

BUSINESS PLAN

Snowdunes B.V.

I. EXECUTIVE SUMMARY

Services

Snowdunes B.V. is a young start-up company and has been operating for just over one year. The company was created to meet the needs of users in gaming products around the world. As any young company, we understand that doing business is not easy. We hope that we will be able to achieve recognition in this industry. We try to understand the needs and desires of our customers, identify market trends, find and apply new ideas. Our ultimate goal is to provide customers with everything they need and provide great service.

Market

We expect that we will be able to work successfully and compete in the online games market. As you know, the online games market is growing every year.

We see European countries as promising markets. We plan to launch in Asian countries.

Snowdunes B.V. are growing month to month. We ended 2023 with a good profit and will expect earnings to increase in 2024.

II. BUSINESS DESCRIPTION

Now we have one platform - Sykaaa.com in operation. And our second platform Kilogram.club is now in the final development stage and is preparing to launch in the middle of 2024 year. We have developed all our sites taking into account the latest trends in the market and trying to introduce something new, for example, social features.

Sites have a version for desktops. And they look great on smartphones too. 85% of our players play from mobile devices. Localized for several popular European languages. This fact allows the great number of customers in Europe to easily play online games on our platforms. We plan to expand the number of languages to become more accessible to customers in new markets.

We implemented tournaments among players that are great for user retention. We are planning to add various social features to the site. For example, on-site messages between players, adding players to friends and other various social features, for example, gifts.

Also, we will add the clans. Clan is a feature that allows players to unite in small groups, communicate within the clan and participate in tournaments. This is a great social feature that will increase player engagement. And it will give them an additional opportunity to communicate with each other.

Bonus programs are one of the important factors in retaining and attracting players. We are issuing several bonuses that provide great player retention. We have embedded analytical tools on the site. This will show us in detail which bonus programs are working the best way.

Another important aspect for success is our fast and high-quality support for the players. We have provided 24/7 customer support service using the site and popular messengers. We have a profitable team that has instruments to avoid fraud, chargebacks and money laundering. Transparent business is very important to us and we believe it is important to our clients too.

III. PRODUCTS AND SERVICES

We use the software of the most popular gaming providers on the site. We plan to add new games to the site every week. Here are several companies whose games we will provide on the site using Softgamings services (Play'n Go, Pragmatic Play, Push Gaming, Igrosoft, NetEnt etc.) All of them have fairness certificates issued by the most reliable game-labs (e.g. eCogra, GLI etc.) Website has a wide range of game providers.

Our site can be useful for different categories of customers. The bet value depend on financial abilities of our clients.

We`re introduced a bonus program and offer to our clients a program of loyalty and different privileges, such as birthday bonus, cashback bonus, interesting bonuses to first and second deposit.

IV. OPERATIONAL PLAN

Online gaming services itself mostly are self-serviced by the customers. The customers process payments and use services (choose games and make bets) by themselves. Therefore, mostly Company's daily operation is engaged with sales, marketing, support, monitoring and development. Also, software developers try to automate all processes that can be automated.

We provide most of our services ourselves. Our support team provide 24/7 support.

Since online gaming is not offered on credit, the Company does not have to assess creditworthiness of the clients. All player payments are processed by third party payment services.

V. MANAGEMENT & ORGANIZATION

Anatolii Mosin is CEO. He is managing the business activity of the company on a day –to – day basis. Anatolii Mosin has huge experience in management and in IT. The CEO has big experience in software business, digital marketing and support of customers in games.

Anatolii Mosin has experience in gambling:

- Together with the team, he has realized the analytical project for online casino in the Eastern Europe. Team created a successful data science model based on big data about bets and deposits of players.
- We use analytical database Clickhouse to collect all players actions. The collected data was cleaned, prepared and enriched with information about players from social networks.
- Then we created a cascade of various data science models aimed at increasing LTV, ARPU, DAU, Sticky factor, deposit numbers and increasing the time spent on the site.
- We created a system for A/B-testing too. In addition, we created some tableau dashboards for presented different data indicators.
- This allowed the casino team to regularly experiment with different cohorts of players. In addition, increase the indicators affecting the time of the game and the number of deposits.

Since we are small company, UBO (Anatolii Mosin) currently performs several roles as CEO, CFO, CCO, and CTO.

VI. FINANCIAL PLAN FOR 3 YEARS

The online gambling market is growing every year. In 2023, our monthly revenue of sykaaa.com grew continuously month-to-month by 10%. We cooperate with affiliates to continuously attract new player registrations and at the same time have a great conversion of registration to deposit, up to 40-50%. In December 2023, sykaaa.com reached \$360,000 in monthly revenue. This is more than 5 times more than in January 2023.

Since we have a popular young project sykaaa.com and will launch a new gambling project in the middle of 2024, we expect that we will continue to grow for the next 3 years.

12 MONTHS PLAN OF INCOME AND EXPENSES FOR 2024

	Monthly revenues (USD)	Monthly expenses (USD)	Profit/loss (USD)
Month 1	400 000	336 000	64 000
Month 2	440 000	365 000	75 000
Month 3	484 000	422 000	62 000
Month 4	532 000	437 000	95 000
Month 5	585 000	476 000	109 000
Month 6	644 000	542 000	102 000
Month 7	676 000	566 000	110 000
Month 8	710 000	591 000	119 000
Month 9	746 000	618 000	128 000
Month 10	783 000	645 000	138 000
Month 11	822 000	674 000	148 000
Month 12	863 000	705 000	158 000

PROFIT AND LOSS FOR 2024 YEAR (PROJECTED)

	Position	Value (USD)
1	Gaming revenue	\$7 686 000,00
2	Cost of sales (% Providers)	\$1 408 000,00
3	Other (% commission)	\$2 760 000,00
4	TOTAL COST OF SALES	\$4 168 000,00

5	Gross margin	\$3 517 000,00
6	Gross margin %	46%
	EXPENSES	
7	Sales and marketing expenses	\$1 484 000,00
8	Salaries	\$425 000,00
9	Depreciation	n/a
10	Research and development	n/a
11	Utilities (hosting, domains etc)	\$240 000,00
12	Insurance	n/a
13	Rent	n/a
14	Licensing	\$60 000,00
15	Other	n/a
16	TOTAL EXPENSES	\$6 377 000,00
17	Profit before tax and interest	\$1 308 000,00
18	Taxes	\$26 160,00
19	Net profit	\$1 281 840,00

12 MONTHS PLAN OF INCOME AND EXPENSES FOR 2025

	Monthly revenues (USD)	Monthly expenses (USD)	Profit/loss (USD)
Month 1	906 000	739 000	167 000
Month 2	951 000	802 000	149 000
Month 3	999 000	827 000	172 000
Month 4	1 049 000	864 000	185 000
Month 5	1 101 000	903 000	198 000
Month 6	1 145 000	936 000	209 000
Month 7	1 191 000	969 000	222 000
Month 8	1 239 000	1 004 000	235 000
Month 9	1 289 000	1 041 000	248 000
Month 10	1 341 000	1 079 000	262 000
Month 11	1 395 000	1 118 000	277 000
Month 12	1 451 000	1 159 000	292 000

PROFIT AND LOSS FOR 2025 YEAR (PROJECTED)

	Position	Value (USD)
1	Gaming revenue	\$14 057 000,00
2	Cost of sales (% Providers)	\$2 585 000,00
3	Other (% commission)	\$5 052 000,00

4	TOTAL COST OF SALES	\$7 637 000,00
5	Gross margin	\$6 420 000,00
6	Gross margin %	45%
	EXPENSES	
7	Sales and marketing expenses	\$2 722 000,00
8	Salaries	\$690 000,00
9	Depreciation	n/a
10	Research and development	n/a
11	Utilities (hosting, domains etc)	\$324 000,00
12	Insurance	n/a
13	Rent	n/a
14	Licensing	\$68 000,00
15	Other	n/a
16	TOTAL EXPENSES	\$11 441 000,00
17	Profit before tax and interest	\$2 616 000,00
18	Taxes	\$52 320,00
19	Net profit	\$2 563 680,00

12 MONTHS PLAN OF INCOME AND EXPENSES FOR 2026

	Monthly revenues (USD)	Monthly expenses (USD)	Profit/loss (USD)
Month 1	1 509 000	1 225 000	284 000
Month 2	1 569 000	1 290 000	279 000
Month 3	1 632 000	1 317 000	315 000
Month 4	1 697 000	1 365 000	332 000
Month 5	1 765 000	1 414 000	351 000
Month 6	1 836 000	1 486 000	350 000
Month 7	1 909 000	1 539 000	370 000
Month 8	1 985 000	1 595 000	390 000
Month 9	2 064 000	1 653 000	411 000
Month 10	1 147 000	1 714 000	433 000
Month 11	2 233 000	1 778 000	455 000
Month 12	2 322 000	1 843 000	479 000

PROFIT AND LOSS FOR 2026 YEAR (PROJECTED)

	Position	Value (USD)
1	Gaming revenue	\$22 668 000,00
2	Cost of sales (% Providers)	\$4 161 000,00
3	Other (% commission)	\$8 137 000,00
4	TOTAL COST OF SALES	\$14 591 000,00

5	Gross margin	\$10 370 000,00
6	Gross margin %	45%
	EXPENSES	
7	Sales and marketing expenses	\$4 393 000,00
8	Salaries	\$1 100 000,00
9	Depreciation	n/a
10	Research and development	n/a
11	Utilities (hosting, domains etc)	\$360 000,00
12	Insurance	n/a
13	Rent	n/a
14	Licensing	\$68 000,00
15	Other	n/a
16	TOTAL EXPENSES	\$18 219 000,00
17	Profit before tax and interest	\$4 449 000,00
18	Taxes	\$88 980,00
19	Net profit	\$4 360 020,00

VII. RISK EVALUATION AND MANAGEMENT.

UBO (Anatolii Mosin) understands the risks well and maintains a restrained and cautious company spending policy. While the company is young, UBO plans future expenses with caution.

Also, we have very productive technical support teams, as well as very experienced web and a backend software engineers team. UBO is cautious in attracting new employees, as he understands the risks of the company's rapid growth.

We automatically collect various analytical data about the performance of our gaming sites and users behavior.

Anatoly Mosin analyzes analytical real-time reports daily. It can predict drops or losses and take necessary optimization actions. Optimizations can be made to attract new users. Actions to increase retention and player involvement, quality of technical support. And also, regulation of the bonus system. The number of bonuses issued to users and more.

VII. POLICIES AND PROCEDURES

We have the following policies.

1. Responsible gaming policy.
2. Player identification and verification procedures.
3. Player account funds management policy.
4. Information security policy.
5. Data privacy policy.
6. AML policy.
7. KYC policy.
8. Risk management policy.
9. Terms and conditions

Owner/Director: Anatolii Mosin /UBO/



Date: 03 feb 2024