

BUSINESS PLAN

www.debbiedoescasino.com

Prepared by:

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BUSINESS MISSION

www.debbiedoescasino.com (hereinafter referred to as **Debbie Does Casino**) is intended to be established as a Limited Liability Company(LLC), incorporated under the laws of Curacao. **Debbie Does Casino** affirms that it will obtain the required gaming license, establish a business presence in its legal jurisdiction, as well as set up proper banking solutions necessary for operation.

Debbie Does Casino will offer an innovative, top of the line iGaming experience for it's players, with the expectation of rapid expansion in the iGaming industry. We will provide players with a safe gambling environment by following responsible gambling guidelines, providing resources for any player who feel they may have a potential gambling problem and also to provide fair gaming and ethical marketing practices. First-rate service is to be the focus of **Debbie Does Casino** and a cornerstone of our success. All customers will receive timely, exceptional customer service in all capacities, not just limited to transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

SERVICES

Debbie Does Casino project is under TurnKey of Softgamings.

Debbie Does Casino, leveraging Softgamings' TurnKey solutions, offers a unique blend of gaming experiences. Our platform distinguishes itself through an innovative selection of games and services, including proprietary features developed in-house to enhance user engagement and competitive edge. Our historical background, aligned with strategic partnerships, solidifies our position in the market

Our selection of casino content providers are very reputable and are among the best gaming software companies in the industry. We plan to start with the following and as our business grows we will offer more gaming content from other known providers.. This will keep our website updated with fresh content for our players.

NetEnt	Play N Go.	Wazden
Games Global.	Playtech Slots.	Hacksaw Gaming
Pragmatic Play	Evolution	Yggdrasil
Red Tiger.	Spride	

Debbie Does Casino will introduce the following games, listed below. With Sports betting predicted to grow ten-fold in the next five years, we plan to include Sports book content in approximately eight to twelve months. We will also offer a variety of Bonuses, Promotions and Loyalty programs.

Slots
Video Poker
Live Dealers
Keno/Bingo

PAYMENT SOLUTIONS

To ensure that our players feel safe and confident while transacting deposits and/or withdrawal of funds, we will provide a variety of services to accommodate confidentiality of customer data, as well as safe transfer of funds. Offering a great selection of payment solutions will make player deposits and withdrawals an easy process.

*Visa *MC *eWallets *Pay-by-Phone *EFT *Cryptocurrency

PARTNERS and RESOURCES

Debbie Does Casino is co-owned by Pamela Sheets and Deborah Riley. We have contracted with **Softgamings** to assist us in reaching our goals of starting an online casino business. They are providing the casino platform and all services for a TurnKey casino, as well as assisting us in establishing a European company, opening the necessary bank accounts so we may conduct business under a Curacao gaming license.

We are contracting with **Affili8-Marketing Limited**, who will work with our website development team to put in place the SEO recommendations for the site. We have access to lawyers for consultations, document review, etc. We plan to hire any other freelancer or agency to ensure smooth operations of this business.

Pamela Sheets - Co-owner: Pam is a dedicated, dynamic individual with a varied background including professional photography, extensive retail experience, website building and in casino related events as a casino dealer. Her hobbies include piloting small aircrafts, merchandising and marketing unique items and clothing on her custom built website. Pam is a team player and her “people” skills are second to none.

Pam will be providing all start-up funding for this business.

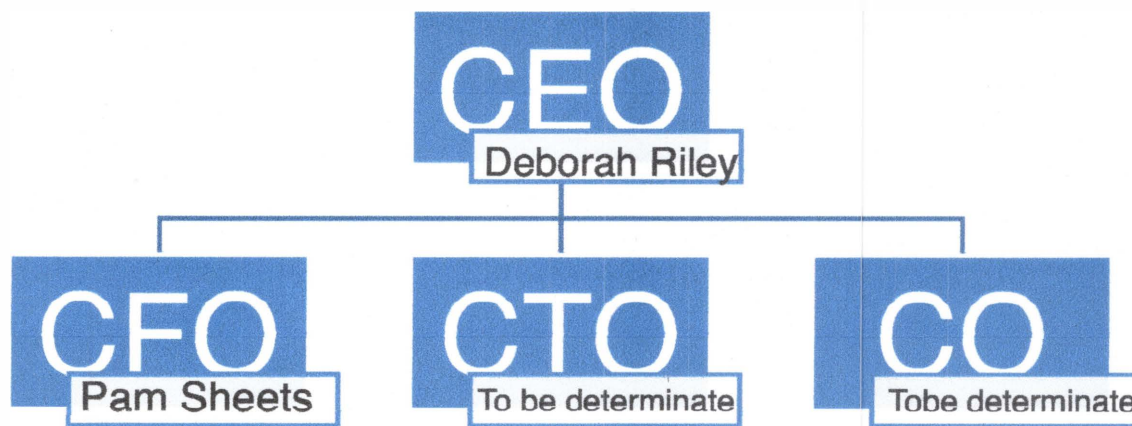
Deborah Riley - Co-owner: Debbie has a wide variety of business experience from the financial industry, travel industry, casino industry, as well as having been a process server for a law firm in Santa Clara, California. Debbie has worked in the Nevada casino industry as a dealer for 24 years, trained and worked in every aspect of casino surveillance, a casino cashier as well as back office and hard count.

She also is a small business owner of a casino events company in California and handles all aspects of the business from sales to booking events, as well as dealers, providing the casino table games, delivering and setting up at venues, maintaining website, obtaining proper licenses from Gaming Board to run fundraising events for non-profit organizations. The casino industry has been a major part of her life since 1981; while the Covid-19 pandemic has affected the events industry, it has also opened new doors that lead to becoming a part of the online gaming industry.

Debbie will be handling the research and organization of getting this business started. She will be working closely with the Softgamings team, as well as the Marketing team and is the main contact for all inquiries or decision making.

Company Management Structure

The following individuals have been appointed as key members of the company's leadership team: **Deborah Riley as the CEO, Pamela Sheets as the CFO, and a Chief Technology Officer (CTO) and Compliance Officer (CO) are yet to be determined and appointed, respectively.** The company has set timelines for hiring these missing roles to ensure a smooth operation of the business.



BUSINESS GROWTH STRATEGY

Our growth strategy is multifaceted, focusing on aggressive marketing, strategic partnerships, and continuous product innovation. Financial and marketing plans are designed to capture and expand our share in key markets, with specific strategies for New Zealand and South Africa. We've budgeted for realistic market growth, sustainability plans, and have a high-level overview of excluded markets.

TARGET MARKETS

Debbie Does Casino intends to target New Zealand and South Africa, to start. Approximately eight months after the website is launched, we will target more countries, except forbidden

New Zealand has only six land based casinos. With approximately 80% of the population that engage in some form of gambling, many have looked to online gambling websites for action. Research shows that South Africans enjoy gambling and sports betting is very popular. There are over forty land based casinos **in South Africa**.

We are not expecting to raise funds or seek out a business loan in order to start this company. We have set aside start-up funds of \$200,000 USD to cover the initial costs for the TurnKey Casino platform, gaming content set up fees, Curacao gaming license, EU bank/merchant accounts and establishing a European company. It will also cover marketing and advertising services for the first six months. Any remaining funds will be deposited into the bank account to help cover the monthly fees for services provided to maintain the operations of the online casino website.

Debbie Does Casino will furnish a detailed three-year financial forecast, outlining projections for revenue, cash flow, and key financial targets. These forecasts reflect our strategic plans for growth, market expansion, and sustainability in the iGaming sector..

Revised 03/20/2024

Cash Flow Year 4

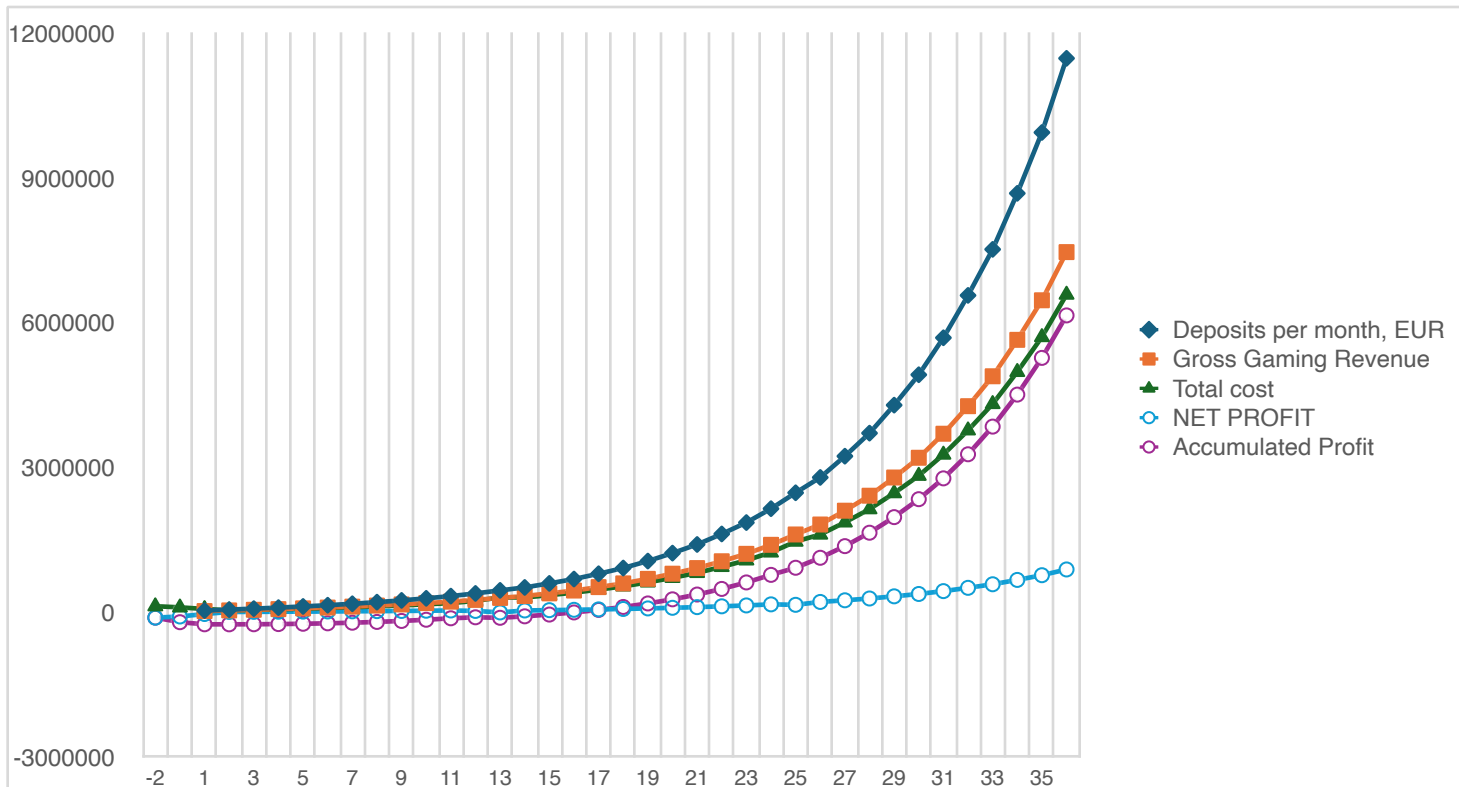
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Cash Flow Year 5

Cash Flow Income																
Year	0	1									5					
Month	-2	25	26	27	28	29	30	31	32	33	34	35	36	31		
Days in a month		31	28	31	30	31	30	31	31	30	31	30	31	31		
Active players period start		7129	8228	9287	10754	12345	14279	16378	18930	21856	25034	28904	33106			
New players per day		64.93	74.67	85.88	98.76	113.57	130.61	150.20	172.73	198.64	228.43	262.70	302.10			
New players growth		15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%			
New players per month		2013	2091	2662	2963	3521	3918	4656	5355	5959	7081	7881	9365			
Avg monthly deposits per new player, EUR	€	300	€	300	€	300	€	300	€	300	€	300	€	300		
Active players period end		8228	9287	10754	12345	14279	16378	18930	21856	25034	28904	33106	38224			
Deposits per month, EUR	\$	86,487,605.51	€	2,468,303	€	2,786,011	€	3,226,188	€	3,703,500	€	4,283,734	€	4,913,269		
Costumer																
RTP	\$	30,270,661.93	€	863,906	€	975,104	€	1,129,166	€	1,296,225	€	1,499,307	€	1,719,644		
Gross Gaming Revenue	\$	56,218,943.58	€	1,604,397	€	1,810,907	€	2,097,022	€	2,407,275	€	2,784,427	€	3,193,625		
Software																
Developer software Softgamings	\$	93,924.00	€	93,924												
Softgamings	\$	9,818.00	€	9,818												
Affili8	\$	29,800.00	€	14,500												
HETZNER	\$	621.00	€	117												
SG TECH SUPPORT- HOSTING- SOFTWARE	\$	140,108.00	€	35,027												
SG FIN/LEGAL	\$	42,594.00														
Operation cost																
Fixed Fees	\$	75,000.00	€	3,000	€	3,000	€	3,000	€	3,000	€	3,000	€	3,000		
Platform GGR	\$	2,755,413.49	€	80,220	€	90,545	€	104,851	€	120,364	€	139,221	€	159,681		
Payment Processing fees	\$	46,703,306.97	€	1,332,884	€	1,504,446	€	1,742,142	€	1,999,890	€	2,313,216	€	2,653,165		
Salary	\$	216,000.00	€	6,000	€	6,000	€	6,000	€	6,000	€	6,000	€	6,000		
MAILGUN	\$	2,880.00														
Google	\$	864.00	€	24	€	24	€	24	€	24	€	24	€	24		
Guru Pay	\$	154,044.00	€	4,279	€	4,279	€	4,279	€	4,279	€	4,279	€	4,279		
Total cost	\$	50,074,808.46	€	118,359	€	1,457,155	€	1,604,015	€	1,856,017	€	2,129,278	€	2,461,462		

Estimation

Month -2 and -1 represent the two year of developer software.



KEY SUPPLIERS AND MATERIAL DEPENDENCIES

SoftGamings

SoftGamings is a company that specializes in the development of gaming platforms and the supply of various gaming content. They have been in the industry since 2008 and have grown to offer a wide range of services for online casinos. Their offerings include white label and turnkey casino solutions, self-service solutions, Bitcoin casino solutions, and casino games integration. SoftGamings provides its clients with over 3,000 games from more than 40 gaming providers, which include popular slots, poker, live dealer games, and sports betting. The company prides itself on its commitment to high-quality software, reliability, and a customer-centric approach, aiming to help clients launch and expand their online gaming businesses.

Mailgun

Mailgun is a cloud-based email delivery service designed to help businesses send, receive, and track emails effortlessly. Founded in 2010, it has become particularly popular among developers thanks to its powerful APIs that make it easy to integrate with websites and applications. Mailgun offers a range of services including transactional emails, bulk emails, email validation, and email parsing. Its robust analytics capabilities allow businesses to monitor email performance in realtime, helping them to optimize their email campaigns. The platform is designed for scalability, ensuring that it can handle high volumes of emails without compromising on speed or reliability. Mailgun is suited for companies of all sizes, from startups to large enterprises looking to improve their email communication strategies.

Sumsub

Sumsub is a technology company that specializes in identity verification, compliance, and antifraud solutions. Their platform offers businesses tools to automate and streamline the KYC (Know Your Customer), KYB (Know Your Business), and AML (Anti-Money Laundering) compliance processes. Founded to address the growing need for online security and compliance, Sumsub utilizes advanced machine learning and artificial intelligence technologies to verify identities in real-time. This helps businesses reduce fraud, meet regulatory compliance requirements, and improve the customer onboarding experience. Sumsub's platform is capable of verifying users from over 200 countries and territories, making it a versatile solution for global businesses operating in various sectors, including fintech, online marketplaces, and gaming.

RISK EVALUATION AND MANAGEMENT

Integrating risk control and mitigation strategies with partners like SoftGamings and Sumsub allows **Debbie Does Casino** to address and reduce potential risks effectively. Here's how **Debbie Does Casino**, in collaboration with these partners, can control and mitigate possible risks:

Collaborative Strategies with SoftGamings

Integrated Fraud Management: Leveraging SoftGamings' fraud prevention systems, **Debbie Does Casino** can develop an integrated approach to manage and prevent fraud across its platform. This includes setting up custom fraud detection rules tailored to **Debbie Does Casino's** specific needs and player behaviors.

Regulatory Compliance: SoftGamings can assist **Debbie Does Casino** in staying updated with the latest regulations and compliance requirements. By working closely with SoftGamings, **Debbie**

Does Casino ensures that it adheres to all legal and regulatory standards in the jurisdictions it operates, thereby reducing legal risks.

Security Audits and Updates: Regular security audits and updates provided by SoftGamings can help **Debbie Does Casino** identify potential vulnerabilities in its system and address them promptly. This ongoing partnership ensures that the casino's platform remains secure against emerging threats.

Customized Payment Solutions: SoftGamings offers a variety of payment solutions that can be customized to fit **Debbie Does Casino's** specific requirements, minimizing the risk of payment fraud while enhancing user experience.

Collaborative Strategies with Sumsb

Enhanced KYC and AML Processes: By utilizing Sumsb's KYC and AML solutions, **Debbie Does Casino** can implement a more robust process for verifying the identity of its customers and monitoring transactions. This collaborative approach ensures compliance with global regulations and helps prevent financial crimes.

Real-Time Monitoring and Alerts: Sumsb can provide **Debbie Does Casino** with real-time monitoring of customer activities and alerts for any suspicious behavior. This enables **Debbie Does Casino** to act quickly in mitigating potential risks associated with money laundering or fraud.

Custom Risk Scoring: Working with Sumsb, **Debbie Does Casino** can develop a custom risk scoring system based on its customer base and transaction patterns. This tailored approach allows for more effective identification and management of high-risk individuals or transactions.

Data Sharing and Collaboration: **Debbie Does Casino** and Sumsb can share insights and data regarding emerging threats and fraudulent patterns. This collaboration enhances **Debbie Does Casino's** ability to adapt to new risks and protect its platform and users.

TARGET KPIS AND BUSINESS OBJECTIVES

Defining Key Performance Indicators (KPIs) for **Debbie Does Casino** involves identifying metrics that effectively measure the success of its operations, customer satisfaction, and overall performance in the competitive online gambling market.

Financial Performance

Gross Gaming Revenue (GGR): Total wagers collected minus the winnings paid out to players. It's a direct indicator of the casino's operational success.

Net Gaming Revenue (NGR): GGR minus bonuses, promotions, and possibly transaction fees. It provides insight into the profitability of the casino after incentives.

Customer Lifetime Value (CLTV): The total worth to a business of a customer over the whole period of their relationship. High CLTV indicates successful long-term engagement strategies.

Customer Engagement and Retention

Active Users (Daily/Monthly): The number of unique users who engage with the casino daily or monthly. A vital metric for understanding user engagement and platform popularity.

Retention Rate: The percentage of players who return to the casino after their first visit. High retention rates indicate customer satisfaction and loyalty.

Churn Rate: The percentage of customers who stop using the casino's services within a certain period. Minimizing churn rate is crucial for sustained growth.

User Acquisition and Conversion

Customer Acquisition Cost (CAC): The cost associated with acquiring a new customer. It includes marketing and promotional expenses and is essential for evaluating the efficiency of marketing strategies.

Conversion Rate: The percentage of visitors who register and make their first deposit out of the total number of visitors. A higher conversion rate indicates effective marketing and user interface design.

Operational Efficiency

Game Popularity Index: Measures the popularity of games offered by the casino. It can help in optimizing the game portfolio based on player preferences.

Average Session Duration: The average amount of time players spend on the platform. Longer sessions can indicate higher engagement and satisfaction.

Compliance and Risk

Fraud Rate: The percentage of transactions or activities identified as fraudulent. Keeping this rate low is critical for maintaining trust and regulatory compliance.

AML Compliance Violations: The number of detected or reported anti-money laundering compliance violations. Essential for legal compliance and minimizing financial risk.

Customer Support and Satisfaction

Customer Support Resolution Time: The average time it takes for customer support to resolve an issue or inquiry. Faster resolutions improve customer satisfaction.

Net Promoter Score (NPS): Measures customer loyalty and satisfaction based on their likelihood to recommend the casino to others. A higher NPS indicates more satisfied customers.

POLICIES AND PROCEDURES

Debbie Does Casino, establishing comprehensive policies and procedures is crucial to ensure a secure, fair, and enjoyable gaming environment for all players while adhering to regulatory standards and promoting responsible gaming. Below are the key policies and procedures that would be implemented:

1. User Registration and Verification Policy

Purpose: To ensure that all players are of legal age and to prevent fraudulent activities.

Procedure:

Require new users to provide valid identification and, if necessary, proof of address for verification.

Use automated systems Sumsb for real-time ID verification, with manual checks for any discrepancies.

2. Deposit and Withdrawal Procedures

Purpose: To provide secure and efficient financial transactions for players.

Procedure:

Support multiple reputable payment methods, including credit cards, e-wallets, and bank transfers.

Implement encryption and fraud detection measures to secure transactions.

Set clear minimum and maximum limits for deposits and withdrawals, with processing times and possible fees clearly communicated.

3. Game Fairness and Integrity Policy

Purpose: To ensure all games are fair, random, and free from manipulation.

Procedure:

Only offer games from reputable software providers who utilize Random Number Generators (RNG) certified by independent testing laboratories.

Conduct regular audits of game fairness and publish payout percentages.

Have clear rules and instructions for all games accessible to players.

4. Responsible Gaming Policy

Purpose: To promote healthy gambling habits and prevent gambling-related harm.

Procedure:

Provide players with tools to set deposit, loss, and session time limits.

Offer a self-exclusion option for players to temporarily or permanently disable their accounts.

Collaborate with organizations that provide support for gambling problems, providing information and resources to players.

5. Anti-Money Laundering (AML) Compliance

Purpose: To prevent money laundering and financial terrorism.

Procedure:

Conduct due diligence on all transactions, especially those exceeding certain thresholds.

Report suspicious transactions to relevant authorities as required by law. Train staff regularly on AML regulations and updates.

6. Privacy and Data Protection Policy

Purpose: To protect the personal and financial information of our players.

Procedure:

Comply with GDPR and other relevant data protection laws.

Use encryption and other security measures to protect data both in transit and at rest.

Never share personal data with third parties without consent, except as required by law.

7. Customer Support and Dispute Resolution

Purpose: To provide timely and effective assistance to players and to resolve any disputes fairly.

Procedure:

Offer 24/7 customer support through various channels, including live chat, email, and phone. Have a clear process for handling complaints and disputes, with timelines and possible remedies outlined.

Document and review complaints and disputes to identify potential areas for improvement.

8. Bonus and Promotions Policy

Purpose: To offer bonuses and promotions fairly and transparently.

Procedure:

Clearly state the terms and conditions for all bonuses and promotions, including wagering requirements and expiry dates.

Monitor for bonus abuse and take appropriate action against violators.

Ensure promotions comply with advertising standards and regulations.

9. Continuous Monitoring and Improvement

Purpose: To continuously enhance the gaming experience and maintain compliance with industry standards.

Procedure:

Regularly review and update policies and procedures to reflect changes in laws, technology, and player feedback.

Engage in continuous staff training on best practices and regulatory changes.

Implement a quality assurance program to regularly test and audit all aspects of the casino operations.