

*Win Pro Games*

# iGAMING PLATFORM

*Business Plan*



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# EXECUTIVE SUMMARY

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Win Pro Games is a dynamic iGaming platform with a strong focus on the emerging online gambling markets in Brazil and Colombia. Brazil and Colombia are currently among the largest online gambling markets in the region, with significant potential for continued growth.

With the support of reliable partners our platform offers a wide range of features and functionalities. Such as flexible bonus system, a wide range of payment options, and a sportsbook with a real-time betting functionality, making it an attractive option for customers. The product features intuitive navigation, responsive design, high-quality graphics, and animations, multi-lingual support, and gamification.

At Win Pro Games, risk management and regulatory compliance are top priorities. The company implements a comprehensive Anti-Money Laundering (AML) compliance program, including Customer Due-Diligence (CDD), Enhanced Due Diligence (EDD), and ongoing customer monitoring. The team of experienced risk management professionals actively monitors the platform for any potential fraudulent activities.

Management team is composed of experienced and skilled professionals in their respective fields. CEO Horbach Serhii, with extensive IT and iGaming experience, leads the team of highly qualified professionals. Azbukin Oleksii is building the technical side and brings the innovative solutions that enhance user experience, security, and performance.

*Win Pro Games is currently developing its platform, and the first MVP is expected to launch in August 2023.*

# MARKET REVIEW

The iGaming market in Latam has been growing rapidly in recent years, with countries like Mexico, Brazil, and Colombia emerging as major players in the industry. According to a report by Mordor Intelligence, the Latin America online gambling market is expected to grow at a CAGR of 12.9% during the forecast period (2021-2026).



Mexico is currently the largest online gambling market in Latin America, followed by Brazil and Colombia. In Mexico, the online gambling market is expected to reach \$1.4 billion by 2023, with a growth rate of 17.5% annually. In Brazil, the online gambling market is expected to reach \$2.6 billion by 2025, with a growth rate of 14.5% annually. In Colombia, the online gambling market is expected to reach \$880 million by 2023, with a growth rate of 14.2% annually.

Other countries in the region, such as Argentina, Peru, and Chile, are also seeing significant growth in the iGaming market. In Argentina, the online gambling market is expected to reach \$518 million by 2023, with a growth rate of 15.7% annually. In Peru, the online gambling market is expected to reach \$88 million by 2023, with a growth rate of 15.3% annually. In Chile, the online gambling market is expected to reach \$130 million by 2023, with a growth rate of 13.4% annually.

*Overall, the iGaming market in Latam is expected to continue growing in the coming years, driven by factors such as increasing smartphone and internet penetration, rising disposable incomes, and favorable regulatory environments. As more countries in the region legalize and regulate online gambling, the market is expected to become increasingly competitive, with both local and international operators vying for market share.*

# PRODUCT REVIEW

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Win Pro Games will be a prominent iGaming platform at the domain address [Gamblingate.com](https://Gamblingate.com). Our product will combine online casino and sports betting within the high tech base and outstanding user experience. All the games provided by platform will be clasified under 4 types :

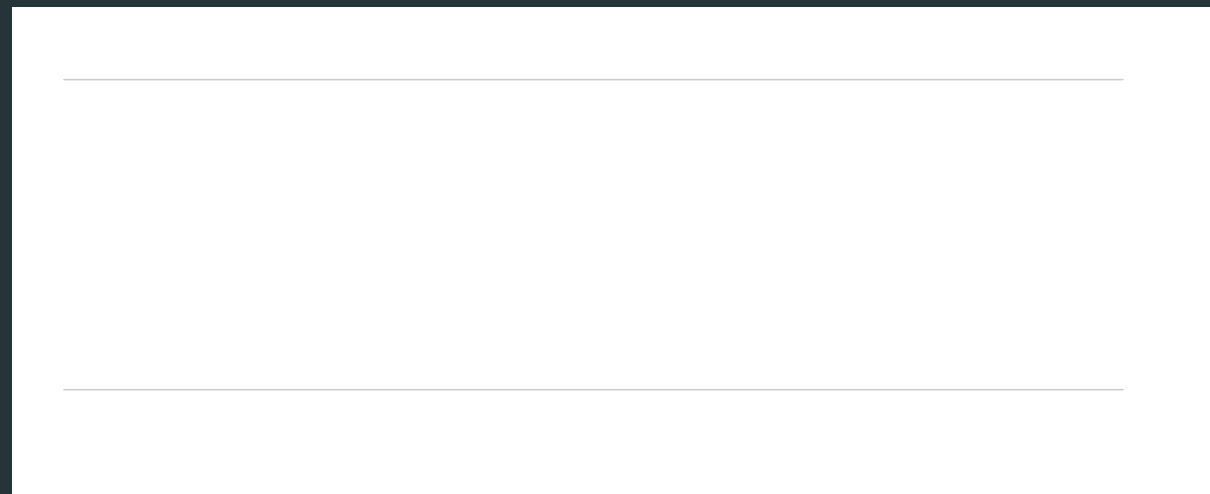
Type 1 – Games of chance played against the house, the outcome of which is determined by a random generator.

Type 2 – Games of chance played against the house, the outcome of which is not generated randomly, but is determined by the result of an event or competition extraneous to a game of chance.

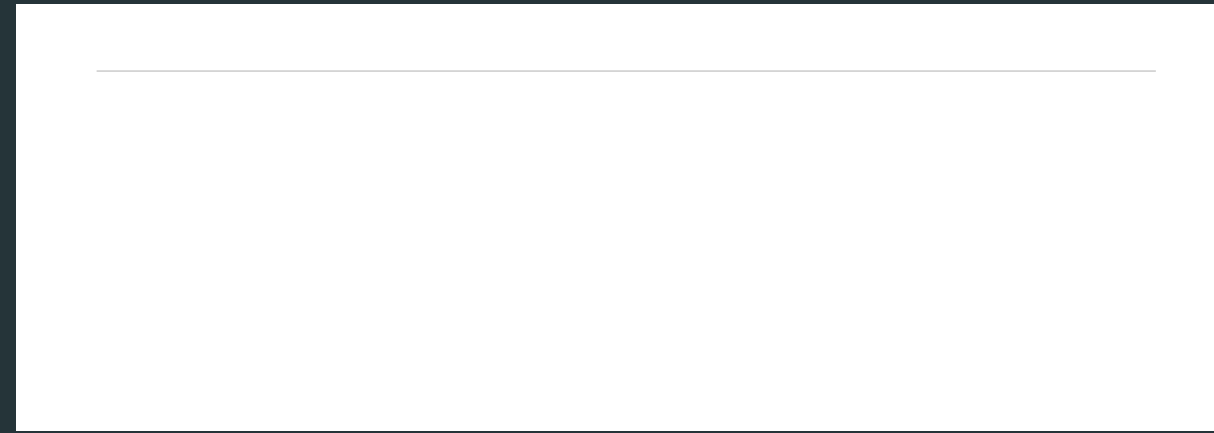
Type 3 – Games of chance not played against the house and wherein the operator is not exposed to gaming risk, but generates revenue by taking a commission or other charge based on the stakes or the prize.

Type 4 – Controlled skill games

Below you'll find the description of our features:







Overall, Win Pro Games is a robust and flexible iGaming platform that provides a wide range of features and functionalities. Its game aggregation, bonus system, payment integration, customization, and sportsbook will make it a popular choice for our customers. Currently our platform is under development. We expect the first MVP in August 2023. MVP will include featured design, local payment integrations, game aggregation with bonus system and profound risk management system.

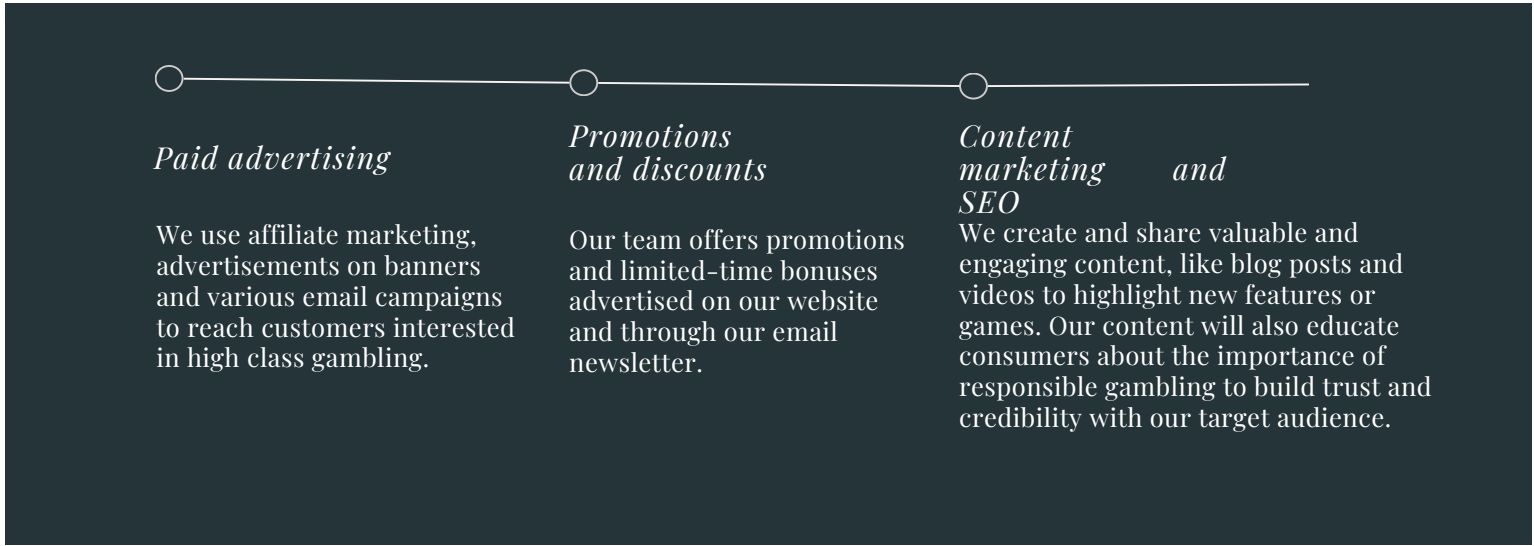
# MARKETING STRATEGY

## Target market

At the very start Win Pro Games target markets are Brazil, Columbia and focus on Argentina. As of 2021, the size of the online gambling market in Argentina is estimated to be around \$300 million. However, the market is expected to grow significantly in the coming years due to the increasing popularity of online gambling. The size of the market is likely to be influenced by various factors such as the technological advancements and consumer preferences.

The target market for the company’s products is made up of mature responsible adults, with a median age of 34 years. This group is split between males and females. The target market is also highly educated, with a majority having a college degree or higher.

## How Win Pro Games acquires customers:



# RISK MANAGEMENT AND REGULATORY COMPLIANCE

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At our company, we prioritize risk management and regulatory compliance to ensure a safe and secure platform for our customers. Our experienced team of risk management professionals actively monitor our platform for any potential fraudulent activities and take immediate action when necessary.

To prevent financial crime and comply with regulations, we have implemented a comprehensive Anti-Money Laundering (AML) compliance program. Our AML program includes several essential procedures such as Customer Due Diligence (CDD), where customers are required to go through a verification process to verify their identity according to Curacao regulations. We also conduct Enhanced Due Diligence (EDD) by verifying our clients' source of funds to ensure that they are not derived from illegal activities.

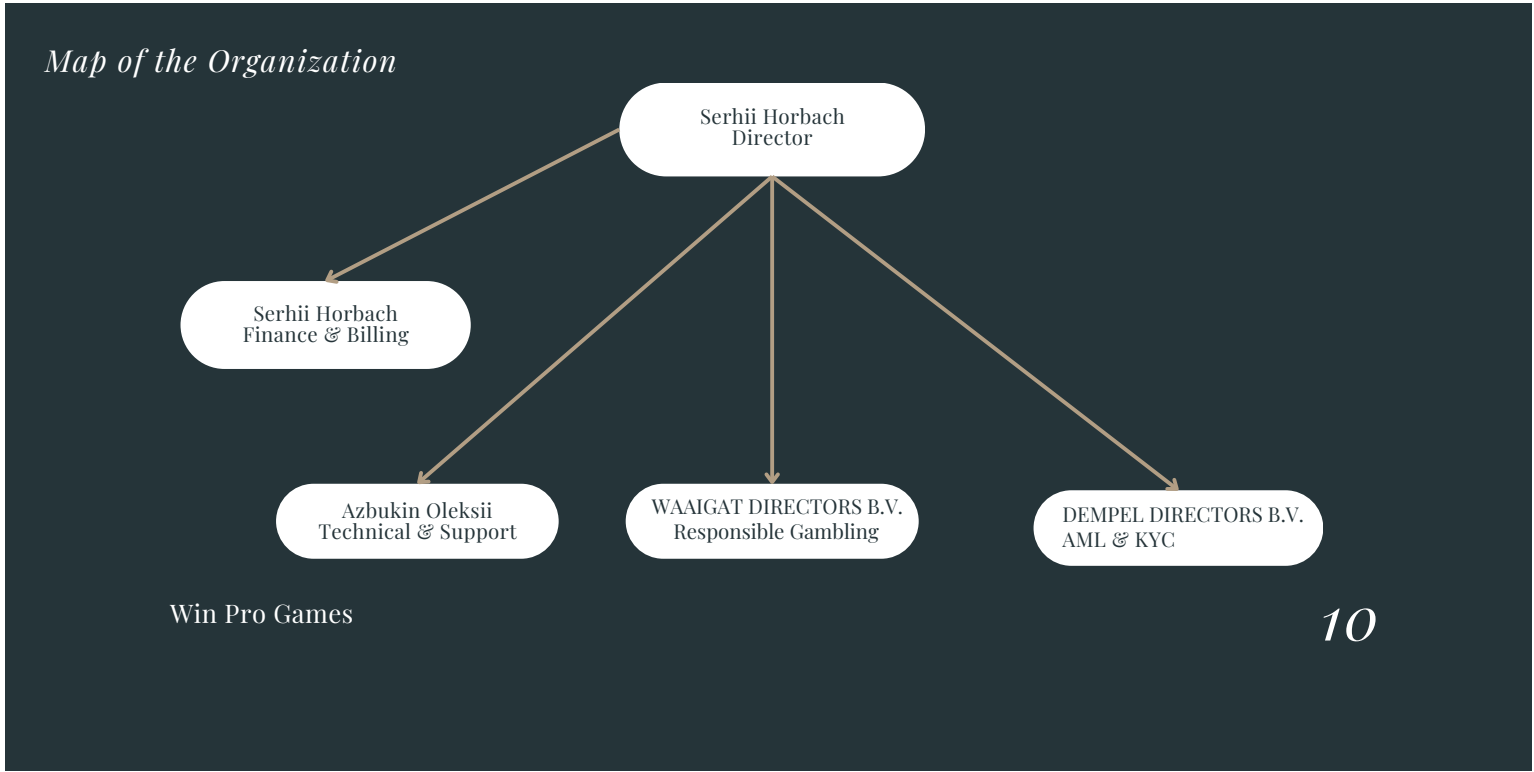
Our ongoing customer monitoring involves continuous due diligence checks and scrutinizing all transactions to detect and prevent any suspicious activity. Additionally, we take measures to ensure that our customers are of legal gambling age, which is verified during customer registration and their first interaction with our website.

We are confident that our rigorous compliance measures enable us to provide a secure and responsible gaming experience for our customers.

We are planning to connect with the best providers on the market (such as SumSub) to conduct high-quality due diligence of our users.

# MANAGEMENT TEAM

|                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>Serhii Horbach</div><div>Chief Executive Officer</div></div>                                   | <p>Horbach Serhii is the driving force behind Win Pro Games, responsible for ensuring the overall success of the business and making high-level administrative decisions. With prior experience as a product manager at Playtika, he has an impressive track record of developing and implementing successful product prototypes and content strategies. As a prominent director of the social gambling department, Serhii restructured the department and dealt with a vast portfolio of games. He is a highly skilled business manager with extensive experience in IT and iGaming and fill be responsible for the finance matters in Win Pro Games.</p> |
| <div><div>Azbukin Oleksii</div><div>TL Developer</div></div>                                             | <p>Azbukin Oleksii has more than 3 years of leading teams of developers in different niches such as iGaming, medicine, social network, internet stores etc. With prior extensive experience Oleksii will being a wealth of diverse ways to build a great technical part of Win Pro Games. He takes an active role in coding and development, contributing to critical parts of Win Pro Games. He is highly skilled professional who will be monitoring and optimizing the performance of the platform, addressing bottlenecks and improving responsiveness to ensure a smooth and engaging user experience. performance marketing.</p>                     |
| <div><div>Waaigat Directors B.V.<br/>Dempel Directors B.V.</div><div>Non-Executive Directors</div></div> | <p>Waaigat Directors B.V. and Dempel Directors B.V. are Non-Executive Directors of Win Pro Games. They have a solid experience in building iGaming products within Curacao licensed ecosystem. They are bringing a significant contribution in building Responsible Gaming and AML &amp; KYC procedures to fully protect our Players from any fraud or addictions that they may face with during the participation in iGaming products.</p>                                                                                                                                                                                                                |



# FINANCIAL PROJECTION

*The purpose of this business plan is to estimate start-up and ongoing costs; identify project break-even; and forecast net cash flow and profits. Win Pro Games will be funded solely through paid-in capital provided by the owner.*

We estimate our monthly revenue break-even at 11th month of third year. Total ROI for our first year is estimated at a negative **€ 631,363** due to start-up expenses and initial first year investment will be **1,200,000 EUR**. Our third year forecast shows a positive net profit of **€ 60,694** at the 12th month of year, increasing in our fifth's year to **€ 1,500,496** on 12th month. Start-up expenses and initial working capital of has been provided by the CEO Horbach Sergii.

| EUR €    | 1st FY    | 2nd FY    | 3rd FY    | 4th FY    | 5th FY    |
|----------|-----------|-----------|-----------|-----------|-----------|
| Revenue  | 1 081 346 | 2 390 468 | 3 201 644 | 4 430 731 | 6 115 386 |
| Expenses | 1 712 709 | 2 201 807 | 2 653 378 | 3 176 068 | 3 798 538 |
| Profit   | -631 363  | -436 633  | 60 694    | 412 288   | 1 500 496 |

We project first year CPA from decreasing from €50 to €35 per person. Retention rate is assumed to start at everage 35% increasing to 63% in our second year and 65% in our third year. We anticipate our ARPU will start at €10, increasing to €35 in our third and fourth years.

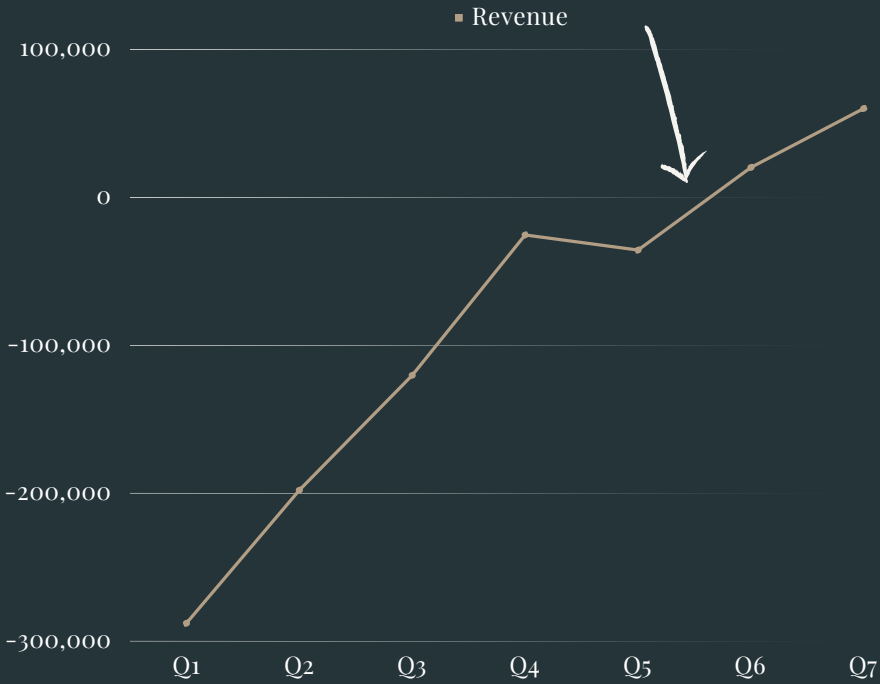
The owner is aware of the highly risky nature of launching an iGaming platform. If the venture fails, the owner's paid-in capital and expenses may not be recovered. If the venture is undercapitalized and requires more working capital, the owner will consider bringing on investment partners. The owner will also review the return-on-investment for personally providing more paid-in capital.

# Resource Page

Below you will find the graphs with more details of current financial projection

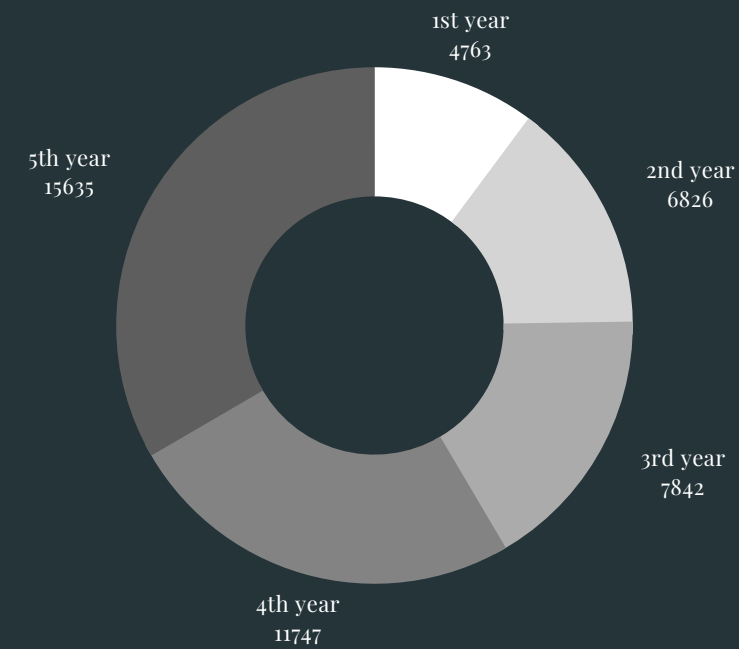
## 1 year operational costs projection

| 1 year     |              |              |              |              |              |              |              |              |              |              |              |              |
|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Month      | 1            | 2            | 3            | 4            | 5            | 6            | 7            | 8            | 9            | 10           | 11           | 12           |
| Budget     | €100 000,00  | €100 000,00  | €100 000,00  | €100 000,00  | €100 000,00  | €100 000,00  | €100 000,00  | €100 000,00  | €100 000,00  | €100 000,00  | €100 000,00  | €100 000,00  |
| CPA        | €50,00       | €45,00       | €40,00       | €40,00       | €40,00       | €40,00       | €35,00       | €35,00       | €35,00       | €35,00       | €35,00       | €35,00       |
| FTD        | 2 000        | 2 222        | 2 500        | 2 500        | 2 500        | 2 500        | 2 857        | 2 857        | 2 857        | 2 857        | 2 857        | 2 857        |
| Active     | 2 000        | 2 922        | 3 669        | 4 151        | 4 576        | 4 788        | 5 251        | 5 640        | 5 846        | 5 956        | 6 133        | 6 230        |
| RR         | 0,00%        | 35,00%       | 40,00%       | 45,00%       | 50,00%       | 50,00%       | 50,00%       | 53,00%       | 53,00%       | 53,00%       | 55,00%       | 55,00%       |
| ARPU       | €10,00       | €10,00       | €10,00       | €15,00       | €15,00       | €15,00       | €20,00       | €20,00       | €20,00       | €25,00       | €25,00       | €25,00       |
| GGR        | €20 000,00   | €29 222,22   | €36 688,89   | €62 265,00   | €68 632,50   | €71 816,25   | €105 020,36  | €112 803,65  | €116 928,79  | €148 893,89  | €153 320,21  | €155 754,69  |
| Bonus cost | €1 600,00    | €2 337,78    | €2 935,11    | €4 981,20    | €5 490,60    | €5 745,30    | €8 401,63    | €9 024,29    | €9 354,30    | €11 911,51   | €12 265,62   | €12 460,38   |
| Payments % | €1 000,00    | €1 461,11    | €1 834,44    | €3 113,25    | €3 431,63    | €3 590,81    | €5 251,02    | €5 640,18    | €5 846,44    | €7 444,69    | €7 666,01    | €7 787,73    |
| Games %    | €2 000,00    | €2 922,22    | €3 668,89    | €6 226,50    | €6 863,25    | €7 181,63    | €10 502,04   | €11 280,36   | €11 692,88   | €14 889,39   | €15 332,02   | €15 575,47   |
| Soft       | €1 000,00    | €1 000,00    | €1 000,00    | €1 000,00    | €1 000,00    | €1 000,00    | €1 000,00    | €1 000,00    | €1 000,00    | €1 000,00    | €1 000,00    | €1 000,00    |
| Salary     | €12 000,00   | €12 000,00   | €12 000,00   | €12 000,00   | €12 000,00   | €12 000,00   | €20 000,00   | €20 000,00   | €20 000,00   | €20 000,00   | €20 000,00   | €20 000,00   |
| Operation  | €5 000,00    | €5 000,00    | €5 000,00    | €5 000,00    | €5 000,00    | €5 000,00    | €5 000,00    | €5 000,00    | €5 000,00    | €5 000,00    | €5 000,00    | €5 000,00    |
| Total      | -€102 600,00 | -€95 498,89  | -€89 749,56  | -€70 055,95  | -€65 152,98  | -€62 701,49  | -€45 134,33  | -€39 141,19  | -€35 964,83  | -€11 351,70  | -€7 943,44   | -€6 068,89   |
| ROI        | -€102 600,00 | -€198 098,89 | -€287 848,44 | -€357 904,39 | -€423 057,37 | -€485 758,86 | -€530 893,18 | -€570 034,37 | -€605 999,21 | -€617 350,91 | -€625 294,34 | -€631 363,23 |



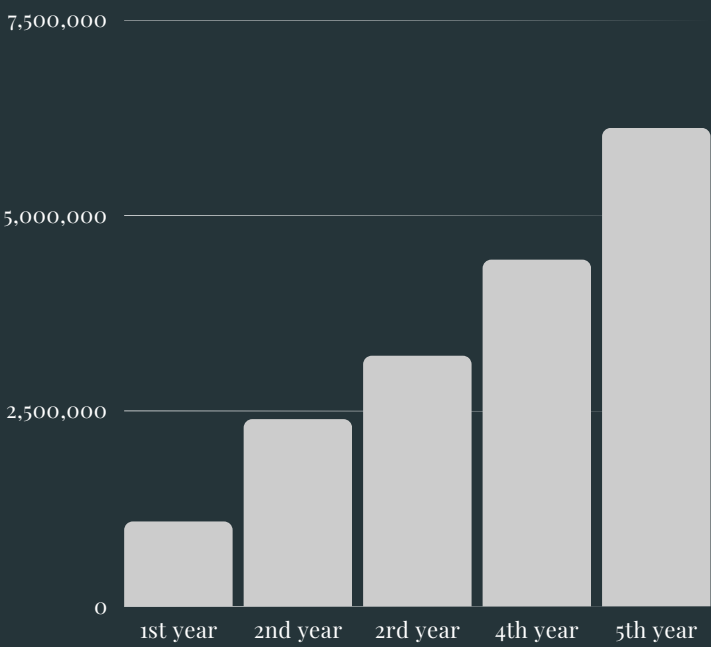
According to current projection we expect break even after 15 monhts of operational work

RESOURCE PAGE



*We anticipate active user growth year to year*

*Anticipated GGR growth for the next 5 years*



# SWOT ANALYSIS

## ***Strengths***

- *Significant experience of project organisers and team members in communications and casino management*
- *High quality of service*
- *Strict policy against any kind of fraud, which protects players from any potential troubles in the process of playing.*
- *Wide range of games*

## ***Weaknesses***

- *Competitors can quickly offer similar products or service*
- *Limited pricing flexibility*
- *Not available in all countries*
- *Online content requires high internet speed*
- *Lack of clearly articulated long-term strategy (due to the nature of the business)*

## ***Opportunities***

- *Growing popularity of mobile gambling*
- *Constant emergence of new technologies*
- *Global trend towards legalisation of online casinos*

## ***Threats***

- *Instability of the political environment*
- *High competition*
- *Inability to locate equipment locally and/or bans on international service in some countries*
- *Decrease in disposable income of the population amid economic recession*