

Business Plan

Prime Innovations B.V.

1. Overview of the business products and services/brands as well as proprietary IP:

Online Casino & Sportsbook operator Daruma777 (www.daruma777.com) for India, Brazil, Japan, Paraguay with 12 years of experience in the I-gaming industry. Developing a unique product with native application and own frontend, which contains all revolutionary gamification tools such as leaderboards, advanced bonus engine and localized product for each GEO. This means that for each country our product will look different and will be adapted to the customers, so they can enjoy a fully unique experience of the brand such as dedicated games and promotions as well as the design.

2. Company management structure:

CEO - Wojciech Stellmach
COO - Karolina Moscicka
CFO - Marcin Szpalerski
CTO - Dariusz Slubowski
UBO: Monroe Schmidt
Compliance Officer - Michela Cuschieri

3. Business forecast for 3 years:

NGR less total gross year 1: € 1,590,380
NGR less total gross year 2: € 1,970,390
NGR less total gross year 3: € 2,360,380

4. Overview of intended strategy for the business growth and to secure/maintain/ grow market share with specific financial and marketing plans:

Target: Japan, Brazil, India, Paraguay + Rest of the World (opened to south-east Asia and some LATAM countries), including all EUROPE excluded.

Costs:

Cost center	0		0		0		0		0		0		0		0		0	
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total amount					
Platform costs total	€ -	€ -	€ -	€ 5,000.	€ 5,000.	€ 5,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 75,000.					
TMA Casino	€ -	€ -	€ -	€ 5,000.	€ 5,000.	€ 5,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 75,000.					
Payment providers	€ 3,500.	€ 3,500.	€ 3,500.	€ 3,500.	€ 3,500.	€ 3,500.	€ 3,500.	€ 3,500.	€ 3,500.	€ 3,500.	€ 3,500.	€ 3,500.	€ 42,000.					
Mobile app	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 12,000.					
SMS/e-mail gateway	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 24,000.					
License fees	€ 8,500.	€ 8,500.	€ 8,500.	€ 8,500.	€ 8,500.	€ 8,500.	€ 8,500.	€ 8,500.	€ 8,500.	€ 8,500.	€ 8,500.	€ 8,500.	€ 102,000.					
Office costs	€ 1,500.	€ 1,500.	€ 1,500.	€ 1,500.	€ 1,500.	€ 1,500.	€ 1,500.	€ 1,500.	€ 1,500.	€ 1,500.	€ 1,500.	€ 1,500.	€ 18,000.					
IT costs	€ 20,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 31,000.					
Legal fees	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 1,000.	€ 12,000.					
Accounting fees	€ 3,000.	€ 3,000.	€ 3,000.	€ 3,000.	€ 3,000.	€ 3,000.	€ 3,000.	€ 3,000.	€ 3,000.	€ 3,000.	€ 3,000.	€ 3,000.	€ 36,000.					
Chargeback fees													€ -					
Forex costs													€ -					
Bank fees													€ -					
Overhead costs	€ 31,000.	€ 31,000.	€ 26,000.	€ 26,000.	€ 26,000.	€ 26,000.	€ 26,000.	€ 26,000.	€ 26,000.	€ 26,000.	€ 26,000.	€ 26,000.	€ 322,000.					
Brand Manager													€ -					
Executive CRM													€ -					
PSP Executive	€ 15,000.	€ 15,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 130,000.					
CS	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 10,000.	€ 120,000.					
Fraud & AML	€ 4,000.	€ 4,000.	€ 4,000.	€ 4,000.	€ 4,000.	€ 4,000.	€ 4,000.	€ 4,000.	€ 4,000.	€ 4,000.	€ 4,000.	€ 4,000.	€ 48,000.					
Designer	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 2,000.	€ 24,000.					
Remaining costs	€ 5,000.	€ 5,000.	€ 5,000.	€ 5,000.	€ 5,000.	€ 5,000.	€ 5,000.	€ 5,000.	€ 5,000.	€ 5,000.	€ 5,000.	€ 5,000.	€ 60,000.					
Total gross	€ 76,500.	€ 57,500.	€ 52,500.	€ 57,500.	€ 57,500.	€ 57,500.	€ 62,500.	€ 62,500.	€ 62,500.	€ 62,500.	€ 62,500.	€ 62,500.	€ 784,000.					

Some operational costs such as customer service, marketing, and RFP will scale once business grows.

5. Key suppliers and material dependencies:

Banking: Narvi, IBS Lithuania, Alunafi

PSP: Payage

PSP management: PayDirection

Slots & Live Casino: Evolution, PragmaticPlay, RelaxGaming, Ezugi, Netent.

6. Risk evaluation and management:

Key employee-

CEO - Wojciech Stellmach

COO - Karolina Moscicka

CFO - Marcin Szpalerski

UBO: Monroe Schmidt

The key employees decide on day to day operations, marketing spends and key company strategic decisions. However any key decisions which may have an impact on the company have to be approved by the board of directors.

7. . Legal and governance framework:

The company engaged a third party external firm who has several years of experience to ensure that the company is compliant with any laws. The firm provides strategic legal and compliance consulting including AML, RG and data protection advisory towards the company.

Legal support and advisory: Diligenza Group Limited.

8. Target KPI and business objectives

Success will be measured by breaking even within the timeline agreed with the investors (first timeline drafted as 18 months, based on monthly break even - costs are covered by generated revenues).

9. Policies and Procedures

1. Policies and procedures are made externally by mentioned legal advisory firm. The firm works hand in hand with the internal key people to ensure implementation of the same policies and procedures. It is ensured that all policies and procedures are in line with applicable laws and regulations.
2. As a minimum once a year all policies and procedures are reviewed to ensure they are up to date.