



Business Plan

2024.

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 and Risk management tools making it a complete back office solution. Aside from that, SoftGamings will provide us with needed payment providers to enable easy and fast deposits/withdrawals within the crypto ecosystem.

Management & Operation structure

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

Nevenko Turković - Investor and CFO - 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.

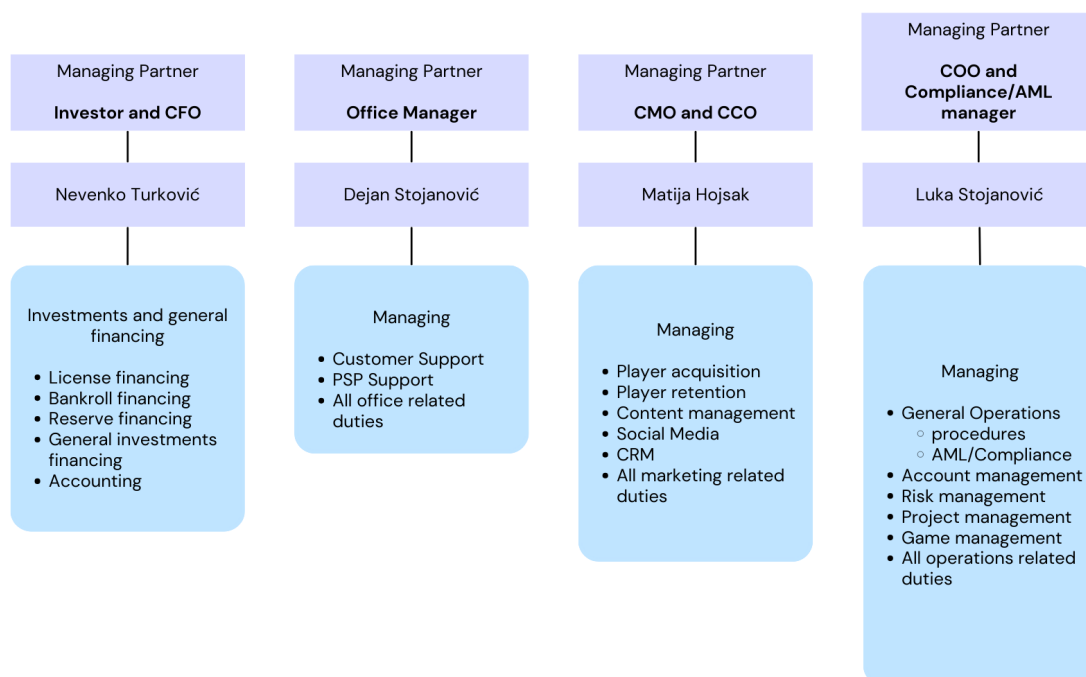
Dejan Stojanović - Office Manager - manages the office and all workforce. Dejan has been in the casino industry for the past 20 years. 13 of those he was the owner and CEO of Lucky Line, a company focused in manufacturing roulettes, slots and poker tables. More about the company can be found on this [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 - CMO and CCO - manages everything marketing related. Matija has been working 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 CCO as he will oversee all Marketing/Commercial related operations.

Luka Stojanović - COO and Compliance/AML manager - 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 after which he proceeded to work 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, Compliance and AML processes, Account Management, Risk and Project Management as well as Game Management.

All four UBO's are bringing their best skill set to the table. Aside from business, our long term association and mutual interests bound us all together as business partners.

Structure



Risk evaluation

Risk evaluation stands at the forefront of our operational strategy. Spearheaded by our adept team of risk managers, each boasting over 6 years of specialized experience within the online casino and land base casino industry, we employ a meticulous approach to identify, assess, and mitigate potential risks.

Utilizing cutting-edge risk management tools provided by industry leader SoftGamings, we maintain a proactive stance in safeguarding our platform against various threats and vulnerabilities. These tools empower us to monitor and analyze a plethora of parameters, including browser details, IP addresses, device information, and user credentials such as name, last name, phone number, and email addresses. By leveraging these comprehensive capabilities, we fortify our defenses against fraudulent activities, unauthorized access, and other security breaches.

Furthermore, our risk management protocols encompass a stringent identification process for duplicates across multiple dimensions, ensuring the integrity and authenticity of user accounts. Through advanced algorithms and real-time monitoring, we promptly detect and address any instances of duplicate registrations, thereby mitigating the associated risks of fraud and abuse.

Our commitment to risk evaluation extends beyond mere compliance; it is ingrained in our operational ethos. By combining the expertise of our seasoned risk managers with state-of-the-art technologies, we uphold the highest standards of security and integrity, fostering a safe and trustworthy environment for our valued patrons.

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, refer-a-friend promotions 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

YEAR 1

2024/2025	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

YEAR 2

2025/2026	Monthly revenues (EUR)	Monthly expenses (EUR)	Profit/Loss (EUR)
Month 1	€123,241.52	€92,001.21	€31,240.31
Month 2	€146,252.12	€112,000.12	€34,252.00

Month 3	€167,124.95	€123,421.12	€43,703.83
Month 4	€185,124.56	€153,412.54	€31,712.02
Month 5	€202,124.64	€157,124.53	€45,000.11
Month 6	€234,974.23	€189,537.85	€45,436.38
Month 7	€267,924.19	€194,124.65	€73,799.54
Month 8	€289,532.84	€213,653.45	€75,879.39
Month 9	€312,836.50	€223,535.89	€89,300.61
Month 10	€331,749.43	€239,152.64	€92,596.79
Month 11	€356,764.45	€258,153.74	€98,610.71
Month 12	€416,903.64	€321,740.72	€95,162.92

YEAR 3

2027/2028	Monthly revenues (EUR)	Monthly expenses (EUR)	Profit/Loss (EUR)
Month 1	€423,542.53	€304,353.75	€119,188.78
Month 2	€435,572.65	€318,152.42	€117,420.23
Month 3	€452,585.97	€320,553.34	€132,032.63
Month 4	€465,604.80	€323,439.64	€142,165.16
Month 5	€476,125.84	€329,547.91	€146,577.93
Month 6	€489,531.70	€345,521.65	€144,010.05
Month 7	€495,732.85	€343,475.41	€152,257.44
Month 8	€512,425.21	€347,572.32	€164,852.89
Month 9	€523,749.76	€349,836.12	€173,913.64
Month 10	€545,739.45	€351,741.53	€193,997.92
Month 11	€574,948.00	€379,734.32	€195,213.68
Month 12	€623,853.74	€390,549.75	€233,303.99

Legal and Governance Framework

We prioritize a robust legal and governance framework to ensure compliance, transparency, and effective decision-making within our organization. Our approach is founded on the principles of collaboration, expertise, and adherence to industry best practices.

Legal Support and Advice

We benefit from comprehensive legal support and guidance provided by industry-leading experts, including SoftGamings and a dedicated consultant company. Leveraging their expertise and insights, we navigate complex legal landscapes, mitigate risks, and ensure adherence to regulatory requirements across jurisdictions.

Decision-Making Process

With four UBOs, each holding a 25% share in the company, collaborative decision-making is paramount. Decisions are made collectively as a team, with each UBO having an equal voice in the process. In the event of a deadlock, where the votes are evenly split (2-2), our governance framework ensures a resolution by designating the UBO with the most relevant expertise on the deliberated topic as the decision-maker. This approach effectively prevents impasses and enables efficient decision-making while leveraging the collective wisdom and experience of our leadership team.

Compliance and Governance Standards

We adhere to stringent compliance and governance standards to uphold the integrity and reputation of our organization. Our policies and procedures are aligned with regulatory requirements and industry best practices, covering areas such as anti-money laundering (AML), responsible gaming, data protection, and ethical conduct.

Transparency and Accountability

Transparency is paramount in our governance framework, fostering trust and accountability among stakeholders. We maintain open channels of communication, providing regular updates and disclosures on our operations, financial performance, and governance practices. Our commitment to transparency extends to our interactions with regulators, customers, employees, and the wider community, ensuring alignment with stakeholder expectations and regulatory obligations.

Continuous Evaluation and Improvement

We recognize the dynamic nature of the online casino industry and the evolving regulatory landscape. As such, we prioritize continuous evaluation and improvement of our legal and governance framework. Regular reviews, feedback mechanisms, and benchmarking against industry standards enable us to identify areas for enhancement and adapt to emerging trends and regulatory requirements proactively.

ESG Policy

Environmental Responsibility:

Energy Efficiency: We prioritize the use of energy-efficient technologies and infrastructure to minimize our carbon footprint and reduce energy consumption.

Digital Sustainability: We strive to optimize our digital infrastructure and operations to minimize environmental impact, including reducing server loads and implementing efficient data management practices by using softwares like ClickUp and Slack.

Eco-Friendly Initiatives: We support and promote eco-friendly initiatives within our operations, such as paperless transactions and using digital marketing materials.

Social Responsibility:

Responsible Gaming: We are dedicated to promoting responsible gaming practices and providing resources and support for our customers to gamble responsibly. This includes offering self-exclusion options, setting deposit limits, and providing access to support services for those who may experience gambling-related issues.

Customer Well-being: We prioritize the safety, security, and well-being of our customers, implementing robust security measures to protect their personal and financial information and providing a safe and secure gaming environment free from fraud and exploitation.

Governance Excellence:

Regulatory Compliance: We adhere to all applicable laws, regulations, and industry standards governing online gaming operations, ensuring transparency, fairness, and compliance with legal and regulatory requirements.

Transparency and Accountability: We maintain transparent and accountable governance practices, including regular reporting on key ESG metrics and initiatives to our stakeholders, fostering trust and confidence in our operations.

Ethical Conduct: We uphold the highest standards of ethical conduct and integrity in all aspects of our business, including our relationships with customers, suppliers, partners, and employees, fostering a culture of honesty, fairness, and respect.

KPIs and Business Objectives

Our strategic focus revolves around achieving key performance indicators (KPIs) and business objectives that align with our overarching mission and values. With a proactive approach and a commitment to innovation, we set ambitious targets to drive growth and enhance the overall success of our online casino platform.

Low Fixed Costs: We prioritize financial stability by operating with low fixed costs, ensuring resilience against market fluctuations and minimizing the impact of potential downturns. This approach safeguards our profitability and enables sustainable growth, mitigating the risk of adverse effects from unpredictable market conditions.

Automation and AI Integration: We leverage automation and AI technologies extensively across our operations to streamline processes and eliminate human error. By automating routine tasks and leveraging AI-driven insights, we enhance operational efficiency, reduce costs, and optimize resource allocation, thereby maximizing productivity and minimizing risks associated with manual intervention.

Player Retention: Our CRM strategy prioritizes player retention as the cornerstone of our business success. Through personalized engagement strategies, particularly tailored towards high rollers, we aim to cultivate long-term relationships with our players, fostering loyalty and maximizing lifetime value. By delivering exceptional gaming experiences and personalized rewards, we enhance player satisfaction and loyalty, driving repeat visits and revenue growth.

Prevention of Churn Rate: We actively work to prevent churn rate by implementing targeted retention strategies, such as personalized incentives, exclusive offers, and proactive communication with at-risk players. By identifying and addressing factors that contribute to player churn, we strive to maximize player retention and minimize revenue loss.

Refer a Friend Promotion: We differentiate ourselves in the market by offering the best Refer a Friend promotion, incentivizing our existing players to refer their friends and acquaintances to our platform. By capitalizing on the power of word-of-mouth marketing and rewarding player advocacy, we attract new customers while fostering a sense of community and camaraderie among our player base. This approach not only drives acquisition but also enhances brand reputation and customer engagement, contributing to sustainable growth and market leadership.

At Spinzz, our target KPIs and business objectives are not merely metrics; they embody our commitment to excellence, innovation, and customer-centricity. By relentlessly pursuing these objectives and embracing a culture of continuous improvement, we position ourselves for long-term success and leadership in the competitive online casino industry.

Policies and Procedures

1. Internal Development:

Internal Oversight: Our policies and procedures are developed and reviewed internally to ensure accuracy, relevance, and compliance with regulatory requirements and industry best practices. This internal oversight allows us to promptly evaluate and adapt our policies in response to changing external factors, thereby enhancing our agility and responsiveness to evolving regulatory environments and market dynamics.

2. Commitment to Transparency:

Timely Reporting: We are fully committed to transparency and accountability in our operations. As such, we pledge to keep the relevant regulatory authorities, such as the Gaming Control Board (GCB), apprised of any updates or changes to our policies and procedures in a timely manner. Our proactive approach to regulatory compliance ensures that our operations remain in full alignment with regulatory standards and expectations.

3. Qualifications and Competence:

Board Oversight: The board of directors at Spinzz is dedicated to ensuring that the individuals responsible for developing and implementing our policies and procedures are qualified, competent, and free from conflicts of interest. We recognize that adherence to established policies is critical not only for regulatory compliance but also for safeguarding our license and reputation. As such, one of the ultimate beneficial owners (UBOs) assumes direct responsibility for overseeing the integrity and effectiveness of our policies, ensuring that they meet the highest standards of quality and compliance.