



CONFIDENTIAL

SDG Tech N.V

Business Plan
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Executive Summary

SDG Tech N.V is an innovative startup poised to revolutionize the USD 2.2 billion online poker and igambling industry with its cutting-edge mobile app and desktop platform. Leveraging a mobile-first approach, the company aims to address key pain points in the market, including limited mobile optimization, lack of game variety, slow payment processing, and poor user interface design. By offering a seamless, secure, and engaging gaming experience across both mobile and desktop platforms, SDG Tech N.V is strategically positioned to capture a significant market share, particularly in the Asian region.

The company's platform features innovative elements such as the "Quick Fold" feature, multi-table functionality, and a wide variety of high-quality games through partnerships with top-tier providers. Security and fair play are paramount, with the implementation of advanced encryption protocols and iTech Labs certified random number generation. The platform also boasts a user-friendly interface, 24/7 customer support with rapid response times, and a unique credit system for agents, setting SDG Tech N.V apart from its competitors.

SDG Tech N.V's technology stack is built on a robust cloud infrastructure using Amazon Web Services (AWS), ensuring high availability, scalability, and performance. The mobile application is developed using REACT for cross-platform compatibility, while the desktop version utilizes UNITY. Both platforms share a common backend developed in .NET, facilitating real-time synchronization and seamless transitions for users switching between devices.

The company's marketing strategy leverages digital marketing techniques to maximize reach and engagement while optimizing costs. This includes targeted paid advertising campaigns, search engine optimization, affiliate marketing, and email marketing & retargeting efforts. SDG Tech N.V also plans to implement a comprehensive loyalty program and host exclusive weekly tournaments with guaranteed prize pools to attract and retain users.

With an initial funding of \$100,000 from founder investments and seed funding, SDG Tech N.V has strategically allocated resources to key areas of development and expansion. Approximately 16% of funds are dedicated to technology

development, 12% to marketing and user acquisition efforts, with the remaining funds distributed among operational costs, regulatory compliance, and a strategic reserve.

Led by a dynamic management team with extensive experience in the igambling industry, technology, and business development, SDG Tech N.V is well-positioned to capitalize on the growing online poker and igambling market. The company's focus on mobile optimization, game variety, efficient payment processing, and user-friendly interface tailored to the Asian market presents a significant opportunity for rapid growth and establishment as a leading player in the industry.

Opportunity

Problem & Solution

Problem Worth Solving

The online poker and igambling industry has experienced significant growth in recent years, but it continues to face several challenges that frustrate players and limit market potential. SDG Tech N.V recognizes four key problems worth solving in this space: limited mobile optimization, lack of game variety, slow payment processing, and poor user interface design. By addressing these issues, SDG Tech N.V aims to revolutionize the online poker and igambling experience for players worldwide.

One of the most pressing issues in the current market is the limited mobile optimization of existing poker platforms. Many players desire the flexibility to enjoy their favorite games on-the-go, but are met with subpar mobile experiences. This frustration often leads to decreased engagement and player retention, creating a significant opportunity for a mobile-first solution that offers seamless gameplay across devices.

Another problem worth solving is the lack of game variety on existing platforms. Players frequently struggle to find a single platform that offers a wide range of poker variants and other casino games. This limitation forces users to navigate multiple apps or websites to satisfy their gaming preferences, leading to a fragmented and inconvenient experience. By addressing this issue, SDG Tech N.V can create a more comprehensive and engaging platform that caters to diverse player interests.

Current iGambling apps often suffer from slow or unreliable payment processing, causing significant frustration among players. Long withdrawal times and limited payment options can deter users from fully engaging with a platform and may even drive them to seek alternatives. By streamlining payment processes and offering a wider range of reliable payment methods, SDG Tech N.V can address a critical pain point in the industry and build trust with its user base.

Lastly, many existing platforms are plagued by poor user interface design, making it difficult for new players to navigate and enjoy the games. Cluttered layouts and confusing menus can be overwhelming, particularly for those new to online poker or igambling. By focusing on creating an intuitive, user-friendly interface, SDG Tech N.V has the opportunity to lower the barrier to entry for new players and enhance the overall gaming experience for all users.

Our Solution

SDG Tech N.V. presents a cutting-edge solution to the challenges plaguing the online poker and iGambling industry. Our innovative platform, available on both mobile and desktop devices, addresses the key issues of limited mobile optimization, lack of game variety, slow payment processing, and poor user interface design. By leveraging advanced technology and user-centric design principles, we've created a comprehensive iGambling experience that meets the evolving needs of modern players.

At the core of our solution is a commitment to security and fair play. We utilize advanced encryption technology to ensure the safety of user data, protecting our players' personal and financial information. Additionally, our platform employs state-of-the-art random number generation technology, guaranteeing the fairness of all games and maintaining the integrity of the gaming experience. This focus on security and fairness builds trust with our user base, addressing a critical concern in the online gambling industry.

Accessibility is another key feature of our platform. Recognizing the frustration caused by poorly optimized mobile experiences, we've developed an intuitive user interface that seamlessly adapts to both mobile and desktop devices. This ensures that players can enjoy their favorite games on-the-go without compromising on quality or functionality. Our user-friendly design lowers the barrier to entry for new players while enhancing the overall gaming experience for seasoned gamblers, effectively addressing the industry-wide issue of poor user interface design.

To further differentiate our platform and enhance user engagement, we've integrated unique social features that allow players to connect, chat, and compete with friends. This social aspect adds a new dimension to online poker and

iGambling, creating a more immersive and enjoyable experience. By combining these elements – security, accessibility, and social interaction – SDG Tech N.V. provides a secure, accessible, and engaging online poker and iGambling experience that stands out in the market and addresses the most pressing needs of today's players.

- **Security and Fair Play:** Advanced encryption and random number generation technology
- **Accessibility:** Intuitive user interface optimized for both mobile and desktop
- **Social Interaction:** Unique features for connecting and competing with friends
- **Comprehensive Platform:** Wide variety of poker variants and casino games

Target Market

The online poker and igambling market represents a significant and growing opportunity for SDG Tech N.V. The global online gambling market size was valued at USD 63.53 billion in 2021 and is projected to grow at a CAGR of 7.5% from 2022 to 2030. Within this broader market, online poker continues to be a popular segment, with an estimated market size of USD 63.53 billion in 2021.

Our primary target market segment consists of Young Adult Mobile Gamers aged 21-60. This segment is characterized by tech-savvy individuals who prefer gaming on their smartphones and are looking for quick, engaging poker games they can play during commutes or short breaks. Based on mobile gaming statistics and the percentage of adults who gamble online, we estimate this segment includes approximately 1.8 million potential users in our target markets.

In addition to the Young Adult Mobile Gamers, we have identified several other key market segments:

- Desktop Poker Enthusiasts (30-50 years old): USD 2.2 billion – 3.0 billion of the market
- Casual Casino Gamers (25-45 years old): USD 4.5 billion – 6.0 billion of the market

- High-Stakes Players (35-60 years old): USD 1.0 billion - 1.5 billion of the market

The market for online poker and igambling is expected to continue its growth trajectory, driven by factors such as increasing smartphone penetration, improving internet infrastructure, and the growing acceptance of online gambling. As a startup, SDG Tech N.V. is well-positioned to capture a share of this expanding market by offering a mobile-first solution that addresses the key pain points identified in the industry.

Competition

Current Alternatives

The online poker and igambling market is currently dominated by several well-established platforms that offer a range of services to players worldwide. These existing alternatives have carved out significant market share and brand recognition over the years. However, many of these platforms face challenges in providing a seamless mobile experience, diverse game offerings, and efficient payment processing - areas where SDG Tech N.V aims to excel.

Among the current alternatives, three major competitors stand out in the online poker and igambling space: GGPoker, Natural8, and the World Poker Tour (WPT). These platforms have established themselves as leaders in the industry, each with its own strengths and loyal user base. GGPoker, for instance, is known for its innovative features and large tournament offerings. Natural8 has gained popularity, particularly in the Asian market, with its user-friendly interface and diverse game selection. The WPT, leveraging its strong brand from televised poker tournaments, has successfully transitioned into the online space, attracting both casual players and serious poker enthusiasts.

Despite the presence of these formidable competitors, SDG Tech N.V sees a significant opportunity, particularly in the Asian market. While the current alternatives have established footholds, they may not be fully addressing the specific needs and preferences of Asian players. By focusing on mobile optimization, game variety, efficient payment processing, and a user-friendly

interface tailored to the Asian market, SDG Tech N.V believes it can become the leading poker and igambling app in the region. The company's strategy to differentiate itself from current alternatives and capture market share in Asia positions it for potential rapid growth in this USD **2.2 billion** industry.

Our Advantages

SDG Tech N.V stands out in the competitive online poker and igambling market with a comprehensive suite of advantages designed to provide an unparalleled user experience. As a startup, we've leveraged our agility and innovative approach to address key pain points in the industry, positioning ourselves as a formidable player in the Asian market and beyond. Our platform combines cutting-edge technology with user-centric features, creating a unique value proposition for both casual players and serious gamblers.

At the heart of our competitive edge is our commitment to an exceptional user experience. Our innovative "Quick Fold" feature maximizes hands played per hour, catering to the fast-paced preferences of modern players. We offer a seamless cross-platform experience between our mobile and desktop versions, ensuring that users can enjoy their favorite games anytime, anywhere. Our platform boasts a wide variety of high-quality games, thanks to our collaborations with top-tier game providers. This diverse offering, coupled with our user-friendly interface and multi-table functionality, sets us apart from competitors with limited game selections or clunky designs.

Security, fairness, and customer support form the bedrock of our trustworthy platform. We've implemented industry-leading encryption and security protocols to ensure fair play, backed by iTech Labs certification. Our safe deposit and withdrawal system, coupled with a unique credit system for agents, provides financial peace of mind for our users. We pride ourselves on our 24/7 customer service with average response times under 2 minutes, ensuring that help is always at hand. Additionally, our platform features a stop loss control system and a stable rakeback system, demonstrating our commitment to responsible gaming and player retention.

SDG Tech N.V further distinguishes itself through its robust loyalty program and promotional offerings. We provide substantial rebates to players and host exclusive weekly tournaments with guaranteed prize pools, creating ongoing value for our user base. As we continue to grow, our startup mentality keeps us agile and responsive to user needs, allowing us to rapidly iterate and improve our platform. By combining these advantages with our mobile-first approach and focus on the Asian market, SDG Tech N.V is uniquely positioned to capture a significant share of the USD 2.2 billion online poker and igambling industry.

Execution

Marketing & Sales

Marketing Plan

SDG Tech N.V's marketing plan is designed to establish a strong presence in the competitive online poker and igambling market, with a focus on attracting and retaining players in the Asian region and beyond. As a startup, our strategy leverages digital marketing techniques to maximize reach and engagement while optimizing costs. The plan is structured around four key pillars: Paid Advertising, Search Engine Optimization (SEO), Affiliate Marketing, and Email Marketing & Retargeting.

A. Paid Advertising

Our paid advertising strategy aims to rapidly increase brand awareness and drive user acquisition:

- **Google Ads:** We will utilize Search and Display Ads, targeting keywords such as "online poker," "online casino," and "real money gambling." Geo-targeting will be employed to focus on regions where online gambling is permitted.
- **Social Media Ads:** Targeted campaigns will be run on Facebook, Instagram, and Twitter, with a focus on regions where online gambling is popular, including Europe, India, and Latin America.
- **Promotional Offers:** We will advertise welcome bonuses, no-wagering free spins, and deposit bonuses to attract new players.
- **Tournament Advertising:** High-value poker tournaments with substantial prize pools will be promoted to appeal to competitive players.
- **Influencer Marketing:** Partnerships with iGaming influencers on YouTube and Twitch will be established to expand brand reach and drive sign-ups.

B. Search Engine Optimization (SEO)

To improve organic visibility and attract quality traffic, our SEO strategy includes:

- **Keyword Optimization:** Our website will be optimized for key phrases like "play poker online," "best online casino," and "Curacao online poker."
- **Content Marketing:** We will launch a blog focused on poker strategies, casino game tips, industry news, and gaming regulations. Content will also highlight the trustworthiness of Curacao gaming licenses.
- **Mobile Optimization:** Ensuring our site is fully optimized for mobile devices to cater to our primary target of young adult mobile gamers.
- **Backlink Building:** We will acquire high-quality backlinks from iGaming affiliates, poker-related forums, blogs, and news outlets to improve search engine rankings.

C. Affiliate Marketing

Leveraging the flexibility offered by our Curacao license, we will build a robust affiliate network:

- **Affiliate Partnerships:** We will partner with top-tier affiliates in the iGaming space, offering revenue share or cost-per-acquisition models.
- **Poker Affiliates:** Target influencers and affiliates with a loyal following of serious poker players.
- **Casino Affiliates:** Collaborate with websites that review and compare online casinos to reach potential players seeking informed decisions.

D. Email Marketing & Retargeting

To maximize player retention and reactivation, we will implement:

- **Email Campaigns:** Personalized emails offering free spins, tournament invites, or deposit bonuses to re-engage signed-up players who haven't yet played.
- **Segmentation:** Our player base will be segmented by activity levels (frequent players, occasional users, high-stakes players) for tailored promotions.
- **Retargeting Ads:** Utilize retargeting ads through Google or Facebook to re-engage users who visited our site but did not complete registration or deposit.

This comprehensive marketing plan is designed to capitalize on SDG Tech N.V.'s strengths, including our mobile-first approach, diverse game offerings, and focus on user experience. By implementing these strategies, we aim to rapidly grow our user base, establish brand loyalty, and position ourselves as a leading player in the MACAU, JAPAN, THAILAND, AUSTRALIA, PHILIPPINES, CAMBODIA, VIETNAM, KOREA, MALAYSIA, SINGAPORE online poker and igambling market.

Sales Plan

SDG Tech N.V.'s sales plan is designed to capitalize on the growing online poker and igambling market, with a focus on rapid user acquisition and retention. Our strategy leverages our mobile-first approach and innovative features to attract and engage players across both mobile and desktop platforms. The sales plan is structured around four key pillars: User Acquisition, Conversion, Retention, and Engagement.

1. User Acquisition

To drive user acquisition, we will implement a multi-faceted approach:

- **App Store Optimization (ASO):** We will optimize our app listings on both the App Store (iOS) and Google Play (Android) with relevant keywords such as "online poker," "real money casino," and "free poker games." Our listings will feature appealing visuals and compelling app descriptions to maximize visibility and downloads.
- **Paid Media Campaigns:** We will run targeted advertising campaigns across various platforms:
 - Social Media Advertising on Facebook, Instagram, TikTok, and Twitter to raise awareness.
 - Google Search & Display Ads targeting keywords like "play poker online" and "best mobile casino apps."
 - Retargeting ads for users who have previously interacted with our website or app.
- **Influencer Marketing:** We will partner with influencers and streamers on platforms like Twitch, YouTube, and TikTok who specialize in poker, gambling, or gaming content to expand our reach and credibility.

2. Conversion

To convert potential users into active players, we have developed a streamlined funnel:

- **Welcome Bonuses:** New users will receive a \$10 free play bonus upon registration, lowering the barrier to entry.
- **First Deposit Incentive:** We offer a 100% match on the first deposit up to \$500, encouraging users to fund their accounts.
- **Referral Program:** We will implement a "refer-a-friend" program where both the referrer and the new player can earn virtual currency, tournament entries, or bonus chips.
- **Game Tutorials & Onboarding:** Interactive tutorials for poker and casino games will be provided to ensure a smooth onboarding experience, especially for new players.

3. Retention

To maintain player engagement and encourage long-term loyalty, we will employ the following strategies:

- **Tiered VIP Program:** Frequent players will be rewarded with cashback, exclusive tournaments, and personalized account managers for high-rollers.
- **Push Notifications:** Personalized notifications will alert players about upcoming tournaments, new game releases, and special bonuses.
- **Email Marketing:** Targeted email campaigns will be sent based on playing habits and preferences, including re-engagement offers for dormant users.
- **Customer Support:** Our 24/7 customer support team will be available via live chat, email, and phone to assist with any questions or concerns, ensuring player satisfaction and retention.

4. User Engagement & Community Building

To foster a vibrant player community and enhance user engagement, we will implement:

- **Gamification:** Leaderboards, achievements, and badges will be integrated to reward player milestones and encourage continued play.
- **Social Features:** In-game chat and private poker rooms will allow players to interact and challenge friends, building a social community within the app.
- **Live Events & Tournaments:** We will organize real-time live poker tournaments with streaming commentary and special casino game events, creating excitement and additional monetization opportunities.

By implementing this comprehensive sales plan, SDG Tech N.V. aims to rapidly grow its user base, increase player retention, and establish itself as a leading player in the online poker and igambling market. Our focus on user experience, innovative features, and community building will set us apart from competitors and drive sustainable growth in this dynamic industry.

Operations

Locations & Facilities

SDG Tech N.V, as a startup in the online poker and igambling industry, has strategically designed its locations and facilities to support its digital-first business model. The company's primary operations are centered around its CURACAO, which serves as the headquarters for key management, development, and customer support teams. This centralized location allows for efficient collaboration and decision-making processes essential for a rapidly growing startup.

Recognizing the importance of flexibility and cost-effectiveness, SDG Tech N.V has implemented a hybrid work model. This approach enables the company to attract top talent regardless of geographical constraints while maintaining a core on-site presence. The office space is equipped with state-of-the-art communication technology to facilitate seamless interaction between on-site and remote team members, ensuring productivity and cohesion across the organization.

Given the nature of SDG Tech N.V's business as an online poker and igambling platform, robust server infrastructure is crucial. The company utilizes AWS for its cloud computing needs, ensuring scalability, reliability, and security for its mobile and desktop applications. This infrastructure is supported by strategically located

data centers in HONG KONG, chosen for their proximity to key markets and ability to provide low-latency connections for users across Asia and beyond.

As SDG Tech N.V continues to grow, its locations and facilities strategy remains focused on maintaining a lean physical footprint while investing heavily in digital infrastructure. This approach allows the company to allocate resources efficiently, prioritizing user experience and platform development over extensive physical facilities. The company's facility plans include provisions for expanding server capacity and enhancing data center partnerships to support its projected growth in the USD 2.2 billion online poker and igambling industry.

Technology

SDG Tech N.V leverages cutting-edge technology to deliver a seamless and secure online poker and igambling experience across both mobile and desktop platforms. Our technology stack is built on a robust cloud infrastructure using Amazon Web Services (AWS), ensuring high availability, scalability, and performance. This cloud-native approach allows us to rapidly deploy updates, scale resources on-demand, and maintain a resilient system capable of handling high-volume traffic during peak gaming hours.

At the core of our platform is a mobile-first development strategy, recognizing the growing preference for on-the-go gaming. Our mobile application is developed using REACT, enabling cross-platform compatibility for iOS and Android devices. The desktop version is built with UNITY, ensuring a consistent user experience across all devices. Both platforms share a common backend, developed in .NET, which facilitates real-time synchronization and seamless transitions for users switching between devices.

Security and fair play are paramount in our technology implementation. We employ industry-standard encryption protocols to safeguard user data and financial transactions. Our random number generation (RNG) system is certified by iTech Labs, ensuring the integrity and fairness of all games. To combat fraud and maintain a trustworthy gaming environment, we've implemented advanced machine learning algorithms for real-time detection of suspicious activities and potential collusion among players.

Integration with various payment gateways and third-party services is crucial for our platform's functionality. We've developed a flexible API architecture that allows for easy integration of new payment methods and game providers, enhancing our ability to expand into new markets rapidly. Our technology roadmap includes plans for implementing blockchain-based solutions for enhanced transparency in transactions and exploring AI-driven personalization to improve user engagement and retention. As we scale, our focus remains on maintaining low-latency connections through strategically located data centers, with our primary infrastructure in Hong Kong serving the Asian market efficiently.

Equipment & Tools

As a technology-driven startup in the online poker and igambling industry, SDG Tech N.V relies on a carefully selected suite of equipment and tools to power its operations. Our focus on delivering a seamless user experience across both mobile and desktop platforms necessitates a robust and scalable technological infrastructure. The following outlines the key equipment and tools essential to our business:

Software Tools

- **Cloud Infrastructure:** Amazon Web Services (AWS) forms the backbone of our cloud-native approach, providing scalable and reliable hosting for our platform.
- **Development Frameworks:** REACT for cross-platform mobile development and UNITY for our desktop application, ensuring consistency across devices.
- **Backend Development:** .NET framework for building our server-side logic and APIs.
- **Version Control:** GIT for managing our codebase and facilitating collaborative development.
- **Security Tools:** Industry-standard encryption protocols and advanced machine learning algorithms for fraud detection and fair play assurance.
- **Random Number Generator (RNG):** iTech Labs certified RNG system to ensure game integrity and fairness.

Hardware Equipment

- **Development Workstations:** High-performance computers for our development and design teams, capable of running resource-intensive applications.
- **Testing Devices:** A range of mobile devices (iOS and Android) and desktop computers for comprehensive cross-platform testing.
- **Servers:** While primarily cloud-based, we maintain 5 servers on-premises servers for development and testing purposes.
- **Network Equipment:** High-speed routers and switches to ensure seamless connectivity within our office and to our cloud infrastructure.

Our equipment and tools are selected with scalability in mind, allowing us to rapidly adapt to growing user demands and emerging technologies. As we expand, we continuously evaluate and upgrade our toolkit to maintain our competitive edge in the fast-paced online poker and igambling market. The combination of cutting-edge software tools and reliable hardware equipment enables SDG Tech N.V to deliver a secure, fair, and engaging gaming experience to our users across all platforms.

Milestones & Metrics

For SDG Tech N.V, a startup in the competitive online poker and igambling industry, tracking and analyzing key metrics is crucial for measuring success, identifying areas for improvement, and driving growth. By focusing on specific, measurable indicators, we can gauge the effectiveness of our mobile-first strategy, user acquisition efforts, and overall platform performance. The following key metrics will guide our decision-making processes and help us optimize our operations to capture a significant share of the USD 2.2 billion online poker and igambling market.

Our primary key metrics include:

- **User Acquisition Rate:** The number of new users signing up for our platform daily, weekly, and monthly. This metric will help us evaluate the effectiveness of our marketing strategies and ASO efforts.

- **Daily and Monthly Active Users (DAU/MAU):** The number of unique users engaging with our platform on a daily and monthly basis. This will provide insights into user engagement and retention.
- **Average Revenue Per User (ARPU):** The average amount of revenue generated per user over a specific period. This metric will help us understand the monetization effectiveness of our platform.
- **Customer Lifetime Value (CLV):** The predicted net profit attributed to the entire future relationship with a customer. This will guide our user acquisition and retention strategies.
- **Churn Rate:** The percentage of users who stop using our platform over a given period. Monitoring this metric will help us identify and address retention issues.
- **Game Engagement Metrics:** Including average hands played per session, time spent in-app, and multi-table usage. These metrics will help us optimize our game offerings and user experience.
- **Deposit and Withdrawal Volumes:** The total amount and frequency of deposits and withdrawals. This will provide insights into user trust and platform liquidity.
- **Conversion Rate:** The percentage of free users converting to paid users or depositing real money. This metric will help us evaluate the effectiveness of our conversion strategies and promotional offers.

By closely monitoring these key metrics, SDG Tech N.V will be able to make data-driven decisions to improve our platform and user experience. For example, if we notice a high churn rate, we can investigate the reasons behind it and implement retention strategies such as personalized promotions or enhanced customer support. Similarly, tracking game engagement metrics will allow us to optimize our "Quick Fold" feature and multi-table functionality to better meet user preferences.

As we grow, these metrics will serve as benchmarks for our success and guide our expansion strategies. By consistently improving our key performance indicators, we aim to establish SDG Tech N.V as the leading poker and igambling app in the Asian market and beyond, ultimately driving our mission to provide a secure, accessible, and engaging online poker and igambling experience for players worldwide.

Company

Overview

Company Overview

Company Name: SDG Tech N.V.

Legal Structure: Private Limited Liability Company (N.V.)

Jurisdiction: Curaçao

Industry: Online Poker & iGambling

SDG Tech N.V. is a fast-growing startup in the online poker and iGambling space, offering cutting-edge mobile and desktop gaming platforms. Established in Curaçao, the company benefits from a favorable regulatory environment that supports the operation of licensed online gaming businesses. This strategic location enables SDG Tech N.V. to scale rapidly and compete in the global USD 2.2 billion online poker and iGambling market.

Ownership Structure

SDG Tech N.V. is privately held, with 100% of the company's shares owned by its founder:

- **Thiruchelvam Kalai Arasu** – 100% Shareholder

The company may consider extending equity to strategic investors as part of its future fundraising and growth strategy.

Management Team

SDG Tech N.V. is led by a highly capable and versatile executive team, whose expertise spans technology development, operations, finance, and marketing. The lean organizational structure enables fast decision-making, adaptability, and operational efficiency—key attributes in the dynamic iGambling market.

Executive Leadership

- **Thiruchelvam Kalai Arasu**
 - **Chief Executive Officer (CEO)**
 - **Chief Operating Officer (COO)**
 - **Chief Marketing Officer (CMO)**
 - *Founder and sole shareholder, Mr. Arasu brings entrepreneurial leadership and deep industry insight to the company, overseeing business strategy, operations, and brand development.*
- **Lee Men Sein**
 - **Chief Technology Officer (CTO)**
 - **Chief Financial Officer (CFO)**
 - *Mr. Lee leads the company's technological innovation and financial strategy, ensuring robust platform architecture, data security, and fiscal discipline to support long-term growth.*

Governance and Future Expansion

SDG Tech N.V. is in the process of forming an **Advisory Board**, composed of experienced professionals from the gaming, technology, and finance sectors. The Advisory Board will provide strategic guidance, industry connections, and governance support as the company enters new markets and scales its operations.

As the business grows, the company plans to further expand the management team to include additional specialized roles, strengthening its capabilities across critical business functions.

Team

Management Team

SDG Tech N.V. is spearheaded by a dynamic and highly skilled management team, each bringing a unique set of expertise to propel the company's growth in the fiercely competitive online poker and iGaming industry. The leadership team is strategically positioned to capitalize on the rapidly evolving mobile and desktop gaming market, combining deep knowledge of cutting-edge technology, gaming

mechanics, business development, and innovation. Here's an overview of the key leadership roles:

1. **Chief Executive Officer (CEO)**

With **15 years of experience** in the iGaming industry, our CEO brings extensive knowledge in **online poker**, **player behavior analysis**, and **market expansion**. His visionary leadership guides the company's strategic direction, ensuring SDG Tech N.V. remains at the forefront of innovation in the online poker space. His deep industry insights drive the company's long-term growth strategies, fostering partnerships and identifying emerging market opportunities.

2. **Chief Technology Officer (CTO)**

Boasting a strong background in **software engineering**, **game development**, and **mobile app architecture**, our CTO plays a crucial role in developing SDG Tech N.V.'s cutting-edge mobile and desktop platforms. Under his guidance, the development team continually pushes the boundaries of online gaming technology, focusing on creating **seamless**, **secure**, and **engaging user experiences**. His leadership is key to ensuring the company's products are both innovative and user-friendly, incorporating the latest advancements in AI, blockchain, and data analytics to enhance gameplay and security.

3. **Chief Operating Officer (COO)**

Our COO oversees the day-to-day operations of SDG Tech N.V. With expertise in **operational management**, **process optimization**, and **scalable business solutions**, she ensures that the company's operations are streamlined for maximum efficiency and scalability. Her ability to manage rapid growth while maintaining operational excellence is critical to SDG Tech N.V.'s continued success. The COO also focuses on fostering a culture of innovation and collaboration across all departments.

4. **Chief Financial Officer (CFO)**

With **10 years of experience** in **financial planning**, **budgeting**, and **forecasting** for tech startups, our CFO plays a pivotal role in maintaining SDG Tech N.V.'s financial health. Her expertise in financial strategy and management ensures that the company remains financially robust, supporting both its growth ambitions and innovative endeavors in the online gaming market. She also oversees investor relations and explores potential mergers and acquisitions to strengthen the company's market position.

5. Chief Marketing Officer (CMO)

Our CMO leads SDG Tech N.V.'s marketing efforts with a focus on **digital marketing, brand strategy, and customer acquisition**. His expertise in **performance marketing, social media engagement, and data-driven strategies** is essential to user acquisition and retention, ensuring the company stays competitive in the fast-paced iGaming market. The CMO also spearheads initiatives to enhance player loyalty and develop targeted marketing campaigns across various global markets.

Together, this talented management team combines expertise across **technology, operations, finance, and marketing**, creating a strong foundation for SDG Tech N.V.'s growth in the **USD 2.2 billion online poker and iGaming industry**. Their diverse experience and visionary approach set the stage for continued innovation and success in both **mobile and desktop gaming platforms**. By leveraging their collective knowledge and staying attuned to market trends, SDG Tech N.V. is well-positioned to capitalize on emerging opportunities and overcome challenges in the dynamic world of online gaming.

Advisors

SDG Tech N.V recognizes the importance of having a strong advisory board to guide the company through the challenges of the competitive online poker and gambling industry. As a startup, we are in the process of assembling a team of experienced advisors who can provide valuable insights, industry connections, and strategic guidance to support our rapid growth and market penetration efforts.

Our advisory board will consist of experts from various fields relevant to our business, including:

- Kishan Srivastava, a veteran in the online gambling industry with over 20 years of experience, who will provide insights on market trends and regulatory compliance.
- Anuj Yadav, a technology expert specializing in mobile app development and user experience design, to help refine our mobile-first strategy.
- Prabhakar Posam, a financial advisor with expertise in startup funding and growth strategies for the gambling sector.

- Akshay Jadhav, a legal expert well-versed in international gambling laws and regulations, particularly in the Asian market.

These advisors will play a crucial role in shaping SDG Tech N.V's strategic direction, helping us navigate regulatory challenges, optimize our technology stack, and identify growth opportunities. Their collective experience and network will be invaluable as we seek to establish ourselves as a leading player in the USD 2.2 billion online poker and igambling industry.

As our business evolves, we plan to expand our advisory board to include additional experts in areas such as blockchain technology, artificial intelligence, and responsible gambling practices. This dynamic approach to our advisory structure will ensure that SDG Tech N.V remains at the forefront of innovation and responsible business practices in the rapidly changing online gambling landscape.

Financial Plan

Forecast

3-Year GGR Forecast

For SDG Tech N.V., a startup in the competitive online poker and igambling industry, projecting Gross Gaming Revenue (GGR) is crucial for understanding our potential growth and financial performance. GGR, defined as the total amount wagered minus the winnings returned to players, serves as a key metric in the igambling sector. Our 3-year GGR forecast takes into account our mobile-first approach, the expanding Asian market, and the overall growth trends in the online poker and igambling industry.

To develop our GGR forecast, we've considered several factors including projected user acquisition rates, average revenue per user (ARPU), and industry growth trends. As a startup, we anticipate rapid growth, particularly in our target Asian markets. Our forecast methodology incorporates a bottom-up approach, estimating user growth and ARPU, as well as a top-down analysis of market size and potential market share capture.

Based on our analysis, we project the following 3-year GGR forecast for SDG Tech N.V.:

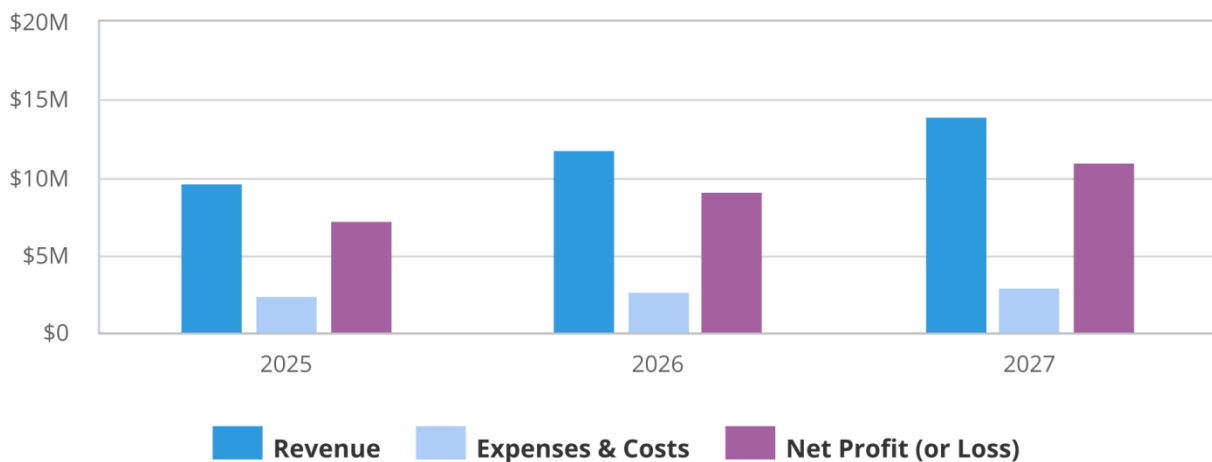
- Year 1: 7.8 million USD
- Year 2: 9.9 million USD (representing a 26.92% growth)
- Year 3: 12 million USD (representing a 21.21% growth)

It's important to note that this forecast is subject to various factors, including the success of our user acquisition strategies, regulatory changes in key markets, and overall economic conditions. Our innovative features such as the "Quick Fold" option and multi-table functionality, combined with our focus on mobile optimization, position us well for strong growth. However, as a startup in a dynamic industry, we will continuously monitor our performance against these projections and adjust our strategies as necessary to maximize our GGR potential.

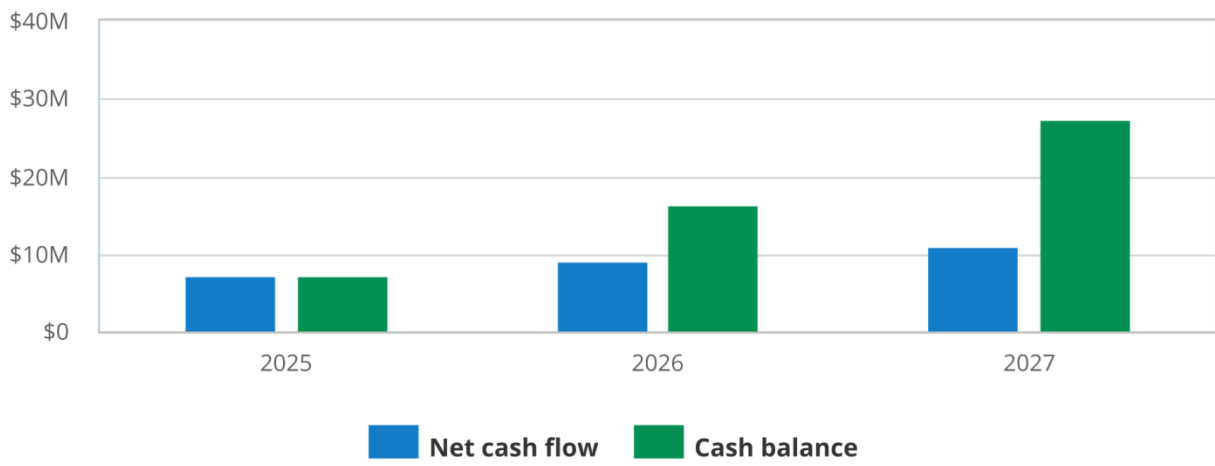
Revenue Forecast Table

	2025	2026	2027
Revenue			
In-App Purchase of Poker Chips	\$4,687,000	\$5,630,000	\$6,605,000
Premium Membership Tiers	\$720,000	\$720,000	\$720,000
Tournament Entry Fees	\$1,560,000	\$1,800,000	\$2,160,000
Rake (Commission on Pot)	\$2,760,000	\$3,600,000	\$4,440,000
Total Revenue	\$9,727,000	\$11,750,000	\$13,925,000
Direct Cost			
Direct Labor	\$1,525,200	\$1,525,200	\$1,525,200
Total direct costs	\$1,525,200	\$1,525,200	\$1,525,200
Gross Profit	\$8,201,800	\$10,224,800	\$12,399,800
Gross Margin	84%	87%	89%

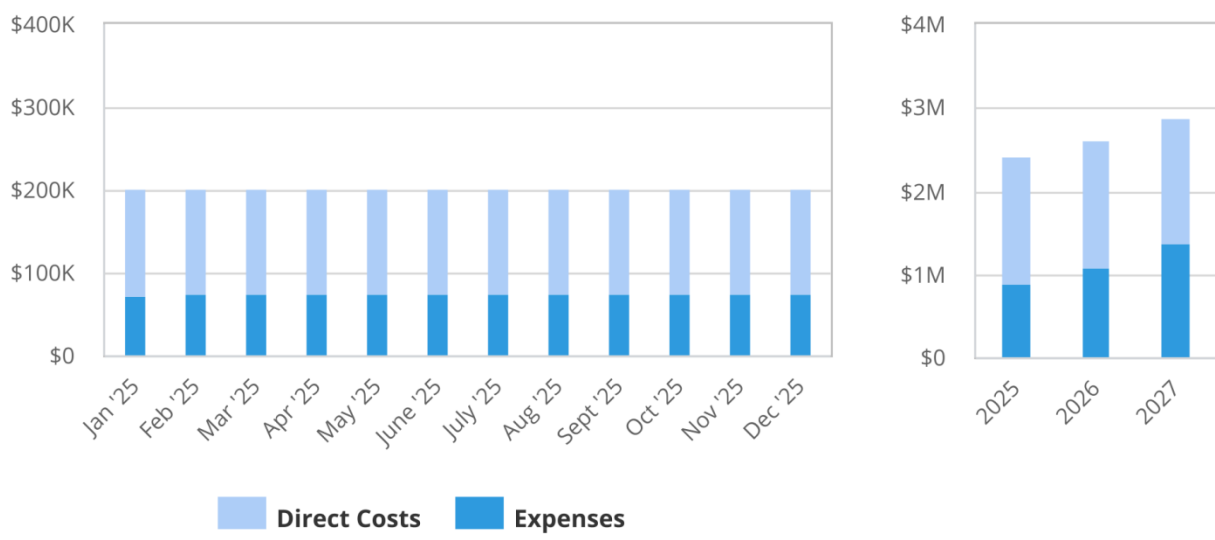
Financial Highlights by Year



Cash Flow by Year



Expenses



Financing

Use of Funds

SDG Tech N.V, as a startup in the competitive online poker and igambling industry, has strategically planned the allocation of its initial funding to maximize growth potential and establish a strong market presence. The company will utilize its \$ 100,000 in combined founder investments and seed funding to support key areas of development and expansion.

The primary focus of fund allocation will be on technology development, which is crucial for delivering a superior user experience across both mobile and desktop platforms. Approximately 8% of the funds will be invested in:

- Mobile app development and optimization for iOS and Android devices
- Desktop application enhancement using UNITY framework
- Backend infrastructure development using .NET and AWS cloud services
- Implementation of advanced security protocols and fair play algorithms
- Integration of payment gateways and third-party services

Marketing and user acquisition efforts, particularly in the Asian market, will receive a significant portion of the funding. This allocation, estimated at 12% of the total funds, will support:

- Targeted digital marketing campaigns across social media platforms
- App Store Optimization (ASO) strategies
- Influencer partnerships and affiliate marketing programs
- Development of promotional offers and welcome bonuses to attract new users

The remaining funds will be distributed among operational costs, regulatory compliance, and a strategic reserve. Operational costs will include salaries for the development team, customer support staff, and other essential personnel. A portion will be allocated to obtaining and maintaining necessary gaming licenses, particularly in Curacao and other target markets. Finally, SDG Tech N.V will

maintain a reserve fund to address unforeseen expenses and capitalize on emerging opportunities in the rapidly evolving online gambling landscape.

Sources of Funds

SDG Tech N.V, as a startup in the competitive online poker and igambling industry, recognizes the importance of securing adequate funding to support its growth and development. The company's sources of funds are strategically diversified to ensure a stable financial foundation as it establishes its presence in the market. Initially, the primary sources of funds for SDG Tech N.V include \$100,000 in founder investments and \$10 million raised through seed funding from 4 angel investors who specialize in the tech and gaming sectors.

To support the ongoing development of its mobile and desktop applications, as well as marketing efforts to penetrate the Asian market, SDG Tech N.V is actively exploring additional funding options. These include:

- **Venture Capital:** Engaging with VC firms that have a track record in the igambling and mobile gaming industries to secure Series A funding.
- **Strategic Partnerships:** Forming alliances with established gaming companies or payment processors to gain both financial support and industry expertise.
- **Crowdfunding:** Leveraging platforms that allow for equity crowdfunding, potentially tapping into the enthusiasm of the poker and gaming community.
- **Revenue-Based Financing:** As the platform begins to generate revenue, exploring options for financing based on future revenue projections.

The allocation of funds is carefully planned to maximize the company's growth potential. A significant portion of the initial funding is dedicated to technology development, ensuring that both the mobile app and desktop platform meet the highest standards of performance and user experience. Marketing and user acquisition efforts, particularly in the Asian market, represent another substantial allocation, as building a strong user base is crucial for the platform's success. The remaining funds are allocated to operational costs, compliance with gaming regulations, and maintaining a reserve for unforeseen expenses.

As SDG Tech N.V progresses beyond its initial startup phase, the company anticipates the need for additional funding rounds to support its expansion plans. These future funding sources will be evaluated based on the company's growth trajectory, market conditions, and strategic objectives. The management team is committed to maintaining a balanced approach to funding, ensuring that the company has the necessary resources to capitalize on market opportunities while maintaining a sustainable financial structure.

Statements

Risk Evaluation and Management for SDG Tech N.V.

At SDG Tech N.V., we recognize that effective risk management is paramount to our success in the dynamic and highly regulated iGaming and online poker industry. Our comprehensive risk management framework encompasses proactive assessment, robust mitigation strategies, regular audits, and stringent governance oversight. This approach ensures that our operations remain secure, compliant, and optimized for sustainable growth. Below, we outline our meticulous process for assessing, mitigating, auditing, and overseeing risks:

1. Risk Assessment Framework

Risk Identification:

- We employ a continuous monitoring process of both internal and external environments to identify potential risks. These risks may originate from various sources, including:
 - **Regulatory Compliance Risk:** Potential non-compliance with local and international iGaming laws and regulations.
 - **Cybersecurity Risk:** Threats to the integrity of user data, financial transactions, and our technological infrastructure.
 - **Financial Risk:** Exposure to market volatility, funding challenges, and revenue dependencies on key partnerships.
 - **Operational Risk:** Issues related to internal processes, technological failures, and staff performance.

- **Market Risk:** Shifts in player behavior, competitive landscape changes, or broader market trends.

Risk Evaluation:

- Following identification, each risk undergoes a thorough evaluation based on its likelihood of occurrence and potential business impact. We utilize a sophisticated **Risk Matrix** to categorize risks by:
 - **Likelihood:** Rare, Unlikely, Possible, Likely, Almost Certain
 - **Impact:** Negligible, Minor, Moderate, Major, Catastrophic
- This nuanced assessment enables us to prioritize risks effectively, distinguishing between those requiring immediate attention and those that warrant ongoing monitoring.

2. Risk Mitigation Strategies

Mitigation Plans:

- Upon thorough risk identification and evaluation, we develop tailored mitigation strategies to minimize both the likelihood and impact of potential risks. Our mitigation approach includes:
 - **Regulatory Compliance:** Maintaining close relationships with legal advisors and regulatory bodies to stay ahead of the evolving legal landscape. We implement robust Know Your Customer (KYC) and Anti-Money Laundering (AML) practices that exceed industry standards.
 - **Cybersecurity:** Deploying state-of-the-art encryption protocols, implementing multi-factor authentication (MFA), conducting regular penetration testing, and providing comprehensive cybersecurity training for all employees.
 - **Financial Risk Management:** Diversifying our revenue streams and funding sources through strategic investments and partnerships. We maintain a rigorous financial planning process that includes frequent reviews and forecasts to ensure financial stability.
 - **Operational Risk Mitigation:** Establishing comprehensive contingency plans, conducting regular process audits, and implementing ongoing

training programs for staff to ensure operational continuity and excellence.

Contingency Planning:

- We have developed robust **Business Continuity Plans (BCPs)** and **Disaster Recovery Plans (DRPs)** to ensure operational resilience in the face of unforeseen events such as cyberattacks, natural disasters, or financial crises. These plans are regularly tested and updated to minimize potential downtime and protect our stakeholders' interests.

3. Auditing and Oversight

Internal and External Audits:

- SDG Tech N.V. undergoes rigorous auditing processes to ensure compliance, assess financial health, and evaluate operational efficiency:
 - **Internal Audits:** Conducted quarterly by our dedicated internal audit team, these assessments scrutinize risk management processes, financial operations, and compliance with company policies. They involve a comprehensive review of internal controls, security protocols, and overall business performance.
 - **External Audits:** Performed annually by an independent, reputable third-party audit firm to ensure transparency and accuracy in financial reporting. These audits also assess risks that could impact our investors and stakeholders, providing an unbiased evaluation of our risk management practices.
 - **Regulatory Compliance Audits:** We undergo regular audits specific to our licensing and regulatory requirements in various jurisdictions (e.g., Curacao, Malta, UK Gambling Commission). These audits verify our compliance with all applicable gaming laws, including responsible gambling measures, data privacy regulations, and anti-money laundering (AML) standards.

Audit Procedures:

- Our audit processes follow a structured methodology involving comprehensive data gathering, in-depth interviews with key personnel, meticulous reviews of financial statements, risk registers, and process flows. Findings are meticulously documented and presented to the executive team and relevant oversight committees for prompt action and implementation.

4. Governance and Oversight Committees

Board-Level Oversight:

- Our **Board of Directors** holds ultimate responsibility for overseeing risk management. The board conducts quarterly reviews of key risks, ensuring that management addresses them appropriately. Additionally, the board sets the company's risk appetite and ensures that our mitigation strategies align with SDG Tech N.V.'s strategic objectives.

Risk and Audit Committee:

- The **Risk and Audit Committee**, comprising independent directors and key executive members (including the CEO, CFO, and Chief Compliance Officer), is tasked with overseeing our risk management framework. This committee:
 - Meets regularly to discuss the results of internal and external audits.
 - Reviews the effectiveness of risk mitigation strategies.
 - Ensures that risks are being appropriately managed across all levels of the organization.
 - Evaluates risk registers, audit reports, and compliance reviews.
 - Has the authority to escalate significant risks to the Board of Directors when necessary.

Compliance Committee:

- Our dedicated **Compliance Committee** ensures adherence to legal and regulatory requirements across all operational markets. This committee regularly reviews and updates our compliance with gaming regulations, data protection laws (e.g., GDPR), and anti-money laundering (AML) policies to maintain our reputation as a responsible and trustworthy operator in the iGaming industry.

5. Risk Register and Action Plans

Risk Register:

- We maintain a comprehensive **Risk Register** that serves as a central repository for all identified risks, their severity, mitigation plans, and actions taken. This register is updated regularly to reflect the latest risk landscape facing SDG Tech N.V.
 - **Risk owners** are assigned to each identified risk, taking responsibility for managing and monitoring the implementation of mitigation strategies.
 - Risks in the register are meticulously categorized (e.g., strategic, operational, financial, compliance) and tracked to ensure accountability and effectiveness of mitigation strategies.

Action Plans:

- For each high-priority risk, we develop detailed **action plans** that outline specific mitigation actions, responsible parties, and implementation deadlines.
- These action plans are closely monitored by the **Risk and Audit Committee**, with regular updates provided to the Board of Directors to ensure timely and effective risk management.

6. Continuous Improvement

- Risk management at SDG Tech N.V. is an ongoing, evolving process. We continuously incorporate lessons learned from audits, incidents, and industry developments into our risk management policies and strategies.
- Regular training sessions are conducted for employees at all levels to raise risk awareness and keep our organization aligned with best practices in risk management.
- We actively seek feedback from stakeholders and industry experts to refine and enhance our risk management approach, ensuring we stay ahead of emerging threats and opportunities in the fast-paced iGaming sector.

Conclusion

At SDG Tech N.V., our proactive and structured approach to risk management is a cornerstone of our business strategy. Through our comprehensive framework of risk assessment, targeted mitigation strategies, rigorous audits, and robust oversight committees, we ensure that all potential risks to our company are identified, evaluated, and mitigated effectively. Our strong governance framework, including internal and external audits, not only ensures compliance with all relevant regulations but also positions us to achieve our strategic objectives in the highly competitive iGaming industry. By fostering a culture of risk awareness and continuous improvement, we safeguard our assets, protect our stakeholders' interests, and drive sustainable growth in an ever-evolving digital landscape.

Appendix

Profit and Loss Statement (With Monthly Detail)

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Revenue												
In-App Purchase of Poker Chips	\$300,000	\$360,000	\$370,000	\$380,000	\$390,000	\$400,000	\$405,000	\$407,000	\$410,000	\$415,000	\$420,000	\$430,000
Premium Membership Tiers	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Tournament Entry Fees	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000	\$130,000
Rake (Commission on Pot)	\$230,000	\$230,000	\$230,000	\$230,000	\$230,000	\$230,000	\$230,000	\$230,000	\$230,000	\$230,000	\$230,000	\$230,000
Total Revenue	\$720,000	\$780,000	\$790,000	\$800,000	\$810,000	\$820,000	\$825,000	\$827,000	\$830,000	\$835,000	\$840,000	\$850,000
Direct Costs												
Direct Labor												
Software Developers	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000
Customer Support Representatives	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000
Marketing Coordinators	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200
User Experience (UX) Designers	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900
Data Analysts	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200
Security Specialists	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000

Game Testers	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800
Cybersecurity Auditors	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Compliance Officers	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Total Salaries & Wages	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100
Total Direct Labor	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100
Total Direct Costs	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100
Gross Profit	\$592,900	\$652,900	\$662,900	\$672,900	\$682,900	\$692,900	\$697,900	\$699,900	\$702,900	\$707,900	\$712,900	\$722,900
Gross Margin	82%	84%	84%	84%	84%	85%	85%	85%	85%	85%	85%	85%
Operating Expenses												
Other Employee Taxes & Benefits	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420
Software Licenses	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Web Hosting	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Marketing and Advertising	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Customer Support	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Security and Fraud Prevention	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Professional Development	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Office Supplies	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Data Storage and Backup	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Total Operating Expenses	\$68,920	\$68,920	\$68,920	\$68,920	\$68,920	\$68,920	\$68,920	\$68,920	\$68,920	\$68,920	\$68,920	\$68,920

Operating Income	\$523,980	\$583,980	\$593,980	\$603,980	\$613,980	\$623,980	\$628,980	\$630,980	\$633,980	\$638,980	\$643,980	\$653,980
Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	\$5,240	\$5,840	\$5,939	\$6,040	\$6,140	\$6,240	\$6,290	\$6,309	\$6,340	\$6,390	\$6,440	\$6,540
Total Expenses	\$201,260	\$201,860	\$201,959	\$202,060	\$202,160	\$202,260	\$202,310	\$202,329	\$202,360	\$202,410	\$202,460	\$202,560
Net Profit	\$518,740	\$578,140	\$588,041	\$597,940	\$607,840	\$617,740	\$622,690	\$624,671	\$627,640	\$632,590	\$637,540	\$647,440
Net Profit Margin	72%	74%	74%	75%	75%	75%	75%	76%	76%	76%	76%	76%

2026	Jan '26	Feb '26	Mar '26	Apr '26	May '26	June '26	July '26	Aug '26	Sept '26	Oct '26	Nov '26	Dec '26
Revenue												
In-App Purchase of Poker Chips	\$430,000	\$440,000	\$440,000	\$440,000	\$450,000	\$460,000	\$470,000	\$480,000	\$490,000	\$500,000	\$510,000	\$520,000
Premium Membership Tiers	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Tournament Entry Fees	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Rake (Commission on Pot)	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
Total Revenue	\$940,000	\$950,000	\$950,000	\$950,000	\$960,000	\$970,000	\$980,000	\$990,000	\$1,000,000	\$1,010,000	\$1,020,000	\$1,030,000
Direct Costs												
Direct Labor												
Software Developers	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000
Customer Support Representatives	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000
Marketing Coordinators	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200
User Experience (UX) Designers	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900
Data Analysts	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200
Security Specialists	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
Game Testers	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800
Cybersecurity Auditors	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Compliance Officers	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000

Total Salaries & Wages	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100
Total Direct Labor	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100
Total Direct Costs	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100
Gross Profit	\$812,900	\$822,900	\$822,900	\$822,900	\$832,900	\$842,900	\$852,900	\$862,900	\$872,900	\$882,900	\$892,900	\$902,900
Gross Margin	86%	87%	87%	87%	87%	87%	87%	87%	87%	87%	88%	88%
Operating Expenses												
Other Employee Taxes & Benefits	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420
Software Licenses	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Web Hosting	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
Marketing and Advertising	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Customer Support	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Security and Fraud Prevention	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Professional Development	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Office Supplies	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Data Storage and Backup	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Total Operating Expenses	\$83,920	\$83,920	\$83,920	\$83,920	\$83,920	\$83,920	\$83,920	\$83,920	\$83,920	\$83,920	\$83,920	\$83,920
Operating Income	\$728,980	\$738,980	\$738,980	\$738,980	\$748,980	\$758,980	\$768,980	\$778,980	\$788,980	\$798,980	\$808,980	\$818,980

Interest Incurred

Depreciation and
AmortizationGain or Loss from
Sale of Assets

Income Taxes	\$7,289	\$7,390	\$7,390	\$7,390	\$7,490	\$7,589	\$7,690	\$7,790	\$7,890	\$7,990	\$8,089	\$8,190
Total Expenses	\$218,309	\$218,410	\$218,410	\$218,410	\$218,510	\$218,609	\$218,710	\$218,810	\$218,910	\$219,010	\$219,109	\$219,210
Net Profit	\$721,691	\$731,590	\$731,590	\$731,590	\$741,490	\$751,391	\$761,290	\$771,190	\$781,090	\$790,990	\$800,891	\$810,790
Net Profit Margin	77%	77%	77%	77%	77%	77%	78%	78%	78%	78%	79%	79%

2027	Jan '27	Feb '27	Mar '27	Apr '27	May '27	June '27	July '27	Aug '27	Sept '27	Oct '27	Nov '27	Dec '27
Revenue												
In-App Purchase of Poker Chips	\$520,000	\$525,000	\$530,000	\$540,000	\$550,000	\$550,000	\$550,000	\$550,000	\$560,000	\$570,000	\$580,000	\$580,000
Premium Membership Tiers	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Tournament Entry Fees	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000
Rake (Commission on Pot)	\$370,000	\$370,000	\$370,000	\$370,000	\$370,000	\$370,000	\$370,000	\$370,000	\$370,000	\$370,000	\$370,000	\$370,000
Total Revenue	\$1,130,000	\$1,135,000	\$1,140,000	\$1,150,000	\$1,160,000	\$1,160,000	\$1,160,000	\$1,160,000	\$1,170,000	\$1,180,000	\$1,190,000	\$1,190,000
Direct Costs												
Direct Labor												
Software Developers	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000
Customer Support Representatives	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000
Marketing Coordinators	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200	\$11,200
User Experience (UX) Designers	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900	\$6,900
Data Analysts	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200
Security Specialists	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
Game Testers	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800	\$13,800
Cybersecurity Auditors	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Compliance Officers	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000

Total Salaries & Wages	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100
Total Direct Labor	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100
Total Direct Costs	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100	\$127,100
Gross Profit	\$1,002,900	\$1,007,900	\$1,012,900	\$1,022,900	\$1,032,900	\$1,032,900	\$1,032,900	\$1,032,900	\$1,042,900	\$1,052,900	\$1,062,900	\$1,062,900
Gross Margin	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%	89%
Operating Expenses												
Other Employee Taxes & Benefits	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420	\$25,420
Software Licenses	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Web Hosting	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Marketing and Advertising	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
Customer Support	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000
Security and Fraud Prevention	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Professional Development	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Office Supplies	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Data Storage and Backup	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Total Operating Expenses	\$104,920	\$104,920	\$104,920	\$104,920	\$104,920	\$104,920	\$104,920	\$104,920	\$104,920	\$104,920	\$104,920	\$104,920
Operating Income	\$897,980	\$902,980	\$907,980	\$917,980	\$927,980	\$927,980	\$927,980	\$927,980	\$937,980	\$947,980	\$957,980	\$957,980

Interest Incurred

Depreciation and
AmortizationGain or Loss from
Sale of Assets

Income Taxes	\$8,980	\$9,030	\$9,080	\$9,179	\$9,280	\$9,280	\$9,280	\$9,280	\$9,379	\$9,480	\$9,580	\$9,580
Total Expenses	\$241,000	\$241,050	\$241,100	\$241,199	\$241,300	\$241,300	\$241,300	\$241,300	\$241,399	\$241,500	\$241,600	\$241,600
Net Profit	\$889,000	\$893,950	\$898,900	\$908,801	\$918,700	\$918,700	\$918,700	\$918,700	\$928,601	\$938,500	\$948,400	\$948,400
Net Profit Margin	79%	79%	79%	79%	79%	79%	79%	79%	79%	80%	80%	80%

	2025	2026	2027
Revenue			
In-App Purchase of Poker Chips	\$4,687,000	\$5,630,000	\$6,605,000
Premium Membership Tiers	\$720,000	\$720,000	\$720,000
Tournament Entry Fees	\$1,560,000	\$1,800,000	\$2,160,000
Rake (Commission on Pot)	\$2,760,000	\$3,600,000	\$4,440,000
Total Revenue	\$9,727,000	\$11,750,000	\$13,925,000
Direct Costs			
Direct Labor			
Software Developers	\$504,000	\$504,000	\$504,000
Customer Support Representatives	\$192,000	\$192,000	\$192,000
Marketing Coordinators	\$134,400	\$134,400	\$134,400
User Experience (UX) Designers	\$82,800	\$82,800	\$82,800
Data Analysts	\$86,400	\$86,400	\$86,400
Security Specialists	\$84,000	\$84,000	\$84,000
Game Testers	\$165,600	\$165,600	\$165,600
Cybersecurity Auditors	\$96,000	\$96,000	\$96,000
Compliance Officers	\$180,000	\$180,000	\$180,000
Total Salaries & Wages	\$1,525,200	\$1,525,200	\$1,525,200
Total Direct Labor	\$1,525,200	\$1,525,200	\$1,525,200
Total Direct Costs	\$1,525,200	\$1,525,200	\$1,525,200
Gross Profit	\$8,201,800	\$10,224,800	\$12,399,800
Gross Margin	84%	87%	89%
Operating Expenses			

Other Employee Taxes & Benefits	\$305,040	\$305,040	\$305,040
Software Licenses	\$42,000	\$42,000	\$42,000
Web Hosting	\$36,000	\$84,000	\$120,000
Marketing and Advertising	\$144,000	\$240,000	\$420,000
Customer Support	\$36,000	\$60,000	\$84,000
Security and Fraud Prevention	\$36,000	\$36,000	\$36,000
Professional Development	\$180,000	\$180,000	\$180,000
Office Supplies	\$24,000	\$36,000	\$48,000
Data Storage and Backup	\$24,000	\$24,000	\$24,000
Total Operating Expenses	\$827,040	\$1,007,040	\$1,259,040
Operating Income	\$7,374,760	\$9,217,760	\$11,140,760
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$73,748	\$92,177	\$111,408
Total Expenses	\$2,425,988	\$2,624,417	\$2,895,648
Net Profit	\$7,301,012	\$9,125,583	\$11,029,352
Net Profit Margin	75%	78%	79%