

Business Plan

ANSOM B.V

<https://www.bookiekit.com/>

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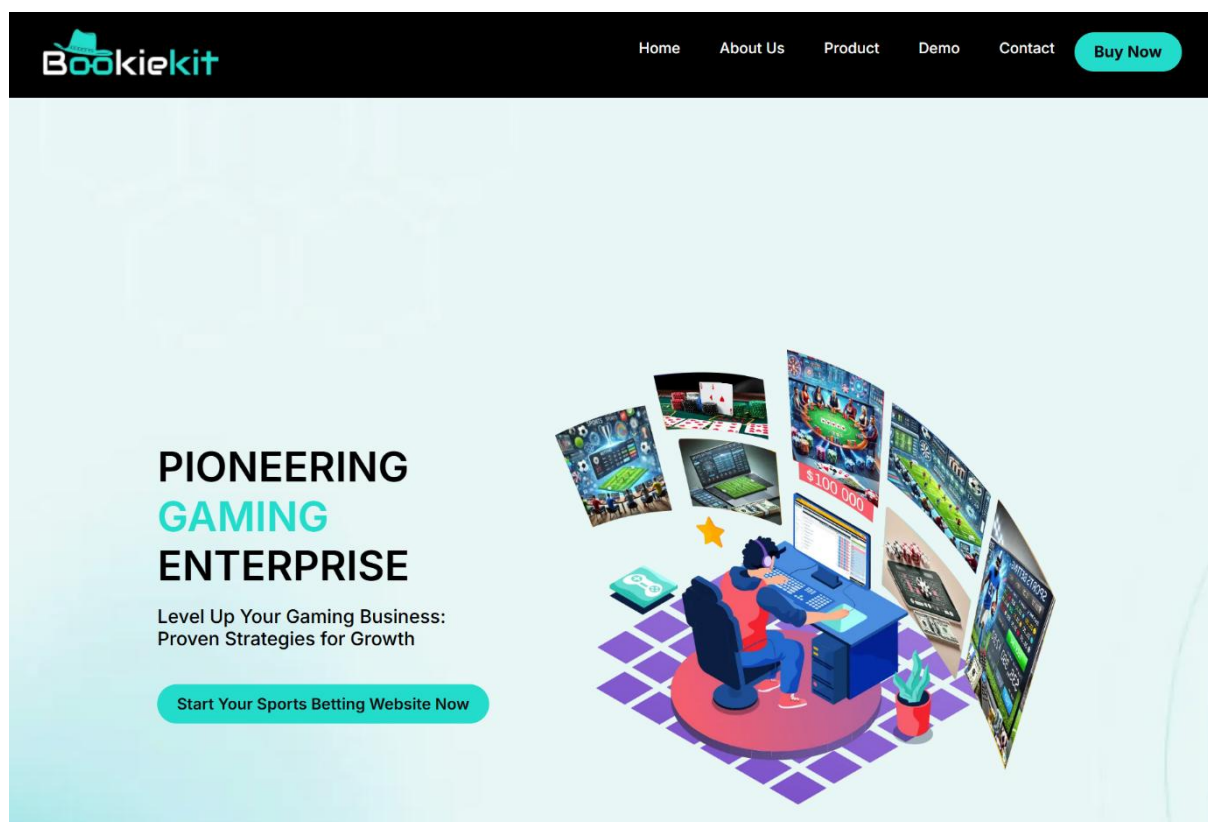
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Business Plan

I- Scope

Our Mission

The company has developed a unique and user-friendly website, namely BOOKIEKIT (<https://www.bookiekit.com/>) The sites are built on a fresh, lightweight platform that loads quickly and is fully adaptable to both desktop and mobile devices:



In order to support the company's strategy of targeting a wide range of countries, the site will be available in over 7 languages.

The company plans to integrate with some of the best payment gateways in the industry, which will allow it to offer a wide range of payment options.

This will be a B2B business model.

Our Key Points

- **Regulatory Excellence:** We will commit to ensuring the highest standards of regulatory compliance to provide a safe, efficient, and fair gaming environment. We will also guarantee the development and implementation of regulatory frameworks, guidelines, procedures, and policies that are effective, transparent.
- **Diverse Gaming Offer:** We aim to offer a wide range of games and platforms.
- **Experienced Management:** Our management team brings years of collective experience in the iGaming industry.

II- Company Description

Company Background

Ansom B.V is a newly registered entity in Curacao, established with the vision of entering the dynamic and rapidly evolving online gaming market in 2025. The company is set to provide innovative and engaging games and software to be used by B2C operators.

Ansom B.V aims to become a leading provider for B2C operators in the iGaming industry by offering a wide range of products. We plan to incorporate cutting-edge platforms and a commitment to responsible gaming, ensuring a sustainable and enjoyable user experience.

Company Structure

UBO / CEO

The UBO and/or CEO holds a multifaceted and strategic role in the company. Responsible for steering the company toward success, the UBO and/or CEO combines vision, leadership, and adaptability to navigate the complexities unique to online gaming.

Key Responsibilities:

- Vision and Strategy: The UBO and/or CEO sets the vision and strategy for the company. This involves anticipating market trends and formulating plans to stay ahead in a competitive landscape.
- Leadership and Team Management: Effective leadership to foster a cohesive and motivated team. The UBO and/or CEO will inspire innovation, creativity, and excellence among employees, recognizing that the collective talent and expertise of the team are critical assets.
- Regulatory Compliance: Navigating the global and local regulations will be a central aspect of the UBO and/or CEO's responsibility. Staying informed about legal frameworks, licensing requirements, and compliance standards is crucial to ensuring the company operates ethically and within legal boundaries.
- Technological Innovation: Embracing and driving technological advancements is vital in the iGaming sector, the UBO and/or CEO will focus on innovation within the company, keeping up-to-date of emerging technologies such as blockchain, artificial intelligence, and virtual reality to enhance the gaming experience and maintain a competitive edge.
- Risk Management: The industry is characteristically dynamic, the UBO and/or CEO will implement robust risk management strategies to safeguard the company's assets and ensure operational resilience.
- Stakeholder Relations: Building and maintaining positive relationships with stakeholders, including investors, regulators, and business partners, will be a key aspect of the UBO and/or CEO's role.

Compliance Officer

The Compliance Officer will be fully conversant with local Gaming & AML legislation. As well as the regulatory framework in Curacao. The official undertaking of the compliance function shall be appointed and approved pre-licensing. The compliance officer shall be a senior officer of the company, with direct reporting lines to the UBO.

Compliance Officer responsibilities include:

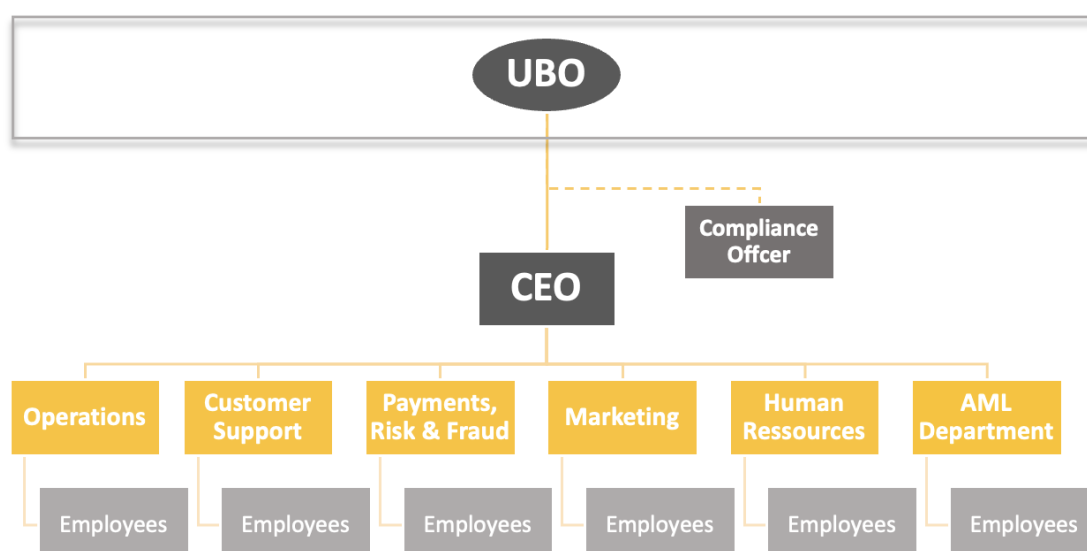
- To represent the licensee and act as the primary point of contact with regulatory Authorities.
- To be fully aware of its operations and to be able to answer questions about it in the event of requests from Authorities.
- To ensure the gambling systems work, and that he or she has full access to them.
- To ensure the licensee's tax is paid on time and in full.
- To submit the following in a timely manner, and regulatory reporting requirements:
- To assist in the certification, investigation, and enforcement process.
- Ensure the company follows financial laws, particularly regarding money laundering.

AML Department

The AML Department shall be a team of reliable and positive individuals with a passion for operations, specializing in risk and fraud, AML and RG procedures. The AML Officer in charge shall be a senior officer of the company, with direct reporting lines to the UBP/CEO.

The responsibilities include, but are not limited to:

- Prepare and maintain sound AML procedures.
- Conduct risk assessments.
- Conduct Enhanced due diligence.
- File Suspicious Activity Reports (SARs) and/or Suspicious Transaction Reports (STRs)
- Ensuring that the staff is properly trained to detect money laundering.
- Carry out activities to detect placement (physically placing bulk cash proceeds), layering (separating the proceeds of criminal activity from their origins through layers of complex financial transactions), and integration (providing an apparently legitimate explanation for the illicit proceeds).
- Following and implementing company policies in relation to anti-money laundering
- Reporting to the Board and following up on matters with the FIAU.



Overview of the Industry and Positioning

Our goal is to provide our partners with cutting edge products for use on their B2C platforms.

We recognize the vast potential of this rapidly expanding market and aim to grow alongside it. We aspire to become a significant operator in the future, making a meaningful contribution to the market.

Target Markets

Due to increased local regulation requirements within Europe, the company will focus on countries outside of Europe, and within Europe where still possible.

The target markets therefore include:

- Non-regulated countries within Europe, such as Finland and Ireland
- Latin America
- New Zealand
- Canada
- India and South East Asia

Marketing

The company plans to establish its own affiliate network to promote and advertise the site to potential customers. The Affiliate Management team is expected to include a number of affiliate managers with years of experience in the industry and large affiliate portfolios.

The company has a large advertising budget, which will be monitored constantly and be adjusted according to the evolving needs of the Company. Together with the affiliate network, the company will engage in a wide range of marketing activity, including:

- Affiliate sites
- SEO (Online review sites)
- PPC (Pay per Click advertising)
- Mailing (Using opt-in email lists, according to regulations)

The Internal Marketing team will be responsible for communicating with existing customers, and ensuring their enjoyment of the products.. The team will offer both ongoing and once-off promotions to ensure that customers continue to return to the site. These promotions will be communicated to customers through email and sms communications as well as the Promotions page on the site.

Competitors

Direct competitors would be the new brands that are going live with their products in 2026 and the last quarter of 2025. As the industry moves fast, it is difficult to identify a direct competitor, but the market of online gaming is wide and a healthy and encouraging growth, meaning that there is an increase in potential customers which gives us a good chance to build a base and keep our brand growing.

We believe that our solution should be equal to or better than what the offer currently is today, and this is based on our expertise to offer players the services they like with quick transactions – deposits and withdrawals of winnings – and an attractive Welcome Offer.

SWOT Analysis

Strengths:

- **Global Reach:** Curaçao's regulatory environment allows servicing of multiple international markets (especially unregulated/emerging markets).
- **Lower Barriers to Entry:** Compared to tier-1 jurisdictions, Curaçao offers faster, more cost-effective setup for B2B licences.
- **Favorable Tax Regime:** Curaçao offers competitive corporate tax incentives for iGaming-related businesses.
- **Flexible Offerings:** Can provide white-label-ready platforms, integrations, or turnkey solutions to B2C operators.
- **Established Market Recognition:** Curaçao is one of the oldest offshore jurisdictions for iGaming, which provides baseline credibility in certain markets.

Weaknesses:

- **Limited Tier-1 Market Access:** Curaçao licences are generally not accepted in highly regulated markets like the UK, USA, Germany, or Italy.
- **Perception Issues:** Curaçao is sometimes perceived as a "light-touch" or less credible regulator compared to Malta or the Isle of Man.
- **Dependency on Operators:** Business model relies heavily on attracting and retaining B2C clients; client non-compliance can affect reputation.
- **Banking Challenges:** Curaçao-licensed entities may face difficulties accessing top-tier banking or payment processing services.

Opportunities:

- **Emerging Market Expansion:** Can target B2C operators looking to expand into Africa, LATAM, Southeast Asia, and parts of the CIS region.
- **White Label Growth:** Growing demand for plug-and-play iGaming solutions provides steady B2B revenue potential.
- **Tokenization / Web3 Integration:** Increasing demand for crypto gaming and tokenized reward systems can be served with innovative tech.
- **New Curaçao Licensing Framework (LOK):** The shift to the National Ordinance for Games of Chance may enhance regulatory reputation in the near future.

Threats:

- **Regulatory Changes:** The upcoming restructuring of Curaçao's licensing regime may introduce stricter compliance or affect existing B2B holders.
- **Reputation Risk:** Association with non-compliant or unethical B2C operators can damage the B2B provider's credibility.
- **Competition from Other Jurisdictions:** Countries like Anjouan, Kahnawake, and others offer similar or more cost-effective B2B alternatives.
- **Rapid Tech Evolution:** Need to continuously innovate to remain competitive in a highly dynamic tech-driven industry.

III- Marketing Plan

1. Executive Summary

The company provides B2B iGaming solutions under a Curaçao licence, including aggregation, payment integration, and compliance-ready systems. Our target clients are entrepreneurs, gaming startups, and existing operators expanding into unregulated or emerging markets.

2. Target Audience

- Startups launching B2C casino or sportsbook sites
 - Existing B2C operators seeking white-label solutions
 - Crypto-based gambling platforms
 - Affiliates looking to transition into operators
 - Game studios needing compliant distribution
-

3. Unique Selling Propositions (USPs)

- Fully compliant Curaçao B2B licence
 - Turnkey white-label solutions in under 6 weeks
 - Crypto integration & DeFi-ready tech stack
 - API-based game aggregation
 - Back office, CRM, KYC, and affiliate tools included
-

4. Marketing Objectives (6–12 months)

Objective	KPI
Acquire 20+ qualified leads/month	CRM-qualified leads
Onboard 10 new B2C clients	Signed contracts
Increase website traffic by 50%	Google Analytics
Generate 5+ backlinks from iGaming publications	SEO performance

5. Marketing Channels & Tactics

A. Website & SEO

- Launch professional landing page with service breakdowns
- Publish SEO-optimized blog content (e.g., “How to launch a casino under Curaçao licence”)
- Implement multilingual pages (EN, ES, PT, RU)

B. Content Marketing

- Weekly blog posts on regulation, crypto integration, platform features
- Lead magnets (free PDF guides: “How to Choose a Platform Provider”)
- Explainer videos (e.g., “How our turnkey casino platform works”)

C. Paid Advertising

- Google Ads targeting "white label casino platform", "Curaçao B2B iGaming"
- LinkedIn Sponsored Ads targeting operators, CEOs, and founders
- Twitter/X ad campaigns targeting Web3/iGaming audience

D. Industry Events & PR

- Attend key iGaming expos (SiGMA, ICE, iGB)
- Secure speaking slots on crypto gaming panels
- Press releases for each major client acquisition or partnership

E. Email Marketing

- Bi-weekly newsletters to prospects and existing leads
- Drip campaigns for new leads explaining licensing, onboarding process, tech stack

F. Affiliate & Partnership Strategy

- Partner with consultants, lawyers, and iGaming agencies to refer clients

IV- Legal

Regulatory Compliance

- **Understanding regulations:** Ansom B.V. has a comprehensive understanding of the iGaming regulations in Curacao, as outlined in the Curacao Gaming Control Board’s guidelines. We are dedicated to strict compliance and transparency in our operations.
- **Licensing Process:** We have initiated the application process for the Curacao iGaming license. This license is essential for legal and legitimate operation within the jurisdiction.
- **Compliance measures:** Our compliance framework includes regular audits to ensure fairness and transparency, solid player verification procedures to prevent underage gaming and a dedicated experienced compliance team responsible for ongoing adherence to regulations.

Terms & Conditions

Legal will be described on the site as Terms & Conditions accessible from any page of the website. Additionally, the player will be asked to read and agree to those Terms when registering an account on the website(s). The Terms & Conditions will outline the agreement between the customer and

Ansom B.V. Failing to accept the mentioned terms will result in the cancellation of the registration of the user's account with immediate effect.

Risk Evaluation

Within the framework of our unwavering commitment to the highest standards of integrity, security, and transparency, (- -) has instituted a comprehensive Anti-Money Laundering (AML) policy. This policy is meticulously designed to fortify our operational framework against the infiltration of illicit financial activities and to ensure unwavering compliance with global regulatory mandates.

Principal Aims of Our AML Policy:

- **Prevention of Money Laundering:** (- -) maintains an unequivocal commitment to thwarting any attempts at utilizing our products for money laundering. Rigorous procedures are in place to detect and deter transactions displaying indicators of potential money laundering activities.
- **Adherence to Regulatory Norms:** We pledge strict adherence to all pertinent laws and regulations governing AML and Counter-Terrorist Financing (CTF). Our policies undergo regular scrutiny and refinement to stay in consonance with the dynamic regulatory milieu, thereby guaranteeing full compliance.
- **Customer Due Diligence (CDD):** (- -) conducts exhaustive Customer Due Diligence, delving into understanding our users, their financial transactions, and the intrinsic nature of these dealings. This encompasses the verification of customer identities, ongoing account activity monitoring, and comprehensive risk assessments.
- **Continuous Surveillance and Reporting:** Our systems are fortified with robust monitoring mechanisms to perpetually assess transactional patterns and discern any aberrant or suspicious behaviour. In instances of detecting such activities, we undertake expeditious reporting to the pertinent authorities.
- **Employee Training and Awareness:** (- -) invests significantly in exhaustive training initiatives, ensuring that our personnel are well-versed in the intricacies of money laundering risks. Employees play a pivotal role in recognizing and promptly reporting any activities that raise suspicion.

This introductory elucidation serves as a testament to our steadfast commitment to upholding the most elevated standards of security and compliance. It lays the groundwork for the ensuing exhaustive AML policy, delineating intricate procedures, protocols, and mechanisms instituted to fortify our platform. We invite all concerned parties to acquaint themselves with our AML policy, thereby gaining profound insights into our dedication to a secure, trustworthy, and legally sound operational environment.

NB: The full AML Policy can be found as addendum.

V- Overview of the products

Ansom B.V will supply aggregation, payment integration, and compliance-ready systems.

VI- Financial Projections

Year	Clients Onboarded	Revenue (EUR)	Marketing (EUR)	Staff Costs (EUR)	Platform Dev (EUR)	Admin/Legal (EUR)	Total Expenses (EUR)	Net Profit (EUR)
Year 1	10	€150,000	€60,000	€120,000	€30,000	€20,000	€230,000	-€80,000
Year 2	20	€300,000	€75,000	€180,000	€20,000	€25,000	€300,000	€0
Year 3	35	€525,000	€90,000	€240,000	€20,000	€30,000	€380,000	€145,000

Above is our projected financial forecast for the next 3 years.