

*Reimagining Online Gaming - Innovation,
Integrity, Immersion*



ISLAND ODYSSEY VENTURES BV.

FEASIBILITY STUDY & BUSINESS PLAN

Table of Contents

1.	Executive Summary.....	4
2.	Vision & Mission Analysis.....	6
3.	Problem Worth Solving.....	7
4.	Products & Services.....	8
5.	Business Strategies.....	12
6.	Operational Plan.....	14
7.	Organizational Structure.....	18
8.	Market Overview.....	24
9.	Sales & Marketing Strategy.....	31
10.	Competitive Analysis.....	36
11.	Financial Plan.....	38
12.	Conclusion.....	41

Confidentiality Statement

The information contained in this document is confidential and intended solely for Island Odyssey Ventures BV and Gaming Curaçao Board ("GCB"). This document contains proprietary information that must not be disclosed or discussed with any third party without the prior written consent of Island Odyssey Ventures Group. The information herein is provided exclusively for the purpose of obtaining a remote gaming license and shall be used only for that purpose.

Brief Overview

This Business Plan outlines Island Odyssey Ventures BV's intention to establish a company (the "Company") that will apply for and obtain a B2C gaming license from the Curaçao Gaming Board. Upon licensure, the Company will offer a comprehensive online casino product portfolio including Slots, Table Games, and Live Casino experiences. Eligible users must be 18 years or older and reside in jurisdictions where online gambling through a Curacao-licensed operator is permitted by law. The company has seen a change in Shareholders in January 2025 when Prashant Patel took over from Maryna Hanai.

Description of the Company

Type of License

The Company is applying for a Business-to-Consumer (B2C) remote gaming license.

Types of Games Offered

The Company will offer a range of casino games, divided primarily into the following categories:

Digital Video Slots

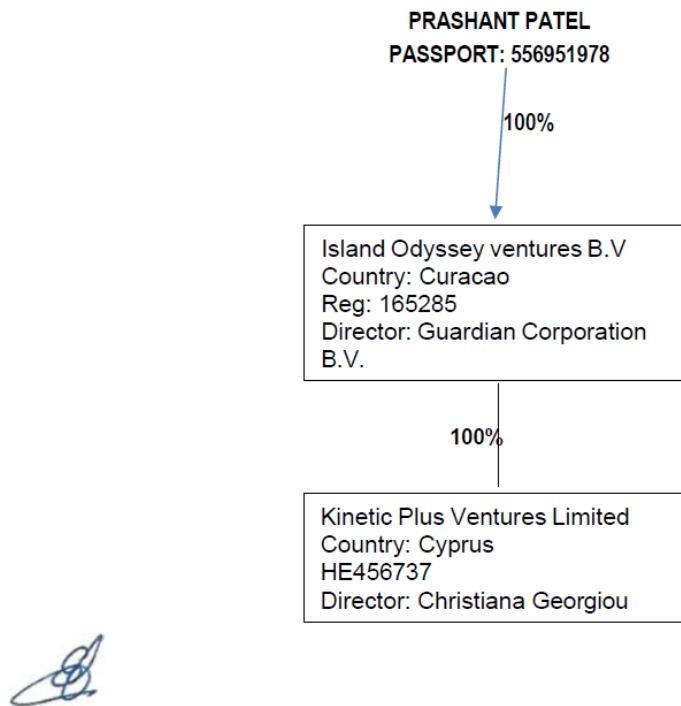
Digital video slots are games where users place bets and trigger spins on a grid of symbols. Spins can be initiated manually by the user or set to auto-spin following the outcome of the previous spin. Each spin stakes a wager chosen by the user, with game outcomes determined randomly by a certified random number generator. Bet amounts remain fixed during each spin.

Group Structure

Island Odyssey Ventures BV is wholly owned by Prashant Patel, who serves as the Ultimate Beneficial Owner (UBO), holding 100% ownership of the Company after a Share transfer was completed in January 2025. Prashant Patel has worked for many years using the Pragmatic

Solutions Gaming Platform and has taken over the brand luckysplash.com which has never gone live with a promise to run and manage the brand.

OWNERSHIP CHART ISLAND ODYSSEY VENTURES B.V.



Guardian Corporation Curacao BV

I. Executive Summary

The global iGaming industry continues to show strong and sustained growth, with a market value exceeding €70 billion as of 2024 and expected to surpass €110 billion by 2028. Fueled by advancements in technology, mobile device usage, and expanding regulatory frameworks, the industry is evolving rapidly. Online casinos, in particular, are attracting a growing base of players seeking convenience, variety, and immersive gaming experiences. Curaçao remains one of the most established and recognized licensing jurisdictions, offering companies a strategic entry point into regulated global markets.

Island Odyssey Ventures BV is entering this high-growth sector with LuckySplash.com as its flagship online casino brand. We aim to provide a modern, player-centric experience featuring a wide range of slots, live dealer games, and promotional incentives such as free spins and deposit bonuses. Our focus is on delivering a seamless, secure, and engaging platform that attracts and retains players. As a B2C operator, we are committed to responsible gaming, regulatory compliance, and continuous platform improvement based on user feedback and analytics.

Our operational backbone is powered by Pragmatic Solutions, a trusted Player Account Management (PAM) platform known for its scalability, regulatory readiness, and integration with top-tier CRM, KYC, and payment systems. This ensures that our platform not only meets regulatory standards but also supports long-term growth. By leveraging Pragmatic's capabilities, we are able to launch with a robust backend infrastructure that supports real-time data analysis, content management, and customer engagement tools tailored to regulated environments.

Player deposits and consistent wagering activity across our casino games will drive revenue generation. We will deploy a multi-channel marketing strategy that includes affiliate partnerships, targeted online advertising, influencer collaborations, and SEO-driven campaigns. This approach will help us build brand awareness quickly and scale our user base effectively.

FUNDING

Initial funding of up to €250,000 is being secured through a shareholder loan from Magic Marketing Services Ltd, led by our owner, Prashant Patel, enabling us to execute our go-to-market plan with confidence.

Island Odyssey Ventures BV will operate from Curaçao, benefiting from the region's established iGaming regulatory infrastructure and access to international markets. With over 85% of global gaming revenue now coming from mobile and online platforms, and Curaçao home to hundreds of licensed operators, our location offers both credibility and commercial advantage. By aligning



our operations with local compliance standards and global player expectations, we are well-positioned to capture market share in a dynamic, growing industry.

2. Vision & Mission Analysis

At Island Odyssey Ventures BV, we create digital entertainment that is secure, transparent, and accountable. By operating within regulated frameworks and promoting responsible play, we help raise industry standards while offering our players a safer and more enjoyable gaming experience. Our commitment supports local economies through job creation, partnerships, and growth in digital infrastructure connected to the iGaming sector.

Mission

To deliver a secure, compliant, and user-centric iGaming experience through LuckySplash.com, powered by efficient technology and operational integrity.

Vision

To be a top-tier licensed iGaming operator, known for trust, performance, and responsible entertainment.

2.1. Core Values

Player First

01

We design every interaction around the player experience, focusing on fairness, engagement, and ease of use.

Compliance Driven

02

Our operations are built to meet and exceed regulatory standards, ensuring transparency and integrity.

Tech-Focused

03

We rely on robust, scalable technology to deliver consistent performance, security, and innovation.

Responsible Gaming

04

We actively promote tools and policies that help players stay in control and play responsibly.

3. Problem Worth Solving

Despite the rapid growth of the iGaming industry, there remains a significant gap in delivering a seamless, player-centric gaming experience that combines cutting-edge technology with user-friendly features. Many existing platforms fall short in offering innovative gameplay, personalized bonuses, and efficient back-office solutions that enhance player engagement and trust. This unmet demand presents a clear opportunity for Island Odyssey Ventures BV to fill the void by leveraging advanced technology, robust player account management, and a dynamic gaming portfolio to set a new standard in the Curaçao B2C iGaming market.

Our platform intends to solve the following problems:

3.1. Problems

- Many iGaming platforms offer generic gaming experiences that fail to engage players on an individual level.
- Outdated or fragmented management systems cause delays in player account management, payments, and compliance processes.
- Players often face limited choices, leading to reduced engagement and lower retention rates.
- Players are increasingly cautious about data security and fair play, but many platforms lack transparent systems to build this trust.

3.2. Solutions

- We deliver a highly personalized gaming experience by utilizing data-driven insights and AI-powered tools to tailor bonuses, promotions, and game recommendations uniquely for each player.
- Our platform integrates a state-of-the-art back-office system that streamlines account management, payment processing, KYC, and regulatory compliance, ensuring smooth and secure operations.
- We continuously expand and innovate our game portfolio, partnering with top providers to offer a diverse selection of exciting, fresh games that keep players engaged and coming back for more.
- We prioritize player trust and security by implementing robust encryption, transparent fair-play policies, and reliable customer support to create a safe and enjoyable environment for every user.

4. Products & Services

At Island Odyssey Ventures BV, we are focused on delivering a seamless and immersive gaming experience through the advanced capabilities of Pragmatic Solutions' iGaming platform. Our platform includes powerful tools for player account management, content control, and real-time data analytics, allowing us to personalize each user's journey while maintaining top-tier security and performance. With seamless integration across trusted CRM, KYC, and payment providers, we ensure smooth onboarding, secure transactions, and full regulatory compliance, so players can focus entirely on enjoying their gaming experience.

Our flagship brand, LuckySplash Casino, brings the excitement of online gaming directly to players through an intuitive and mobile-friendly interface. Featuring a diverse portfolio of games from classic slots to engaging live dealer tables, LuckySplash is designed to cater to a wide range of preferences. We enhance player engagement with generous bonuses, free spins, and ongoing promotions, all backed by responsive customer support and responsible gaming tools. Our focus on accessibility and user satisfaction ensures that every visit to LuckySplash Casino is both entertaining and rewarding.

Beyond gaming, we are building a cutting-edge influencer marketing ecosystem tailored specifically for the iGaming sector. This digital platform will connect brands with the most relevant influencers through AI-driven matchmaking, automated campaign workflows, and secure payment solutions. By leveraging real-time data and performance insights, we help brands achieve greater return on investment while providing influencers with diverse and scalable monetization opportunities. This initiative reflects our broader mission to innovate not just in gameplay, but across the entire digital gaming landscape.

Key Offerings

Innovative Influencer Discovery & Matching

AI-based algorithm matches brands with the most relevant influencers based on audience engagement, niche, and performance history.

Automated Campaign Management

A dashboard for brands and influencers to negotiate, create, and track campaigns seamlessly.

Affiliate & Performance-Based Earnings:

Influencers earn through commissions, paid collaborations, and bonus incentives.

Real-Time Analytics & ROI Tracking:

AI-driven insights help brands measure influencer impact and optimize campaigns.

Secure Payments & Contracts:

Transparent, automated payments and legal agreements to ensure smooth transactions.

Premium Brand Partnerships:

Exclusive deals and brand sponsorships for top-performing influencers.

Features

- AI-powered Brand-Influencer Matching
- Secure Payment Gateway (Escrow-based transactions)
- Influencer Fraud Detection (Bot & Fake Engagement Analysis)
- Performance Analytics & Reporting Dashboard
- Automated Contract & Negotiation Tools

Technology Stack

- Frontend: React.js / Vue.js
- Backend: Node.js / Python (Django)
- Database: PostgreSQL / MongoDB
- AI & Machine Learning: TensorFlow / OpenAI for influencer analysis

4.1. Overview of the Software

Our gaming operations are powered by a robust and scalable backend platform developed by Pragmatic Gaming Solutions.

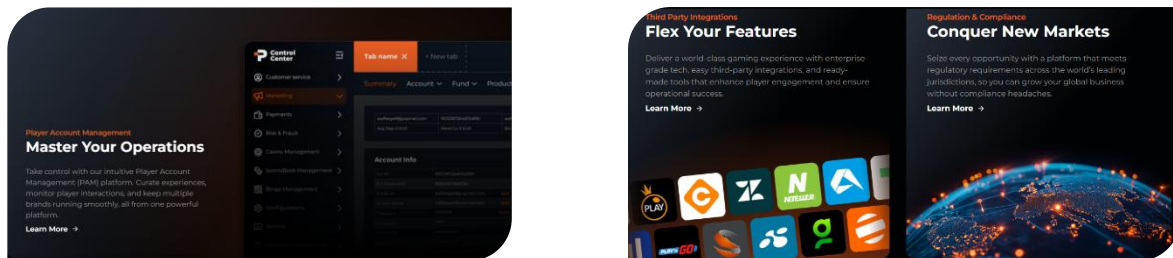
The Gaming Platform by PGS Solutions

We rely on PGS Solutions' gaming platform, a leading back-office and technology provider in the iGaming industry. This stable and flexible core technology platform is fully customizable, allowing us to tailor the system to match our unique vision and business needs. Whether we are establishing a new brand or expanding an existing one, the platform gives us complete control over our operations.

At the heart of our technology stack is a powerful Player Account Management System (PAM) that enables us to deliver a seamless, end-to-end player experience. It supports multiple brands

and allows us to manage every aspect of our operations with extensive flexibility. Serving as the central hub of our iGaming infrastructure, the platform efficiently handles essential functions and easily integrates a wide range of third-party and proprietary services.

Much like a high-performance CPU, the platform supports unlimited integrations, empowering us to adapt, customize, and elevate our offerings as we grow. The Pragmatic Solutions team ensures our peace of mind by maintaining and updating the platform. Their solution is certified by independent testing laboratories such as GLI, BMM, and iTechLabs, guaranteeing reliability and compliance.



The backend application manages all user interactions that do not directly relate to the game itself. It integrates with third-party data providers to collect real-time user and game activity data, enabling us to offer personalized and responsive player experiences based on individual activity.

Through the frontend application, our players can:

- Create and manage their accounts securely within our system.
- Log in and out seamlessly.
- Complete thorough KYC (Know Your Customer) verification processes.
- Deposit and withdraw funds safely for their gaming activities.
- View real-time balance information.
- Access detailed user profiles, transaction histories, betting records, and other activity data.
- Set, view, and adjust limits related to deposits and gameplay to promote responsible gaming.
- Review all legal documents, including Terms of Service, Privacy Policy, AML policy, licensing information, and self-exclusion options.
- Contact our dedicated customer support team easily whenever assistance is needed.

4.2. Unique Selling Proposition

We will attain the following USP's in the market as follows:

- Using AI-powered matchmaking to connect brands with the most relevant influencers, revolutionizing influencer marketing ensures maximum engagement and ROI.
- Preventing fraud and fake engagement through advanced AI algorithms that detect bot activity and ensure brands collaborate with authentic influencers.
- Providing multiple earning opportunities for influencers, including sponsorships, affiliate marketing, and revenue-sharing, creates a sustainable income stream.
- Automating the entire influencer marketing process, from discovery and campaign management to payments and performance tracking, makes it seamless and scalable.
- Mobile-first, on-the-go casino platform offering seamless gameplay across all devices.
- Extensive library of popular casino games catering to diverse player preferences.
- Attractive bonuses and free spins are designed to boost player engagement and retention.
- Powered by a state-of-the-art iGaming platform with advanced player account management and AI-driven business intelligence.
- Strong financial backing through a shareholder loan facility ensures stable funding for growth and operations.
- Fully compliant with Curaçao Gaming Board regulations, promoting trust and transparency.
- Integrated CRM, KYC, and payment systems for secure, smooth onboarding and transactions.

5. Business Strategies

5.1. Business Model

We operate Island Odyssey Ventures BV as a B2C iGaming company, delivering a dynamic online casino experience through our flagship brand, LuckySplash.com. By leveraging the advanced Pragmatic Solutions platform, we provide seamless player account management, content management, and integrated services like CRM, KYC, payments, and top-tier gaming suppliers. LuckySplash offers players a wide range of casino games, along with exciting bonuses and free spins designed to engage and retain our users. Our mobile-first approach ensures players can enjoy their favorite games anytime, anywhere, helping us reach a broader audience in a competitive market.

Our revenue comes from the wagers placed by players across our game portfolio, allowing us to earn a margin on these bets. We keep costs efficient by utilizing Pragmatic Solutions' integrated technology stack, which reduces operational expenses and accelerates our market entry. To fund our growth and initial operations, we have secured a shareholder loan facility of up to 250,000 euros from Magic Marketing Services Ltd, providing us with financial stability. We continuously focus on improving player acquisition and retention through data-driven marketing and business intelligence tools embedded in our platform, enabling us to build a sustainable and scalable iGaming business under the LuckySplash brand.

Business-to-Customer

- We provide players with an engaging, secure, and mobile-friendly online casino experience featuring a wide range of games, bonuses, and free spins, generating revenue from player wagers while ensuring regulatory compliance.

Business-to-Business

- We offer our advanced iGaming platform, including Player Account Management, CMS, and payment and KYC integrations, as a turnkey solution to other operators and suppliers.

5.2. Location

We are headquartered in Curaçao, a leading jurisdiction for regulated iGaming companies. Curaçao provides us with a favorable regulatory environment, a robust licensing framework, and strong technological infrastructure, making it the ideal base for our B2C gaming operations. Being located here allows us to efficiently serve a global customer base while ensuring full compliance with international gaming standards.

5.3. Business Canvas Model

 Key Partners ▪ Pragmatic Solutions (platform tech) ▪ Game providers (e.g., Evolution, NetEnt) ▪ Payment processors ▪ KYC/AML vendors ▪ Curaçao Gaming Control Board ▪ Affiliate networks	 Key Activities ▪ Platform integration ▪ License compliance ▪ Marketing and acquisition ▪ Player support ▪ Risk and fraud management	 Value Propositions ▪ Mobile-first casino ▪ Wide game selection ▪ Regular promotions ▪ Fast payments ▪ Regulated operation	 Customer Relationships ▪ CRM campaigns ▪ Loyalty rewards ▪ 24/7 support ▪ Responsible gaming tools	 Customer Segments ▪ Adult online casino players ▪ Bonus seekers ▪ Mobile users ▪ Regulated market users
	 Key Resources ▪ iGaming platform ▪ Domain: luckysplash.com ▪ €250K shareholder loan ▪ License application ▪ Management team		 Channels ▪ luckysplash.com ▪ Affiliates ▪ Paid ads ▪ Social media	
 Cost Structure ▪ Platform fees ▪ License and compliance ▪ Game royalties ▪ Marketing spend ▪ Payment fees ▪ Ops and support		 Revenue Streams ▪ Player losses ▪ Affiliate income ▪ VIP deposits ▪ Retention gains		

5.4. Key Partnerships

Influencer Agencies & PR Firms
Expanding brand reach

Payment Gateways
• Crypto payment options
• Other licensed PSPS

Social Media Platforms
• API integrations with Instagram
• TikTok
• YouTube

6. Operational Plan

At Island Odyssey Ventures BV, our operations integrate cutting-edge systems and dedicated teams to deliver a seamless, secure, and reliable gaming experience for our players. We manage all key transactional touchpoints a player engages with on our platform, including:

- User Registration
- Customer Deposits
- Customer Withdrawals
- KYC (Know Your Customer) Verification
- User Due Diligence
- Customer Support
- Bonus And Promotion Redemptions

Our mission is to provide a secure and efficient process that optimizes essential user operations such as account creation, documentation submission, deposits, gameplay, withdrawals, and issue resolution. Through a carefully selected and integrated suite of platforms and tools, we automate and expedite every transactional step to ensure a faster, smoother, and more trustworthy experience for our users.

6.1. User Registration

We offer an intuitive registration process where users provide key information, including:

<i>Full Name</i>	<i>Email Address</i>	<i>Password</i>	<i>Date of Birth</i>	<i>Nationality</i>
------------------	----------------------	-----------------	----------------------	--------------------

Additional data, such as IP address and country of registration, is captured automatically. Users must verify their email address to activate their account. At Island Odyssey Ventures BV, players are not required to submit due diligence documentation at registration. KYC verification is triggered before the first deposit or when cumulative deposits meet the regulator's thresholds. This two-step verification ensures compliance while maintaining user convenience by verifying residential addresses and identities only when necessary.

6.2. Customer Deposits and Withdrawals

We handle deposits and withdrawals through integrated technologies that include:

6.2.1. *Payment Cashier*

Our in-house Payment Cashier manages transactional data and communication between player accounts, payment service providers, and operator accounts. It is fully integrated with:

- Our platform to update balances and transaction records
- Banking institutions to settle client funds securely
- Third-party KYC tools (such as IDNow) to verify player identity throughout onboarding
- The user interface provides seamless deposit and withdrawal options
- Payment Service Providers (PSPs) like MuchBetter

6.2.2. *Payment Service Providers*

We collaborate with trusted PSPs to offer secure, fast, and convenient payment options for our players.

6.3. Know Your Customer (KYC) and User Due Diligence

At Island Odyssey Ventures BV, we recognize that Know Your Customer (KYC) and Anti-Money Laundering (AML) measures are not only regulatory obligations but also vital safeguards against account takeovers and money laundering activities. Our structured KYC process is designed to protect us and our players while ensuring full compliance with applicable laws.

We require players to upload necessary documentation to verify their personal information and, where applicable, the source of funds being deposited. Our KYC process includes:

- **Identity Verification:** In line with Customer Due Diligence (CDD) standards, we verify each player's identity while maintaining strict data protection protocols.
- **Age Verification:** We ensure all onboarded players meet the minimum age requirements specific to their jurisdiction.
- **Ongoing Monitoring:** We conduct continuous AML monitoring for high-risk clients, including pattern analysis and rechecking early withdrawal behavior.
- **Risk-Based CDD:** We apply different levels of customer due diligence based on a player's assessed risk level to optimize our compliance resources.
- **Transaction Monitoring:** Our transaction monitoring tools enable real-time case management, with automated alerts and trend analysis. Our advanced risk rating engine,

built on machine learning and network analytics, continuously evaluates player behavior, relationships, and adverse media to assess risk dynamically.

6.4. Anti-Money Laundering & Counter-Terrorist Financing

We fully understand that the online gaming sector may be exploited for laundering funds derived from criminal activities, including organized cross-border crime. Criminals often attempt to obscure the source of illicit funds by using multiple accounts or leveraging peer-to-peer games such as poker. To protect Island Odyssey Ventures BV from being implicated in such activities, we implement a comprehensive AML compliance program that exceeds minimum legal standards. Our program is built to not only satisfy regulatory requirements but also to act as a proactive defense mechanism against potential threats from cybercriminals and fraudsters.

We shall apply for a Curaçao Sub-License, and in doing so, we are committed to complying with the following AML legislative and regulatory frameworks:

- National Ordinance on Identification when rendering Services (Landsverordening identificatie bij dienstverlening, N.G. 2010, no. 40, amended by N.G. 2015, no. 69);
- National Ordinance on the Reporting of Unusual Transactions (Landsverordening Melding Ongebruikelijke Transacties, N.G. 2010, no. 41, amended by N.G. 2015, no. 68);
- AML/CFT Regulations issued by the Curaçao Gaming Control Board.

To meet these obligations, we will establish and maintain an internal AML compliance framework that includes the following key elements:

- A detailed Business Risk Assessment.
- A formal AML Policy that outlines organizational structure, player onboarding procedures, levels of CDD based on player risk profiles, monitoring procedures, sanctions screening, reporting of suspicious activity, employee screening, and training.
- A corresponding AML Procedure manual to provide operational guidance for executing our AML Policy.

6.5. Performing KYC and AML Checks

Our platform is designed to integrate advanced, specialized tools to streamline and automate our KYC and AML obligations. These systems allow us to maintain a frictionless user experience while ensuring complete regulatory compliance across jurisdictions.

Key features of our automated KYC and AML process include:

- Facial Verification and Real Person Checks,
- Automated Document Verification and Cross-Validation,
- Biometric Identification and Liveness Detection.

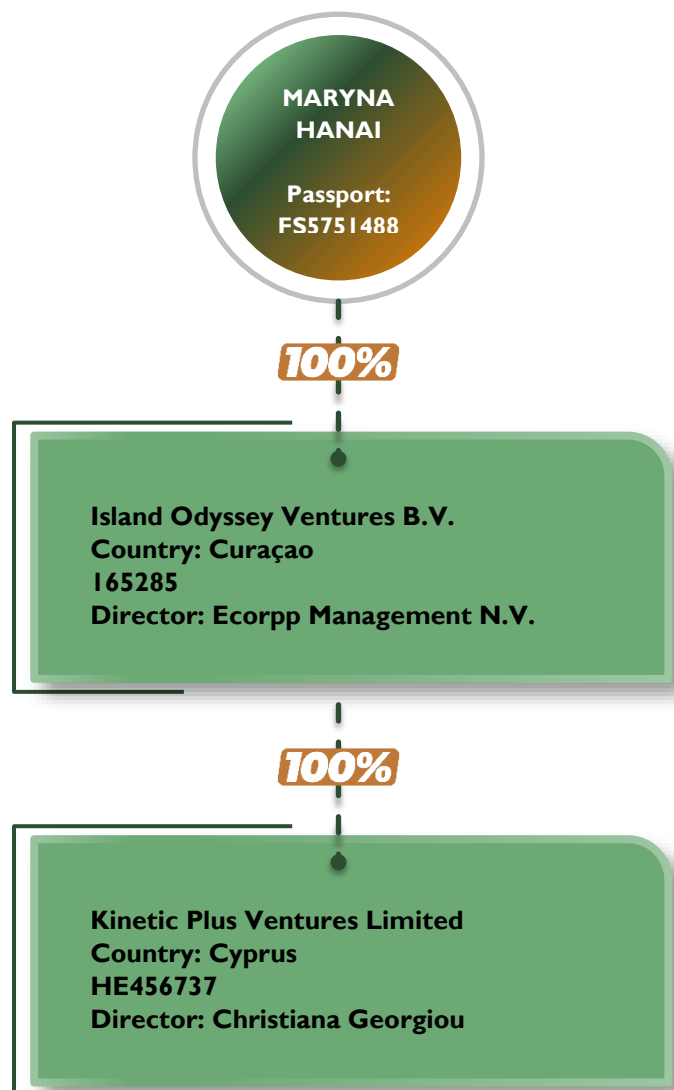
All transactions and identity verifications are managed using tools that ensure traceability, audit readiness, and integrity. This technology enables us to confidently validate player identities and sources of funds, ensuring the legitimacy of all financial activity on our platform. To support these processes, we will use the IDNow platform for identity documentation verification, biometric checks, and AML screening, including Politically Exposed Persons (PEP), sanctions lists, watchlists, and adverse media monitoring.

7. Organizational Structure

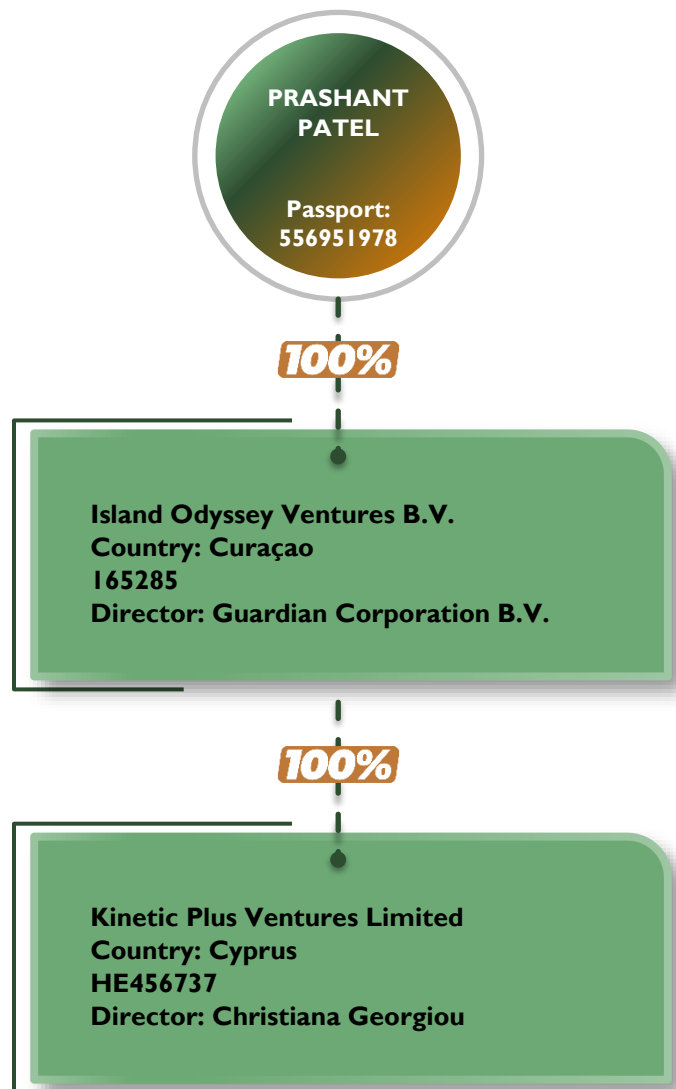
Island Odyssey Ventures BV adopts an effective management structure to manage business operations and execute actions. Our team of experienced members is expert in their respective fields. The structure was taken over by Prashant Patel from Maryna Hanai. The reason it was taken over is because Prashant Patel wants to run a brand using the PGS -Pragmatic Solutions Platform which he already is very familiar and subsequently took it over Maryna Hanai who she no longer wanted to operate her start up operation on Pragmatic Solutions Platform.

7.1. Ownership Chart ISLAN ODYSSEY VENTURES B.V.

7.1.1. Previous Corporate Structure



7.1.2. New Corporate Structure



7.2. Owner Profile

Owner's Name

- Prashant Patel

Industry Focus

- iGaming, Digital Marketing, Technology, Agile Services

ABOUT PRASHANT PATEL

Prashant Patel is a results-driven entrepreneur and executive with a proven track record in building, scaling, and managing companies across the iGaming, digital marketing, and tech sectors. As the Founder and Managing Director of Island Odyssey Ventures BV, he brings deep strategic expertise, hands-on leadership, and cross-border experience in regulated environments. Prashant has spent nearly two decades leading international ventures, developing digital-first brands, and driving innovation across high-growth industries.

He brings real-world experience, a global perspective, and a deep understanding of what it takes to build successful businesses in fast-moving industries.

Key Experience Highlights

1) Founder & Managing Director – DMR Ltd (2017 – Present,)

Spearheaded performance marketing, digital transformation, and brand strategy for iGaming and technology clients. Successfully scaled operations and delivered measurable ROI for global partners.

2) Chief Executive Officer - Kalima Business (2021 – 2024)

Led a licensed iGaming operator, overseeing full regulatory compliance, operations, and growth strategy. Ensured adherence to international standards in a competitive and tightly regulated market.

3) Chief Marketing Officer – Condor Gaming (2021 – 2024,)

Directed multi-brand marketing across global markets. Championed data-driven customer acquisition and brand positioning initiatives that boosted retention and market share.

4) Co-Founder & Group CMO – WoW Agile AB (2020 – 2022, Malta, Sweden, UK)

Developed global brand and marketing strategy for tech platforms. Orchestrated digital outreach and strategic partnerships to drive cross-border growth.

5) Founder & CEO – DMR LLC (2008 – 2022)

Drove growth across digital and gaming services, with a focus on user acquisition, retention, and performance analytics.

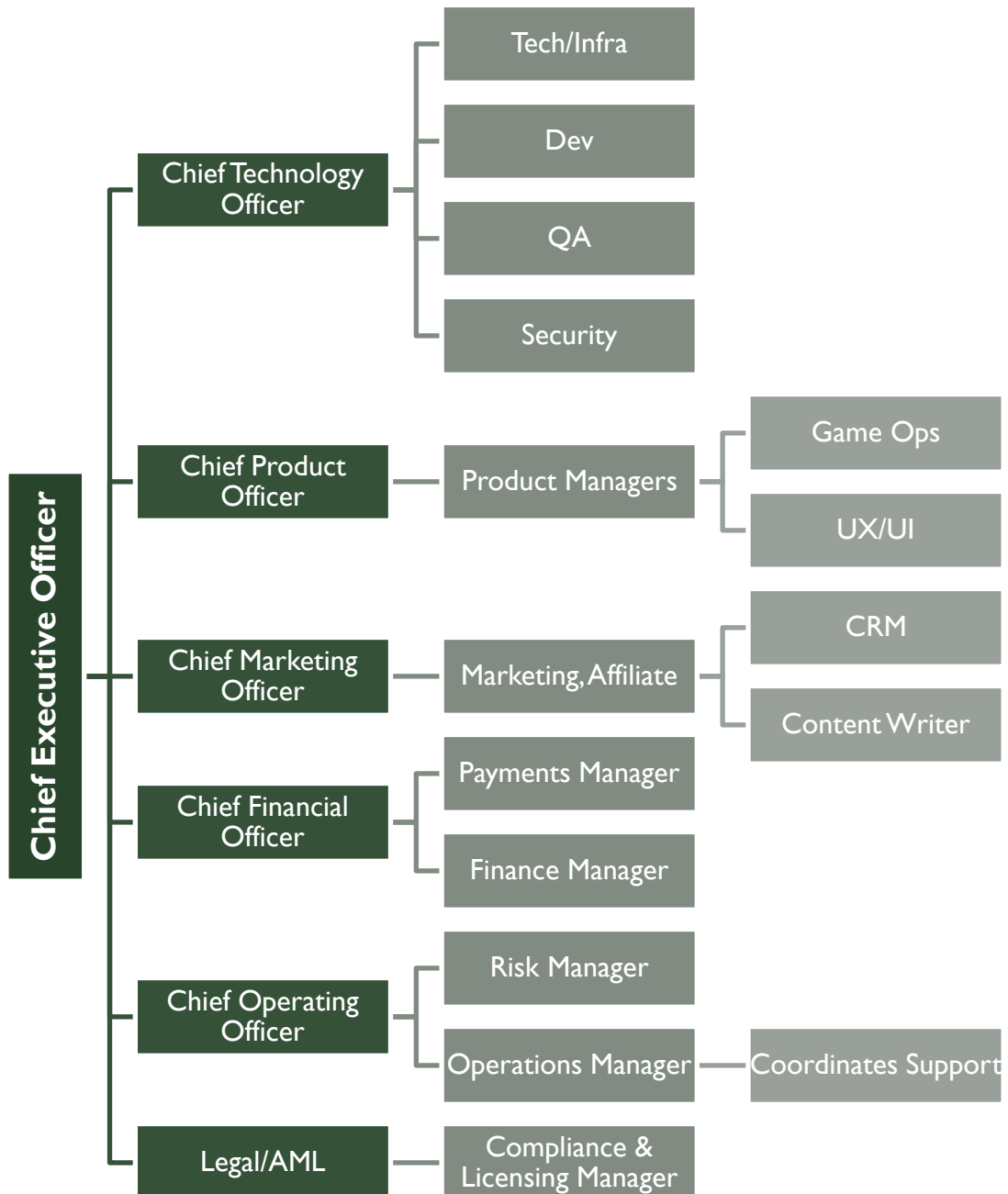
6) Group CMO – SiGMA (2019, Malta)

Managed global branding, media strategy, and event marketing for one of iGaming's most recognized conferences.

7) Other Executive Roles

Served as COO at Deep Origins LLC, Director of Sales & Marketing at Choice Point (California), and Co-Founder & COO at GlobalWon, contributing to product development, business growth, and international expansion.

7.3. Management Structure



7.4. Professional Back-up

In addition to our core team, we intend to engage experienced professionals and service providers to reinforce our operations and ensure seamless service delivery. These professionals will support us in critical areas as outlined below:

Services	Providers
Casino Games	PGS SOLUTIONS
Colocation services and other Managed Information Technology Services	AWS
Back-up and Disaster Recovery Services	AWS
Payment Processing Services	Island Odyssey Ventures BV
Compliance Services	Internal Compliance Team.
Compliance/Providing the Function of Money Laundering Reporting Officer	Nicholas Gatt.
Provide dispute resolution services to players.	Internal dispute policy followed with information on the external dispute management service.
Supply and Management of Material Elements of a Game	Internal plus External Game Service Providers
Supply and Management of Software Services	PGS SOLUTIONS

These partnerships and internal capabilities will enable us to maintain high operational standards, enhance system reliability, and meet our regulatory obligations effectively.

7.5. Roles and Responsibilities

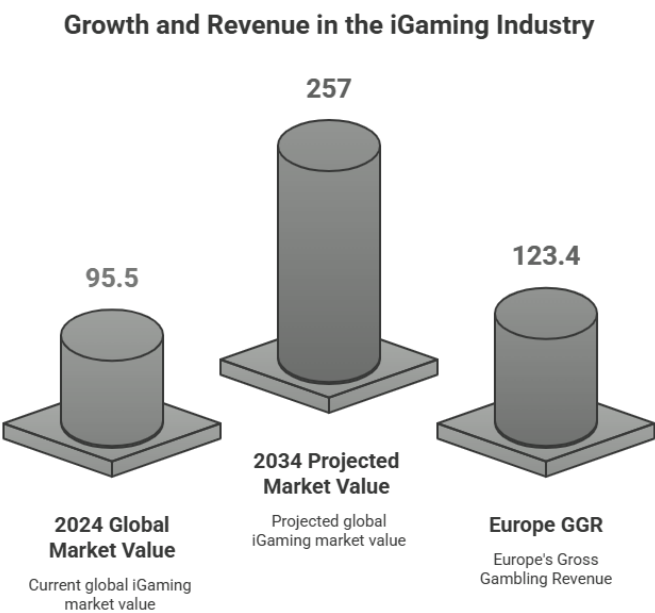
Chief Executive Officer

- Set and execute the overall strategic vision for the Company
- Ensure full compliance with Curaçao Gaming regulations
- Oversee daily operations and performance of the iGaming platform
- Manage relationships with technology providers (e.g., Pragmatic Solutions)
- Supervise financial planning, budgeting, and funding (including shareholder loans)
- Lead marketing and brand strategy for LuckySplash.com
- Approve game supplier partnerships and affiliate agreements
- Monitor key KPIs: user acquisition, retention, and revenue
- Hire and manage the senior leadership team and department heads

8. Market Overview

The Rapid Rise of iGaming: Market Insights and Future Outlook

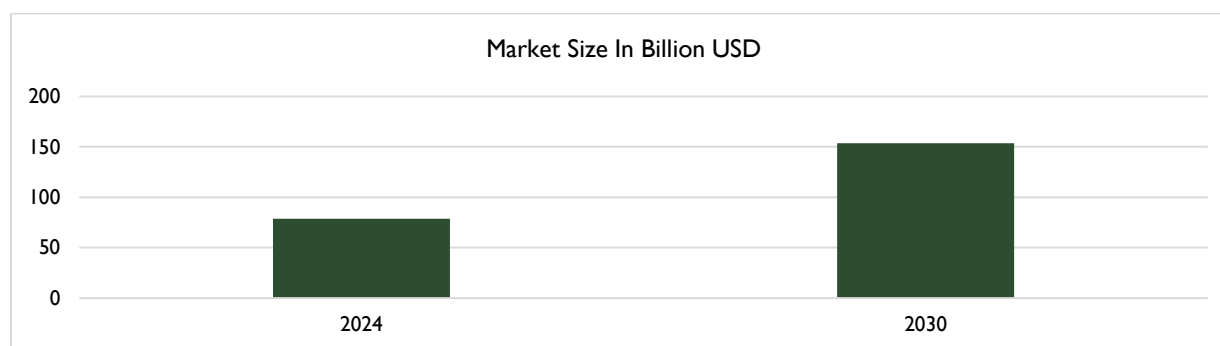
Once a niche market, the iGaming industry has grown into a global powerhouse valued at USD 95.5 billion in 2024, with projections estimating it will reach USD 257 billion by 2034, driven by a 10.5% CAGR. This explosive growth is fueled by mobile-first gaming, now the industry standard, with over 60% of iGaming traffic coming from smartphones and tablets, making on-the-go gambling the top choice in 2025 and beyond. Key growth drivers include online sports betting, live dealer games, esports, and fantasy sports, further supported by regulatory expansion in markets like Brazil and several U.S. states. Europe remains a dominant force, with a Gross Gambling Revenue (GGR) of €123.4 billion, 40% of which comes from online gambling, a figure expected to rise to 45% by 2029. As more regions legalize online gambling and competition intensifies, advancements in mobile tech, immersive gaming, and user experience will continue to push the iGaming industry into its next phase of rapid global expansion.¹



¹ <https://www.softgamings.com/blog/igaming-industry-overview/>

Online Gambling Market Size

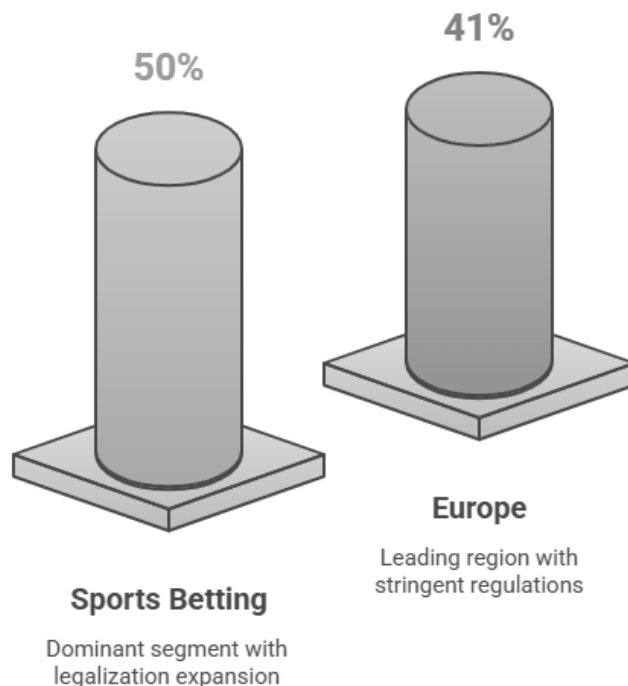
The Online Gambling Market was valued at USD 78.66 billion in 2024 and is projected to reach USD 153.57 billion by 2030, rising at a CAGR of 11.90%. The emergence of freemium modes of online gaming following the trend of betting applications and websites is expected to drive market growth. The freemium model generates revenue from users and integrated advertisements.²



Trends

- The sports betting type segment dominated the market with a revenue share of over 50% in 2024, attributed to the expanding legalization of internet sports wagering and in-game betting.
- The mobile device segment is expected to record a significant CAGR over the forecast period, due to the emergence of betting immersive applications and the convenience of gambling via mobile devices.
- The increased advertisement of online gambling websites through online agencies, third-party ad servers, networks, and exchanges is expected to drive market expansion over the subsequent years.
- Europe dominated the online gambling market in 2024 by accounting for a revenue share of around 41.0%, owing to the legalization of online gambling due to stringent regulations and safe practices in the region.
- Asia-Pacific is anticipated to register a significant CAGR over the forecast period, with the increased smartphone usage, a larger population of youngsters, and the legalization of online gambling in the region.³

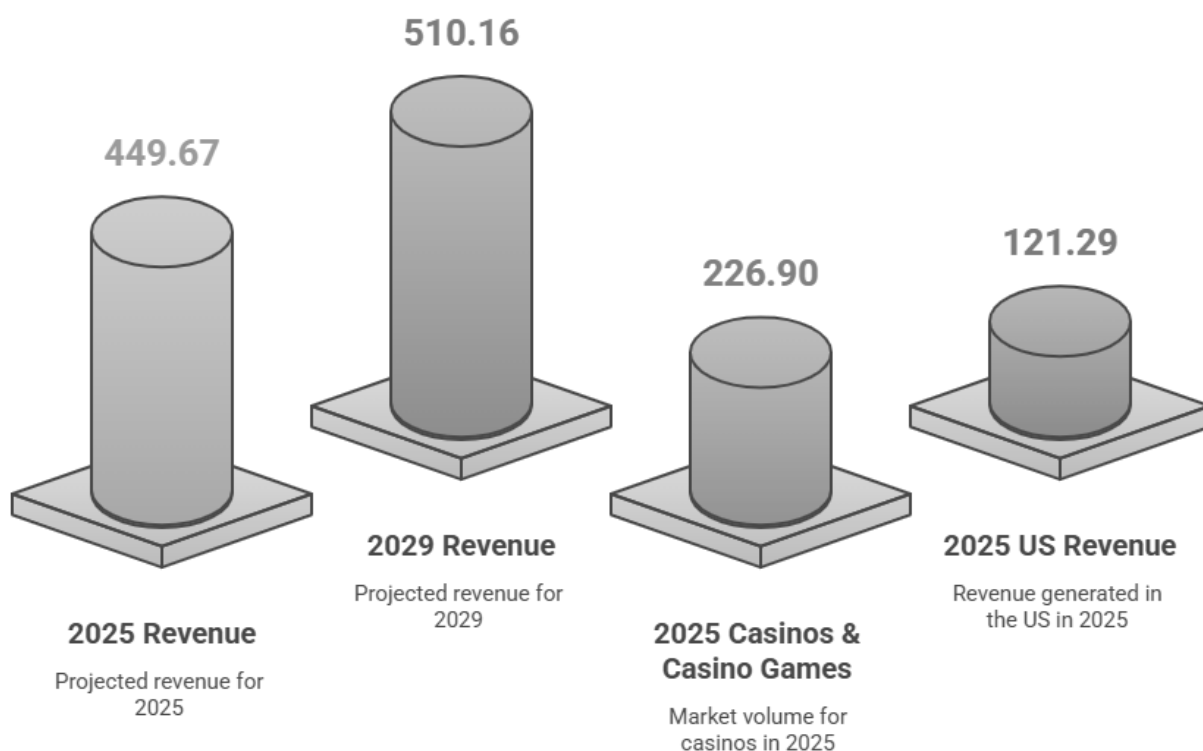
² <https://www.researchandmarkets.com/reports/5017642/online-gambling-market-size-share-and-trends>
³ <https://www.researchandmarkets.com/reports/5017642/online-gambling-market-size-share-and-trends>



Gambling Market Worldwide

- Revenue in the Gambling market is projected to reach US\$449.67bn in 2025.
- Revenue is expected to show an annual growth rate (CAGR 2025-2029) of 3.21%, resulting in a projected market volume of US\$510.16bn by 2029.
- The Casinos & casino games market has a projected market volume of US\$226.90bn in 2025.
- In global comparison, most revenue will be generated United States (US\$121.29bn in 2025).
- The average revenue per user (ARPU) in the Gambling market is projected to amount to US\$375.52 in 2025.
- In the Gambling market, the number of users is expected to amount to 1.9bn users by 2029.
- User penetration in the Gambling market will be at 22.3% in 2025.⁴

⁴ <https://www.statista.com/outlook/amo/gambling/worldwide>



8.1. Online Gambling Overview

Global Casino & Online Gambling Industry Market Size

The global market size of the casino and online gambling sector totaled 292.1 billion U.S. dollars in 2023. This marked the first time since the beginning of the coronavirus (COVID-19) pandemic in 2020 that the market size reached pre-pandemic levels.⁵

Land-Based Vs. Online Commercial Gambling Revenue in the U.S

In 2023, commercial land-based gambling made up roughly three-quarters of the gross gaming revenue (GGR) of the gambling industry in the United States. In total, revenue from in-person gaming amounted to around 50 billion U.S. dollars.⁶

⁵ <https://www.statista.com/statistics/1186231/casino-and-online-gambling-industry-market-size-global/>

⁶ <https://www.statista.com/statistics/1484009/land-based-vs-online-gambling-revenue-us/>

Size of the Online Gambling Market in the U.S.

The size of the online gambling market in the United States rose to 19.54 billion U.S. dollars in 2023, representing an increase of around 39 percent from the previous year. This figure was forecast to increase to 39.82 billion U.S. dollars by 2029.⁷

Total Commercial Gambling Revenue in the U.S, by Segment

The gross gaming revenue of the gambling industry in the United States exceeded 66 billion U.S. dollars in 2023. This was an increase of around 10 percent from the previous year. The segment that generated the highest revenue in 2023 was casino slots and table games, with a revenue of 49.37 billion.⁸

Total Commercial Gambling Revenue in the U.S, by Segment

The gross gaming revenue of the gambling industry in the United States exceeded 66 billion U.S. dollars in 2023. This was an increase of around 10 percent from the previous year. The segment that generated the highest revenue in 2023 was casino slots and table games, with a revenue of 49.37 billion.⁹

U.S. Public Opinion on The Regulation of The Gambling Industry

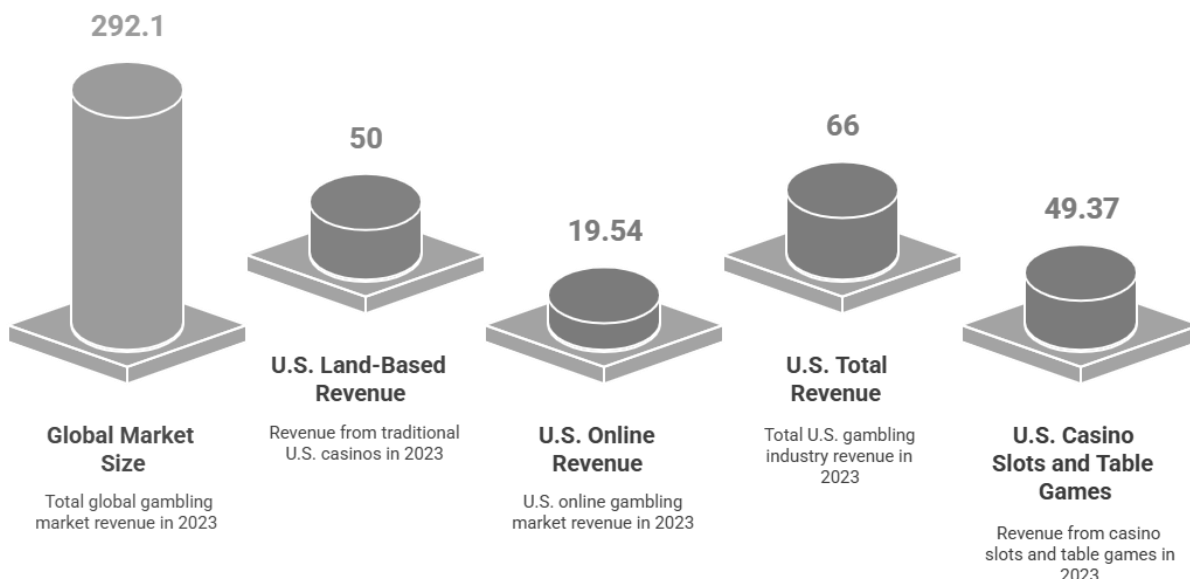
According to a September 2024 poll, 47 percent of adults in the United States believed that the gambling industry should be either much more or somewhat more regulated. Meanwhile, 27 percent did not want to see a change in the current regulations.¹⁰

⁷ <https://www.statista.com/forecasts/1318601/online-gambling-market-size-us>

⁸ <https://www.statista.com/statistics/1333004/gross-gaming-revenue-distribution-us/>

⁹ <https://www.statista.com/statistics/1333004/gross-gaming-revenue-distribution-us/>

¹⁰ <https://www.statista.com/statistics/1496186/regulation-gambling-industry-us/>



8.2. Online Sports Betting

Sportsbook App and Website Users in The U.S., By Age

As of January 2024, the preferred sportsbook among adults in the United States aged between 21 and 34 years old was Bet365. Meanwhile, sports bettors aged over 45 showed a tendency towards using the DraftKings app and website for sports betting.¹¹

How Often Adults Bet Via Online Sports Betting Apps/Websites/Casinos in The U.S.

In July 2023, a survey was conducted to determine the frequency with which adults in the United States placed bets on sports through online betting apps/websites or casinos. The majority of respondents, 53.5 percent, stated that they had not put a bet in the past 12 months. Meanwhile, 16.4 percent of respondents indicated that they placed bets a few times a week.¹²

¹¹ <https://www.statista.com/statistics/1246730/age-of-sports-betting-and-fantasy-apps-users-by-company-us/>

¹² <https://www.statista.com/statistics/1411926/sports-betting-app-website-frequency-us/>

Reasons For Preferring Online/Mobile Sports Betting in The U.S.

In July 2023, a survey was conducted to determine the main reasons for preferring online/mobile sports betting in the United States. The majority of respondents, 77.5 percent, said that the main reason was convenience. Comparatively, 21.3 percent of survey participants said that they bet online or via mobile because there were no in-person options near them.¹³

Sports Betting Participation Among Young Adults in The U.S., By Type

An April 2023 survey analyzed the share of young adults who took part in sports betting activities in the United States. Overall, 27.5 percent of the sample placed a bet on a sports event or league using a mobile app or website. On the other hand, roughly 42 percent of respondents reported that they did not participate in sports betting of any type as of the survey period.¹⁴

8.3. iGaming

States With the Highest Revenue from Online Casino Games & Poker in The U.S.

In 2023, the states with the highest revenue from iGaming were Michigan and New Jersey, with both generating 1.92 billion U.S. dollars in revenue. Meanwhile, iGaming revenue in Pennsylvania totaled 1.74 billion U.S. dollars.¹⁵

States With the Highest License Fees for Online Casinos in The U.S.

In 2023, the state with the highest initial license fee for iGaming operators in the United States was Pennsylvania, with the fee ranging from four million U.S. dollars to 10 million U.S. dollars; meanwhile, a license fee in Michigan costs 100,000 U.S. dollars for operators.¹⁶

¹³ <https://www.statista.com/statistics/1411958/reasons-online-sports-betting-us/>

¹⁴ <https://www.statista.com/statistics/1419985/sports-betting-participation-young-adults-by-type-us/>

¹⁵ <https://www.statista.com/statistics/1546051/igaming-revenue-state-us/>

¹⁶ <https://www.statista.com/statistics/1546053/igaming-license-fees-state-us/>

9.Sales & Marketing Strategy

9.1. Target Market

At Island Odyssey Ventures BV, we focus on serving the regulated online gambling market across multiple jurisdictions where iGaming is legally permitted. We engage users who seek a secure, innovative, and seamless gaming experience powered by advanced technology platforms. Our flagship brand, LuckySplash Casino, offers a wide range of casino games, attractive bonuses, and promotions accessible via both mobile and desktop devices. By leveraging data-driven insights and integrations with leading service providers, we deliver transparency, fairness, and highly entertaining gameplay, positioning LuckySplash Casino as a competitive player in the rapidly growing digital gaming industry.

Our target individuals include;



9.2. Marketing Strategies

Our marketing approach will be meticulously designed to effectively engage target audiences across key regions, including LATAM, Asia, Africa, and select European markets. To build trust and relevance, the brand will be prominently featured through reputable publishers, leveraging a highly tailored strategy that respects language and cultural nuances in each market. Our marketing team will prioritize creating valuable, informative content and delivering targeted communication in every language supported by our product.

Marketing Plan by Channel

Our marketing mix will focus primarily on digital channels that comply with the regulatory frameworks of each geographic market. The core channels include:

9.2.1. Search Engine Optimization (SEO)

9.2.1.1. Objective

Ensure that the website ranks for relevant search terms, especially for branded and non-branded keywords, while protecting the brand from affiliate over-ranking.

9.2.1.2. Action Plan

- **Keyword Research & Optimization:**
 - Identify high-volume keywords within the gambling and casino niche, including local variations for LATAM, Asia, Africa, and Europe. Tools like SEMrush, Ahrefs, and Google Keyword Planner will be used to discover long-tail keywords.
 - Focus on both short-tail keywords (e.g., "online casino", "slots") and long-tail keywords (e.g., "best slots in LATAM", "Curaçao licensed casinos").
 - Localize keywords based on language and culture in each market (e.g., Spanish for LATAM, Mandarin for Asia).
- **On-Page SEO:**
 - Optimize all web pages, including landing pages, product descriptions (Slots, Table Games, Live Casino), and blogs.
 - Use a content management system (CMS) like WordPress, integrated with SEO plugins like Yoast or RankMath for optimization.
 - Regularly update the website with high-quality, informative content like blog posts, industry news, and tips on responsible gambling.
- **Off-Page SEO:**
 - Build backlinks from reputable gambling, gaming, and affiliate websites.
 - Collaborate with trusted media publishers to secure guest posts, press releases, and backlink opportunities.
 - Create link-building campaigns to improve domain authority and page authority, ensuring the brand appears in authoritative sources.
- **Brand Protection:**
 - Implement a strategy to ensure the brand name ranks ahead of competitors and affiliates for the branded keyword.
 - Monitor and mitigate any unauthorized use of the brand name in affiliate campaigns, utilizing SEO monitoring tools.

9.2.2. Affiliate Marketing

9.2.2.1. Objective

Leverage trusted affiliates to drive traffic and increase conversions in unregulated markets.

9.2.2.2. Action Plan

- **Affiliate Selection:**
 - Identify reputable affiliates in the gambling space, particularly those that have an established following in LATAM, Asia, Africa, and Europe.
 - Focus on affiliates who provide comparisons, reviews, and expert opinions about online gambling products.
- **Partnership Strategy:**
 - Build relationships with affiliate marketers who have a proven track record and traffic sources in your target regions.
 - Negotiate favorable commission structures (e.g., revenue share, CPA, or hybrid models) to incentivize affiliates.
 - Create an affiliate portal that provides affiliates with resources like banners, tracking links, and campaign performance data.
- **Affiliate Campaigns:**
 - Develop special promotions, bonuses, or exclusive offers for affiliate traffic to increase conversion rates.
 - Provide affiliates with detailed campaign tracking and regular performance updates to optimize the campaigns.
 - Work with an Affiliate Manager to monitor the affiliate program and ensure compliance with regulations.

9.2.3. Influencers and Live Streaming

9.2.3.1. Objective

Engage influencers and live streamers to promote the brand and reach specific audiences in targeted markets.

9.2.3.2. Action Plan

- **Influencer Identification:**
 - Identify influencers who cater to online gaming, gambling, or general entertainment content, particularly those with large followings in LATAM, Asia, Africa, and Europe.

- Engage influencers who align with the values of responsible gambling and can authentically promote the product.
- **Engagement Plan:**
 - Develop a collaboration plan where influencers will create content around the brand, such as live-streaming game play, creating tutorials on using the platform, or reviewing the casino games.
 - Use AI-powered tools to identify influencers with high engagement rates and avoid influencers with fake followers or bots.
- **Live Streaming Integration:**
 - Integrate live streaming options within the platform where influencers can host real-time events, creating a sense of community among users.
 - Offer incentives for influencers to host live events, such as exclusive bonuses for their audience or a profit-sharing model.
- **Social Media Campaigns:**
 - Leverage platforms like Instagram, TikTok, YouTube, and Twitch for influencer promotions and live-streaming events.
 - Target content specifically based on the region, tailoring the campaign for cultural relevance.

9.2.4. Public Relations (PR)

9.2.4.1. Objective

Establish credibility and trust in the industry by securing media coverage on relevant gambling and industry-related platforms.

9.2.4.2. Action Plan

- **Media Outreach:**
 - Develop strong relationships with journalists, bloggers, and editors at key industry publications (e.g., CasinoBeats, Gambling Insider).
 - Pitch press releases related to new product launches, brand developments, and partnerships with affiliates or influencers.
- **Content Distribution:**
 - Develop a consistent flow of press releases, articles, and news updates, including topics like the use of AI in influencer marketing, industry trends, and responsible gambling.
 - Focus on crafting stories that appeal to both potential players and industry stakeholders.
- **Event Participation:**

- Attend and sponsor key industry events such as iGaming conferences, webinars, and virtual events, providing opportunities for networking and media exposure.
- Plan to speak at industry events to position ABC Ventures as a thought leader in the online gambling space.

9.2.5. Paid Digital Advertising (PPC)

9.2.5.1. Objective

Use paid advertising to boost brand visibility and drive high-quality traffic to the website.

9.2.5.2. Action Plan

- **Google Ads:**
 - Focus on high-conversion keywords for search campaigns, using a combination of brand-specific and non-branded keywords.
 - Create display ads and remarketing campaigns targeting users who have previously visited the website or interacted with affiliates.
- **Social Media Advertising:**
 - Run targeted ads on platforms like Facebook, Instagram, TikTok, and YouTube.
 - Use AI to optimize targeting based on user behavior, ensuring ads are shown to the most relevant demographics (age, location, interest, etc.).
- **Budget Allocation:**
 - Start with a small budget for testing various ad types and platforms, then scale up successful campaigns.
 - Allocate budgets based on geographic region, product type (Slots, Table Games, Live Casino), and customer demographics.

9.2.6. Branding Guidelines

We are committed to establishing a consistent and trusted brand presence. Our marketing team, in collaboration with product designers, will develop a comprehensive brand book to guide all visual and written communications. This guide will cover:

- Corporate logo variations
- Color palette
- Consistent typography
- Brand voice and content language
- User interface elements, including logo placement, headlines, and content formatting

10. Competitive Analysis

10.1. Key Competitors

Feature/Criteria	LeoVegas	Videoslots	Mr Green	Casumo
About	Founded in 2011, LeoVegas is a leading mobile-first online casino and sportsbook operator known for excellent UX and fast payouts.	Established in 2011, Videoslots offers one of the largest collections of slot games, emphasizing variety and player choice.	Operating since 2007, Mr Green is recognized for its responsible gaming approach and strong green branding alongside a solid casino and sportsbook portfolio.	Launched in 2012, Casumo is known for its gamified casino experience, with an adventure-themed UI and innovative rewards system.
Founded	2011	2011	2007	2012
Headquarters	Malta	Malta	Malta	Malta
License	MGA, UKGC, SGA	MGA	MGA, UKGC	MGA, UKGC
Platform Provider	Proprietary (LeoVegas Gaming Group)	Proprietary	Evolution/IGT/NetEnt mix	Proprietary
Main Products	Mobile-first Casino & Sports	Huge Slot Library	Casino & Sportsbook	Gamified Casino Experience
Differentiators	Strong mobile UX, fast payouts	Largest number of slot games	Responsible gaming focus, green branding	Adventure-style UI & gamification
Target Market	EU/Nordics	EU	EU	EU/Nordics
CRM & KYC Tools	Integrated	Integrated	Integrated	Integrated
Bonus Offers	Tiered welcome bonuses	Cashback + Tournaments	Free spins + Loyalty	Adventure-based rewards

10.2. SWOT Analysis

Strength

- Proven track record of successful product innovation in software development, marketing, growth, and customer support.
- State-of-the-art platform offering superior functionality and seamless user experience.
- Legacy-free, modern technology stack designed for scalability and flexibility.
- Experienced founding team and core members with deep industry expertise.
- Strong and efficient distribution network enabling broad market access.

Weakness

- Constant market pressure due to the frequent launch of new competing games.
- Limited brand recognition as a newer market entrant compared to established competitors.
- Resource constraints in R&D compared to larger, long-standing industry players.
- Dependence on regulatory approvals, which can delay market entry in some jurisdictions.
- Need for continuous investment to keep technology and offerings up-to-date with rapid market changes.

Opportunity

- Rapidly growing iGaming and cryptocurrency markets with high projected demand.
- Expansion into new gaming verticals like sports betting, social gaming, poker, and bingo.
- In-house platform development allows faster innovation and tailored features.
- Increasing player demand for personalized gaming experiences and bonuses.
- Flexible platform architecture designed to adapt to evolving regulatory landscapes quickly.

Threat

- Strong competition from well-established companies with larger R&D budgets.
- Frequent and unpredictable regulatory changes across different jurisdictions.
- Emerging technologies that competitors may adopt faster or more effectively.
- Market saturation is leading to intense competition for player acquisition and retention.
- Risks related to cybersecurity and data privacy in the gaming industry.

II. Financial Plan

Based on the nature of the industry, the Financial Statements have been projected for five years. These projections have been formed based on assumptions explaining this report's incoming parts.

II.1. Projected Financials

II.1.1. Projected Balance Sheet

Particulars	Year 1	Year 2	Year 3
	€	€	€
Current Assets	242,428.66	904,217.27	3,002,422.97
Trade Debtors	10,700.00	75,473.36	122,302.27
Other Debtors	100.00	200.00	300.00
Prepayments	35,000.00	45,000.00	55,000.00
Bank Accounts	196,628.66	783,543.91	2,824,820.70
Current Liabilities	(341,500.00)	(673,000.00)	(1,383,000.00)
Trade Creditors	(90,000.00)	(120,000.00)	(175,000.00)
Other Creditors	(1,500.00)	(3,000.00)	(8,000.00)
Other	(250,000.00)	(550,000.00)	(1,200,000.00)
Capital & Reserves	(99,071.34)	231,217.27	1,619,422.97
Share Capital	5,000.00	5,000.00	5,000.00
Profit & Loss	(104,071.34)	226,217.27	1,614,422.97
	(99,071.34)	231,217.27	1,619,422.97

11.1.2. Projected Profit & Loss Statement

Particulars	Y1	Y2	Y3
	€	€	€
Income	1,008,761.21	1,781,429.04	5,227,406.61
GGR	1,008,761.21	1,781,429.04	5,227,406.61
Cost of Sales	(222,152.24)	(376,685.81)	(1,065,881.32)
Royalties	(201,752.24)	(356,285.81)	(1,045,481.32)
Hosting Expenses	(20,400.00)	(20,400.00)	(20,400.00)
Gross Contribution	786,608.96	1,404,743.23	4,161,525.29
Operating Expenses	(672,190.30)	(813,035.96)	(2,099,502.31)
Subscriptions & Licenses	(300,000.00)	(55,920.00)	(55,920.00)
Marketing	(252,190.30)	(587,125.96)	(1,829,592.31)
Director Fees	(48,000.00)	(48,000.00)	(77,000.00)
License Fees	(25,000.00)	(25,000.00)	(25,000.00)
Compliance Fees	(42,000.00)	(42,000.00)	(42,000.00)
Other certifications	(5,000.00)	(54,990.00)	(69,990.00)
Gross Profit / (Loss)	114,418.66	591,707.27	2,062,022.97
Administrative Expenses	(218,490.00)	(365,490.00)	(447,600.00)
Accountancy Fees	(3,250.00)	(4,800.00)	(4,800.00)
Audit Fees	(2,400.00)	(2,400.00)	(2,400.00)
Entertainment	(600.00)	(50.00)	(960.00)
Office Expenses	(1,200.00)	(1,200.00)	(1,200.00)
Other Professional Fees	(18,000.00)	(18,000.00)	(7,200.00)
Rent	(3,600.00)	(3,600.00)	(3,600.00)
Salaries	(108,000.00)	(178,000.00)	(270,000.00)
Telecommunication Expenses	(1,020.00)	(1,020.00)	(1,020.00)
Travelling & Accommodation	(30,000.00)	(30,000.00)	(30,000.00)
Water & Electricity	(420.00)	(420.00)	(420.00)
Other 3rd party	(50,000.00)	(126,000.00)	(126,000.00)
Net Profit / (Loss)	(104,071.34)	226,217.27	1,614,422.97

11.1.3. Projected Cash Flow Statement

Cashflow	Year 1	Year 2	Year 3
	€	€	€
Net Income	(104,071)	226,217	1,614,423
CF From Income	(104,071)	226,217	1,614,423
Working Capital (+/-)	305,700	360,698	2,163,423
CF Operational	201,629	586,915	3,777,846
Cf Investment	(5,000)	-	-
Cf Shareholder	-	-	(1,736,569)
= Change of Liquidity	196,629	586,915	2,041,277
Liquidity Beginning of Period	-	196,629	783,544
Liquidity End of Period	196,629	783,544	2,824,821

12. Conclusion

The iGaming industry continues to experience rapid growth driven by technological advancements, evolving player preferences, and increasing regulatory acceptance worldwide. With innovations such as AI-driven personalization, mobile-first platforms, and secure payment integrations, the sector is positioned for sustained expansion. Regulatory frameworks like Curaçao's licensing environment provide a stable foundation for operators to build trust and transparency, ensuring long-term viability and opportunities for new entrants to thrive in a competitive marketplace.

At Island Odyssey Ventures BV, we are committed to leveraging cutting-edge technology and customer-centric strategies to establish LuckySplash as a leading brand in the iGaming space. We understand the importance of innovation, compliance, and player engagement, and we continuously invest in these areas to deliver exceptional gaming experiences. By combining our strong leadership, robust funding, and the powerful Pragmatic Solutions platform, we are confident that we will capture market share and build lasting value for our stakeholders as we grow and evolve with the industry.