

StarX Software Solutions – B2B Business Plan

Executive Summary

StarX Software Solutions is an innovative B2B gaming technology provider focused on delivering high-quality slot games, crash games, and gamification products for online gaming operators and platform providers.

The company's initial focus includes:

- Developing premium slot games
- Productionizing proprietary crash game concepts
- Delivering scalable Remote Gaming Server (RGS) infrastructure
- Building integrations with leading B2B gaming platforms

By 2027, StarX Software Solutions aims to become a recognized B2B gaming technology and content provider through innovation, scalability, and strong strategic partnerships.

Business Rationale

StarX Software Solutions aims to diversify revenue streams across multiple regulated gaming markets through partnerships with B2B platform providers and operators.

The company's focus on slots, crash games, and gamification products positions it to support:

- Online casino operators
- Aggregator platforms
- Sportsbook technology providers
- White-label gaming providers

Strategic Approach

The company will focus on:

1. Developing configurable gaming products with adjustable RTP settings
2. Delivering provably fair gaming mechanics
3. Providing API-driven integrations
4. Building scalable mobile-first gaming infrastructure
5. Expanding AI-driven operational and gamification capabilities

Initial strategic partners include Pronet Gaming and Sportingtech.

Competitor Analysis

Key competitors include:

- Pragmatic Play
- Play'n GO
- PG Soft
- Elk Studios
- Hacksaw Gaming
- Wazdan
- Amusnet
- Thunderkick
- Yggdrasil
- Relax Gaming
- Push Gaming
- Spribe

Competitive advantages include:

- Mobile-first architecture
- Flexible integrations
- Rapid product delivery
- Crash game innovation
- Scalable RGS infrastructure

Technology Strategy

Core technology focus areas:

- AWS and Cloudflare infrastructure
- Kubernetes (EKS)
- PostgreSQL and Redis
- Kafka streaming
- Terraform infrastructure management
- CI/CD automation
- Security and compliance
- Disaster recovery and business continuity

Application stack:

Backend: C# / .NET 8, Akka.NET, Kafka

Frontend: React, TypeScript, Next.js

Monitoring: Grafana, Prometheus, Loki, Mimir

Regulatory & Corporate Structure

StarX Software Solutions plans to:

- Establish operations in Curaçao

- Operate under Curaçao gaming regulations
- Maintain AML and KYC procedures
- Implement technical certification standards

Operational locations include Curaçao, Italy, Germany, the United Kingdom, Romania, and South Africa.

Funding & Ownership Structure

Founding Partners:

- Murat Ceylan – 2%
- Burak Başel – 98%

Funding commitment:

- Up to €3,000,000 committed funding
- Funding distributed based on operational requirements

The proposed operating brand is AccaMAX.

Commercial Strategy

Revenue Model:

- Slots MAX – 8% revenue share
- Crash MAX – 7% revenue share
- Simulate MAX – 7% revenue share
- Bonus MAX – €500 per operator

Growth strategy includes:

- Expansion through B2B platform providers
- Regional exclusivity agreements
- Aggregator partnerships
- Custom integration solutions

Product Roadmap

Phase 1 – January 2025

Technology team setup

Phase 2 – March 2025

Launch RGS platform and first slot game

Phase 3 – May 2025

Integrate first slot game with strategic partners

Phase 4 – May 2025
Scale crash game production

Phase 5 – December 2025
Launch crash gaming platform

Phase 6 – March 2026
Launch Bonus MAX and Simulate MAX

Phase 7 – December 2026
Expand operator network and integrations

Business Goals

2025

- Launch first slot title
- Complete first B2B integrations
- Establish operational infrastructure

2026

- Add 3–5 additional B2B platform partners
- Expand crash game integrations
- Launch gamification products

2027

- Achieve 200+ client integrations
- Expand global operator network
- Scale recurring B2B revenue streams

Management & Personnel

Executive leadership includes:

- eMoore N.V. – Managing Director

Development teams are distributed across London, Cluj-Napoca, and Cape Town.

Marketing & Growth Strategy

The company's marketing strategy focuses exclusively on B2B growth through:

- Strategic industry partnerships
- Platform integrations
- Trade show participation
- Direct operator engagement
- Aggregator relationships

Strategic goals:

1. Establish StarX Software Solutions as a trusted B2B gaming provider
2. Expand platform integration partnerships
3. Increase market reach globally
4. Support operator growth with scalable gaming products
5. Expand the AccaMAX product portfolio

Financial Forecast

Specific Business Goals



Product	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	P/L	
Slots MAX	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 5,512,000	
Crash MAX	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 160,000	
Bonus MAX	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 120,000	
Simulate MAX	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 80,000	
Total Development Costs (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 3,872,000	
IT Support Costs (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 3,360,000	
Sales Costs (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 2,820,000	
Hosting Costs (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 895,000	
Licensing & Certification Costs (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 200,000	
TOTAL COSTS by month (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 13,147,000	
Cumulative COSTS (€)	€ 30	€ 60	€ 90	€ 120	€ 150	€ 180	€ 210	€ 240	€ 270	€ 300	€ 330	€ 360	€ 390	€ 420	€ 450	€ 480	€ 510	€ 540	€ 570	€ 600	€ 630	€ 660	€ 690	€ 720	€ 750	€ 780	€ 810	€ 840	€ 870	€ 13,147,000	
Slots MAX RVS (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 33,499,622	
Crash MAX RVS (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 6,119,052	
Bonus MAX RVS (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 5,030,000	
Simulate MAX RVS (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 4,397,215	
TOTAL RVS by month (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 49,185,888	
Cumulative TOTAL RVS (€)	€ 30	€ 60	€ 90	€ 120	€ 150	€ 180	€ 210	€ 240	€ 270	€ 300	€ 330	€ 360	€ 390	€ 420	€ 450	€ 480	€ 510	€ 540	€ 570	€ 600	€ 630	€ 660	€ 690	€ 720	€ 750	€ 780	€ 810	€ 840	€ 870	€ 49,185,888	
Month by Month P/L (€)	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30,038,888	
Cumulative P/L (€)	€ 30	€ 60	€ 90	€ 120	€ 150	€ 180	€ 210	€ 240	€ 270	€ 300	€ 330	€ 360	€ 390	€ 420	€ 450	€ 480	€ 510	€ 540	€ 570	€ 600	€ 630	€ 660	€ 690	€ 720	€ 750	€ 780	€ 810	€ 840	€ 870	€ 30,038,888	
First +98L month	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	
Break Even	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30	€ 30