

Business Plan Great Star NV

Executive Summary : Overview of business idea, vision and strategic goals.

The idea started several years ago to create a company that could offer entertainment, flexibility and security. Our vision is to become one of the largest IP operators in the regions and countries we have targeted (Latin America and Africa).

Company description: Legal structure, history, type of games offered.

Great Star NV has been incorporated in March 18th, 2011 in Curacao and got a gaming license numbered 1668/JAZ that allowed us to provide B2C and B2B gambling services for sports betting and casino. The original name of the company was i-Tainment NV.

So essentially we have a history of 13 years in the market, but we make a new fresh start.

*for the legal structure please see attachment "Great Star N.V. Certified with Apostille Structure Chart 22.05.2024 "

3) Market analysis: Target audience, market trends, competitor analysis.

The global online gambling market size was valued at USD 63.53 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 11.7% from 2023 to 2030. The growing internet penetration and rise in the use of mobile phones among users for playing online games is increasing the demand for online gambling. For instance, in 2022, internet penetration in the U.S. was 92% of the country's total population. Furthermore, cultural and legalization approval, easy access to online gambling, celebrity endorsements, and corporate sponsorships are also helping market growth. We accept all customers but our main target are the customers using new technologies (mobile phones) and following the new and "fresh" trends of the industry .

4) Marketing Strategy: Promotion, advertising, player acquisition and retention plans.

The promotion of the company is done through large websites with corresponding content, on pages of payment providers and through new trends such as streamers, for new registrations and acquisition. Our retention plan is based on dormant players (after 3 months of inactivity) , providing dedicated offers for individual groups of customers.

5) Operational Plan: Software, hardware, customer support and day-to-day operations.

Our Sportsbook provider is Altenar and we are using also their platform providing us all relative hardware and security measures for data and disaster protection .For casino we are using always popular and certified providers such as Pragmatic Play, Evolution , Blue Ocean and many more.

Our support team is offering its services 24/7/365 as well as our Risk and Fraud team who are daily monitoring the activity , the registrations, KYC's and transactions of our customers

6) Management and Personnel: Organizational structure, key team members.

100% Share holder of Great star NV is Gastone Club Online LTD (Cyprus) and our UBO is Christos Andronikidis. The key team members are describing at attachment "Internal Structure of Great Star N.V." .

7) Regulatory Compliance: Licensing requirements, fairness, security measures.

We are fully complied with all regulator and licensing requirements as well as with fairness and security measures. The Fairness and security measures are guaranteed from our Platform , Casino and Sportsbook providers/suppliers who they are certified and audited .

8) Financial Projections: Revenue model, cash flow, profit and loss projections

Please check attachment "Gr8star financial summary" for a complete analysis