

Business Plan



TopX — a digital entertainment developer.

Variety of games: TopX Casino will offer a wide variety of games, such as: slot machines, roulette, blackjack, baccarat and others.

- Exclusive design: TopX Casino will be known for its luxurious interior and design
- Loyalty programme: Casino "TopX" will offer privileges and bonuses to its regular visitors.
- Round-the-clock operation and security: TopX Casino will be open 24 hours a day, 7 days a week. The security of user data is a priority.
- We are partnering with SoftGamings, a leading software provider, in order to increase the interest of users to stay on our service

Target

The choice of Brazil for online casinos is made due to the large population and rapid growth of the internet. Cultural preferences and potential for economic growth are also important. These factors provide a favourable environment for success in online gambling. Apart from that, our UBO has 5+ years of experience with the gambling market of Brazil. The knowledge and the experience achieved throughout the said time will contribute to the successful launch of our casino.

Why Curaçao License

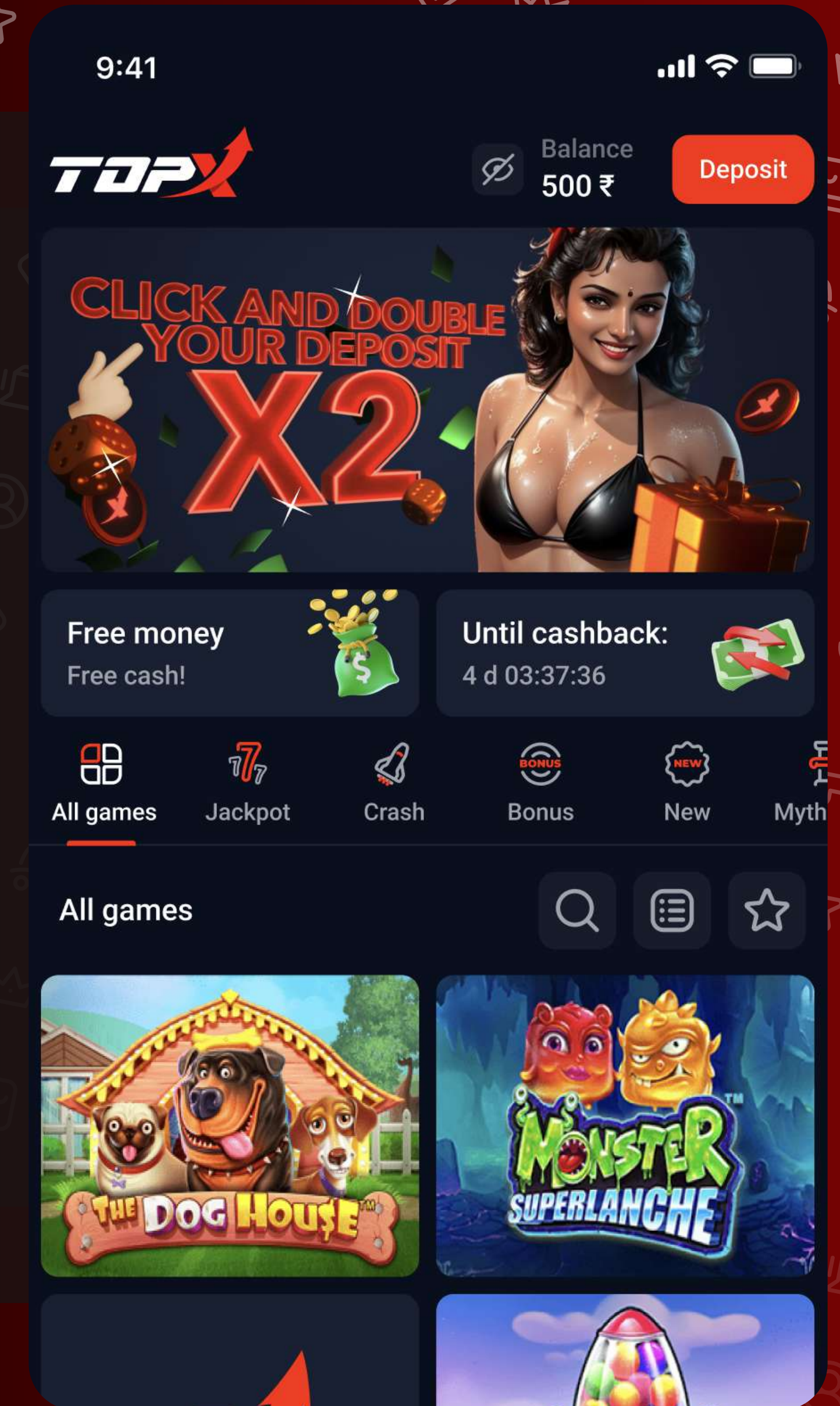
The Curaçao licence has certain advantages for online casinos. Here are the two main reasons why it is chosen:

1. Ability to work with providers: the Curaçao licence provides the opportunity to work with a large number of providers.
2. Ability to connect counterparties: The Curaçao licence provides the opportunity to connect as many payment instruments as possible.

Clean, fresh design

When designing our casino we made sure that the customer not only enjoys the view of it and the synergy of all the components, but also enjoys the comfort of navigation.

Our design also communicates the security of the project, which we consider one of our top priorities.

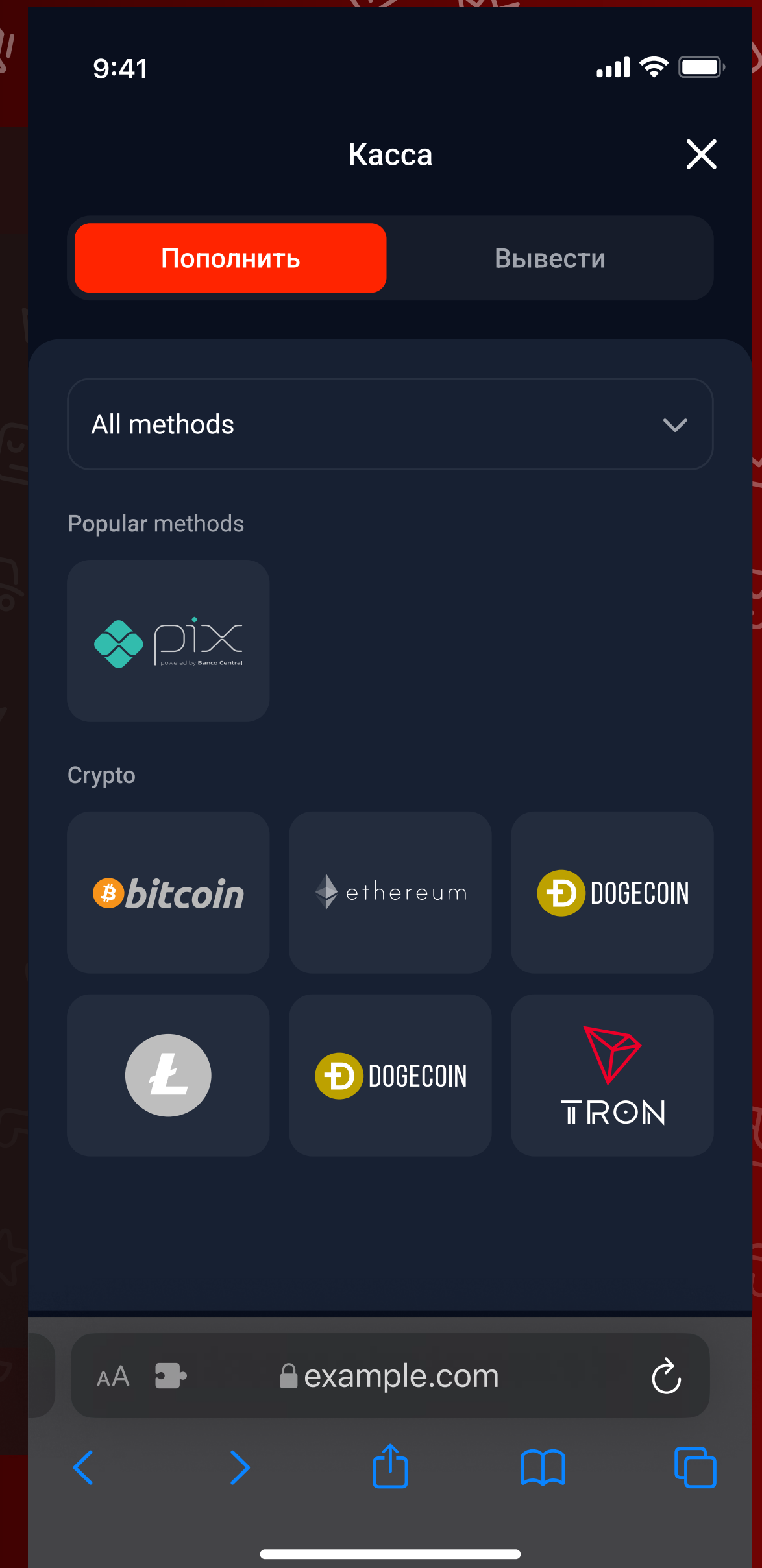


Payment solutions

Selecting appropriate payment solutions is crucial for enhancing player comfort and optimizing their overall experience within our online casino platform.

Seamless, secure, and diverse payment options cater to the unique preferences and requirements of players in Brazil, ensuring a convenient and enjoyable gaming journey.

We are going to integrate the most popular payment methods for the comfort of our customers: PIX

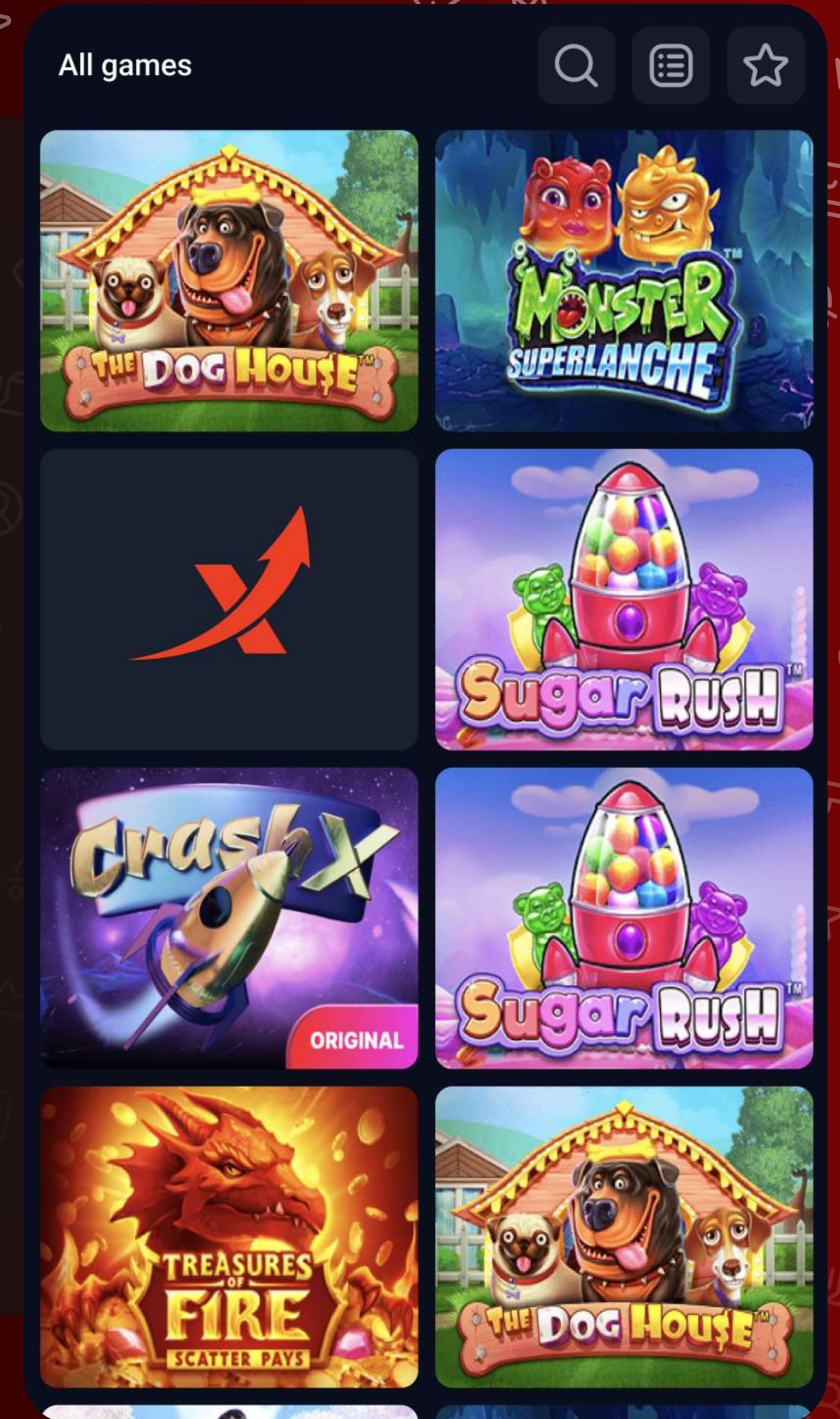


Games

Our online casino will offer a diverse gaming portfolio designed to provide an exhilarating and tailored gaming experience to players in Brazil.

With a wide array of games, we aim to captivate and engage players, ensuring an unforgettable gaming journey.

With features like personalised recommendations, cross-platform accessibility and frequent game updates we will elevate the gaming experience to the highest level.



late 2023	2024	2025	2026
TopX birthday MVP test	Product ›100 000 active players ›100 partners	Product ›250 000 active players ›500 partners	Product ›1 000 000 active players ›2000 partners
	New features Staff expantion Personal manager Multiaccount Settings upgrade In-house partner program application development	New features General chat for players Feed with recommendation of providers Code optimization Bi-language platform Anti-fraud system improving	New features Feed reactions Viral features upgrade Chat channels Live broadcast Search engine upgrade feed with ML recommendations
		Marketing International promotion	

Financial Forecast

2023/2024	Monthly revenues (EUR)	Monthly expenses (EUR)	Profit / Loss (EUR)
Month 1	23,100	18,100	5,000
Month 2	38,540	28,052	10,488
Month 3	49,876	28,453	21,423
Month 4	58,172	32,140	26,032
Month 5	71,132	40,211	30,921
Mont 6	110,214	52,102	58,112
Month 7	163,097	64,593	98,504
Month 8	196,488	70,044	126,444
Month 9	238,028	89,014	149,014
Month 10	286,045	98,023	188,022
Month 11	310,102	116,201	193,901
Month 12	397,941	125,877	272,064

Affiliate program

Implementing an effective affiliate program is a pivotal step in propelling our online casino platform towards accelerated growth.

By leveraging the reach and influence of affiliates, we can strategically position our brand, acquire a significant user base, and ultimately drive success in the competitive online gaming market of Brazil.

We will also make sure to make the program attractive to webmasters by offering some of the best terms on the market.



RevShare (Revenue Share) is a payment model where webmasters receive a lifetime % of the revenue from the players they refer.

Our business model will allow us to give webmasters up to 80% of the revenue from the traffic they attracted. Our product will provide unique metrics and tools to improve performance, because of which the average life of a player and his LTV will eventually be much higher than similar projects. This will be facilitated by:

- retention department with native support staff
- unique bonus system for the players developed by our analysts
- our own game development department

CPA (cost per action) is a payment model for webmasters where we, as a product, evaluate the quality of the brought traffic and make a one-time payment, evaluating each player according to our payback model.

The average market conditions at the moment is 3-4 months payback. But we, as a new product with a fresh base of players and a large number of integrated payment solutions, can reduce these terms to 2 months, keeping the competitive advantage in terms of conditions for webmaster in comparison with the other products. Also, we have implemented:

- Product customization for large webmasters, creation of unique landing pages for webmasters.
- Internal app development department, which our affiliates will receive absolutely free of charge
- Transparent system of metrics and analytics, uploading all the necessary data to conduct the most effective advertising campaigns



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