

Online Casino

Business Plan

11 March 2024

Executive Summary

The aim of this business plan is to outline the establishment of an online casino website, providing a platform for individuals to engage in various casino games such as slots, blackjack, roulette, and other classic casino offerings.

WoT N.V. Company ("**Company**") is a corporation based in the Curacao, which was incorporated on year 2013, set to manage the assets and operations of the online casino ampm.casino ("**Casino**") via the website ampm.casino. The revenue for Casino will be generated through bets placed on the website, with the planned launch scheduled for May 2024.

Industry Overview

A casino serves as a facility that accommodates various gambling activities, and the industry associated with casinos is known as The Global Casinos & Online Gambling industry. This sector comprises gaming and gambling facilities offering table wagering games, slot machines, bowling, and other gambling platforms. Additionally, industry players are often provided food, beverages, and lodging services. Legal online gaming or casino-type games are also integral to this industry. In essence, an online casino is the digital counterpart of traditional casinos, accessible through online platforms, offering an extensive array of games, including slots, poker, card games, scratch cards, and more.

Product Description

The Casino's primary source of revenue will be the acceptance of bets from enrolled members. The games available will include blackjack, roulette, casino table games, and online slot machine-style games. The Casino will be supplying RNG and Live Casino content from some of the industry's most reputable games providers. Below is just an example of some of the providers that we engage with:

Pragmatic Play

BGaming

Endorphina

Egt interactive

Amatic

3 Oaks

Playson

Play'n GO

Yggdrasil

Netent

Target Customers

We aim to attract middle to upper-middle-class individuals, both male and female, with broadband internet connections. Common traits among end users include an annual household income exceeding \$50,000, ages between 18 and 50, high-speed internet access, familiarity with online casino concepts and operations, and the capability to spend \$100 to \$200 per usage.

Future Growth

We anticipate aggressive expansion within the first three years of operation. The Company plans strategic marketing campaigns targeting its demographic to drive growth.

Company Advantages:

- Acquisition of an Curacao license for operating in regulated markets, ensuring compliance with regulations.
- Collaboration with top online game providers for a diverse gaming experience.

Regulatory Compliance

The Casino will be regulated by the Curacao Gambling Control Board, with ongoing efforts to obtain a gambling license. Policies like Privacy Policy, Anti-Money Laundering (AML), and Responsible Gaming will adhere to Commission requirements.

Product/Service Offerings

Services include online gambling machines, gaming tables, legal casino gaming services, cashier services, and customer support.

Pricing Structure

The minimum deposit in the online casino will be set at \$1.

Payment Services

The Company will collaborate with the majority of most popular and reputable payment service providers to facilitate convenient online payment services for deposits and withdrawals.

The list of pre-approved payment solutions is:

Skrill

Neteller

Jeton

AlphaPo (Crypto-payments)

EzeeWallet

Blik

Moonpay

Mifinity

Muchbetter

Marketing Strategies

The Company plans an impactful marketing campaign utilizing search engine optimization and pay-per-click marketing. The internal web development team will optimize the website for search engines, enhancing visibility. The company will also actively work with affiliates and web masters to obtain a flow of gambling traffic.

Gross Gaming Revenue (GGR) Projections

Three-year projections for Gross Gaming Revenue (GGR) are as follows:

- Year 1: \$1,000,000 USD
- Year 2: \$3,000,000 USD
- Year 3: \$5,000,000 USD

These projections rely on effective engagement in paid marketing and customer retention activities.

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