96 000 EUR/<br>month  |
| 4Q | 280 000<br>EUR/month | 210 000<br>EUR/ month | 166 000<br>EUR/ month | 60 000 EUR/<br>month | 106 000<br>EUR/ month |

### 2 YEAR (2024)

|    | Income               | GGR                   | NGR                   | Expenses              | Gross Profit          |
|----|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1Q | 300 000<br>EUR/month | 225 000<br>EUR/ month | 180 000<br>EUR/ month | 65 000 EUR/<br>month  | 115 000<br>EUR/ month |
| 2Q | 310 000<br>EUR/month | 231 000<br>EUR/ month | 192 000<br>EUR/ month | 72 000 EUR/<br>month  | 120 000<br>EUR/ month |
| 3Q | 360 000<br>EUR/month | 240 000<br>EUR/ month | 210 000<br>EUR/ month | 100 000<br>EUR/ month | 110 000<br>EUR/ month |
| 4Q | 380 000<br>EUR/month | 258 000<br>EUR/ month | 225 000<br>EUR/ month | 100 000<br>EUR/ month | 125 000<br>EUR/ month |

### 3 YEAR (2025)

|    | Income               | GGR                   | NGR                   | Expenses              | Gross Profit          |
|----|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1Q | 395 000<br>EUR/month | 270 000<br>EUR/ month | 258 000<br>EUR/ month | 110 000<br>EUR/ month | 148 000<br>EUR/ month |
| 2Q | 405 000<br>EUR/month | 300 000<br>EUR/ month | 269 000<br>EUR/ month | 115 000<br>EUR/ month | 154 000<br>EUR/ month |
| 3Q | 414 000<br>EUR/month | 320 000<br>EUR/ month | 290 000<br>EUR/ month | 130 000<br>EUR/ month | 160 000<br>EUR/ month |
| 4Q | 429 000<br>EUR/month | 336 000<br>EUR/ month | 310 000<br>EUR/ month | 135 000<br>EUR/ month | 175 000<br>EUR/ month |

#### **Profit Projection:**

While revenue projections can fluctuate, our prudent estimates foresee steady growth over the initial years. We anticipate recovering the initial investments as our games gain traction and player engagement increases. With a combination of licensing fees, and strategic partnerships, we're confident about achieving profitability within the first year

It's important to recognize that success in the casino gambling industry hinges on delivering captivating gaming experiences, adapting to evolving player preferences, and staying ahead of industry trends. Our strategic financial approach, experienced team, and strong industry relationships position us to thrive in the competitive landscape of casino game development.

## Timetable

We are poised to begin offering our services as soon as our valid accreditation from Curacao eGaming is granted. Obtaining the necessary license is a crucial step that ensures we operate within the legal framework and meet regulatory requirements. While the exact timeline can vary based on regulatory processes and jurisdiction, we anticipate being ready to launch shortly after securing the license.

Before we start offering services, there are several essential steps we need to complete:

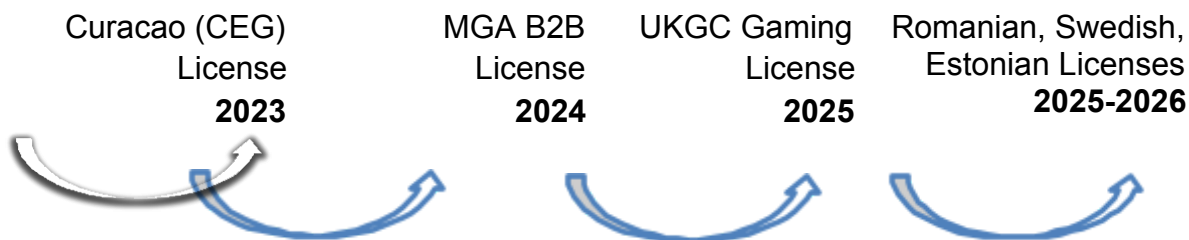
- **Licensing Application:** We submit a comprehensive application to the Curacao eGaming Master License holder, detailing our business plans, financial stability, and responsible gaming practices.
- **Background Checks:** Regulatory authorities conduct thorough background checks on our team members and co-founders to ensure compliance with suitability requirements.
- **Marketing and Promotion:** Our marketing campaigns are prepared to build awareness and attract players to our games.
- **Integrations**

While the duration of these steps can vary depending on factors such as regulatory procedures and the complexity of our platform, we aim to complete them efficiently. Our readiness to begin offering services is contingent upon obtaining the license, after which we can swiftly launch and bring our innovative casino gaming experience to players.

## BYTERIVERS Roadmap

BYTERIVERS will constantly look in the side of being reputable online gambling platform in the world. For these purposes – our aim is to become wider and bigger, obtaining new licenses and expanding the geography of our work.

Accordingly, we have plans regarding obtaining of both international and local licenses in next 3 years.



## Conclusions

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In conclusion, our BYTERIVERS studio is poised to embark on a thrilling journey of innovation, engagement, and success. We've meticulously crafted a comprehensive business plan that outlines our vision, strategies, and competitive advantages. With a dedicated team, a commitment to player-centric experiences, and strategic investments, we're confident in our ability to create captivating games that resonate with players and drive growth for our partners.

As co-founders, we share a collective passion for creating unforgettable gaming experiences and a deep understanding of the market's demands. We firmly believe that our collaborative efforts, combined with a clear revenue strategy, will lead us to profitability and long-term success.

Thank you for considering our casino gambling game development studio proposal. We're eager to bring our vision to life and contribute positively to the gaming landscape.

Warm regards, Guram Rukhadze  
Co-founder, Betsolutions