

NJORD VENTURES B.V. - Business Plan

Executive Summary:

NJORD VENTURES B.V. (“**NVBV**”) provides a high-tech and safe-to-play casino environment. This has been achieved by working with key providers within the industry and a highly qualified management team. Our mission is to supply casino entertainment on a worldwide basis, while keeping focus on a fair and secure product, responsible gaming, KYC and AML.

NVBV's primary focus is European markets. From a technology standpoint, there are no strong competitors in its chosen European markets and NVBV aims to fill this gap by creating a world class casino product targeting these markets.

In terms of revenues, focus will be on offering a high return-to-player (96-97%). The purpose of this is to extend the player's lifetime, in other words, longevity will be the focus.

Marketing Strategy:

Digital marketing will be the main advertisement channel for this product. With a strong SEO base, we are setting the foundation for continuous organic growth. In addition, there is a big marketing budget allocated for affiliate marketing and media buying.

NVBV has already secured an agreement with marketing specialists with a proven track record in the target markets. Strong local partnerships combined with traditional digital marketing will secure an effortless entry to our target markets.

Management & UBO:

Morten Groven, the UBO of NVBV, will be the main manager of the operations in the initial phase of the company's existence. More senior personnel will join the management team as the company grows.

Morten is a seasoned investment professional with more than 30 years' experience. He has had a very diversified career in the financial industry. During his time with investment banks and boutique asset management companies he has worked with different asset classes including equities, foreign exchange, commodities, derivatives, corporate bonds, sovereign bonds, mutual funds and alternative funds.

Morten has since seen possibilities within the casino entertainment industry and is actively seeking opportunities in various markets where there is a clear gap in competition.

In addition, Morten is an owner and UBO of a regulated fund management company in St Vincent and the Grenadines. He has been vetted and approved by many financial government agencies and banks both in Europe and in the Caribbean.

CV can be found here: <https://www.linkedin.com/in/morten-groven->

Organization & Plan:

Keeping the business lean, automated and efficient will be the key for the company's success. Therefore, the initial business structure will focus on outsourcing some functions.

- a) Casino management, administration, payments, and finance will be done by the UBO and future team.
- b) Platform, design and development will be outsourced.
- c) Customer Support functions will be outsourced.
- d) Marketing will be done in collaboration with outsourced marketing specialists.
- e) Legal and compliance will be outsourced to top industry individuals.

To support growth and to reach the 3 year financial target, the staffing projections will look as follows:

Count	Department	Title
1	Organization	Director Of
2	Product	Head Of
3	Product	Designer - Senior Graphic Designer
4	Product	Designer - UX/UI
5	Casino	Head Of
6	Casino	Manager/Coordinator
7	Marketing, Affiliates & Partners	Head Of
8	Marketing, Affiliates & Partners	Manager/Coordinator
9	Marketing, Affiliates & Partners	Manager/Coordinator
10	CRM & VIP	Head Of

11	CRM & VIP	Manager
12	CRM & VIP	Coordinator
13	CRM & VIP	Coordinator
14	CRM & VIP	Coordinator
15	Finance & Control	Director Of
16	Finance & Control	Manager/Coordinator
17	Finance & Control	Manager/Coordinator
18	Finance & Control	Manager/Coordinator
19	Compliance & Legal	Head Of

20	Operations	Director Of
21	Payments & Fraud	Head Of
22	Payments & Fraud	Agent
23	Payments & Fraud	Agent
24	Payments & Fraud	Agent
25	Payments & Fraud	Agent
26	Payments & Fraud	Agent
27	Payments & Fraud	Agent
28	Payments & Fraud	Agent
29	Customer Service	Head Of

30	Customer Service	Agent
31	Customer Service	Agent
32	Customer Service	Agent
33	Customer Service	Agent
34	Customer Service	Agent
35	Customer Service	Agent
36	Customer Service	Agent
37	Customer Service	Agent
38	Customer Service	Agent
39	Customer Service	Agent
40	Customer Service	Agent
41	IT & Infrastructure	Head Of
42	HR & Office	Manager
43	HR & Office	Manager

Financing & Projections:

*Full document with monthly breakdown in year 1, together with projections for Years 2 and 3 are attached.