



Business Plan

spinzz.com

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Executive summary

We are a team of four members with over 60 years of cumulative experience in gambling industry when all our experience is combined.

Our mission is to become the best localized online casino in Cambodia and the Philippines. We will achieve it through becoming the online casino with the biggest market share in mentioned countries.

Our casino will offer complete gambling services by providing Live Casino, Slots and Sports to our designated target audience.

We are applying for a Curacao license since that will enable us to integrate needed gaming, marketing and other service providers.

Our experience is our competitive advantage as well as knowledge of additional communication channels where our current competitors are not present.

Strategy

Our biggest competitors can be found via this [link](#). Regarding the Cambodian market, a list of our biggest competitors can be found [here](#).

Average monthly income in Cambodia for our target audience is from \$700 - \$1040. Philippines comes in with a lesser income amount ranging from \$268 - \$1250.

However, both countries cumulatively count over 130 million population making it an ideal market for targeting volume of players rather than focusing on high rolling players.

Software

We have achieved a great degree of cooperation with an industry B2B provider leader - SoftGamings.

SoftGamings will provide us the web platform, gaming providers, sportsbook, as well as CRM system including a complete back office solution. Aside from that, SoftGamings will provide us with needed payment providers to enable easy and fast deposits/withdrawals.

Management & Operation structure

Company is consisted of 4 UBO's each with his respective skill set.

Nevenko Turković - Investor and Partner - brings all the finances needed for the project, no matter how high the cost is. Nevenko has been in the casino industry for the past 19 years. His brand is a Croatian well known brand called [MaxBet](#). MaxBet is a large group of land casinos, and Nevenko is the owner of the Croatian part of the group. You can find more information regarding the company on this [link](#). Nevenko wanted to participate in an online casino project and build his brand presence on the internet since that is the upcoming trend. Aside from the casino business, Nevenko is highly involved in the real estate industry, mainly in the Croatian sea coast, ensuring his liquidity.

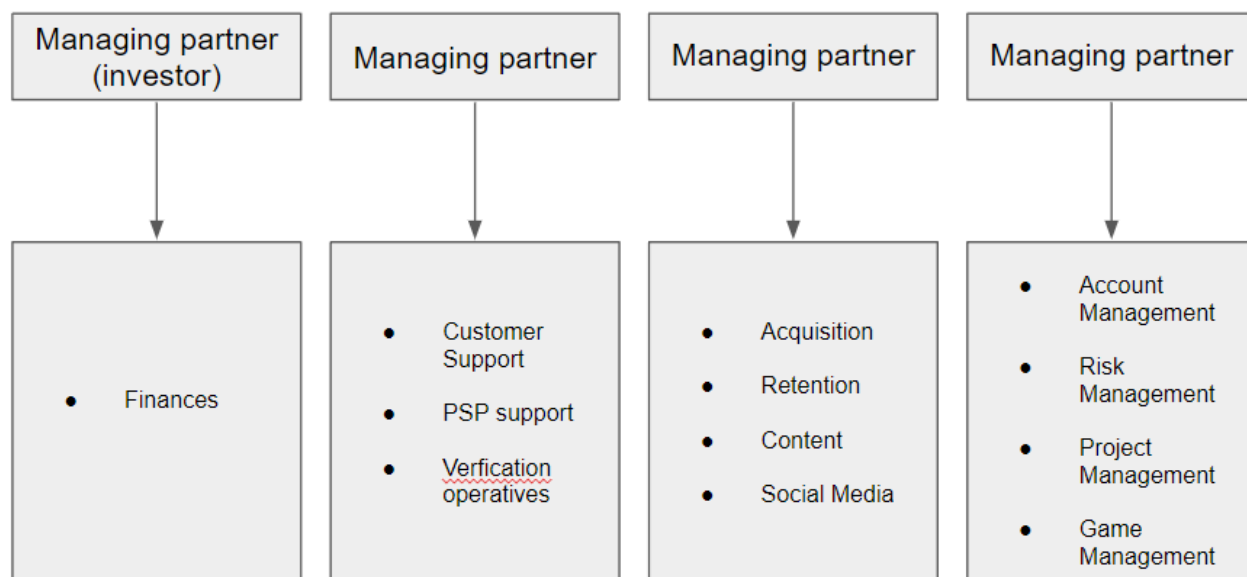
Dejan Stojanović - Office Manager and Partner - manages the office and all workforce. Dejan has been in the casino industry for the past 20 years. 13 of those he was the owner and CEO of Lucky Line, a company focused in manufacturing roulettes, slots and poker tables. More about the company can be found on this [link](#). Lucky Line stopped their operations in 2013. Dejan has 7 years of experience in owning and managing gambling halls around Serbia as the CEO of the [BN company](#). By proving his manager skill set for the past 20 years, Dejan will join us in the project of an online casino as the main manager for the company office.

Matija Hojsak - Marketing Manager and Partner - manages everything marketing related. Matija has been working in the gaming industry first as an Marketing specialist, later director for the past 15 years. His data-driven approach to marketing and proven track record proves that he is the perfect fit for the job. Matija will be the CMO and he will oversee all Marketing related operations.

Luka Stojanović - Operational Manager and Partner - manages everything operational and process related. Luka has been in the online casino industry for the past 5 years. He started as a Customer Support representative, proceeding to Account Manager position, then Content Manager and currently working as an Affiliate Manager. Luka is in charge of all online workspace, project and other operations. With his knowledge in various online casino departments and his proven track record, he is the perfect fit for organizing online casino processes, customer support, PSP support, Account Management, Risk and Project Management.

All four UBO's are bringing their best skill set to the table. Nevenko being the Investor, Dejan the Office Manager, Matija the Marketing Director and Luka as an Operational Director. Aside from business, our long term association and mutual interesese bound us all together as business partners.

Structure



Marketing & sales strategy

Our online casino aims to offer a unique and exciting gaming experience to our customers. To achieve this, we will focus on creating a strong brand identity, developing a user-friendly website, offering a wide range of games, providing excellent customer service, and implementing effective marketing strategies. Our target market includes adults aged 21-45 who are interested in online gaming and are comfortable using digital platforms for entertainment and commerce.

Marketing Objectives:

- Increase brand awareness and recognition among our target market
- Drive traffic to our website and increase the number of registered users
- Increase customer engagement and loyalty
- Increase revenue through effective promotional campaigns

Target Market:

Our primary target market is adults aged 21-45 who are interested in online gaming and are comfortable using digital platforms for entertainment and commerce. We will also target players who enjoy casino gaming but are unable to visit physical casinos due to various constraints.

Marketing Strategies:

1. **Branding:** We will develop a strong brand identity through consistent use of brand elements such as logo, colors, and messaging across all marketing channels.
2. **Website Development:** We will create a user-friendly website that is visually appealing and easy to navigate. Our website will provide a seamless gaming experience, offer a wide range of games, and provide 24/7 customer support.
3. **Social Media Marketing:** We will utilize social media platforms such as Facebook, Twitter, and Instagram to engage with our target market, promote our brand, and showcase our games and promotions.
4. **Search Engine Optimization (SEO):** We will optimize our website for search engines to improve our online visibility and drive traffic to our website.
5. **Paid Advertising:** We will utilize paid advertising channels such as Google AdWords, Facebook Ads, and display advertising to increase brand awareness and drive traffic to our website.
6. **Promotions and Bonuses:** We will offer various promotions and bonuses to attract new players and retain existing ones. These could include sign-up bonuses, free spins, cashback offers, and loyalty programs.
7. **Affiliate Marketing:** We will partner with affiliate marketers who can promote our brand and games to their followers and subscribers.
8. **Email Marketing:** We will use email marketing campaigns to inform our subscribers about new games, promotions, and events.

Marketing Budget:

Our marketing budget will be allocated as follows:

- 30% on social media marketing and paid advertising
- 20% on website development and SEO
- 20% on promotions and bonuses
- 15% on affiliate marketing
- 15% on email marketing

Evaluation and Control:

We will evaluate our marketing performance by tracking key performance indicators (KPIs) such as website traffic, conversion rates, customer retention rates, and revenue. We will regularly review and adjust our marketing strategies based on the data and feedback we receive from our customers.

Financial projections

For the financial projections we have developed three scenarios - Conservative, Average and Optimistic.

Conservative:

2023/2024	Monthly revenues (EUR)	Monthly expenses (EUR)	Profit/Loss (EUR)
Month 1	€11,548.21	€15,282.14	€-3,733.93
Month 2	€13,168.14	€17,121.36	€-3,953.22
Month 3	€18,308.32	€21,744.79	€-3,436.47
Month 4	€26,882.87	€29,643.91	€-2,761.04
Month 5	€30,868.82	€32,577.18	€-1,708.36
Month 6	€41,514.07	€41,782.49	€-268.42
Month 7	€52,175.75	€45,212.39	€6,963.36
Month 8	€65,829.65	€51,662.96	€14,166.69
Month 9	€67,116.47	€54,423.01	€12,693.46
Month 10	€83,805.52	€62,514.61	€21,290.91
Month 11	€91,542.18	€68,304.36	€23,237.82

Month 12	€105,407.24	€74,788.89	€30,618.35
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Average:

2023/2024	Monthly revenues (EUR)	Monthly expenses (EUR)	Profit/Loss (EUR)
Month 1	€40.777,69	€36.311,99	€4.465,70
Month 2	€65.824,97	€41.263,62	€24.561,35
Month 3	€98.692,59	€46.890,48	€51.802,11
Month 4	€112.512,10	€50.101,74	€62.410,36
Month 5	€127.989,96	€53.698,35	€74.291,61
Month 6	€175.179,35	€60.462,45	€114.716,90
Month 7	€196.827,28	€66.952,35	€129.874,93
Month 8	€185.135,83	€68.941,11	€116.194,72
Month 9	€209.490,54	€74.600,45	€134.890,09
Month 10	€283.743,97	€85.243,90	€198.500,07
Month 11	€265.878,35	€89.797,98	€176.080,37
Month 12	€443.416,56	€103.149,11	€255.872,73

Optimistic:

2023/2024	Monthly revenues (EUR)	Monthly expenses (EUR)	Profit/Loss (EUR)
Month 1	€178.174,80	€85.255,42	€92.919,38
Month 2	€199.555,77	€91.094,08	€108.461,69
Month 3	€223.502,46	€97.633,37	€125.869,09
Month 4	€292.042,40	€109.931,73	€182.110,67

Month 5	€327.088,41	€121.731,54	€205.356,87
Month 6	€314.004,87	€125.347,48	€188.657,39
Month 7	€351.685,45	€135.637,18	€216.048,27
Month 8	€459.535,66	€154.988,90	€304.546,76
Month 9	€441.154,23	€163.269,04	€277.885,19
Month 10	€576.441,53	€187.543,83	€388.897,70
Month 11	€645.614,52	€204.913,10	€440.701,42
Month 12	€723.088,26	€224.366,67	€498.721,59