

Business Plan Innova Hub b.v.

Introduction and Background

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

The promoter, Mr Borut Leban in the role of UBO, has 20+ 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 –timelesstech.io - targeting clients in Latin America, Asia and RoW.

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

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

Structure

Our eGaming corporate structure will consist of a Curacao registered company Innova Hub b.v. holding the operating IP License. Beside this the Software Platform is integration certified for Barzil Market by BMM Spain Testlab.

Launch

For the launch of the brand timelesstech.io we 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 platform testing prior to launch to ensure clients from our target regions can access the platform and also facilitate payments on the platform.

As mentioned above timelesstech.io will target clients from Latin America, Asia and RoW. After integrating the payment systems and affiliate tools we will do a soft launch.

Assuming everything goes as planned with Licensing, setting up the payment agent company and payment systems we plan to carry out the first soft launch no later than Q4 2025.

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 client 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 has outlined the concepts for new products/features which do not currently exist in the market and we will seek to maintain a Brand based on current trends in the industry.

The management has sufficient i-gaming industry experience to launch timelesstech.io and ensure its longevity. 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 for foundation and setting up operations of timelesstech.io until profitable.

The timelesstech.io Casino Platform

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.

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.

Payment Gateway

We will use a payment gateway integrated by 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 timelesstech.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

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

Management system

The management system will ensure employees an effective monitoring and managing. The back end will offer an extensive functionality that allows to manage all the activities on the platform. It ensures that we can push promotions to existing clients as well as identifying trends and implement new strategies for promotion to acquire new ones.

The system will be user friendly for our support employees to carry out the KYC verifications.

Management structure

- CEO/Director
- UBO
- Compliance Officer/Department

Policies and Procedures

Policies and procedures will be done internally. All our processes and matters will be conducted in a professional manner, within the defined timeframes, in full compliance with the applicable legislation governing each jurisdiction, and in a manner mutually acceptable to both parties — ourselves and our clients.

Timelesstech.io

[Timelesstech.io](https://timelesstech.io) 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 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. Privacy Policy – declaration of data protection and privacy law compliance.
- Responsible Gaming Information.
 - The website will provide a Responsible Gambling link which shows appropriate guidance information to customers and provides links to <https://responsiblegambling.org/> and www.gamblersanonymous.org.
 - Preventing underage gambling
 - Customer Limits Self-Exclusion
 - Set maximum stakes for bets Account Closure

- Indemnity and Limitation of Liability
- Customer Service and Complaints – dedicated email and number will be allocated for complaints
- Betting Rules & Regulations
- Security Policy
- Payment Providers Information Contacts

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.

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 with active player groups.

4-We will accord with publishers which broadcast casino games performed on our site. The agreement may involve a payment fee or an affiliate partnership.

5-We will agree with the affiliates to bring customers to our sites with our own terms.

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

Three-Year Financial Projections

The following table outlines projected financial performance for Timelesstech.io. These figures are estimates based on market research and internal planning assumptions.

Year	Projected Revenue (€)	Operating Costs (€)	Net Profit (€)
Year 1	500.000	400.000	100.000
Year 2	800.000	600.000	200.000
Year 3	1.200.000	900.000	300.000

Approval and Signature

Name: Gouloud Hammoud

Title: Director

Company: Innova Hub b.v.

Date: 1. 6. 2025

Signature: _____