



Business Plan

May 2023



Product

By this online casino project the UBO IHOR HOROKHOV aims to create a profitable and sustainable business in the iGaming industry. This is a start-up and it is focused on evolution of online gaming and aims to provide a new level of user experience. The UBO of the project intends to apply unique researches in products to confirm any expectations of potential customers.

IHOR HOROKHOV will promote and enhance his business using all the latest technologies in the industry.

Company Description

IHOR HOROKHOV, the UBO of the company, has extensive latest experience in Management of the operational and commercial activities. His last experience is within the gambling company Boss Gaming Solutions, based in Malta. His responsibilities are ensuring the achievement of all planned and economic indicators; participation in the planning, development and implementation of strategic goals and determining priority areas for the company's development. Solving administrative, financial, legal and personnel, planning, implementation and control of the budget, cost optimization; Planning the company's growth by indicators: revenue, brand awareness, active players, CGR; Implementation of marketing campaigns. Interaction with C-Level and top management of the company to achieve operational goals;

For four years IHOR HOROKHOV was also acting as a freelance consultant specializing in the business strategy, gambling policy, corporate finance, licensing, information risk management for various gambling projects which has helped him to obtain various scope of professional experience which he is willing to use in running his future gambling start up business.

He also has worked for such big gambling sphere players as Parimatch and Betsson Group, the experience received within years working for these companies will also be useful.

Software

The casino will use a custom-built website platform and partner with content provider SoftGaming, which will provide gaming providers such as Apollo Games, EGT, NetEnt and other big players.

SoftGamings is a leading i-gaming developer since 2008, which provides its customers with a fully integrated i-gaming system with all of the top game vendors that we need for our operations.



Target Markets

The primary target market is the CIS region, where the future team will establish connections with affiliate networks but, it will also explore opportunities in other markets as the business grows.

The company will focus on marketing through streamers and casino directory websites like casino.guru, askgamblers.com, and casino.ru. The team will operate remotely to minimize ongoing expenses.

Market Analysis:

The iGaming industry is continuously growing, with the global market expected to reach \$127 billion by 2027. The CIS region is a lucrative market for online gambling due to its large population, increasing internet penetration, and growing disposable income. The project will capitalize on these opportunities by leveraging personal connections within the affiliate network and focusing on localized marketing strategies.

Marketing Strategy:

The marketing strategy will focus on three main channels:

- 1) Streamers: Collaborate with popular gaming streamers to promote the casino, offering exclusive bonuses and promotions to their viewers.
- 2) Casino Directory Websites: Establish partnerships with reputable casino directory websites like casino.guru, askgamblers.com, and casino.ru to increase the casino's visibility and credibility.
- 3) Affiliate Program: Implement a competitive affiliate program that incentivizes partners to promote the casino and attract new players.

Operations Plan:

The company will operate remotely, which will significantly reduce overhead costs. The team will consist of a CEO, Head of Online Support, 4 live-chat operators, Affiliate Manager, Financial Manager, Programmer, and Content Manager. All team members will start to be hired once the pre-approval of the Licensor is received and the Curacao company is being incorporated.

This lean structure will enable the company to be agile and respond quickly to market changes and opportunities.



Financial Projections (in EUR):

2022 / 2023	Monthly revenues	Monthly expenses	Profit / loss
Month 1	10 000 euro	40 000 euro	30 000 euro
Month 2	35 400 euro	20 620 euro	26 020 euro
Month 3	41 772 euro	12 531 euro	29 241 euro
Month 4	49 290 euro	14 786 euro	34 504 euro
Month 5	60 133 euro	18 038 euro	42 095 euro
Month 6	73 362 euro	22 006 euro	51 356 euro
Month 7	91 702 euro	27 507 euro	64 195 euro
Month 8	114 627 euro	34 383 euro	80 243 euro
Month 9	143 283 euro	42 978 euro	100 305 euro
Month 10	179 103 euro	53 722 euro	125 381 euro
Month 11	223 878 euro	67 152 euro	156 726 euro
Mont 12	279 847 euro	83 940 euro	195 907 euro

Future Growth and Expansion:

As the online casino grows and becomes profitable, the company will explore opportunities for expansion into new markets, develop additional partnerships, and enhance the platform with new features and technologies. The company will continually monitor market trends and adjust its strategies to maintain a competitive edge in the iGaming industry.