

Business Plan for TRUSTDICE

1. Business Overview

Business Name: TRUSTDICE

Formation: Incorporated in 2016 under the laws of Curacao as a licensed online casino.

UBO: Yongfu Cao – entrepreneur with 10+ years experiences in blockchain-based gaming.

Products & Services:

TRUSTDICE will operate a online casino offering:

- RNG-certified slots and table games (blackjack, poker, roulette, baccarat)
- Provably fair blockchain-based games
- Live dealer games
- Sports betting

Proprietary IP:

The trademark of TRUSTDICE: 

Unique Edge:

- Instant, secure, anonymous crypto transactions
- Provably fair gaming for enhanced trust and transparency
- Strong KYC/AML mechanisms despite anonymity features

2. Company Management Structure

The management organogram reflects clear role separation and regulatory oversight:



- **CEO:** Yongfu Cao – Responsible for the overall strategic direction, leadership, and operational oversight of the company.
- **CFO:** David Kostap – Overseeing the company's financial strategy, budgeting, accounting, and reporting, ensuring fiscal compliance and sustainability.
- **CTO:** Hiren Ashokbhai Tariwala – Responsible for leading the development, implementation, and security of the company's technology infrastructure and gaming platform.
- **CCO:** Jelena Poposilov – Customer & affiliate relationship lead
- **Compliance Officer:** Nixie Villarosa – Responsible for ensuring that all operations of the casino adhere to relevant gaming regulations, AML/KYC requirements, and internal compliance policies.

Reporting Lines:

CTO, CFO, CCO report to the CEO. Compliance Officer reports directly to the Board, ensuring independence.

3. Business Forecasts

TRUSTDICE is expected to have a yearly revenue growth of 5%, and an increase of 3%-4% per year for CoGs (expenses for our game providers like Softswiss) and other expenses like salaries and servers. TRUSTDICE operates at a net loss for the recent three years due to the worldwide economic recession, and expects to be profitable when the worldwide economic improves after 3 years.

2025-2027 Financial forecast for TRUSTDICE

EUR	2025	2026	2027
Revenue	155,000.00	162,750.00	170,887.50
CoGs	31,000.00	32,240.00	33,529.60
Expenses	180,000.00	187,200.00	192,816.00
Profits	-56,000.00	-56,690.00	-55,458.10

4. Strategy for Growth & Market Share

Marketing Strategy:

- Initial focus on the Europe markets where crypto adoption is high
- Affiliate marketing program with revenue share

- Partnerships with influencers in the crypto/gaming niche
- Loyalty token issuance for player retention

Financial Strategy:

- Actively seeking external investors
- Budget allocated to platform development (35%), compliance (20%), marketing (30%), and operations (15%)
- Extra funding from the UBO's personal crypto savings to provide a guarantee for the company's business cash flow.

Excluded Markets:

- Afghanistan, American Samoa, Central African Republic, China, Cuba, Ethiopia, Iran, Iraq, Israel, Ivory Coast, Lebanon, Libya, Mali, Myanmar, Nicaragua, North Korea, Northern Mariana Islands, Puerto Rico, Russia, Singapore, Sint Maarten, Somalia, South Sudan, St Helena, Sudan, Syria, United Kingdom, United States, Virgin Islands (US), Yemen

5. Key Suppliers & Dependencies

Gaming Platform Providers:

- SoftSwiss (Slots & RNG games)
- Sportradar (Sports betting)

Crypto Payment Processor:

- Sticpay
- Much Better

Legal:

- Legal firm: JURIS CIVILIS LEGAL CONSULTANCY FIRM

Risk Management:

- Supplier SLAs with availability guarantees
- Redundancy across cloud and wallet services
- Contingency reserves for 12-month liquidity

6. Risk Evaluation & Management

Risk Assessment Methods:

- Internal quarterly risk reviews and audits

- Risk register managed by compliance officer

Risk Mitigation:

- Game fairness independently verified
- Active monitoring of AML patterns

Oversight Committees:

- Risk & Compliance Committee
- Technology & Security Committee

7. Legal & Governance Framework

Board of Directors:

- Yongfu Cao

Board Oversight:

- Yearly strategic, compliance, risk, financial decisions and reviews
- UBO holds veto rights only in case of legal breach or mission misalignment
- Board decisions require simple majority, avoiding deadlocks

Legal Support:

- JURIS CIVILIS LEGAL CONSULTANCY FIRM provides legal advisory (on retainer)

Board Meetings:

- Held yearly, attendees include board members and Compliance Officer

8. Target KPIs & Business Objectives

Short-Term KPIs and objectives (Year 1–2):

- 1,000 active monthly users
- 85% uptime across all game modules
- 100% regulatory compliance
- Run targeted marketing campaigns to increase visibility across crypto and gaming communities.
- 95%+ player payout speed within 5 minutes

Long-Term KPIs and objectives (Year 3+):

- Market leader in crypto casino for emerging markets
- Reach 1 million registered users from diverse international market
- Revenue self-sufficiency and positive EBITDA post-Year 3
- Strengthen brand loyalty by build a strong community around the casino through loyalty programs, tournaments, and partnerships.

9. Policies & Procedures

Responsibility:

- Policies and procedures are developed internally by the Compliance Officer

Timeline & Communication:

- Full suite of policies (AML, KYC, data protection, responsible gambling) is submitted with GCB
- with any notification of any breaches by GCB, we provide feedback within 10 working days

Qualifications & Oversight:

Relevant Expertise and Experience:

- The Compliance Officer possesses appropriate qualifications and demonstrated experience in regulatory compliance, including Anti-Money Laundering (AML), Know Your Customer (KYC), data protection, and responsible gambling.

Internal Responsibility & Oversight:

- Policies and procedures are developed internally by the Compliance Officer, allowing for direct oversight, alignment with company objectives, and immediate accountability to the Board.

Timely and Transparent Communication:

- The Compliance Officer ensures that the full suite of policies is submitted to the Gaming Control Board (GCB). Any notifications of breaches by the GCB are addressed with formal feedback provided within 10 working days, reflecting a structured and responsive compliance process.

No Conflicts of Interest Identified:

- The Compliance Officer operates independently from departments that could create potential conflicts (e.g. marketing or operations) and reports directly to the Board, ensuring impartiality in compliance-related matters.

Commitment to Ongoing Compliance:

- The Compliance Officer remains up to date with regulatory developments and is responsible for continual policy updates and training, reinforcing the organization's compliance culture.