



BUSINESS PLAN

Mtech Ventures B.V.

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CONTACT

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Curacao

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EXECUTIVE SUMMARY

- **Expertise Management:** Our leadership and management team at Mtech Ventures B.V. brings proven experience from the online betting industry to manage operations, marketing, and financial strategies effectively.
- **Dedicated to Fair Play:** HotspotBet.com is built on the principles of safety and fairness. Our mission is to provide a secure and enjoyable gaming experience.
- **Focused Marketing Approach:** We utilize our deep knowledge of Affiliation, Social Media, and Programmatic Marketing to drive quality traffic and ensure high player engagement. Our marketing plan and budget are detailed in the Business Plan.
- **Promoting Responsible Gaming:** Our platform contains all the relevant opt-out tools, fostering a responsible gaming environment. We enforce age restrictions rigorously to prevent underage gaming in all jurisdictions.
- **Commitment to Satisfaction:** Our aim is to achieve outstanding player satisfaction by offering excellent services in a safe and professional setting.
- **Product Verticals:** Online casino; online sportsbook
- **Platform Provider:** <https://oddsgate.com/> are a premium platform provider based in Av. da Liberdade 108A 2º Piso, 1250-146 Lisboa, Portugal
 - **Casino:** Games will be supplied from a host of trusted suppliers including Spribe, Evolution, CasinoGate, Playtech, Pragmatic, Evoplay, Smartsoft Gaming among many other providers
 - **Sportsbook:** An exceptional inhouse trading team supported by feeds from Sportradar <https://sportradar.com/>
- **Jurisdictional focus:** The management team are highly experience in Africa with significant exposure in LATAM, as such initial focus will be on regions with the right mix of customer behavior and available payment solutions within the African continent and LATAM
- **Launch:** Operations are yet to commence. The estimated launch time is July 2024
- **Executive Team**
 - **Conor O'Donovan:** A senior investor and manager in the online betting and gaming industry with expertise in Europe and developing markets. Highly experienced in regulation, Conor will lead all commercial strategy and operational development for the business. <https://www.linkedin.com/in/goafrica/>
 - **Frédéric Rimbault:** Frédéric has 25 years finance experience in retail, automotive and gaming industries. Former Group CFO of leading Africa gaming company Editec with operating brand Premier Bet. Frédéric has also acted as advisor to operators such as 138.com, LiveScore and MojaBet. <https://www.linkedin.com/in/fredericrimbault/>

MARKETING STRATEGY

At the core of our marketing strategy lies a dual focus on Trust (safety) and thrill—a combination essential for market success. Our expert marketing team will navigate the delicate balance of stimulating engagement and fostering positive emotions within the strict framework of legal regulations.

Market Entry and Expansion

- Regions of Focus: We're honing in on LATAM and Africa, identifying unique opportunities for growth in these dynamic markets.
- Localization Strategy: Tailoring content and branding to resonate in local languages and cultural contexts.

Integrated Marketing Framework

- Digital Presence: A robust online marketing campaign, comprising SEO, targeted Google Ads, and strategic affiliations.
- Social Engagement: Harnessing the power of social media platforms to create compelling narratives that attract and retain customers.
- Above The Line (ATL) Efforts:
 - Exploring legal avenues for impactful sponsorships, brand ambassador partnerships, and programmatic display advertising.
 - Team Sponsorship: Collaborating with sports federations and clubs, we position ourselves at the heart of the action, where fans and bettors converge.

Internal and External Synergy

- In-House Marketing Team: We are hiring top global talent with a wealth of industry knowledge, to ensure we have expert strategic planning and execution.
- Agency Partnership: SEM-Global, our selected digital agency, complements our in-house efforts, offering their specialized expertise in managing comprehensive marketing activities.
- Compliance and Ethical Marketing: All strategies align with AML and regulatory requirements, upholding the principles of responsible gaming.

Promotional Excellence

- Dynamic Offerings: We're rolling out a diverse range of promotions, from sports betting bonuses to casino free spins, ensuring there's always an attractive offering on the table.

Customer Insights: Leveraging data-driven approaches to understand and predict customer behavior and preferences for targeted campaigns

Transparent Budgeting

- A meticulously planned budget over the first five years underlines our commitment to fiscal responsibility and strategic investment in our marketing initiatives.



Brand Identity:

- **Web Presence:** HotspotBet.com (Website currently being developed)
- **Distinctive Name:** HotspotBet is a name that reflects a hub of gaming activity and excitement. The term 'hotspot' is widely recognized as a place where action happens, making it an ideal match for a betting platform that promises a dynamic and engaging experience.

Design and Aesthetics: Currently, HotspotBet's visual identity is being crafted by top-tier UK-based design specialists. Our aim is to create an iconic look that is instantly recognizable and suggests a premium, trustworthy gaming service

HOTSPOTBET

- INDICATIVE Marketing Budget Plan -

Budget per Month and Channels	€ Year 1	€ Year 2	€ Year 3	€ Year 4	€ Year 5
Affiliates	5,465	7,467	9,291	11,172	13,905
Sponsorship	23,500	32,900	47,000	70,500	94,000
Sponsorship activation	5,465	7,467	7,446	7,427	7,383
Ambassadors	11,506	11,636	9,291	7,427	7,383
ATL (OOH, Print, Media)	7,191	6,534	7,446	9,299	9,246
BTL (Email, SMS, Push)	4,315	5,601	8,337	10,204	11,110
Paid social media	2,733	3,734	4,645	4,649	4,587
PR/Digital PR	3,596	3,734	5,537	5,554	5,519
Influencers/KOLs	4,315	3,734	5,537	5,554	7,383
SEO	5,465	5,601	5,537	5,554	5,519
SEM/Paid Search	5,034	5,601	7,446	9,299	9,246
Programmatic/Display	5,465	7,467	8,337	9,299	11,110
Marketing Promotions	7,191	8,401	13,936	16,273	18,564
Total BUDGET per month →	91,239	109,876	139,785	172,211	204,954
Total BUDGET Per Year →	1,094,871	1,318,508	1,677,415	2,066,530	2,459,446

PLATFORM EXCELLENCE

The Oddsgate Platform is a comprehensive gaming solution, designed to deliver a superior experience in the world of online gambling. Our product suite is backed by the most respected names in the casino and live betting services, ensuring a breadth of offerings that cater to every player's taste. We're set to include industry leaders such as MicroGaming, Pragmatic Play, Yggdrasil, Blueprint, Novomatic, NetEnt, Merkur, Betsoft, Evolution, and Playtech, to name a few.



- **Top-Tier Sports Betting:** We've chosen Sportradar for their unrivaled live feeds and extensive coverage of global sporting events. Committing to their top-tier package, we guarantee real-time, data-driven betting options that elevate the sports betting experience.
- **User Experience and Design:** Leveraging our skilled UI/UX design team, we ensure that each aspect of the user journey is intuitive and engaging. Our front-end website and back-office admin system are crafted to offer full control over user interactions with games and services.
- **Development Focus:** Our current development phase is concentrated on creating a robust online infrastructure including:
 - Advanced User Onboarding: Offering seamless integration with native and social platforms for user sign-ups.
 - Comprehensive Wallet and Account Management Systems: Incorporating CRM, CMS, affiliate systems, marketing tools, reward/bonus systems, and a KYC module.
 - Multilingual Support: Catering to a diverse audience with platform availability in Portuguese, English, Spanish, and French.
- **Third-Party Integrations:** Our platform is compatible with a variety of third-party services such as:
 - KYC: Jumio, Trulioo, CPF validation, among others.
 - Affiliate Management: IncomeAccess, CellXpert, RavenTrack, among others.
 - Payment Solutions: Neteller, Skrill, PayTM, Trustly, and others, including support for fiat, crypto, and multiple currencies.
- **Technology Infrastructure:** The technical foundation of our platform is robust, scalable, and tailored to meet the high-volume demands of the industry:
 - Microservices Architecture: Over 70 microservices ensure scalability and automation across all departments.
 - High Performance: Capable of handling 1000+ bets and spins per second with potential for further growth.
 - Hosting Solutions: Flexibility between physical or cloud data center hosting.
- **The Casino Suite:** Our suite includes classic casino games, live dealer experiences, virtual sports, and more. This integration enables HotspotBet.com to provide online services, integrate products seamlessly with the branded website, and access detailed financial and analytical reporting.

By maintaining a rigorous focus on quality, performance, and player satisfaction, the Oddsgate Platform sets the stage for HotspotBet.com to become a leading name in online gaming



TEAM

David Fyfe - Head of Sportsbook

An experienced Trading Manager with a demonstrated history of working in the gambling & casinos industry. Skilled in Management, Leadership, Trading, Online Gaming and Risk Management, David will manage the HotspotBet sportsbook.

Peter Watson - Head of Casino

Over 20 years' experience in gaming, sports and casino. Peter has delivered projects across the globe, delivering solutions to hundreds of operators worldwide.

SEM Global - Marketing

SEM is a leading international agency specialising in sponsorship and partnership strategy for the Betting and Blockchain Industries. We offer a consultative approach to our clients and bring experience, reliability, innovation and seamless acquisition.

TIYE-TAMUNONAKIKA MICHELLE MCBAWO-BRIGGS – Compliance Officer

TIMELINES & METRICS

TIMELINE

ACTIVITY	DESCRIPTION	COMPLETION DATE
Go live with HOTSPOT in first LATAM territory	Online sportsbook and casino launch	July 2024
New market launch	Launch 2 new markets (to be defined)	January 2025

KEY PERFORMANCE METRICS

KEY PERFORMANCE INDICATORS METRIC		Year1	Year2	Year3	Year4	Year5
Marketing - Avertising - Brand & Acquisition	% Revenue	249%	86%	53%	41%	32%
	% Growth YoY		20%	27%	23%	19%
Bonuses Costs	% Revenue	9%	7%	5%	4%	3%
	% Growth YoY		172%	39%	18%	43%
Registrations	Per month	5,609	9,497	13,121	17,007	21,672
	% Growth YoY		69%	38%	30%	27%
Deposits (FTDs)	Per month	3,352	5,859	7,049	7,782	9,915
	% Growth YoY		75%	20%	10%	27%

5 YEAR BUDGET PLAN

P&L	€	€	€	€	€
	Year1	Year2	Year3	Year4	Year5
Stakes					
SPORTS	6,223,744	19,193,350	34,876,342	51,550,749	74,500,295
CASINO	117,886	1,276,614	4,610,600	11,024,652	18,992,395
Total Stakes	6,341,630	20,469,964	39,486,943	62,575,401	93,492,690
Revenue (GGR)					
SPORTS	421,910	1,351,589	2,506,580	3,629,074	5,405,953
CASINO	17,599	181,672	662,774	1,471,244	2,374,050
Total GGR	439,509	1,533,261	3,169,354	5,100,318	7,780,003
%Stakes	7%	7%	8%	8%	8%
Cost of Sales (COS)					
Bonuses Costs	41,184	112,026	155,707	183,963	262,417
Platform Fees Royalties	47,799	170,548	361,638	589,963	902,110
Payment Services Providers (PSP)	15,220	49,128	94,769	150,181	224,383
Total Cost of Sales (COS)	104,203	331,702	612,113	924,106	1,388,910
Gross Profit	335,305	1,201,559	2,557,241	4,176,211	6,391,093
Marketing Costs					
Marketing - Advertising - Brand & Acquisition	1,094,871	1,318,508	1,677,415	2,066,530	2,459,446
Total Marketing Costs	1,094,871	1,318,508	1,677,415	2,066,530	2,459,446
Other Operating Costs					
Employment & Support Costs	563,593	1,050,263	1,294,668	1,590,764	1,721,482
Professional Fees	344,632	372,220	372,220	372,220	372,220
Legal & Finance	61,511	56,392	56,392	56,392	56,392
IT & Technology	51,869	66,273	75,124	83,975	86,926
Administrative	156,986	193,261	207,163	221,065	225,700
Total Other Operating Costs	1,178,590	1,738,410	2,005,568	2,324,416	2,462,719
EBITDA	(1,938,156)	(1,855,358)	(1,125,742)	(214,735)	1,468,928
CAPEX					
COMPUTERS / HARDWARE EQUIPMENT	17,061	13,649	5,118	6,824	5,118
START-UP COSTS	111,894	-	-	-	-
OTHERS	37,942	5,300	5,300	-	-
Total CAPEX	166,897	18,949	10,418	6,824	5,118

The business will be financed through loans from shareholder.

Compliance and Risk Management

As an online gaming operator based in Curacao, effective risk management is paramount to ensuring regulatory compliance, safeguarding financial stability, and maintaining the trust of stakeholders. We believe Compliance and Risk Management starts at the top. The Senior Management of the Company is responsible for overseeing the management of compliance risk and implementation of the risk management framework in the Company. For all outsourced activities, compliance requirements with regard to those activities will continue to be the responsibility of the Company. Please refer to our Compliance and Risk Management Policy for this purpose. We have noted our compliance and risk management focus areas considering our regulatory obligations

- **Regulatory Compliance:** Understanding and complying with the regulations set forth by the Curacao Gaming Control Board (CGCB) is critical. *This includes obtaining and maintaining the necessary licenses, adhering to reporting requirements, and staying up-to-date with any changes or updates to gaming laws and regulations in Curacao.*
- **Anti-Money Laundering (AML) and Know Your Customer (KYC) Compliance:** Implementing robust AML and KYC procedures to prevent money laundering, terrorist financing, and other illicit activities is essential. *This involves conducting due diligence on customers, monitoring transactions for suspicious activity, and reporting any suspicious transactions to regulatory authorities as required by law.*
- **Fraud Prevention and Detection:** Developing strategies and implementing controls to prevent and detect fraudulent activities such as payment fraud, identity theft, and account takeover is crucial. *This may involve using advanced fraud detection technologies, monitoring player behaviour for anomalies, and implementing multi-factor authentication measures.*

- **Data Security and Privacy:** Protecting the confidentiality, integrity, and availability of player data is imperative. *Implementing strong cybersecurity measures, encryption protocols, and access controls to safeguard sensitive information from unauthorized access, breaches, or cyberattacks is essential.*
- **Responsible Gaming:** Promoting responsible gaming practices and implementing measures to prevent and address problem gambling is a key aspect of risk management. *This includes providing resources and support for players experiencing gambling-related issues, implementing self-exclusion programs, and adhering to responsible gaming guidelines set forth by regulatory authorities.*
- **Payment Processing Risks:** Managing risks associated with payment processing, including fraud, chargebacks, and payment disputes, is critical. *This involves partnering with reputable payment service providers, implementing secure payment processing systems, and monitoring transactions for suspicious activity.*
- **Operational Risks:** Identifying and mitigating operational risks such as system failures, technical glitches, and human errors is essential for maintaining the continuity and reliability of gaming operations. *This may involve implementing redundant systems, conducting regular maintenance, and testing, and providing training to minimize operational risks.*
- **Reputation Management:** Protecting the reputation of the gaming operator is vital for building trust with players and stakeholders. *This includes monitoring online reviews and social media channels, addressing customer complaints and concerns promptly, and maintaining transparent communication with players and regulatory authorities.*
- **Business Continuity and Disaster Recovery:** Developing and implementing business continuity and disaster recovery plans to ensure the resilience and continuity of gaming operations in the event of unforeseen disruptions, such as natural disasters, cyberattacks, or system failures.
- **Continuous Monitoring and Improvement:** Regularly monitoring and reviewing risk management processes and procedures to identify areas for improvement and ensure compliance with regulatory requirements and industry best practices.

Legal and Governance Structure

For a M-Tech Ventures B.V., Curacao-based gaming operator, the legal and governance structure is crucial for ensuring compliance with regulatory requirements, maintaining transparency, and upholding the integrity of gaming operations.

Here is the description of our legal and governance structure:

1. **Corporate Structure:** M-Tech Ventures B.V. is a private limited entity based in Curacao with registration number 164270 to conduct its gaming activities. The corporate structure intends to facilitate efficient management, decision-making, and accountability.
2. **Senior Management:** Mr. Apostol Georgiev, Bulgarian national is the sole shareholder and director of the entity and responsible for overseeing the company's strategic direction, governance practices, and compliance with regulatory requirements. Please refer to the Profile Note detailing the experience of Mr. Georgiev for this purpose. Mr. Georgiev has been joined by Mr. Conor O'donovan, an experienced professional having expertise in gaming and related matters. Please refer to the Resume of Mr. O'donovan.
3. **Compliance Officer:** Tiye-Tamunonakika Michelle Mcbawo-Briggs, a Nigerian national, shall be responsible for ensuring adherence to all applicable laws, regulations, and licensing requirements in Curacao. The Compliance function under leadership of Compliance Officer would monitor regulatory developments, implement compliance policies and procedures, and liaise with regulatory authorities. The Compliance Officer shall also act as Company's Anti Money Laundering Officer and shall be responsible for implementing and maintaining effective AML and compliance programs. This officer would conduct risk assessments, develop policies and procedures to prevent money laundering and terrorist financing, monitor transactions for suspicious activity, and ensure compliance with AML regulations.
4. **Legal Counsel:** The gaming operator may retain experienced legal counsel with expertise in gaming law, commercial law, and regulatory compliance. Legal counsel would provide ongoing advice and support on



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legal matters, review contracts and agreements, represent the company in legal proceedings, and ensure compliance with Curacao's gaming regulations.

We are confident that by implementing a legal and governance structure, we are equipped to fulfil our regulatory obligations towards regulatory compliance, transparency, and responsible gaming practices.