

BUSINESS PLAN

UmiiUmii BV

March 2024



Executive Summary

Business Name: **UmiiUmii BV**

Overview: The company operates the below domains;

Monkeytilt.com

The Company is an online gambling platform focused on delivering a user-centric experience, combining both online casino and sports betting verticals. Our platform prioritizes compliant, secure, transparent, and engaging gaming experiences. The brand launched in 2023 and is rapidly growing month on month including attracting top tier talent.

Objective: Our primary objective is to make the brand recognizable in all countries of the world whereby it shall be distinct from other brands due to its innovative aspects including a first class customer experience.

Products and Services: the domains will focus on offering online casino slots and classic casino games like Blackjack and Roulette, as well as online betting.

Marketing and Sales: We will deploy an omni-channel marketing strategy, harnessing the power of social media, influencer partnerships, and targeted PPC campaigns. Our loyalty programs and referral bonuses aim to incentivize user retention and word-of-mouth recommendations.

Conclusion: our brand is not just another online casino; we are the future of immersive and responsible gambling. Our data-driven strategies, combined with a fresh approach to gaming, position us uniquely to carve a significant niche in the booming online gambling market.

Our Products and Services

We pride ourselves on offering a comprehensive and immersive online gambling experience tailored to the modern player's needs. Our product suite is a blend of classic allure and modern innovation, ensuring an engaging and dynamic gaming journey for all our patrons.

Our Online Casino Slots selection is both vast and varied, with titles from top-tier game developers. Players can indulge in a plethora of themes, play styles, and jackpots, ensuring that every spin holds the potential for excitement and sizeable rewards. From the nostalgic classics to the latest releases, our slot games cater to both casual gamers and avid slot enthusiasts.

Delving into the world of Live Casino Games, we bring the real casino experience right to our players' devices. Our offerings include ever-popular games such as Roulette, where players can bet on the iconic spinning wheel, and Blackjack, where strategy meets luck. Additionally, Video Poker stands as a testament to our dedication to variety, bridging the gap between slot machines and classic card games. Each live game is hosted by professional dealers, ensuring fairness, interaction, and an authentic atmosphere that mirrors the opulence of a physical casino.

Job Roles and Responsibilities

CEO

Responsible for the overall direction, strategy, and growth of the company. Ensures alignment with stakeholders' interests and drives business profitability.

Compliance key person:

Ensures the company meets all external regulatory requirements and internal policies. Keeps abreast of any legislative changes, implements compliance programs, and liaises with regulatory bodies.

MLRO:

Oversees all matters relating to AML including ensuring the company is fully compliant with all applicable laws and regulations.

Financial Officer (CFO):

Manages the company's finances, including financial planning, risk management, and financial reporting. Ensures financial viability and growth while optimizing fiscal strategies.

Head of Risk, Fraud, and RG:

Oversees strategies to mitigate risks related to fraud and gaming practices. Ensures the platform remains secure for users and that gaming is conducted responsibly.

Customer Services Agents:

Act as the primary point of contact for customers, addressing inquiries, resolving issues, and ensuring a high level of customer satisfaction and engagement.

Chief Technology Officer (CTO):

Responsible for the technological direction of the company. Leads the technical team in developing, implementing, and optimizing platform features. Ensures system security, uptime, and scalability.

Head of HR:

Manages all matters related to employees, from recruitment and onboarding to training and performance appraisals. Ensures a positive work environment and handles employee grievances.

DPO (Data Protection Officer):

Ensures the company adheres to data protection laws and regulations. Oversees data management, ensures data security, and liaises with regulatory bodies regarding data protection matters.

MARKET ANALYSIS

Industry Overview

Our Target market is Online gambling industry in Japan, Brazil, India, Finland and other emerging jurisdictions has seen consistent growth in the past decade. With a regulatory framework that's supportive of online gaming ventures and an increasing number of internet users, the industry is poised for further expansion. The GCB active role ensures a regulated and transparent market.

Customer Segmentation

The online gambling audience can be segmented into:

- **Casual Gamblers:** Engage in online gambling occasionally, primarily for entertainment.
- **Regular Players:** Dedicate a specific budget and time for online gaming, seeking both entertainment and potential monetary gains.
- **High Rollers:** Individuals with significant spending, looking for premium experiences and high-stake games.
- **Sports Enthusiasts:** Primarily interested in sports betting, their activity spikes during major sporting events.

Competitive Landscape

While there are several established online gambling platforms in Curacao, the market still has room for differentiated and innovative players. Many of these competitors have a strong local presence, backed by aggressive marketing strategies and a broad game portfolio.

Regulatory Environment

The GCB regulates online gambling, ensuring that operators adhere to stipulated guidelines. The license fees and taxes are defined, creating a clear operational framework for new entrants. It's essential to stay updated with any regulatory changes to navigate the landscape efficiently.

Trends and Opportunities

Mobile Gaming: With the proliferation of smartphones, there's a rising trend of mobile gaming. Ensuring a mobile-friendly platform can capture a significant market share.

Live Casino Games: The demand for real-time, immersive experiences through live casino games is on the rise.

eSports Betting: The global surge in eSports popularity is also evident, opening avenues for eSports betting.

Responsible Gaming Initiatives: Integrating tools and protocols to promote responsible gaming can not only fulfill regulatory requirements but also build trust among users.

Challenges and Threats

Cybersecurity: Ensuring a secure platform is paramount, given the rising cyber threats.

Cultural Nuances: Understanding local preferences and cultural gaming nuances can be challenging but is essential for customer retention.

Economic Fluctuations: Economic downturns can impact discretionary spending, affecting the online gambling industry.

International Competitors: The open nature of the internet means competing not just with local players but also with international platforms targeting players.

MARKETING STRATEGY

In the dynamic landscape of Curacao's online gambling industry, success isn't solely predicated upon offering a superior gaming experience, but also on adeptly positioning that offering in the minds of potential customers. Our marketing strategy revolves around understanding our target audience, harnessing the latest digital trends, and crafting compelling narratives to drive engagement and loyalty.

Understanding Our Audience: At the heart of our strategy lies a profound understanding of our diverse customer segments. From casual gamblers seeking light entertainment to high rollers searching for premium experiences, our marketing endeavors will be tailored to resonate with each segment's unique preferences and aspirations. Regular surveys and feedback mechanisms will keep us attuned to our audience's evolving needs.

Digital Dominance: Recognizing the innate online nature of our business, digital channels will be our primary marketing avenues. We will leverage search engine marketing, social media advertising, and email campaigns to ensure maximum visibility. SEO optimization will ensure our platform ranks prominently for key search terms related to online gambling.

Partnerships & Collaborations: By partnering with local influencers, sports teams, or hosting gaming tournaments, we aim to integrate ourselves into the broader entertainment tapestry. Collaborations with game developers could also bring exclusive game releases, providing an edge over competitors.

Content Marketing: We believe in not just selling a service but sharing a story. Regular blog posts, game tutorials, and insights into the world of gambling will position us as thought leaders in the industry. Videos and interactive content can further immerse users and attract potential gamers.

Promotions & Loyalty Programs: Seasonal promotions, bonuses for new players, and a robust loyalty program will encourage user acquisition and retention. The loyalty program will incentivize regular play, turning occasional gamblers into dedicated patrons.

Responsible Gaming Campaigns: Beyond regulatory adherence, we'll run campaigns highlighting responsible gaming. By promoting a balanced approach to gambling, we not only foster trust but also position our brand as a responsible and ethical choice in the market.

3 YEAR FORECAST

Consolidated Forecast in USD				
		2024 Total	2025 Total	2026 Total
Net Gaming Revenue (NGR)		\$ 21,387,488	\$ 43,717,078	\$ 58,847,075
Marketing (not inc Affiliate)		\$ (3,208,123)	\$ (6,095,434)	\$ (11,581,325)
Affiliate marketing		\$ (5,346,872)	\$ (7,218,277)	\$ (9,744,674)
Casino Royalty Fee		\$ (2,138,749)	\$ (2,887,311)	\$ (3,897,870)
Chargebacks		\$ (641,625)	\$ (866,193)	\$ (1,169,361)
Payment processing fees		\$ (641,625)	\$ (866,193)	\$ (1,169,361)
Distribution Costs		\$ (11,976,993)	\$ (17,933,409)	\$ (27,562,591)
Gross Profit / (Loss)		\$ 9,410,495	\$ 25,783,669	\$ 31,284,484
Compensation & Benefits		\$ (2,138,749)	\$ (3,208,123)	\$ (4,010,154)
Office & General		\$ (1,497,124)	\$ (2,245,686)	\$ (2,807,108)
IT Costs		\$ (1,924,874)	\$ (2,887,311)	\$ (3,609,139)
Bank Charges		\$ (427,750)	\$ (641,625)	\$ (802,031)
Legal & Professional Fees		\$ (855,500)	\$ (1,283,249)	\$ (1,604,062)
Travel and entertainment		\$ (641,625)	\$ (962,437)	\$ (1,203,046)
Administrative costs		\$ (7,485,621)	\$ (11,228,431)	\$ (14,035,539)
Net Profit / (Loss)		\$ 1,924,874	\$ 14,555,238	\$ 17,248,945