

Big Stax

Business plan

Company overview

BigStax was founded in 2023 with a vision to revolutionize the gambling industry through innovative products and services. The company was established by Braeden Allen, who brought years of experience in the gaming and entertainment sector. With a commitment to excellence and a customer-centric approach.

With a already successful casino under Viperspin.com we aim to create BigStax as a second casino more focusing on competing with the Crypto only casinos via Innovative and enticing features such as value for money offers that still allow us to have the house edge while also focusing on customer satisfaction.

Some examples of what we plan to offer include:

1. The company's diverse providers including casino games that caters to a broad audience, appealing to different preferences within the gambling community.
2. BigStax prioritizes customer satisfaction, offering responsive customer support, attractive promotions, and loyalty programs to enhance user loyalty.
3. Committed to responsible gaming, BigStax adheres to stringent regulatory standards, ensuring a safe and secure environment for its users.

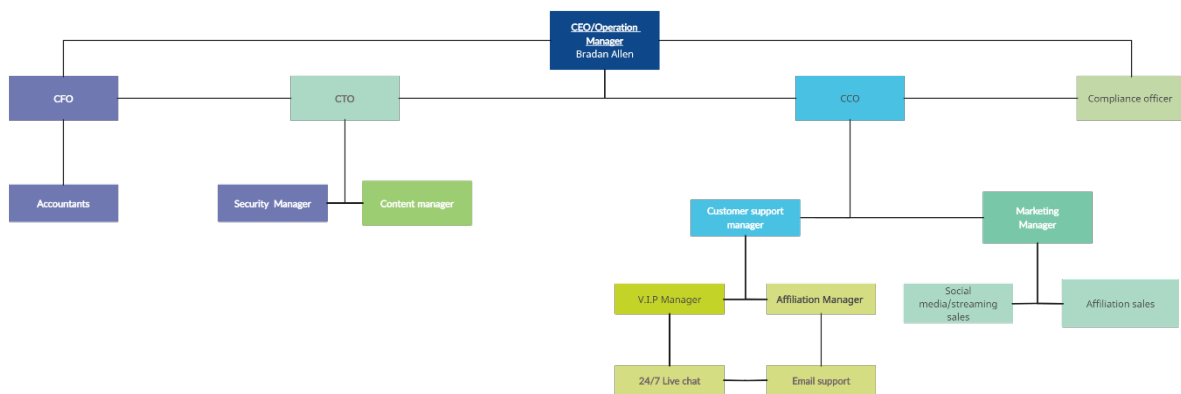
Management Structure

Below is a list of management roles and a brief description of their responsibilities. Followed by a management organogram.

Some employees may have more than one management roles in the beginning. As the company grows these roles will be filled individually.

1. **CEO/Operations Manage:** Responsible for overall management and strategic direction of the online casino.
2. **Compliance Officer:** Ensures that the casino complies with all relevant laws and regulations, including gaming licenses and anti-money laundering requirements.
3. **Chief Financial Officer:** Manages financial aspects such as budgeting, accounting, and financial reporting.

4. **Chief commercial officer:** Develops and implements marketing strategies to attract and retain players.
5. **Chief Technical officer:** Manages the technical infrastructure of the online casino, including servers, security, and software development
6. **Customer Support Manager:** Manages the customer support team to provide assistance to players and resolve issues.
7. **Security Manager:** Implements security measures to protect the casino platform from fraud, hacking, and other threats.
8. **VIP Manager:** Manages the VIP program and provides personalized services to high-value players.
9. **Affiliate Manager:** Manages relationships with affiliate partners who promote the online casino in exchange for commissions.
10. **Content Manager:** Manages the content on the casino website, including game descriptions, promotions, and news updates.
11. **Marketing Manager:** Overseas the sales of affiliation and social media sales



UBO profile

With many years of experience in the gambling industry both as a promoter and business owner. The UBO Braden Allen will oversee the project using his experience and expertise in the industry to guide the direction of the company to our goals.

The UBO role for Bigstax will consist of an oversight of general operations and compliance with frequent liaising and reports discussions with upper management.

Affiliation:

2020–Current.

Chilli Affiliates:

- Getslots
- Gunsbet
- Lokicasino
- Woocasino

-Tsars

Viperspin.com

2021-Current

In 2023 Viperspin recorded substantial growth as indicted below in the table.

2023	Average deposits	Average withdrawals	Average withdrawal %	Average FTD	Average unique players
	€ 1,490,959	€ 594,447	44	237	1,912
	Annual growth rate				Annual growth rate
	57%				39%
	Average growth rate				Average growth rate
	4.75%				3.25%

3 Year forecast

Below is an estimation of our projection's targets and cashflow we expect to see.

Year 1:

- Revenue Projection:**
 - Monthly revenue: \$50,000
 - Annual revenue: \$600,000
- Expenses:**
 - Marketing: \$150,000
 - Software and IT: \$75,000
 - Staffing: \$100,000
 - Other overhead: \$50,000
 - Total expenses: \$375,000
- Net Profit/Loss:**
 - Revenue - Expenses = \$600,000 - \$375,000 = \$225,000 (Net Profit)

Year 2:

- Revenue Projection:**
 - Monthly revenue growth rate: 15%
 - Annual revenue: \$690,000
- Expenses:**
 - Adjusted for growth and efficiency: \$425,000

3. **Net Profit/Loss:**

- Revenue – Expenses = \$690,000 – \$425,000 = \$265,000 (Net Profit)

Year 3:

1. **Revenue Projection:**

- Monthly revenue growth rate: 10%
- Annual revenue: \$759,000

2. **Expenses:**

- Adjusted for growth and efficiency: \$475,000

3. **Net Profit/Loss:**

- Revenue – Expenses = \$759,000 – \$475,000 = \$284,000 (Net Profit)

Cash Flow:

1. **Initial Investment:**

- Seed funding: \$500,000

2. **Cash Flow Breakdown (Year 1):**

- Revenue: \$600,000
- Expenses: -\$375,000
- Net Cash Flow: \$225,000
- Ending Cash Balance: \$725,000

3. **Cash Flow Breakdown (Year 2):**

- Net Profit (Year 2): \$265,000
- Ending Cash Balance (Year 2): \$990,000

4. **Cash Flow Breakdown (Year 3):**

- Net Profit (Year 3): \$284,000
- Ending Cash Balance (Year 3): \$1,274,000

Strategy and projections

Embarking on a voyage in the realm of online gaming, fuelled by a visionary outlook and an initial injection of \$500,000 in seed funding. With the aim to carve its unique identity amidst fierce competition, Bigstax sets its sights on an a three-year journey of growth and innovation to begin with.

Year 1:

In its inaugural year, Bigstax Will adopt a strategic approach, setting attainable targets. Forecasting a monthly revenue of \$50,000 and an annual revenue of \$600,000, the casino will diligently manage its finances. With a focus on strategic investments in marketing, software enhancement, staffing, and operational efficiency, this will lay down the foundation for sustainable growth.

Year 2:

A commitment to growth, Bigstax will embrace a dynamic outlook in its second year. Projecting a 15% monthly revenue increase, the casino achieves an annual revenue of \$690,000. Despite scaled-up expenses amounting to \$425,000, Bigstax will maintain its financial plans, securing a net profit of \$265,000. The year signifies a pivotal phase in the casino's journey, marked by an expanding market presence and refined operational strategies.

Year 3:

In its third year, Bigstax will continue its upward trajectory, propelled by a 10% monthly revenue growth rate. Surpassing previous milestones, the casino aims to achieve an annual revenue of \$759,000. With expenses escalating to \$475,000, Bigstax plans to demonstrate resilience and adaptability, securing a net profit of \$284,000. The year will underscore Bigstax's unwavering commitment to innovation, customer-centric initiatives, and operational excellence, cementing its status as a prominent player in the online gaming arena.

Cash Flow Management:

Throughout its journey, Bigstax Casino's meticulous attention to cash flow management will be cornerstone of its success. The initial investment of \$500,000 serves as a catalyst for the casino's operations, while prudent financial planning ensures stability and resilience. By the end of Year 3, Bigstax plans boasts a robust cash balance of \$1,274,000.

Conclusion:

As Bigstax concludes its three-year forecast, one of resilience, innovation, and determination we hope that our journey exemplifies its ability to navigate challenges, capitalize on opportunities, and emerge as a formidable force in the online gaming landscape. With a solid foundation, a visionary outlook, and a commitment to excellence, Bigstax stands poised for continued success and prosperity in the years ahead.

Targeted Markets:

Our primary targets will be New Zealand and Canada (except Ontario). During our research we have concluded the following.

Online Presence: Through previous experience. These markets are both prominent on streaming platforms and have strong user engagement. Through targeted affiliation of streamers we expect this to drive sign ups and player retention.

High Internet Penetration: Both New Zealand and Canada boast high rates of internet penetration, meaning a significant portion of their populations have easy access to online platforms, including online casinos. This ensures a large potential player base for an online casino targeting these countries.

Affluent Population: Both countries have relatively high standards of living and disposable incomes, making their residents more likely to engage in leisure activities such as online gaming. This translates to a greater propensity for spending on entertainment, including online casino games.

Cultural Acceptance of Gambling: Gambling is widely accepted and integrated into the culture of both New Zealand and Canada. While there are regulations in place to ensure responsible gambling practices, there is also a cultural openness to recreational gambling activities. This cultural acceptance fosters a receptive audience for online casinos.

Favourable Regulatory Environment: New Zealand and Canada have relatively stable regulatory environments when it comes to online gambling. While regulations exist to ensure player protection and responsible gambling, they are not overly restrictive compared to some other jurisdictions. This provides a conducive environment for online casinos to operate and thrive.

Key suppliers and material dependencies

Softgamings International

<https://www.softgamings.com/>

Office: +371 232 26 961

Email: cs@softgamings.com

Bromston Associates

MARIA HOUSE, 1 Avlonos Nicosia, 1075 Cyprus

Curacao director Ecorpp Management N.V. on Curaçao

TRIAS Building Hanchi Snoa 19 Willemstad Curaçao

+31 6 14390129 (NL)

info@ecorpp.com

To minimize the risk associated with the loss or interruption of key suppliers, Bigstax will maintain backup options and contingency plans. These plans may involve diversifying suppliers, establishing redundancy measures, and negotiating service level agreements to guarantee continuity of operations.

Regular monitoring and review of supplier performance, along with periodic risk assessments, are integral components of Bigstax's risk management framework. By proactively identifying and addressing potential vulnerabilities, the casino remains resilient and prepared to navigate any challenges that may arise concerning its key suppliers and material dependencies.

Risk evaluation and management

Risk Evaluation and Management:

At Bigstax, risk evaluation and management are paramount to ensuring a safe, fair, and responsible gaming environment for all players. The casino will employ a comprehensive approach to identify, assess, and mitigate potential risks, encompassing both operational and regulatory aspects.

Dedicated Mailbox for Complaints:

To address concerns and grievances effectively, Bigstax will maintain a dedicated mailbox. This mailbox serves as a centralized platform for players to submit complaints, report issues, or seek assistance regarding their gaming experience. The team will be trained to handle complaints promptly, investigate any reported issues thoroughly, and provide timely resolutions in accordance with established protocols and regulatory requirements.

Player Screening and Onboarding:

Prior to onboarding new players, Bigstax will implement rigorous screening measures to ensure compliance with regulatory standards and mitigate risks associated with fraud, underage gambling, and problem gambling.

Minimum Requirements and KYC (Know Your Customer):

- **Age Verification:** All players must undergo age verification to confirm that they are of legal gambling age. Age verification will involve submitting official identification documents, such as a driver's license or passport.
- **KYC Procedures:** Bigstax conducts thorough KYC procedures to verify the identity of new players and mitigate the risk of identity theft or fraudulent activity. This include collecting personal information, such as name, address, date of birth, and contact details, and cross-referencing it with trusted databases and player submitted documents.
- **Time Outs:** To promote responsible gaming, Bigstax will offers players the option to set voluntary time-out periods, allowing them to take a break from gaming if needed. During a time-out period, players are temporarily restricted from accessing their accounts and participating in gambling activities.
- **Maximum Deposits:** Bigstax will impose maximum deposit limits to prevent excessive gambling and mitigate the risk of financial harm to players. These limits are determined based on various factors, including the player's financial status, gambling history, and regulatory requirements.

By implementing robust risk evaluation and management practices, along with stringent player screening and onboarding procedures, Bigstax Casino strives to uphold the highest standards of integrity, security, and player protection. These measures not only mitigate potential risks but also foster trust, transparency, and accountability within the gaming community.

Legal and governance framework

Legal Framework and Governance Oversight:

Ecorpp Management N.V. serves as the dedicated attorney office responsible for overseeing the legal framework and governance of Bigstax Casino. Based in Curaçao, Ecorpp Management N.V. ensures that the casino operates in compliance with all relevant laws, regulations, and licensing requirements.

Director Oversight in Curaçao:

The director of Bigstax, located in Curaçao, assumes ultimate responsibility for the company's operations, ensuring that legal responsibilities are met and regulatory obligations are fulfilled. With a deep understanding of local laws and regulations, the director works closely with Ecorpp Management N.V. to address any legal matters promptly and effectively.

Appointed Provider for Legal Matters:

Ecorpp Management N.V. is the appointed provider for handling any legal issues that may arise during the operation of Bigstax. Leveraging their expertise in legal matters related to gaming and gambling, Ecorpp Management N.V. provides comprehensive support and guidance to ensure compliance and mitigate legal risks.

Ultimate Beneficial Owner (UBO) Compliance:

The Ultimate Beneficial Owner (UBO) of Bigstax takes charge of ensuring compliance on the platform, particularly regarding player payments and targeted markets. With a keen focus on regulatory adherence, the UBO oversees operations to ensure that the casino operates within permissible jurisdictions and targets only authorized markets.

Player Dispute Resolution:

Bigstax prioritizes swift and effective resolution of player disputes to uphold its integrity and protect its license in Curaçao. Any player disputes are promptly picked up

and addressed by the platform to facilitate resolution. Failure to address disputes in a timely manner not only jeopardizes the entity and license in Curaçao but also undermines trust and credibility within the gaming community.

By establishing a robust legal framework overseen by Ecorpp Management N.V., appointing a diligent director in Curaçao, ensuring UBO compliance, and prioritizing swift resolution of player disputes, Bigstax demonstrates its commitment to legal compliance, governance, and player protection. These measures not only safeguard the casino's license but also uphold its reputation as a trustworthy and responsible gaming operator.

Top of Form

Target KPI's and business objectives

Measuring Success:

Bigstax Casino employs a multifaceted approach to measure success, incorporating both quantitative metrics and qualitative indicators to evaluate its performance and progress towards its long-term objectives. Key metrics include:

1. **Financial Performance:** Bigstax monitors revenue growth, profitability, and cash flow to assess its financial health and sustainability.
2. **Customer Acquisition and Retention:** The casino tracks customer acquisition rates, retention rates, and customer lifetime value to gauge its ability to attract and retain players over time.
3. **Player Engagement and Satisfaction:** Metrics such as average session duration, frequency of visits, and customer feedback are used to measure player engagement and satisfaction, indicating the quality of the gaming experience provided by the casino.
4. **Compliance and Regulatory Adherence:** Bigstax assesses its compliance with regulatory requirements, licensing obligations, and industry standards to ensure legal and ethical operations.
5. **Brand Reputation and Market Position:** The casino monitors its brand reputation, online presence, and market share to evaluate its competitive position and brand equity within the online gaming industry.

Long-Term Business Objectives:

Bigstax will set ambitious long-term objectives to guide its strategic direction and foster sustainable growth. These objectives are aligned with its mission and values, emphasizing the following key areas:

1. **Market Expansion:** Aim to expand its presence into new markets while maintaining compliance with regulatory requirements in each jurisdiction. This includes targeting emerging markets with growth potential and diversifying its player base.
2. **Innovation and Technology:** The casino will prioritize innovation and technological advancement to enhance the gaming experience, introduce new features and products, and stay ahead of evolving industry trends.
3. **Customer-Centric Approach:** Bigstax is committed to providing a superior gaming experience that exceeds customer expectations. The casino focuses on personalized services, responsive customer support, and ongoing engagement initiatives to enhance player satisfaction and loyalty.
4. **Responsible Gaming:** Ensuring responsible gaming practices is a core priority for Bigstax. The casino will implement robust responsible gaming measures, including self-exclusion options, responsible gambling links to promote safe and enjoyable gaming experiences.
5. **Sustainable Growth:** Bigstax aims for sustainable growth, balancing short-term performance with long-term sustainability. The casino focuses on maximizing value while minimizing risks and maintaining financial stability.

By measuring success through a holistic set of metrics and aligning our efforts with long-term business objectives, Bigstax will strive to achieve sustainable growth, maintain industry leadership, and deliver exceptional value to its players and UBO.

Policies and procedures

Bigstax is committed to upholding the highest standards of integrity, transparency, and regulatory compliance through internally developed policies and procedures. These internal policies and procedures are meticulously crafted to align with industry best practices, legal requirements, and the guidelines set forth by regulatory bodies. The casino recognizes the importance of timely and comprehensive communication with the Gaming Control Board (GCB), ensuring that any updates or changes to policies and procedures are promptly communicated to relevant authorities.

The individual selected to oversee the development and implementation of these policies and procedures will be chosen based on their extensive experience, expertise,

and lack of conflicts of interest. With a proven track record in regulatory compliance and a deep understanding of the gaming industry landscape, the appointed individual will be well-equipped to ensure that Bigstax operates with the utmost integrity and adherence to regulatory standards. Their commitment to excellence and dedication to compliance will make them the ideal candidate to spearhead these critical initiatives.

Why GCB?

The GCB gaming licence is our first choice of governance to oversee our project. We believe this is the most attractive option that aligns with our values and goals that we set for Bigstax.

Having already a working relationship with GCB through Soft Gaming's. We also are familiar with any requirements, obligations and expectations of our project.

Advantages of Curacao licence:

-Currently Curacao licence is respected among players as a sign of a safe a fair place to participate in online gaming without fear or doubt of legitimacy and credibility.

-Represents a commitment to maintain a safe, transparent and reliable gaming environment.

-Streamlined application process

We hope this business plans satisfies your trust in our process of creating a Safe and enjoyable casino under your jurisdiction and we look forward to working with you.