

# BUSINESS PLAN

of  
Gangsta.casino

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# **1. GENERAL SUMMARY**

## **1.1 Provided services**

Gangsta.casino is a startup company destined to provide online gaming and infotainment services to people all over the world.

Realizing the potential risks of any startup, the Gangsta.casino project has defined them and will be devoted to working towards market recognition. The general scope of the work includes the determination of the industry's trends, customer needs, and the ways of meeting them, using various techniques and marketing undertakings.

### **Description of the market**

The online gaming industry is a fast-growing business that has a lot of opportunities in many countries of the world. The target markets, which are in our priority, are those:

- Norway
- Poland
- Bulgaria
- Finland
- Kazakhstan
- Brazil
- Mexico

The European online gaming market has a volume of US\$15.54 billion as of 2023. We expect to reach a large portion of our customers in this and other markets. LATAM and some European countries are also experiencing economic growth, showing promising trends; although we recognize the need for an even greater struggle to enter and compete in these markets. The ultimate beneficial owner (UBO) of Gangsta.casino company is Vladyslav Kuzmenko. Mr. Kuzmenko has significant gambling experience on various markets as CEO of companies. He has been working as a director of one of such companies for the past 5 years.

## 2. DESCRIPTION OF THE BUSINESS

The online gaming market is being explored through the website gangsta.casino, which was created considering the latest trends in online gaming. The site also includes the maximum number of languages, which allows us to reach as many clients as possible from different countries and territories. We constantly analyze demand to expand the list of languages to serve more customers.

Currently, the main strength of any online casino is the Random Number Generator (RNG) principle, which is used in online games. Another strength is the wide choice of online games of various natures. In addition to RNG, we provide an opportunity to play games with live dealers by means of a web camera and a specifically created interface. This gives our customers an experience similar to gaming in land-based casinos. Since land-based gambling is prohibited in multiple countries or is physically located too far from our potential audience, this offer will ultimately cater to their needs. Also, our RNG games includes a broader-than-usual list of offers, supplemented by branded slot games, which are rare among our competitors. The list of such games gradually expands over time.

To compete in the markets, we give our customers interesting bonuses and loyalty programs, for both novice and experienced gamers – this is completely in line with the market's best practices. Although we've already elaborated a line of attractive bonus and loyalty offers, we're still working on its completion and will be continuously working on its improvement throughout the course of the functioning of our offer.

Other strong advantages of our gaming brand will be:

- The provision of stable functioning and accessibility of the website
- 24/7 client support – to be always accessible to client requests
- Fraud-monitoring and fraud-prevention policies and procedures
- Prevention of chargebacks and money-laundering
- General business transparency in a continuous manner to gain the trust of our clients.

### 3. PRODUCTS AND SERVICES

#### 3.1. General review

To be highly competitive, we use the software of the most popular and most reliable gaming providers, including (but not limited to) Playson, Booongo, Quickspin, Play'n Go, Relax, Pragmatic Play, and Netent. The all game providers will be purchased from Softgamings.

They all have been in the market from several to several dozen years and are certified to provide their gambling software for casino-running companies and individual gamers. The certification is provided by the most reliable controlling agencies and organizations, such as GLI or eCogra.

Thanks to the described above, Gangsta.casino website, provides the most modern and very wide gaming and betting experience, placing software of many game providers to its gaming catalogs.

**Some of the best pieces of Netent slot games include** Gonzo's Quest, Starburst, Divine Fortune, Steam Tower, War Lord's, Jungle Spirit, Dead or Alive, Aloha, Narcos (original games, continuations, and possible spin-offs).

**Some of the best pieces of Pragmatic Play slot games include** Sweet Bonanza, The Dog House, Big Bass Bonanza, Wolf Gold, Beowulf, Hercules, Hot Safari, Mustang Gold (original games, continuations, and possible spin-offs).

**Some of the best pieces of Play'n Go slot games include** Book of Dead, Reactoonz, Fire Joker, Legacy of Dead, Rise of Olympus, Gemix, 7 Sins, Moon Princess (original games, continuations, and possible spin-offs).

To make our gaming offers interesting to the broadest audiences (with all levels of incomes and desires to spend their money in online gaming), we have made the bet sizes to be in a wide range of minimum and maximum sums. Thanks to the introduced and developing bonus and loyalty programs, clients will also receive various gaming preferences. That would include a birthday bonus or a bonus for the 1<sup>st</sup> and 2<sup>nd</sup> deposits.

#### 3.2. Software & Backend Technology

The platform has been developed from scratch by our team of developers. Developing our own platform offers several advantages when working with the brand: flexibility, the ability to quickly identify weaknesses or shortcomings, high-quality and fast

implementation of all improvements, and maximum data protection. For the development of the platform, the best technologies were carefully selected. Below, we describe the Backend and Frontend technologies, as well as their advantages.

### **Backend**

- Django: It has everything needed for development out-of-the-box. Stable and secure.
- Redis: Used as a cache and as a broker for task queues.
- Celery: Used for task queuing.
- MySQL: Database.
- ElasticSearch: To improve computational power.

### **Frontend**

- React (JS): Easy to deploy and maintain.
- Redux: Application state management.
- RTK Query: Optimization of backend requests.

## **4. ADVERTISING AND PROMOTION**

### **4.1. SWOT-Analyse**

|  | <b>Opportunity</b>                                                                                                                                                                                                                                                                                                                                                                      | <b>Threats</b>                                                                                                                                                                                                                                                                                                                                                                                                           |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"><li>• Growing online gaming markets</li><li>• Potential for partnerships with affiliate marketers and other gaming industry players.</li><li>• Introduction of new and popular games to attract more customers.</li><li>• Gaining experience and new connections at international gaming conferences</li><li>• Reaching the global audience</li></ul> | <ul style="list-style-type: none"><li>• Regulatory changes that could impact the online gaming industry.</li><li>• Competition from established online gaming platforms.</li><li>• Technological advancements that could change customer preferences.</li><li>• Economic downturns that could reduce spending on online gaming.</li><li>• Security threats and fraud risks associated with online transactions</li></ul> |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Wide choice of online games, including RNG games and games with live dealers.</li> <li>• Popular and reliable gaming software providers.</li> <li>• Attractive bonuses and loyalty programs for customers.</li> <li>• High level of flexibility and response to changes</li> <li>• Experienced 24/7 client support.</li> <li>• Fraud-monitoring and prevention policies.</li> <li>• Business transparency to gain trust.</li> <li>• Strong <i>expertise</i> in customer acquisition.</li> </ul> | <p><i>The company could increase market share using strong expertise in customer acquisition and a wide choice of online games.</i></p> <p><i>A wide choice of games combined with expertise and company flexibility will make potential partners interested in cooperation.</i></p> <p><i>Using a multi-language website with company expertise could allow the company to reach a global audience.</i></p> | <p><i>A high level of flexibility will allow the company to adapt to potential regulatory changes quickly</i></p> <p><i>Due to attractive bonuses, a loyalty program, and 24/7 customer support the company would keep the players on our product and reduce the risk of losing players due to economic downturns.</i></p> <p><i>Fraud monitoring and prevention policies reduce security threats and fraud risks.</i></p> |
| <p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>• Dependence on external gaming software providers.</li> <li>• Competition from other online gaming platforms.</li> <li>• Relatively small initial team size, which may limit operational capacity.</li> <li>• Small market share</li> </ul>                                                                                                                                                                                                                                                       | <p><i>Growing online gaming markets gives the company a possibility to grow market share</i></p> <p><i>Through international conferences and potential partnerships, the company could diversify gaming software providers and reduce risks.</i></p>                                                                                                                                                         | <p><i>By increasing market share we will reduce threats from new competitors.</i></p> <p><i>By eliminating problems with the dependence on external gaming software by diversification we will be ready to change of customer preferences.</i></p>                                                                                                                                                                         |

Overall, Gangsta.casino has a strong foundation with its range of games, customer support, and experience. To capitalize on its strengths and opportunities, the company should focus on continuous improvement of its services, expansion into new markets, and building strong relationships with customers and partners.

## **4.2. Marketing strategy**

### **Positioning:**

Unique theme - Gangsta.casino as a unique online casino with a gangster atmosphere, attracting audience attention through stylish design and gaming elements.

### **Goals:**

Attracting new players:

Increase the number of registered users on Gangsta.casino by 50% during the first quarter through targeted advertising campaigns and attracting traffic partners.

### **Player retention:**

Reduce player churn by 20% by implementing attractive newsletters, bonuses, personalized offers, and regular tournaments.

### **Increasing average spend:**

Increase the average deposit by 15% by stimulating larger deposits.

### **Community development:**

Increase activity on social media.

### **Brand awareness:**

Increase Gangsta.casino's brand recognition by 40% through partnerships and participation in events.

### **Establishing partnerships:**

Attract at least 30 new partners to collaborate with Gangsta.casino during the first half of the year.

### **Improving customer satisfaction:**

Increase customer satisfaction by 15% by providing prompt and quality support, collecting feedback, and implementing improvements.

## **5. OPERATIONAL PLAN**

The planned incorporated place of our company is Curacao.

Online gaming is an infotainment process, where many mundane actions are made by gamers themselves: choosing a game to play, playing it, making bets, replenishing

accounts, or finding most answers to their questions. Thus, the Gangsta.casino company's biggest part of operational work will be concentrated on marketing, support, sales, monitoring, and development. In addition, the biggest part of the named can be (and will be) effectively outsourced. This makes free the company from the need to hire employees (and work with other HR issues, connected to hired employees), have a physical office, and do much less accounting and taxation work, including depreciation, supplementary, and auxiliary tasks and expenses.

## **6. TEAM AND HUMAN RESOURCES**

### **6.1. Management And Organization**

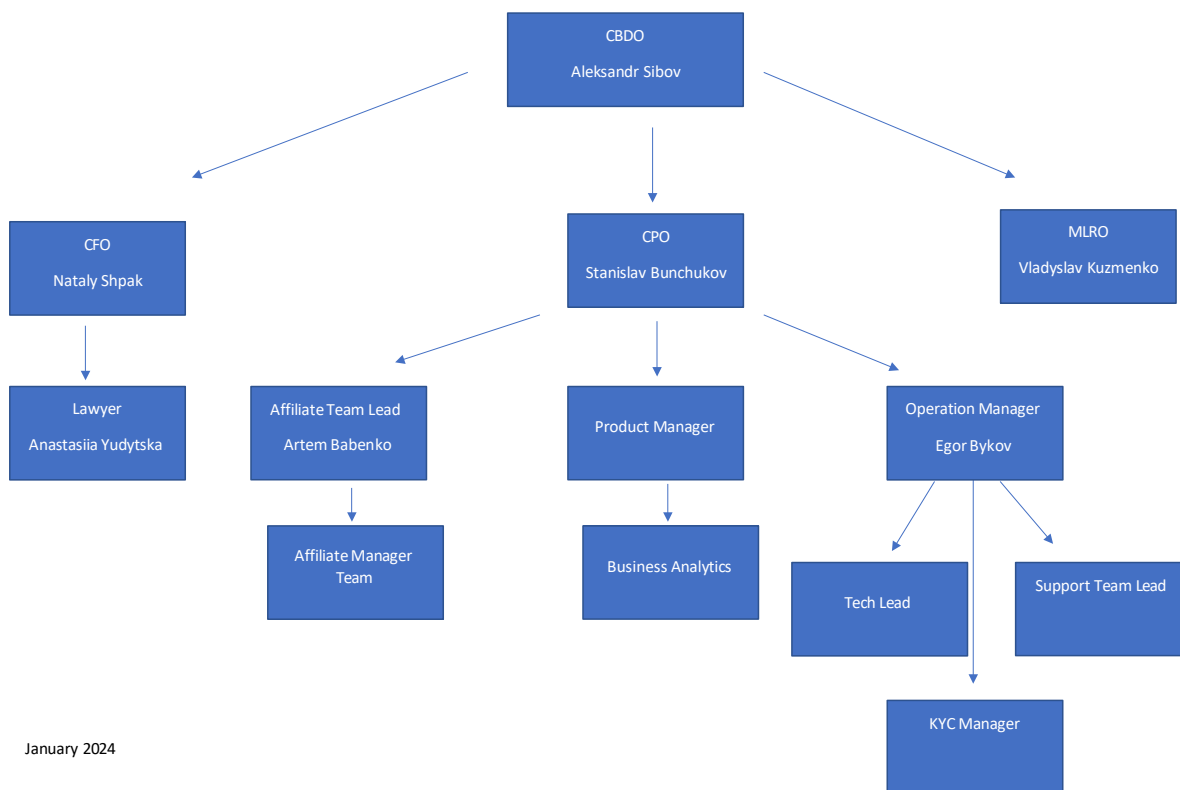
Director of project is Vladyslav Kuzmenko. His task is to manage the general business activity on a daily basis. Mr. Kuzmenko is an experienced manager of companies with similar businesses and he has hands-on experience in IT and people's management.

His technical skills in hardware include network equipment, computer equipment, office equipment; his software skills include support of customers, software issues, interaction with developers, formation & organization of work of support teams. His specialty is KY Engineering and business development.

The initial stage of the company's functioning presupposes hiring of not more than 5 employees. The current list of the company's employees includes:

- Alexander Sibov (Project manager) - work experience in gambling for more 8 years. Co-founder of services for the gambling industry BoomAff.com. Was at the origin of brands such as ArgoCasino / ZigZag777 / Malina Casino / Buran Casino / Yoyo Casino / CosmicSlot. Has experience work in all departments of gambling projects Costumer Support / Retention / VIP manager / Affiliate Manager / Business Developer.
- Eduard Martynov (KYC) - extensive experience business. Was owner and financial director wholesale oil storage - 15 years. Has been in the gambling industry as a KYC manager for more 10 months.
- Ivan Plis (Affiliate manager) - work experience in an eSports project (NDA) as a support manager - more 1 year. After that, was a support manager for the CosmicSlot project - 4 months and an affiliate manager for the last 5 months. Accumulated base of affiliates and good relationships with partners.

### **6.2. Company Management Structure**



## 6.3 Team and Human resources

People are our main value.

Our employees work all over the world, which gives us the opportunity to locally understand the psychology of people and their values. Our team regularly attends major industry events, specialized conferences and advanced training courses.

We are also constantly looking for talented employees to join our team and make every effort to increase the motivation of the entire team.

## 7. LEGAL AND GOVERNANCE FRAMEWORK

1. The Director of Boom Line B.V. is the Odin Trust B.V. involved in the most important business issues of the company.

At the same time, the company appointed an authorized representative for day-to-day activity and representation of the company's interests daily. The authorized

representative is empowered based on POA with specific powers and with the obligation to notify and provide the Director with all the signed documents and the Director has online access to all accounts opened in banks or financial institutions.

2. The main role of the UBO (the same person as the shareholder of the company) is to determine the company's business strategy, company development, and global planning of business income and expenses. However, for operational activities and daily work, the owner attracts qualified specialists who implement global and strategic tasks.

3. Please note that the Company doesn't have a Board of Directors, so a deadlock scenario is impossible.

4. For legal support and advice we attracted external advisors (law firms and private specialists), primarily in Cyprus.

5. Boom Line B.V. doesn't have an ESG Policy but we plan to implement it in 2024

## **8. FINANCIAL PLAN FOR 3 YEARS**

### **Appendix 1**

VAT in our gaming business model is non-applicable.

Since the company does not plan to do operations in the Cyprus, according to the Cyprus's tax legislation, the profit tax is not applicable.

The income calculations are made based on the average income of similar online gaming startups.

**Owner/Director:**     /UBO/     Vladyslav Kuzmenko

**Signature:**  \_\_\_\_\_

**Date:** January 2024

Appendix 1 Financial Plan For 3 Years

Project

Start date

Release date

Investments (EUR)

Break-even point (EUR)

Getting to the break-even point (months)

Return on investment (months)

Gangsta.casino

July 2023

November 2023

350 000.00

500 000.00

5-7

10-12 months

|                      | GEO          | Turnover  |           |                 |         |         |         |         |              |         |         |          | LATAM      |  | OTHER |
|----------------------|--------------|-----------|-----------|-----------------|---------|---------|---------|---------|--------------|---------|---------|----------|------------|--|-------|
|                      |              |           | EUROPA    | Europe priority | Norway  | Italy   | Poland  | Finland | Europe other | Brazil  | Mexico  | Portugal | Kazakhstan |  |       |
|                      | %            |           | 60        | 60              | 20      | 20      | 10      | 10      | 40           | 15      | 270     | 270      | 5          |  |       |
| 1                    | November'23  | 30 000    | 18 000    | 10 800          | 2 160   | 2 160   | 1 080   | 1 080   | 4 320        | 2 700   | 6 750   | 6 750    | 1 500      |  |       |
| 2                    | December'23  | 75 000    | 45 000    | 27 000          | 5 400   | 5 400   | 2 700   | 2 700   | 10 800       | 6 750   | 13 500  | 1 395    | 3 750      |  |       |
| 3                    | January'24   | 155 000   | 93 000    | 55 800          | 11 160  | 11 160  | 5 580   | 5 580   | 22 320       | 13 950  | 27 000  | 2 700    | 7 750      |  |       |
| 4                    | February'24  | 200 000   | 120 000   | 72 000          | 14 400  | 14 400  | 7 200   | 7 200   | 28 800       | 18 000  | 36 000  | 3 600    | 10 000     |  |       |
| 5                    | March'24     | 280 000   | 168 000   | 100 800         | 20 160  | 20 160  | 10 080  | 10 080  | 40 320       | 25 200  | 50 400  | 5 040    | 14 000     |  |       |
| 6                    | April'24     | 440 000   | 264 000   | 158 400         | 31 680  | 31 680  | 15 840  | 15 840  | 63 360       | 39 600  | 79 200  | 7 920    | 22 000     |  |       |
| 7                    | May'24       | 500 000   | 300 000   | 180 000         | 36 000  | 36 000  | 18 000  | 18 000  | 72 000       | 45 000  | 90 000  | 9 000    | 25 000     |  |       |
| 8                    | June'24      | 615 000   | 369 000   | 221 400         | 44 280  | 44 280  | 22 140  | 22 140  | 88 560       | 55 350  | 110 700 | 11 070   | 30 750     |  |       |
| 9                    | July'24      | 700 000   | 420 000   | 252 000         | 50 400  | 50 400  | 25 200  | 25 200  | 100 800      | 63 000  | 126 000 | 12 600   | 35 000     |  |       |
| 10                   | August'24    | 750 000   | 450 000   | 270 000         | 54 000  | 54 000  | 27 000  | 27 000  | 108 000      | 67 500  | 135 000 | 13 500   | 37 500     |  |       |
| 11                   | September'24 | 800 000   | 480 000   | 288 000         | 57 600  | 57 600  | 28 800  | 28 800  | 115 200      | 72 000  | 144 000 | 14 400   | 40 000     |  |       |
| 12                   | October'24   | 850 000   | 510 000   | 306 000         | 61 200  | 61 200  | 30 600  | 30 600  | 122 400      | 76 500  | 153 000 | 15 300   | 42 500     |  |       |
| 13                   | November'24  | 920 000   | 552 000   | 331 200         | 66 240  | 66 240  | 33 120  | 33 120  | 132 480      | 82 800  | 165 600 | 16 560   | 46 000     |  |       |
| 14                   | December'24  | 1 000 000 | 600 000   | 360 000         | 72 000  | 72 000  | 36 000  | 36 000  | 144 000      | 90 000  | 180 000 | 18 000   | 50 000     |  |       |
| 15-18                | Q1'25        | 2 610 000 | 1 566 000 | 939 600         | 187 920 | 187 920 | 93 960  | 93 960  | 375 840      | 234 900 | 469 800 | 46 980   | 130 500    |  |       |
| 19-21                | Q2'25        | 2 730 000 | 1 638 000 | 984 800         | 196 560 | 196 560 | 98 280  | 98 280  | 393 120      | 245 700 | 491 400 | 49 140   | 136 500    |  |       |
| 22-24                | Q3'25        | 2 850 000 | 1 710 000 | 1 026 000       | 205 200 | 205 200 | 102 600 | 102 600 | 410 400      | 256 500 | 513 000 | 51 300   | 142 500    |  |       |
| 25-27                | Q4'25        | 2 865 000 | 1 719 000 | 1 031 400       | 206 280 | 206 280 | 103 140 | 103 140 | 412 560      | 257 550 | 515 100 | 51 510   | 143 250    |  |       |
| 28-33                | 1H SIA'26    | 5 220 000 | 3 132 000 | 1 879 200       | 375 840 | 375 840 | 187 920 | 187 920 | 751 680      | 469 800 | 939 600 | 93 960   | 261 000    |  |       |
| 34-39                | 2H SIA'26    | 5 340 000 | 3 204 000 | 1 922 400       | 384 480 | 384 480 | 192 240 | 192 240 | 768 960      | 480 600 | 961 200 | 96 120   | 267 000    |  |       |
|                      |              |           |           |                 |         |         |         |         |              |         |         |          |            |  |       |
| Break-even point     |              |           |           |                 |         |         |         |         |              |         |         |          |            |  |       |
| Return on investment |              |           |           |                 |         |         |         |         |              |         |         |          |            |  |       |
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We monitor conversion and site usability

Return from the first months of an advertising campaign and actively work to increase the player's life cycle

We fix marketing expenses, there is already good organic traffic and there are high rollers with whom we work individually + work with the existing player base.

1) The second wave of the advertising campaign 2) Website design update 3) Separate support for VIP clients 4) Work on traffic quality 5) Planning for the second year of the 7 Automation

Analysis of work, service improvements, optimization

Rebranding. Reconsidering the priority of GEOs.