

**Business plan
of cryptobosscasino
2024**

Introduction	2
Strategy and objectives	2
The iGaming industry	2
Why Curacao	2
Our business	3
Risk management and compliance	4
Company structure	5
Management team	5
Partners	6
Human resources	7
Software	8
Marketing	9
SWOT	11
Financials	13

Introduction

In an ever-evolving digital landscape, the gaming and entertainment industry continues to experience significant growth and transformation. As technological advancements reshape consumer behavior and preferences, the online casino sector stands at the forefront of innovation, offering immersive and engaging experiences to players worldwide.

SilverDeer is poised to capitalize on this dynamic market opportunity with its strategic entry into the iGaming industry. Our vision is to create a premier online gaming destination that sets new standards for excellence, innovation, and responsible gambling practices. By leveraging cutting-edge technology, captivating gameplay, and a commitment to customer satisfaction, we aim to establish SilverDeer as a leading player in the global online casino market.

Strategy and objectives

The iGaming industry

In 2024, the iGaming industry continues to thrive and evolve, propelled by technological advancements, shifting consumer preferences, and regulatory developments. With an increasingly digital-centric world, the online gaming landscape has become more diverse, immersive, and accessible than ever before.

In response to evolving consumer expectations, iGaming operators are focusing on delivering personalized, engaging, and socially interactive experiences. They are leveraging data analytics, artificial intelligence (AI), and machine learning to better understand player behavior, tailor offerings, and optimize marketing strategies.

Overall, the iGaming industry in 2024 is characterized by innovation, growth, and opportunity. With a focus on technology and customer experience, it is poised to remain a dynamic and thriving sector in the global entertainment landscape.

Given our extensive experience in gambling and the existing high demand in the world for online casinos, we see great commercial potential in this area.

Why Curacao

We have chosen Curacao jurisdiction for obtaining a Gambling license. Our decision is due to the following reasons:

- **Established Reputation:** Curacao has a long history of regulating online gambling and has established itself as a reputable jurisdiction in the iGaming

industry. Many operators and players are familiar with Curacao-licensed casinos, which can instill trust and confidence.

- **Cost-Effectiveness:** Obtaining a Curacao eGaming license is often more cost-effective compared to licenses from other jurisdictions. The application process is streamlined, and the associated fees are generally lower, making it an attractive option for startups and smaller operators.
- **Speed of Licensing:** The licensing process in Curacao is known for its efficiency and speed. Operators can typically obtain a Curacao license relatively quickly compared to other jurisdictions, allowing them to launch their online casino platforms and start generating revenue sooner.
- **Tax Benefits:** Curacao offers favorable tax rates for online gambling operators. The jurisdiction imposes relatively low taxes on gaming revenue, which can result in higher profit margins for licensed operators compared to jurisdictions with higher tax rates.
- **Flexibility:** Curacao eGaming licenses offer flexibility in terms of permitted games, payment methods, and operational requirements. This flexibility allows operators to tailor their online casino offerings to meet the needs and preferences of their target markets more effectively.
- **Global Reach:** A Curacao license allows online casinos to target players from around the world, as it is widely recognized and accepted by players in many countries. This global reach can help operators attract a diverse player base and expand their market presence.
- **Compliance Support:** Curacao eGaming provides regulatory support and guidance to licensed operators, helping them navigate compliance requirements and ensure adherence to industry standards. This support can be valuable for operators seeking to maintain compliance with evolving regulatory frameworks.
- **Access to Payment Processors:** Many payment processors and financial institutions are willing to work with Curacao-licensed online casinos, making it easier for operators to facilitate deposits and withdrawals for their players.

Our business

Our project encompasses a dynamic range of activities within the online gambling industry. Our core business involves operating as an online casino operator.

We pride ourselves on offering a comprehensive suite of products and services designed to cater to the entertainment needs of our customers. From a rich portfolio of online casino games to innovative features and cutting-edge user experiences,

our offerings encompass both traditional casino games and modern, technology-driven gameplay.

To ensure seamless operations, our detailed operational plan encompasses every aspect of our business. This plan includes robust strategies for customer support, payment processing, security, and regulatory compliance. Our team, with their extensive gambling experience, will guarantee the smooth functioning of day-to-day operations, upholding the highest standards of player satisfaction, security, and responsible gaming practices.

The business now operates three online casinos on its own platform that was developed by the SoftGamings company.

1. cryptobosscasino.com - launched on January 2023
2. unlimcasino.com - launched on October 2023
3. casinohype.com - launched on December 2023

All our three projects are focused on CIS and Western Europe markets.

Risk management and compliance

AML/CFT Compliance Procedures

In adherence to global standards against money laundering and terrorist financing, our institution is committed to upholding the highest level of diligence and monitoring to detect, prevent, and report potential threats to financial security. Our BackOffice operations are meticulously designed to ensure compliance with Anti-Money Laundering (AML) and Combating Financing of Terrorism (CFT) regulations, safeguarding not only our interests but also those of our clients and the wider community.

Transaction Monitoring

Our transaction monitoring system is a cornerstone of our AML/CFT efforts. By analyzing transaction patterns in real-time, we ensure all customer activities align with their known profiles, risk assessments, and historical behavior. This system is crucial for identifying discrepancies, with particular attention paid to complex, unusual, or high-risk transactions. Regular updates to customer profiles are mandatory, ensuring accuracy in monitoring fund sources and transaction purposes.

Customer Due Diligence (CDD)

We enforce a rigorous Customer Due Diligence protocol, essential for understanding our customers and managing associated risks. This includes:

Verification of Identity: Through the Know Your Customer (KYC) process, we collect and verify identification documents (e.g., government-issued IDs, proof of address) to authenticate customer identities and the legitimacy of their funds.

PEP and Sanctions Screening: Politically Exposed Persons (PEPs) and individuals on sanctions lists are identified through comprehensive screening processes, utilizing databases such as the Financial Intelligence Unit and NameScan. This facilitates risk assessment and decision-making regarding customer relationships.

Enhanced Due Diligence (EDD): For higher-risk categories, including PEPs, our EDD measures involve deeper investigations into customers' sources of wealth and potential links to illicit activities, ensuring thorough risk evaluation.

Data Storage and Risk Management

To comply with AML/CFT regulations, we maintain detailed records of all transactions, customer interactions, and due diligence efforts for a minimum of five years. This documentation supports the verification process and any investigative actions, enabling swift responses to regulatory inquiries. Our procedures are designed with a dual focus on compliance and data protection, ensuring personal information is securely managed and used solely for its intended purpose.

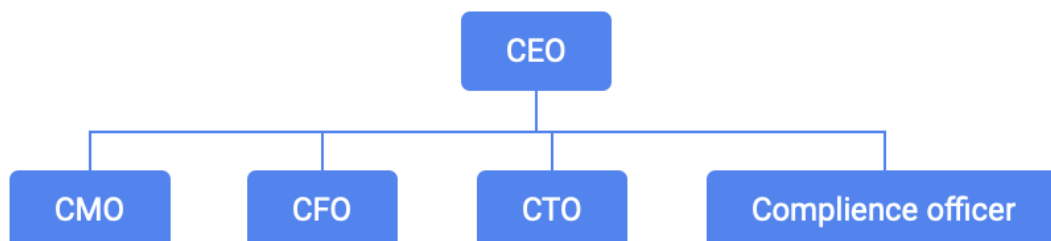
Compliance and Regulatory Adherence

Our institution operates under a strict regulatory framework, with policies and procedures aligned with current AML/CFT legislation. Continuous training ensures our team is knowledgeable about evolving threats and regulatory requirements, enabling effective implementation of our compliance program.

Company structure

Management team

Our project brings together a team of experienced individuals with extensive backgrounds in the gambling industry.



- **CEO** - Alexander Zhilin. Has 10+ years of experience in online gaming, including operating Curacao licensed online casinos developing gaming platform.
- **CMO** - Mikhail Danshin. Has 8+ years of experience in online marketing.
- **CFO** - Vladimir Papakov. Has 10+ years of experience in finance and 7+ years in online gaming.
- **Compliance officer** - Evgeny Korolkov. Has 7+ years of experience in online gaming.

Partners

We recognize the importance of building strong and mutually beneficial relationships with our suppliers.

We have several principles how we work with our partners and suppliers:

- **Open Communication:** We encourage regular dialogue to discuss expectations, requirements, and any issues that may arise.
- **Quality Standards:** We expect our suppliers to meet or exceed our quality standards.
- **Continuous Improvement:** We encourage suppliers to share insights, ideas, and suggestions for enhancing efficiency, quality, and cost-effectiveness.
- **Timely Payments:** We strive to honor payment terms and ensure that invoices are processed promptly and accurately.
- **Risk Management:** We work closely with suppliers to identify potential risks and develop strategies to mitigate them, ensuring continuity of supply.
- **Performance Evaluation:** We conduct regular performance evaluations of our suppliers based on predefined criteria such as quality, reliability, responsiveness, and cost-effectiveness.
- **Collaborative Partnerships:** We seek to build long-term, collaborative partnerships based on trust, mutual respect, and shared goals.

The list of our key suppliers:

Counterparty	Business area
Softgamings	Software development/Game aggregator

Catalyst s.r.o.	Crypto currencies service
Hacksaw	Game provider
Relax	Game provider/Game aggregator
Endorphina	Game provider
Bgaming	Game provider
Fingerprint	Antifraud
Satchel	Banking

Human resources

The key advantage of our company is our human resources strategy. The main goal of this strategy is to have a successful team that drives innovation, fosters a positive work culture, and delivers exceptional results in the competitive iGaming industry. These are the principles that help us to reach it:

- **Talent Acquisition and Recruitment:** Develop a robust recruitment strategy to attract top talent with the skills, experience, and passion for the iGaming industry. Utilize multiple channels, including online job boards, social media, industry events, and referrals, to source candidates. Screen candidates thoroughly to ensure they align with the company culture and values.
- **Training and Development:** Invest in ongoing training and development programs to enhance the skills and knowledge of employees. Provide comprehensive onboarding for new hires and offer opportunities for professional growth through workshops, certifications, and skill-building initiatives. Develop career paths and succession plans to foster employee retention and advancement.
- **Culture and Values:** Cultivate a positive and inclusive work culture that promotes teamwork, collaboration, and innovation. Clearly define the company's values and foster a sense of belonging and camaraderie among team members. Recognize and reward employees for their contributions and achievements, fostering a culture of appreciation and motivation.
- **Performance Management:** Implement a performance management system to set clear goals and expectations for employees and provide regular feedback and coaching. Conduct performance evaluations to assess individual and team performance, identify areas for improvement, and recognize high performers. Use performance data to inform decisions regarding promotions, bonuses, and career development.

- **Employee Engagement:** Foster employee engagement and satisfaction by soliciting feedback, listening to concerns, and addressing issues promptly and effectively. Encourage open communication and transparency, and involve employees in decision-making processes that affect their work environment. Organize team-building activities, social events, and wellness programs to promote morale and cohesion.
- **Work-Life Balance:** Prioritize work-life balance and employee well-being by offering flexible work arrangements, such as remote work options or flexible hours. Provide access to resources and support services, such as counseling, stress management programs, and health and wellness benefits, to support employees' physical and mental health.
- **Compliance and Ethics:** Ensure compliance with relevant laws, regulations, and industry standards governing the iGaming industry. Implement policies and procedures to promote ethical conduct, responsible gambling practices, and data protection and privacy. Provide training and resources to educate employees about their legal and ethical responsibilities and promote a culture of integrity and compliance.
- **Diversity and Inclusion:** Embrace diversity and inclusion as core values and actively promote diversity in hiring, promotion, and leadership opportunities. Create a welcoming and inclusive environment where employees from diverse backgrounds feel valued, respected, and empowered to contribute their unique perspectives and talents.

Software

An important advantage of our company is its own gaming platform developed by SoftGamings.

When developing our gaming platform, we relied on the following key aspects of creating an innovative and competitive product:

- **Market Research and Analysis:** Conducted thorough market research to identify current trends, emerging opportunities, and potential gaps in the iGaming market. Analyzed competitor offerings, player demographics, regulatory landscapes, and technological developments to inform our platform development strategy.
- **Technology Selection:** We have chosen the modern technology stack and platform architecture to support our iGaming platform's functionality, scalability, and security requirements. We have considered such factors as game engine integration, payment processing, player account management, regulatory compliance, and data security.

- **Game Selection and Integration:** we have a diverse and engaging portfolio of games from leading game developers, including slots, table games, live dealer games, and specialty games.
- **User Experience Design:** Our design is an intuitive, responsive, and visually appealing user interface (UI) and user experience (UX) that prioritize ease of navigation, accessibility, and immersion. Our platform is well optimized for mobile devices to cater to the growing number of mobile players.
- **Payment Processing Integration:** we have integrated secure and reliable payment processing solutions that support a wide range of payment methods.
- **Regulatory Compliance:** Our platform meets all modern standards of responsible gambling and anti-money laundering (AML) laws.
- **Marketing and Player Acquisition:** Our iGaming allows us to work effectively with the most profitable traffic sources, offering a variety of promotions and bonuses for players. Our platform has unique features to have advantages in search engine optimization (SEO), social media marketing (SMM), content marketing, influencer partnerships and affiliate marketing.
- **Player Retention and Loyalty Programs:** our platform offers flexible rewards, bonuses, VIP perks, and personalized promotions to enhance player engagement and loyalty.
- **Analytics and Optimization:** we use data analytics and business intelligence tools to track key performance indicators (KPIs), monitor player behavior, and gain actionable insights into platform performance, player preferences, and market trends.

Our proprietary software sets us apart from competitors, allowing us to provide a unique and tailored gaming experience to our customers. We are proud of our team's extensive gambling experience, which encompasses various aspects of the industry, ensuring that we possess the knowledge and expertise necessary to thrive in this dynamic market.

Marketing

The business will be focused on CIS, Asia and Latin America markets.

The target audience of our business will be players who want to relax while playing at an online casino. We continue to be focused on high LTV players. We do not target players with any gambling problems.

Our marketing strategy is focused on streamers, bloggers, and social media marketing (SMM) as the most effective sources of traffic on the market. We believe that these sources continue to be

- **Identify Influencers:** Research and identify popular streamers, bloggers, and social media personalities within the gaming and entertainment niche. Look for influencers who have a significant following and engagement among your target audience.
- **Establish Partnerships:** Reach out to selected influencers and propose collaboration opportunities. Offer them exclusive deals, bonuses, or perks for promoting your online casino on their channels. Negotiate terms that align with both parties' interests, such as sponsored streams, dedicated videos, or social media posts.
- **Create Compelling Content:** Work closely with influencers to create engaging and entertaining content that showcases your online casino's offerings. This could include live-streamed gameplay sessions, tutorial videos, highlight reels of big wins, or behind-the-scenes looks at the casino experience.
- **Host Exclusive Events:** Organize special events or tournaments in collaboration with influencers to generate buzz and attract attention to your online casino. Offer attractive prizes, bonuses, or giveaways to incentivize participation and engagement from both existing and potential players.
- **Utilize Social Media Platforms:** Leverage various social media platforms such as Instagram, Twitter, Facebook, and TikTok to amplify your casino's visibility and engagement. Share engaging content, announcements, promotions, and updates regularly to keep your audience informed and interested.
- **Run Paid Advertising Campaigns:** Invest in targeted advertising campaigns on social media platforms and other relevant channels to reach a wider audience. Utilize advanced targeting options to focus your ads on specific demographics, interests, and behaviors relevant to your target market.
- **Implement Affiliate Marketing Programs:** Establish affiliate marketing programs to incentivize influencers, bloggers, and other partners to promote your online casino. Offer them commissions, revenue sharing, or other incentives for driving sign-ups, deposits, or player activity through their referral links or codes.
- **Engage with the Community:** Actively engage with your audience and community on social media platforms and gaming forums. Respond to comments, address concerns, and foster positive interactions to build trust and credibility with your audience.
- **Monitor and Analyze Performance:** Regularly monitor the performance of your marketing efforts across various channels. Track key metrics such as website traffic, conversion rates, player acquisition costs, and return on

investment (ROI). Use insights from analytics to optimize your strategies and refine your approach over time.

- **Comply with Regulations:** Ensure compliance with relevant gambling regulations and advertising guidelines in all your marketing activities. Maintain transparency, integrity, and responsible gambling practices to build trust and credibility with your audience and regulatory authorities.

Our marketing plan is tailored to engage with potential players across our target markets. Leveraging our team's expertise in conducting successful marketing campaigns and partnerships with over 400 affiliate partners, we aim to reach a wide audience. By focusing on our players' preferences and utilizing data-driven insights, our marketing strategies are poised to enhance brand visibility and drive player acquisition.

SWOT

Strengths:

1. **Highly skilled team:** Our team have 10+ years of experience in online gaming industry.
2. **Strong marketing team:** we have a highly skilled marketing team with hundreds of contacts of affiliate partners all over the world.
3. **Focus on effective traffic sources:** social media, streamers, influencers.
4. **VIP players focused marketing:** our platform allows VIP players to have unique experience in iGaming industry.
5. **Curacao license:** trusted by players and game providers.

Weaknesses:

1. **Regulatory Challenges:** The online casino industry faces regulatory challenges in certain jurisdictions, where gambling laws are restrictive or ambiguous, potentially limiting the ability to operate or expand into new markets.
2. **Legal Risks:** Legal uncertainties, including changes in regulations, taxation, and licensing requirements, can pose risks to the stability and profitability of the online casino business.
3. **Competition:** The online casino market is highly competitive, with numerous operators vying for players' attention and loyalty. Standing out among

competitors requires innovative strategies and a differentiated value proposition.

4. **Dependence on Technology:** Reliance on technology exposes the online casino to risks such as system failures, cybersecurity threats, and technical glitches, which can disrupt operations and damage the user experience.
5. **Reputation Management:** Negative publicity, such as allegations of fraud, unfair gaming practices, or data breaches, can tarnish the reputation of the online casino and erode player trust, impacting customer acquisition and retention.

Opportunities:

1. **Increasing Demand:** The online casino industry continues to experience growth due to the convenience and accessibility it offers to players, especially in regions where traditional brick-and-mortar casinos are limited.
2. **Product Diversification:** Offering a diverse range of games, including slots, table games, live dealer games, and sports betting, allows the online casino to appeal to a broader audience and cater to different player preferences.
3. **Innovation:** Embracing emerging technologies, such as blockchain, AI, and mobile gaming, enables the online casino to differentiate itself from competitors and enhance the gaming experience for players.
4. **Strategic Partnerships:** Collaborating with game developers, payment processors, and marketing partners can unlock new opportunities for the online casino, including access to exclusive content, expanded payment options, and increased brand exposure.
5. **Responsible Gambling Initiatives:** Implementing responsible gambling measures, such as self-exclusion tools, responsible gaming education, and player support services, demonstrates the online casino's commitment to player safety and responsible gaming practices, enhancing its reputation and attracting socially conscious players.

Threats:

1. **Regulatory Changes:** Changes in gambling regulations, enforcement actions, or tax policies in key markets can impact the online casino's ability to operate profitably and comply with legal requirements.

2. **Economic Downturns:** Economic downturns or fluctuations in disposable income may reduce player spending on online gambling, affecting the online casino's revenue and profitability.
3. **Cybersecurity Risks:** Cyberattacks, data breaches, and security vulnerabilities pose threats to the integrity of the online casino's platform, player data, and financial transactions, potentially damaging its reputation and trustworthiness.
4. **Changing Consumer Preferences:** Shifting consumer preferences, such as the rise of esports betting or social gaming, may disrupt the traditional online casino model and require adaptation to meet evolving player demands.
5. **Competitive Landscape:** Intense competition from established online casinos, new entrants, and land-based operators entering the online space increases pressure on the online casino to innovate, differentiate, and maintain market share.

Financials

Business forecast for 3 years

EUR thousands	2024	2025	2026
GGR	75 000	93 750	112 500
NGR	45 000	56 250	67 500
Direct costs (license, software, affiliates)	(30 000)	(39 375)	(49 500)
Management costs	(4 575)	(5 625)	(6 188)
Tax	(225)	(281)	(338)
Profit	10 200	10 969	11 475

We expect the GGR to reach 75 million euros by the end of 2024 and further grow by 25% in 2025 and by 20% in 2026. Due to the favorable bonus policy, we expect that the NGR will be 60% of GGR in the perspective of 3 years. We expect a slight increase in the level of direct costs from 40% of GGR by the end of 2024 to 44% by the end of 2026. The main reason for the increase in direct costs will be the increase in the cost of affiliate traffic.

Our company's financial strategy underscores our current profitability, grounded in a unique business model where operations are predominantly financed by our

engaged user base. From inception, we have demonstrated fiscal prudence, managing to keep initial development costs relatively low without compromising the quality or scalability of our offerings. This approach has not only ensured a streamlined path to market leadership but also allowed us to operate with a robust profit margin. Recognizing the dynamic nature of business, we proactively secured backup agreements with various investors, ready to support us through a debt structure if ever we encounter a cash shortfall. This strategic foresight ensures our sustained growth and operational stability, affirming our commitment to long-term success and stakeholder confidence.