



# Business Plan

March 2024

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Unlimited Solutions B. V.

## Executive summary

UNLIMITED SOLUTIONS B.V.— is a startup company that has started a bookmaker's business for clients all around the world and entered the market with a new high-quality product in July 2022. This market segment has one of the highest financial turns. Bookmakers' services are in high demand, especially following the closure of certain types of gaming businesses.

The major benefits of this type of business activity are the opportunity to swiftly accumulate money, lawfully collect earnings.

UNLIMITED SOLUTIONS, like any other company, acknowledges and understands the risks associated with its investment. A complete business strategy and a financial model were created for this purpose.

We are a relatively new company that started to gain market recognition and aim to meet as many of its demands as feasible. To achieve this goal, an attempt was made to discover industry trends, assess demand, and establish a system for integrating the data to produce a product that would give convenient service to potential clients.

Our key idea is that we try to set

UNLIMITED SOLUTIONS project's relevance:

- The bookmaker services market is not fully developed;
- Constantly growing demand for bookmaker services;
- The authorities are favorably disposed to bookmakers;
- Bookmaking is a highly profitable business.

Research&Markets announced that the world market growth will be around 10% each year up to 2030, so it is a good time for development<sup>1</sup>.

## Strategy

- Focusing on traffic acquisition in targeted markets:
  - Kazakhstan
  - Uzbekistan
  - India (for the years 2023-2024)
- Carefully selected gaming content per targeted region, especially India, which has regional specific
- User-friendly and region adapted website
- Region adapted PSPs
- Wide range of payment methods – local and international
- Users support 24/7

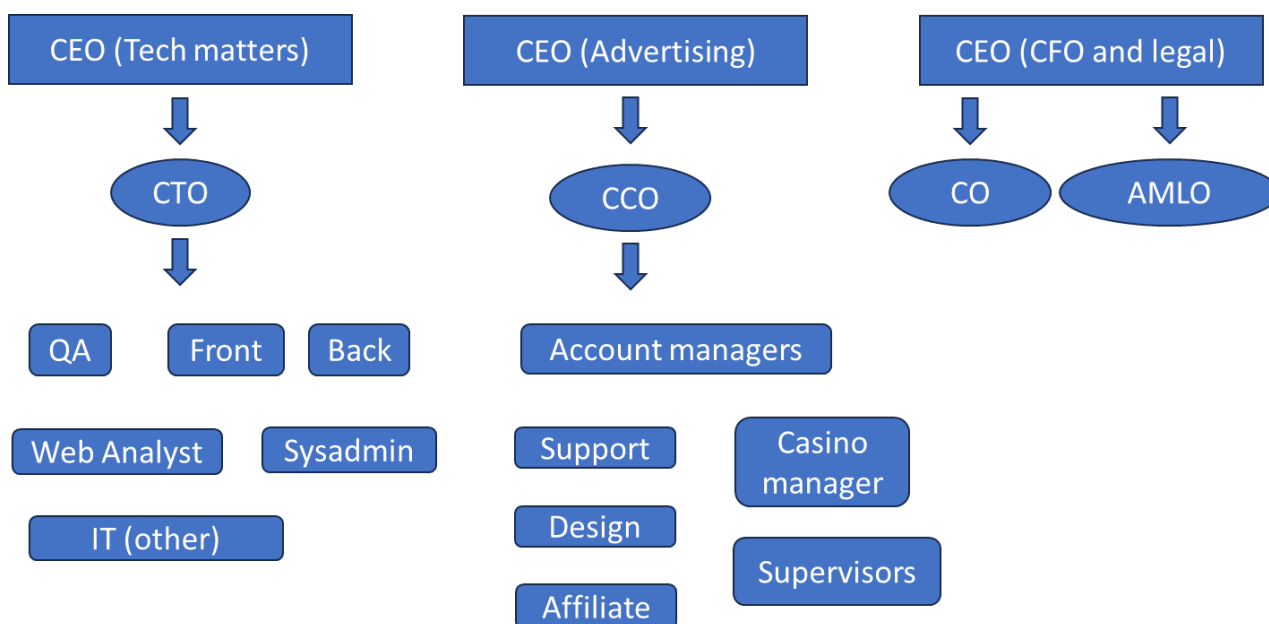
## Software & Suppliers

Choosing a technology provider and collaborating with the finest gaming content suppliers is critical for the casino setup. Our company has opted to compete with SoftGamings, and SoftGamings provides top-tier game software providers as well. All solutions should have the capability of making our vision a reality. We have been specific and picked providers that meet our standards for now.

Games: Pragmatic Play, Thunderkick, NoLimit City, Big Time Gaming (BTG), Quickspin, Yggdrasil Gaming, Amatic, Spribe, Play'n GO, Push Gaming, Relax Gaming, NetEnt, Wazdan, Playson, Kalamba, SmartSoft Gaming, Microgaming, Evoplay, iSoftBet, Leander Games, Spinmatic, 1x2 Gaming, Hacksaw Gaming, Booming Games, CQ9 Gaming, Fugaso, Genii, Habanero Systems, Spadegaming, BeeFee, Betsoft Gaming, 3 Oaks Gaming, GameArt, Edict egaming GmbH, PG Soft, Tom Horn, WorldMatch, Mr.Slotty, Evolution Gaming, Ezugi, Bgaming, Endorphina, Spinomenal, Redgen Aviatrix, Belatra, mascot, red tiger, WACS, betsolutions, evoOSSAssia, AsiaGamingSlots, Spinthon, Simple play, Netgame entertainment, Gamzix, TVBet, Revolver Gaming, Hot gaming, Concept gaming, Xpro, Patagonia, Apollo, Redakegaming, Only play, Swintt, Espresso games, Egtdigital, Ganapati, AGTSoftware, Amusnet interactive, Medialive, turboGames.

Life casino providers: Evolution Gaming, Pragmatic Play live, Ezugi, Live games, Lucky Streak, AESexyBaccarat, Bet games, Authentic Gaming, AsiaGaming, Vivo gaming, TVBet, HoGaming, Simple play, Appolo, Hacksaw gaming

## Structure



## Beneficiary owners and CEOs

The Beneficiary owners (they are also CEOs) are:

### **Dzmitry Shalygin – 15%**

Dzmitry Shalygin is in betting industry since 2010. He worked for Fonbet and Parimatch – big international holding companies. He dealt with programming, trading and employee training. In Betunlim project he deals with IT issues. CTO is fully responsible to him.

### **Maksim Skripov – 15%**

Maksim Skripov is in gambling since 2011. He worked for Parimatch and 1xbet. He used to be Sport Trader, Bet Analyst, Supervisor. In Betunlim project he is responsible for marketing issues and interaction with partners. CCO is fully responsible to him.

### **Igor Sakov – 70%**

Igor Sakov deals with compliance, AML and financial issues. He is also CFO of the company. CO and AMLO are responsible to him.

All beneficiary owners have long experience in gambling and the project is developing rapidly.

## Management & Operation Structure

As far as beneficiary owners are fully involved in the process, the Board of directors is at the same time a shareholders/UBOs' meeting. So there is no exact distribution of questions between the UBOs and management of the Company.

The CEOs will oversee the day-to-day operations of UNLIMITED SOLUTIONS B.V.

The CEOs face a difficult task: he must explicitly outline all procedures in the company and guarantee that the project meets the anticipated KPIs.

On a daily basis, he will organize the company's business activities and be accountable for the financial outcomes.

The appropriate team is the most important component determining an organization's success. The majority of the company's personnel are sports analysts who can calculate the probable outcomes of a game and properly set the odds.

Staff table (by now):

- CEO - 3 persons
- CTO - 1 person
- IT staff – 10 persons
- Casino manager – 1 person
- Account managers – 3 persons

- Supervisors – 3 persons
- AMLO – 1 person
- Compliance officer -1 person
- Support – 10 persons
- Retention – 1 person,
- Designer – 1 person

The total number of positions by now is 34 people.

Basic requirements for personnel:

- High computer skills
- Availability of higher education
- At least 1 year of experience in the betting industry
- Honesty
- Decency
- Communication skills and responsibility
- English language knowledge (applicable to most positions)

The staff has experience in gambling and the new people will be accepted only if they have gambling-related experience.

## Marketing & sales strategy

Due to the existing limits imposed by certain nations' laws, the bookmaker is a relatively tough thing to advertise. UNLIMITED SOLUTIONS offers benefits from time to time in order to keep existing players. The most effective method is to transfer a certain quantity of money to a virtual account. The usual benefits are free spins and free bets.

On the one hand, this encourages existing clients to continue doing business with the company while also attracting new players. On the other hand, this has the added benefit of motivating players to place bets since withdrawal of cash is only available after meeting a number of requirements. This allows the company to insure against serious losses.

UNLIMITED SOLUTIONS is preparing marketing efforts in brand awareness to keep the number of users from falling below a specified threshold. Since it is because of them that users are maintained and return to the game rather than switching to other bookies.

The affiliate program, which pays the partner a percentage of the money gained from the clients he refers to the bookmaker, is a significant component in our opinion. The sum is determined by the number and quality of clients he brings. Many sportsbooks, according to data, do not utilize traditional digital marketing tools at all, preferring to engage with affiliate webmasters.

No bookmaker can survive without odds feeds. With an increase in turnover, UNLIMITED SOLUTIONS will not have such a huge crew of bookies to independently give odds for all events. There are huge B2B organizations that will offer feeds with pre-made coefficients for the results of athletic events for this purpose and this year the company plans to consider using their services.

UNLIMITED SOLUTIONS selected the "4C" idea as the best basis for the marketing mix:

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Customer value, needs and wants | This is literally every component of the service. This element justifies the need for a thorough study of consumer preferences, and is closely related to the correct perception of its target audience.                                                                                                                                                                                                                                                                                                                                                    |
| Cost                            | Like in other activities, there are direct and indirect costs. Direct costs include primarily material and financial, indirect costs are of a psychological, temporary and other nature. In other words, the costs include not only the money spent on the service, but also the efforts associated with obtaining them: will a potential client be ready, to spend time and effort to contact a specific company and purchase certain services from it.                                                                                                    |
| Convenience                     | To satisfy a consumer, the service must be available in the right place at the right time. The indicator of service availability for a client implies that it must not only satisfy a certain basic need, but also carry a number of additional benefits and advantages intended for potential consumers. Therefore, it would be more correct to use the term "Value" instead of the term "Convenience". This concept has already been partially reflected in this model.                                                                                   |
| Communication                   | This element justifies the degree of consumer awareness. Consumers should not only hear about a particular service, but also be sufficiently aware of its significant characteristics, the benefits obtained from receiving it. They should know availability and other advantages in comparison with similar services of competing companies. This largely depends on the efficiency of marketing communication policy, including the advanced use of a wide range of all kinds of tools: advertising, PR, direct marketing, sales promotion methods, etc. |

## Financial projections

It is nearly impossible to predict annual expenses precisely, but it is critically important for us to create high-quality revenue budgets and establish a relevant baseline.

The years 2022-2023 was closed with the loss. It was foreseen as far as it is impossible to gain good turnover in a short period of time and the project launching required substantial investments.

| After-Launch expenses, 3st year |          |
|---------------------------------|----------|
| Company running                 | 5%       |
| License fees                    | 1 - 10%  |
| Software support                | 10%      |
| Games suppliers                 | 5%       |
| Marketing                       | 50%      |
| Staff                           | 20 - 30% |

| 2024      | GGR (EUR) | Monthly expenses (EUR) | Profit/Loss (EUR) |
|-----------|-----------|------------------------|-------------------|
| January   | 100000    | 120 000                | -20 000           |
| February  | 110000    | 120 000                | -10 000           |
| March     | 120000    | 120 000                | 0 000             |
| April     | 150000    | 130 000                | 20 000            |
| May       | 170000    | 130 000                | 40 000            |
| June      | 200000    | 140 000                | 60 000            |
| July      | 220000    | 170 000                | 50 000            |
| August    | 250000    | 200 000                | 50 000            |
| September | 300000    | 240 000                | 60 000            |
| October   | 350000    | 270 000                | 80 000            |
| November  | 400000    | 310 000                | 90 000            |
| December  | 450000    | 320 000                | 120 000           |

Total amount of profit for the year 2024 is expected to be around 540 000 EURO.  
This sum is given without taking into consideration the results of the year 2023.

| 2025    | Monthly revenues (EUR) | Monthly expenses (EUR) | Profit/Loss (EUR) |
|---------|------------------------|------------------------|-------------------|
| January | 450000                 | 320 000                | 120 000           |

|           |         |           |         |
|-----------|---------|-----------|---------|
| February  | 500000  | 380 000   | 120 000 |
| March     | 550000  | 420 000   | 130 000 |
| April     | 650000  | 510 000   | 140 000 |
| May       | 750000  | 610 000   | 140 000 |
| June      | 800000  | 650 000   | 150 000 |
| July      | 900000  | 750 000   | 150 000 |
| August    | 1000000 | 850 000   | 150 000 |
| September | 1200000 | 1 030 000 | 170 000 |
| October   | 1300000 | 1 090 000 | 210 000 |
| November  | 1400000 | 1 190 000 | 210 000 |
| December  | 1500000 | 1 270 000 | 230 000 |

Total amount of profit for the year 2026 is expected to be around 1 920 000 EURO.

| <b>2026</b> | <b>Monthly revenues (EUR)</b> | <b>Monthly expenses (EUR)</b> | <b>Profit/Loss (EUR)</b> |
|-------------|-------------------------------|-------------------------------|--------------------------|
| January     | 1 500 000                     | 1 300 000                     | 200 000                  |
| February    | 1 500 000                     | 1 300 000                     | 200 000                  |
| March       | 1 600 000                     | 1 350 000                     | 250 000                  |
| April       | 1 700 000                     | 1 450 000                     | 250 000                  |
| May         | 1 700 000                     | 1 450 000                     | 250 000                  |
| June        | 1 700 000                     | 1 450 000                     | 250 000                  |
| July        | 1 800 000                     | 1 550 000                     | 250 000                  |
| August      | 2 100 000                     | 1 850 000                     | 250 000                  |
| September   | 2 200 000                     | 1 950 000                     | 250 000                  |
| October     | 2 300 000                     | 2 050 000                     | 250 000                  |
| November    | 2 400 000                     | 2 100 000                     | 300 000                  |
| December    | 2 500 000                     | 2 200 000                     | 300 000                  |

Total amount of profit for the year 2026 is expected to be around 3 000 000 EURO.

## RISK MANAGEMENT

### Fraud risk

Every gambling company should oppose fraud as its main task. We implement best anti-fraud decisions and fight against multiple accounts and other possible fraud. We also use the services provided by Castle ([www.castle.io](http://www.castle.io)).

### Financial risk

Gambling involves the risk of losing money. It is important to set a budget and stick to it to avoid losing more money than you can afford to lose. Our CEO backs all the questions relating to budgeting, cash gaps, tax matters and other similar questions.

### Legal risk

In some jurisdictions, gambling may be illegal or restricted. Engaging in illegal gambling activities can lead to legal consequences – mostly fines. So we observe the demands of our Master license holder and are eager to observe the requests of Gaming Control Board.

Due to the fact that our company is a small one, we prefer to address for specific legal issues to SoftGamings – a big company, which have various staff in many countries. Besides, our key demand to CO and MLRO, besides experience, is a bachelor/master degree in law.

### AML risks

Customer Due Diligence (CDD): We conduct thorough customer due diligence to verify the identity and source of funds of individuals, when necessary.

Transaction monitoring: We pay attention to unusual transactions. We instruct our customers to withdraw money with the same payment method they used to deposit it. Besides, we continue ongoing due diligence concerning those players who make big deposits/withdrawals (starting from 500 USD or equivalent).

Know Your Customer (KYC): The relevant rules are in place, so we:

- verify our players identity,
- apply for additional proof of identity (photo/video),
- strictly prohibit minor's access to our services and etc.

Risk Assessment: We conduct regular risk assessments to evaluate the potential AML risks, and also provide AML training to our staff.

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i <https://europeangaming.eu/portal/latest-news/2023/03/14/131779/sports-betting-global-market-report-2023-rapid-growth-of-the-esports-sector-presents-opportunities/>