

Meta Tech Innovations B.V.
Business Plan

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Executive Summary: Providing a Comprehensive Overview

Meta Tech Innovations B.V., an innovative company operating under Curacao legislation, is a dynamic and forward-thinking presence in the online gaming sector. Currently holding Curacao Sub licenses, the company aims to strengthen its position by pursuing a gaming license from the Gaming Control Board (GCB). Meta Tech Innovations B.V. is led by accomplished individuals, including owner Liew Kok Jong and Seow Gim Shen.

Liew Kok Jong, an outcome-driven Managing Director, brings extensive professional expertise and notable executive leadership accomplishments in both business and philanthropy. With a strong ability to forge strategic alliances with organizational leaders, Liew effectively aligns and supports key business initiatives. Renowned for resolving persistent challenges, skillfully managing staff, and contributing to goal definition and opportunity development, Liew excels in building and nurturing high-performance teams by recruiting, developing, and motivating skilled professionals.

Seow Gim Shen, with over 12 years of experience in the IT development industry, is instrumental in expanding the IT business, particularly in Mobile Apps technology. Demonstrating repeated success in overseeing IT projects from inception to execution, Seow is a hands-on individual proficient in managing IT support operations and diligently troubleshooting issues to identify root causes. Driven by results and committed to continuous improvement, Seow's expertise adds significant value to Meta Tech Innovations B.V.

Meta Tech Innovations B.V. primarily focuses on the design and development of slot games for licensed online gaming operators. According to our projections based on the base scenario, the company is expected to achieve profitability by 2024 upon receiving the license from the GCB.

Notably, Meta Tech Innovations B.V. showcases its proprietary intellectual property on its website (www.sgslot.com). This includes unique technologies, designs, and content that set the company apart from competitors in the gaming industry.

Business Journey: A Summary and Historical Overview

Meta Tech Innovations B.V. (referred to as "Meta Tech") is a company incorporated under Curacao laws, currently holding a Curacao sublicense. In response to new legislation, Meta Tech is now preparing to apply for a new gaming license with the GCB.

Vision and Mission: Striving for Excellence in Online Gambling and B2B Expansion

Vision:

At Meta Tech, our vision is to create an exceptional online gambling platform that stands on par with the industry's leading international brands. Our aim is to provide customers with an unparalleled gambling experience in every aspect.

Mission:

Driven by a dedicated team of experienced professionals, Meta Tech is committed to constant innovation. Our mission goes beyond offering an advanced online sports betting platform and leading casino games; we incorporate AI features to track and enhance player interactions, ensuring optimum satisfaction.

Furthermore, our mission extends to becoming the premier B2B provider in Asia, while also aspiring to expand our brand across Europe and beyond. Through strategic expansion, Meta Tech aims to establish a prominent global presence in the ever-evolving online gambling market.

Choosing the Curacao License: Our Strategic Decision?

Meta Tech's Strategic Choice: Acquiring a Curacao Gaming License for Competitive Edge

Meta Tech is resolute in its pursuit of a Curacao Gaming License to strengthen its competitive position within the iGaming market. This license acquisition not only unlocks new business prospects but also confers distinct advantages. These advantages, both internal and external, contribute to Meta Tech's enhanced competitiveness:

1. **Esteemed Reputation:** The Curacao license boasts a rich history and widespread recognition, enjoying acceptance from numerous jurisdictions across the iGaming industry.
2. **Regulatory Trailblazing:** As the first country to regulate iGaming, Curacao has exhibited a pioneering spirit, forging industry standards.
3. **Reliable Hosting Infrastructure:** Curacao offers exceptional hosting infrastructure, guaranteeing operators dependable and efficient services.
4. **Favorable Corporate Tax Rate:** Curacao's competitive corporate tax rate serves as an appealing incentive for businesses.

Additionally, Curacao stands as a renowned hub for iGaming operators, thanks to its comprehensive regulatory framework. With recent regulatory reforms by the Gaming Control Board (GCB), Meta Tech is committed to being at the forefront of pioneering fresh industry standards. As one of the early license recipients, Meta Tech is uniquely positioned to leverage Curacao's adaptable approach in catering to operators and its accessibility to diverse markets, including Asia, South America, India, and other promising regions.

It's noteworthy that Curacao's absence of gaming tax further heightens the allure of the Curacao license, boosting the appeal and competitiveness of Meta Tech's presence in the iGaming realm.

Business Growth Strategy Overview:

Marketing Plan for Slots Games in B2B iGaming Sector:

1. **Market Research and Analysis:** Conduct in-depth market research to identify trends, preferences, and demands specific to the slots games segment in each target market. Analyze competitors' offerings and pricing strategies to identify opportunities for differentiation
2. **Game Development and Design:** Invest in a skilled and dedicated game development team to create high-quality and visually appealing slots games. Focus on innovative features, engaging gameplay mechanics, and captivating themes to attract and retain players
3. **Game Performance Optimization:** Continuously monitor and analyze the performance of slots games, including player engagement, retention, and revenue generation. Implement iterative improvements and updates based on player feedback and market trends
4. **Responsive Game Design:** Ensure that slots games are optimized for various devices and platforms, including desktop, mobile, and tablets, to provide a seamless gaming experience. Prioritize responsive design and user-friendly interfaces for intuitive navigation
5. **Collaboration with Operators and Online Casinos:** Forge partnerships and collaborations with B2B operators and online casinos to integrate and distribute slots games in their platforms. Offer customized

solutions and flexible integration options to cater to the specific requirements of each operator

6. Promotional Campaigns: Design targeted promotional campaigns to create awareness and generate excitement around new slots game releases. Utilize various marketing channels, such as social media, email marketing, and affiliate partnerships, to reach potential players and operators

7. Data-driven Optimization: Utilize advanced analytics and data tracking tools to gather insights on player behavior, preferences, and engagement levels. Leverage this data to optimize game features, betting options, and payout structures for maximum player satisfaction and profitability

8. Training and Support:

- Provide comprehensive training and support to B2B operators and casino staff regarding the features, mechanics, and benefits of slots games
- Offer ongoing support and assistance to resolve technical issues and ensure smooth gameplay experiences for players

9. Collaboration with Game Aggregators:

- Collaborate with game aggregators and distribution platforms to expand the reach of slots games to a wider audience of operators and players
- Ensure seamless integration and regular updates to keep the games in line with industry standards and player expectations

By implementing this marketing plan focused on slots games in the B2B iGaming sector, Meta Tech can effectively position itself as a provider of high-quality, engaging, and profitable slots games, attracting and retaining B2B clients and maximizing market share in the target markets.

SWOT Analysis for Meta Tech:

Strengths:

- The owner has strong connections in the Asian market and in-depth knowledge of conducting business in the region, providing a competitive advantage.
- Meta Tech understands the evolving demands of the iGaming industry, including the Asian market, allowing them to adapt quickly and stay ahead.
- The company embraces innovation and agility, enabling rapid development of new products and features to meet market needs.
- Meta Tech prioritizes personalized services and responsive customer support, building strong relationships and earning customer loyalty.
- The company actively develops partnerships with key players in the Asian market, enhancing its offerings and expanding its reach.
- Meta Tech's management brings extensive expertise in operations, marketing, technology, and compliance, ensuring effective company management.

Weaknesses:

- Meta Tech may face limitations in terms of resources, including financial investments and manpower, to support its international expansion efforts.
- Insufficient resources could potentially hinder the company's ability to effectively enter and operate in new markets outside of Asia and ensure compliance with diverse regulatory frameworks.
- Given the evolving nature of the remote gaming industry and the need to stay updated with regulatory changes, Meta Tech's organizational adaptability becomes crucial.

- Adapting internal processes, policies, and systems to comply with evolving regulations across different jurisdictions could pose challenges and require ongoing efforts.
- The team's limited familiarity and understanding of regulations in jurisdictions outside of Asia may create challenges when expanding into new markets.
- HR issues and employee management challenges, particularly in coordinating with Asian offices and dealing with work ethics and time differences
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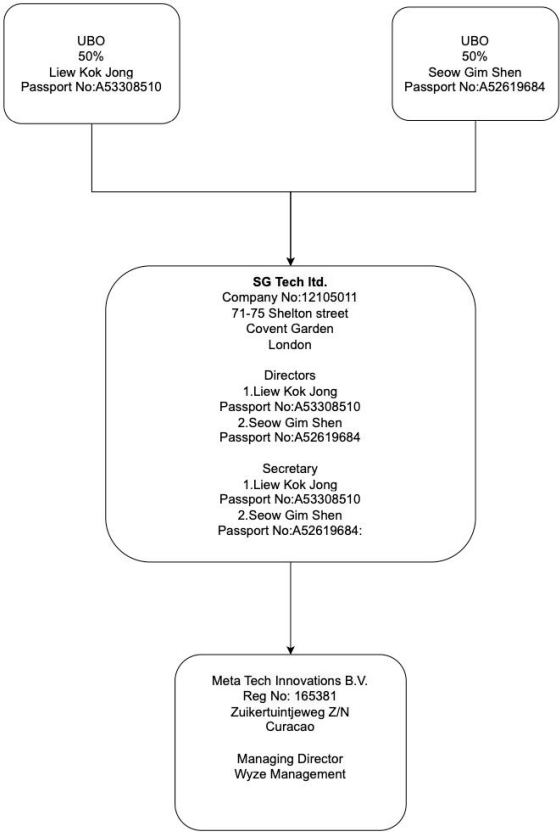
Opportunities:

- Meta Tech can capitalize on the growing number of markets worldwide that are implementing gambling regulations and opening up to gambling operations.
- By leveraging its experience and expertise, the company can enter new jurisdictions and tap into previously untapped customer bases.
- The global acceptance of the gaming industry is on the rise, with a shift in perceptions from traditional skepticism to recognition of the economic and entertainment value it provides.
- This changing attitude presents an opportunity for Meta Tech to expand its operations and attract new players in markets that were previously hesitant to embrace gambling.
- As the gaming market continues to evolve, there is a growing demand for new verticals and innovative gaming experiences. Meta Tech can seize this opportunity by exploring and offering new gaming verticals, such as esports betting, interactive live streaming, or virtual reality gaming, to diversify its product portfolio and appeal to a broader range of customers.
- Forming strategic partnerships with regulated operators in different markets can provide Meta Tech with access to established customer bases and regulatory compliance expertise.
- By capitalizing on the emerging market opportunities, leveraging the increasing acceptance of the gaming industry, diversifying its product offering into new verticals, and establishing strategic partnerships, Meta Tech can position itself for growth and success in the dynamic global gaming landscape.

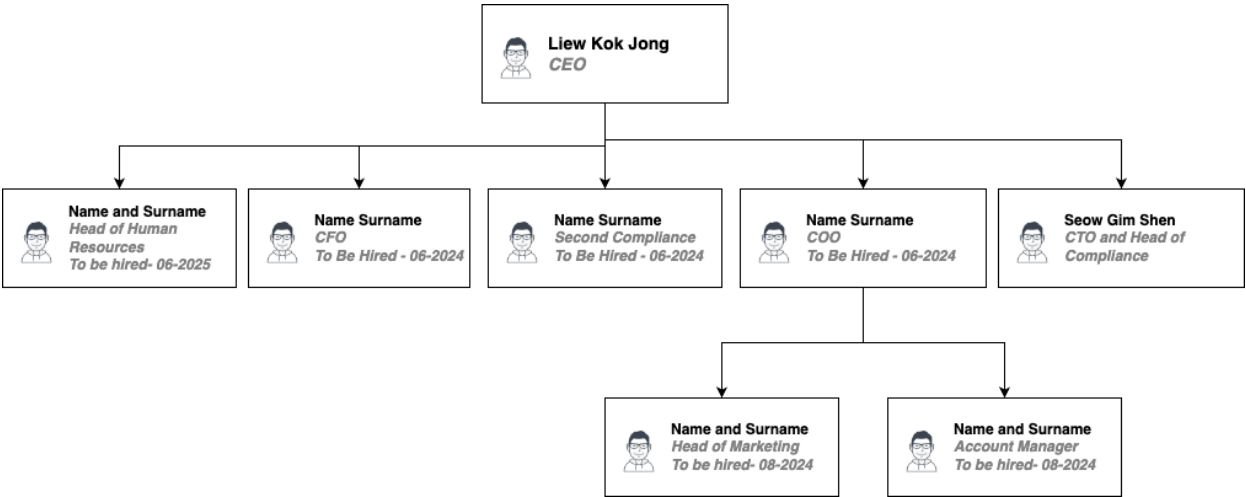
Threats:

- Competition from well-established brands such as Playtech, Microgaming, and NetEnt, which have strong brand recognition in the Asian market
- Political realities and the need to adapt to different legal regimes and potential changes in those regimes
- High dependence on various organizations when conducting business, including service providers, requiring careful selection and maintenance of relationships
- The regulatory landscape in Curacao is currently unclear, and there may be ongoing changes or updates to the gaming regulations.

Company shareholding structure



Company organization structure



CEO: Liew Kok Jong

- Job Description: As the Chief Executive Officer, Seow Gim Shen is responsible for providing overall leadership and strategic direction to the company. He oversees the execution of business plans, fosters innovation, and ensures the achievement of corporate goals. Seow Gim Shen plays a pivotal role in representing the company externally and maintaining key partnerships.

CTO: Seow Gim Shen

- Job Description: Serving as the Chief Technology Officer, Seow Gim Shen is responsible for technology strategy and implementation. He oversees the development and maintenance of the company's technological infrastructure, ensuring it aligns with business objectives. Seow Gim Shen plays a key role in driving technological innovation.

Head of Compliance: Danny Vincent Dass

- Job Description: Steering the organization toward regulatory excellence and ensuring the highest standards of industry compliance. His responsibilities encompass a range of strategic, operational, and risk management functions, contributing directly to the organization's success and reputation within the gaming industry.

MLRO: Not Applicable (B2B Business)

- Explanation: In a business-to-business (B2B) context, where the company does not engage directly with end consumers, the role of Money Laundering Reporting Officer (MLRO) may not be applicable. MLRO responsibilities typically involve monitoring and reporting suspicious financial activities in customer transactions, which is more relevant in consumer-facing businesses.

Future Positions (To be Hired as Needed):

COO:

- Job Description: Oversees day-to-day operational activities, optimizing processes, and ensuring efficiency.

Head of Marketing:

- Job Description: Leads marketing strategies, brand development, and customer acquisition efforts. Promotes the company's products and maintains market presence.

Account manager:

- Job Description: Manages customer relationships, addresses client inquiries, and ensures a positive customer experience.

Head of Human Resources:

- Job Description: Manages HR functions, including recruitment, employee relations, and organizational development. Fosters a positive work environment.

CFO:

- Job Description: As the Chief Financial Officer, Seow Gim Shen assumes responsibility for financial management, budgeting, and forecasting. He oversees financial reporting, risk management, and strategic financial planning. Seow Gim Shen plays a critical role in ensuring the company's financial health and stability.

Second Compliance:

- Job Description: Steering the organization toward regulatory excellence and ensuring the highest standards of industry compliance. His responsibilities encompass a range of strategic, operational, and risk management functions, contributing directly to the organization's success and reputation within the gaming industry.

Risk Management

5.3. Risk Management

Meta Tech will adopt a risk avoidance strategy and implement policies to assess and allocate resources for managing potential risks. To begin this process, a comprehensive analysis will be conducted to identify risks stemming from various sources, such as payoff, hardware, networks, and systems. To execute this risk management approach, the company will establish a dedicated B2B-focused team. This team will focus on the following key areas:

System Security: Utilizing in-house experts, will implement measures to ensure robust IT security. Efforts will be directed towards preventing IT failures and maintaining and developing systems that effectively counter hacking and cyberattacks. Regular checks by technicians will validate the effectiveness of implemented measures, including firewalls (both software and hardware).

Setting of Odds: Meta Tech's gaming offerings involve casino-type games where End Users play against a computer system using a well-defined mathematical algorithm. Analysis and data collection will be integral to minimizing the risk of incorrect odds and preventing End Users from exploiting any loopholes. The platform will undergo testing and certification to guarantee it operates as a true random number generator, ensuring it cannot be manipulated.

Financial, Legal, or Criminal Risk: A dedicated team will be established to address risks related to fraud, theft, money laundering, suspicious activities, and illegal registrations, such as underage gaming.

Legal Framework

Board Oversight:

- Boards in Curacao typically have a significant role in day-to-day decision-making. The level of involvement may vary, but boards often play a hands-on role in operational decisions.

Current Board Membership:

- The composition may include directors elected by shareholders, and the structure may be influenced by the company's articles of association and corporate governance principles.

Reserved Matters:

- Boards or UBOs often reserve the right to decide on key matters, including financial decisions, major contracts, and significant corporate changes.

Deadlock Possibility:

- Deadlocks can occur, especially in companies with equal shareholder power. The articles of association may provide mechanisms to resolve deadlocks, such as arbitration or buy-sell agreements.

Legal Support:

- Legal support is commonly provided by external law firms specializing in local and international law. In-house legal teams may also play a role in advising the company.

Board Meetings:

- Board meetings in Curacao involve discussions on both strategic and operational matters. Besides board members, key executives, legal advisors, and possibly external consultants may attend. Policies ensure proper meeting conduct.

Policies and Procedures

Implementing comprehensive policies and procedures is crucial for operational efficiency, risk mitigation, and upholding ethical standards within an organization. The following key policies and procedures serve specific purposes:- Information Security Policy: Secures sensitive information through data handling protocols, access controls, and risk management measures.

- Advertising Policy: Ensures consistent branding and ethical promotional practices, guiding the creation and distribution of advertising materials.
- Outsourcing Policy: Provides guidelines for engaging external vendors strategically and securely, ensuring clear outsourcing practices.
- System Access Control Procedure: Regulates access to organizational systems with authentication and authorization controls for enhanced data security.
- User Management Policy: Establishes rules for secure and efficient user account management, contributing to overall data protection.
- Human Resources Roles and Responsibilities: Defines the functions and responsibilities of HR personnel, ensuring clarity and efficiency in HR operations.
- Disaster Recovery Plan: Outlines procedures for data recovery, system restoration, and business continuity during disruptive incidents.
- Financial Accounting Procedures: Guides systematic recording and reporting of financial transactions, ensuring accuracy, transparency, and compliance with accounting standards.
- Backup Procedure: Establishes a systematic approach to creating and maintaining backups to mitigate the impact of data loss incidents.
- Change Management Procedure: Governs the introduction of modifications, minimizing risks and ensuring smooth transitions during IT system or organizational changes.

Development Timeline and communication with the GCB:

- Policy Development: Completion of policy development within a designated timeline of six months. Internal Review: Allowance of one month for comprehensive internal stakeholder review to ensure thorough examination and feedback.
- Legal Review: Allocation of one month for legal experts to assess policy compliance with relevant regulations and provide necessary guidance.
- GCB Review: Provision of one month for the Gambling Control Board's review and feedback on the policies.
- Implementation: Allotment of one month for the phased implementation of policies to ensure smooth and effective adoption across relevant operations.
- Full Implementation: Dedication of one month for the complete integration and enforcement of policies throughout all applicable areas of the organization.

Qualifications and Competency of Developers:

- Establishing the selection process and criteria for responsible parties in developing policies is essential. Selection Criteria: Clearly define the criteria used to select individuals or entities for the development of each policy and procedure, including the Information Security Policy, Advertising Policy, Outsourcing Policy, System Access Control Procedure, and User Management Policy.

- **Expertise Assessment:** Outline the specific qualifications, expertise, and experience necessary for the selected individuals or entities involved in developing each policy.
- **Conflict of Interest Assurance:** Provide a statement confirming that the board reasonably believes the chosen parties for each policy are qualified, competent, and without conflicts of interest.
- **Due Diligence:** Describe the due diligence process employed to evaluate the qualifications and competence of the selected individuals or entities entrusted with policy development.
- **Ongoing Monitoring:** Explain the mechanisms in place for continuous monitoring, ensuring the ongoing qualification, competence, and absence of conflicts of interest for each policy.

GCB Appraisal:

- **Maintaining transparency and communication with the Gambling Control Board (GCB)** is of utmost importance. **Regular Progress Updates:** Monthly progress updates to be provided to the GCB throughout the policy development phase.
- **Quarterly Updates:** Quarterly updates during the review phase to share advancements and promptly address any inquiries.
- **Feedback Integration:** Immediate communication of changes or adjustments based on GCB feedback within one week.
- **Timely Responsiveness:** Prompt responses to GCB queries and requests for additional information.
- **Final Approval Submission:** Formal submission of finalized policies to the GCB for approval within a six-month timeframe.
- **Comprehensive Documentation:** Provision of thorough documentation showcasing policy alignment with regulatory requirements to support the approval process.

Reporting Mechanism:

- **Transparency and regulatory compliance** for each policy.
- **Frequency of Updates:** Monthly progress reports during the development and review phases.
- **Quarterly reports** on the implementation status and any modifications made based on feedback.
- **Notification of Changes:** Any significant changes to policies will be immediately reported to the GCB within one week of implementation.
- **Regular updates** on minor adjustments or enhancements will be included in the monthly or quarterly reports.

Projection

To draft a projection based on your current operating metrics, we can follow these steps:

1. **Gather Current Metrics:**
Number of Clients: 26 live clients
Gross Gaming Revenue (GGR): \$1 - \$1.5 million per month
2. **Estimate Annual GGR:**
Calculate the annual GGR range by multiplying the monthly GGR by 12.
3. **Determine Growth Assumptions:**
Estimate the growth rate in the number of clients.
Project potential GGR growth per client.

Meta Tech Innovations B.V.

Balance Sheet as at CALENDAR YEAR END

	Year 1	Year 2	Year 3
	\$	\$	\$
Fixed Assets Assets	140,693.33	144,986.67	140,613.33
Tangible Assets	140,693.33	144,986.67	140,613.33
Current Assets	11,770,398.14	25,263,337.17	39,117,423.40
Trade Debtors	0.00	0.00	8,080.67
Other Debtors	0.00	0.00	0.00
Prepayments	1,000.67	2,000.00	3,000.00
Bank Accounts	11,769,397.47	25,261,337.17	39,106,342.73
Current Liabilities	-10,000.00	-15,292.67	-20,000.00
Trade Creditors	0.00	-292.67	0.00
Accruals	-10,000.00	-15,000.00	-20,000.00
Shareholder's loan			
Total Assets and Liabilities	11,901,091.47	25,393,031.17	39,238,036.73
Capital & Reserves	11,806,091.47	25,298,031.17	39,143,036.73
Share Capital	5,000.00	5,000.00	5,000.00
Profit & Loss Current Year	11,801,091.47	25,293,031.17	39,138,036.73
Total Capital and Reserves	11,806,091.47	25,298,031.17	39,143,036.73

Meta Tech Innovations B.V.**Cash Flow**

	Year 1	Year 2	Year 3
	\$	\$	\$
Net income	11,801,091	15,491,940	16,345,006
Adjustment for change in:			
Depreciation	14,507	35,707	44,373
Accrued expenses (non-cash)	8,999	4,001	4,000
CF from income	11,824,597	15,531,647	16,393,379
Working Capital (+/-)	-	293 -	8,373
CF operational	11,824,597	15,531,940	16,385,006
CF Investment	100,000	-	-
CF Fixed Assets	- 155,200 -	40,000 -	40,000
Dividends	- 10,000,000 -	2,000,000 -	2,500,000
CF Shareholder	-	-	-
Change of Liquidity	11,769,397	13,491,940	13,845,006
Liquidity beginning of period	-	11,769,397	25,261,337
Liquidity end of period	11,769,397	25,261,337	39,106,343

Meta Tech Innovations B.V.

Profit and Loss Account for the Period Ending

	Y1	Y2	Y3
	\$	\$	\$
Income	19,174,494.00	24,256,890.00	27,722,160.00
Setups & Monthly fees	19,174,494.00	24,256,890.00	27,722,160.00
Revenues	7,191,200.00	11,616,000.00	13,704,000.00
Hosting & Bandwidth Service Fees	531,200.00	672,000.00	768,000.00
Direct Royalty Fees	5,976,000.00	9,600,000.00	11,400,000.00
Aggregation Royalties	684,000.00	1,344,000.00	1,536,000.00
Gross Contribution	26,365,694.00	35,872,890.00	41,426,160.00
Operating Expenses	-420,000.00	-792,250.00	-1,849,000.00
Marketing	-167,500.00	-348,750.00	-810,000.00
IT Services	-93,800.00	-195,300.00	-453,600.00
Development	-107,200.00	-223,200.00	-518,400.00
Annual GCB Licence Fee	-25,000.00	-25,000.00	-25,000.00
Application Fee	-5,000.00	0.00	0.00
System Audit	-3,500.00	0.00	0.00
Compliance & Audit	-18,000.00	0.00	-42,000.00
Gross Profit / (Loss)	25,945,694.00	35,080,640.00	39,577,160.00
Administrative Expenses	-7,790,168.67	-11,258,732.77	-14,430,997.60
Accountancy Fees	-46,008.00	-55,209.60	-66,251.52
Audit Fees	-6,500.00	-8,500.00	-10,000.00
Office Expenses	-18,000.00	-27,000.00	-54,000.00
Other expenses	-18,000.00	-36,000.00	-72,000.00
Professional Fees	-23,004.00	-23,004.00	-23,004.00
Office Rent	-48,000.00	-96,000.00	-115,200.00
Salaries/Out Sourcing	-7,500,000.00	-10,795,000.00	-13,781,900.00
Business Relations Other Costs	-13,500.00	-20,925.00	-31,387.50
Training/Team Expenses	-75,000.00	-116,250.00	-174,375.00
Telecommunication Expenses	-2,400.00	-2,400.00	-2,400.00
Travelling & Accomodation	-8,000.00	-16,000.00	-16,000.00
Depreciation	-14,506.67	-35,706.67	-44,373.33
Bank Fees	-17,250.00	-26,737.50	-40,106.25
Net Profit / (Loss) Before Taxation	18,155,525.33	23,821,907.23	25,146,162.40
Taxation	-6,354,433.87	-8,329,967.53	-8,801,156.84
Dividend	- 10,000,000.00	-2,000,000.00	-2,500,000.00
Net Profit / (Loss)	11,801,091.47	13,491,939.70	13,845,005.56