

# **Business Plan**

## **by Luckland Group BV**

### **Introduction and Background**

This business plan outlines the establishment of an online casino platform designed to facilitate B2C operations.

Ms. Noelle Howse-Lapierre, the beneficiary owner (CEO), possesses 7 years of experience within the gambling industry.

The goal was 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 gambling.

Luckland Group B.V goal was to launch an online casino – casinomidas.com – Jackmillion.com – spinsamba.com – spingrande.com targeting users in Brazil, LATAM, Europe, Canada, New Zealand, South Africa and Asia.

The company intends to use the brand name of Luckland Group B.V and intends to license the following domain casinomidas.com – Jackmillion.com – spinsamba.com – spingrande.com for this purpose. The mission is to become one of the region's leading operators, developing a user-friendly platform offering an unrivalled gambling experience.

Luckland Group B.V will offer Betting, Casino and Live casino games.

### **Structure**

Our Curacao corporate structure consists of a Curacao registered company Luckland Group B.V. holding the operating IP License along with a fully owned subsidiary entities in Cyprus and Marshall Islands. Under the following entity Names:

- Luckland Group Ltd (Cyprus)
- Luckland Services Ltd (Marshall Islands)

The above entities, operating as the payment agents of Luckland Group B.V

### **Launch**

For the launch of the brands: casinomidas.com, Jackmillion.com, spinsamba.com, spingrande.com 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, Brands will target users from Brazil, LATAM, Europe, Canada, New Zealand, South Africa and Asia. After integrating the payments systems and affiliate tools we will do a soft launch in the European market first which is our primary market and ensure everything is working. Upon success we will carry out the same soft launches in all the above-mentioned markets.

## **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 products 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.

## **Funding**

The company's funding strategy relies on leveraging operational profits to sustain and grow its operations. This approach ensures financial stability and minimizes reliance on external sources of funding.

## **The Casino Platform**

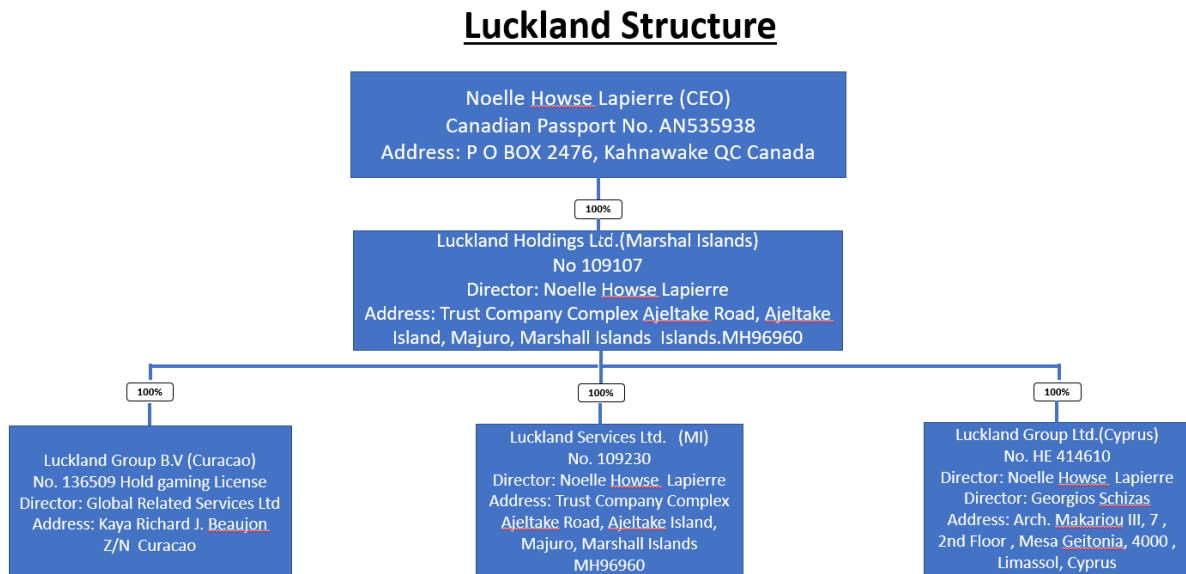
In the first phase we will go live with a software provided by Spinlogic.

The platform will provide betting and third parties and will take care to integrate CRM and affiliate solutions provided by companies we are dealing with.

## **Platform**

Below you can see a representation of how Luckland Group B.V. Casino Platform is designed including all the fundamentals that we will need to focus to bring this project to fruition.

## STRUCTURE CHART



## 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 all 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

## Channels and Products

In the beginning we intend to launch an online and mobile version of the Casino Platform offering Casino and Live Casino games.

## 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 integrate outsourcing services such as Ondato, Namescan and Documentchecker in order to be always in compliance with KYC and AML.

## **DOMAIN NAME**

casinomidas.com, Jackmillion.com, spinsamba.com, spingrande.com 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 payments 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](http://www.responsiblegambling.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 contacting customer support.
- Account Closure – the customer has the ability to close their account by contacting customer support via live chat, email or phone.
- 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
- Security Policy - encryption, firewall protection, account protection and verification protocols.
- 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 Plan**

Marketing Strategy with focus on

1-We will reach a large databases of affiliates, SEO sites, media buyers 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 you tube 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 give the best service in the market with our experienced staff based on 100% customer satisfaction.

The above solutions will be provided by Luckland Services Ltd a company incorporated in Marshall Islands, shareholder Ms. Noelle Howse-Lapierre.

### **Bonus and Loyalty**

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 earnt.

The brands will offer users the following bonus types.

- Bonus for 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> deposit
- Free spins,
- Tournament solutions in modality buy in and race,
- Contents play for fun,
- Cash Back

### **OPERATIONAL INFORMATION**

| Jobs                | DESCRIPTIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CEO/Director        | Strategy Development, Regulatory Compliance, Financial Management, Risk Management, Operational Oversight, Leadership and Team Management, Innovation                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Compliance Officer  | Policy Development, Training and Education, Monitoring and Reporting, Risk Management, Communication and Liaison, Quality Assurance, Ethical Conduct                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Customer Support    | Customer support assists users with game rules, account management, and technical issues. Representatives effectively communicate promotions, bonuses, and responsible gambling practices. They resolve complaints, ensuring a positive and secure user experience. This role demands excellent communication, problem-solving skills, and a deep understanding of gambling regulations, customer service principles and are trained accordingly.                                                                                                                                                       |
| VIP Account Manager | VIP Account Managers are responsible for maintaining relationships with high-value clients, offering personalized service, and ensuring their satisfaction and loyalty. They tailor exclusive offers, bonuses, and promotions to meet the specific needs and preferences of VIP clients. These managers closely monitor VIP accounts for gaming behavior, ensuring responsible gambling practices are followed and intervening when necessary. Additionally, they provide swift resolutions to issues, feedback, and queries, enhancing the VIP customer experience and fostering long-term engagement. |

## Payments Agent

Luckland Group Limited (Cyprus) and Luckland Services Ltd (Marshall Islands) is the wholly owned subsidiary of Luckland Group B.V. which will be used as the payments agent and will also be responsible to handle all the operational expenses of the company including marketing, management and administration. For Luckland Group Limited (Cyprus) and Luckland Services Ltd (Marshall Islands) will be used for ongoing management and administration of the Corporate structure together with the G-Force team.

Luckland Group Limited (Cyprus) and Luckland Services Ltd (Marshall Islands) will be used to onboard with Payment Services providers that can help with processing from the above mentioned markets, traffic and the following partners have been identified that are willing to work with us.

# Money Flow Chart

## Turnover

- Gaming Revenue
- Less Players Payouts

## Direct Costs

- Hosting/Domain Fees
- Merchant Fees
- Advertising Expenses
- Translation Costs
- Commission Affiliates
- Software development fees
- Providers fees

## IT & Other Operating Expenses

- IP Compliance
- ICT Maintenance & support
- Other IT Services

## Administrative Expenses

- Travel Expenses
- Bank Charges
- Consultancy Fees
- Accountancy Fees
- Tax Services/Compliance Fees
- Corporate Services
- Other General Expenses
- Other Fees

## Financial Activities

- Investments
- Loans
- Taxes (Gov Authorities)

## Results in Net Cash Flow



## Financial Plan

We have made a financial plan to report our costs. The growth is an estimate and depends on the minimum fees and GGR % of the games offered by our platform.

|                             | 2023       | 2024       | 2025       |
|-----------------------------|------------|------------|------------|
| <b>Turnover</b>             | 22,953,449 | 24,101,122 | 25,306,178 |
| <b>Direct Costs</b>         | 5,397,069  | 5,666,922  | 5,950,268  |
| <b>Gross Margin</b>         | 17,556,380 | 18,434,200 | 19,355,910 |
|                             |            |            |            |
| <b>IT and Platform</b>      | 96,898     | 101,743    | 106,830    |
| <b>Administration Costs</b> | 16,315,796 | 17,131,586 | 17,988,165 |
| <b>Operating Result</b>     | 1,143,686  | 1,200,871  | 1,260,915  |
| <b>Result before Tax</b>    | 1,143,686  | 1,200,871  | 1,260,915  |
|                             |            |            |            |