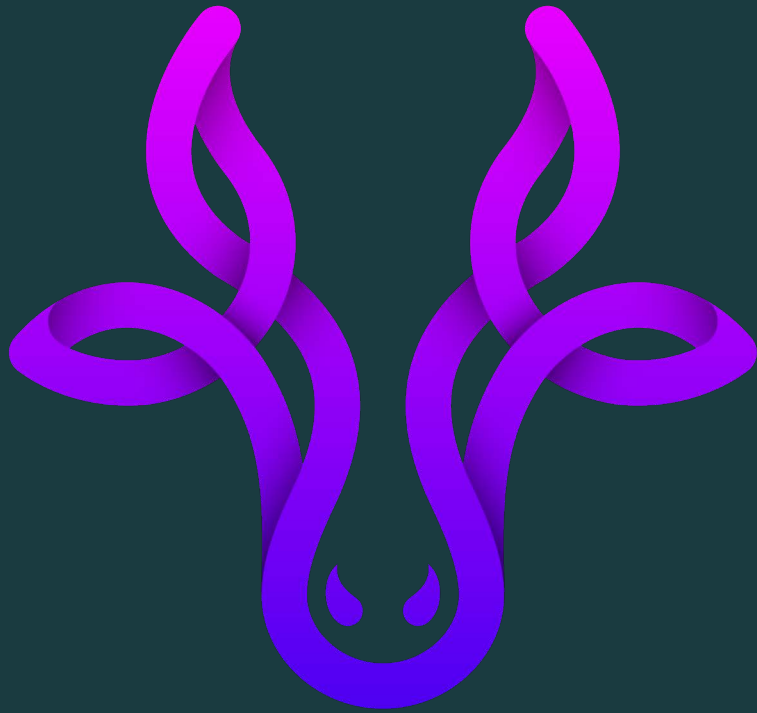


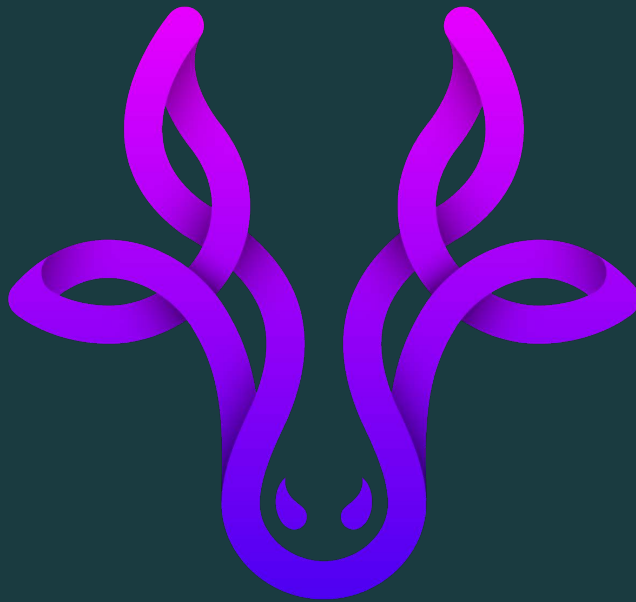


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BUSINESS PLAN





- EXECUTIVE SUMMARY
- OPERATIONAL PLAN
- MARKETING PLAN
- MANAGEMENT ORGANIZATION
- FINANCIAL FORECAST
- RISK EVALUATION/
MANAGEMENT
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EXECUTIVE SUMMARY

Project WLC Gambulls, inaugurated on January 16, 2023, marked a significant achievement by transitioning to a turnkey operation on December 22, 2023. This innovative online casino distinguishes itself through unique offerings such as Challenges, which reward players based on multipliers, and Bonus Battles, a compelling slot game format that pits players against each other with Bonus Buys. Our commitment to seamless transaction experiences is evident in our rapid deposit and withdrawal processes, especially for major cryptocurrencies. Gambulls Casino goes above and beyond to provide attractive benefits, tailored specifically for our loyal customer base. In a highly competitive gaming market, we focus intensely on captivating bonuses and loyalty programs, constantly enhancing them to not just meet but surpass customer expectations, thereby nurturing a culture of innovation.

After eleven months immersed in the ownership and operational facets of an online casino, we've acquired a profound understanding of the industry's challenges and opportunities. Our decision to evolve the WLC project into a turnkey operation was driven by our ambition to actualize our vision and enhance our profitability. Initially targeting key markets such as the Philippines, Thailand, India, Canada (excluding Ontario), and Vietnam, we aim to broaden our audience and boost turnover. Nonetheless, our main goal is to devise innovative strategies that align with market trends while ensuring our interface remains user-friendly and efficient.

Our initial phase, underpinned by a strategic approach to software utilization, has established a strong foundation for our growth ambitions. The software that powered our initial phase remains crucial to our operations, even as we expand and refine our platform. Collaborations with trusted providers like No Limit, Hacksaw, Pragmatic, and others have enriched our gaming options, ensuring fairness and security at every turn. With a broad selection that includes slots, live casino, and sports betting, we are well-prepared to satisfy diverse user preferences. Supported by a solid loyalty program and enticing bonuses, our initiative continues to enhance the gaming experience, positioning Gambulls Online Casino for sustained success in the gaming industry.



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OPERATIONAL PLAN

Our goal is to offer a user-friendly interface for seamless payments, game selection, and independent stake setting, improving customer satisfaction.

To optimize daily operations, our internal teams will concentrate on vital areas like sales, marketing, support, and monitoring. Outsourcing customer support allows us to maintain high-quality service while freeing internal resources for other critical tasks.

Outsourcing benefits us by effective resource allocation, access to specialized expertise, and cost reduction compared to in-house support. This approach allows us to focus on enhancing the overall gaming experience while saving on operational expenses.



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MARKETING PLAN

Our marketing plan encompasses several primary methods of promotion that are crucial for the success of our casino platform. These methods include SEO promotion, email marketing, CRM system utilization, social media marketing (SMM), and affiliate marketing.

SEO promotion plays a vital role in increasing our platform's visibility in search engine results. It involves three key areas of focus. First, we optimize our website internally by incorporating relevant keywords, utilizing LSI phrases, and implementing proper HTML codes to align with search engine requirements. Second, we engage in the exchange and purchase of links from external thematic resources that link back to our site, boosting our search engine rankings. Lastly, we emphasize the importance of maintaining these results by regularly optimizing our website to meet new search engine requirements and ensure long-term visibility.

Email marketing is an effective strategy that involves sending newsletters to users who have provided their consent. Through these newsletters, we keep our audience informed about the latest casino news, promotions, and exclusive offers. This targeted communication helps to nurture customer relationships and keep our audience engaged and excited about our platform.

Utilizing a CRM system is crucial for effective customer relationship management. By implementing a well-structured CRM system, we can closely interact with our target audience, understand their preferences, and encourage them to return to our casino and continue playing. The CRM system enables us to deliver personalized experiences and tailored promotions, fostering customer loyalty and retention.

Social media marketing (SMM) is another powerful tool for reaching and engaging with our target audience. We recognize that social networks are home to a vast user base, and each user represents a potential customer for our casino. To capture a consistent influx of new target audience members, we aim to establish a strong presence on various popular social networks. Our marketing team, equipped with expert knowledge of each network's promotion methods and unique features, will effectively leverage social media to expand our reach and engage with potential players.

Affiliate marketing presents an opportunity to promote our casino at no cost while sharing a portion of the profit with our affiliate partners. Through this scheme, partners (affiliates) attract participants to our platform, and in return, they receive a commission based on the players' activity. This strategy allows us to benefit from the efforts and expenses borne by our affiliate partners, enabling us to tap into a wider audience and expand our customer base.

By employing these primary methods of promotion, we aim to increase our brand visibility, attract new players, nurture customer relationships, and ultimately establish our casino as a leading platform in the online gaming industry.



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MANAGEMENT & ORGANIZATION

In our endeavor to transform the Turnkey project into a thriving venture, we are reinforcing our management and organizational structure to maximize efficiency, enhance customer satisfaction, and drive sustainable growth. While the core structure remains unchanged, we are now rectifying the share distribution to ensure that all key contributors have equal ownership from the inception of the Turnkey transition.

Osman B Choudhury brings a wealth of experience, with over a decade of expertise in management and information technology, Osman's contributions are poised to make a substantial impact on our venture. His key strengths include:

Efficient Operations: Osman's strong management background ensures smooth day-to-day operations, addressing hardware and software issues, optimizing efficiency.

Tailored Software: His software development expertise customizes software for the project's needs, enhancing performance and user experience.

Effective Communication: Osman's ability to bridge technical and business requirements facilitates successful software development through developer interactions.

Customer Satisfaction: With Osman's leadership, customer support excellence is guaranteed, leading to high satisfaction and retention rates.

Profitability Focus: Osman's track record aligns with the project's aim for rapid profitability, utilizing strategic approaches to optimize operations.

Long-Term Vision: His insights into industry trends and technologies shape the project's long-term competitiveness and evolution.

Carl-Andrew Waite's extensive experience in the online casino streaming community, coupled with his decade-plus of managerial expertise, positions him as a pivotal asset for our organization. His management experience plays a vital role in shaping the success of our Turnkey project in several ways:

Leadership: With over a decade of managerial experience, Carl has honed his leadership skills, allowing him to effectively guide and mentor his team. His leadership qualities will be instrumental in overseeing the affiliate marketing department and ensuring that all team members are aligned with our project's objectives.

Strategic Planning: Carl's managerial experience equips him with a strategic mindset. He can formulate and execute comprehensive affiliate marketing strategies, aligning them with our overall business goals. This strategic approach is crucial in optimizing our affiliate partnerships and maximizing their impact on customer acquisition.

Resource Allocation: Having managed teams and budgets for many years, Carl is adept at resource allocation. He can efficiently allocate resources to various affiliate marketing campaigns, ensuring a balanced and cost-effective approach that yields measurable results.

Performance Evaluation: Carl's experience in management includes evaluating team performance and individual contributions. This skill will enable him to assess the effectiveness of affiliate marketing campaigns and make data-driven decisions to improve their performance continually.

Conflict Resolution: In his managerial roles, Carl has likely encountered and resolved various conflicts and challenges. This experience is valuable in maintaining positive relationships with affiliate partners and addressing any issues that may arise in the course of our affiliate marketing efforts.

Negotiation Skills: Over the years, Carl has likely negotiated contracts, deals, and partnerships. His negotiation skills will be invaluable when establishing and managing affiliate agreements, ensuring favorable terms for our organization.

Change Management: Carl's tenure as a manager has likely exposed him to periods of change and adaptation. This experience will be beneficial as we navigate the evolving landscape of online casino affiliate marketing and adapt our strategies accordingly.

In summary, Carl - Andrew Waite's decade-plus of managerial experience will play a crucial role in ensuring the success of our affiliate marketing efforts within the Turnkey project. His leadership, strategic acumen, resource management, conflict resolution, negotiation skills, and adaptability are invaluable assets that will contribute to the growth and sustainability of our online casino venture.



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MANAGEMENT & ORGANIZATION

Fahan Choudhury's strategic addition to our team promises significant value for the organization. With a remarkable track record spanning 15 years, Fahan brings forth the expertise and insights needed to lead a dynamic team and elevate the company's sales and marketing efforts to new heights. His comprehensive understanding of modern marketing tactics, including social media, SEO, SEM, and influencer collaboration, underscores his multifaceted approach:

Leadership: Fahan's extensive experience positions him as a capable leader. His leadership skills will be instrumental in guiding the sales and marketing team towards achieving our project's objectives effectively.

Strategic Planning: Fahan's strategic mindset allows him to craft and execute comprehensive marketing strategies, aligning them closely with our overarching business goals. This strategic approach is essential for optimizing our marketing efforts.

Resource Management: With a history of managing teams and budgets, Fahan has honed his resource allocation skills. He will ensure that resources are allocated efficiently across various marketing initiatives to maximize their impact while staying within budget constraints.

Performance Evaluation: Fahan's experience includes evaluating team performance and campaign effectiveness. This skill will enable him to continuously assess and enhance the performance of marketing campaigns through data-driven decisions.

Conflict Resolution: Having managed teams, Fahan has encountered and resolved various conflicts and challenges. This experience will aid in maintaining positive relationships with stakeholders and addressing any issues that may arise during marketing endeavors.

Negotiation Skills: Fahan's negotiation skills, developed over the years, will be put to good use when establishing and managing partnerships and agreements, ensuring favorable terms for our organization.

Change Management: Fahan's tenure in managerial roles has exposed him to periods of change and adaptation. This experience will be instrumental as we navigate the evolving landscape of sales and marketing strategies, adapting to market dynamics.

In conclusion, Fahan Choudhury's role as Head of Sales and Marketing brings a wealth of managerial experience and strategic acumen, ensuring the success of our marketing initiatives within the Turnkey project. His leadership, strategic prowess, resource management skills, performance evaluation, conflict resolution abilities, negotiation expertise, and adaptability will contribute significantly to our online casino venture's growth and sustainability.



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FINANCIAL PROJECTIONS FOR 36 MONTHS

	Monthly revenues	Monthly Expenses	Profit/Loss
Month 1	300000	250000	50000
Month 2	345000	280000	65000
Month 3	390000	310000	80000
Month 4	435000	340000	95000
Month 5	480000	370000	110000
Month 6	525000	400000	125000
Month 7	570000	430000	140000
Month 8	615000	460000	155000
Month 9	660000	490000	170000
Month 10	705000	520000	185000
Month 11	750000	550000	200000
Month 12	795000	580000	215000
Month 13	840000	610000	230000
Month 14	885000	640000	245000
Month 15	930000	670000	260000
Month 16	975000	700000	275000
Month 17	1020000	730000	290000
Month 18	1065000	760000	305000
Month 19	1110000	790000	320000
Month 20	1155000	820000	335000
Month 21	1200000	850000	350000
Month 22	1245000	880000	365000
Month 23	1290000	910000	380000
Month 24	1335000	940000	395000
Month 25	1380000	970000	410000
Month 26	1425000	1000000	425000
Month 27	1470000	1030000	440000
Month 28	1515000	1060000	455000
Month 29	1560000	1090000	470000
Month 30	1605000	1120000	485000
Month 31	1650000	1150000	500000
Month 32	1695000	1180000	515000
Month 33	1740000	1210000	530000
Month 34	1785000	1240000	545000
Month 35	1830000	1270000	560000
Month 36	1875000	1300000	575000



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RISK EVALUATION/ MANAGEMENT LEGAL/ GOVERNANCE FRAMEWORK

Risk Assessment and Mitigation:

Risk is assessed through a systematic process where both internal and external risks are identified, quantified, and prioritized. Tools like SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis, and risk matrices are commonly used. For UBOs like Carl, Fahan, and Osman, it's crucial to ensure that the risk management processes are deeply integrated into the business strategy, considering their significant influence over the company.

Auditing:

Both internal and external audits play a vital role. Internal audits are conducted by an organization's own auditing staff to review financial and operational activities as a service to the organization. External audits are performed by independent entities to ensure financial statements are fair and accurate. The involvement of UBOs might be in setting the tone and ensuring that an effective audit function is in place, providing oversight but not interfering with the audits directly.

Oversight Committees and Risk Registers:

Oversight committees, such as a Risk Management Committee or an Audit Committee, are established to provide specialized oversight. UBOs might have roles in these committees, ensuring risk management practices align with the overall strategic direction of the business. A risk register is a tool used to document risks, their severity, and actions to manage them, which helps in monitoring and controlling risks effectively.

Board Oversight and Membership:

Board oversight involves supervising the overall conduct of a company, including its governance practices, strategy, and financial performance. The board's composition, often including independent directors, is crucial for ensuring a balance of power. Current board membership would ideally reflect a mix of expertise and perspectives, including, possibly, representatives or interests of UBOs like Carl, Fahan, and Osman.

Interaction with Senior Management:

The board interacts with senior management in strategic planning, risk management, and significant decision-making processes. Matters reserved for the board often include major financial decisions, mergers and acquisitions, compliance, and governance policies. The extent to which UBOs are involved in day-to-day decisions varies but generally, UBOs might influence critical strategic decisions.

Deadlocks:

Deadlocks can occur when there is an equal division of voting power on the board and no resolution mechanism is in place. To prevent such scenarios, companies often have deadlock resolution mechanisms in their governance documents, such as casting votes, mediation, or arbitration clauses.

Legal Support:

Legal support and advice are typically provided by both in-house counsel and external law firms. The choice between them depends on the matter's complexity, specialization required, and cost considerations. UBOs might influence the selection of these advisors to ensure their interests are protected.

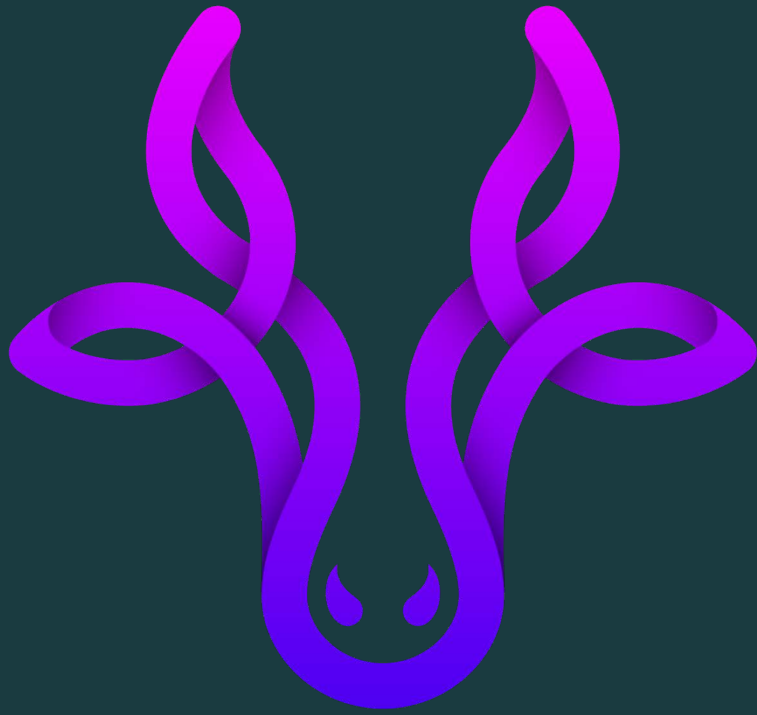
Board Meetings:

In addition to board members, others like senior managers, legal advisors, and sometimes external consultants might be invited to board meetings to provide insights on specific matters. The policy on who gets invited would depend on the agenda of the meeting and the company's governance policies.

ESG Policy:

An Environmental, Social, and Governance (ESG) policy reflects the company's stance and practices related to environmental protection, social responsibility, and governance standards. While the development and oversight of ESG policies are generally a board-level responsibility, UBOs with a strong commitment to sustainability can significantly influence these policies.

For organizations involving UBOs like Carl, Fahan, and Osman, it's critical that these processes are transparent, align with best practices, and are tailored to the unique structure and needs of the business, ensuring that risks are managed effectively and governance standards are upheld.



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