

Requirements for Business Plan

1) Overview of the business products and services/brands as well as proprietary IP.

MyMoon offers a diverse range of high-quality products and services tailored for the iGaming industry. Here's an overview of the company's offerings:

Game Portfolio

- MyMoon specializes in developing superior slot games designed to engage players across various markets and demographics. These slot games feature state-of-the-art graphics, immersive sound effects, and innovative gameplay mechanics.
- In addition to slot games, the company also offers other popular gaming products such as fish hunting games, video bingo, and cluster games. Each game is meticulously crafted to deliver a unique and captivating player experience.

Technology and Innovation

- MyMoon's proprietary technology and innovative game development approach set it apart in the competitive iGaming landscape. The company leverages cutting-edge technologies and solid math models to ensure the quality and performance of its games.
- Adaptive layout technology allows for seamless gameplay experiences across desktop and mobile devices, catering to the evolving preferences of modern players.

Branding and Market Presence

- MyMoon has established itself as a leading game provider in the iGaming industry, recognized for its commitment to excellence and player-centric approach.
- The company's brand is synonymous with superior gaming experiences, innovative features, and a diverse portfolio of engaging games tailored for global markets.

Intellectual Property (IP) Assets

- MyMoon holds proprietary intellectual property rights to its game titles, technologies, and design elements.
- The company's portfolio encompasses a wide range of game titles, software technologies, and visual assets, contributing to its competitive advantage and long-term value proposition.

In summary, MyMoon's comprehensive suite of products and services, backed by proprietary technology and intellectual property, positions the company as a trusted partner for gaming operators seeking high-quality game content and innovative solutions in the dynamic iGaming market.

2) Company management structure showing key management roles and reporting lines.

-Company Management Structure

Owner: Hendry Ding

As the owner and principal decision-maker of MyMoon, Theoklis Andreou provides strategic direction, oversees overall operations, and sets long-term objectives for the company.

Director: Claire Godschalk (IGA Trust B.V.)

IGA Trust B.V. serves as the Director of MyMoon, overseeing day-to-day operations and ensuring alignment with the owner's strategic vision.

- Reporting Lines

- The Business Development Manager reports directly to the Owner, providing updates on business development activities, performance metrics, and strategic initiatives.
- Account Managers report to the Business Development Manager, keeping them informed about client interactions, account management activities, and client feedback.
- Additionally, the entire management team collaborates to align objectives, address challenges, and drive the company towards its overarching goals.

3) Business forecasts for 3 years.

Based on the provided information about MyMoon's specialization in creating superior slot games and other gaming products, here's a sample forecast for the next three years:

Year 1 (2024):

1. Revenue Target: EUR 250k.

- MyMoon aims to establish its presence in the iGaming industry by leveraging its high-quality game portfolio and innovative features to attract gaming operators.

2. Market Expansion: Targeting at least 50 new gaming operators partnerships

- The company will focus on expanding its network of gaming operators to distribute its portfolio to diverse markets and demographics globally.

3. Product Development: Introduce at least 5 new game titles

- To maintain competitiveness and meet evolving player preferences, MyMoon plans to introduce new game titles with state-of-the-art graphics, sound, and innovative gameplay features.

Year 2 (2025):

1. Revenue Growth: Targeting a 20% increase in revenue to reach EUR 300k

- Building on its established presence and partnerships, the company aims for significant revenue growth by optimizing existing products and expanding into new markets.

2. Market Penetration: Expand into at least 2 new geographic markets

- MyMoon will focus on entering new markets to diversify its revenue streams and capture emerging opportunities in regions with growing iGaming industries.

3. Technology Enhancement: Invest in enhancing mobile gaming experience and accessibility

- With the increasing trend of mobile gaming, the company will invest in optimizing its games for mobile platforms to cater to the growing segment of mobile players.

Year 3 (2026):

1. Revenue Target: Aim for EUR 330k in revenue

- With continued product innovation, market expansion, and strategic partnerships, MyMoon targets further revenue growth, solidifying its position as a leading game provider in the iGaming industry.

2. Diversification: Introduce gamification features and social gaming elements

- To enhance player engagement and retention, the company will integrate gamification elements and social features into its games, fostering a sense of community and competitiveness among players.

3. Strategic Alliances: Forge strategic alliances with key industry players and influencers.

4) Overview of intended strategy for business growth and to secure/maintain/grow market share with specific financial and marketing plans.

To ensure sustained growth and market share in the dynamic iGaming industry, MyMoon outlines a comprehensive strategy focused on product innovation, market expansion, strategic partnerships, and targeted marketing initiatives. This strategy aligns with the forecasted financial targets over the next three years and necessitates strategic investments in technology, marketing, and market penetration efforts. Here's an overview of the intended strategy along with specific financial and marketing plans:

1. Product Innovation:

- Allocate a significant portion of the budget for continuous product innovation, including the development of new slot games, fish hunting games, video bingo, and cluster games.
- Budget for research and development to ensure that games feature state-of-the-art graphics, sound, and engaging gameplay mechanics.
- Incorporate adaptive layouts and innovative bonus features to enhance player experience across desktop and mobile platforms.

2. Market Expansion:

- Allocate resources to expand the company's reach into new geographic markets, focusing on regions with growing iGaming industries and diverse player demographics.
- Budget for market research and localization efforts to tailor games and marketing campaigns to specific cultural preferences and regulatory requirements.
- Forge partnerships with gaming operators in target markets to distribute the game portfolio effectively and gain market share.

3. Strategic Partnerships:

- Allocate funds for strategic alliances with key industry players, including gaming operators, platform providers, and influencers.
- Invest in collaborative projects and co-marketing initiatives to amplify brand presence and reach new audiences.
- Leverage partnerships to access new distribution channels and explore synergies in product development and marketing strategies.

4. Marketing Initiatives:

- Develop a comprehensive marketing plan encompassing digital advertising, content marketing, social media engagement, and influencer partnerships.
- Budget for targeted advertising campaigns to increase brand awareness, drive user acquisition, and promote new game releases.
- Implement data-driven marketing strategies to optimize campaign performance and maximize return on investment.

5. Financial Planning and Funding:

- Develop a detailed financial plan outlining revenue projections, expenses, and cash flow forecasts for the next three years.
- Allocate funds for operating expenses, including salaries, overhead costs, and technology investments.
- Secure funding through a combination of equity financing, venture capital investments, and strategic partnerships to support growth initiatives and expansion plans.

Excluded Markets:

- Conduct thorough market analysis to identify excluded markets based on regulatory challenges, geopolitical risks, and market saturation.
- Exclude markets with stringent regulatory requirements or legal barriers that pose significant entry barriers or operational risks.
- Focus resources on markets with favorable regulatory environments, growth potential, and strategic importance to the company's long-term objectives.

By executing this strategic plan, MyMoon aims to achieve sustainable growth, secure market share, and solidify its position as a leading game provider in the iGaming industry. The company's commitment to product excellence, market expansion, strategic partnerships, and targeted marketing initiatives forms the foundation for achieving its financial targets and driving long-term success.

- MyMoon will seek collaborations with industry leaders and influencers to amplify its brand presence, reach new audiences, and explore potential synergies in product development and marketing initiatives.

5) Who are the key suppliers and material dependencies?

EURASIAN Gaming brand

6) Risk evaluation and management.

Risk evaluation and management are critical components of ensuring the long-term success and sustainability of MyMoon. Here's how the company assesses and mitigates risks, while also incorporating internal and external audit processes, oversight committees, and risk registers:

1. Risk Assessment Process:

- MyMoon conducts regular risk assessments to identify potential threats and vulnerabilities to its business operations, financial stability, and reputation.
- Risks are categorized into different areas such as regulatory compliance, market volatility, technological disruptions, and operational challenges.
- The company employs various risk assessment methodologies, including quantitative analysis, scenario planning, and expert judgment, to prioritize and quantify risks effectively.

2. Risk Mitigation Strategies:

- Once risks are identified and assessed, MyMoon develops comprehensive mitigation strategies to address and minimize potential adverse impacts.
- Mitigation strategies may include implementing robust internal controls, diversifying revenue streams, securing insurance coverage, and establishing contingency plans.
- The company also fosters a culture of risk awareness and accountability among employees, encouraging proactive risk management at all levels of the organization.

3. Audits and Oversight:

- MyMoon conducts regular internal audits to evaluate the effectiveness of internal controls, compliance with regulatory requirements, and adherence to best practices.
- Internal audit teams assess key areas of risk exposure and provide recommendations for improving risk management processes and procedures.
- External audits are conducted periodically by independent auditors to provide objective assessments of financial statements, internal controls, and compliance with legal and regulatory standards.

4. Oversight Committees:

- MyMoon establishes oversight committees composed of senior management, board members, and external advisors to provide governance and strategic guidance on risk management matters.
- These committees review risk assessment reports, audit findings, and mitigation plans, ensuring that risks are adequately addressed and monitored at the highest levels of the organization.
- Oversight committees may include specialized subcommittees focused on specific risk areas such as cybersecurity, regulatory compliance, and financial management.

5. Risk Registers:

- MyMoon maintains comprehensive risk registers that document identified risks, their potential impact, likelihood of occurrence, and status of mitigation efforts.
- Risk registers serve as centralized repositories of risk-related information, enabling stakeholders to track and monitor the evolving risk landscape over time.
- Regular updates to the risk registers ensure that emerging risks are promptly identified and addressed through appropriate risk mitigation measures.

By adopting a systematic approach to risk evaluation and management, integrating internal and external audit processes, establishing oversight committees, and maintaining robust risk registers, MyMoon demonstrates its commitment to safeguarding its investments, preserving shareholder value, and sustaining long-term growth in the highly competitive iGaming industry.

7) Legal and governance framework.

At MyMoon, our commitment to legal and regulatory integrity is paramount, and we place a high priority on establishing a comprehensive legal and governance framework. Integral to this framework is our dedicated lawyer, who possesses a dual degree in law and business, and plays a pivotal role in supporting our compliance department.

In terms of compliance oversight, our lawyer diligently monitors regulatory requirements and industry standards, ensuring that our operations consistently align with legal mandates.

Regarding contract management, our lawyer oversees the drafting, negotiation, and execution of contracts, meticulously ensuring that all agreements adhere to legal standards and protect our interests.

In conflict resolution, our lawyer serves as a trusted mediator, adeptly navigating disputes to reach fair and amicable resolutions while safeguarding the company's legal standing.

In essence, our lawyer's expertise and dedication are instrumental in upholding our commitment to regulatory compliance and legal integrity across all facets of our operations at MyMoon.

8) Target KPIs and business objectives

For My Moon, success and long-term business objectives are measured through a set of Key Performance Indicators (KPIs) aligned with its strategic goals and mission in the iGaming industry. Here are some target KPIs and business objectives that the company may prioritize:

1. Revenue Growth:

- KPI: Annual revenue growth rate
- Objective: Achieve consistent year-over-year revenue growth, reflecting the company's ability to attract players, expand market share, and deliver compelling gaming experiences.

2. Casino Retention Rate:

- KPI: Casino retention rate, average session duration, and player lifetime value
- Objective: Increase player engagement and retention by offering captivating gameplay experiences, personalized incentives, and rewards programs to encourage repeat play and loyalty.

3. Market Expansion:

- KPI: Number of new market entries, market share in target regions
- Objective: Expand into new geographic markets and demographic segments, establishing a strong presence and capturing emerging opportunities in the global iGaming landscape.

4. Product Innovation:

- KPI: Number of new game releases, player feedback and ratings
- Objective: Continuously innovate and enhance the game portfolio with new titles, innovative features, and immersive gameplay experiences that resonate with players and drive user acquisition.

9) Policies and Procedures

1. Internal vs. External Development of Policies and Procedures:

- MyMoon has the capability to internally develop its policies, such as Anti-Money Laundering (AML) and Know Your Customer (KYC), utilizing the expertise of its in-house legal, compliance, and risk management teams. This approach enables alignment with the company's distinctive business model, goals, and regulatory obligations.
- Alternatively, the company may engage external consultants or legal firms specializing in gaming regulations and compliance to assist in the development of policies and procedures. External expertise can provide insights into best practices, emerging regulatory trends, and industry standards.

2. Timelines and Commitment to Keeping the GCB Apprised:

- MyMoon commits to developing and implementing robust policies and procedures within a specified timeframe, ensuring compliance with regulatory requirements and industry standards.
- The company will establish clear timelines and milestones for the development, review, and implementation of policies and procedures, with regular updates provided to the Gaming Control Board (GCB) to keep them apprised of progress and any significant developments.
- Transparent communication channels will be established to facilitate ongoing dialogue and collaboration between MyMoon and the GCB, fostering a cooperative and proactive approach to regulatory compliance.

3. Qualifications and Competence of Person/Entity Developing Policies and Procedures:

- The board of MyMoon ensures that the person or entity responsible for developing policies and procedures possesses the requisite qualifications, expertise, and experience in gaming regulations, compliance, and risk management.
- The selected individual or entity demonstrates a track record of success in developing effective policies and procedures for similar gaming enterprises, with a deep understanding of applicable laws, regulations, and industry best practices.
- Furthermore, the board takes reasonable steps to ensure that the person or entity is not conflicted and maintains independence and objectivity in the development process. Any potential conflicts of interest are identified and addressed transparently to uphold the integrity and credibility of the policies and procedures.

In compliance with regulatory requirements, MyMoon recognizes the importance of conducting periodic audits and reviews of its policies and procedures. The company fully cooperates with the GCB's mandate to audit and review the effectiveness and compliance of its policies and procedures, demonstrating a commitment to regulatory compliance, transparency, and accountability in its operations.