



# **Broadway Platform – Business Plan (2025–2028)**

## **1. Executive Summary**

Broadway Platform is a cutting-edge iGaming B2B technology provider delivering a fully integrated, scalable platform for online casino and sportsbook operators. Launched in 2023 after nearly two years of intensive product development, we offer a robust ecosystem tailored for high-growth, emerging markets, including Brazil, India, and Africa. Our platform combines advanced features such as a Backoffice, Content Management System (CMS), Customer Relationship Management (CRM), Bonus Engine, Gamification, Risk Management, Affiliate System, Sportsbook, and an in-house Aggregator, all enhanced by AI-driven automation for superior performance and player engagement.

Our mission is to empower Tier 2 and Tier 3 operators in underserved markets with a fast, customizable, and compliant platform that accelerates market entry and maximizes player retention. By securing the Curacao Gaming Control Board (GCB) B2B license, Broadway Platform will establish itself as a trusted and compliant partner, enabling global expansion while adhering to regulatory standards. Over the next three years (2025–2028), we aim to onboard 200 operators, serve 10 million monthly active players, and achieve €50M in EBITDA by 2028 through a revenue-sharing and service-based monetization model.

Broadway Platform has licensed the product to Curacao Company IT Soft Solutions N.V. which is going to be the major user and distributor of the product, having the support from Broadway Platform on technical level, but be independently presented on the market and be responsible for performance to meet the plan described here. It should be noted that the development of product was carried out independently and the Company will be using it for operation and performance of the projections, based on the experience and knowledge of the business.

## **2. Licensing Purpose**

The Curacao GCB B2B license is a critical step in Broadway Platform's global expansion strategy. This license will provide the regulatory framework and credibility needed to operate in both regulated and semi-regulated jurisdictions. It will enable us to:

- Partner with licensed casino and sportsbook operators worldwide.
- Ensure compliance with anti-money laundering (AML) and responsible gaming standards.
- Enhance trust among operators and players in emerging markets.
- Support rapid market entry in regions like Brazil, where regulatory compliance (e.g., GA certification) is mandatory, and in semi-regulated markets like India and Africa, where flexibility and speed are key.

The Curacao license aligns with our commitment to transparency, operational integrity, and scalability, positioning Broadway Platform as a reliable partner for operators seeking compliant, high-performance solutions.

### 3. Company Background

- **Founded:** 2023
- **Headquarters:** Willemstad, Curaçao
- **Team:** Over 20 professionals across Product Development, UI/UX Design, Business Analysis, Project Management, Engineering, Quality Assurance, and Partner Success. Our team includes industry veterans with experience at leading iGaming firms.
- **Platform Status:** Scheduled for full commercial launch in Q4 2025, with core modules (Backoffice, CMS, Bonus Engine, CRM, Gamification, Admin Area, and Risk Management) already developed and in testing.
- **Certifications:** Actively pursuing GA certifications to meet Brazil's regulatory requirements, with completion expected by Q4 2025.
- **Unique Selling Points:**
  - **Rapid Onboarding:** Operators can go live in 14–30 days, compared to industry averages of 60+ days.
  - **Player Engagement:** Proprietary Gamification and AI-driven CRM automation increase player retention by up to 75%.
  - **In-House Ecosystem:** Comprehensive suite of tools (Aggregator, Bonus Engine, Sportsbook) reduces dependency on third-party providers.
  - **Scalability:** Modular architecture supports seamless updates and feature additions.
  - **Localization:** Supports multiple languages, currencies, and region-specific UX for Brazil, India, and Africa.

### 4. Market Focus & Expansion Strategy

#### Target Markets

Broadway Platform focuses on high-growth, emerging markets with significant demand for iGaming solutions:

- **Brazil:** A regulated market with a projected online gaming market size of \$3B by 2027. We are pursuing GA certifications to ensure compliance with local regulations.
- **India:** A semi-regulated market with a rapidly growing online gaming population (over 400M potential players). Our platform supports local payment methods (e.g., UPI) and languages (e.g., Hindi, Tamil).
- **Africa:** A semi-regulated region with high mobile penetration (80%+ in key markets like Nigeria and Kenya). Our platform's lightweight design and low-bandwidth optimization cater to mobile-first users.

#### Strategic Approach

- **Tier 2 & Tier 3 Operators:** We target smaller and mid-sized operators underserved by legacy platforms like Playtech or Microgaming. These operators benefit from our affordable pricing and rapid onboarding.

- **Localization:** Our platform supports multi-currency transactions, regional payment gateways, and localized content to meet diverse market needs.
- **Partnerships:** Leveraging existing relationships with payment providers (e.g., PayTM, M-Pesa) and marketing agencies in target regions to drive operator acquisition.
- **Upsell Opportunities:** Offering value-added services like advanced CRM analytics, personalized CMS configurations, and gamification features to increase operator revenue and platform stickiness.

## Expansion Timeline

- **2025:** Onboard 10 operators, focusing on Brazil and India. Establish regional offices in São Paulo and Bangalore.
- **2026:** Expand to 60 operators, entering African markets (Nigeria, Kenya, South Africa). Launch advanced Sportsbook features.
- **2027:** Scale to 100 operators, with 3M monthly active players. Introduce AI-driven predictive analytics for player behavior.

## 5. 3-Year Forecast (2025–2028)

| Metric                       | Year 1 (2025) | Year 2 (2026) | Year 3 (2027) |
|------------------------------|---------------|---------------|---------------|
| Operators Onboarded          | 20            | 50            | 100           |
| Monthly Active Players       | 50,000        | 1,000,000     | 3,000,000     |
| Monthly Platform Revenue (€) | €100K         | €1M           | €3M           |
| Monthly Revenue per Operator | €5K           | €20K          | €30K          |
| Staff Headcount              | 20            | 30            | 50            |
| EBITDA                       | Break-even    | €1.5M         | €4M           |

### Loan repayment

| Metric           | 2026   | 2027   | 2028   |
|------------------|--------|--------|--------|
| Loan Proceeds    | 60,000 | -      | -      |
| Loan Repayments  | -      | 20,000 | 20,000 |
| Interest Expense |        | 6,000  | 6,000  |

## Revenue Model

- **Revenue Share:** 5–15% of operator Gross Gaming Revenue (GGR), depending on contract tier.
- **Service Fees:** Upsell services like CRM analytics (€2,000/month), Gamification modules (€1,500/month), and custom CMS configurations (€3,000/month).
- **Aggregator Commissions:** 2–5% commission on third-party game content delivered through our in-house Aggregator.
- **License fee:** - 7% of GGR

## Cost Structure

- **Development:** 40% of budget for ongoing platform enhancements and AI integration.
- **Operations:** 30% for server infrastructure (AWS), compliance, and licensing costs.
- **Staffing:** 20% for hiring and training, with plans to double headcount by 2026.
- **Marketing:** 10% for operator acquisition and regional campaigns.

## 6. Risk Management

### Regulatory Compliance

- **Curacao License:** Ensures global operational legitimacy and compliance with AML and responsible gaming standards.
- **GA Certifications:** In progress for Brazil, with plans to pursue additional certifications (e.g., ISO 27001 for data security) by 2026.
- **Local Regulations:** Dedicated compliance team monitors regulatory changes in target markets, ensuring timely adherence.

### Fraud & AML

- **In-House Tools:** Proprietary risk management system flags suspicious activity in real-time.
- **Third-Party Integrations:** Partnerships with SEON for fraud detection and KYC-aid for identity verification.
- **Training:** Regular staff training on AML and responsible gaming protocols.

### Infrastructure & Security

- **Cloud Infrastructure:** Hosted on AWS with auto-scaling, failover, and disaster recovery mechanisms to ensure 99.99% uptime.
- **Data Security:** Adheres to ISO 27001-based practices, including encryption, secure APIs, and regular penetration testing.
- **DDoS Protection:** Cloudflare integration to mitigate cyber threats.

## 7. Competitive Advantage

- **Modular Architecture:** Enables rapid feature deployment and customization without downtime.
- **AI Integration:** Predictive analytics for churn prevention, player segmentation, and automated CRM campaigns, reducing operator costs by up to 20%.
- **End-to-End Ecosystem:** Eliminates reliance on third-party tools for Bonus Engine, CRM, or Gamification, reducing operator expenses and complexity.
- **Speed to Market:** 14–30 day onboarding, compared to 60–90 days for competitors.
- **Multilingual Support:** Platform supports 20+ languages and 50+ currencies, tailored for emerging markets.
- **Cost Efficiency:** Revenue-sharing model aligns our success with operators, offering lower upfront costs than competitors.

## 8. Funding & Financial Structure

- **Current Funding** for product: Self-funded by founders and strategic partners.
- **Current Funding** for company: Self-funded and loan arrangement.
- **Financial Status:** Cash-flow positive since Q2 2025 through early operator partnerships in semi-regulated markets.
- **Future Funding:** Exploring private equity or strategic partnerships to fuel global expansion in 2026–2027. No external debt incurred to date.
- **Budget Allocation:**
  - 50% for product development and AI enhancements.
  - 30% for operational and compliance costs.
  - 20% for marketing and operator acquisition.

## 9. Operational Plan

### Team Structure

- **Leadership:** CEO, CTO, CFO and Compliance Officer with combined 30+ years in iGaming and technology.
  - CEO - Boy Hendriks
  - CTO - Morris Varduashvili
  - CFO – Gela Makharadze
  - Compliance Officer – appointed by Ecorpp Management
- **Departments:** Product (20%), Engineering (40%), QA (15%), Partner Success (15%), Compliance & Legal (10%).
- **Hiring Plan:** Expand to 100 employees by 2026, adding regional sales and support teams in Brazil, India, and Africa.

### Technology Roadmap

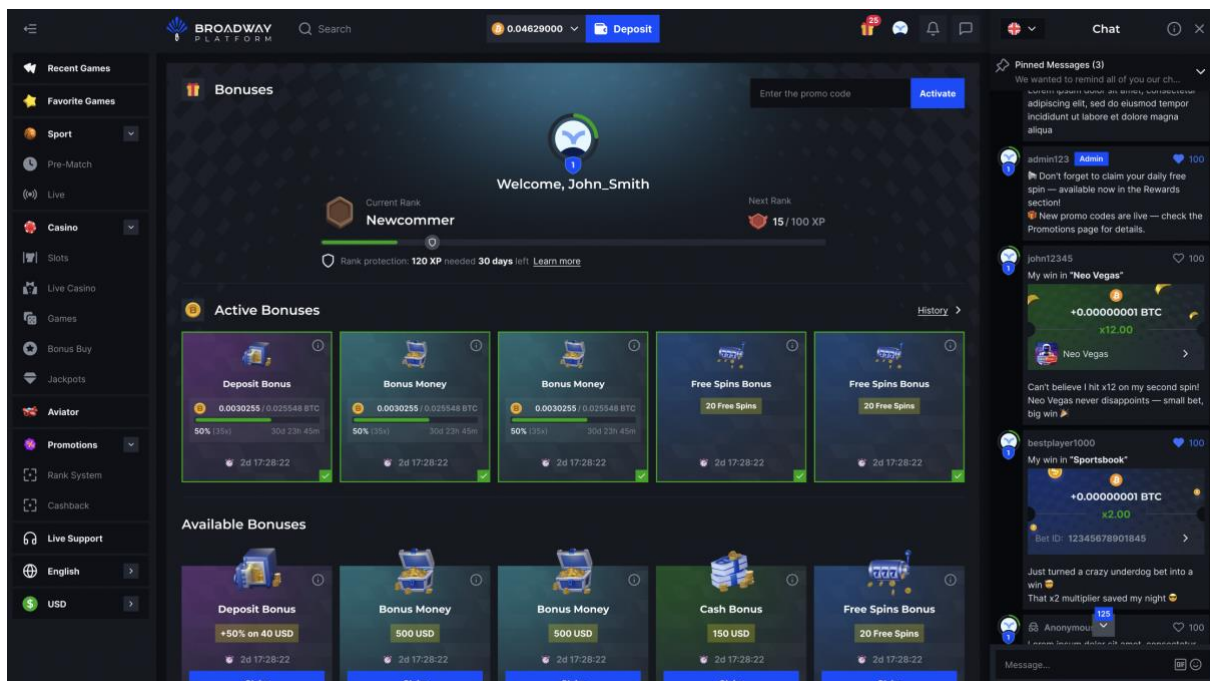
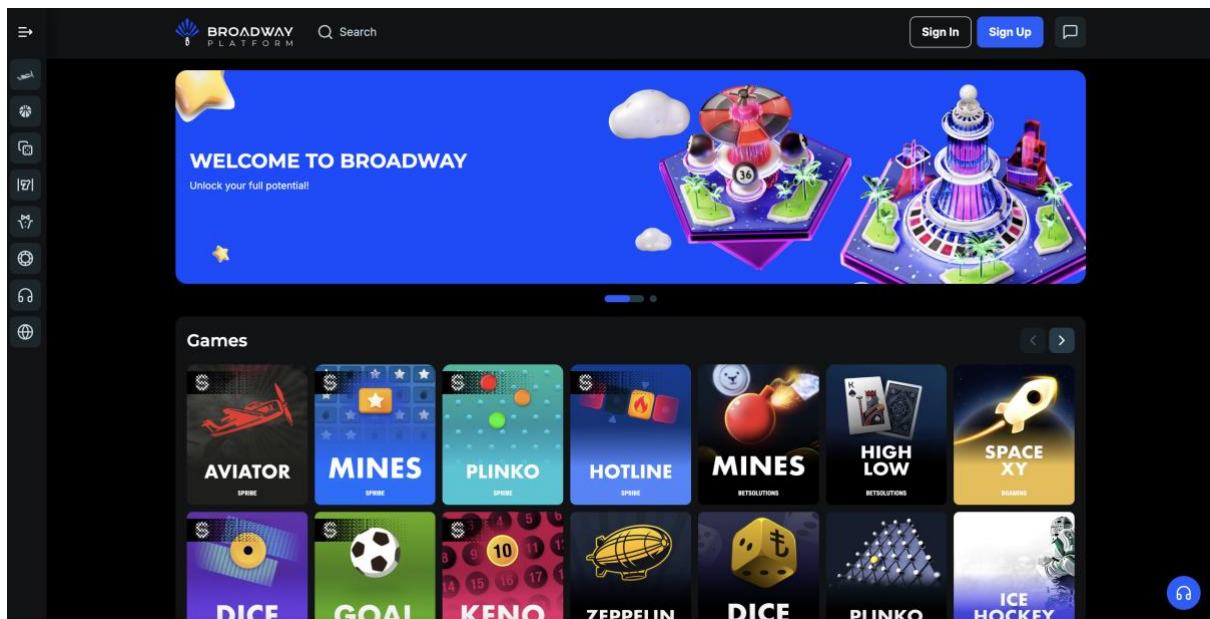
- **Q4 2025:** Complete GA certifications and launch core platform.
- **Q2 2025:** Roll out Sportsbook and Affiliate System.
- **2026:** Introduce AI-driven predictive analytics and advanced gamification features.
- **2027:** Expand Aggregator to include 50+ game providers and launch mobile-first operator dashboards.

### Marketing Strategy

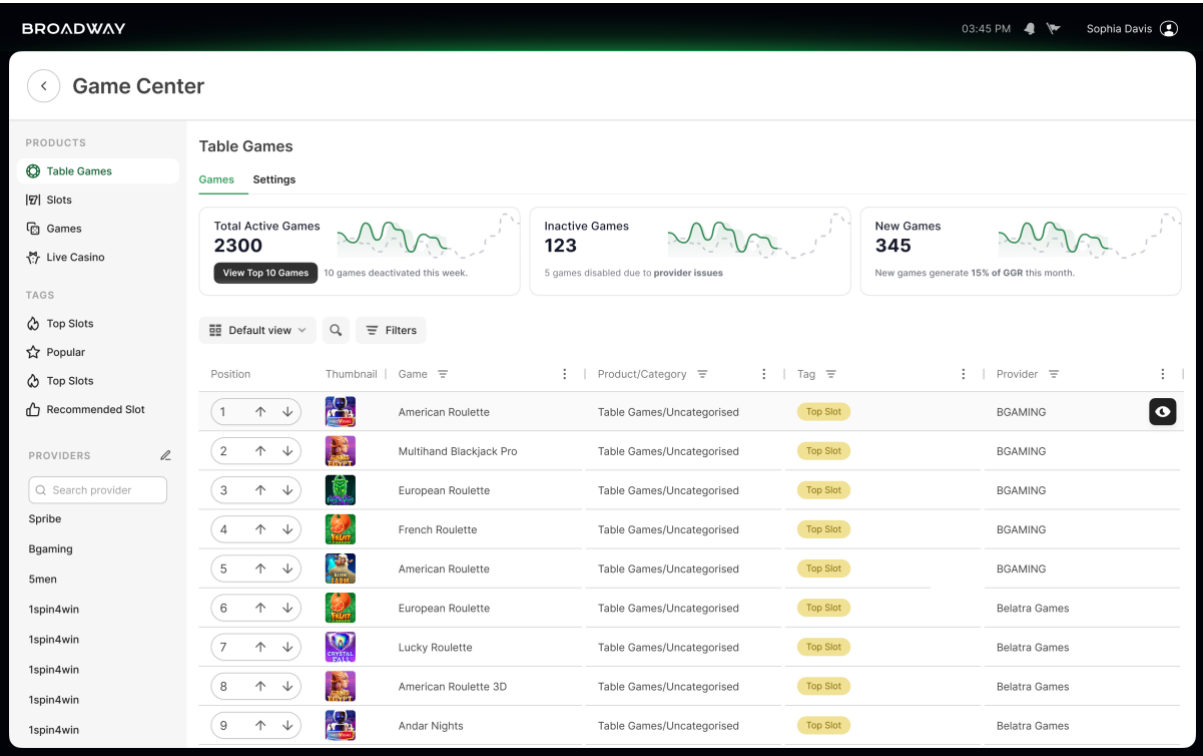
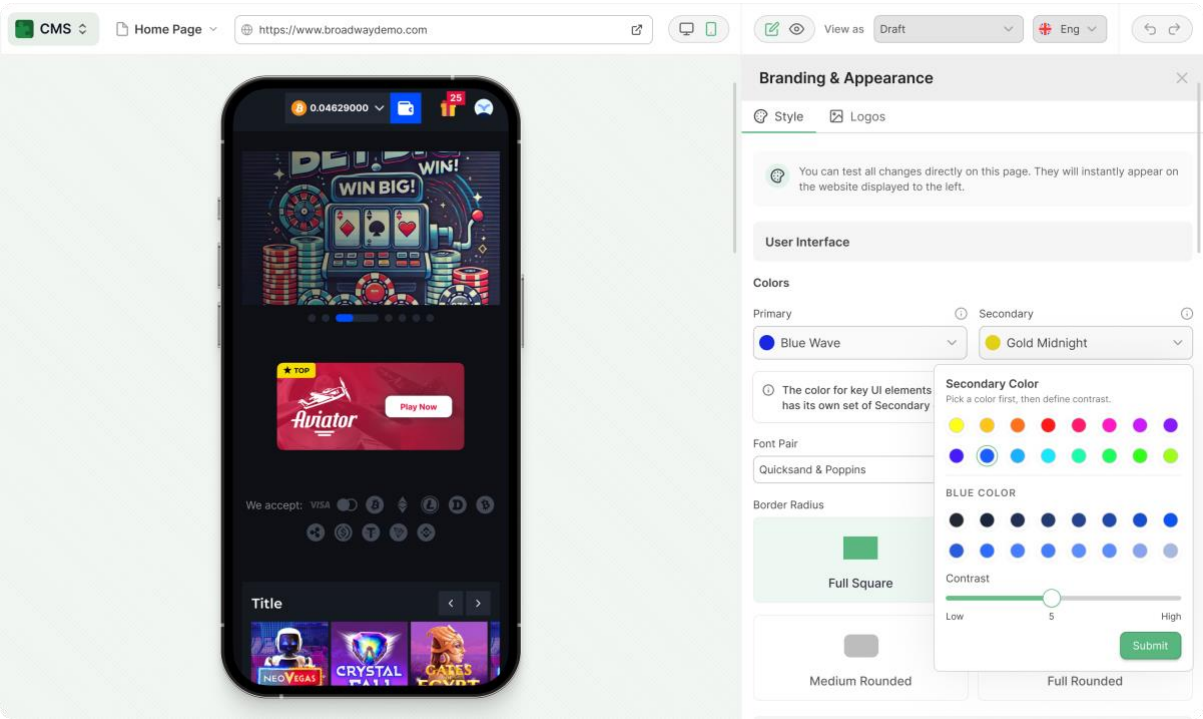
- **Trade Shows:** Participate in ICE Barcelona, SiGMA, and regional events in Brazil and Africa.
- **Digital Campaigns:** SEO, PPC, and social media targeting Tier 2/3 operators in emerging markets.
- **Partnerships:** Collaborate with local payment providers and affiliates to drive operator sign-ups.

# 10. Product Assets

## Website



CMS



CRM

CRM

Dashboard

Segments

Workflows

Communication Hub

Player 360

<

Agragent

KYC

Email

Phone

2FA

Customise

Create report

Actions

Overview

Workflows

Segments

Communications

Bonuses

Notes

High value player with significant GGR contribution. Well engaged player with regular activity. Moderately responsive to communications.

Main score

61/100

63% Sports / Crash 37%

Last session was positive

Value tier

GRINDER

GGR  
\$1,430.12

NGR  
\$1,130.45

Ave. bet size  
\$2.34

Lifecycle

ENGAGED

Registered for  
348 days

Last deposit  
13 Dec 25

Last session  
Yesterday

Responsiveness

23/100

61/100

Player ignored last 3 bonuses and opened email 25 days ago

1 Mar

3 Mar

5 Mar

7 Mar

9 Mar

11 Mar

13 Mar

15 Mar

17 Mar

19 Mar

21 Mar

23 Mar

25 Mar

Today

<

1 Dec, 2024

1 Jan

1 Feb

1 Mar

>

Personal information

Aaron Graham

31-Oct-2001 24 y.o.

English

# 5543

agragent@gmail.com  
opted-in

+49 4554322345  
opted-in

GGR by category

\$1,430.12

Sports\$504.18

Games\$1,016.88

Slots-\$112.44

Lottery-\$12

Top 5

Last 5

All activities

| Game | Bet \$   | Win % |
|------|----------|-------|
|      | 2,443.00 | 54    |
|      | 1,234.43 | 65    |
|      | 115.22   | 34    |
|      | 111.54   | 56    |
|      | 98.22    | 11    |

Balance

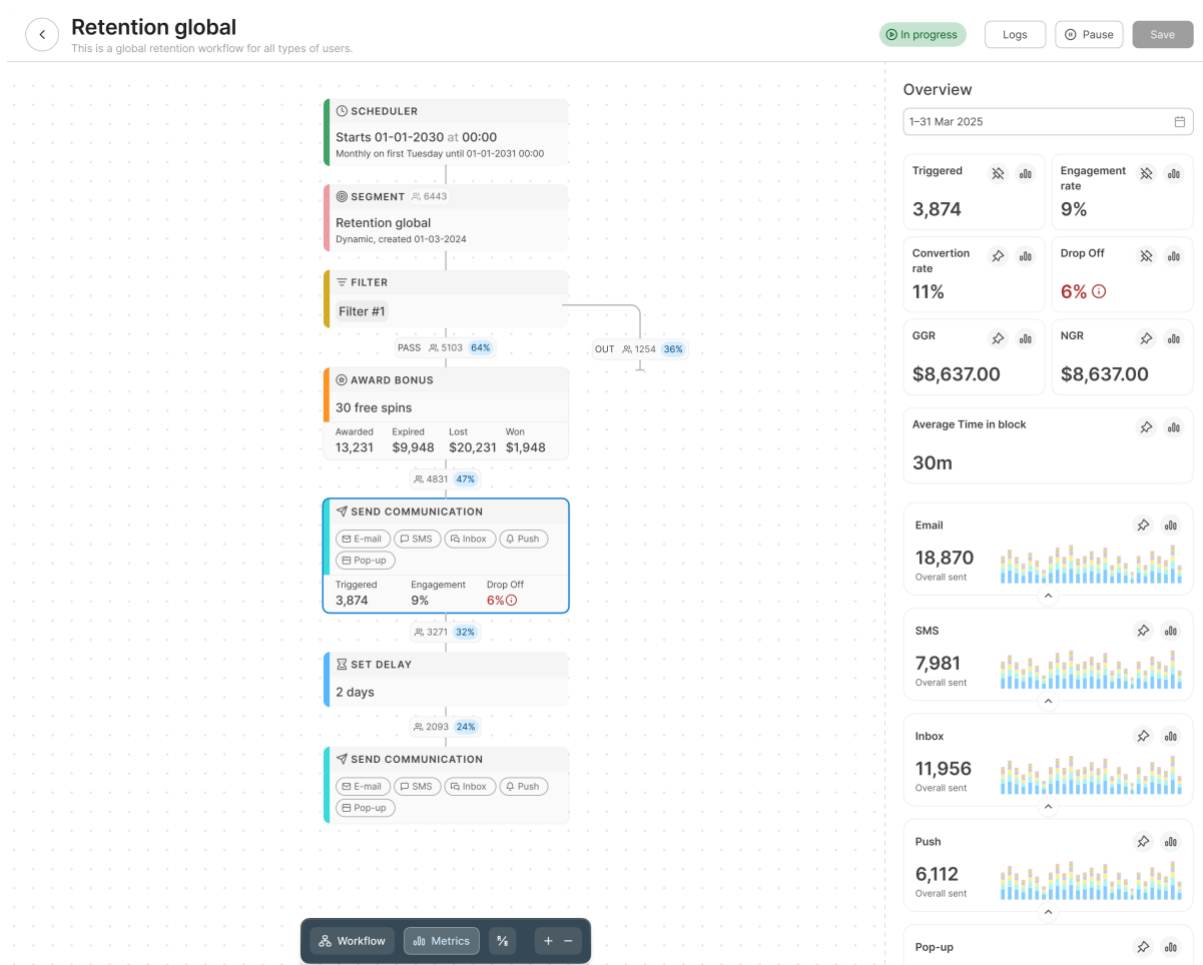
All 4 positive accounts

Total balance\$200

Total withdrawal\$500  
\$23.94 last

Total deposit\$300  
\$11.50 last

Auto-close menu



Overview

1-31 Mar 2025

Triggered

3,874

Engagement rate

9%

Conversion rate

11%

Drop Off

6%

GGR

\$8,637.00

NGR

\$8,637.00

Average Time in block

30m

Email

18,870

Overall sent

SMS

7,981

Overall sent

Inbox

11,956

Overall sent

Push

6,112

Overall sent

Pop-up

Overall sent

## 11. Conclusion

Broadway Platform is poised to disrupt the iGaming B2B market by delivering a fast, scalable, and AI-driven platform tailored for emerging markets. With a robust product suite, a clear focus on Tier 2 and Tier 3 operators, and a commitment to regulatory compliance through the Curacao GCB B2B license, we are well-positioned to achieve our 3-year goals of onboarding 200 operators, serving 10 million monthly active players, and generating €50M in EBITDA by 2028. Our modular architecture, AI-driven features, and localization capabilities ensure we can meet the diverse needs of operators while maintaining operational excellence and regulatory integrity.