

GROOVE TECHNOLOGIES N.V. BUSINESS PLAN

25th April 2024

Executive Summary

Groove Technologies N.V. (hereinafter – **Groove Technologies N.V.**) aims to revolutionize the B2B gambling industry by aggregating leading gambling software solutions into a single, comprehensive offering. By providing a unified suite of gaming solutions, we aspire to simplify the procurement process for gambling operators and platforms, ensuring they have access to the best entertainment technology available.

From our aggregation platform, Groove's turnkey solution offers you a vast portfolio of games and crypto casino management to enable you to create your own online casino.

Groove On is a comprehensive solution for the start and growth of a successful online casino business. It is a multifunctional platform that allows for total customization to suit the vision of the business that can all be seamlessly integrated in one place through our API technology.

By choosing the user-friendly Groove On platform, not only will you gain use of a customizable interface designed to your specifications but you'll also be equipped with all the tools necessary for the day to day management of your business. You'll have access to a complete back-office and CRM system in order to manage player accounts, get real-time reporting plus a multitude of features, including: Access bonus systems, payment gateways, affiliate programs and much more.

Business Description

Groove Technologies N.V. will operate as a key intermediary in the B2B gambling software market, leveraging relationships with premier software providers to offer a diverse and innovative product portfolio. Our offerings will include a wide range of services such as Turnkey and solutions and crypto casino management catering to the varied needs of gambling platforms worldwide.

Market Analysis

The global online gambling market is experiencing rapid growth, driven by technological advancements and increasing internet penetration. Groove Technologies N.V. will target emerging and established markets with a high demand for diversified gambling content, focusing on regions with favorable regulatory environments for online gambling.

Products and Services

Our product line will feature:

- **RNG-based Games:** A selection of non-live games powered by random number generators, ensuring fairness and excitement.
- **Custom Solutions:** Tailored packages that meet the unique needs of each operator, including branding options.
- **Crypto Casino Management.**

Marketing Strategy

Groove Technologies N.V. will employ a multi-faceted marketing strategy focusing on digital marketing, industry partnerships, and attendance at major gambling and technology expos. Our marketing efforts will highlight the quality, diversity, and innovation of our product offerings, positioning Groove Technologies N.V. as a leading aggregator of gambling software solutions.

Sales Strategy

Our sales approach will center on building strong B2B relationships, offering competitive pricing, and demonstrating the value-added benefits of our comprehensive software suite. We will utilize a consultative sales process to understand the specific needs of each operator and provide customized solutions.

Operational Plan

Operations will be streamlined to ensure efficient management of supplier relationships, customer service, and technical support. Groove Technologies N.V. will utilize advanced technology platforms for product delivery, customer relationship management (CRM), and analytics to maintain high operational standards.

As part of our strategic operational framework, Groove Technologies N.V. has initiated negotiations with a number of providers. These partnerships are poised to significantly bolster our product offerings through a service package agreement, enhancing our competitive edge in the market.

Compliance Plan

Groove Technologies N.V. is committed to upholding the highest standards of regulatory compliance in the online gambling industry. To this end, we are in the process of applying for a gambling license with the Curacao Gaming Board. This strategic move is aimed at ensuring our operations are fully compliant with international gambling regulations and standards. The acquisition of this license will not only enhance our legal standing but also reinforce our dedication to providing secure and transparent gaming solutions. We are prioritizing this application to align our operations with best practices as soon as possible.

Financial Plan

The financial strategy will focus on achieving sustainable revenue growth through strategic pricing, cost management, and scaling the business. Initial funding will be sought through investors and loans, with a detailed financial projection prepared to outline the path to profitability.

Management Team

The Groove Technologies N.V. management team will comprise individuals with extensive experience in the gambling industry, software sales, and business development. Their expertise will be crucial in executing the business plan and driving the company towards its strategic objectives.

Conclusion

Groove Technologies N.V. is poised to become a vital link between gambling software suppliers and operators. By offering a curated selection of the best gambling software in a single solution, we aim to enhance the gaming experience for end-users while driving growth and profitability for our B2B customers.

Income Projections:

Year	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Year 1	1,687,000	1,319,000	1,384,950	1,454,198	1,526,907	1,603,253	1,683,415	1,767,586	1,855,965	1,948,764	2,046,202	2,148,512	20,425,752
Year 2	2,255,938	2,368,734	2,487,171	2,611,530	2,742,106	2,879,212	3,023,172	3,174,331	3,333,047	3,499,700	3,674,685	3,858,419	35,908,044
Year 3	4,051,340	4,253,907	4,466,602	4,689,932	4,924,429	5,170,650	5,429,183	5,700,642	5,985,674	6,284,958	6,599,206	6,929,166	64,485,689

Expense Projections:

Year	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Year 1	1,553,000	1,345,000	1,397,250	1,452,113	1,509,718	1,570,204	1,658,714	1,725,400	1,795,420	1,868,941	1,946,138	2,027,195	19,849,093
Year 2	2,137,305	2,226,670	2,320,503	2,419,029	2,522,480	2,631,104	2,770,159	2,889,917	3,015,663	3,147,696	3,286,331	3,431,897	32,798,754
Year 3	3,609,742	3,770,229	3,938,741	4,115,678	4,301,462	4,496,535	4,726,362	4,941,430	5,167,251	5,404,364	5,653,332	5,914,749	56,039,875

Cash Flow Projections:

Year	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Year 1	134,000	-26,000	-12,300	2,085	17,189	33,049	24,701	42,186	60,546	79,823	100,064	121,317	576,660
Year 2	118,633	142,065	166,668	192,501	219,626	248,108	253,013	284,414	317,384	352,004	388,354	426,521	3,109,290
Year 3	441,598	483,677	527,861	574,254	622,967	674,115	702,821	759,212	818,423	880,594	945,874	1,014,417	8,445,814