

StarX Software Solutions

Business Plan
December 2024

<https://StarxSoftwareSolutions.com/>

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- Slots MAX
 - Crash MAX
 - Bonus MAX
 - Simulate MAX

Executive Summary

Starx Software Solutions is an innovative B2B and B2C gaming provider start-up poised to disrupt the online gaming industry.

Our initial focus will be on developing high-quality slot games and crash games, with plans to expand into sportsbook gamification and AI-driven features in the future. We are currently working on our first slot game alongside the RGS platform to operate the game. We also have about 9 crash games built as proof-of-concept, and we are looking to productionize those as the second priority after slot game delivery.

Year 1-2: Slots and Crash Games

- Develop a portfolio of engaging slot games with unique themes and features

- Productionise existing innovative crash games proof of concepts to capitalize on the growing popularity of this genre

- Focus on mobile-first design to capture the expanding mobile gaming market

Future Expansion

- Productionise existing gamification concepts we have for sportsbook bonusing mechanisms like Bonus max and Simulate max

- Develop AI-driven features like Surprise max to enhance player experience

By 2027, Starx Software Solutions aims to shake up the status quo in online gaming, with a clear path to becoming a stand-out leader in the industry through continuous innovation and a player-centric approach.

Rationale for Business

Diversifying Volume

The main rationale for Starx Software Solutions to expand our coverage globally is to diversify our revenues across multiple markets and segments. By targeting both B2B providers and strong B2C operators, we can create a robust and resilient business model. Our focus on slot games and crash games positions us well to serve various platforms and end-users, while our future plans for sportsbook gamification and AI-driven features will further enhance our value proposition.

Size of the Market

The global iGaming market presents a significant opportunity for Starx Software Solutions. With over 3,000 games available on leading platforms like Stake.com, there's a clear demand for innovative and engaging content. The B2B segment is particularly promising, with companies like GR8 Tech, BetConstruct, and Soft2Bet providing comprehensive solutions to operators worldwide. By positioning ourselves as a cutting-edge game developer and technology provider, we can tap into this expansive market.

Courage of Our Convictions

Our approach will be to leverage our expertise in creating high-quality slot games and crash games, while also developing relationships with key B2B platform providers. We'll focus on:

1. Creating games with adjustable RTP (Return to Player) percentages, to attract players based on market needs.
2. Developing provably fair games using blockchain technology, to build trust and transparency.
3. Offering customizable solutions that can be integrated into various platforms, catering to the needs of B2B providers like Pronet Gaming, and Sporting Tech who we will be our first two partners to start with. They have over 80 clients globally and also targeting new locals in the near future.
4. Innovating in areas such as mobile optimization, and AI-driven features to stay ahead of market trends.

By combining our technical expertise with a deep understanding of both B2B and B2C needs in the iGaming industry, we believe we can carve out a significant niche in the global market. Our focus on quality, innovation, and adaptability will be key to our success in this highly competitive field.

Competitor Analysis

	Brand	Website	Remarks
	Pragmatic Play	https://pragmaticplay.com	Innovative features, high volatility
	Play'n GO	https://playngo.com	Mobile-first, narrative-driven slots
	PG Soft	https://pgsoft.com	Mobile-first, visually stunning games
	Elk Studios	https://elk-studios.com	Innovative games with unique mechanics, data-driven design
	Hacksaw Gaming	https://hacksawgaming.com	Mobile-friendly, immersive themes
	Wazdan	https://wazdan.com	Customizable volatility, unique features
	Amusnet	https://amusnet.com	Classic titles, modern trends
	Thunderkick	https://thunderkick.com	Quirky themes, innovative gameplay with fresh features and mechanics
	Yggdrasil	https://yggdrasilgaming.com	Groundbreaking mechanics, non-conventional themes, high-quality graphics
	Relax Gaming	https://relax-gaming.com	Multi-product provider, speed-to-market
	Push Gaming	https://pushgaming.com	Player-focused, innovative entertainment
	Spribe	https://spribe.co	Crash games, multiplayer options

Rationale

Entry into the market is a complex and the main areas for consideration are as follows:

Product/IT

- Set-up product and IT delivery teams location independently with the focus on hiring in the UK, Cluj-Romania and Cape Town-South Africa
- Scalable Cloud Infrastructure
- Game Development and Integration
- Technical Compliance and Certification
- Multi-Cloud Strategy
- Data Management and Analytics
- Security and Compliance Measures
- API Development and Integration
- Continuous Integration/Continuous Deployment (CI/CD)
- Network Optimization
- Disaster Recovery and Business Continuity

Corporate

- Choice of Local licence
- Operational base and local tax regimes
- Corporate service providers
- Local banking arrangements
- Recruitment and HR policies
- Establishment of Local Presence
- Compliance with AML and CFT Regulations
- Financial Stability Proof: Demonstrate sufficient initial capital
- Transparent Ownership Structure: Identify and report on Ultimate Beneficial Owners (UBOs)
- Regular Audits and Reporting

Key Initial Decisions

Key initial decisions to enter the market

Company & Licence

- Set up a company in Curaçao
- Acquire license from Curaçao authorities
- Comply with Curaçao's new licensing framework
- Implement necessary AML and KYC procedures
- Prepare for regular audits and reporting as required by Curaçao regulations
- Ensure technical compliance with Curaçao's gaming standards

Operational location

- Primary servers located in Italy and Germany
- Implement multi-region cloud infrastructure for global reach
- Establish a physical presence in Curaçao for regulatory compliance
- Develop a global content delivery network (CDN) for low-latency access
- Set up disaster recovery and backup systems across multiple locations

Product Strategy

- Focus on mobile-first game development
- Target global markets with localized content
- Prioritize scalability to handle worldwide player base
- Implement robust API for easy integration with B2B partners globally
- Ensure games are optimized for various devices and network conditions

Funding & Brand

Management & Funding

Party 1: MURAT CEYLAN, born on 18 May 1978, residing at 1 Dunnymans Road, Banstead, SM7 2AN, United Kingdom

Party 2: BURAK BAŞEL, born on 17 September 1970, residing at Paradise Hill Villalari No.9, Cyprus

- The Company will be established with the founding Partners as Party 1 MURAT CEYLAN holding 2% of the Founders Share and Party 2 BURAK BAŞEL holding 98% of the Founders Share.
- The funding and financial commitment required for the establishment of the Company will be provided by Party 2 BURAK BAŞEL.
- Party 2 will provide full funding up to an agreed maximum expenditure limit of 3,000,000 EUR (Three Million Euros). This funding is expected to start to be disbursed as of the incorporation date of the company, on a business needs basis. Party 1 will not contribute to funding of the company at any condition
- Provided that the maturity event has occurred subject to the terms and conditions of the attached shareholder agreement, Party 1 will be entitled to receive an additional 8 % share of the Company that will bring the total shareholding structure to 10 % MURAT CEYLAN and 90 % BURAK BAŞEL
- Party 1 MURAT CEYLAN will be the managing director of the company

Brand & Entities

We are proposing to trade under the AccaMAX brand



Curaçao Licence Conditions

- Corporate Tax rate for gaming company is 0%, no fixed fee.
- Zero capital gains tax.
- Gaming Tax is between 0.1% and 1.5% of the gross gaming yield, no fixed fee

For gross gaming yield not exceeding £20,000,000 per annum - %1.5;

For gross gaming yield exceeding £20,000,000 but not exceeding £40,000,000 per annum - %0.5;

For gross gaming yield exceeding £40,000,000 per annum - %0.1;

For gross gaming yield from pool betting - %15.

Estimated first year fixed totals with Amber Gaming

Amber Gaming fees:

1. One-off - €XXX
2. Annual - €XXX. This includes annual management, annual compliance, annual responsibility, bookkeeping, accounting, tax etc.

Third party fees:

1. One-off - €XXX
2. Annual - €XXX. This includes license fee (€XXX), annual return filing fee, data protection fee and directors and officers insurance.

Technology Strategy

Rationale for progressive tech entry

Rationale for Progressive Tech Entry

- Minimize risk exposure through phased implementation
- Reduce costs by distributing upgrades over smaller phases
- Extend life of legacy technology by moving critical systems to agile environments
- Lower total cost of ownership for technology architecture
- Accelerate speed to market for new products and features
- Gain competitive edge through flexible, configurable offerings
- Simplify data integration between new and existing systems
- Enable continuous improvement and rapid iteration
- Balance reliability of legacy systems with need for agility
- Address challenges of maintaining outdated systems
- Improve security and reduce vulnerabilities
- Unlock new revenue streams through faster product launches

Gradual entry

Phase 1 - Tech team set-up by Jan 2025

Phase 2 - Deliver the RGS platform, infrastructure and the first Slot game by Mar 2025

Phase 3 - Integrate the first slot game to Pronet Gaming and Sporting Tech by May 2025

Phase 4 - Scale up to start working on multiple crash games simultaneously by May 2025

Phase 5 - Starting to sign new business on existing RGS platform where possible by Dec 2026

Phase 6 - Deliver Crash games platform, and productionise the existing crash games proof of concepts by Dec 2025

Phase 7 - Deliver Bonus Max and Simulate Max products to sign sportsbook business with the purpose of gamifying their offering by Mar 2026

Phase 2 Infrastructure Plan



Service	Description	Location	Specs	Cost	Qty	Total	Payment Method
Confluent Cloud	Kafka used in between internal services	Frankfurt, Milan	Basic / Standard	€ 1,425.00	2	€ 2,850.00	Monthly
AWS Infrastructure - Sandbox	Sandbox + Demo Environment	Frankfurt	EC2 Kubernetes (EKS) Loadbalancers Prometheus + Promtail ECR S3 RDS (PostgresSql)	€ 1,425.00	1	€ 1,425.00	Monthly
AWS Infrastructure - Production	Pronet - Production Environment	Milan	EC2 Kubernetes (EKS) Loadbalancers Prometheus + Promtail ECR S3 RDS (PostgresSql)	€ 2,850.00	1	€ 2,850.00	Monthly
AWS Infrastructure - Core	Used for running primarily monitoring on all clusters (Production + Sandbox).	Frankfurt	EC2 Kubernetes (EKS) Loadbalancers Grafana + Prometheus + Loki + Mimir S3	€ 2,347.45	1	€ 2,347.45	Monthly
Github Teams	Repository Management CI/CD	Global		€ 3.80	7	€ 26.60	Monthly
Cloudflare Workers	Workers (Frontend hosting + CDN)	Global		€ 4.75	1	€ 4.75	Monthly
Cloudflare Advanced Certificate Management		Global		€ 9.50	1	€ 9.50	Monthly
Cloudflare Business	DNS DDOS Protection VPN/WARP	Global		€ 2,280.00	1	€ 2,280.00	Yearly
Octopus Deploy	CI/CD			€ 3,961.50	1	€ 3,961.50	Yearly

Monthly

€ 9,513.30

Yearly

€ 6,241.50

Total yearly

€ 120,401.10

Gradual entry

Points of Clarification: Crash MAX / Bonus MAX / Simulate MAX

We have nearly nine crash games that we have previously worked on as concepts. Additionally, we have designed Bonus Max and Simulate Max products, which were developed as proofs of concept to address the gamification needs of our sportsbook customers. While we plan to work on bringing these into production, our primary focus at this stage is to deliver the slot platform and integrate our first slot game, which we see as a guaranteed launch, into two platforms; ProNet Gaming and Sporting Tech.

Cloud and Code Environments

Cloud Infrastructure

- **Platform: AWS** (Amazon Web Services) and **Cloudflare**
 - **Compute:** AWS EKS (Elastic Kubernetes Service) hosting Dockerized .NET applications.
 - **Database:** PostgreSQL on AWS RDS.
 - **Caching:** Redis, integrated using StackExchange.Redis.
- **Frontend Hosting: Cloudflare** for high-performance and globally distributed hosting.
- **Infrastructure as Code: Terraform** for provisioning and managing AWS resources.
- **Observability:**
 - **OpenTelemetry** for tracing and metrics instrumentation.
 - **Grafana** for visualizing metrics and monitoring application health.
 - Custom metrics include API call rates and latency tracking.

Application Stack

Application Stack

- **Backend:**
 - **Primary Language:** C# (using .NET 8).
 - **Frameworks and Features:**
 - **Akka.NET** for actor-based concurrency and distributed systems.
 - **Confluent Kafka** for real-time messaging and data streaming.
 - APIs default to JSON responses, even without an Accept header.
 - **Metrics and Monitoring:**
 - Metrics from OpenTelemetry exported to Grafana for visualization.
 - Tracks API call rates, latency, and other key performance indicators (KPIs).
- **Frontend:**
 - **Primary Framework:** React, with TypeScript (TSX for Next.js projects).
 - **Hosting:** Cloudflare for scalable and globally distributed deployment.
- **Art:**
 - **Adobe Creative Cloud** - Used for static asset design
 - **Spine** - Used for animations

Code Management and CI/CD

Code Management and CI/CD

- **Code Repository:** GitHub for version control and collaboration.
- **CI/CD Pipelines:** GitHub Actions for:
 - Automated builds.
 - Deployment to AWS EKS for backend services.
 - Deployment to Cloudflare for frontend hosting.
 - Provisioning of Databases

Commercial Strategy

Overview

Our commercial strategy is designed to rapidly establish our presence in the global gaming market while building strong, mutually beneficial partnerships. Here's an overview of our approach:

Pricing Model

Slots MAX : 8% revenue share

Crash MAX: 7% revenue share

Bonus MAX: 500 Euro per operator for B2B platforms

Simulate MAX: 7% revenue share

Strategy & Business Approach

Initial Partnerships

- Pronet Gaming secured as our first strategic partner
- Sporting Tech confirmed as our second key partner
- Leverage industry experience to expand to additional platforms

Exclusivity Options

- Country and regional exclusivity available with monthly commitments
- Full worldwide exclusivity and roadmap control offered for significant monthly minimums

This strategy aims to attract a diverse range of operators while rewarding early adopters and high-volume partners. Our flexible approach allows for customized solutions to meet specific partner needs and market demands.

Specific Business Goals

Specific business goals

Year 1: 2025

- Slots Max: 2 B2B partners (bring over 80 clients)

Year 2: 2026

- Slots Max: 3-5 additional B2B partners (each with 100 clients on average)
- Crash Max: 2 B2B partners (each with over 80 clients on average)
- Bonus Max: 2 B2B partners (each with over 80 clients on average)
- Simulate Max: 2 B2B partners (each with over 80 clients on average)

Year 3: 2027

- Slots Max & Crash Max: 200+ client integrations
- Bonus Max & Simulate Max: 100+ client integrations

Specific Business Goals

Specific business goals

StarX Software Solutions, as a B2B platform, aims to offer its business partners and operators a high-potential revenue model. According to the company's projections, a B2B platform with approximately 80 partners is expected to generate a monthly Gross Gaming Revenue (GGR) of about 2.5 million Euros in May 2026, which is anticipated to be the first month with positive profit and loss figures for StarX Software Solutions.

This initial figure is just the first step in StarX Software Solutions' strategy for continuous growth and development. The company plans to release at least one new slot game every month starting from May 2026. Depending on the integration and popularity of these new games, a gradual increase in the GGR of the B2B platform and consequently its business partners is expected.

Future GGR growth will depend on various factors:

- Quality and appeal of new games
- Growth of the B2B platform and addition of new partners
- Market conditions and competitive landscape
- Changes in player preferences and behaviors

StarX Software Solutions views the success of its business partners as its own success and aims to enhance this success by continuously offering innovative content and solutions. This dynamic approach will ensure a steady increase in revenues for both the company and its business partners over time.

Specific Business Goals

Specific business goals

StarX Software Solutions has developed a competitive revenue-sharing model for its business partners and operators. The company expects to receive an average of 7.33% of the Gross Gaming Revenue (GGR) from its partners for the provision of games and services. This percentage is based on a tiered structure that varies depending on the type of game or service provided:

- Slots: Up to 8% revenue share
- Crash games: Up to 7% revenue share
- Simulate games: Up to 7% revenue share
- Bonus feature: A flat fee of up to 500 Euros per operator for B2B platforms

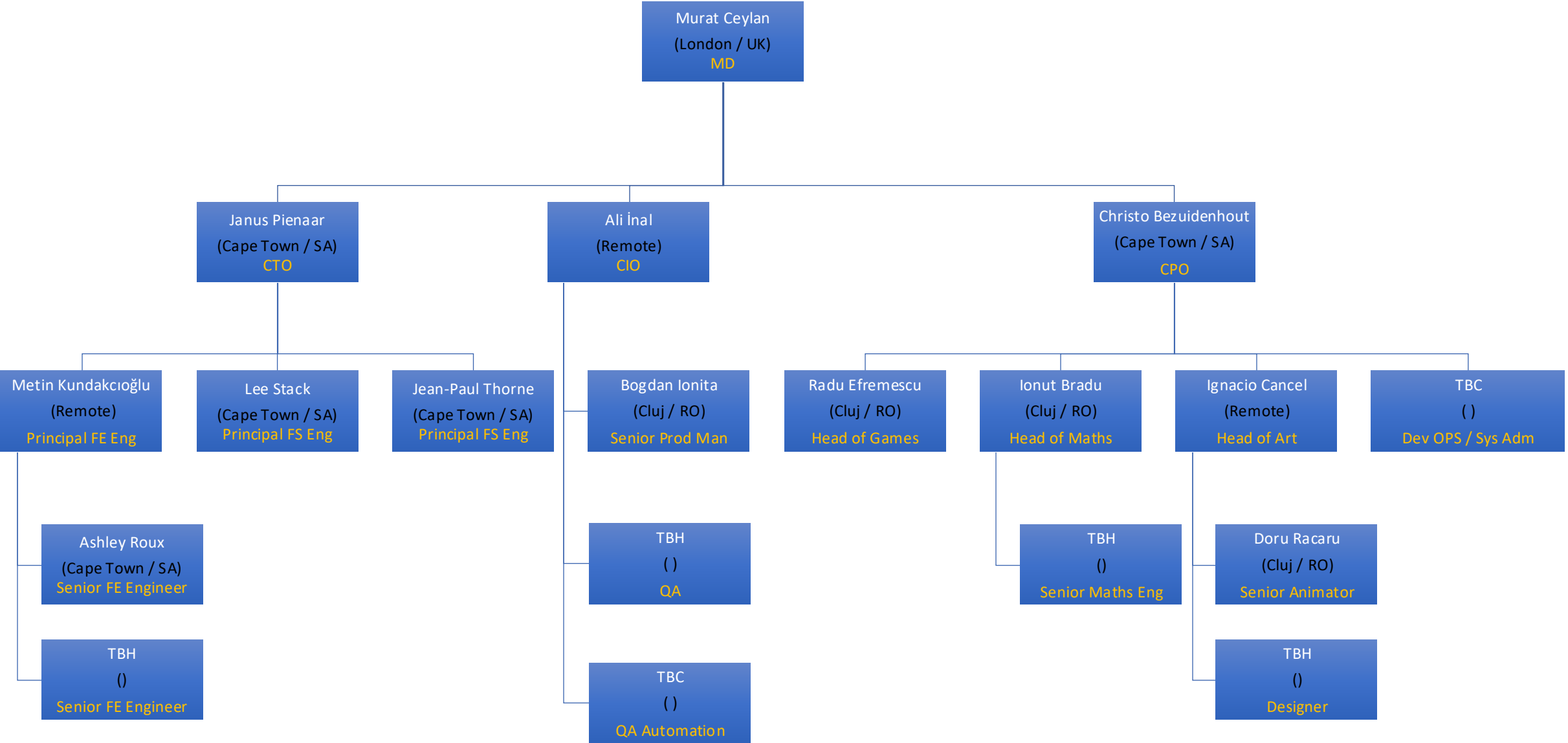
This pricing strategy allows StarX Software Solutions to offer a flexible and attractive proposition to its partners while ensuring a sustainable revenue stream for the company.

Regarding the costs associated with third-party suppliers and game provision, StarX Software Solutions has strategically positioned itself to minimize these expenses. The company anticipates that the total costs for certifications and licensing will be relatively minor, not exceeding 1% of the income when the company reaches its break-even point. This efficient cost structure enables StarX Software Solutions to maintain healthy profit margins while offering competitive rates to its partners.

By keeping third-party costs low and implementing a balanced revenue-sharing model, StarX Software Solutions aims to create a win-win situation for both the company and its business partners. This approach not only ensures the company's profitability but also provides an attractive value proposition for operators looking to enhance their gaming offerings.

Management & Personnel Strategy

Personel: Team / Organization



Marketing Strategy

Marketing Strategy

Lead-time

- Marketing strategy will commence after Phase 4 (May 2025), initially leveraging our two secured B2B providers as a foundation for growth.
- Initial focus will be on nurturing existing industry relationships and contacts to expand our B2B partnerships.
- Event participation strategy:
 - 2025: Attend major industry events (e.g., ICE) for research, networking, and relationship building, without brand visibility.
 - 2026: Establish a small stand at key events to increase brand awareness.
 - 2027: Aim for a more significant presence at major industry events, budget permitting.
- Gradual increase in marketing activities, targeting both B2B partners and end-users in our clients' operational regions.
- Projected marketing/sales spend to reach approximately €100,000 monthly by mid-FY 2026.

Goals

1. Establish StarX Software Solutions as a trusted and innovative game provider in the B2B gaming market.
2. Leverage initial partnerships to attract new B2B clients and expand market reach.
3. Develop a strong brand presence through strategic participation in industry events and trade shows.
4. Create targeted marketing campaigns to support our B2B clients in attracting and retaining end-users.
5. Achieve a balanced approach between B2B partner acquisition and end-user engagement strategies.
6. Align marketing efforts with our expanding product portfolio, including Slots Max, Crash Max, Bonus Max, and Simulate Max products.