

Business Plan

by WoT N.V, reg. #129742

Introduction and Background

The aim of this business plan is to outline the establishment of an online casino websites, providing a platform for individuals to engage in various casino games such as slots, blackjack, roulette, live-casino 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 brands:

<https://ampm.casino>

<https://hotlinecasino.com>

<https://bonanzagame.com>

<https://milkyway.casino>

<https://f1casino.club>

<https://beepbeep.casino>

<https://marvelcasino.games>

<https://dendycasino.com>

<https://candy.casino>

<https://gdfplay.com/>

<https://pelicancasino.games>

<https://spingreen.casino>

Business Model

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

The formula of revenue will look like:

INOUT (Deposits – Withdrawals) – marketing fees (Affiliate payments) – Service provider fees (Payment provider fees + Software provider fees) = REVENUE

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.

brands will be targeting users in Europe, Latam, Asia markets.

brands will offer Casino, Live casino, Virtual games, sports betting on later stage.

Our short-term goal is to become profitable after 3 years of operations and expand globally.

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 45, high-speed internet access, familiarity with online casino concepts and operations, and the capability to spend \$200 to \$300 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 a Curacao license for operating in regulated markets, ensuring compliance with regulations.
- Collaboration with top online game providers for a diverse gaming experience.
- Collaboration with top affiliate resources on the web to promote brand and its recognition

Company Description

Structure

Our Curacao corporate structure consists of a Curacao company WoT N.V. that will hold the operating IP License along with a fully owned subsidiary being a Cyprus (European) company Limesco Ltd. operating as the payment's agent of WoT N.V.

Launch

For the launch **the brands** 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 testing of the platform prior to launch to ensure users from our target regions can access the platform and also facilitate payments on the platform.

As mentioned above, **the brands** will target users from Europe, Latam, Asia. After integrating the payments systems and affiliate tools we will do a soft launch in the Latam market first which is our primary market and ensure everything is working. Upon success we will carry out the same soft launches in Asia and few European countries.

Assuming everything goes as planned with Licensing, setting up the payments agent company and payment systems we plan to carry out the first soft launch no later than September 2024.

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

The principals' team has sufficient industry experience to launch **the brands** and ensure the longevity of user experience which will prove vital to developing the customer base gambling on the platform. 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.

Platform

The company intends to operate and go live with e-gaming platform developed by the Limesco Ltd – our Service and payment provide. Since 2010 this company develops gaming platform and all features & functionalities by its own IT and engineering staff. The gaming platform recommended itself perfectly since its launch.

Ideology: We absolutely believe that developing 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.

The platform consists of the following modules:

Payment gateway

Management system

Analytics

Affiliate system

Payment Gateway

We will use a payment gateway which will be integrated 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 **the brands** 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

The main benefit of using such gateway is – easiness of managing new payment methods if this is required by the markets.

Payment providers

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

Management system

Our management system will be developed and maintained to ensure our employees can monitor as well as manage everything with ease. The back end will offer an extensive functionality which will allow us to manage all the customer's activities on the platform and also ensure that we can push promotions to existing users as well as identify trends and implement new strategies for promotion to acquire new customers.

The system will also be user friendly for our support employees to carry out the KYC verifications such as Identity and Personal details verification, Proof of Address as well as Source of funding and we will also integrate outsourcing services in order to be always in compliance with KYC and AML.

Hosting

The gaming servers are located in the top hosting facilities in Europe:

- AWS Germany
- Leaseweb Netherlands

The risk of service interruption is very close to zero and that was proven by the experience. The guaranteed downtime of the hosting providers is less than 0.01%.

Gaming providers

The platform has already integrated one of the best and most reputable software aggregators:

Softgamings.com

Slotegrator.com

The casino portfolio will have more than 6000 thousand online games.

The risk of service interruption is very close to zero and that was proven by the experience.

Domain name

The brands 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 payment’s agent, the information includes the company names and addresses.
- Licensing information - The sub-licence number shown under which the company is licensed to operate the website.
- 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. These include the following;
 - KYC – Age & Identity Verification
 - Account – rules regulating your account and the use of the account.
 - Deposits and Withdrawals – rules regulating payment activity on the site
- Privacy Policy – declaration of data protection and privacy law compliance.
 - Information on the information collected and its uses.
 - Cookies Policy – information on the types of cookies used and their purposes.
- Responsible Gaming Information.
 - The website will provide a Responsible Gambling link which shows appropriate guidance information to customers and provides links to www.responsiblegambling.org and www.gamblersanonymous.org.
 - Preventing underage gambling – KYC checks prevent gamblers under the regulated minimum age (standard being 18 years) from using the website.
 - Customer Limits – Allowing customers to set a deposit limit within a certain time-frame to prevent customers from playing more than they can afford.
 - Self-Exclusion – industry standard practice of providing a mechanism for customers to suspend their gambling activity for a predetermined time set by themselves.
 - Set maximum stakes for bets – the customer can limit their activity by self- imposing limits.
 - Account Closure – the customer has the ability to close their account through the website.
- Indemnity and Limitation of Liability
- Customer Service and Complaints – dedicated email and number will be allocated for complaints
- Betting Rules & Regulations
 - General Casino Game rules
 - Specific Casino rules by Game
- Payment Providers Information – Details of the payment providers integrated on the website.

- Contact us – address, email address and Live Chat will be integrated into the website to allow customers to contact and chat with customer service representatives at all times.

And any additional information in compliance with GC rules.

Marketing and Sales Strategy

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. Our call centre team will actively deal with feedback and questions continuously.

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 such as forums websites with active player groups in it (previously productive platforms).

4 We will agree with the publishers that broadcast casino games from channels such as YouTube discord to record videos of the games performed in our site. We will agree with them with a payment fee or as an affiliate.

5 We will do SEO work on the words searched by this group of players effectively and this will continue continuously. At the same time, we will put our backlinks on the created sites.

6 We will deal with the affiliates that can bring customers to our sites with our own terms.

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

8. We will take part in the top affiliate conferences such as **ICE** and **SIGMA** by positioning with our branded casino stand. Our affiliate managers will work really hard on signing new affiliate deals. Many of our staff have big experience and skills in this field of business.

Skrill, Neteller, Jeton, AlphaPo (Crypto-payments), EzeeWallet, Blik, Moonpay, Mifinity, Muchbetter.

Bonus and Loyalty

Stakes placed in the casino will allow users to accumulate points; once a certain threshold is reached within a given time frame, bonuses will be unlocked. Higher bonuses will be available when users achieve consecutive success.

The scheme will use a tier point structure, the greater the points the higher the tier. Each tier offers a different multiplier of points; further up the tier system they climb the greater the multiplication.

The integration between the loyalty system and gaming platform offers immediate updates between bets placed and points earned.

The Brands will offer users the following bonus types

- Bonus for 1st, 2nd, 3rd deposit

- Free spins,

- Tournament solutions in modality buy in and race,
- Contents play for fun,
- Cash Back
- VIP

Operations and management

Operational Plan for **the brands**

1. Platform Development and Maintenance

- **Website Development and Maintenance:**
 - **Development Partner:** We will partner with a reputable web development firm experienced in building secure, scalable gambling platforms – Limesco Ltd.
 - **Technology Stack:** The platform will be built using modern web technologies such as Node.js for the backend, React.js for the frontend, and MongoDB for the database.
 - **Security:** Industry-standard encryption (SSL, HTTPS), firewalls, DDoS protection, and two-factor authentication (2FA) will be implemented to safeguard user data and transactions.
 - **Third-Party Integration:** We will integrate with third-party payment processors (Skrill, Stripe, Neteller, Jeton, Mifinity, Muchbetter, PIX and crypto wallets), gaming software providers, and live dealer services.
 - **Maintenance:** A dedicated IT team will handle bug fixes, updates, server maintenance, and scaling to handle peak traffic, ensuring 99.9% uptime.
- **User Experience and Design:**
 - The website and app will feature a user-friendly interface optimized for different devices, allowing users to navigate, bet, or play games with ease.
 - We will employ continuous A/B testing to optimize the user experience and improve conversion rates.

2. Daily Operations

- **Customer Registration and Onboarding:**
 - Users will go through a seamless registration process with KYC (Know Your Customer) verification integrated into the platform, ensuring compliance with regulatory requirements.
 - We will offer easy onboarding with options to sign up via social media accounts or email.
- **Transaction Processing:**
 - **Deposit and Withdrawal Methods:** Users will be able to deposit and withdraw using credit cards, e-wallets (e.g., PayPal, Skrill), cryptocurrencies, and bank transfers.
 - **Transaction Times:** Instant deposits and withdrawals within 24-48 hours depending on the method used.
 - **Transaction Security:** All transactions will be processed using 128-bit encryption, and anti-fraud measures will be implemented to detect suspicious activity.
- **Betting and Gaming Operations:**
 - **Automated Systems:** Automated systems will handle the acceptance and settlement of bets, ensuring real-time updates of odds and payouts.
 - **Game Providers:** We will partner with industry-leading game providers such as Microgaming, Evolution Gaming, and NetEnt to supply a wide variety of games (slots, table games, live casino, etc.).

- **Odds Management:** For sports betting, an in-house team of oddsmakers and algorithms will generate competitive odds based on real-time data feeds.

3. Customer Support and Engagement

- **Customer Support Channels:**
 - **24/7 Support:** We will offer round-the-clock customer support through live chat, email, and phone.
 - **Multilingual Support:** Support will be available in multiple languages (e.g., English, Spanish, Mandarin, etc.) to cater to an international audience.
 - **FAQ and Self-Help Portal:** A comprehensive self-help portal will be built to address common issues like account management, deposits, and withdrawals.
- **Customer Retention and Loyalty Programs:**
 - **VIP Programs:** A tiered loyalty program offering perks such as higher deposit limits, faster withdrawals, and exclusive promotions for top users.
 - **Bonuses and Promotions:** We will implement a range of bonuses including welcome bonuses, deposit matches, free bets, and cash-back offers.
 - **Gamification:** Implementing gamified elements such as leaderboards, challenges, and rewards will engage users and encourage them to spend more time on the platform.

4. Legal and Compliance

- **Licensing:**
 - We will obtain gambling licenses in multiple jurisdictions, such as the UK Gambling Commission, Malta Gaming Authority (MGA), and Curacao eGaming.
 - Regular audits will be conducted to ensure compliance with local laws and international standards.
- **Responsible Gambling:**
 - **Self-Exclusion Tools:** Users will have the option to set betting limits, deposit limits, and self-exclude from the platform.
 - **Age Verification:** We will implement strict age verification procedures to prevent underage gambling.
 - **Partnerships:** Collaborating with organizations like GamCare and Gamblers Anonymous to provide support to users struggling with gambling addiction.

5. Risk Management

- **Fraud Detection:**
 - We will use advanced algorithms to detect and prevent fraudulent activities such as collusion, match-fixing, and account hijacking.
 - Regular security audits and penetration tests will be conducted to ensure data security.
- **Data Protection:**
 - The platform will comply with GDPR (General Data Protection Regulation) and other relevant data protection laws, ensuring users' personal data is stored securely and handled responsibly.
 - We will provide transparency in data collection practices and ensure users can manage their data preferences.
- **Dispute Resolution:**
 - A dedicated team will handle user disputes efficiently, with clear terms and conditions to manage conflicts.
 - We will offer third-party mediation if needed, ensuring users trust the fairness of our platform.

6. Human Resources

- **Management Team:**
 - **CEO:** Oversees overall strategy and execution.
 - **CTO:** Responsible for technology development and maintenance.
 - **COO:** Manages daily operations and logistics.
 - **CMO:** Oversees marketing, user acquisition, and customer retention.
 - **CFO:** Manages finances, including budgets, revenue tracking, and forecasting.
- **Hiring Plan:**
 - We will start with a small, core team to manage operations, with plans to scale as the business grows.
 - **Developers:** In-house or outsourced depending on the business phase.
 - **Support Staff:** Customer service representatives will be recruited based on the demand generated by user growth.
 - **Compliance Officers:** Ensure ongoing compliance with legal requirements

7. Supplier and Vendor Relationships

- **Gaming Software Providers:**
 - We will partner with established gaming software providers to ensure a broad variety of games, from slot machines to live dealer casinos. Partnerships will include providers like Microgaming, Playtech, and Evolution Gaming.
- **Payment Processors:**
 - We will work with multiple payment processors, including Skrill, Neteller, Visa/MasterCard, and cryptocurrency exchanges to offer diverse deposit and withdrawal methods.
 - Contracts will ensure competitive fees and secure processing.

8. Technology Infrastructure

- **Servers and Hosting:**
 - We will use cloud-based hosting solutions (e.g. Leaseweb and AWS) to ensure scalability and reliability.
 - **Load Balancing:** Implement load balancing to manage high traffic periods, especially during popular sporting events or promotions.
- **Content Delivery Network (CDN):**
 - A CDN will be used to ensure fast page loads globally, enhancing the user experience.

9. Logistics and Supply Chain

- **Content and Game Updates:**
 - Regular updates will be pushed to ensure new content and features are continuously available to keep users engaged.
- **Payment Systems:**
 - Frequent auditing of payment systems to ensure smooth transactions and adherence to anti-money laundering (AML) policies.

Revenue Model

1. Core Revenue Streams

a. Casino Games

- **Description:**
 - In casino games such as slots, blackjack, roulette, and other table games, the platform profits from the inherent "house edge." This is the statistical advantage built into the game that ensures, over the long run, the house wins more money than it pays out.
- **Example:**
 - For a typical slot machine game, the house edge could be around 5%, meaning for every \$100 wagered, the casino expects to keep \$5 as profit.
- **Revenue Potential:**
 - Casino games are consistent revenue generators since the house edge ensures profitability as long as players continue to play.

2. Supplementary Revenue Streams

a. Affiliate Marketing and Partnerships

- **Description:**
 - Partnering with affiliates (e.g., bloggers, influencers, website owners) who promote your gambling site in exchange for commissions based on referred player activity.
- **Example:**
 - Affiliates may receive a percentage of the revenue generated by players they refer, typically 20-40% of net gaming revenue or a fixed cost per acquisition (CPA).
- **Revenue Potential:**
 - While this is an expense, the affiliate model brings in high-quality traffic and can significantly boost player acquisition, thus increasing long-term revenue.

Our affiliate program will include different types of deals with our affiliate partners:

CPA (up to €300)

RS (up to 45%)

Hybrid schemes

Financial Plan

We have made a financial plan to accurately report our start-up costs. The growth is an estimate and depends on the minimum fees and GGR % of the games.

Funding of initial requirements

Mrs Aktolkyn Zhetkergenova is the WoT N.V. UBO prior to the launch the project has set an initial budget of up to € 170.000 which will be provided to fund the setup and operations of **the brands**. Mrs Aktolkyn Zhetkergenova is able to further support with funding if required in year 2025 in amount of € 158.000.

Revenue forecast

	2024	2025	2026	2027
Staff Costs/Contractors	150000	170000	200000	220000
Marketing	100000	200000	300000	400000
IT and Platform	70000	90000	110000	130000
Gaming Licence	60000	60000	70000	70000
Curacao Fees	20000	20000	25000	30000
Cyprus Fees	5000	6000	7000	10000
Office Costs	50000	55000	60000	70000
Professional Fees	15000	17000	20000	30000
Total Expenses	470000	618000	792000	990000
Total Gross Profit from Gaming	300000	460000	800000	1050000
Net Profit	-170000	-158000	+8000	+160000

In year 2026, we expect the project will show positive financial results.

Legal section

Board Oversight and Current Board Membership

The **Board of Directors** plays a pivotal role in overseeing the strategic direction and overall governance of **WoT N.V.** The board is composed of **3** members, all of them are executive officers: CEO, COO, CFO. These individuals bring diverse expertise from various sectors, ensuring comprehensive oversight and informed decision-making.

The board meets regularly, typically **4** times per year, with additional meetings scheduled as necessary to address urgent matters. The board's primary responsibilities include approving strategic plans, monitoring financial performance, ensuring robust risk management, and safeguarding shareholders' interests.

Interaction with Senior Management and Day-to-Day Decision-Making

While the board sets the strategic direction and overarching policies, day-to-day decision-making is delegated to the senior management team, led by the CEO. Senior management is responsible for implementing the board's strategies and running the company's operations efficiently.

Interaction Dynamics:

- **Reporting:** Senior management provides regular reports to the board on key performance indicators, financial results, operational challenges, and progress against strategic objectives.

- **Advisory Role:** Board members often serve as advisors to senior management, particularly in areas of their expertise. This collaborative relationship ensures that the board is kept informed and can provide timely guidance.

Matters Reserved for the Board/UBOs

Certain critical matters are reserved for the board and, in some cases, the Ultimate Beneficial Owners (UBOs), ensuring that these decisions receive the highest level of scrutiny and approval. These typically include:

- **Strategic Decisions:** Approval of major strategic initiatives, mergers and acquisitions, significant capital investments, and entry into new markets.
- **Financial Oversight:** Approval of annual budgets, financial statements, dividend declarations, and any significant financial commitments or borrowings.
- **Governance:** Appointment and removal of senior executives, including the CEO, approval of board appointments, and determining executive remuneration.
- **Compliance and Risk Management:** Oversight of major risk management policies, compliance with regulatory requirements, and approval of significant legal settlements.
- **Corporate Structure:** Decisions on changes to the company's capital structure, issuance of new shares, and significant changes to the company's governance framework.

Deadlock Situations and Resolution Mechanisms

While the board operates on a principle of consensus, there may be situations where a deadlock occurs, particularly on critical issues. To mitigate this, **WoT N.V.** has established mechanisms to resolve deadlocks:

- **Casting Vote:** The Chairperson of the board may have a casting vote in the event of a tie, allowing the board to reach a decision.
- **Mediation or Arbitration:** For more complex disputes, the company may engage an external mediator or arbitrator to facilitate a resolution.
- **Shareholder Intervention:** In extreme cases, the matter may be escalated to the UBOs or shareholders for a final decision, ensuring that the company's strategic direction is not compromised.

Legal Support and Advice

Legal support for the board and senior management is provided by **G-Force Corporate Management**, which has extensive experience in corporate governance, regulatory compliance, and industry-specific legal matters. The legal team is responsible for:

- **Advising** on corporate governance practices and ensuring compliance with applicable laws and regulations.
- **Drafting and Reviewing** contracts, policies, and legal documents to protect the company's interests.
- **Supporting the Board** in its decision-making process by providing legal opinions on significant matters, particularly those reserved for board approval.
- **Managing Litigation** and other legal risks that may arise in the course of business.

Board Meeting Attendance and Policy

In addition to board members, other individuals may be invited to attend board meetings to provide additional insights and expertise. These typically include:

- **Senior Executives:** Such as the CFO, COO, and other key department heads, who present reports and provide updates on their respective areas.
- **External Advisors:** Legal advisors, auditors, and consultants may be invited to present findings or advise on specific issues.