

**ONLINE CASINO
BEATBET.COM
Business Plan
ROYAL BONANZA B.V**

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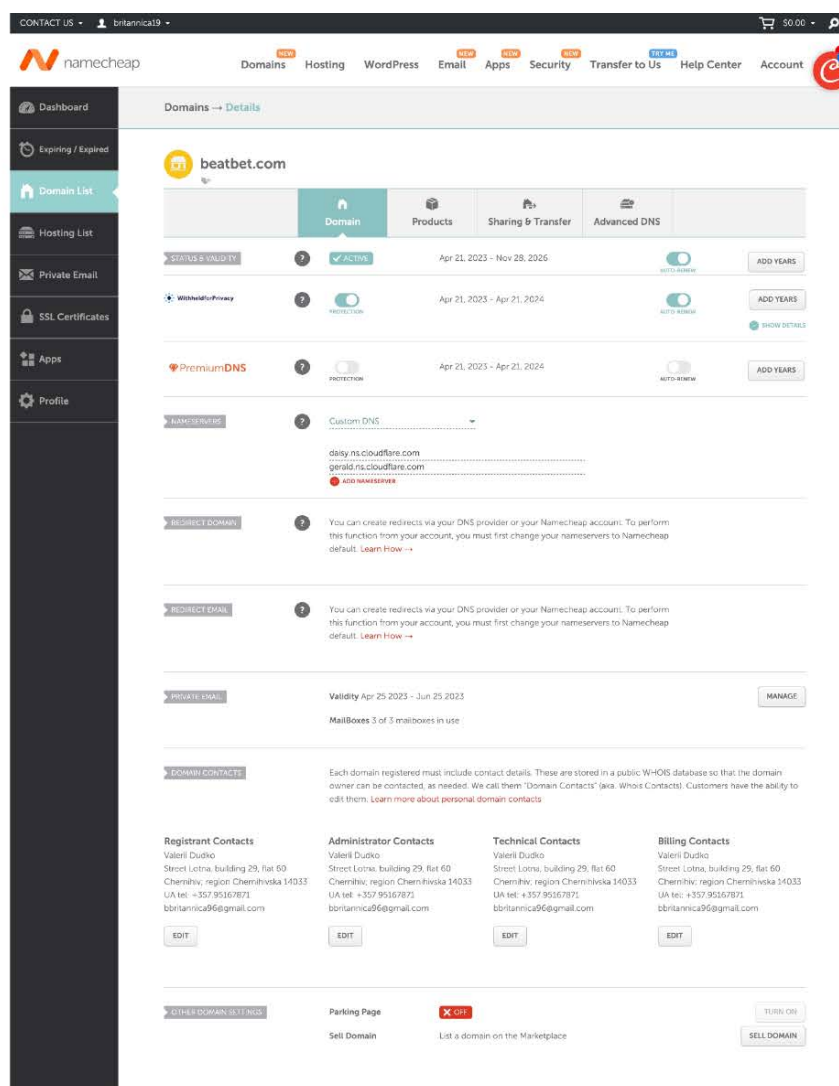
1. EXECUTIVE SUMMARY

1.1. PROJECT SUMMARY

The initiator of the project is Royal Bonanza B.V. a company incorporated in Curacao.

Service will be provided by FERTAMI LTD, a company incorporated in the Republic of Cyprus, reg number HE 413010, with its registered office at: Valaoriti, 5, Flat/Office 102, Latsia, 2220, Nicosia, Cyprus.

The domain is www.beatbet.com.



Starting in 2024, the prospective regulatory authority overseeing our operations will be the Gaming Control Board. We are currently in the process of applying for

the government license required to operate legally under this authority.



The project involves the creation of a company offering online games improved by technologies that attract players, based on the experience of working in 7 casinos that have already been created with the participation of the founders of a new gaming platform.

The security payment, in the event of the closure of the online casino for internal reasons or other objective reasons, is returned to the casino owners, but must remain unused during the operation of the online casino as a deposit in case of winning the jackpot, i.e. losses can be minimal.

Company Description:

Welcome to BEATBET, an online gaming enterprise dedicated to providing an immersive and responsible gambling platform. We embody innovation, integrity, and excitement in the dynamic world of digital gaming.

Vision:

At BEATBET, we envision a global gaming community where every participant feels empowered, entertained, and secure. Our goal is to revolutionize the gaming industry by fostering innovation, embracing accountability, and creating an inclusive environment for players from all walks of life.

Mission:

BEATBET is guided by core principles:

Innovation Hub: We lead technological advancement, continually pushing creative boundaries to deliver cutting-edge games and an unparalleled gaming experience.

Responsible Gaming Advocacy: We promote responsible gaming through robust player protection measures, educational resources, and collaboration with like-minded organizations.

Player-Centric Approach: Our players are central to our operations. We strive to provide tailored experiences, prompt customer support, and constant refinement based on player feedback.

Global Integration: We unite players from diverse backgrounds, breaking down geographical barriers to create a global gaming network.

Goals:

Excellence in Entertainment: We aim for excellence, ensuring our games offer more than just excitement, but also social connection, skill enhancement, and unforgettable experiences.

Innovation Leadership: We lead the industry in innovation, setting benchmarks for gaming excellence and surprising players with fresh and captivating experiences.

Community Impact: We prioritize making a positive impact by supporting charitable endeavors, endorsing local initiatives, and advocating for responsible gaming as part of our corporate social responsibility.

Sustainable Growth: We pursue sustainable growth by balancing financial success with ethical business practices, environmental stewardship, and a steadfast commitment to player well-being.

1.2. UBO BACKGROUND

Valerii Dudko, with experience as a Marketing Manager in Favorit Sport's Online betting division in Kyiv from March 2020 to February 2022, demonstrated adeptness in online marketing strategy and betting management. He conducted thorough examinations of production issues to swiftly find solutions, delivered projects punctually within budget constraints, and provided extensive client support. Prior to this role, Valerii served as a Betting Shop Cashier and later as a Betting Shop Coordinator at Favorit Sport in Chernihiv, Ukraine, exhibiting skills in cashiering, customer service, and team leadership.

Drawing from his experience as the Founder of beatbet, Valerii brings comprehensive insights into every facet of the project, giving her a distinct advantage in steering the company towards success in her current role as Founder.

VALERII DUDKO

street Lotna, building 29, flat 60, Chernihiv Ukraine | +380956487171 |
valdudcs@gmail.com



Professional Summary

Fast-learning, results-oriented employee, utilising organisational skills to drive business goals. Possessing exceptional problem-solving and analytical skills. Works effectively and efficiently in high-performing teams.

Skills

- Online marketing campaigns
- Online marketing strategy
- Online and offline marketing strategy
- Online betting management

Experience

Marketing Manager (Online betting)

03/2020 to 02/2022

Favorit Sport – Kyiv

- Carried out close examination of production problems to find fast solutions.
- Delivered projects on time and within budget to meet specifications.
- Provided advice and support to large volume of clients on varied problems.
- Met monthly time and budget targets.

Betting Shop Cashier

12/2001 to 05/2020

Favorit Sport (betting company) – Chernihiv, Ukraine

- Changed tapes and ribbons of cash register machines regularly to produce clear printed receipts.
- Organised petty cash floats and investigated discrepancies to protect store assets.
- Set counter displays to promote spontaneous purchases.
- Scanned merchandise quickly, handled purchases and processed returns in busy store.
- Used POS systems to process debit and credit card payments.
- Delivered exceptional customer experiences in high-volume environment, politely and professionally assisting customers with queries.

Betting Shop Coordinator

05/2010 to 03/2020

Favorit Sport – Chernihiv, Ukraine

- Increased customer outreach to increase brand recognition.
- Improved operations and resolved problems while delivering exceptional service.
- Participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.

- Onboarded new staff by delivering inductions and updating systems.
- Boosted team morale to enhance service quality.

Education

Bachelor of Law

Jul 1998

Chernihiv Pedagogical University named after T. Shevchenko - Chernihiv , Ukraine

Language

Ukrainian, Native

Russian, Native

English, Intermediate (B1)

1.3. A LIST OF THE GAMES

Main types of casino games:

- Type 1 - Games of Chance (RNG-based games such as slots and casino table games)
- Type 2 - Betting (including live betting and virtual-sports betting)
- Type 3 - Live Dealer Games
- Type 4 - Pooled-prize games (such as lotteries and parimutuel)
- Type 5: Promoting peer-to-peer games (such as sport-exchange, bingo and poker)

1.4. SOCIAL EFFECTIVENESS OF THE PROJECT

The sum of all taxes transferred by the enterprise as a tax subject and as a tax agent in aggregate for the project period (4 years) will amount to 7 218,4 K EUR.

In total the company will employ 6 people.

1.5. INDICATORS OF THE PROJECT

The economic efficiency of the project was confirmed by calculating traditional financial indicators used in project analysis.

Table 1. Indicators of the project

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	116 450
Sum of proceeds (SP), EUR	3 536 302
Net average operational receipts per month (NAOR), EUR	17 787
Net profit for the project period, EUR	501 970
Average profitability for the project period (net profit to proceeds	14,19%
Discounting rate (DR), %	18,00%
Net present value (NPV), EUR	194 957
Average Rate of Return of investments (ARR)	87,51%
Return on investment (ROI)	331%
Profitability index (PI)	1,7
Internal rate of return (IRR)	88,48%
Pay back period of the project in whole (PBP), incl. financing scheme	14 months
	1,2 years

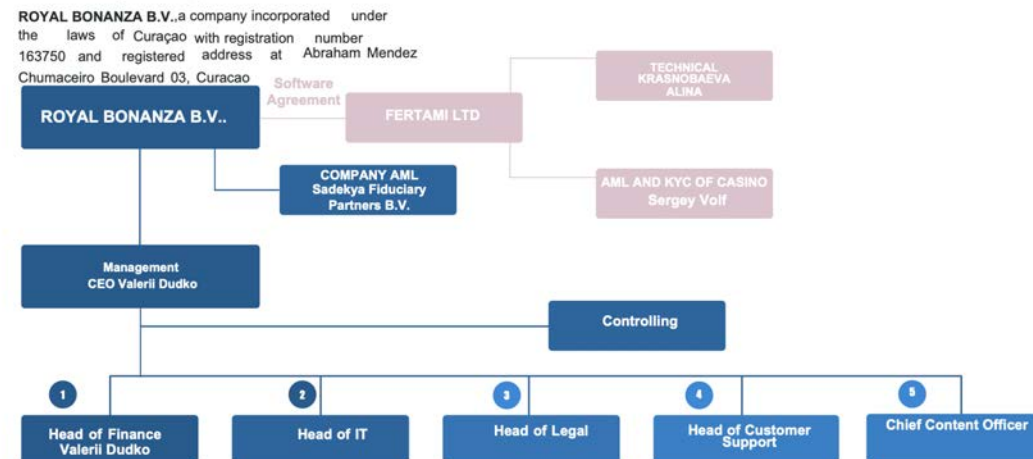
2. COMPANY MANAGEMENT STRUCTURE

The Ultimate Beneficial Owner (UBO) serves as the CEO and sole shareholder of the Operator, actively involved in the day-to-day operations of the business.

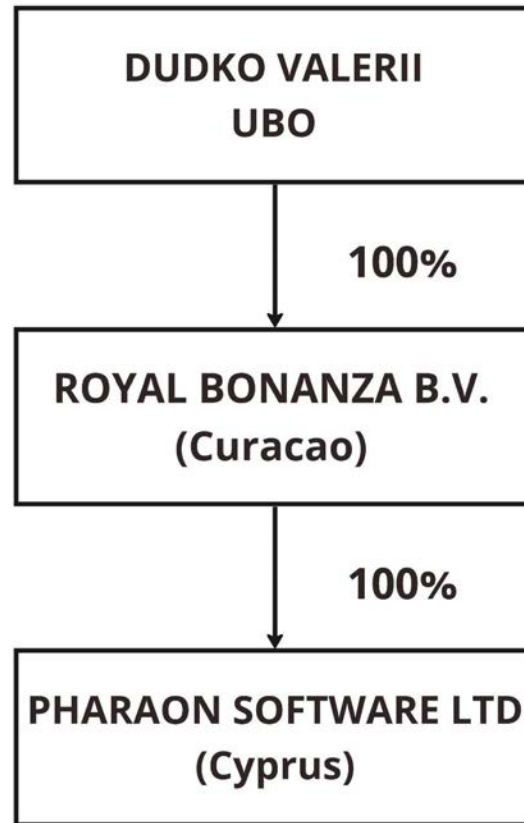
The CEO manages marketing matters, determines the company's development directions across various sectors, oversees the integration of payment solutions, and leads brand expansion into different geographic regions. Key company executives and the director himself may be invited to board meetings.

The CEO delegates strategies and decisions directly to departments and functional units, ensuring flexible decision-making and preventing decision deadlocks. Legal support is provided internally by respective departments and officers. While department heads make most decisions, final approval rests with the CEO.

Company control structure



OWNERSHIP STRUCTURE



3. FINANCIAL SUMMARY

3.1. FINANCIAL ESTIMATION FOR THE FIRST, SECOND AND THIRD YEAR

Table 2. Cash flow for the first year

[illegible]

Indirect costs	-	402 240	-	-	-	-	8 820	-	8 820	-	8 820	-	8 820	-	8 820
Accounting	-	96 000	-	-	-	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000
Office equipment maintenance	-	64 000	-	-	-	-	2 000	-	2 000	-	2 000	-	2 000	-	2 000
Hosting	-	120 000	-	-	-	-	-	-	-	-	-	-	-	-	-
Office rent	-	26 240	-	-	-	-	820	-	820	-	820	-	820	-	820
Legal support	-	96 000	-	-	-	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000
Taxes	-	172 695	-	-	-	-	-	-	308	-	1 114	-	1 991	-	2 294
Profit tax	-	172 695	-	-	-	-	-	-	308	-	1 114	-	1 991	-	2 294
Cash flow FINANCING	-	2 508	112 850	-	-	8 450	44 024	-	382	-	1 382	-	2 471	-	2 847
Co-investor's investment		216 807	112 850	-	-	8 450	44 024	-	-	-	-	-	-	20 783	-
Refunds to co-investor	-	214 298	-	-	-	-	-	-	382	-	1 382	-	2 471	-	2 847

CASH FLOW OF THE PROJECT	450 385	-	-	-	-	-	-	2 650	4 507	6 529	7 227	10 189	-	14 113
progressive total (cash balance)	450 385	-	-	-	-	-	-	2 650	7 157	13 687	20 914	31 103	31 103	45 216

Office equipment maintenance	- 64 000	- 2 000	- 2 000	- 2 000	- 2 000	- 2 000	- 2 000	- 2 000	- 2 000	- 2 000	- 2 000	- 2 000	- 2 000
Hosting	- 120 000	-	-	-	-	-	-	-	-	-	-	- 40 000	-
Office rent	- 26 240	- 820	- 820	- 820	- 820	- 820	- 820	- 820	- 820	- 820	- 820	- 820	- 820
Legal support	- 96 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000	- 3 000
Taxes	- 172 695	- 5 476	- 9 913	- 10 213	- 10 854	- 5 735	- 10 333	- 10 582	- 9 295	- 9 335	- 6 866	-	- 7 056
Profit tax	- 172 695	- 5 476	- 9 913	- 10 213	- 10 854	- 5 735	- 10 333	- 10 582	- 9 295	- 9 335	- 6 866	-	- 7 056
Cash flow - FINANCING	- 2 508	- 6 795	- 12 301	- 12 673	- 13 468	- 7 117	- 12 822	- 13 131	- 11 535	- 11 584	- 8 520	6 224	- 8 756
Co-investor's investment	216 807	-	-	-	-	-	-	-	-	-	-	6 224	-
Refunds to co-investor	- 214 298	- 6 795	- 12 301	- 12 673	- 13 468	- 7 117	- 12 822	- 13 131	- 11 535	- 11 584	- 8 520	-	- 8 756

CASH FLOW OF THE PROJECT	450 385	14 560	24 786	25 477	26 954	15 158	25 754	26 327	23 363	23 454	17 763	-	18 202
progressive total (cash balance)	450 385	59 776	84 562	110 039	136 992	152 150	177 904	204 231	227 594	251 048	268 811	268 811	287 014

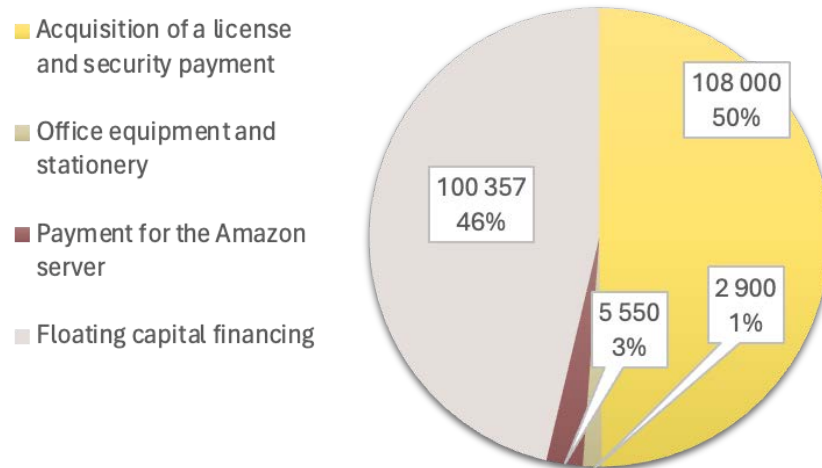
Salary	-	326 400	-	10 200	-	10 200	-	10 200	-	10 200	-	10 200	-	10 200	-	10 200
Indirect costs	-	402 240	-	8 820	-	8 820	-	8 820	-	8 820	-	8 820	-	8 820	-	48 820
Accounting	-	96 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000
Office equipment maintenance	-	64 000	-	2 000	-	2 000	-	2 000	-	2 000	-	2 000	-	2 000	-	2 000
Hosting	-	120 000	-	-	-	-	-	-	-	-	-	-	-	-	40 000	-
Office rent	-	26 240	-	820	-	820	-	820	-	820	-	820	-	820	-	820
Legal support	-	96 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000	-	3 000
Taxes	-	172 695	-	7 076	-	6 230	-	6 446	-	4 683	-	5 201	-	6 886	-	8 204
Profit tax	-	172 695	-	7 076	-	6 230	-	6 446	-	4 683	-	5 201	-	6 886	-	8 204
Cash flow - FINANCING	-	2 508	-	8 781	-	7 731	-	7 999	-	5 811	-	11 666	-	6 454	-	8 545
Co-investor's investment	-	216 807	-	-	-	-	-	-	-	11 666	-	-	-	-	-	12 810
Refunds to co-investor	-	214 298	-	8 781	-	7 731	-	7 999	-	5 811	-	-	-	6 454	-	8 545

CASH FLOW OF THE PROJECT	450 385	18 248	16 298	16 796	12 733	-	13 926	17 811	20 847	18 928	14 758	-	13 027
progressive total (cash balance)	450 385	305 262	321 560	338 355	351 088	351 088	365 014	382 825	403 672	422 600	437 358	437 358	450 385

3.2. INVESTMENT SCHEMATIC SHOWING TYPE OF INVESTMENTS, PROJECTED COSTS, EXPLANATION BY WHOM AND SOURCE OF WEALTH

The need for financial resources for the project is 216,8 K EUR.

Diagram 1. Investments structure



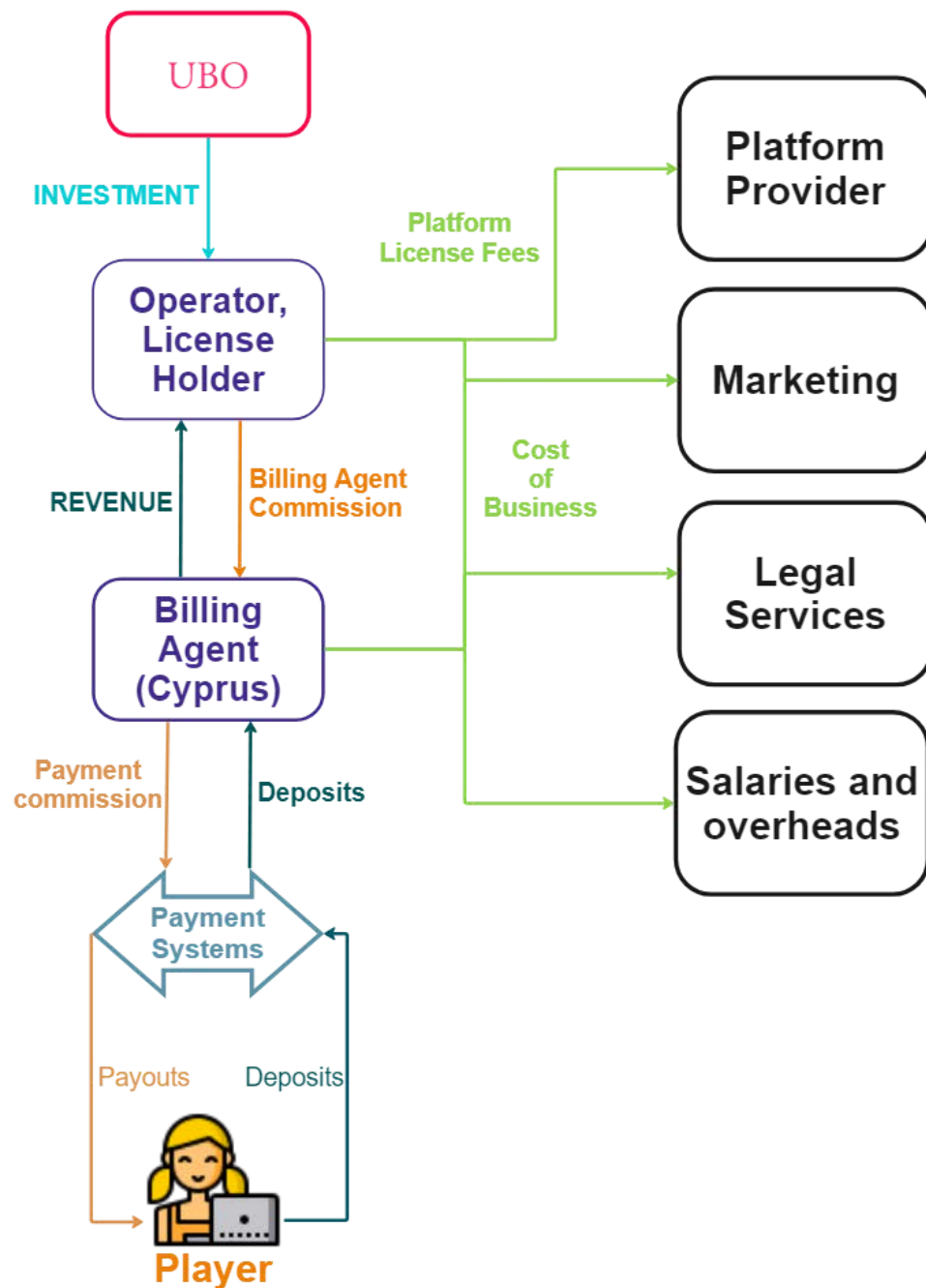
It is planned that the financing of this project will be carried out at the expense of the investor.

The amount of payments to the investor for the period of the project will be 214,2 K EUR.

3.3. FLOW OF FUNDS SCHEMATIC

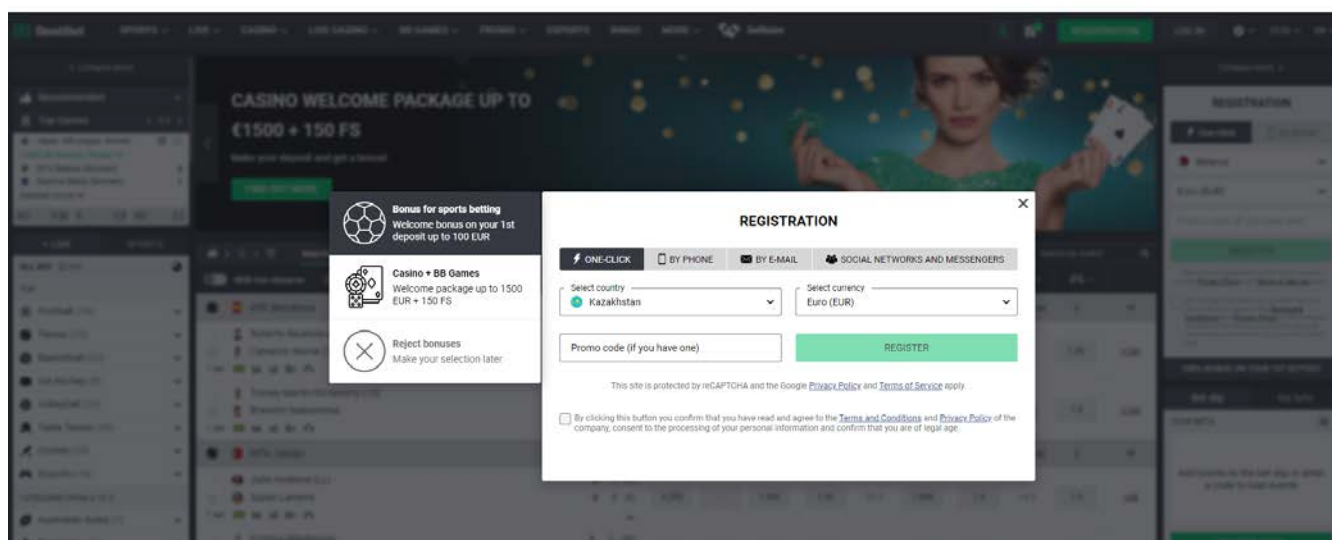
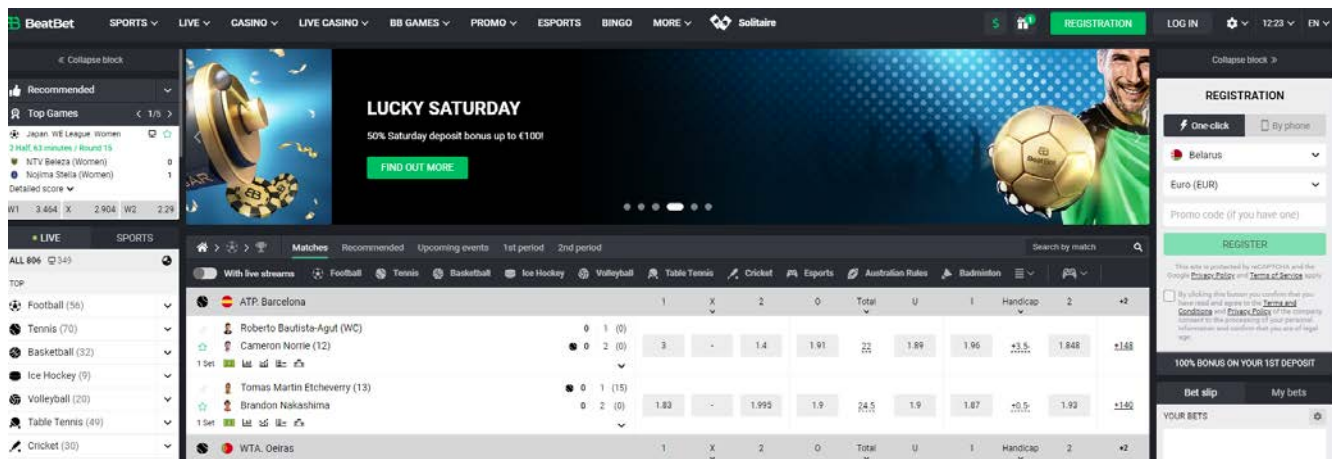
The project's business expenses encompass license fees paid to the Platform provider, expenditures on web marketing, service fees for employees, and legal fees paid to fiduciary service providers.

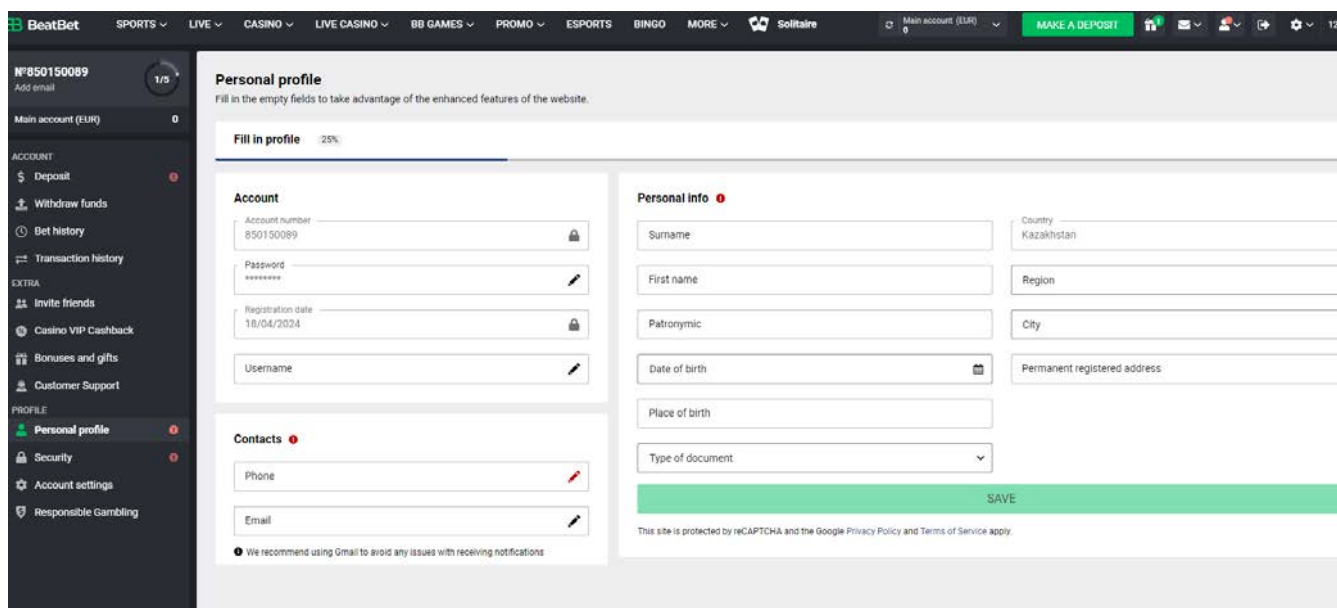
Flow of Funds



4. PRODUCTS & SERVICES

4.1. REGISTRATIONS AND OPENING OF AN ACCOUNT





BeatBet SPORTS LIVE CASINO LIVE CASINO BB GAMES PROMO ESPORTS BINGO MORE Solitaire Main account (EUR) 0 MAKE A DEPOSIT

Personal profile
Fill in the empty fields to take advantage of the enhanced features of the website.

Fill in profile 25%

Account

Account number 850150089

Password

Registration date 18/04/2024

Username

Personal info

Surname

Country Kazakhstan

First name

Region

Patronymic

City

Date of birth

Place of birth

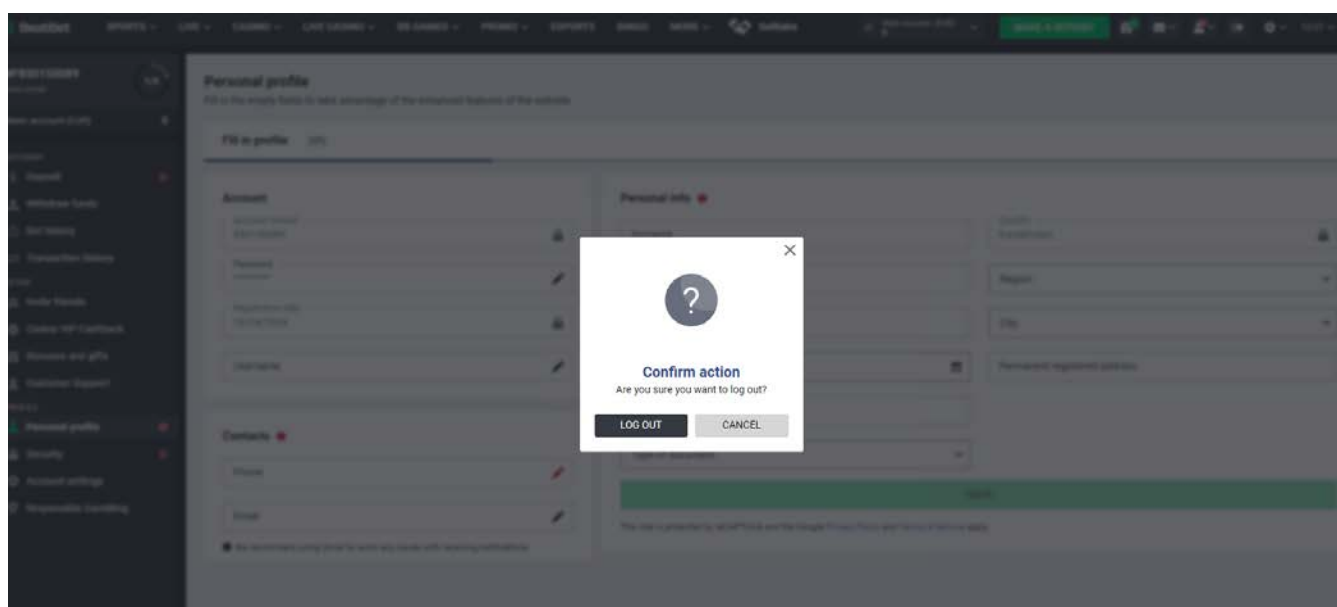
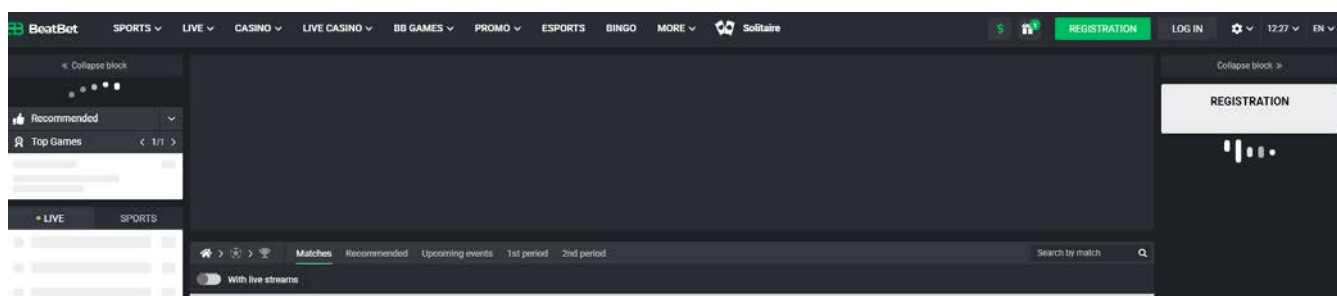
Permanent registered address

Type of document

SAVE

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

4.2. LOG IN AND LOGOUT



4.3. TERMS AND CONDITIONS/ RULES AND PROCEDURES

Terms of Service

Search **SHOW ALL**

- 1. Terms of Service
- 2. General Terms
- 3. Types of bets
- 4. Rules on sports
- 5. Live Betting
- 6. Examples
- 7. Match Results, Dates and Starting Times
- 8. Available Markets (Outcomes)
- 9. Extra bets
- 10. Main sources of information
- 11. CALCULATION OF «ACCUMULATOR» AND «SYSTEM» BETS
- 12. Casino
- 13. GOLDEN RACE
- 14. GLOBAL BET

1. Terms of Service

Introduction: 1.1. These terms and conditions and the documents referred to below (the "Terms") apply to the use of the current website (the "Website") and its related or connected services (collectively, the "Service"). You should carefully review these Terms as they contain important information concerning your rights and obligations concerning the use of the Website and form a binding legal agreement between you - our customer (the "Customer"), and us. By using this Website and/or accessing the Service, you, whether you are a guest or a registered user with an account ("Account"), agree to be bound by these Terms, together with any amendments, which may be published from time to time. If you do not accept these Terms, you should refrain from accessing the Service and using the Website. The Service is owned by Royal Bonanza N.V. which is incorporated under the laws of Curaçao with company registration No. 163792 at Abraham Mendez Chumaceiro Boulevard 63, Curaçao. This website is licensed and regulated by Curaçao eGaming license No. 1668/JAZ. Beatbet's payment operations are processed by a facilitating company Pharaon Software Ltd. incorporated under the laws of Cyprus with company registration number 623012 and its registered address at Voukouristrou, 25 NEPTUNE HOUSE, 1st floor, Flat/Office 11 Zakaki, 3045, Limassol, Cyprus.

The following Betting Rules pertaining to the bookmaker BeatBet (hereinafter referred to as the Rules) stipulate the manner of accepting bets, paying winnings and resolving disputes, as well as the specific features of certain bets on certain sports. These Rules shall govern any other relations between the bookmaker BeatBet and the customer. These Rules shall apply to betting on the website and at BeatBet betting facilities.

Bet	- is a risk-driven agreement for potential winnings entered into between the customer and the bookmaker under the established Rules, where the fulfillment of such agreement is conditioned by an event whose outcome is yet to be determined. Bets are accepted on the conditions offered by the bookmaker.
Outcome	- is the result of the event (events) on which the bet was placed.
Customer	- is an individual placing a bet with the bookmaker on an outcome.
Bet Cancellation	- is an outcome on which the bet is not settled and winnings are not paid. As per the Rules, in the event of "bet cancellation", an arrangement between the bookmaker and the customer shall be deemed unconcluded and the stake shall be refunded.
Regular Time	- is the duration of the match subject to the regulations of the relevant sport, including time added by the referee. Regular time does not include extra time, overtime(s), penalty shootouts, etc.

4.4. OBLIGATIONS AS A PLAYER

Terms of Service

Search **SHOW ALL**

- 1. Terms of Service
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- 6. Examples
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- 14. GLOBAL BET

2. General Terms

1. Bets may only be placed by individuals who are 18 years of age or the age of majority in their state (if the age of majority is over 18) and agree to the Betting Rules offered by the bookmaker. The customer shall be held liable for violation of this regulation. By registering and playing on the website, you confirm that you do not suffer from a gambling addiction.

2. The following individuals are not allowed to place bets:

- Individuals who are under 18 years of age at the time of placement;
- Individuals who directly participate in the events being betted on (e.g. sportspeople, coaches, referees, club owners or club management, or other individuals who can influence the outcome of the event), as well as any individuals acting on their behalf or affiliating with them;
- Individuals representing other bookmakers;
- Individuals who are prohibited from entering into a contract with a bookmaker subject to the effective legislation.

3. The right to access and/or use the Website (including any or all of the products offered through the Website) may be considered illegal in certain countries (including, for example, the USA, the United Kingdom, Cyprus, the Netherlands, etc.). We do not intend for our Website to be used for sports betting, gambling or other purposes by people who reside in countries or jurisdictions in which such types of activity are illegal.

4. The fact that our Website is available in such a country and/or jurisdiction or that it can be displayed in the official language of any of those countries cannot be considered official authorization or legal grounds for using our Website and depositing funds into your account or withdrawing your winnings. The availability of the Website does not mean that it contains any proposals, incitement or invitation to use or subscribe to betting, gambling or any of the other services in any jurisdiction where such activity is illegal.

5. You are responsible for determining whether your accessing and/or use of the Website is compliant with applicable laws in your jurisdiction and you warrant to us that gambling is legal in the territory where you reside. When opening an account and/or using our Website you must make sure that your actions are legal in the territory in which you reside. You also guarantee and agree that you have received legal advice before registering on our Website. If we become aware that you are a resident in a country where the use of our Website is considered illegal, we will have the right to close your account and refund any remaining balance on your account at the moment of its closure (after the deduction of any winnings credited after your most recent deposit was made).

6. The bookmaker shall be entitled to refuse bets from customers who fail to abide by these Rules. The bookmaker reserves the right to refuse to accept a bet of any type from any customer should they violate social standards of conduct and public order.

7. The bookmaker reserves the right to refuse to accept a bet from any individual without giving a reason. All bets shall be settled based on the data provided by the processing center.

8. Winnings shall be paid to the bettor within 30 (thirty) calendar days from the date of official publication of the results of the latest event on the bet slip.

9. A bet placed by the Customer shall be deemed won if all outcomes specified in such bet have been predicted correctly.

4.5. PAYOUTS

Accounts, Payouts & Bonuses

Search [SHOW ALL](#)

- Accounts, Payouts & Bonuses
 - 1. Accounts
 - 2. Deposits and Payouts
 - 3. Bonuses

1. Accounts

1. Each registered customer is allowed to have only one account. Customers are allowed to register only one account per family, address, e-mail address, IP address, credit/debit card, e-wallet or electronic payment method. Persons otherwise associated with a customer will not be allowed to register on the website.

2. No registered customer is allowed to be re-registered as a new customer (under a new name, with a new email address, etc.).

3. In the event of duplicate registration (including registering under a new name), the submission of someone else's, invalid, or forged documents (including those that have been edited by using any kind of software or graphic editor) multiple breaches of the Betting Company's T&C:

doubts about the identity of the customer or the information they have provided (i.e. address, credit/debit card details, other data)

any types of fraud committed either by you or by another person acting in your interests or in collusion with you, including but not limited to:

- a) refund or rake fraud
- b) your use of a stolen or unverified bank card as a source of funds
- c) any actions you have carried out or attempted to carry out which may reasonably be considered illegal in any applicable jurisdiction, which were committed deliberately or with the intention to deceive and/or circumvent constraints set in law regardless of whether this action or attempt ultimately causes loss or damage to your account

when the customer placed the bet, they had information about the result of that event

the customer was able to influence the outcome of an event due to their direct participation in the match (sportspeople, coaches, referees, etc.) or because they acted on behalf of the participants

bets were placed by a group of bettors acting in concert (as a syndicate) in order to exceed the limits set by the bookmaker, as well as colluding with others in order to obtain an unfair advantage through bonus schemes or any other promotions offered by us

the bettor is suspected of using special software or hardware which facilitate automated betting, including but not limited to the use of glitches, faults or errors in our software in connection with the Services we offer (including betting); your use of rogue equipment and programs or analytical systems, including but not limited to software that allows you to place bets without human intervention (for example, bots), etc.

4.6. WITHDRAWING

Withdrawals can be facilitated using the specified payment methods outlined below: FIAT withdrawals are permissible if the initial deposit was made in FIAT currency, whereas CRYPTO withdrawals are authorized for deposits made using cryptocurrency.

4.7. A LIST OF THE GAMES THAT WILL BE PROVIDED

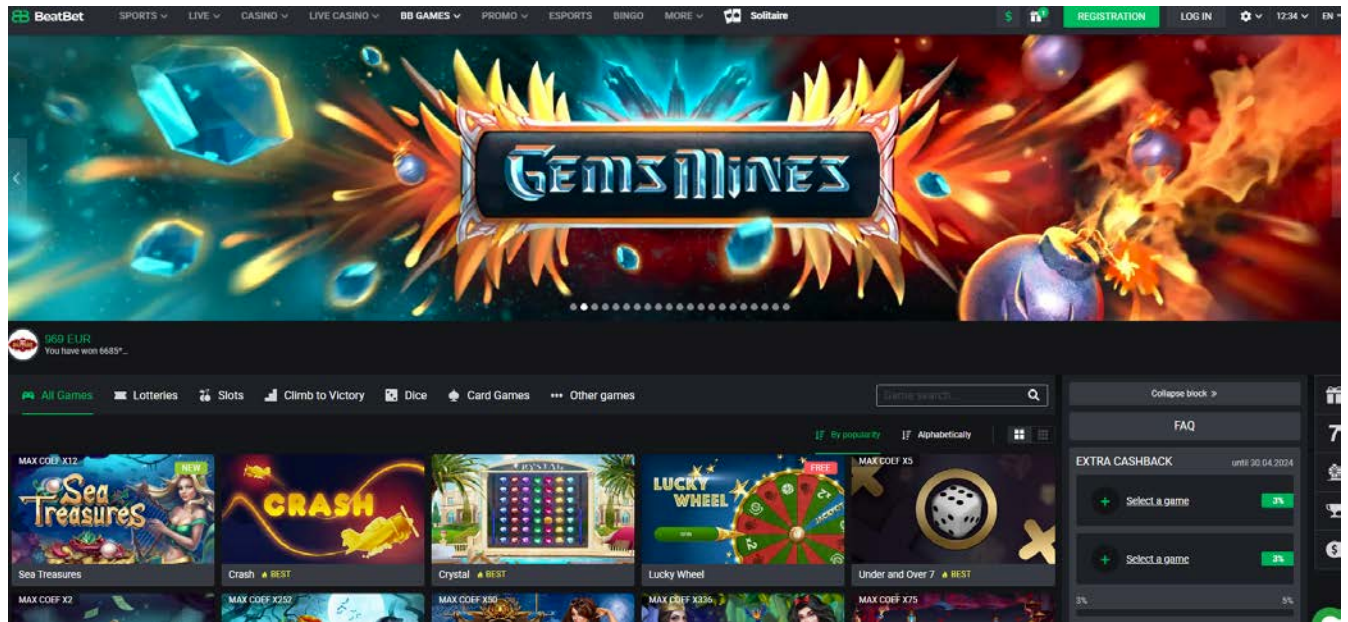
CASINO WELCOME PACKAGE UP TO €1500 + 150 FS

Make your deposit and get a bonus!

[FIND OUT MORE](#)

POPULAR

- BLACK WOLF 2
- CRICKET HEROES
- CAISHEN GOLD
- FRUIT HEAT
- BURNING CLASSICS
- FORTUNE NUMBERS
- MAGICAL WAYS



5. KEY SUPPLIERS, MATERIAL DEPENDENCIES

5.1. PLATFORM DESCRIPTION

The critical supplier for the project is Fertami Ltd. - the supplier of the software platform. **Fertami Ltd**, a company registered under the laws of the Republic of Cyprus under registration number HE 413010 (“Fertami”) has developed the Unionsoft Platform (“Platform”) - a software solution for betting companies with 24/7 stream of data and technical support. The Platform provides betting website operators with a reliable software solution designed to deliver high performance and security. Built on advanced technologies, it offers a diverse range of features, including real-time data updates, support for multiple types of bets, huge selection of sports and flexible customization options.

1. Platform specifications

1.1. General specifications

1.1.1. The Platform’s structure

The functional structure of the Platform includes the following modules:

- a) the option to register as a customer
- b) the option to log in and reset the password
- c) the option to make deposits and withdrawals
- d) the option to place bets
- e) the option to view betting history
- f) the option to view deposit history
- g) the option to receive bonuses
- h) the option to view bonus history
- i) the option to contact the customer support team
- j) the option to self-exclude
- k) the option to place limits on deposits
- l) deployment of two-factor authentication
- m) deployment of secret phrase authentication

- n) databases and tables of real events containing established statistics or dynamic odds
- o) service for obtaining odds on events through an API
- p) service for tracking customer money - records of deposits, bets, and withdrawals
- q) service for integrating the Platform with the payment services of other third-party providers through an API
- r) service for notifying customers about a future event, changes, adverts, and marketing for promotions by email, text message and pop-up message on mobile devices
- s) tool for protecting and restricting access and assigning competences to Fertami's employees (BackOffice) and displaying an employee's level of access in their profile
- t) profiles for the technical service departments of remote operating units (B2C) including the department structure, information about the SLA and the serviced business units of the operator or affiliates
- u) technical support service including the systems for logging in, registration, and recording and resolving questions and problems from service contractors when using email services or live communication
- v) display of short messages to customers (primarily the status of their account and customer legal compliance)
- w) the option for customers to put forward and discuss customer ideas to improve the platform's services and install new services, and the option to introduce ratings
- x) document management - files received from customers - loading files and exchanging them with colleagues securely, tagging, the option to add comments and information about users that downloaded files, version control
- y) cookie service - storage and sharing of useful links to various online resources, customer recommendations and content on the basis of information accumulated about a customer, improvement and suggestions for customers to make using the platform easier and more efficient

- z) responsible gaming service - a service for customers to set up their own limits and self-exclude with the option to customize these to suit the different requirements of the various jurisdictions
- aa) Anti-fraud and AML service - the option to connect third-party resources through an API from government bodies in different jurisdictions to verify customers when they register and if they engage in suspicious activity
- bb) service for monitoring suspicious customer activity, such as using different payment methods and a large number of small deposits, bets, and withdrawals
- cc) voting service - the opportunity for customers to vote for the operator's various marketing or informational promotions posted and sent to customers through the Platform's services
- dd) service for issuing ratings - mechanisms for determining the activity and popularity of Platform users and creation of reports on VIP customers

Compatibility with related platforms

The Platform is compatible with third-party betting platforms and individual slots, casino, corporate back-office portal sufficient for general navigation and information research, a payment system aggregator, and a customer support module.

The Platform also supports:

- a) marketing modules from third parties
- b) integration with the business solutions including CMS, CRM, and BackOffice
- c) integration with external platforms such as Microsoft Office, business email, tasks and calendars, and a platform for sending mass messages by email and SMS
- d) integration with additional structures providing prior verification services on customers, KYC, AML, fraud prevention, and PEP lists to help the operator decide whether to accept certain users
- e) provision of API for several modules
- f) integration with system managing access to information resources for providing the betting odds.
- g) integration with AWS and other data storage services that have security certificates and are located within the EU.

Ergonomic features

It is possible to modify the Platform's interface according to the developed and agreed designs.

The Platform supports access from the following mobile platforms:

iOS

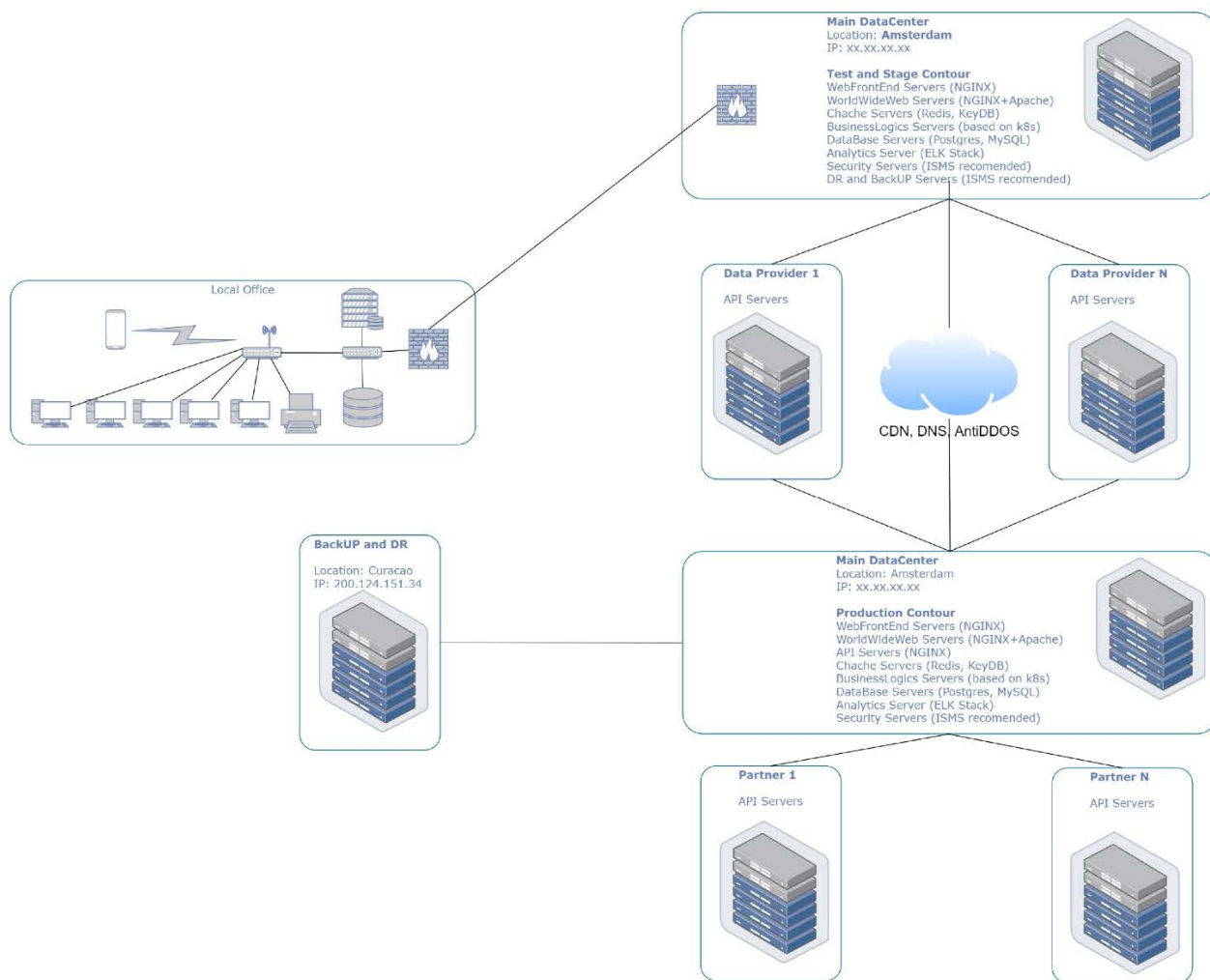
Android

Windows

The Platform supports adaptive web design (or an adaptive user interface) capable of carrying out W3C CSS3 requests with a changing proportion grid and also support flexible changes to image proportions.

Platform Risk Management

Our comprehensive disaster plan and resilient infrastructure efficiently mitigate the risks inherent in platform implementation. Through robust protocols for data backup and restoration, coupled with redundant server systems, we minimize service interruptions and mitigate data loss. Continuous testing and refinement of our disaster plan ensure its efficacy against evolving threats and technological advancements. Collaboration with cybersecurity experts and regulatory authorities yields valuable insights, ensuring our platform remains at the forefront of disaster preparedness for online casino platforms. This steadfast commitment safeguards both operations and customer confidence.



5.2. PAYMENT SERVICE PROVIDERS

Withdrawals can be made using the payment methods specified below, as follows:
FIAT - provided that the deposit was made in FIAT and CRYPTO - provided that the deposit was made in cryptocurrency.

Payment service provider (at the connection/planning stage): EasyPaygame, Flatterwave, Jeton, GateExpress, BigIdea, PayOp, Mifinity.



Similarly, stringent compliance measures in banking services mitigate the risk of service interruptions. Concurrently, employing 2 to 3 banks simultaneously offers protection against inherent banking risks. Expanding our banking relationships not only enhances our bargaining power for favorable terms but also bolsters resilience in our financial framework. This proactive stance safeguards against potential disruptions and reinforces our financial infrastructure. By strategically diversifying our banking partnerships, we optimize risk management strategies, fostering stability and longevity in our financial operations.

5.3. LEGAL AND CORPORATE PROVIDERS

Within the legal and corporate service provider sector, numerous seasoned professionals possess vast experience in the gambling industry. These experts play a pivotal role in assisting us in adhering to regulatory, payment, and banking requirements, thereby ensuring comprehensive compliance.

6. RISK EVALUATION AND MANAGEMENT

Every department diligently manages its specific set of risks on a daily basis.

6.1. RISK AUDITING

Internal audits, overseen by the Audit Committee composed of the Head of IT, Head of Legal, and Head of Finance, are performed annually across all risk domains. Furthermore, external audits occur every three years to provide an impartial evaluation of business and financial operations. Regular audits are also conducted on the platform, its software providers, infrastructure, and financial position. A detailed risk register is meticulously kept and reviewed quarterly by the Audit Committee, complementing daily interdepartmental communication. Additionally, mandatory financial audits are conducted annually for all entities within the organizational framework.

6.2. RISK OVERVIEW

6.2.1. **Legal Landscape Oversight (Oversight by Head of Legal):** In the dynamic realm of online gambling, continuous monitoring of the legal landscape is imperative. We uphold a practice of keeping all staff members informed about evolving legal frameworks by regularly disseminating updates on legal changes across departments. Our legal team collaborates closely with other departments, such as compliance and operations, to ensure a thorough grasp of legal obligations and to streamline implementation processes. By fostering open channels of communication with regulatory bodies and industry associations, we prioritize transparency and showcase our dedication to adhering to legal standards in online gambling.

6.2.1.1. **Legality and Licensing:** Establishing and running an online casino mandates acquiring licenses from pertinent regulatory authorities across diverse jurisdictions.

Regulatory stipulations often differ significantly between jurisdictions, and failure to adhere to licensing requirements can result in hefty fines, legal ramifications, or even the cessation of operations.

Mitigation: Currently, the Operator holds the Curacao eGaming license No. 1668/JAZ and is actively pursuing a new GCB license.

- 6.2.1.2. **Data Protection and Privacy Laws:** Online casinos manage large quantities of sensitive customer data, making compliance with data protection regulations, like the EU's General Data Protection Regulation (GDPR), essential for avoiding fines and maintaining customer trust.

Mitigation: To tackle this challenge effectively, it's imperative to gather and handle only the essential personal data needed for providing gambling services, with strict adherence to minimizing data retention periods. Establishing and enacting a comprehensive data breach response plan is vital for efficiently managing and mitigating the impacts of potential breaches, including swift communication with affected individuals and relevant regulatory bodies within specified timeframes. Furthermore, integrating privacy by design and default principles into the development of new products, features, or services is essential. This involves embedding privacy considerations from the project's inception to ensure robust data protection measures are inherently built into the system.

- 6.2.1.3. **Advertising and Marketing Restrictions:** Many jurisdictions enforce strict regulations on advertising and marketing for online gambling services to protect vulnerable populations, such as minors and individuals with gambling addictions.

Failure to comply with these advertising standards can result in regulatory penalties and damage to public trust

6.2.1.4. **Mitigation:** To tackle this challenge effectively, it's imperative to maintain vigilant oversight of advertising and marketing activities, ensuring strict adherence to relevant laws, regulations, and industry standards governing gambling advertising. Transparent disclosure of all terms, conditions, restrictions, or limitations associated with promotions, bonuses, or other marketing offers is essential to prevent consumer deception and minimize regulatory risks. Thorough vetting of third-party advertising partners, agencies, or affiliates is crucial to confirm their compliance with advertising and marketing regulations and their dedication to responsible advertising practices.

6.2.1.5. **Cross-Border Regulatory Challenges:** Operating across multiple jurisdictions exposes online casinos to complex regulatory landscapes and legal uncertainties. Differences in gambling laws and enforcement approaches between borders can create obstacles to compliance, often requiring significant legal assistance.

Mitigation: To address these challenges effectively, it's vital to forge strategic alliances with local entities, legal experts, and industry groups in specific jurisdictions. This enables us to gain invaluable insights into local regulations, navigate complex regulatory procedures, and build relationships with regulatory authorities. Conducting thorough due diligence on potential business partners, affiliates, suppliers, and other external entities is essential to ensure compliance with regulatory standards and mitigate risks associated with cross-border operations. Additionally, maintaining vigilance regarding changes in gaming regulations and enforcement strategies in targeted jurisdictions through consistent

monitoring of regulatory updates, industry literature, and legal counsel advisories is paramount.

- 6.2.1.6. **Changes in Regulation:** The regulatory environment governing online casinos is constantly evolving, marked by frequent updates to laws, regulations, and enforcement measures. It's imperative for operators to stay vigilant and adjust their operations accordingly to mitigate compliance risks.

Mitigation: To effectively address this challenge, it's vital to conduct thorough assessments to understand how new regulations may impact the casino's operations, financial standing, and risk exposure. This involves identifying areas vulnerable to compliance and devising proactive strategies to mitigate them. Implementing agile compliance approaches that enable swift adaptation to evolving regulatory requirements is essential. This may entail developing modular compliance solutions, leveraging technology for automation and efficiency gains, and fostering a culture of continuous improvement and innovation within the organization.

Additionally, providing regular training and educational programs for employees on emerging regulations, compliance mandates, and best practices for upholding regulatory standards is crucial. Empowering staff members to recognize and respond effectively to regulatory changes within their roles enhances the organization's ability to remain compliant and adapt to regulatory shifts.

- 6.2.1.7. **Enforcement Actions:** Regulatory authorities have the authority to conduct investigations or audits to ensure compliance with gambling regulations. In instances of non-compliance, iGaming operators may face enforcement

actions, such as fines, license revocation, or legal proceedings. These consequences can have significant ramifications on the operations and reputation of operators found to be in violation of regulatory requirements.

Mitigation: To mitigate the risks linked to enforcement actions, it's vital to conduct regular internal audits and reviews of compliance practices, operations, and procedures. This proactive approach helps in identifying areas of non-compliance and assessing risks to implement corrective actions effectively. Establishing open communication channels with regulatory authorities, industry associations, and other stakeholders is crucial. This facilitates building relationships, seeking guidance on compliance matters, and addressing concerns or questions promptly. Additionally, maintaining comprehensive documentation and records of compliance activities, including policies, procedures, training materials, audits, and enforcement actions, demonstrates commitment to compliance efforts and provides support during regulatory inquiries or investigations.

- 6.2.1.8. **Political and Public Perception:** Public sentiment regarding gambling can significantly sway regulatory decisions and shape public policy initiatives. Negative publicity or backlash against iGaming operators can trigger increased regulatory scrutiny and spur demands for stricter regulations

Mitigation: To tackle this issue, focus on transparency in business operations, regulatory compliance, and corporate governance to build trust with regulators, customers, and the public. Provide educational resources and information

about the online casino industry, responsible gambling practices, and the risks of gambling. Promote awareness of problem gambling helplines and support services to encourage responsible gaming behavior and show dedication to player welfare..

6.2.2. **Regulatory Risks (Responsible: Compliance Officer):** Mitigating regulatory risks linked to Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance is vital across various industries, particularly in finance and gambling. The AML&KYC department within an organization holds a pivotal role in ensuring adherence to relevant laws and regulations aimed at combatting money laundering and terrorist financing activities. This entails establishing robust protocols for verifying customer identities, closely monitoring transactions for suspicious behavior, and promptly reporting any irregularities to the appropriate authorities. Failure to comply with AML&KYC regulations can lead to severe consequences, including substantial fines, reputational damage, and potential criminal charges. Therefore, strict adherence to these standards is essential for mitigating regulatory risks and maintaining the organization's integrity. The AML&KYC department assumes a central role in overseeing compliance efforts, conducting thorough risk assessments, and implementing necessary controls to minimize the organization's exposure to regulatory pitfalls. Moreover, ongoing training initiatives are indispensable to ensure that employees stay abreast of evolving AML&KYC requirements and industry best practices. In summary, effective management of regulatory risks associated with AML&KYC compliance necessitates a proactive and comprehensive approach, with the AML&KYC department serving as a cornerstone in the organization's compliance framework

6.2.2.1. **Compliance and Anti-Money Laundering (AML) Regulations:** Online casinos operate under rigorous compliance standards aimed at preventing money

laundering, terrorist financing, and other illicit activities. Ineffective implementation of Anti-Money Laundering (AML) controls can result in severe regulatory penalties, reputational damage, and legal repercussions.

Mitigation: To tackle this, it's crucial to establish a robust AML policy outlining procedures for customer due diligence, transaction monitoring, and reporting suspicious activities. This policy should align with regulatory mandates and industry best practices. Additionally, conducting regular training and awareness programs for casino staff is essential. These programs educate employees on AML regulations, help them recognize red flags of suspicious behavior, and emphasize their role in preventing money laundering and terrorist financing activities.

- 6.2.3. **Technical Risks (Responsible: Technical):** The technical department plays a crucial role in overseeing infrastructure maintenance, platform integration, cybersecurity, and data security. Their primary responsibility is to ensure the ongoing maintenance of infrastructure to reduce downtime and mitigate risks related to hardware or software malfunctions. To combat threats such as hacking, data breaches, and malware attacks, it is essential to prioritize the implementation and regular updating of cybersecurity protocols and technologies. The technical team must remain vigilant in monitoring for potential security breaches and respond promptly to incidents to minimize risks and mitigate the impact of cybersecurity breaches. Regular audits and security assessments are imperative for identifying vulnerabilities and deficiencies in the infrastructure. This enables the technical team to proactively address potential risks before they escalate, thereby ensuring the continued integrity and security of the systems.

- 6.2.3.1. **Data Security:** Protecting customer data is paramount, as unauthorized access to personal details and financial information can lead to severe repercussions such as identity theft, fraudulent activities, and legal ramifications.

Mitigation: To address this risk, implement a comprehensive cybersecurity strategy comprising multi-layered protocols such as firewalls, intrusion detection systems, and encryption mechanisms. Regularly update software and security patches to fortify defenses against emerging threats and vulnerabilities.

- 6.2.4. **Financial Risks (Responsible: Head of Finance):** Financial risks are an inherent aspect of all business operations, demanding vigilant management to ensure the sustainability and prosperity of the organization. As the individual responsible for financial matters, the Head of Finance assumes a critical role in identifying, evaluating, and mitigating these risks. Key responsibilities include implementing robust financial controls, closely monitoring cash flow, and optimizing capital allocation to minimize exposure to potential risks. Moreover, fostering close collaboration with other departments is imperative to develop and execute financial strategies that align with the organization's overarching goals. Through proactive risk management and strategic planning, the Head of Finance endeavors to safeguard the company's financial well-being and enhance shareholder value. Regular financial analysis and reporting play a pivotal role in this process, enabling the identification of emerging risks and opportunities. This facilitates timely adjustments to financial strategies, ensuring agility and responsiveness in navigating dynamic market conditions

- 6.2.4.1. **Taxation:** Taxation policies related to online gambling exhibit considerable variation across jurisdictions, exerting a substantial influence on the profitability of iGaming operators. Fluctuations in tax laws or unanticipated tax

obligations can pose significant financial risks to casino operators.

Mitigation: Partner with tax professionals, accountants, and legal experts specializing in international taxation to ensure full compliance with local tax laws and regulations. Utilize tax treaties and agreements between nations to minimize double taxation and optimize tax planning strategies. These agreements often offer provisions for tax credits, exemptions, or reduced tax rates for cross-border transactions. Maintain meticulous financial records, robust accounting systems, and accurate tax filings to adhere to local tax laws and regulations in every jurisdiction where the casino operates. This entails timely submission of tax returns, payments, and fulfillment of reporting obligations.

- 6.2.5. **Litigation Risks (Responsible: Customer Service):** To mitigate litigation risks associated with customer service, it's imperative to ensure compliance with relevant laws and regulations. Customer Service must establish clear communication protocols to effectively manage customer expectations, reducing misunderstandings and potential legal disputes. Thorough documentation of customer interactions and resolutions serves as crucial evidence of adherence to service standards and aids in resolving disputes amicably, thus mitigating litigation risks. Regular reviews and refinement of customer service processes, based on feedback and performance metrics, address recurring issues, minimizing the risk of customer dissatisfaction leading to litigation. Cultivating a culture of transparency and accountability within the customer service team fosters trust with customers and diminishes disputes arising from perceived unfairness or ambiguity. Establishing clear escalation procedures ensures swift resolution of unresolved customer concerns by appropriate

management levels, thereby averting the escalation of grievances into potential litigation.

- 6.2.5.1. **Responsible Gaming Practices:** Non-compliance with responsible gambling regulations can lead to regulatory penalties and damage the operator's reputation. Regulatory bodies often require casino operators to uphold responsible gambling standards and implement measures to deter problem gambling behaviors.

Mitigation: Implement self-exclusion tools that enable players to voluntarily exclude themselves from gambling activities for specified periods. Ensure these tools are readily accessible and prominently displayed on the casino's website and gaming platforms. Provide players with the option to set deposit limits and timeouts on their accounts, empowering them to regulate their gambling behaviors and prevent excessive gambling. Customize and enforce these limits to comply with regulations effectively. Leverage data analytics and monitoring tools to identify players exhibiting signs of potential gambling problems, such as frequent and high-value wagers. Implement timely interventions and support measures for these players as necessary, fostering responsible gambling practices and mitigating the risk of problem gambling behaviors.

6.3. RISK OF POTENTIAL CAPITAL LOSS

In the initial phase, there's a risk of potential losses of funds allocated for registration, rent, and office equipment. If the online casino closes due to internal or external factors, the security deposit is refunded to the casino owners. However, it's crucial to maintain this amount intact during the casino's operation, serving exclusively as a reserve for jackpot wins. This strategy helps minimize losses and ensures that the necessary funds are available to fulfill jackpot payouts.

Mitigation:

Benefiting from a cumulative experience of 25 years within the online casino industry among the founders and co-owners, supplemented by the seasoned managerial guidance of the project mentor, our venture is strategically poised to navigate and mitigate risks associated with market entry to the highest degree possible.

7. POLICIES AND PROCEDURES

7.1. KNOW YOUR CUSTOMER

The KYC (Know Your Customer) policy comprises procedures and guidelines designed to authenticate and verify clients' identities. Its primary objective is to prevent financial crimes such as money laundering, terrorist financing, and fraud by ensuring that casinos have accurate information about their customers and their financial transactions. Adhering to KYC protocols enables casinos to build trust, comply with regulatory standards, and mitigate risks associated with illicit activities within the financial system.

7.2. ANTI-MONEY LAUNDERING

The main goal of the Anti-Money Laundering (AML) policy is to deter the unlawful concealment of the origins of funds acquired through criminal activities. AML policies and procedures are crafted to identify and prevent money laundering, terrorist financing, and other illicit financial activities within financial institutions.

7.3. DATA PRIVACY

The aim of the Data Privacy Policy is to outline procedures for collecting, using, retaining, and securing individuals' personal data within an organization. It aims to ensure compliance with data protection laws, safeguard the privacy rights of customers and employees, and foster trust with stakeholders. By establishing clear guidelines and protocols for managing sensitive data, the policy aims to minimize the risk of data breaches, unauthorized access, and misuse of personal information, ultimately enhancing transparency and accountability in data management practices.

7.4. RESPONSIBLE GAMING

The aim of the Responsible Gaming Policy is to promote healthy and balanced gambling habits while addressing the risks associated with excessive or problematic gambling. It outlines strategies and principles aimed at protecting players from the adverse effects of gambling addiction, including financial difficulties, mental health

issues, and social consequences. By providing resources for self-exclusion, setting limits on gambling activities, and offering support to those in need, the policy aims to create a responsible and sustainable gambling environment, prioritizing player well-being and maintaining the integrity of the gaming industry.

7.5. TERMS OF USE

The Terms of Use policy for an online casino outlines the guidelines, rules, and conditions that users must adhere to when using the platform. It covers various aspects such as user responsibilities, account management, payment procedures, dispute resolution, and compliance with relevant laws and regulations. By agreeing to these terms, users acknowledge their understanding of the rules governing their interaction with the casino, promoting transparency, fairness, and adherence to legal standards throughout their gaming experience.

7.6. SELF-EXCLUSION

This section provides detailed information on the process through which individuals can voluntarily choose to exclude themselves from participating in gambling activities on the platform for a specified duration, typically aimed at managing their gambling habits or addressing addiction concerns.

7.7. DISPUTE RESOLUTION

This section provides details about the procedures and mechanisms available for resolving conflicts or disputes that may arise between the casino and its users, usually outlining steps for escalation and resolution.

7.8. FAIRNESS & RNG TESTING METHODS

This section evaluates the fairness of the casino's games, confirming their randomness and impartiality, often emphasizing the use of Random Number Generators (RNGs) and the methods used to evaluate and verify their fairness.

7.9. ACCOUNTS, PAYOUTS & BONUSES

This section expands on the protocols for managing accounts, payout choices, and the conditions linked to bonuses, covering wagering requirements and restrictions.

7.10. BETTING RULES

This section delineates specific rules and regulations governing betting activities on the platform, including game-specific guidelines, maximum and minimum wagering limits, and any additional terms relevant to different types of bets.

7.11. INTERNAL POLICIES

The Human Resources Policy covers guidelines for recruitment, onboarding, performance evaluation, staff development, diversity, disciplinary actions, and termination procedures. The Financial Policy details procedures for budget allocation, expenditure oversight, financial statement preparation, auditing, procurement practices, and adherence to accounting standards. The Communication and Social Media Policy outlines protocols for both internal and external communication channels, including email usage, social media directives, media interactions, and branding guidelines. The Information Security Policy addresses the protection of sensitive data, including protocols for data handling, cybersecurity measures, password management, and strategies for preventing data breaches. Internal Policies are designed to uphold external policies, with periodic review and updates, while the latter undergo continual adaptation, modification, and discontinuation as necessary.

7.12. The imperative to establish and maintain these policies stems from our dedication to long-term operations, especially given the significant initial investment. Our goal is to sustain operations for a minimum of three years under the GCB license, with renewal contingent upon attaining investment returns and meeting key performance indicators outlined in our financial forecasts.

7.13. Drawing upon a variety of internal and external resources, our project benefits from a diverse range of expertise. The Ultimate Beneficial Owner (UBO) brings invaluable insights in both gambling and IT fields, serving as an ideal overseer. Key departments such as Legal, IT, Human

Resources, and Finance boast significant experience in managing large-scale gambling ventures sustainably. Additionally, collaboration with jurisdictions like Curacao, Cyprus, and others offers opportunities to engage with advisors, specialists, and independent auditors.

Furthermore, the Gaming Control Board (GCB) supports operators by providing guidance and assistance in policy formulation. This collaborative effort ensures that operators can tailor their policies to meet regulatory requirements and industry standards. By leveraging the knowledge and resources of the GCB, operators can establish robust and efficient policies that promote compliance and integrity within the gambling industry. Additionally, the GCB offers ongoing support and updates to help operators adapt their policies to evolving regulations and emerging challenges, empowering them to maintain a solid framework for responsible gambling practices.

8. MARKET ANALYSIS

8.1. INCOME AND TURNOVER

2020 has become a successful year for online casinos around the world due to the pandemic and self-isolation. In many countries the revenue of the entire gambling market has grown by a third - at least in relation to the previous 2019. This indicates the robustness and promise of this business model.

Over the past few years 85 countries around the world have legalized online gambling. Online betting and betting in slot machines and other gambling games together account for 70% of the income of all Internet gambling.

Gambling on the global network is very popular due to the wide variety of offers and comfortable gaming process without any restrictions. The largest income from online slot machines is generated in the UK, China, Austria, Germany and Italy.

Research firm Juniper has calculated that online gambling betting turnover will reach \$ 950 billion by 2024 and will continue to grow, Yogonet reports.

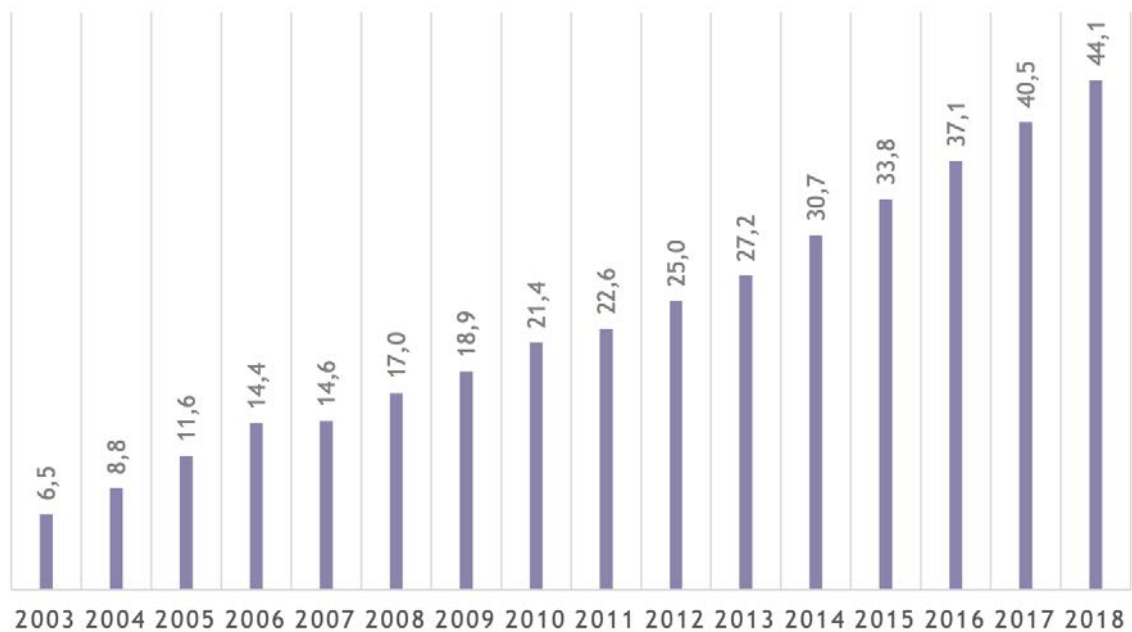
According to Juniper research, gambling is increasingly moving to the online environment. Moreover, the greatest activity is shown by mobile applications. The share of bets made using mobile phones is constantly growing.

The authors of the study also noted that, despite the general trend towards the regulation of national gambling markets, a few countries are moving towards the prohibition of gambling via the Internet and mobile applications.

The global online gambling market already accounts for 13% of the total global legal gambling market and this figure is constantly growing.

About 85 countries have allowed online gambling, according to a study by the American Gaming Association.

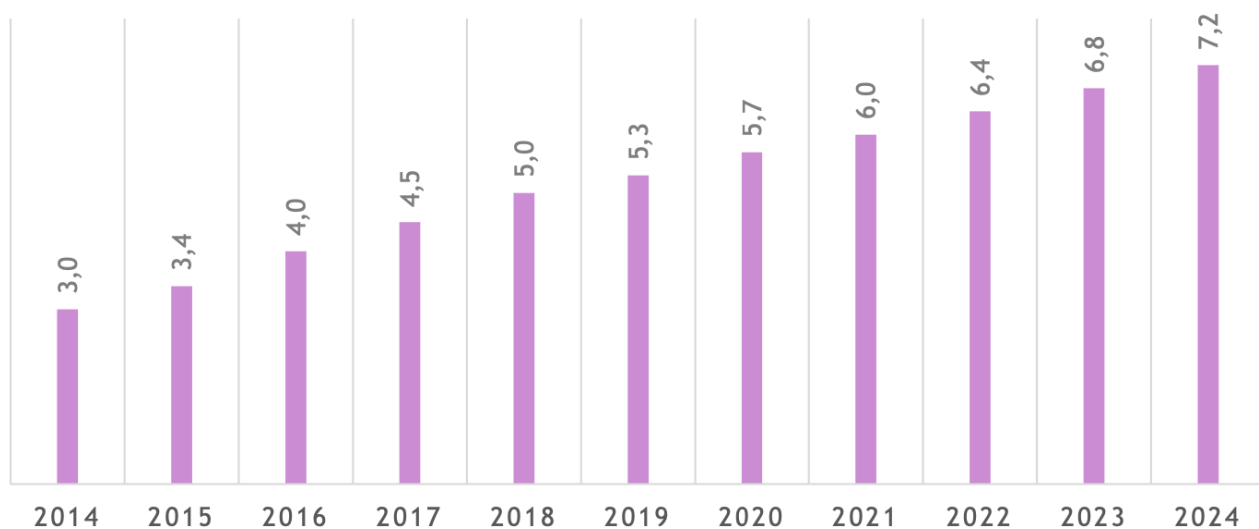
Diagram 2. Revenue from online gambling worldwide, billion EURs



Gross Gaming Revenue is a financial indicator that determines the gross revenues of a gambling establishment. The GGR parameter allows you to track the dynamics of the behavior of gambling players around the world.

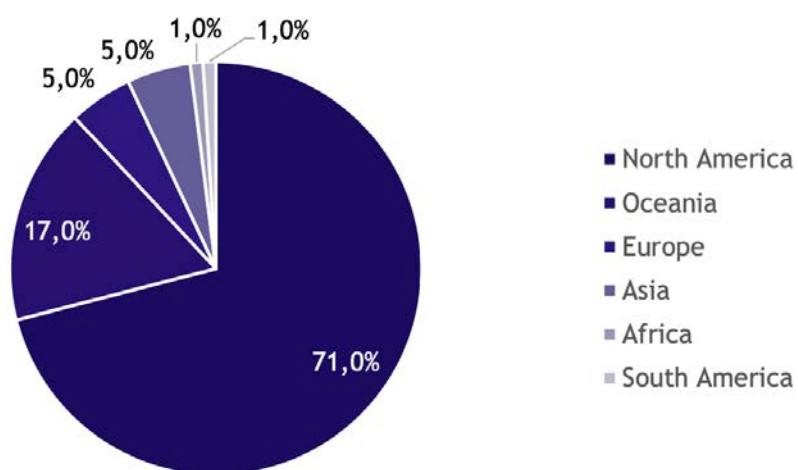
BV1sion presented an overview of the online casino market in 2019, including the GGR market predictions. In 2019, GGR was \$ 5.3 billion (up from \$ 5 billion in 2018). It is predicted that GGR will grow further and will reach \$ 5.7 billion in 2024, and \$ 7.2 billion in 2025.

Diagram 3. Forecast of Gross Gaming Revenue, \$ billion



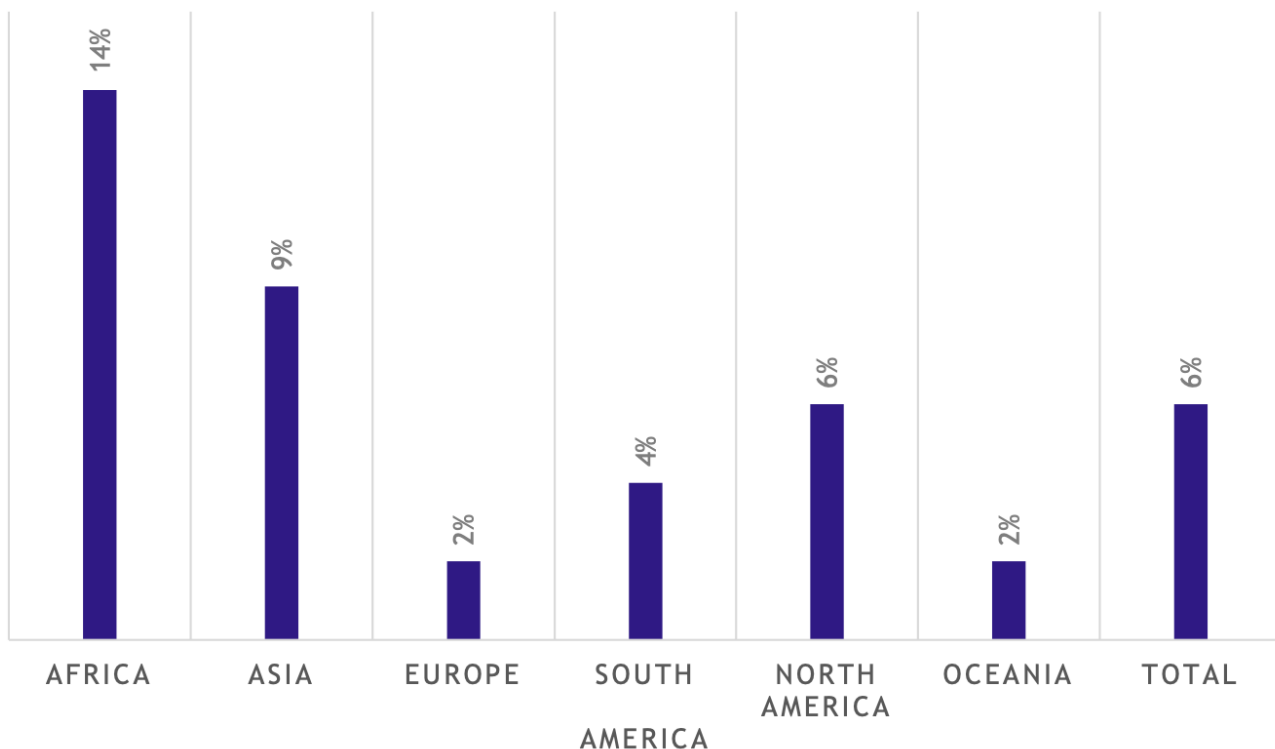
At the same time, Oceania (Fiji, New Zealand, Polynesia, New Guinea, etc.) also has a strong presence with 17% of the global GGR in 2019, significantly ahead of Asia and EURpe with 5%.

Diagram 4. Regional structure of gross income of the gambling business in 2019



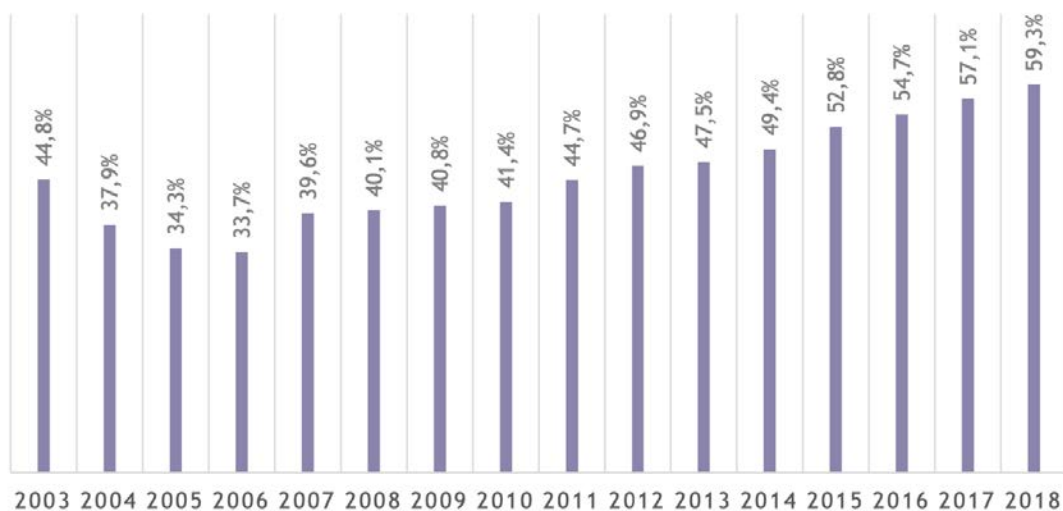
Africa posted the fastest growth rate in 2019 at 14% YoY, while EURpe experienced very modest growth.

Diagram 5. Growth in gross income by region in 2019



There was also talk about simplifying the rules. Operators of online gambling operating in the European Union are forced to obtain licenses in several countries, which require licensing. But a more general approach would be better for them. More compliance requirements create unnecessary infrastructure duplication and costs, which adds unnecessary administrative burdens for regulators.

Diagram 6. The share of the "white market" in online gambling revenue worldwide



Since 2003, the market has grown by an average of 23% annually. The dominant elements were betting, casino and poker. Online gaming is becoming more and more popular, and its progress is driven by factors such as the spread of the Internet, the emergence of new markets and new groups of players.

8.2. NEW GROUPS OF PLAYERS

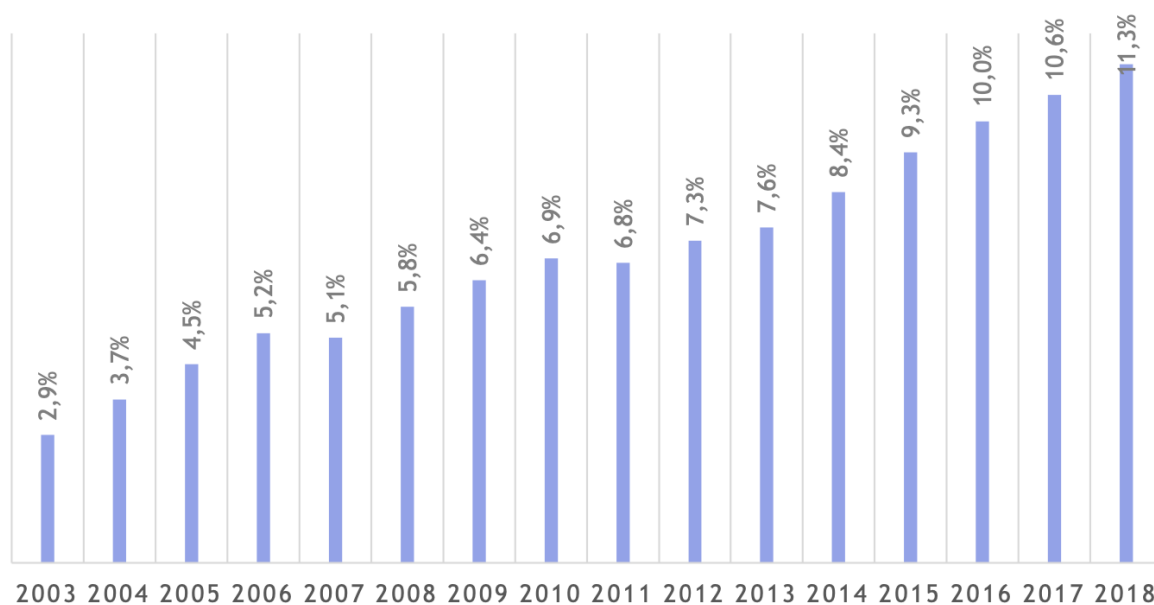
Since 2004, the number of female Internet users aged 18 to 74 has increased by more than 80%, and men by 60%. Online gambling attracted mostly young men, but now it is becoming more popular among women and older people.

Different types of players have different preferences and reasons to play. Most people do it for fun, others do it to win money, and some do it to relax. Whatever the reason, operators and developers should keep an eye on player preferences. Age differences between players are also increasing as the Internet continues to spread in society. The image of the average male player between the ages of 25 and 35 is becoming increasingly blurred.

According to a study by GP Bullhound, 43% of all online gamblers in 2009 were women. Their favorite segment is still bingo, but they play in different directions. Research shows that the play behavior of men and women is different. Women tend to play longer and bet lower, while men do it more often and bet more, but the games are shorter.

Bingo is becoming more and more popular because the game offers the opportunity to relax in a social society.

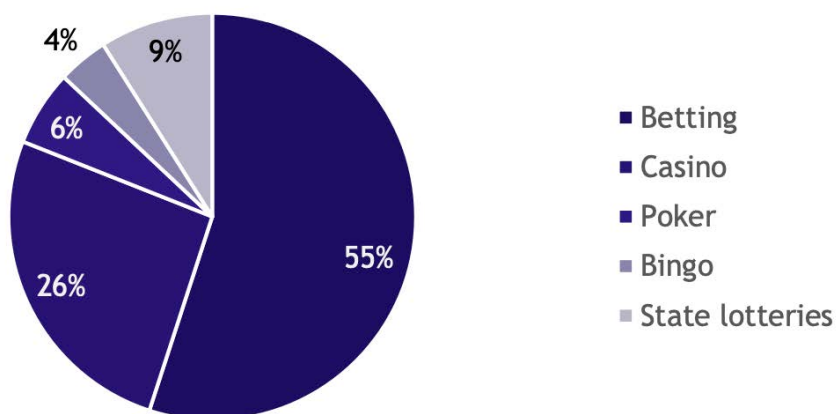
Diagram 7. Share of online gambling income from total gambling income in the world



It is important to note that most of the popular forms of remote gambling today are traditional casino games, betting and poker variations. The popularity of different types of online gambling depends on gender. The bingo industry is expected to have the highest growth rates as more women are interested in the iGaming industry and bingo.

Nevertheless, online gambling is still more popular among men. Young men are especially prone to gambling. Women enjoy playing just as much, but they choose simpler games like lotteries and slots. The difference can be explained by the socialization of the roles of men and women. Betting, casino games and skill games are traditionally associated with male audiences, while women are more accustomed to playing, having fun, rather than getting an adrenaline rush.

Diagram 8. Online gaming revenue by type, 2019



8.3. CURRENT TRENDS IN ONLINE CASINOS

The online casino industry has grown tremendously in the past decade and continues to expand at a remarkable pace. As technology advances, the online gambling industry adapts to new trends and changes. In addition, more and more new casinos are finding their way into the popular market, as you can see in this review of captaingambling.com. In this article, we'll discuss some of the trends and predictions for online casinos in 2024.

Virtual Reality

One of the biggest trends that are expected to revolutionize the online gambling industry is virtual reality. Virtual reality is a computer-generated environment that can be interacted with in a way that simulates a real-life experience. This technology has been used in various industries, including gaming, and online casinos are not left behind.

In 2024, it is expected that more online casinos will incorporate virtual reality technology into their games, creating an immersive and lifelike experience for players. With virtual reality, players can explore a casino and interact with other players, making online gambling feel like a physical casino.

Cryptocurrency

Another trend that is expected to grow in 2024 is the use of cryptocurrency in online casinos. Cryptocurrency has gained popularity in recent years due to its decentralized nature and anonymity, making it an ideal payment method for online gambling.

As more players turn to cryptocurrency, online casinos are expected to integrate more digital currencies into their payment options. This will not only make it easier for players to make deposits and withdrawals but also increase the security of financial transactions. So the growth of crypto gaming in the market should continue to expand.

Mobile Gaming

Mobile gaming has been growing in popularity in recent years, and it is expected to continue to be a significant trend in 2024. Online casinos are expected to focus more on creating mobile-friendly games and improving the overall mobile gaming experience.

With the increasing number of smartphone users, online casinos that fail to optimize their platforms for mobile gaming may lose out on potential customers. In 2024, it is expected that online casinos will offer more mobile-exclusive bonuses and promotions to attract players.

Artificial Intelligence

Artificial intelligence (AI) is becoming a significant part of various industries, including online gambling. AI is used to improve the user experience by personalizing games to each player's preferences and playing style. This technology can also be used to detect and prevent fraud and cheating.

In 2024, it is expected that more online casinos will incorporate AI technology into their platforms to enhance the user experience, increase security, and prevent fraudulent activities.

Live Dealer Games

Live dealer games have become a popular trend in recent years, and it is expected to continue in 2024. Live dealer games simulate a real-life casino experience by allowing players to interact with real dealers through video streaming. This creates a more engaging and immersive experience for players.

As more players seek a more realistic casino experience, online casinos are expected to offer more live dealer games in 2024. With advancements in technology, live dealer games will become more sophisticated, with more games, more dealers, and more immersive features.

Conclusion

The online gambling industry is expected to experience significant growth and changes in 2024. The integration of virtual reality, cryptocurrency, mobile gaming, artificial intelligence, and live dealer games will revolutionize the industry and provide players with an enhanced gaming experience.

As the online gambling industry grows and evolves, it is crucial for online casinos to stay up-to-date with the latest trends and technology to remain competitive. Online casinos that adapt and incorporate these trends are likely to attract more players and thrive in the industry.

8.4. MARKET FORECASTS

The global online gambling market's profitability indicators in 2024 were estimated to be around \$64 billion. According to a report by Grand View Research, this industry is planned to reach \$93.4 billion by 2027, with a compound annual growth rate CAGR of 8.1% (a compound annual growth rate).

According to Juniper research, gambling is increasingly moving to the online environment. Moreover, the greatest activity is shown by mobile applications. The share of bets made via mobile phones is constantly growing.

The authors of the study also noted that, despite the general trend towards the regulation of national gambling markets, a few countries are moving towards a complete ban on gambling via the Internet and mobile applications.

The global online gambling market already accounts for more than 13% of the total global legal gambling market and this figure is constantly growing.

Niche revenue is expected to reach \$ 65 billion by 2024, and the niche itself will undergo a series of changes and reforms depending on the market.

Modern technologies for the gambling business are actively developing. This applies to classic slots, video slots and VR (virtual) - gambling. A young generation of players is entering the market, and companies are doing their best to meet the high requirements. This is how esports betting and skill-based games emerged.

The Asian market is the largest in the world in terms of volume, and every year the demand for gambling is only growing. 2019 showed softening in the field of law - more and more countries are legalizing online betting and even casinos. This trend has moved into 2020, which opens new perspectives for the industry. See also the best deals from Asian casinos at 3snet.

In Africa, the online gambling market is now at the stage of rapid development and growth. The main problem is that currently, in most countries of the continent, casino activities are not regulated in any way (but they are not prohibited at the legislative level either). Therefore, it will take time to fully unleash the potential of this market.

9. RISKS OF ONLINE CASINO OPENING

Unstable legislation

Each country has its own rules regarding gambling, which change quite often. You need to understand that, perhaps, the casino owner will need to decide how to reformat the establishment in the event of changes in the law.

Instability of equipment operation

Since the main locale is the internet, it's important that everything runs like clockwork. If the site or server goes down, the casino will suffer serious losses.

Software

The structure of an online casino is a kind of constructor consisting of three types of software (software, or so-called software): a gaming platform, a payment solution, and gaming content.

Payment systems are the least risky category. All payment solutions are seriously tested by regulatory authorities, banks, etc. Here the risk of getting low-quality software is minimized.

The biggest risk for operators is non-original, or so-called pirated, software. As a result, you can lose experienced and serious players who understand software. They will choose the casino that has the original software. Because it guarantees both payouts and a clear return to player (RTP) percentage. Another aspect that operators often overlook is the back doors. Backdoors is a malicious algorithm that programmers often "screw" onto handicraft software to simply steal money from unsuspecting operators. In addition to backdoor, there is a huge number of errors, bugs, which also entail financial losses.

"Pirate" software is an illegal thing. Clients simply cannot know either the final provider or who they are contracting with, because there is a whole chain of intermediaries. At a certain moment, when you invested money in the development of a casino, installed software, launched a project, spent money on marketing, your

provider will simply disappear. This will not happen with the original software, because you always know with whom you have a contract, who is behind this contract and to whom in case of something to contact with problems.

The last aspect is a violation of the copyright law, which is often ignored, but in our country, there is still a possibility to prosecute a person under this law.

A very important aspect when choosing software is security. Serious software development companies spend colossal resources on it. Creation of secure software requires additional time and human resources. Companies deliberately do this in order to end up with a product that will provide security to all customers. And that's something worth working for.

Another very important aspect is the so-called usability, which is often neglected when developing software, because people are chasing functionality. Forgetting about usability, you can face a problem when a lot of unsystematic functionality accumulates on one platform. It is necessary to think about ease of use at all stages: both when drawing up a technical assignment for software development, and subsequently, during modernization and upgrades.

High competition

The owner of a gambling business can receive a lot of money, since this type of service is in great demand. Many seek to occupy a niche, but only casinos with the right approach to business achieve success. You need to tune in to the fact that you must work hard to earn.

Money laundering

Regulatory organizations conduct constant checks about money laundering by criminal structures, financing of terrorism through online casinos. If evidence of inadequate anti-money laundering activities is found, casinos may have their license revoked.

Advertising

Regulatory organizations ensure that gambling advertising is socially responsible, with attention to protecting children, young people and other vulnerable persons from harm or exploitation. This applies to the images of toys, comic book characters, cartoons, fairy tales, brands that children like.

Loss of funds

At the first stage, losses of funds spent on registration, rent and office equipment are possible.

The security payment, in the event of the closure of the online casino for internal reasons or other objective reasons, is returned to the casino owners, but must remain unused during the operation of the online casino as a deposit in case of winning the jackpot, i.e. losses can be minimal.

Risk insurance

Thanks to the combined 10 years of experience in the field of online casinos of the founders and co-owners of the project and the managerial experience of the project mentor, the risks of entering the market will be minimized as much as possible.

10. FINANCIALS

10.1. INVESTMENTS

Volume and structure of investments

The total investment required for the project is 216,8 K EUR.

The funds raised under the project are planned to be distributed in the following areas of financing:

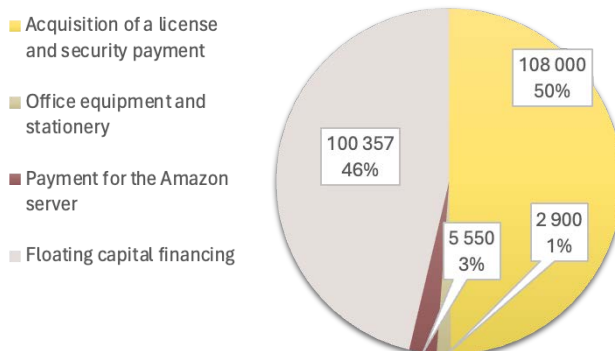
- acquisition of a license and security payment;
- payment for the Amazon server;
- purchase of office equipment, stationery;
- floating capital financing.

Table 5. Investment budget, EUR

No	Name	Value
1	Acquisition of a license and security payment	108 000
2	Payment for the Amazon server	5 550
3	Office equipment and stationery	2 900
4	Floating capital financing	100 357
Invested capital total (actual need for cash)		216 807

The largest share in investment costs is acquisition of a license and security payment (about 50%).

Diagram 9. Investments structure



Project Milestones and Implementation of Investments Schedule

The total project implementation period is 36 months (3 years).

The duration of the investment period (before the launch of the project) is 0,3 years.

A phased work schedule with a financing schedule is presented in the table below.

Table 6. Financial plan, EUR

		Total for 3 years	Apr-24	Jul-24	Aug-24	Sep-24	Feb-25
1	Acquisition of a license and security payment	108 000	108 000	-	-	-	-
2	Payment for the Amazon server	5 550	-	5 550	-	-	-
3	Office equipment and stationery	2 900	-	2 900	-	-	-
4	Floating capital financing	69 657	4 850	-	44 024	-	20 783
	Investment total excl. floating capital	116 450	108 000	8 450	-	-	-
	Invested capital total (actual need for cash)	186 107	112 850	8 450	44 024	-	20 783

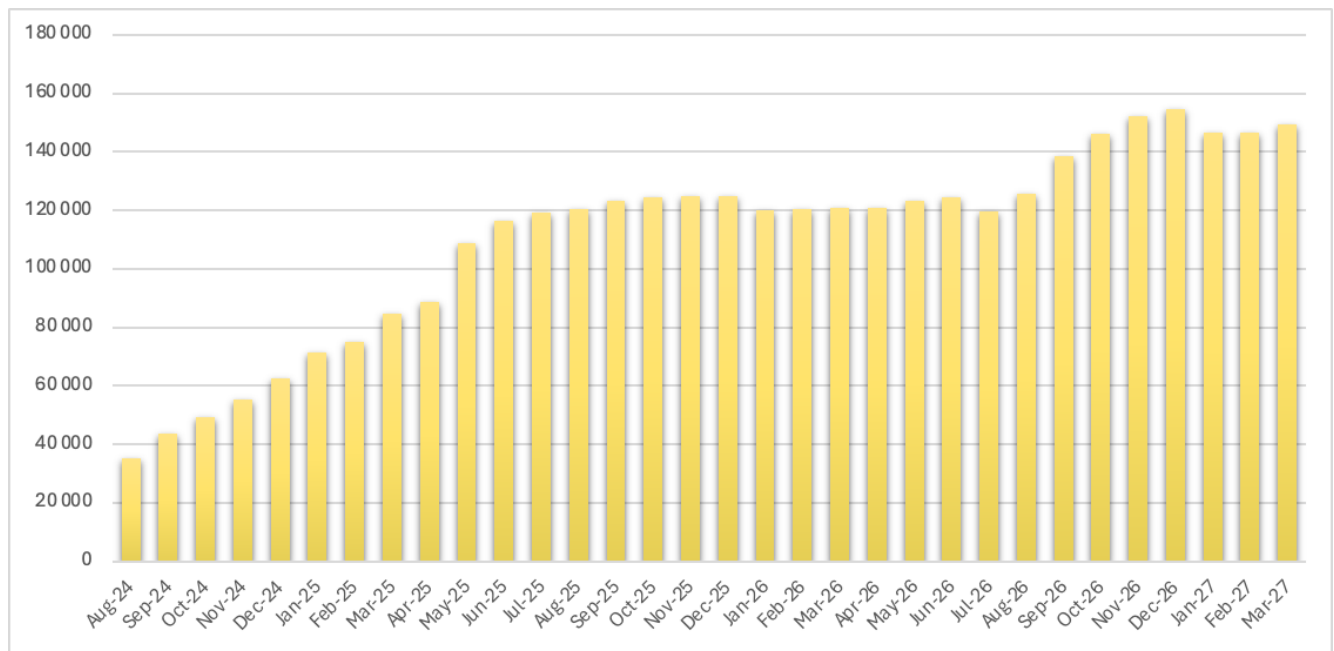
10.2. INCOME PLAN

Income-generating activities and products

Within the framework of this project, it is planned to receive income from the provision of online casino services.

Volume of income

Diagram 10. Dynamics of Sales Proceeds in Euros



The total amount of proceeds for the project period (3 years) will amount to 3 536,3 K EUR.

An aggregate plan for generating income and financing direct costs is presented in the table below.

Table 7. Income and direct cost plan, EUR

Physical indicators	Unit	Total for 3 years	2024 (9M)	2025	2026	2027 (3M)
Total number of clients	ppl	101 037	7 026	36 595	44 780	12 636
Number of new clients	ppl	65 714	6 105	24 090	27 738	7 781
Number of current clients	ppl	35 323	921	12 505	17 042	4 855

Proceeds		3 536 302	245 905	1 280 825	1 567 302	442 270
Income from clients	35,00	3 536 302	245 905	1 280 825	1 567 302	442 270

Direct costs		2 459 398	226 932	745 904	1 143 146	343 415
Advertising costs	16	1 092 930	123 450	393 969	451 011	124 500
Additional staff costs	1 260	834 750	3 150	157 500	497 700	176 400
Salary		326 400	51 000	122 400	122 400	30 600
License fees		143 211	39 628	48 745	48 745	6 093
Depreciation	60 m	62 107	9 704	23 290	23 290	5 823

Indirect costs		402 240	44 100	145 840	145 840	66 460
Accounting		96 000	15 000	36 000	36 000	9 000
Office equipment maintenance		64 000	10 000	24 000	24 000	6 000

Hosting		120 000	0	40 000	40 000	40 000
Office rent		26 240	4 100	9 840	9 840	2 460
Legal support		96 000	15 000	36 000	36 000	9 000

10.3. MARKETING PLAN

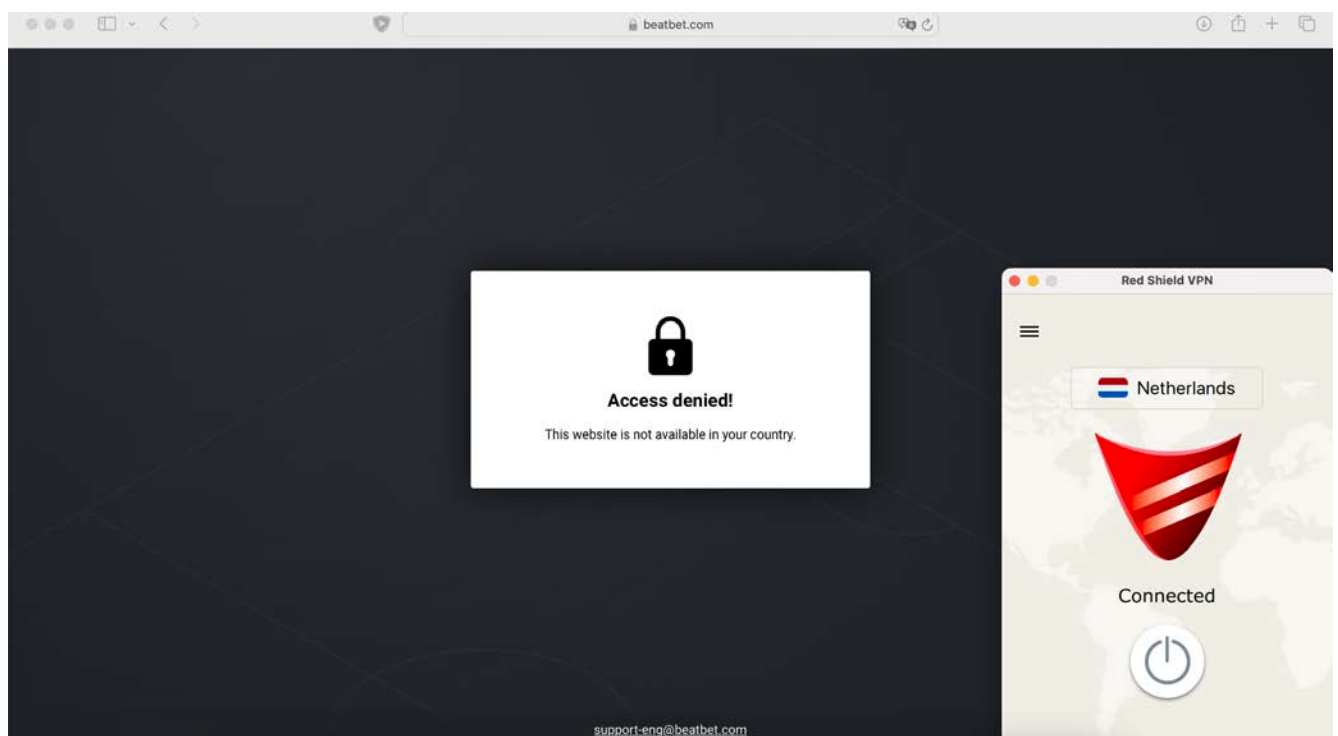
BEATBET is dedicated to providing a distinctive and responsible gaming experience tailored to discerning individuals aged 18 and above. Our comprehensive marketing strategy is designed to cultivate brand loyalty, engage our target demographic, and foster sales growth through innovative and ethical initiatives.

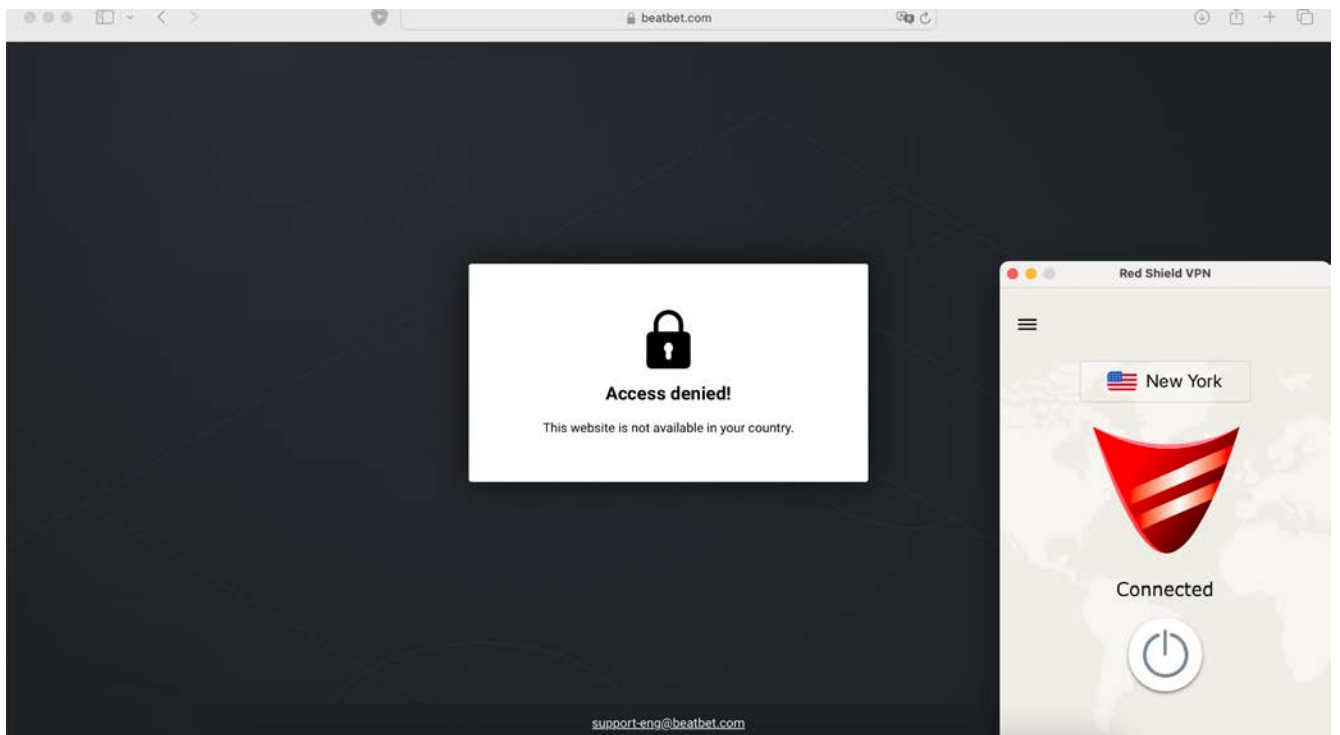
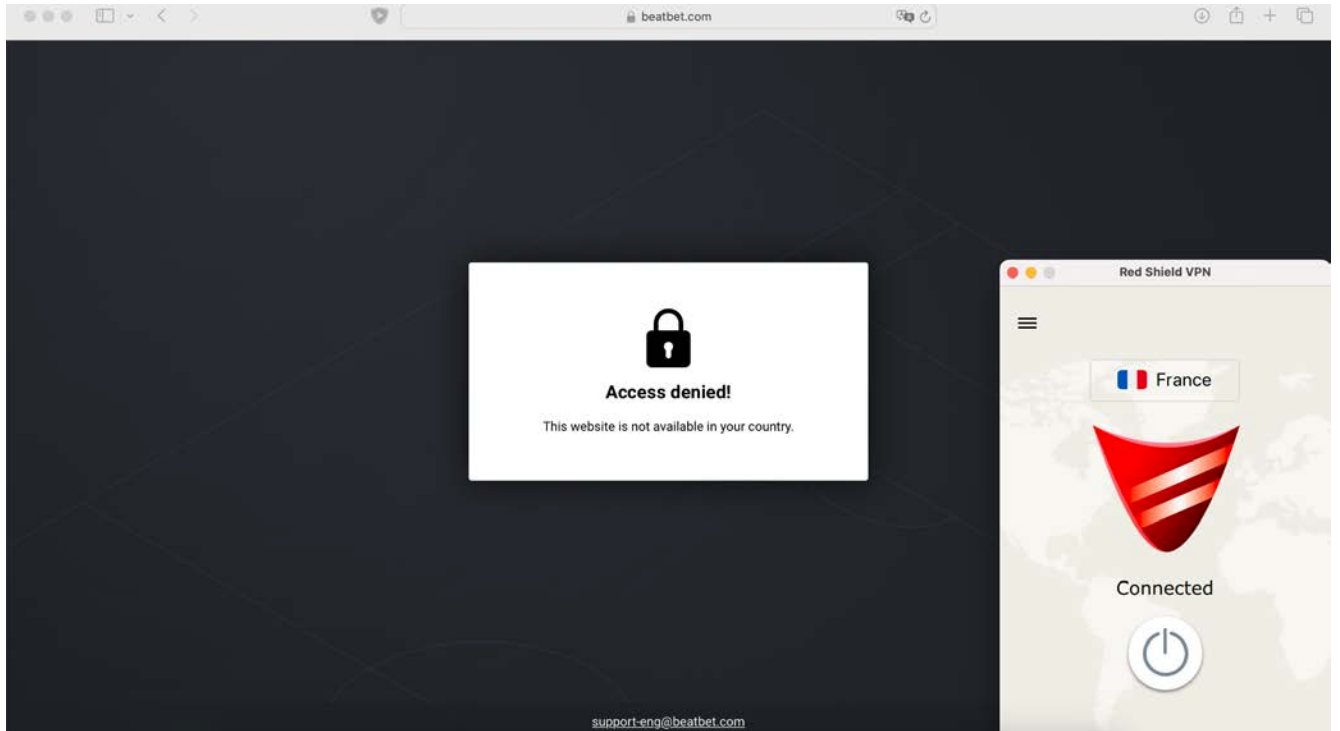
Target Audience:

Demographics: We primarily cater to adults aged 18 and above, with a specific focus on the 21-30 age bracket.

Geographics: Our key markets encompass Canada (excluding Ontario), Finland, and India.

Geoblock: Access to our platform is restricted from the USA, France, and The Netherlands, as well as the Dutch Caribbean Islands: Curacao, Aruba, Bonaire, St. Martin, St. Eustatius, and Saba.





Psychographics: Our ideal audience consists of individuals deeply passionate about cutting-edge technology, avid gamers seeking immersive experiences, and those who value responsible gaming principles.

Marketing Strategies:

Brand Identity:

Craft a compelling brand narrative centered around our commitment to revolutionizing the gaming industry through innovation, excitement, and a steadfast dedication to responsible gaming.

Position BEATBET as a hub for pioneering technology, diverse gaming adventures, and a vibrant community of enthusiasts.

Digital Realm Domination:

Enhance our website to provide an intuitive and seamless user experience across all platforms.

Harness the power of social media platforms for targeted advertising, engaging content distribution, and fostering a strong sense of community.

Content Odyssey:

Develop a content strategy that includes captivating blog posts, interactive tutorials, and exclusive insights from developers to foster a sense of belonging and continuous engagement among our audience.

Forge strategic partnerships with gaming influencers and content creators to extend BEATBET's influence and impact.

Advocacy for Responsible Gaming:

Integrate responsible gaming messages seamlessly into our marketing materials and gaming interfaces to promote healthy gaming habits.

Implement features such as session duration reminders, spending limits, and voluntary self-exclusion tools to empower players to manage their gaming experience responsibly.

Sales Expeditions:

Launch Excitement:

Unveil captivating launch promotions and exclusive bonuses to captivate early adopters and generate excitement.

Strategically deploy limited-time offers to create a sense of urgency and anticipation among our audience.

Partnership Odyssey:

Forge strategic alliances with gaming affiliates, influencers, and complementary brands to expand our reach and attract a diverse audience.

Establish an attractive affiliate program to incentivize third-party promotion and foster mutually beneficial partnerships.

Data-Fueled Refinement:

Leverage advanced analytics tools to gain deep insights into player behavior, preferences, and the effectiveness of various acquisition channels.

Drive data-driven optimizations in our marketing strategies, refining targeting precision and enhancing the overall user experience.

Customer Harmony Mastery:

Deploy a dynamic Customer Relationship Management (CRM) system to deliver personalized communications, promotions, and offers tailored to each player's preferences and habits.

Leverage targeted email marketing campaigns to deliver personalized promotions and real-time updates, enhancing engagement and loyalty.

Evaluation Yardsticks:

Continuously monitor key performance metrics such as customer acquisition cost, conversion rates, player lifetime value, and overall customer satisfaction.

Conduct regular reviews and agile adjustments based on performance analytics to optimize our marketing efforts and drive sustainable growth.

10.4. PROJECT COSTS

Indirect costs

Staff

According to the staffing table, the total estimated number of personnel is 6 people with a standard workload with an average salary of 1 700 EUR per month.

The total payroll will amount to 10,2 K EUR per month.

Table 8. Staffing table with salaries, EUR

№	Position	Number of people	Salary	Total per month
1	Director	1	2 600	2 600
2	Site developer	1	2 000	2 000
3	Designer	1	1 600	1 600
4	Advertising specialist	1	1 700	1 700
5	Employee	2	1 150	2 300
	Total	6		10 200

5 additional staff are employed for every 6000 new clients. The cost of additional personnel is shown in variable costs.

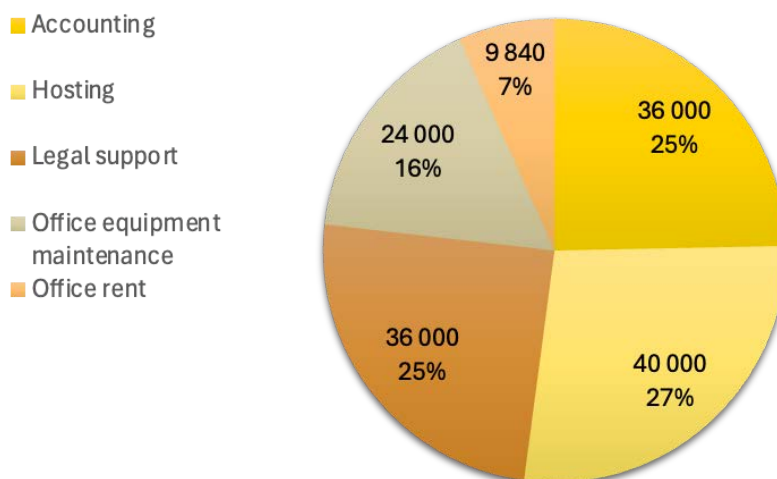
Other indirect expenses

A complete list of ongoing indirect costs is presented in the table below.

Table 9. Indirect costs, EUR

№	Item of expense	Total per year
1	Accounting	36 000
2	Office equipment maintenance	24 000
3	Hosting	40 000
3	Office rent	9 840
4	Legal support	36 000
	Total	145 840

Diagram 11. The structure of indirect costs



Direct costs

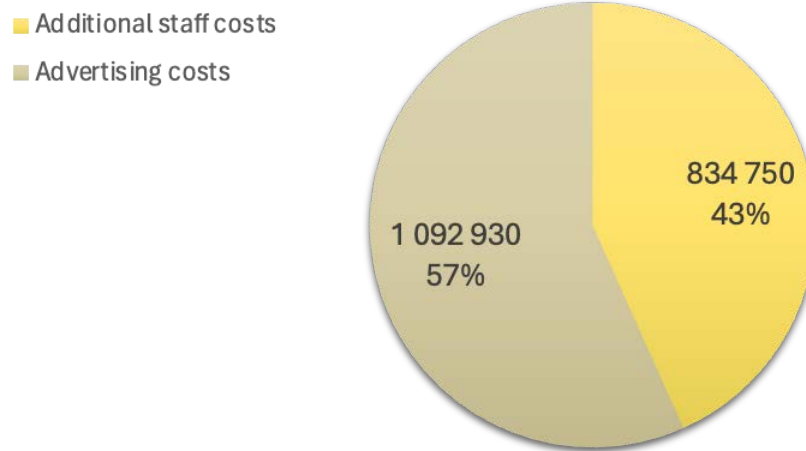
Direct production costs

A complete list of current direct costs is presented in the table below.

Table 10. Direct costs, EUR

№	Item of expense	Per unit, total	Calculation base
1	Advertising costs	16	for 1 client
2	Additional staff costs	1 260	for 1 person

Diagram 12. Structure of direct costs



10.5. FINANCIAL PLAN

The need for financial resources for the project is 216,8 K EUR.

It is planned that the financing of this project will be carried out at the expense of the investor.

The amount of payments to the investor for the period of the project will be 214,2 K EUR.

Indicators of the cash flow plan

Operating activities

Positive cash flows from operating activities are generated by sales proceeds.

Negative cash flows are the company's operating costs.

The amount of proceeds for the period of the project reaches 3 536,3 K EUR.

Negative cash flow reaches 2 971,9 K EUR and consists of the following main components:

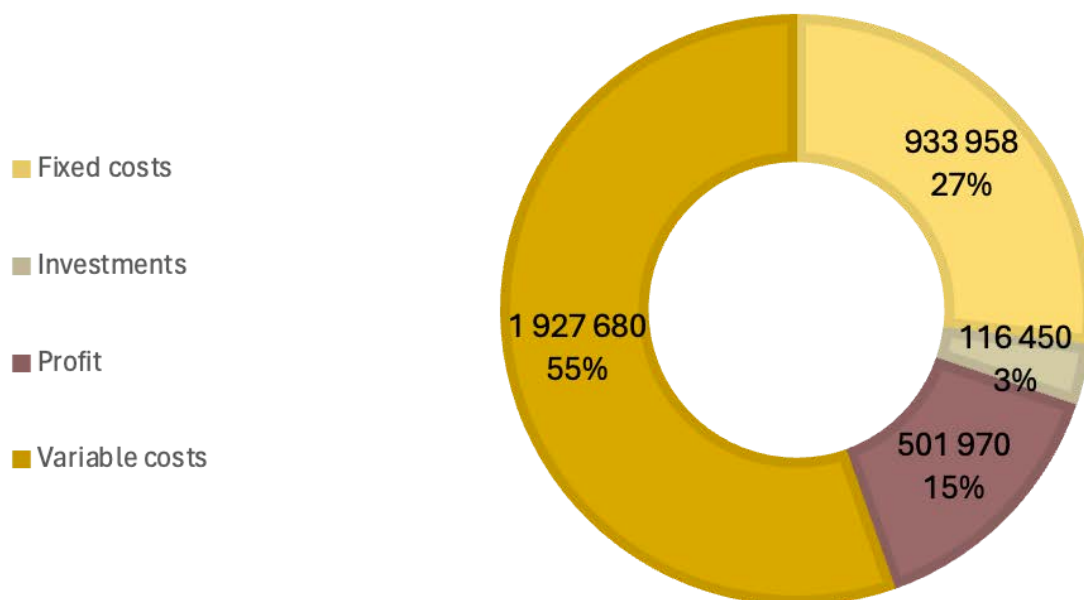
- variable costs - Advertising costs 16 for 1 client; Additional staff costs 1260 for 1 person
- fixed costs - 145,8 K EUR per year;
- taxes - 172,6 K EUR.

Thus, the balance on operating activities at the end of the project will be equal to the amount of net profit and will be 501,9 K EUR.

Financial activities

The financial flow consists of receipts of own and credit funds for financing the project, as well as their subsequent reimbursement.

Diagram 13. Distribution Structure of Sales Proceeds to Costs and Profit



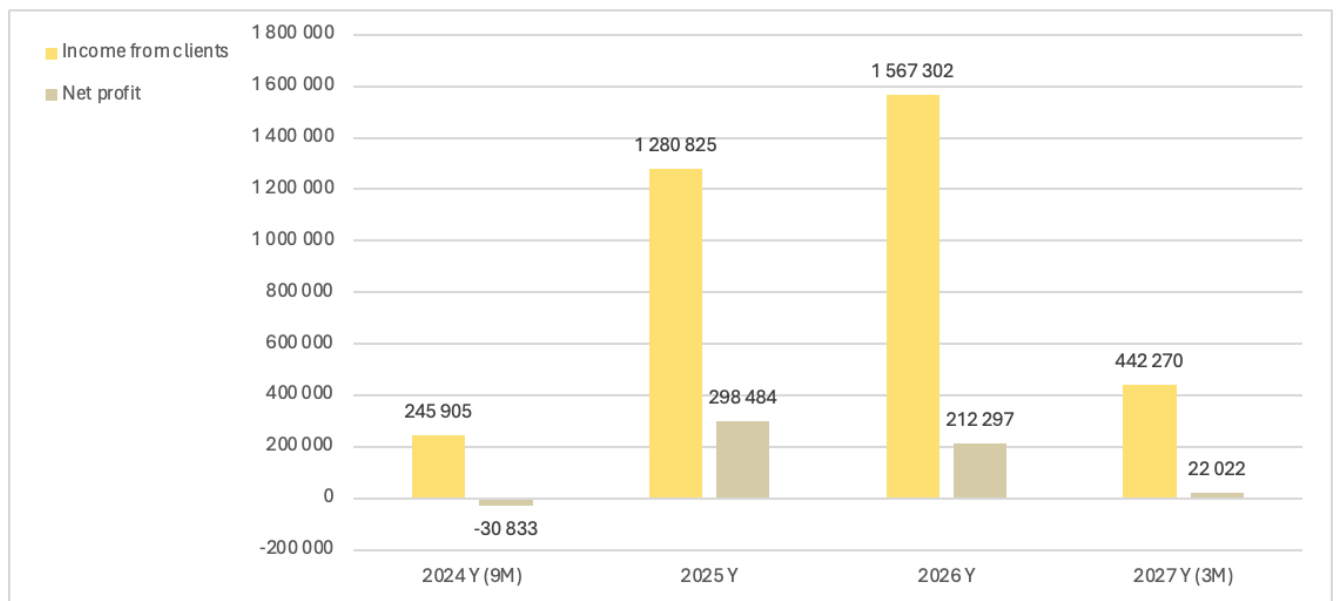
Indicators of Profit and Loss Plan

The amount of proceeds for the project period will amount to 3 536,3 K EUR. The total volume of direct costs will reach 2 397,0 K EUR.

The volume of net profit, taking into account the write-off of the entire amount of investment costs (through depreciation), will reach 501,9 K EUR.

A detailed plan of profit and loss is below.

Diagram 14. Dynamics of income and net profit in Euros



Financial Performance

The project calculation horizon is 36 months (3 years). The investment period of the project (until the launch of the project) is 3 months (0,3 years). The working period of the project (from the launch) is 33 months (2,7 years).

Table 11. Financial and investment indicators of the project

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	116 450
Sum of proceeds (SP), EUR	3 536 302
Net average operational receipts per month (NAOR), EUR	17 787
Net profit for the project period, EUR	501 970
Average profitability for the project period (net profit to proceeds	14,19%
Discounting rate (DR), %	18,00%
Net present value (NPV), EUR	194 957
Average Rate of Return of investments (ARR)	87,51%
Return on investment (ROI)	331%
Profitability index (PI)	1,7
Internal rate of return (IRR)	88,48%
Pay back period of the project in whole (PBP), incl. financing scheme	14 months
	1,2 years

10.6. PROJECT RISK ANALYSIS

SWOT analysis

Table 12. SWOT analysis

Strengths	Weaknesses
• Significant experience of the project managers and team members in the field of communications and casino management • High quality service • Strict policy against any type of fraud, which protects players from any potential troubles during the game • Wide range of games	• Competitors can quickly offer similar products or services • Limited pricing flexibility • Not available in all countries • Online content requires high internet speed • Lack of a clearly formulated long-term strategy (due to the nature of the business)
Opportunities	Threats
• Growing popularity of mobile gambling • Constant emergence of new technologies • Global trend towards legalizing online casinos	• Instability of the political environment • High competition • Impossibility of local placement of equipment and/or bans on the use of international services in some countries • Decrease in disposable income of the population against the backdrop of economic recession