

Business Plan Planetslot.io

by Innova Hub BV

Introduction and Background

This business plan will evaluate the potential of setting up an online casino platform in order to support B2C and B2B operations.

The promoter, Mr Borut Leban, has 15+ years' experience working in the gambling industry.

The goal is to set up a new brand that would be introduced to the online gambling market comprising a team of industry professionals with wide experience in product development, back and front-end development, marketing and online and land-based gambling.

Innova Hub's goal is to launch an online casino – planetslot.io - targeting users in Brazil, Peru and Ecuador.

The company intends to use the brand name of Innova Hub and intends to license the following domain planetslot.io for this purpose. The mission is to become one of the region's leading operators, developing a user-friendly platform offering an unrivalled gambling experience.

Planetslot.io will offer Betting, Casino, Live casino, Virtual games.

Structure

Our Curacao eGaming corporate structure will consist of a Curacao company Innova Hub B.V. holding the operating IP License along with a fully owned subsidiary being a Cyprus (European) company Innova Hub (Cyprus) LTD operating as the payment's agent of Innova Hub B.V.

Launch

For the launch of the brand planetslot.io will focus on the development of all the casino elements of the business and ensure the offering is ready to meet the industry standards. We will carry out testing of the platform prior to launch to ensure users from our target regions can access the platform and also facilitate payments on the platform.

As mentioned above, planetslot.io will target users from Brazil, Peru' and Ecuador. After integrating the payments systems and affiliate tools we will do a soft launch in the Brazilian market first which is our primary market and ensure everything is working. Upon success we will carry out the same soft launches in Peru' and Ecuador.

Assuming everything goes as planned with Licensing, setting up the payments agent company and payment systems we plan to carry out the first soft launch no later than December 2022.

Our Principles and Unique Value Proposition

We will strive to offer innovative next generation of products and ensure we maintain the platform up to date with the latest casino and live casino games by constantly following up with the latest developments in the Gaming Industry.

We aspire to promote a thrilling gambling experience consequently our user experience will be a priority. We will look to expand our team to employ experienced individuals who are enthusiastic about the industry and that are in line with our vision.

Due to the competitive nature of the industry the management have outlined the concepts for new products/features which do not currently exist in the market and we will seek to maintain a Brand that is fresh based on the current trends in the industry.

The management has sufficient industry experience to launch casinokk.com and ensure the longevity of user experience which will prove vital to developing the customer base gambling on the platform. Our extensive experience and knowledge of our target markets puts us ahead of most of our competitors as we know the market well and we have allocated sufficient funding to promote our product.

Funding

Mr Borut Leban has set an initial budget of up to 150,000 which will be provided to fund the setup and operations of casinokk.com. Mr Borut Leban is able to further support with funding if required, however we believe that this will be sufficient for planetslot.io until it becomes profitable.

The Planetslot.io Casino Platform

In the first phase we will go live with a white label solution provided by Novusbet (one of the leading platforms working in Latam).

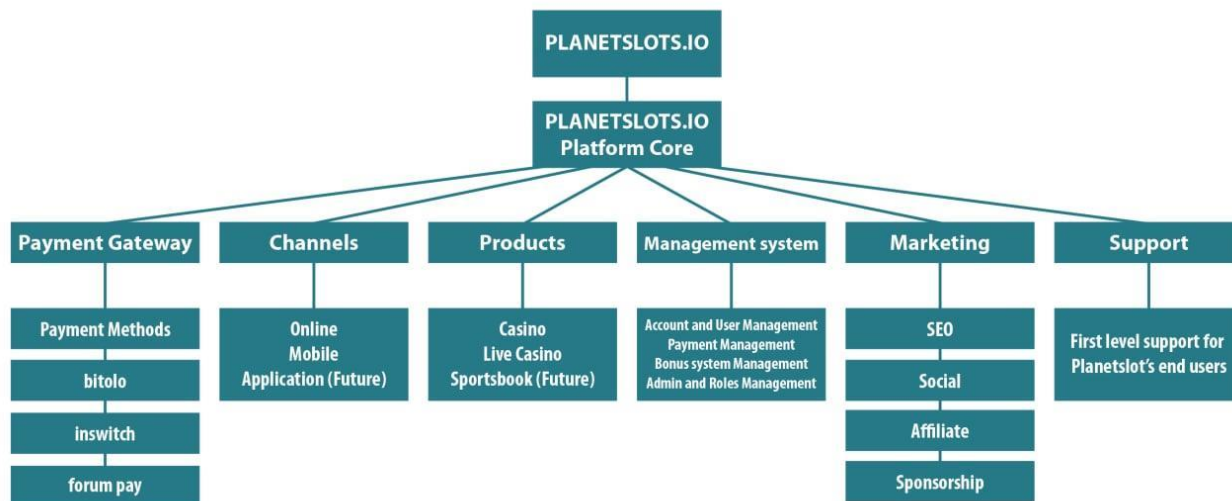
The platform will provide betting and third parties and will take care to integrate CRM and affiliate solutions provided by companies we are dealing with.

If the rollout phase will be successful, we will start to work on our own iGaming Platform.

We believe developing our own custom platform will provide us with greater control whilst in the long run enable us to minimise substantially our costs from the High minimum fees and GGRs provided by developers of turnkey casinos.

Platform

Below you can see a representation of how we intend to design Innova Hub B.V. Casino Platform including all the fundamentals that we will need to focus to bring this project to fruition.



Payment Gateway

We will use a payment gateway which will be integrated using an API on our platform. Utilising a payment gateway will enable us to access numerous payment methods offered by the gateway that can help our users facilitate payments on planetslot.io

The platform will be able to offer several payments methods including

- Credit, debit and prepaid cards, through several providers
- Direct integration with banks
- Mobile money
- E-wallet providers
- AMPs
- Crypto

Channels and Products

In the beginning we intend to launch an online and mobile version of planetslot.io Casino Platform offering Casino and Live Casino games. In the future we will look for the possibility of developing our own planetslot.io branded mobile app firstly supported only by Android and then expand to iOS if possible.

Management system

Our management system will be developed and maintained to ensure our employees can monitor as well as manage everything with ease. The back end will offer an extensive functionality which will allow us to manage all the customer's activities on the platform and also ensure that we can push promotions to existing users as well as identify trends and implement new strategies for promotion to acquire new customers.

The system will also be user friendly for our support employees to carry out the KYC verifications such as Identity and Personal details verification, Proof of Address as well as Source of funding and we will integrate outsourcing services such as SumSub in order to be always in compliance with KYC and AML.

Planetslot.io white label

Planetslot.io WL will feature the following information/links in the footer of each page;

- Company Information – details of the licensed company that operates the website and the payments company that acts as a payments agent, the information includes the company names and addresses.
- Licensing information - The sub-licence number shown under which the company is licensed to operate the website.
- About Us Section – informative summary on the company.
- FAQ/ Help Centre – questions and answers for customers to provide information on the most common queries from customers, a quick reference guide for any customers.
- Terms & Conditions – the terms and conditions that customers are bound to by accepting the rules of using the website. These include the following;
 - KYC – Age & Identity Verification
 - Account – rules regulating your account and the use of the account.
 - Deposits and Withdrawals – rules regulating payment activity on the site
- Privacy Policy – declaration of data protection and privacy law compliance.
 - Information on the information collected and its uses.
 - Cookies Policy – information on the types of cookies used and their purposes.
- Responsible Gaming Information.
 - The website will provide a Responsible Gambling link which shows appropriate guidance information to customers and provides links to www.responsiblegambling.org and www.gamblersanonymous.org.
 - Preventing underage gambling – KYC checks prevent gamblers under the regulated minimum age (standard being 18 years) from using the website.
 - Customer Limits – Allowing customers to set a deposit limit within a certain time-frame to prevent customers from playing more than they can afford.
 - Self-Exclusion – industry standard practice of providing a mechanism for customers to suspend their gambling activity for a predetermined time set by themselves.
 - Set maximum stakes for bets – the customer can limit their activity by self- imposing limits.
 - Account Closure – the customer has the ability to close their account through the website.
- Indemnity and Limitation of Liability

- Customer Service and Complaints – dedicated email and number will be allocated for complaints
- Betting Rules & Regulations
 - General Sports Betting Rules
 - Detailed betting rules per Sport
 - General Casino Game rules
 - Specific Casino rules by Game
- Security Policy - encryption, firewall protection, account protection and verification protocols.
- Payment Providers Information – Details of the payment providers integrated on the website.
- Contact us – address, email address and Live Chat will be integrated into the website to allow customers to contact and chat with customer service representatives at all times.

And any additional information in compliance with GC rules.

Marketing and Sales Plan

Marketing Strategy with focus on

1-We will reach the large databases that we will supply by means of communication tools such as sms whatsapp, telegram,email and make our name heard. Our call centre team will actively deal with feedback and questions continuously.

2-We will use social media effectively, create social media accounts and Telegram accounts that many people follow, and create a large audience of followers with various promos.

3- We will appear effectively in places such as forums websites with active player groups in it (previously productive platforms).

4-We will agree with the publishers that broadcast casino games from channels such as youtube discord to record videos of the games performed in our site. We will agree with them with a payment fee or as an affiliate.

5-We will do SEO work on the words searched by this group of players effectively and this will continue continuously. At the same time, we will put our backlinks on the created sites.

6-We will try to agree with the affiliates that can bring customers to our sites with our own terms.

7- We will give the best service in the market with our experienced staff based on 100% customer satisfaction.

The above solutions will be provided by Rimo d.o.o, accompany incorporated in Slovenia, shareholder Borut Leban

Bonus and Loyalty

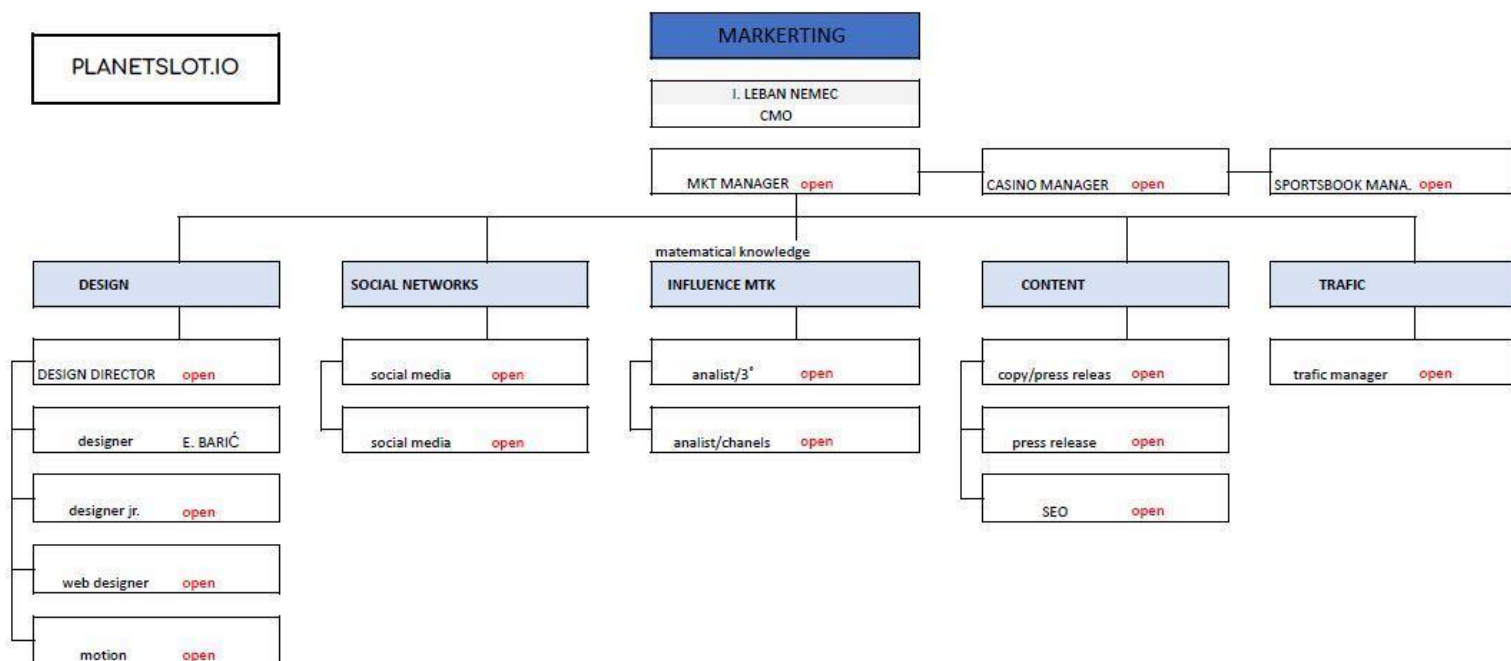
Stakes placed on casinokk.com casino will allow users to accumulate points; once a certain threshold is reached within a given time frame, bonuses will be unlocked. Higher bonuses will be available when users achieve consecutive success.

The scheme will use a tier point structure, the greater the points the higher the tier. Each tier offers a different multiplier of points; further up the tier system they climb the greater the multiplication.

The integration between the loyalty system and gaming platform offers immediate updates between bets placed and points earned.

Casinokk.com casino will offer users the following bonus types

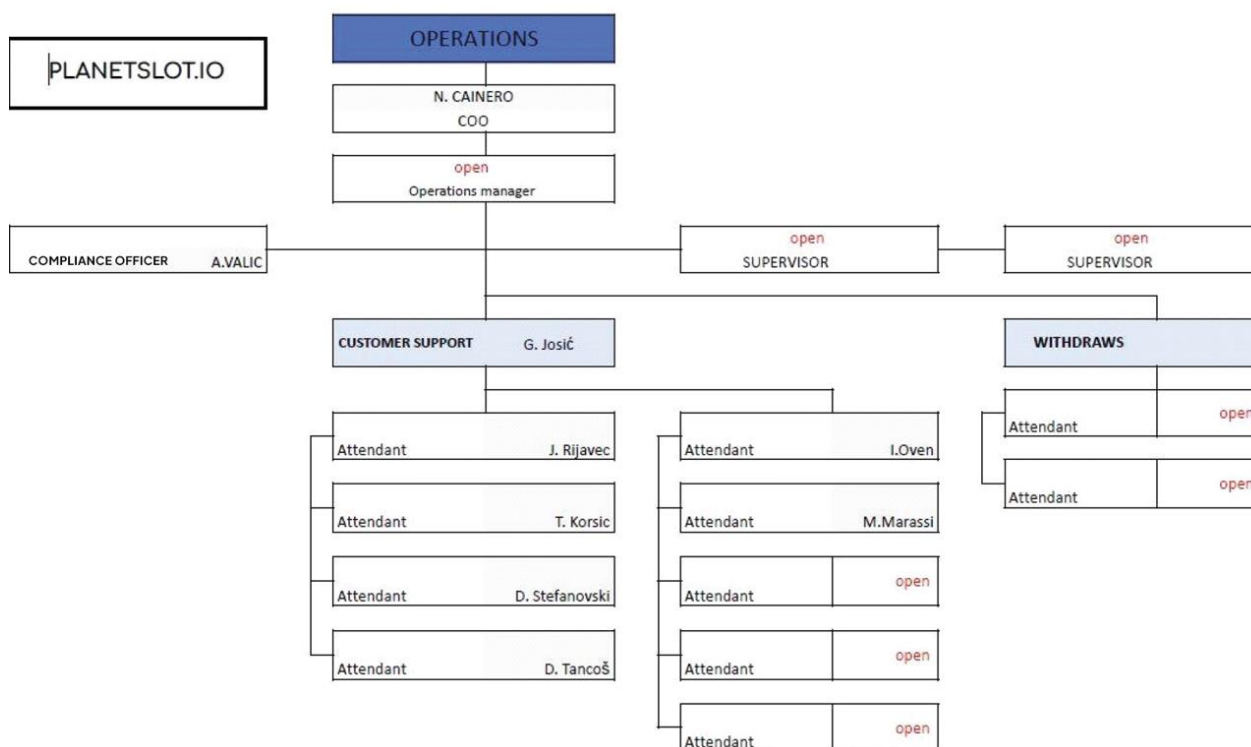
- Bonus for 1st, 2nd, 3rd deposit
- Free spins,
- Tournament solutions in modality buy in and race,
- Contents play for fun,
- Cash Back



Operational Info

The structure of the customer support's teams, a brief description of the roles and positions and others relevant info of the area.

JOB	DESCRIPTIONS
Operation Director	To manage and to support all the staff, report to the COO.
Supervisor	To give full support to attendants, performing, when necessary, the role of attendant and release of withdrawals. With the future implementation of Sports Betting, communication with traders, monitoring of duplicities and suspicions, feedback on calls, problem solving and doubts, elaboration and transfer of general graphics and customer database and other information necessary to superiors
Customer's Support Attendant	To solve customer doubts/problems, some will execute withdrawals with pre-established maximum amounts, some will talk to traders in the case of unplaced bets and double bets, (mainly at dawn time). (When entered SPORTS BETTING)
Withdraw's Attendant	To release withdrawals up to a pre-established maximum amount. It is also up to the customer, in case of denial, to send the customer the reason that the withdrawal was not processed and how he must proceed with the new request, it is also pre-stipulated to the contracted service support if necessary.



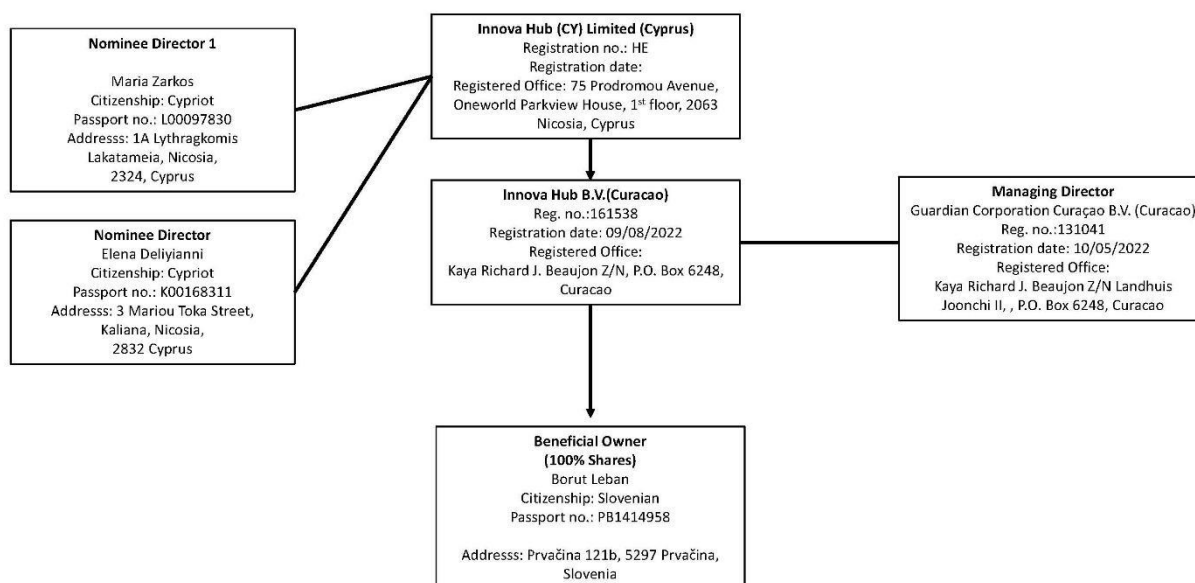
AML/CFT Compliance

Innova Hub recognizes its role as a gatekeeper to protect their platform from being used for illicit financial activities and has put a risk framework in place to prevent this from happening.

The Compliance officer is a.o. responsible for educating all staff in AML processes en to ensure awareness and put procedures in place in accordance with the latest regulatory requirements. The Compliance Officer will act independently and is responsible for oversight and management of all Compliance related matters. The duties of the Compliance Officer include (but are not limited to):

- Oversight in monitoring the platform/ provide guidance to staff monitoring the platform.
- Evaluate internal unusual transaction reports and ensure timely reporting to the Financial Intelligence Unit 'FIU'.
- Ensure that procedures are in place to ensure compliance with all applicable legislation, regulations and all associated guidelines, codes of practice and Company policies and procedures.
- Plan and co-ordinate training activity for all departments to include key regulatory areas including the significance of regulatory compliance as a whole, ID and age verification, fraud, anti-money laundering, and problem gambling.

The Corporate Structure



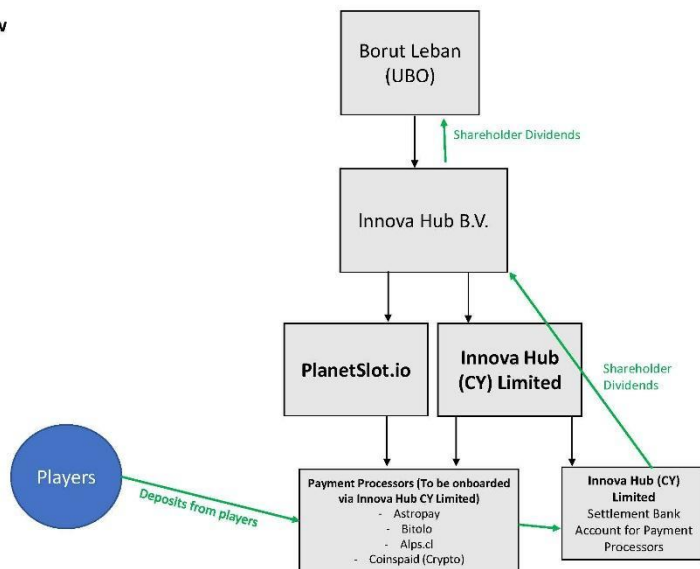
Payments Agent

Innova Hub Cyprus Limited is the wholly owned subsidiary of Innova Hub B.V. which will be used as the payments agent and will also be responsible to handle all the operational expenses of the company including marketing, management and administration. For Innova Hub Cyprus Limited Oneworld Limited will be used for ongoing management and administration of the Corporate structure and they are the ones that referred us to G-Force Corporate Services B.V. Oneworld Limited is also providing nominee services to ensure that Innova Hub Cyprus Limited is effectively

controlled from Cyprus and the directors of the company will be Maria Zarkos and Elena Deliyianni who have extensive experience in the field.

Innova Hub (CY) Limited will be used to onboard with Payment Services providers that can help with processing from LATAM traffic and the following partners have been identified that are willing to work with us Astropay, ALPS (Chile), Bitolo and Coinspaid.

Money Flow



Section 5. Financial Plan

We have made a financial plan to accurately report our start-up costs. The growth is an estimate and depends on the minimum fees and GGR % of the games offered by Innova Hub platform.

	2023	2024	2025	2026
Staff Costs/Contractors	20,000	100,000	150,000	200,000
Marketing	40,000	200,000	250,000	300,000
IT and Platform	20,000	40,000	60,000	60,000
Gaming Licence	9,500	9,500	9,500	9,500
Curacao Fees	10,000	5,000	5,000	5,000
Cyprus Fees	8,000	8,000	8,000	8,000
Office Costs	5,000	5,000	5,000	5,000
Professional Fees	5,000	150,000	200,000	250,000
Total Expenses	117,500	517,500	687,500	837,500
Total Gross Profit from Gaming	50,000	600,000	1,200,000	1,800,000
Net Profit	-67,500	82,500	512,500	962,500

