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Business Plan for Curacao Fortuna Connections N.V.

1. Executive Summary

Curacao Fortuna Connections N.V. is an established leader in the online gaming and gambling industry, based in Curacao since 2016. Under the ownership and strategic direction of Mr. Jacques Barsoumian, the company has demonstrated significant expertise and innovation in offering diverse gaming and betting operations. Its vision for the future includes geographic and product expansion, leveraging its solid market presence and extensive experience.

2. Business Overview

Curacao Fortuna Connections N.V., established on August 5, 2016, in Curacao, represents a strategic initiative by industry veterans to capture and innovate within the online gaming and betting market. The company's formation was driven by the vision of its founder and sole shareholder, Mr. Jacques Barsoumian, leveraging his extensive experience and insight into the gaming industry to create a platform that stands out for its user-centric approach, innovative gaming solutions, and robust operational model.

History

The genesis of Curacao Fortuna Connections N.V. was marked by a clear ambition to set new standards in the online gambling sector. Recognizing the evolving demands of players and the technological advancements shaping the industry, the company was formed to offer a differentiated gaming experience, anchored in reliability, innovation, and transparency. With successful projects in Nigeria, including online and live shop operations under WWW.UBC365.COM and WWW.VEERBET.COM, the company demonstrated its capacity to operate effectively in diverse markets from the outset.

Mission

Our mission is to redefine the gaming and betting landscape by providing accessible, secure, and innovative services that cater to the preferences and expectations of a global audience. We are committed to delivering unparalleled gaming experiences, fostering user engagement, and building lasting relationships with our customers.

Products/Services

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Curacao Fortuna Connections N.V. offers a comprehensive array of online gaming and betting services, covering sports betting, casino games, live betting, and more. Our platforms are designed to be intuitive, secure, and feature-rich, catering to both casual and serious gamers.

Unique Value Proposition and Competitive Edge

Our competitive edge is derived from several unique features of our business:

- **Proprietary Technology:** Our investment in proprietary technology enables us to offer unique gaming experiences, differentiate our product offerings, and swiftly adapt to market trends and customer feedback.
- **Our targeted Markets :** Middle East & North Africa Countries.
- **User-Centric Approach:** We place a strong emphasis on user experience, from the design of our platforms to customer service, ensuring that every touchpoint reflects our commitment to satisfaction and engagement.
- **Global and Local Market Expertise:** With years of operational experience across different geographies, including significant achievements in the Nigerian market, we possess a deep understanding of both global trends and local preferences, allowing us to tailor our offerings effectively.
- **Robust Security and Compliance:** Our adherence to the highest standards of security and regulatory compliance not only protects our users but also positions us as a trustworthy and reliable operator in the eyes of customers and regulatory bodies alike.
- **Innovative Marketing Strategies:** Our dynamic and multi-faceted marketing strategies, including market penetration, development, and affiliate partnerships, allow us to attract and retain a diverse user base.

These distinct features, combined with our strategic vision and operational excellence, position Curacao Fortuna Connections N.V. as a formidable competitor in the online gaming and betting industry, poised for sustained growth and innovation.

3. Company Management Structure

Ownership

Owned by Mr. Jacques Barsoumian, who brings strategic vision and deep industry knowledge.

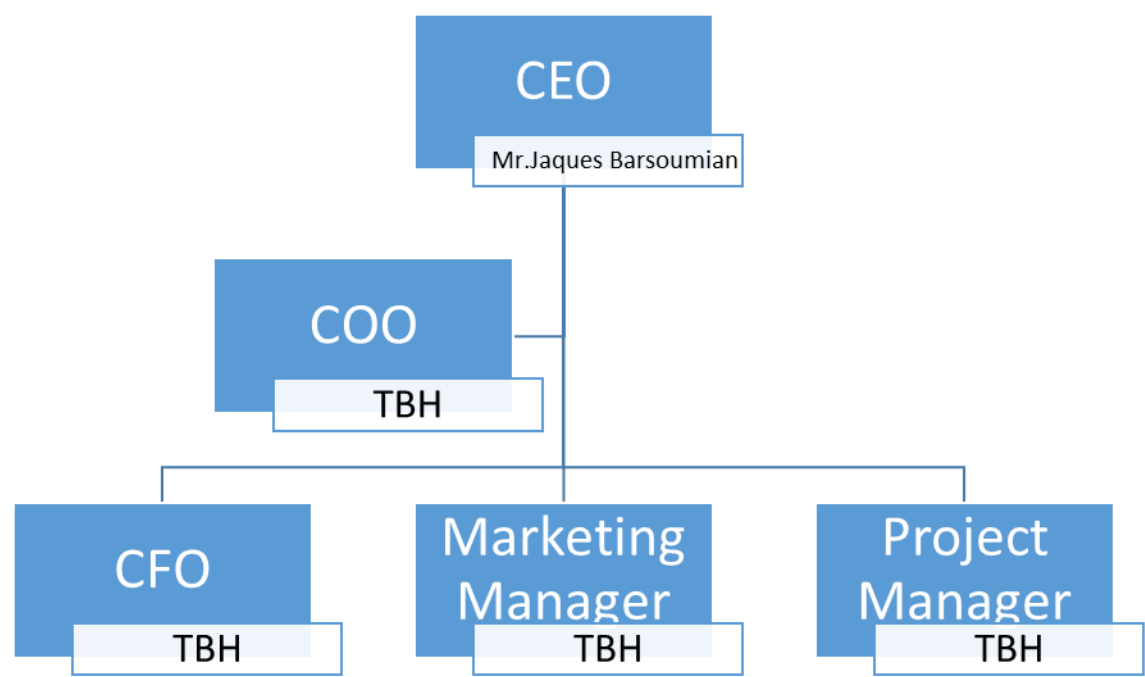
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Key Management

The management team includes seasoned professionals overseeing operations, finance, technology, and marketing, all reporting to the UBO and supported by Solutions for Management and Employment Support N.V. for local operations.

Organizational Structure

Our structure is designed for agility and efficiency, facilitating rapid decision-making and innovative strategies.



The CEO is responsible for managing and guiding lower levels, and will be responsible for driving profitable and strategic approach towards the ongoing changing gaming and gambling sector.

The COO is responsible to daily operations, including the management of the Finance, Marketing, and Project managers.

The CFO is responsible for all financial matters, internal auditing, and maintaining general acceptable accounting standards, along with managing the Finance & Accounting team. He will be forwarding all financial matters to the COO and to the external auditors and third relevant parties. The Marketing manager will be responsible for reading the market approaches and positioning of the company and strategies to achieve the intended goals of increased profitability and attaining reputable image of the operations and services, he will communicate this to the project managers and try to implement it on lower levels.

The Project Manager will be the one responsible of implementing the projects through the support

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of his department, who will constitute of: Customer Support, Risk management, and IT team, who will implement B2B tasks with providers and third parties.

4. Overview of Intended Strategy for Business Growth

Curacao Fortuna Connections N.V. is strategically positioned for substantial growth, aiming to capitalize on emerging opportunities in the online gaming and betting market while ensuring long-term sustainability. Our growth strategy is underpinned by detailed market analysis, realistic financial forecasting, and a comprehensive understanding of both opportunities and challenges in the sector.

Business Forecast and Intended Funding

Our financial projections for the coming years are grounded in a robust marketing strategy and operational expansion, supported by carefully planned investment in technology, user acquisition, and market penetration. The forecasted marketing expenses are as follows:

- **2025:** \$20,000
- **2026:** \$25,000
- **2027:** \$25,000
- **2028:** \$25,000

These investments in marketing are designed to fuel user base expansion, enhance brand recognition, and enter new markets. The increase in marketing budget year-over-year reflects our commitment to scaling our operations and achieving significant market growth.

To support these financial commitments, funding will be sourced from a mix of internal accruals, strategic investments, and possibly venture capital, depending on the growth phase and specific needs at each stage. Our approach to funding is flexible, aiming to balance aggressive growth with financial sustainability.

Market Growth and Sustainability Plans

Our market growth strategy is data-driven and user-focused, targeting regions with high growth potential while being mindful of regulatory environments and competitive landscapes. The plan involves:

- **Geographic Expansion:** Carefully selecting new markets based on extensive market research, regulatory considerations, and potential user base.
- **Product Diversification:** Continuously enhancing and expanding our product offerings to cater to diverse customer preferences and stay ahead of market trends.
- **Technological Innovation:** Investing in technology to improve user experience, operational efficiency, and security, ensuring we remain competitive and adaptable.

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Sustainability is woven into every aspect of our strategy. By maintaining a balance between aggressive market expansion and the quality of service, we aim to ensure long-term viability and profitability. Rigorous cost control, combined with scalable marketing and operational strategies, underpins our sustainability plan.

Budgeted Costs

In addition to the specified marketing expenses, our budget accounts for operational costs, technology investments, licensing fees, and compliance costs. These are meticulously planned to align with our growth projections and funding strategies.

Excluded Markets

Our market analysis identifies regions where regulatory challenges or competitive saturation make entry less viable. These excluded markets are under constant review, allowing us to rapidly adapt our strategy should condition change. This selective approach enables us to concentrate resources on markets with the highest growth potential and align with our ethical and compliance standards.

5. Key Suppliers and Material Dependencies

For Curacao Fortuna Connections N.V., establishing and maintaining robust relationships with key suppliers and understanding our material dependencies are crucial components of our operational stability and market success. Our business model relies significantly on external partnerships that enhance our service offerings and operational capabilities.

Critical Suppliers

- **IT Technology Solutions Limited:** Serves as our primary provider of comprehensive gaming services, including technological infrastructure, betting odds, and casino game offerings. This partnership enables us to offer a wide range of gaming experiences, ensuring reliability and user engagement.
- **JB Connective Link Ltd:** Acts as an essential agent for managing payments to and from stakeholders and players. This partnership is crucial for maintaining the fluidity of our financial transactions, enhancing trust in our platform, and ensuring customer satisfaction through seamless deposit and withdrawal processes.
- **Server Companies:** Provide the necessary data management and hosting services that underpin our gaming operations. These companies are essential for ensuring the availability, reliability, and security of our online platforms.

Material Dependencies

Our operations are intricately linked to the uninterrupted service and support of these key suppliers. The dependencies on these suppliers make our gaming and financial transaction

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capabilities possible, directly affecting our ability to operate effectively in the competitive online gaming market.

Risk Management Strategies

Understanding the potential risks associated with the loss or interruption of services from our key suppliers, we have implemented several risk management strategies:

- **Diversification of Suppliers:** Where possible, we avoid sole dependency on a single supplier by engaging with multiple providers for critical services. This reduces the risk of service interruption due to supplier-specific issues.
- **Contractual Safeguards:** Our agreements with key suppliers include clauses that specify service level agreements (SLAs), contingency plans, and penalties for non-compliance. These contractual measures ensure a mutual understanding of the importance of reliability and uninterrupted service.
- **Regular Performance Reviews:** We conduct regular reviews of our suppliers' performance to ensure they meet our operational, security, and reliability standards. These reviews help identify potential issues before they become critical, allowing for timely intervention and mitigation.
- **Business Continuity Planning (BCP):** Our BCP includes strategies for quickly responding to and recovering from the loss or interruption of services from key suppliers. This might involve activating alternative suppliers, utilizing redundant systems, or invoking other pre-planned recovery mechanisms.
- **Financial Risk Management:** Specifically for JB Connective Link Ltd, we maintain a reserve fund to cover potential financial discrepancies or transactional delays. Additionally, we explore insurance options to mitigate financial risks associated with payment processing failures.

By addressing these critical dependencies and implementing comprehensive risk management strategies, Curacao Fortuna Connections N.V. ensures operational resilience, maintains customer trust, and upholds service quality, thereby safeguarding our competitive position in the online gaming industry.

6. Risk Evaluation and Management

Risk management is a critical component of Curacao Fortuna Connections N.V.'s operational framework, ensuring the sustainability and integrity of our business in the dynamic and competitive online gaming industry. Our comprehensive approach to risk management encompasses assessment, mitigation, auditing, and oversight, incorporating both internal mechanisms and external resources to ensure thorough coverage across all facets of our business.

Risk Assessment and Mitigation

Our risk management process begins with a thorough assessment of potential risks across various categories, including operational, market, financial, regulatory, and technological risks. This

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assessment is conducted through a combination of internal analyses and consultations with external experts to ensure a comprehensive understanding of the risks we face.

- **Operational and Market Risks:** These are assessed through market analyses, customer feedback, and performance metrics, helping us identify potential disruptions in our operations or changes in market dynamics.
- **Financial Risks:** Financial risks are evaluated through regular financial audits, both internal and external, and analyses of financial performance against forecasts.
- **Regulatory Risks:** We continuously monitor regulatory changes and compliance requirements in all jurisdictions we operate in, engaging with legal experts to ensure our operations remain compliant.
- **Technological Risks:** Our IT team conducts regular security audits and reviews of our technology infrastructure to identify and mitigate risks related to data security and system reliability.

Mitigation strategies are developed based on the assessed risks, involving a range of approaches from diversifying revenue streams to implementing advanced cybersecurity measures.

Auditing

- **Internal Audits:** Conducted regularly, internal audits provide an ongoing review of our operations, financials, and compliance with internal policies and regulatory requirements. These audits are crucial for identifying potential issues before they escalate.
- **External Business and Finance Audit:** External audits are performed annually by reputable audit firms, providing an independent assessment of our financial health and operational compliance. These audits help validate our internal evaluations and offer insights into areas for improvement.

Oversight Committees

To ensure effective risk management and governance, we have established oversight committees comprising senior management and, in some cases, external advisors. These committees are responsible for:

- **Reviewing and Approving Risk Management Policies:** Ensuring they are comprehensive and aligned with our strategic objectives.
- **Monitoring Risk Management Performance:** Evaluating the effectiveness of our risk mitigation strategies and making adjustments as necessary.
- **Guiding the Response to High-Risk Situations:** Providing leadership and strategic direction in response to identified risks.

Risk Registers

A key tool in our risk management process is the risk register. This dynamic document provides a comprehensive listing of identified risks, their assessment in terms of likelihood and impact,

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mitigation strategies, and responsible parties for managing each risk. The risk register is regularly updated to reflect changes in our operating environment, the emergence of new risks, and the status of ongoing mitigation efforts.

This holistic approach to risk management ensures that Curacao Fortuna Connections N.V. not only identifies and mitigates risks effectively but also embeds risk consideration into our strategic decision-making process, fostering a culture of proactive risk management throughout the organization.

7. Legal and Governance Framework

The governance structure of Curacao Fortuna Connections N.V. is designed to ensure robust oversight, strategic decision-making, and compliance with the highest standards of legal and ethical conduct. Our governance framework is underpinned by a commitment to transparency, accountability, and sustainable business practices.

Board Oversight and Membership

The Board of Directors is the pinnacle of our governance structure, providing oversight of the company's strategic direction, financial health, and compliance with regulatory and legal obligations. The board is composed of experienced professionals, including:

- **Mr. Jacques Barsoumian:** As the sole shareholder and Ultimate Beneficial Owner (UBO), Mr. Barsoumian plays a pivotal role in guiding the company's strategic vision and ensuring its alignment with operational practices.
- **Key Executives:** Including the Chief Operating Officer, Chief Financial Officer, Chief Technology Officer, and Chief Marketing Officer, who bring in-depth operational expertise and strategic insights to the board's deliberations.

Interaction with Senior Management

Day-to-day decision-making is delegated to senior management, allowing for agile and effective operational management. However, the board maintains a close and collaborative relationship with management, ensuring strategic alignment and oversight. Regular reports and meetings facilitate this interaction, with senior management providing detailed updates on operational performance, strategic initiatives, and risk management.

Reserved Matters and Decision-Making

Certain critical matters are reserved for the board or UBO's decision, including:

- Major strategic initiatives and investments
- Compliance and regulatory issues
- Significant financial decisions and budget approvals
- Appointment of senior executives

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The governance framework is designed to prevent deadlocks by clearly defining the decision-making processes and authority levels. In cases where consensus cannot be reached, Mr. Barsoumian, as the UBO, has the final say, ensuring that decisive action can be taken when necessary.

Legal Support and Advice

The company engages reputable legal firms to provide ongoing legal support and advice, ensuring compliance with regulatory requirements and best practices in corporate governance. These legal advisors play a critical role in navigating complex legal landscapes, particularly in jurisdictions where we operate or plan to expand.

Board Meeting Attendance

In addition to board members, meetings may include:

- Legal advisors
- External auditors
- Subject matter experts

Attendance by non-members is based on the agenda and the need for specialized insights or advice. A policy governs the invitation of guests to board meetings, ensuring confidentiality and relevance to the discussion topics.

ESG Considerations

Curacao Fortuna Connections N.V. recognizes the importance of Environmental, Social, and Governance (ESG) factors in sustainable business practices. Although in the early stages of formalizing our ESG strategy, we are committed to:

- Adopting environmentally responsible practices in our operations
- Promoting social responsibility, including fair play, responsible gaming, and community engagement
- Upholding high standards of corporate governance, including transparency, ethical conduct, and stakeholder accountability

Our ESG initiatives are overseen by the board, reflecting our commitment to integrating these critical factors into our strategic decision-making and operational practices.

8. Target KPIs and Business Objectives

Success in the competitive online gaming and betting industry requires clear, measurable objectives and key performance indicators (KPIs) that align with our strategic vision. Curacao Fortuna Connections N.V. has established a set of KPIs and long-term business objectives to ensure focused growth, market competitiveness, and sustainable success.

Measuring Success: Key Performance Indicators (KPIs)

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Our KPIs are designed to provide quantifiable measures of performance across various aspects of the business, enabling us to track progress, identify areas for improvement, and make data-driven decisions. Key KPIs include:

Player-Centric Key Performance Indicators (KPIs)

- **Player Acquisition Growth:** Tracks new player sign-ups to evaluate the effectiveness of our marketing strategies and platform appeal.
- **Player Retention Rate:** Measures the percentage of players returning to the platform, indicating satisfaction and engagement.
- **Player Lifetime Value (PLV):** Assesses the total revenue a player generates over their engagement with our platform, emphasizing the importance of long-term player relationships.
- **Player Satisfaction Score (PSS):** A direct measure of player feedback on their gaming experience, guiding improvements and adjustments.
- **Conversion Rate of First-time Deposits:** Indicates the trust new players have in our platform, based on their willingness to make an initial deposit.
- **Compliance and Fair Play Audit Results:** Ensures we meet regulatory standards and uphold fair play, critical for maintaining player trust.

Long-term Business Objectives Centered on Players

- **Expanding the Player Base:** Aim to grow our global player community by reaching out to new geographic and demographic segments, enhancing our platform's inclusivity and appeal.
- **Enhancing the Player Experience:** Commit to continuous innovation in gaming experiences, including introducing new features, personalizing content, and providing responsive customer service, all to achieve unparalleled player satisfaction.
- **Building Brand Loyalty:** Develop a strong, trusted brand identity that resonates with players, encouraging a sense of community and loyalty to our platform for their gaming and betting activities.
- **Achieving Operational Excellence:** Strive for operational improvements that enhance service delivery to players, including faster game loading times, more efficient transaction processing, and robust security measures.
- **Ensuring Financial Health for Player Rewards:** Maintain financial stability and growth to offer better player rewards, including more significant jackpots and attractive incentives, enriching the player's value proposition.
- **Promoting Responsible Gaming:** Advocate for a safe and supportive gaming environment, providing tools and resources for player well-being and championing ethical gaming practices.

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Through these meticulously chosen KPIs and strategic objectives, Curacao Fortuna Connections N.V. demonstrates its unwavering commitment to placing players at the heart of our operations. Our focus on creating rewarding, engaging, and safe gaming experiences drives our pursuit of excellence and leadership in the online gaming and betting industry. This player-centric strategy not only aligns with our mission to redefine gaming experiences but also ensures our long-term success and sustainability in a competitive market.

9. Financial Projections and Forecast

Detailed financial projections reflect our commitment to sustainable growth, with strategies in place to achieve profitability and operational excellence. Please refer to appendix 1.

10. Policies and Procedures

Development and Implementation

The development and implementation of policies and procedures within Curacao Fortuna Connections N.V. are strategically managed through a blend of internal expertise and external consultation. This hybrid approach ensures that we leverage industry best practices while tailoring our operations to the unique needs and goals of our company.

- **Internally:** Key policies, especially those related to core operations, customer service, and gaming integrity, are developed in-house. This approach leverages the deep industry knowledge and operational insights of our team, ensuring that policies are closely aligned with our business model and strategic objectives.
- **Externally:** For specialized areas, particularly in compliance, legal frameworks, and technology security, we engage with external experts. This ensures that our policies are not only comprehensive but also adhere to the latest industry standards and regulatory requirements.

Timelines

The development and revision of policies and procedures are conducted on an annual basis, with interim reviews triggered by significant regulatory changes, operational challenges, or strategic shifts in the business. This structured timeline ensures that our policies remain relevant, effective, and aligned with our operational needs and regulatory obligations.

GCB Communication

Commitment to transparency and compliance is a cornerstone of our operational philosophy. As such, we are committed to keeping the Gaming Control Board (GCB) apprised of our policies and procedures, including any significant updates or changes. Regular updates and open lines of communication with the GCB ensure that we maintain compliance and foster a positive regulatory relationship.

Qualifications and Competency of Implementers

Business Plan for Curacao Fortuna Connections N.V.

We believe, acting reasonably, that the individuals and entities tasked with developing and implementing our policies and procedures are highly qualified, competent, and free from conflicts of interest due to several key factors:

- **Experience and Expertise:** Our internal team comprises industry veterans with extensive experience in online gaming and betting operations. External consultants are selected based on a rigorous evaluation of their industry knowledge, regulatory experience, and professional reputation.
- **Continuous Training:** Both internal and external team members undergo continuous professional development to stay abreast of industry trends, regulatory changes, and best practices in policy development and implementation.
- **Conflict of Interest Policy:** We maintain a strict conflict of interest policy to ensure that all decisions and policy developments are made in the best interest of the company and its stakeholders, free from external influence or personal gain.

By combining internal expertise with external insights, adhering to a structured timeline for policy development, maintaining open communication with the GCB, and ensuring the qualifications and integrity of our policy developers, Curacao Fortuna Connections N.V. upholds the highest standards of operational excellence, regulatory compliance, and industry leadership.

11. Conclusion

Curacao Fortuna Connections N.V. is poised for strategic growth, driven by a commitment to innovation, player satisfaction, and responsible gaming. The company's comprehensive business plan lays the foundation for achieving its vision and sustaining its competitive edge in the global gaming market.



CASHFLOW FORECAST

DESCRIPTION	YEAR 2025	YEAR 2026	YEAR 2027	YEAR 2028
<u>Incoming Cash :</u>				
Cash from Investment	\$ 150,000.00	\$ 50,000.00	\$ -	\$ -
Cash from Gaming Revenue	\$ 100,000.00	\$ 240,000.00	\$ 420,000.00	\$ 630,000.00
Total Incoming Cash :	\$ 250,000.00	\$ 290,000.00	\$ 420,000.00	\$ 630,000.00

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Outgoing Cash :

Marketing Expenses	\$ 20,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
Software Fees	\$ 15,000.00	\$ 36,000.00	\$ 63,000.00	\$ 94,500.00
Rent & Utilities	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
Salaries and Staff Expenses	\$ 25,000.00	\$ 25,000.00	\$ 30,000.00	\$ 30,000.00
License and Legal Expenses	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00
External Auditing & Consulting	\$ 10,000.00	\$ 10,000.00	\$ 12,000.00	\$ 12,000.00
Servers and Other IT Expenses	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Financial Charges & Fees	\$ 1,000.00	\$ 2,400.00	\$ 4,200.00	\$ 6,300.00
Total Incoming Cash :	\$ 206,000.00	\$ 233,400.00	\$ 269,200.00	\$ 302,800.00
Cashflow :	\$ 44,000.00	\$ 56,600.00	\$ 150,800.00	\$ 327,200.00
Opening Balance :	\$ -	\$ 44,000.00	\$ 100,600.00	\$ 251,400.00
Closing Balance :	\$ 44,000.00	\$ 100,600.00	\$ 251,400.00	\$ 578,600.00



P&L FORECAST

DESCRIPTION	YEAR 2025	YEAR 2026	YEAR 2027	YEAR 2028
<u>Income</u>				
Expected Sales / Gaming Turnover	\$ 1,000,000.00	\$ 2,000,000.00	\$ 3,500,000.00	\$ 4,500,000.00
Expected % Gming Revenue	10%	12%	12%	14%
Gross Gaming Revenue	\$ 100,000.00	\$ 240,000.00	\$ 420,000.00	\$ 630,000.00

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Expenses :

Marketing Expenses	\$ 20,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
Software Fees	\$ 15,000.00	\$ 36,000.00	\$ 63,000.00	\$ 94,500.00
Rent & Utilities	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
Salaries and Staff Expenses	\$ 25,000.00	\$ 25,000.00	\$ 30,000.00	\$ 30,000.00
License and Legal Expenses	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00	\$ 80,000.00
External Auditing & Consulting	\$ 10,000.00	\$ 10,000.00	\$ 12,000.00	\$ 12,000.00
Servers and Other IT Expenses	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Financial Charges & Fees	\$ 1,000.00	\$ 2,400.00	\$ 4,200.00	\$ 6,300.00
Total Expenses :	\$ 206,000.00	\$ 233,400.00	\$ 269,200.00	\$ 302,800.00
Net Result :	\$ (106,000.00)	\$ 6,600.00	\$ 150,800.00	\$ 327,200.00