

BUSINESS PLAN NEW ORIGIN B.V.



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BUSINESS OBJECTIVE

New Origin B.V. is a company dedicated to offering a wide range of online gambling products, specifically targeting markets in Hispanic America. Our focus is on providing a diverse selection of casino and sports betting products to cater to the interests of various players, excluding restricted countries.

At New Origin B.V., we prioritize understanding the unique needs of each customer by maintaining control over our technical and customer support staff. This enables us to deliver exceptional service and foster genuine, honest, and reliable relationships with our clients and partners.

Our key priorities include:

Creating a competitive edge by offering the most favorable and superior conditions compared to other betting companies.

Providing a high-quality service experience that exceeds customer expectations.

Offering top-notch support to ensure our clients receive assistance whenever needed.

Staying up to date with the latest trends in the market and delivering the newest and most desirable games.

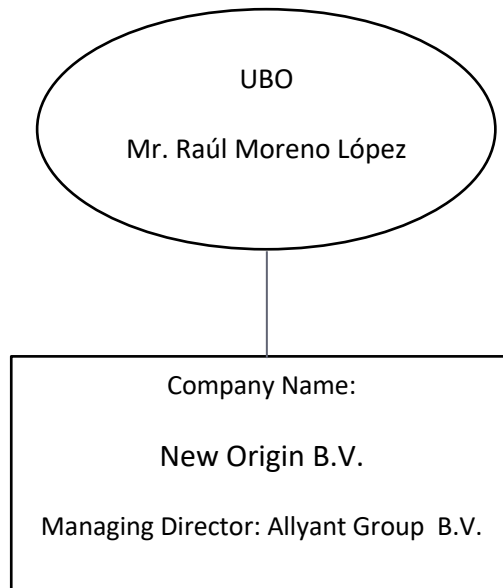
To execute our business plan, New Origin B.V. will operate the ohmywin.com website. This platform will offer a comprehensive online casino gaming experience, including slots and live casino games. Additionally, we will provide a diverse range of sports betting options, covering various sports sectors and offering a wide variety of betting opportunities.

CORPORATE STRUCTURE, DIRECTORS AND SHAREHOLDERS

New Origin B.V. will be wholly owned by Raúl Moreno López, the ultimate beneficial owner, who will hold 100% ownership interest in the company. Raúl Moreno López, a resident of Spain, is the bearer of passport Number PAU086661. He brings with him extensive experience in the land-based casino industry, spanning over 15 years.

Mr. Raúl Moreno López, the UBO, has more than 15 years of experience in the gaming industry, having led both social and real-money gaming operations in Spanish-speaking markets. He is the founder of a land-based gaming brand in Spain and has deep operational knowledge in game planning, licensing, and marketing strategy.

To ensure effective corporate governance, Allyant Group B.V. will be appointed as the Managing Director of New Origin B.V., overseeing the operations and management of the newly incorporated company.



GENERAL CONTROLS & DUTIES

New Origin B.V. has established distinct departments to streamline its operations and ensure efficient functioning across various domains, including development, finance, casino management, customer support, payments & fraud, business intelligence, and marketing. This organizational structure serves as the initial control mechanism, where each individual has well-defined roles and responsibilities, along with clear reporting lines within New Origin B.V. As a result, every department possesses the necessary substance and clarity to effectively pursue its goals and objectives.

In adherence to legal requirements, New Origin B.V. imposes stringent restrictions to comply with the accepted legal age of 18+ for players engaging in online commercial gaming products. This ensures that only eligible individuals are permitted to utilize our services.

The Compliance department assumes responsibility for monitoring all transactions involving New Origin B.V., as well as verifying the identities of all registered online players. Both the senior management and employees of New Origin B.V. are fully committed to adopting a risk-based approach to anti-money laundering (AML), focusing efforts where they are most required to facilitate payment transactions between New Origin B.V. and customers without any involvement of money laundering issues. To this end, an AML manual has been prepared, detailing the policies and procedures related to risk assessment and management.

New Origin B.V. has developed internal systems and procedures that are specifically tailored for remote gaming businesses. The company recognizes that the risk assessment pertaining to money laundering and terrorist financing is an ongoing process, subject to regular evaluation to ensure the adopted approach remains effective at all times.

COMMERCIAL STRATEGY

MARKETING PLAN

To begin with, our strategy in selected Hispanic America countries, like Chile, involves collaborating with influential individuals on YouTube. These influencers will showcase our platform, create videos of their gameplay, and provide explanations to attract potential users. Additionally, we intend to leverage SEO services, affiliate marketing, and PPC services to increase our visibility. Furthermore, we will utilize email promotions and mobile marketing techniques to target and engage customers, capitalizing on the growing user base.

Based on the user activity logs from Hispanic America countries, including Chile, we will gradually expand our marketing efforts to include India and Southeast Asian countries. By analyzing the behavior of users from these regions, we will identify opportunities to penetrate these markets effectively.

In line with our expansion plans, we will broaden our user base by introducing alternative cryptocurrencies as additional payment methods, expanding beyond BTC and Ethereum. This will enable us to cater to a wider range of users and accommodate their preferred payment options.

PROBLEM WORTH SOLVING

The substantial profit margins observed in the online betting industry indicate a promising opportunity for the expansion of such services. While there are no prominent regional operators currently established as industry leaders, the largest and most renowned platforms are predominantly located in Europe. As a smaller operator, our strategy entails commencing operations in specific Hispanic America countries where we possess extensive knowledge. We will gradually broaden our market presence while focusing on providing services in languages spoken by our targeted Hispanic America user base. Additionally, we will continuously offer captivating games that resonate with their preferences and diligently expand the range of convenient payment options available to them.

OUR SOLUTION

Drawing upon our expertise in managing and promoting casinos, we intend to capitalize on the influence of reputable individuals who have a strong presence in the targeted region. In addition, we aim to engage communities centered around live casino and sports betting to attract users effectively. To ensure compliance and adherence to legal requirements, we will implement geo-blocks in specific regions, including the Dutch Caribbean, the Netherlands, the United States, France, North Korea, Syria, Israel, and Iran. Our marketing efforts will be focused solely on the countries we have strategically targeted, aligning with our objective to actively engage with these specific markets.

OUR ADVANTAGES

Our team is composed of experienced professionals, each contributing unique strengths to the operation and growth of New Origin.

Leading our operations is a Chilean Director of Operations, who will be responsible for managing day-to-day activities and spearheading the company's expansion in our initial target market. She has successfully fulfilled this role for several years in other online gaming platforms, bringing a strategic and practical approach to our launch and early-stage growth.

Our Service Planner brings over 15 years of industry experience, having worked as both a creator and analyst within the gaming sector. His deep understanding of product development and user engagement ensures a well-rounded and appealing offering for our users.

The Client Developer comes with a strong background in the land-based gaming sector. His insight into player behavior and motivations is rooted in the belief that there is a real person behind every user, which helps us design intuitive, player-focused experiences.

Our Marketer, although relatively new to the iGaming sector, has a proven track record in both traditional and digital marketing. With experience working for major multinational companies, he brings a data-driven and brand-oriented mindset to our promotional strategies.

For the technological infrastructure—including platform, game providers, and payment solutions—we have partnered with some of the most reputable companies in the market. This ensures a smooth, secure, and enjoyable user experience from day one.

FINANCIAL

FORECAST

We took a close look at our existing product, researched the market, and based on that judgment; we made a revenue forecast for the next three years. We expect to launch in Q4 of 2025.

We decided to be a little conservative in our first year. We need time to see how our service is received by users who play our games, and after that, we plan to market more aggressively and grow our user base. We expect our revenue to grow accordingly.

<i>USD</i>	Year 1	Year 2	Year 3
Total Revenue	\$ 567,000	\$ 788,000	\$ 1,119,000
Total Expenses	\$ 494,000	\$ 632,000	\$ 858,000
Net Result	\$ 73,000	\$ 156,000	\$ 261,000

TECHNOLOGY, SOFTWARE & PROVIDERS

SOFTWARE AND PAYMENT ARCHITECTURE

The games/services that will be provided will be mainly Sports betting, slots & live casino. These will be provided through the platform/software provider Winning Software. To stay competitive in this fast-growing era and to reach end users who prefer using Crypto Currency like (BTC, ETH etc) as a means of payment we have chosen to adopt on-line payments methods (safe and secured).

3RD PARTY PROVIDERS

- Platform:
 - Winning Software CoreX
- Games:
 - Alea
- Betting:
 - Winning Software SportX
- Payments:
 - Merchant Connect
- Affiliate:
 - Netrefer
- Age Verification:
 - Agechecked
- EMS Platform:
 - Sendgrid
- LifeChat:
 - Zendesk