

SPEQTA MEDIA NV
Business Plan

Business Plan: Online Gambling B2C Operation

Executive Summary

Speqta Media NV is an innovative online gambling operator dedicated to delivering an exceptional gaming experience to consumers worldwide. Our business model centers on offering a diverse portfolio of casino products, including slots, live dealer games, and various licensed casino games. We are committed to providing a secure and entertaining gaming environment.

Market Opportunity

The global online gambling industry is undergoing exponential growth, driven by the increasing demand for accessible and secure online gaming platforms. Speqta Media NV is poised to capitalize on this opportunity by providing a wide selection of casino games and embracing the benefits of a wide variety of entertaining products.

Business Model

Speqta Media NV's core offering includes a comprehensive range of licensed casino products, featuring an extensive variety of slots, live dealer games, table games, and other popular casino offerings. Our commitment to ensure a transparent and secure gaming experience, guaranteeing fair gameplay and safeguarding financial transactions.

Revenue Projection

In the current year of operation (2024), Speqta Media NV anticipates generating €1,700,000 in revenue. This revenue will primarily stem from player wagers, in-game purchases, and strategic partnerships. By the end of the second year, revenue is projected to double, reaching €7,700,000, as we expand our user base and introduce targeted marketing initiatives.

Sales and Marketing Strategies

Speqta Media NV's sales and marketing strategy will encompass a multifaceted approach to effectively capture the target market. Our tactics will include:

1. **Digital Marketing:** Deploying targeted digital advertising campaigns across various platforms, including social media, online gaming communities and related forums to maximize outreach.
2. **Influencer Partnerships:** Collaborating with prominent gamers, influencers, and enthusiasts to amplify our brand presence, establish credibility, and attract a passionate user base.
3. **Community Engagement:** Actively participating in gaming communities, both online and offline, through initiatives like tournaments, industry events, and cultivating a sense of community within Speqta Media NV's ecosystem.
4. **Content Creation:** Producing high-quality content, including gameplay videos, tutorials, and entertaining live streams, to generate organic user interest and establish Speqta Media NV as a trusted and entertaining gaming platform.

Market Analysis

The global online gambling industry is currently valued at over \$175 billion, with projections indicating that it will surpass \$200 billion by 2024. Speqta Media NV's target audience encompasses a wide spectrum of gamers, enthusiasts, and those in search of high-quality gaming experiences.

Initially, the operations will focus on English speaking population in Latvia, Lithuania, Macedonia, Moldova, Slovenia, Portugal, and Canada. At second stage, the operations will focus on the specific jurisdictions based on the success rate at the first stage.

Product and Service Offering

Speqta Media NV boasts an extensive portfolio of licensed casino products designed to cater to various player preferences and skill levels. Our diverse game library includes:

1. Slots: A wide variety of slot games with engaging themes and mechanics to cater to both casual and dedicated players.
2. Live Dealer Games: Real-time, interactive casino games featuring live dealers, providing an immersive and authentic casino experience.
3. Table Games: Classic casino offerings such as blackjack, roulette, baccarat, and poker for players seeking traditional gaming experiences.
4. Other Licensed Casino Games: A curated selection of licensed casino games to diversify the gaming options available to our users.

In providing such a comprehensive game offering, the company expects to partner with the following world-renowned brands:

1. Evolution Gaming
2. Pragmatic Play
3. Play’N Go
4. Hacksaw Gaming
5. Netent

Speqta Media NV will complement its product offering by enabling customers a variety of payment solution for smooth and quick game play. The payment solutions will include various credit card solutions (Visa / MasterCard) as well as other well-established solutions available in the operating jurisdictions.

Operations Plan

Speqta Media NV's operations plan encompasses various critical elements, including:

1. Platform Development: Ongoing development, maintenance, and enhancement of the Speqta Media NV gaming platform to introduce new games, improve user interface, and address technical issues promptly.
2. Game Management: Curation of a diverse portfolio of games, including game selection, licensing agreements, content updates, and performance monitoring.

3. User Support and Community Management: Dedicated customer support, community engagement, and moderating user interactions to foster a positive and inclusive gaming community.

4. Payment Management: Integration of payment gateways and management of transactions for seamless in-game purchases, rewards, and withdrawals.

5. Scalability and Infrastructure: Ensuring that Speqta Media NV can accommodate a growing user base and increased demand for gaming services through cloud-based technologies and scalable server infrastructure.

6. Partnerships and Collaborations: Strategic collaborations with game developers, content creators, influencers, and industry stakeholders to secure exclusive game titles, promote our platform, and expand our user base.

7. Continuous Improvement and Innovation: Staying at the forefront of technological advancements and emerging gaming trends to provide a cutting-edge gaming experience.

Financial Plan

Speqta Media NV's financial plan comprises various components, including:

1. Revenue Projections: Conservative revenue projections of €1,700,000 in Year 1, growing to €7,700,000 in Year 2.

2. Cost of Goods Sold (COGS): Revenue-sharing agreements with game developers and costs associated with payment processing, transactions, server maintenance, and customer support.

3. Operating Expenses: Expenses related to salaries, benefits, marketing, advertising, platform maintenance, hosting fees, software licenses, legal compliance, and general overhead.

4. Cash Flow Management: Efficient management of cash inflows and outflows, optimization of liquidity, and cost control measures.

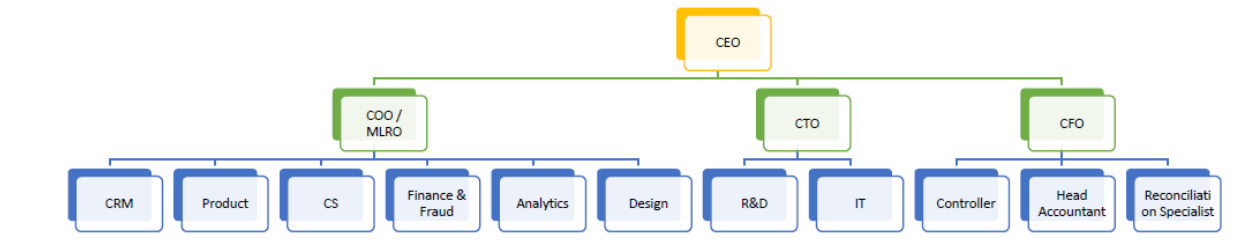
5. Break-Even Analysis: A target to reach break-even by 2025, with regular assessment and adjustments to pricing strategies, revenue streams, and cost structures.

6. Financial Forecast and ROI: A three-year financial forecast reflecting growth potential and profitability, with a positive return on investment expected within the first five years.

	Year 1	Year 2	Year 3
Revenue			
Deposits	2,400,000.00	11,000,000.00	26,000,000.00
Withdrawals	(720,000.00)	(3,300,000.00)	(7,800,000.00)
Gross Revenue - Net Cash	1,680,000.00	7,700,000.00	18,200,000.00
Cost of Revenue			
Game Providers - license fees	240,000.00	1,200,000.00	3,600,000.00
Acquisition Costs	360,000.00	1,800,000.00	7,500,000.00
Curacao License Fees	60,000.00	50,000.00	50,000.00
Processing Fees	72,000.00	360,000.00	1,080,000.00
Total Cost of Revenue	732,000.00	3,410,000.00	12,230,000.00
Operating Expenses			
Salaries	300,000.00	450,000.00	500,000.00
Legal & Related	30,000.00	50,000.00	50,000.00
Third Party providers	60,000.00	120,000.00	120,000.00
Other Operational Expenses	150,000.00	250,000.00	400,000.00
Finance & Related Costs	10,000.00	15,000.00	20,000.00
Total Operating Expenses	550,000.00	885,000.00	1,090,000.00
Grand Total Expenses	1,282,000.00	4,295,000.00	13,320,000.00
Net Profit	398,000.00	3,405,000.00	4,880,000.00

Company Management Structure

Speqta Media NV's Corporate structure



Compliance and Legal Procedures

Speqta Media NV will operate a department for both the legal and compliance needs of the company. Speqta Media NV will adopt all the relevant policies and procedural documents per the licensing conditions including; customer identification and verification procedures, player account and fund management procedures, cash transaction procedures, a responsible gambling policy, an information security policy, an AML/CTF/CPF policy, procedures for player account suspension and closure, an information and security policy, and a complaints procedure. Speqta Media NV will also adopt any other policies which Speqta Media NV find to be relevant to the management of the compliance and legal aspects of the company and any policies and or procedures which directly result from a request of the GCB. Speqta Media NV will implement any and all staff training as a good business practice in relation to policies and procedures for employees in relation to customer service and support as well as the necessary AML training.

Legal and Governance Framework

Our commitment to transparency, integrity, and compliance forms the cornerstone of our Legal and Governance framework. As we seek to obtain a Curacao gambling license, we recognize the significance of adhering to local and international regulations to ensure a responsible and lawful operation.

1. Curacao Regulatory Compliance: Our business will strictly adhere to the regulations set forth by the Curacao eGaming Authority. We understand the importance of maintaining compliance with licensing requirements, ensuring fair gaming practices, and preventing any activities that may compromise the integrity of the industry.
2. Corporate Governance: Our company is committed to robust corporate governance practices. We have established a governance structure that emphasizes accountability, ethical conduct, and effective decision-making. Key elements of our corporate governance include a well-defined organizational structure, clear lines of authority, and mechanisms for oversight.

3. **Anti-Money Laundering (AML) and Know Your Customer (KYC) Policies:** To prevent illicit activities and ensure a secure gaming environment, our business has implemented comprehensive Anti-Money Laundering (AML) and Know Your Customer (KYC) policies. These measures are designed to identify and mitigate risks associated with fraud, money laundering, and other illicit financial activities.
4. **Data Protection and Privacy:** Respecting user privacy is a top priority for our business. We have implemented stringent data protection measures in accordance with international standards. Our practices comply with relevant data protection laws, ensuring the confidentiality and security of user information.
5. **Dispute Resolution and Responsible Gaming:** In line with industry best practices, we have established clear procedures for dispute resolution and are committed to promoting responsible gaming. Our platform includes features such as self-exclusion and responsible gaming tools to safeguard the well-being of our users.

Our Legal and Governance framework reflects our unwavering commitment to operate ethically, transparently, and in full compliance with regulatory requirements. By prioritizing these principles, we aim to build trust among stakeholders and contribute to the long-term sustainability and success of our gaming enterprise.

Conclusion

Speqta Media NV's comprehensive business plan positions us for success in the dynamic and evolving online gambling industry. By offering a diverse range of licensed casino products we aim to provide a secure, entertaining, and rewarding gaming experience for our users. Our commitment to innovation, financial discipline, and user satisfaction will drive our long-term success and establish Speqta Media NV as a leader in the online gambling sector. We invite stakeholders and investors to join us on this exciting journey as we redefine the future of online gambling.

About the UBO

Our UBO possesses a robust and multifaceted background in the iGaming industry, making them a pivotal force in the strategic direction of our gambling enterprise. With a prominent entrepreneurial journey since October 2019, the UBO has been instrumental in leveraging their extensive network and in-depth knowledge of the iGaming landscape across Europe and Asia. During this period, they successfully established online software products, showcasing their proficiency in developing proprietary backend and CRM software, as well as a secure cashier gateway tailored specifically for the iGaming sector. This entrepreneurial endeavor reflects not only their commitment to innovation but also their ability to navigate and contribute to the dynamic and competitive nature of the iGaming market.

Prior to their entrepreneurial venture, the UBO served as the General Manager at Premium IT Technologies from August 2011 to October 2019. In this role, they were responsible for overseeing local

operations. Of significant note is their pivotal role in steering business development activities within the iGaming industry, highlighting their enduring commitment and comprehensive understanding of the sector. This experience, coupled with earlier roles in financial advisory, real estate, and e-commerce, positions our UBO as a seasoned professional with a holistic perspective, uniquely suited to guide our gambling enterprise towards sustained success in a regulated and dynamic market.