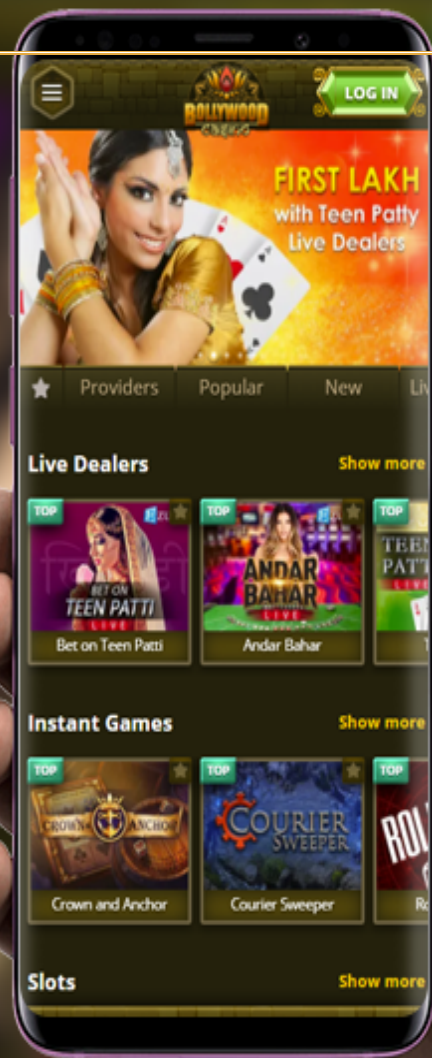




2024

BUSINESS PLAN

BUGAGO B.V.

Non-Disclosure and Confidentiality Agreement

This Business Plan (the "Business Plan") contains certain information regarding the current and planned operations and business of Bugago B.V. (the "Company"), including the projected financial performance of the Company. The Company has provided this Business Plan to the recipient for the internal use only.

By accepting a copy of this Business Plan, the recipient agrees, among other things, to keep the information contained herein confidential. The recipient agrees to restrict the use of any information contained herein to those people within the recipient's organization or designated representatives who understand the confidential nature of such information and who need to have such information in connection with the organization's evaluation of the Company.

The Company has prepared this Business Plan based on internally prepared information, as well as information from public and private sources, including trade and statistical sources commonly used in the industry. This Business Plan does not purport to contain all of the information that may be required to evaluate all of the factors that would be relevant to a recipient in considering a transaction with the Company. The Company makes no warranty or representation, either express or implied, as to the accuracy or completeness of the material contained herein or any other written/oral information provided by the Company to the recipient, and no liability shall attach thereto.

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01 **EXECUTIVE** **SUMMARY**



According to official data from the GamStop, the demand for gambling sites has increased significantly recently. In fact, there are many reasons for users to turn to offshore gambling sites as these sites offer what domestic operators do not. Furthermore, they offer an extensive pack of rewards and attractive bonuses that users can take advantage of in getting more profits in the long run. The offshore sites also offer a vast collection of games from top global vendors, and all users can try these games for free or for real money as they wish. The increasing popularity of gambling apps and social gambling will propel the growth of the mobile gambling market.

The online gambling industry is powered by increased smartphone adoption, innovative forms of gambling, and new demographics showing interest. The availability and integration of new technologies have led to a full transformation of what's on offer. This, in turn, has sparked interest from those who previously hadn't considered online gambling. Online casinos have seized the chance immediately, with India having the second-largest mobile market in the world with 493 million users. Online casinos have become one of the most popular apps since many people spend a lot of time on their mobile devices. With all other things being equal, it is anticipated that, over the next few years, online gambling will continue to support the expansion of the entertainment sector.



Online gaming is a big thing, not only in the west but also in Asia, especially with further technological advancement. India's online gaming industry has grown exponentially with cutting-edge technology and a vibrant ecosystem enticing more developers, marketers, and investors. India is a large country with a large population. According to the latest data, close to 1.4 billion people live in this country, which is a huge number. Of this number, nearly 800,000 are people who have played a casino game at least once in the last year. This speaks volumes about why online casino games are so popular in India, which shows us that there is indeed a high interest in online casino options in India.

Gambling online brings a different level of entertainment. It is made possible because of the modern technological advancements mimicking land-based casino settings, including the environment and feels. To further keep the players entertained, there are added features making online casino gaming more entertaining and interactive, such as live chat functions and high-definition graphics. There is always a high demand for such gaming content in India, and many international casinos are finally marketing successfully to this region.

Launched in 2017, Bugago B.V. is a Curacao-based provider of iGaming products. Our vision is to provide customers with state-of-the-art online casino while keeping them at the forefront of iGaming innovations supported by our expertise and experience. Bugago B.V. is dedicated to the Indian market, offering a diverse range of games tailored to appeal to a broad audience without specific client targeting.

Our primary product is Bollywood Casino – an Indian project with grand ambitions, hundreds of top gambling products, a robust loyalty program, and strong support of popular payment systems. We fully launched Bollywood Casino in 2020, and in less than a year, our online casino was able to gather an audience of thousands of players from India. The popularity of the Bollywood Casino became possible not only because of the well-thought-out-bonus policy but also because of the user-friendly interface, design, and simplicity of the website. Bollywood Casino's official website www.bollywood-casino.com is exceptionally stylish and well-designed – made in Indian stylistics: brown colors, beautiful Indian men and women, stylized icons, and buttons.

We offer a plethora of gaming options at our site. The users are able to generate a sizeable list of gaming options in the slots and live dealer segments. We have dedicated menus in the navigational bar for each of the major live dealer segments like live blackjack, live roulette, and live poker. Most of the titles in this segment come from Evolution Gaming, a popular name in the gaming industry. Apart from Evolution Gaming, our online casino operates by partnering with well-known software providers in the gaming world, including Fugaso, EZUGI, Spinomenal, Amigo gaming, Betsoftgaming, 3Oaks, Play'n Go, Amatic and other. These providers guarantee excellent quality, fair play, and good rewards. In addition, all the slots at our online casino have obtained relevant game certifications from well-known, internationally reputable, and independent testing labs, guaranteeing fair gaming for our users.



Bollywood Casino is known for its reliability and authentication. The website has specific terms and conditions that have to be accepted by every customer. Our site has a strong and secure security system protected by the latest version of the SSL data encryption protocol. We have been operated under CEG gambling sub-license, which means that the website is fully regulated and safe for Indian citizens.

To ensure compliance with international trade standards, Bugago B.V. operate exclusively in accordance with the laws on combating money laundering and countering the financing of terrorism and criminal activities. We comply with the rules and guidance contained in the following laws, namely the National Ordinance Penalization of Money Laundering (NOPML), the National Ordinance on the Reporting of Unusual Transactions (NORUT0), the National Ordinance on Identification of the Customer when Rendering Services (NOIS), Directive (EU) 2018/843 and the FATF recommendations.

Bugago B.V. is registered as a limited Liability Company in Curacao and is owned by Sergii Maslo, who has a significant experience in the iGaming industry. Our company's leadership has the potential to create endless opportunities to promote and establish the foundation of the online gambling industry all over the world.

We have identified several overarching objectives fundamental to implementing its core business and aligning with our strategic direction. The business plan demonstrates the business model's viability and the benchmarks the company will be required to meet to align with its development and growth objectives.

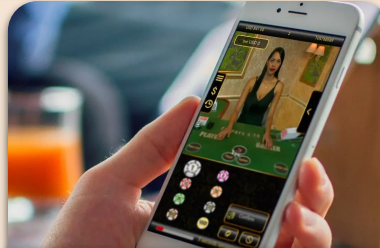
We believe that our premium website will become the number one gambling destination for all gamblers across India. Our users' best interests will always be our utmost priority, and our values and professional ethics will guide all our activities. We also hope to hire experienced professionals in the iGaming industry. We are regulated and supervised by the Government of Curacao and abide Curacao laws. We adhere to KYC and AML procedures and promote Responsible Gambling policies. In other words, we ensure a secure gaming ecosystem, fair play, and a responsible online casino experience for all our members.

VISION AND MISSION



VISION

To be the premier destination for immersive and entertaining gaming experiences in the Indian market, fostering a vibrant community and setting the standard for excellence and innovation in the industry.



MISSION

We are passionate about creating and delivering great products of top quality ensuring the best user experience. We take pride in what we do. And our mission is to continue working on providing an outstanding online experience.



PURPOSE

To provide a secure and reliable online gambling platform that complies with the principles of responsible gaming whilst ensuring an all-out gambling experience for our customers

02 COMPANY OVERVIEW

TARGET MARKET

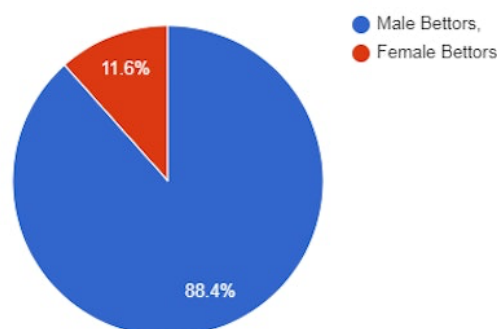
Our target is the population of India between the ages of 18 to 65+.

ONLINE GAMBLING IN INDIA: KEY STATISTICS

- Number of people in India who gamble regularly: 140 million
- Number of people in India who gamble during major events: 370 million
- The most popular gambling deposit methods in India: are UPI, Paytm, and PhonePe
- States where online gambling is most popular: Telangana, Karnataka, Maharashtra
- While the regulatory framework governing gaming in India is still evolving, recent developments indicate a growing acceptance and recognition of gaming as a legitimate form of entertainment. However, compliance with regulatory requirements, including licensing and responsible gaming practices, remains essential for industry stakeholders.

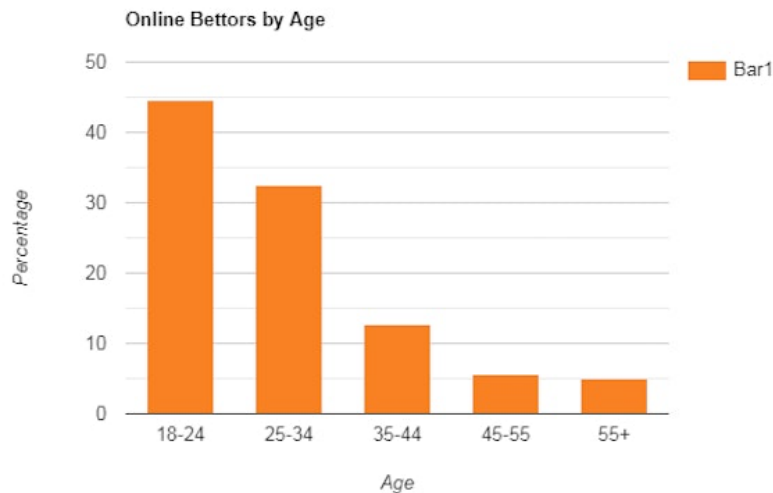
ONLINE GAMBLING BY GENDER

Male vs. Female bettors in India



ONLINE GAMBLING BY AGE

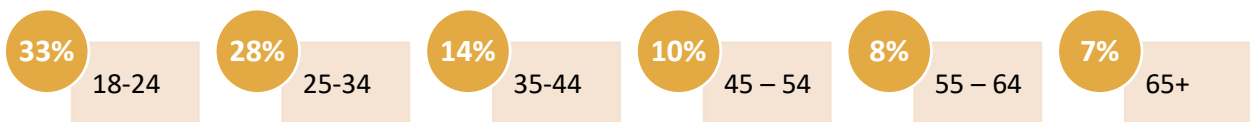
According to many researches, young people are much more inclined to gamble online compared to older people. Of all Indian bettors, 44,6% are between 18 and 24. 32.5% are between the ages of 25 and 34.



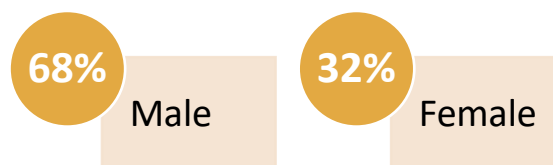
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The popularity of online gambling in India is often attributed to the fact that physical gambling outlets and casinos are banned. Therefore, online gambling outlets are the only allowed venues for Indian gamblers. We have kept in mind the Indian populace's preference for Indian theme gambling websites, thus developed Bollywood Casino accordingly.

Age Demographics



Gender Demographics



¹ <https://qrius.com/rise-of-the-indian-online-gaming-sector-in-2022/>

BUSINESS OPPORTUNITY

To understand the popularity of slots, blackjack, and roulette it is necessary to have an insight into Indian culture and its demographics, technological innovations, and regulatory framework that affect how the Indian gambling landscape is formed.

- The online gaming industry across India was valued at around 79 billion Indian rupees in 2021, a leap from about 65 billion rupees in the previous year. The sector was expected to be worth over 150 billion Indian rupees by 2024, indicating a compound annual growth of around 15 percent.²
- Total revenue in the Casino Games segment is projected to reach US\$32.31m in 2022.
- Total revenue is expected to show an annual growth rate (CAGR 2022-2026) of 9.65%, resulting in a projected market volume of US\$46.70m by 2026.
- In-app purchase (IAP) revenue in the Casino Games segment is projected to reach US\$23.36m in 2022.
- Advertising revenue in the Casino Games segment is projected to reach US\$8.81m in 2022.
- The number of downloads in the Casino Games segment is projected to reach 67.0m in 2022.³

Statistics show that India is the largest country in the world, with the largest population of youths. To this effect, most industries in the land are developing new generation interests. One of the significant interests of many youths is digital sports, including gambling.⁴

Indian online gambling market is experiencing a renaissance. In a country where gambling can be considered somewhat of a national sport, more and more players turn to top online casinos instead of traditional land-based venues. According to some statistics, 40% of all internet users in India gamble, and there is a great chance it will surpass the United Kingdom in the number of gamblers per capita.⁵

² <https://www.statista.com/statistics/795281/india-market-size-of-gaming-industry/>

³ <https://www.statista.com/outlook/dmo/app/games/casino-games/india>

⁴ <https://augustafreepress.com/news/online-gambling-is-rapidly-growing-in-india/>

⁵ <https://www.theweek.in/news/sci-tech/2021/02/04/indian-online-gambling-market-review.html>

CORE COMPETENCIES



MILESTONES

Financial

- To set realistic sales and revenue benchmarks
- To achieve set financial targets
- To carefully utilize the financial resources in order to operate efficiently
- To run a lean organization through minimum overhead costs

Marketing

- To position the platform as best, fun and reliable online gambling platform and achieving market leadership
- To use various digital marketing channels to connect with customers
- To fulfill all branding needs of the platform

Operational

- To integrate additional payment providers with a higher approve ratio
- To create a backend system that works efficiently
- To ensure smooth business operations for achieving the success
- To ensure data safety and confidentiality to gain confidence of customer

BUSINESS GOALS

We have identified the following goals and objectives for our business:

1

FIRST GOAL

To provide an exceptional user experience via our website and a dedicated customer support network, our consumers can rely upon us anytime.

2

SECOND GOAL

To build strong partnerships with affiliates and partners in the iGaming industry

3

THIRD GOAL

To implement different marketing strategies to promote our website and attract users and investors and achieve a high usage rate

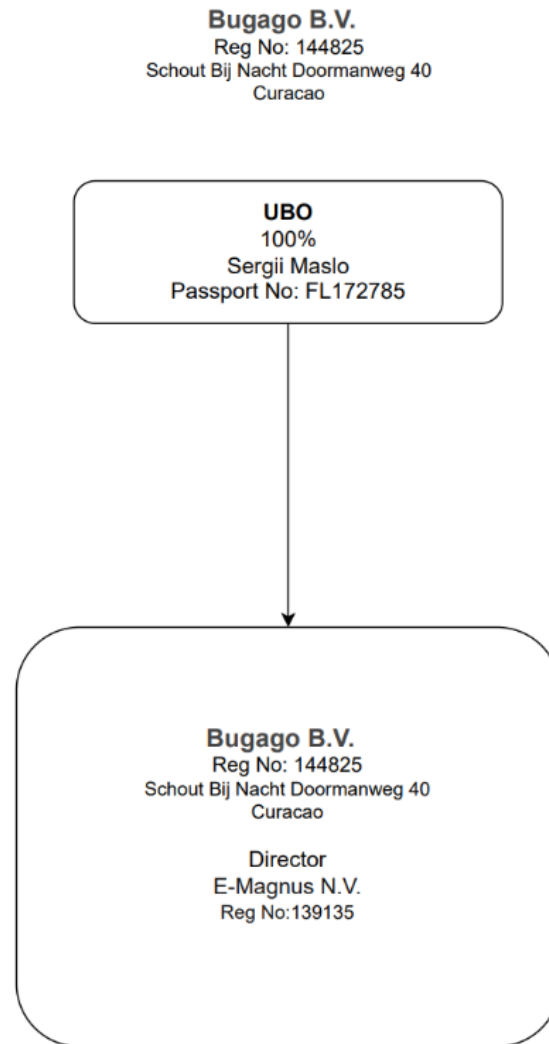
4

FOURTH GOAL

To develop strategies for our business growth, continuously evaluate performance and review goals, and increase profit margins with time



COMPANY OWNERSHIP & ORGANIZATIONAL STRUCTURE





Key personnel and key functions' competence

CEO: Sergii Maslo

Sergii Maslo is an accomplished CEO and Founder with a Master's degree in mechanical engineering technologist and a proven track record of success in the iGaming industry. With a passion for driving innovation and a keen understanding of both technical and business aspects, Sergii is uniquely positioned to lead BUGAGO B.V. to unprecedented levels of success in the dynamic world of online gaming.

With extensive experience spanning various leadership roles, including CEO & Founder at Bollywood Casino and COO at a leading B2C iGaming provider, Sergii has demonstrated his ability to navigate the complexities of the industry and drive strategic growth initiatives. His tenure as a Product Manager and Chief Product Officer at prominent iGaming companies has equipped him with a deep understanding of product development, user experience optimization, and stakeholder management.

Sergii's expertise extends beyond the iGaming domain, with notable experience in technological proficiencies including SQL, Python, data science, and Google Analytics. His commitment to continuous learning and professional development is evident through his completion of advanced courses in SQL fundamentals and PostgreSQL administration.

As BUGAGO B.V.'s CEO, Sergii brings a wealth of experience, leadership, and technical acumen to the table, positioning the company for sustained growth and success in the competitive Curacao gaming market.

Responsible for:

- Develop and communicate the company's vision, mission, and strategic objectives within the iGaming industry. Provide clear direction and leadership to drive the company towards achieving its goals.
- Identify and pursue new opportunities for growth and expansion within the iGaming sector.
- Ensure that the company operates in compliance with all relevant laws, regulations, and licensing requirements governing the iGaming industry.
- Lead the development of innovative and engaging iGaming products and services that cater to the needs and preferences of target audiences. Continuously enhance existing offerings and explore new technologies to stay ahead of competitors.

CFO : Inna Haiduk



12+ years of proven experience in corporate finance, working with largest investment groups in Ukraine (projects in real estate, infrastructure, industry, energy and IT) and international tech company in Digital Marketing (performance marketing in iGaming).

Combination of interpersonal, result-oriented, analytical, leadership skills and strong expertise in finance passionates me to be Business Partner for management and shareholders, bringing the best financial services ensuring alignment with company strategy and create additional value.

Responsible for:

- Develop and manage the organization's financial strategy and policies.
- Oversee financial planning, budgeting, and forecasting processes.
- Manage and optimize the organization's capital structure.
- Ensure accurate and timely financial reporting.
- Supervise accounting functions, including accounts payable and receivable.
- Implement and maintain effective internal controls.
- Assess and manage financial risks.
- Conduct financial analysis and provide insights to support decision-making.
- Liaise with external auditors and ensure compliance with accounting standards.
- Manage relationships with financial institutions and stakeholders.
- Evaluate and oversee investment strategies.
- Monitor cash flow and liquidity.
- Lead financial negotiations and agreements.
- Provide leadership and guidance to the finance team.
- Participate in strategic planning and decision-making processes.
- Stay informed about changes in financial regulations and industry trends.
- Develop and implement cost-saving initiatives.
- Evaluate and recommend financial technologies for improved efficiency.

Compliance : Alina Markova

Specialist with a demonstrated history (8+ years) of legal and compliance experience in Digital Marketing and IGaming areas. Skilled in compliance risk management, AML risk management, regulatory compliance.

Responsible for:

- Develop, implement, and enforce compliance policies and procedures.
- Monitor and assess the organization's adherence to relevant laws and regulations.
- Conduct regular compliance risk assessments.
- Provide guidance to employees on compliance matters and conduct training programs.
- Investigate and address reported compliance concerns or violations.
- Collaborate with other departments to ensure consistent compliance practices.
- Stay informed about changes in laws and regulations affecting the industry.
- Establish and maintain effective communication channels for reporting compliance issues.
- Conduct periodic internal audits to assess and improve compliance programs.

- Interact with regulatory authorities and respond to inquiries or audits.
- Evaluate and approve business practices to ensure compliance.
- Design and implement systems for monitoring and reporting compliance metrics.
- Develop and update compliance manuals, codes of conduct, and related documents.
- Oversee the implementation of compliance-related technology solutions.
- Provide regular compliance reports to senior management and the board.
- Ensure that the organization's policies align with ethical standards and industry best practices.
- Participate in the development of risk management strategies.
- Collaborate with legal counsel to address complex compliance issues.
- Lead the response to regulatory changes and ensure timely updates to policies.
- Maintain records and documentation related to compliance activities.
- Act as a point of contact for employees seeking guidance on compliance matters.

CTO: Kostiantyn Kyrianov

Experienced Chief Technology Officer (CTO) with over 10 years of comprehensive expertise in leading technology teams and driving innovation in diverse industries. Proven track record of spearheading successful technology initiatives, from conceptualization to implementation, resulting in significant business growth and operational efficiency. Skilled in strategic planning, team management, and leveraging emerging technologies such as cybernetics, AI and AWS to achieve organizational goals. Additionally, adept in the iGaming industry, with a deep understanding of gaming technologies and regulatory compliance, contributing to the development of cutting-edge gaming solutions.

Responsible for:

- Lead technology strategy and innovation.
- Oversee the development and implementation of IT policies and procedures.
- Manage the organization's technology infrastructure.
- Ensure data security and compliance with relevant regulations.
- Supervise software and hardware development teams.
- Evaluate and implement technology solutions for business efficiency.
- Collaborate with other departments to align technology with business goals.
- Provide leadership and guidance to the IT department.
- Assess and manage technology-related risks.
- Stay informed about emerging technologies and industry trends.
- Plan and execute technology projects within budget and timeline.
- Liaise with external vendors and partners.
- Manage relationships with technology service providers.
- Lead disaster recovery and business continuity planning.
- Collaborate with cybersecurity teams to enhance digital security.
- Participate in strategic planning and decision-making processes.
- Conduct technology-related training programs for staff.
- Ensure IT support services are efficient and responsive.
- Coordinate with legal and compliance teams on technology-related matters.
- Develop and maintain IT budgets and financial forecasts.

- Promote a culture of innovation and continuous improvement within the IT department.
- Evaluate and recommend technology investments for the organization.
- Maintain documentation of technology systems and processes.
- Act as a point of contact for technology-related inquiries and concerns.

Money Laundering Reporting Officer – to be hired

Responsible for:

- Develop, update, and implement AML policies and procedures.
- Conduct risk assessments to evaluate money laundering and terrorist financing risks.
- Provide training and awareness programs for employees on AML policies and procedures.
- Oversee customer due diligence (CDD) processes, ensuring proper identification and verification.
- Implement systems for monitoring transactions and promptly report suspicious activities.
- Act as the point of contact for employees reporting suspicious transactions.
- Maintain comprehensive records of customer transactions and AML-related activities.
- Serve as the primary contact for regulatory authorities on AML compliance matters.
- Respond to regulatory inquiries and provide necessary documentation.
- Regularly report to senior management and the board on AML compliance status.
- Stay informed about changes in AML laws, regulations, and industry best practices.
- Establish and manage a confidential reporting mechanism for whistleblowers.
- Collaborate with other departments, such as legal, compliance, risk management, and internal audit.
- Conduct periodic reviews and audits of the AML program for improvement and ongoing compliance.
- Ensure adherence to international AML standards and recommendations.
- Work with the IT department to integrate advanced technology solutions for AML monitoring and reporting.

COO – Dmytro Nalbat

An accomplished executive with over a decade of experience in the iGaming industry, possessing a proven track record of success in various facets of the sector. Skilled in Talent Management, Business Process Improvement and Marketing.

Responsible for:

- Providing strategic direction and leadership to various operational functions within the organization, including but not limited to, product development, customer service, marketing, human resources, and finance.
- Collaborating with the CEO and other senior executives to develop and implement strategic plans and initiatives that align with BUGAGO B.V.'s overall mission, vision, and goals.
- Monitoring key performance indicators (KPIs) and metrics to assess the company's operational performance and identify areas for improvement. Implementing processes and systems to optimize efficiency, productivity, and profitability.



- Facilitating collaboration and communication between different departments and teams to ensure alignment and cohesion in achieving organizational objectives. Acting as a liaison between executive leadership and operational teams.
- Identifying operational risks and implementing measures to mitigate potential threats to the company's operations, reputation, and financial stability. Developing contingency plans and protocols to address unforeseen challenges or disruptions.
- Optimizing resource allocation across different departments and projects to maximize ROI and support strategic priorities. Balancing competing demands and priorities to ensure efficient utilization of time, talent, and budgetary resources.
- Driving continuous improvement initiatives to streamline processes, enhance operational efficiency, and foster a culture of innovation and excellence within the organization. Implementing best practices and methodologies to achieve operational excellence.
- Ensuring compliance with relevant regulations, industry standards, and internal policies governing BUGAGO B.V.'s operations. Upholding ethical standards and promoting a culture of transparency, integrity, and accountability throughout the organization.



03 THE PLATFORM

OVERVIEW

Bollywood Casino is as seamless and easy to use as the desktop version. Users can go to the casino URL through the iOS, Android, or Windows device browser and be redirected to the appropriate compatible page. In addition, Bollywood Casino games have several categories, which makes them easy to navigate.



The platform will bring explosive growth potential to the online casino market by combining flexibility, variety, and security. By replacing regular gaming with exciting virtual gambling options, we will allow the clients to play and win anywhere and anytime they want. Our company will focus on easy accessibility and easy-to-avail services for the customer.

Presently, we hold a Curacao sub-license issued by the esteemed Curacao eGaming, which is owned by Cyberluck Curaçao N.V. ("Cyberluck"). Our proprietary platform reflects our steadfast dedication to regulatory compliance, security, and integrity, prioritizing transparency and player protection to ensure every gaming encounter on our platform is secure, fair, and trustworthy. BUGAGO B.V. platform is the software architecture that provides platform functions such as: player account registration and management, deposit, withdrawal, player protection, reality checks and financial limits and is certified by First Data Solutions LTD.

CASINO GAMES

In collaboration with Infingame, a renowned game aggregator, we proudly offer an extensive array of captivating titles designed to cater to every gaming preference. From thrilling slots and immersive casino games to exhilarating live dealer experiences, our platform boasts a diverse range of games to suit every taste and style.

These partnership resulted in numerous games that our casino offers. This includes slots, which dominate every online casino, but also games like blackjack, roulette, live poke, baccarat, poker, as well as numerous variants of each of these games, with multiple individual games coming out of each of these categories.

All in all, there are more than enough games for any gambling fan to wander inside our Bollywood Casino's website for years without playing the same game twice.

MOBILE COMPATIBILITY

Mobile compatibility is pretty much a standard for most services these days, and online casinos are no different. This allows players to access the website at any time and from any place, provided they have an internet connection for their phones. This is perfect for users who are constantly on the move due to work or simply their lifestyle and cannot afford to sit in front of their computers for too long.

PAYMENT METHODS

Bollywood Casino provides a safe and reliable way to deposit and withdraw money without a hassle. These methods are all established already. We have third-party applications with well-developed reputations and top-notch security. Players can use e-wallets that are the most popular payment methods in India to deposit funds.

The name on the user's profile information on their casino account must match their payment method. Let's delve into the specifics of our esteemed partners:

- **Astropay:** With Astropay, players can enjoy instant and secure transactions using a prepaid virtual card. Accepted by merchants worldwide, Astropay provides a convenient and reliable payment solution that ensures hassle-free deposits and withdrawals on our platform.
- **AlphaPo:** AlphaPo serves as a trusted payment gateway facilitating seamless transactions using various payment methods, including credit cards, bank transfers, and e-wallets. With AlphaPo's advanced security features and user-friendly interface, players can enjoy fast and secure payments effortlessly.
- **Paygate10:** Renowned for its reliability, efficiency, and global reach, Paygate10 is a leading payment processor offering support for multiple currencies and payment methods, including cryptocurrencies. With Paygate10, players worldwide benefit from flexibility and convenience, ensuring smooth and hassle-free transactions on our platform.



CUSTOMER SUPPORT

Users or the casino's management should not ignore customer support, as it can be crucial for users who require help. Sometimes, users might simply have a question about one of the games or some aspect of the website, but there could also be situations where something went wrong, and the users end up having their payment stuck or have an issue with one of the games, and alike.

In these situations, they need someone to turn to for help, which is where customer support comes in. Bollywood Casino offers two methods of communication with the support team. One is email, and the other is live chat. Both live chat and email support are available 24/7 and can be accessed anytime.

BOLLYWOOD CASINO GAMES

SLOT GAMES AND DEVELOPERS

Some of the biggest game developers back our online casino in the world. Our most popular slot games include black wolf, sun of egypt 3, goodness of egypt. These are just a handful of some of the most entertaining and super exciting slot games we offer for players. A straightforward navigation system allows users to filter each slot game to find the one they want.

The most played games at Bollywood casino are:

- aviator;
- baccarat super 6;
- black wolf;
- crashx football edition
- crazy times, etc.

LIVE DEALERS

We conduct numerous online games with real croupiers working at Evolution Gaming studios and Ezugi, , and some other reputable vendors.

Indian users can play various types of online Roulette, Blackjack, Poker, and Baccarat with live croupiers. There are also rare and unique gambling products such as DreamCatcher, Andar Bahar, Crazy Time, etc.

ANDAR BAHAR

Andar Bahar is also available at the Bollywood internet casino.

TEEN PATTI

This card game is a favorite three-card entertainment among Indian customers. As soon as Bollywood is just a casino website aimed at Indian users, there must be a massive collection of Indian card games. The number and quality of Teen Patti games in our Bollywood Casino are awe-inspiring.

RESPONSIBLE GAMING TOOLS

Responsible gaming tools are tools in-built into the casino that helps users limit some activities they can carry out on the website. These tools and resources ensure players incorporate safe gambling habits. Online casinos actively promote these tools to ensure their players are playing safely.

These are some features that we have implemented as responsible gaming tools.

- **Self-Exclusion:** This feature help player who have difficulty getting off the website and cannot control the amount of money spent. Players can select the time period for self-exclusion from 6 months to 60 months.
- **Take-a-break:** The casino strongly encourages players to take a break and offers timers for the break period. The support team disables their account for one day or, if requested, six weeks, which will only be implemented if the gambling habit has reached a serious level.
- **Account limitations:** Platform provides the following features that are available for the users:
 - Deposit limits;
 - Wager limits;
 - Loss limits;
 - Session limits.

LICENSE AND REGISTRATION

The management of our company draws attention to the fact that the website only uses official software from trusted providers, and our casino itself fully complies with responsible gaming principles. Regular casino software testing in an independent laboratory allows for verifying the dependability and safety of the games offered here. We have already obtained Curacao Gaming License, which is widely known as the most popular among iGaming licenses and, simultaneously, the oldest one in the world. After establishing the Curacao Gaming Authority in 1996, the license was awarded to hundreds of casinos worldwide, gradually becoming the most popular jurisdiction for iGaming licensing. To this day, Curacao Gaming Authority remains the most sought-after licensing authority for the global iGaming business, annually awarding licenses to some of the biggest international brands.

WHY CHOOSE CURAÇAO – TOP FEATURES

- **Global Recognition:** The Curacao eGaming Authority is internationally recognized and respected within the gaming industry, providing legitimacy and credibility to BUGAGO B.V.'s operations.



- **Accessibility:** Obtaining a Curacao Gaming License is generally more accessible and streamlined compared to licenses from other jurisdictions, making it an attractive option for new entrants like BUGAGO B.V.
- **Flexibility:** The Curacao license offers flexibility in terms of the types of games and services that BUGAGO B.V. can offer to its customers, allowing for a diverse and dynamic gaming platform.
- **Taxation Benefits:** Curacao offers favorable tax rates and regulations for online gaming companies, providing potential cost savings and financial advantages for BUGAGO B.V.
- **Compliance Support:** The Curacao eGaming Authority provides support and guidance to license holders to ensure compliance with regulatory requirements, helping BUGAGO B.V. operate within legal boundaries and maintain a trustworthy reputation.
- **International Market Access:** Holding a Curacao Gaming License enables BUGAGO B.V. to access a global market of players who recognize and trust the legitimacy of the license, expanding its potential customer base beyond the Indian market.

OUR SUPPLIERS

We have partnered with third-party developers that develop the games on the website; these software providers are well-established and highly reputable. These providers are responsible for providing our casino's gaming content:

EVOLUTION GAMING



Evolution Gaming is the leading live casino games provider in the world. The company was launched in 2006 and is located in Riga (Latvia), where they built their first studio casino (other live Evolution studios are located in Belgium, Malta, Romania, Canada, and in the US – New Jersey, Pennsylvania, Michigan, and Georgia). Evolution is well known in the online gambling industry for the high quality of its live games, innovation, security, usability, and reliability of its website. According to one of the latest reports, the revenue for January–September 2020 was €383.5 million, which marked a year-on-year increase of 48% compared to 2019, when the reported revenue was €259 million.

It is by far the best B2B live casino software solution in the online gambling industry, providing very engaging live casino games, such as different types of Live Roulette (Immersive with 500x multipliers, Lightning, Instant, Double Ball), Live Blackjack, Live Baccarat (Speed Baccarat, Baccarat Squeeze), Live Game Shows (Monopoly, Dream Catcher, Dragon Tiger, Deal or No Deal), Live Craps, Super Sic Bo, Lightning Dice, Live Casino Hold'em, Live Deal or No Deal, Live Caribbean Poker, and many more.



Quick Facts

Studios (Latvia, Malta, Tbilisi), physical casinos

700+ tables, 3000+ dealers

Many dealer languages

40+ games, e.g. Immersive Roulette, Dream Catcher

EZUGI



Smart Move

Ezugi was established in 2013 as a company specializing in live dealership and casino card games with the highest engagement among players, such as Caribbean Poker, baccarat, blackjack, live lottery, and the Wheel of Fortune. Ezugi has plenty of room for interaction, providing everyone with a live casino gaming experience. Players can select from fewer than 15 exceptional casino games, 8 of which are streamed live from a studio in Costa Rica. Ezugi supports English, as well as Spanish language game versions and several others. This software provider was shortlisted for the following:

- 2018 EGR North America Awards: Shortlisted for the Best New Game award
- 2020 EGR North America Awards: Shortlisted for the Casino Content Supplier of the Year award

Quick Facts

Studios in Costa Rica, Belgium, Cambodia, Romania, Bulgaria, Georgia, and Latvia

Dealer languages: English, Spanish, Turkish, Russian, Romanian, and Bulgarian

20+ games – Live dealer, card games, lottery, RNG and mini-games

Live music on demand

BOOONGO



Booongo is the new kid on the block, considering the fact that they are one of the newest video slot providers on the market. However, despite their young age, they are doing exceptionally well and can already rival some of the online gaming giants in quality production. Their development offices are in Ukraine, while they have administrative offices in both Curacao and Taiwan. However, their titles are accessible worldwide and ensure flawless performance in any part of the world.



Booongo's games are designed not only to attract players but also to retain their excitement. Their impeccable slot design can be credited to the fact that the members of the Booongo development team are not just software developers but also players.

Quick Facts

51 video slots
available

Stunning
graphics

Cross-platform
titles

HTML5 games

AMIGO GAMING



Amigo Gaming is a unique provider of online slot games in the growing gambling industry, offering online gaming operators and aggregators a wide range of exciting products. Proudly supplying games from Barcelona, Malta, and other locations, the company strives to create the best quality slots for an immersive user experience. Amigo Gaming has developed truly remarkable games available across all platforms.

Quick Facts

Covering All Genres

Games are available to
play in English, Russian,
German, Spanish,
French, and Chinese

Great Games and a
Great Ethos

Mobile Compatible

PLAY'N GO



Play'n GO is one of the most sought-after iGaming software brands in the European market regarding bespoke gaming solutions. This software provider recognizes and maximizes the use of the latest technologies and has thus far maintained relevance in the gaming industry. Play'n GO also serves all mobile gaming platforms like Apple, Android, Windows, and Blackberry products. They are striving to make gaming on mobile platforms better and, in a similar winning vein, won the Mobile Product of the Year award at the IGA.

Quick Facts

Fantastic display
of games

Sign-up bonus
features

Specially
designed for
performance on
mobile platforms

Multi currencies

24/7 support

ENDORPHINA



With more than a decade of experience in the iGaming industry, Endorphina has established itself as a force to be reckoned with when creating entertaining online casino games. The company offers an impressive range of slot machines with a different number of lines, from nine to fifty. Many of them have unique designs and gameplay features. As a B2B provider, they pride themselves on only working with licensed and 100% secure platforms. The company has a license and takes pains to have all its games tested by GLI to guarantee their behavior and stability.

Quick Facts

100+ Slot
Machine Games

10+ Years of
Experience

A selection of
100+ popular
online slots.

Enhanced
graphics and
sound effects in
all games.

Winner of
numerous
iGaming awards

PLAYSON



Playson has been offering high-performing gaming content since 2012 (mainly slots) using visually advanced technology across all digital activities.

The company has over 250 staff worldwide and possesses a substantial variety of online games fit for multiple genres, including its famous Bumper Crop and no less famous – Gold Rush and Dracula's Family slot. Playson was shortlisted for several prestigious awards:

- 2020 — Best Software Provider award and Best New Slot award for Solar Queen awards by the AskGamblers Awards
- 2020 — Slot Supplier of the Year award by the EGR B2B Awards
- 2019 — Casino Game Developer of the Year award by the SBC Awards



Quick Facts

65+ games	Multiple genres	Custom gameplay design	HTML5 slots available on all devices	Bonuses
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VALUE PROPOSITION

Well-done design and convenient layout that is understandable even for newbies	Players Choice	Awesome Design	Customer Support 24/7
Huge welcome offer	Variety of Software Providers	Variety of Games	Mobile Optimisation (Variety of devices the casino is optimised for – mobile, desktop, tablet)
Variety of bonuses: for completing the registration process, replenishing the balance, and excellent playing	Over 3000+ Casino Games	A robust support team	Large bonuses for new players
Legal status of casino confirms that all betting offers are safe and reliable		Availability of demo mode to test the effectiveness	

S.W.O.T ANALYSIS

The SWOT analysis below represents the strengths, weaknesses, opportunities, and threats of our company:

STRENGTHS

- ➔ A distinct gaming experience tailored to Indian audiences with culturally relevant themes and Bollywood-inspired games.
- ➔ The company possesses advanced technology infrastructure to support a seamless gaming experience, including secure payment systems, responsive

WEAKNESSES

- ➔ Need to invest in marketing
- ➔ The evolving regulatory landscape for gaming in India poses uncertainties and risks, requiring ongoing monitoring and adaptation to ensure compliance with changing regulations.
- ➔ BUGAGO B.V. faces competition from established players in the Indian gaming market as well as emerging startups,

customer support, and scalable server architecture.

- ➔ Favorable bonus policy for the players
- ➔ The availability of demo mode, free of charge – is an opportunity to test the effectiveness of assumed strategies in the game.
- ➔ Well-represented category of games and live casinos
- ➔ The company demonstrates a commitment to regulatory compliance, obtaining necessary licenses and adhering to responsible gaming practices to ensure legal and ethical operation.
- ➔ A range of security mechanisms to protect users' information from unauthorized access, unlawful processing, & destruction.
- ➔ Well-reputed software providers
- ➔ Excellent professional support team to assist users seven days a week around the clock.

OPPORTUNITIES

- ➔ The drastic rise in demand and usage of online gambling websites in India, as physical gambling is not allowed in most areas of India.
- ➔ Lack of availability of secure and legalized gambling websites
- ➔ The large target markets
- ➔ Increasing smartphone penetration and technology adoption
- ➔ Significant potential to collaborate and get sponsorships to promote the website
- ➔ Growing consumer interest in Curacao license-holding casinos

necessitating differentiation and innovation to stand out in the crowded marketplace.

- ➔ While Bollywood-inspired themes offer a unique selling point, there is a risk of over-dependence on cultural relevance, potentially limiting appeal to a broader audience outside the Indian market

THREATS

- ➔ The market, economic and legal risk for business
- ➔ Political, legislative, and regulatory change in the areas
- ➔ Loss of customers traffic due to website malfunction

04 MARKET ANALYSIS



MARKET DYNAMICS

THE INDIAN ONLINE GAMBLING MARKET SIZE

The market is estimated to exceed \$1 billion in 2021 with the current rate of investments in online gambling websites.

The gambling scene in India is on the rise, with more players interested in learning about local and international casino games. The trends in Indian gambling are rising every year. With new website and players joining the community and the money spent on the games, the casino market is growing despite the brick-and-mortar casino regulations of India. The online market is growing and encouraging the authorities to consider the complete legalization of gambling. As for now, the online casino market is trending among gamers who are playing popular world games like Poker and local games like Teen-Patti at the same time.

ONLINE GAMBLING MARKET OVERVIEW

India has a fast-growing online gambling market, with new operators showing interest in Indian players. Every year, more players in India are joining the available online websites. Real money investments are rising at a rate of 20% per year. Despite several restrictions, the gaming community in India is growing at a surprising rate. The market is estimated to exceed \$1 billion in 2021 with the current rate of investments in online gambling platforms. Due to the improved access to the internet in remote areas of the country, the gambling market has a diverse group of people to attract.

The gambling market in India is cracked open in the past decade with websites made available for local players. However, an even larger market is waiting to spread out to offer quality casino games to the community.

Most of India's population access the internet using their mobile devices. Mobile gaming is the way to go for any casino operator looking to establish their business in India. According to a study, 80% of Indians gamble once a year. It can be casino games, lotteries, or local gambling. Poker and slot games are becoming extremely popular with the introduction of attractive gambling platforms. The age of a gambler can range from 20 to 45 years. Despite gambling platforms available on laptops, the Indian gaming community prefers mobile gaming over desktop gaming for casino games. Because of the Public Gaming Act of 1967, all casinos in the territory of India are illegal. However, the online casino industry still has much to explore in India. ⁶

THE LEGAL SITUATION ON GAMBLING IN INDIA

Gambling in India is very heavily regulated. But online gambling is an entirely different matter. For the first several years since internet gambling was introduced to India, it managed to slip under the

⁶ <https://iipsindia.org/the-indian-online-gambling-market-statistics/>

radar of regulation. That was because there was nothing in the Indian legislation that said online gambling was illegal.

Online gambling information is noted as an example. However, no law prohibits an Indian resident from spinning digital slot reels or betting on blackjack.

REVIEWS OF ONLINE GAMBLING IN INDIA

The online gambling market in India is growing at a surprising rate, despite several regulations prohibiting major gambling activities in India. It has been a revolutionary phase for the online gambling industry in India as the online gaming platforms are running lowkey without facing any legal actions from the government. According to recent statistics, 40% of the people in India have gambled at least once on online platforms. At the growing rate at which people are joining gambling platforms, India will surpass the UK's number of gamblers per capita. Since land-based casinos are not legal in Indian territory, people have only one option: online casinos.

There is an excellent chance that online casinos will attract 80% of adults annually in India. Games like poker, blackjack, slots will be the major attractions of India's online gambling scene. New technology and regulatory framework will also play a role in the Indian gambling scene.⁷

⁷ <https://gamblersdailydigest.com/indias-online-gambling-market-size-will-shock-you/>
<https://iipsindia.org/indian-online-gambling-review/>

05

COMPETITIVE ANALYSIS

COMPETITORS

CASINO DAYS



Founded: 2020

Casino Days launched onto the Indian market in June 2020. White Star B.V., trading as Casino Days, is a Curacao-based company running the casino. It is a small website specially designed for slot and Megaways enthusiasts. The platform also provides a welcome bonus plus weekly bonuses like cashback, tournaments, and a VIP Program. One can find the following casino game categories at Casino Days:

- Live Casino Games
- Card Games
- Game Shows
- Online Slots
- Mega Jackpot Games
- Lottery / Instant Lotto Games / Keno
- Indian Casino Games

Minimum Deposit

- ₹500

Cashout Speed

- 48 Hours (average).⁸

⁸ <https://casinodays.com/in/casino>

JACKPOT GURU



Founded: 2021

Jackpot Guru is an online casino that first entered the Indian gambling scene in 2021. The platform includes a range of classic and modern slots, daily jackpot games, scratch cards, and online arcade games. The live dealer section features blackjack, baccarat, and poker games. There is full desktop and mobile devices access, and customer support is provided via email and online chat.

While most desi casinos rather hold a Curaçao license, Jackpot Guru doesn't.

Games offered at this online casino are:

- Blackjack
- Baccarat
- Roulette
- Live Casino
- Slots
- Poker
- Game Shows

Minimum Deposit

- ₹2,000

Cashout Speed

- Up to 5 business days⁹

JEET PLAY



Founded: 2020

The Jeetplay casino is owned and operated by P24B Malta Limited, a company based in Cyprus that runs off a gambling license from Curacao. At Jeetplay, players can avail of varied products, including

⁹ <https://www.jackpotguru.com/>



Live Casino, Bingo, and Poker. Momentarily, a collection of 31 software studios with a games count of 1.262+ games are offered by the casino.

JeetPlay offers the following game types:

- Live Casino
- Game Shows
- Slots
- Dice Games
- Lottery
- Bingo
- Megaways
- Table Games
- Virtual Sports

Minimum Deposit

- ₹700

Cashout Speed

- Up to 72 hours¹⁰

CASINO PLANET



Founded: 2020

Casino Planet is also an online casino for Indian players as it contains many Indian casino games, such as Andar Bahar. Their promotions and deposit options also permit the Indian rupee to be used. Casino Planet is licensed out of Malta and the United Kingdom and is operated by Genesis Global Limited. The casino's game selection is split into different categories, such as slots & jackpots, live casino games, and casino games:

- Blackjack
- Roulette
- Slots Selection
- Jackpot games
- Live Casino

¹⁰ <https://www.jeetplay.com/>



Minimum Deposit

- ₹800

Cashout Speed

- 24 to 72 hours¹¹

FIZZSLOTS



Founded: 2021

FizzSlots is a new gaming project launched into the online gambling market in 2021. The platform owner, Fizzgame N.V., has received permission to provide the services via FizzSlots casino based on the international regulators of Curacao. The company's activities are focused on players from India. However, soon it will be possible to register from other regions. Users are invited to play licensed slots, receive bonuses and participate in various tournaments. The site is connected to a platform with live croupiers working in professional studios. Online casino FizzSlots games in India are divided into several groups:

- Cards, which include such popular items as blackjack, poker, baccarat, etc.;
- Casino games;
- Live casino — a selection of machines for playing with a real croupier;
- Lottery;
- New games offer the games presented by software providers;
- Roulette;
- Slot games — items with reels, prize combinations, sets of icons, and pay lines.

Minimum Deposit

- ₹100

Cashout Speed

- Up to 24 hours¹²

RAJBET



¹¹ <https://www.casinoplanet.com/>

¹² <https://fizzslots.com/>

Founded: 2020

Rajbet is an Indian online casino and sports betting website. They offer 2000+ slot games. This online casino has a license from Curacao, but it is legal to play in India. The games users can play at Rajbet are:

- Sports Betting: The sportsbook at Rajbet offers over 40 games, including e-sport tournaments.
- Casino Games: The casino games include over 2,000 slots, including video slots, classic slots, and jackpot slots.
- Live Casino: Their live casino has over 90 games from five software providers. Users can play Blackjack, Roulette, Teen Patti, Andar Bahar, and many such games here.

Minimum Deposit

- ₹500

Cashout Speed

- 2 - 5 days¹³

PURE WIN**Founded: 2019**

PureWin is an online casino managed and operated by Sweetspot N.V and is registered and licensed by the Curacao State. It offers its services to India. The platform is rebranded to provide online casino and sportsbook services. The mobile resource is legal in India and operates under a license from the Curacao Gaming Commission. The platform offers:

- Teen Patti
- Andar Bahar
- Roulette
- Blackjack
- Baccarat
- Table Games
- Other Games — Deal or no deal, sweet bonanza, online monopoly, etc.
- Slots
- Jackpots
- Scratch Cards

¹³ <https://rajbet.com/>



Minimum Deposit

- ₹800

Cashout Speed

- 36 hours¹⁴

10CRIC



Founded: 2019

10Cric India is an Online betting platform that provides betting options on Sports and Casino games. The official website and the mobile app of 10cric are licensed by Curacao eGaming license №1668/JAZ and are owned by Chancier B.V. The range of games at 10cric includes:

- Sports Betting;
- Poker;
- Blackjack;
- Slots;
- Table Games;
- Board Games;
- Roulettes;
- Lotteries;
- Bingo;
- Live Casino

Minimum Deposit

- ₹250

Cashout Speed

- 24 hours¹⁵

MOSTBET



Founded: 2009

¹⁴ <https://www.purewin.com/>

¹⁵ <https://www.10cric10.com/>



Mostbet is a betting website that is involved in sports, esports, and casino markets. Currently, they have almost 8,000 casino slots and over 400 live-casino games. Mostbet is subject to Curacao Gaming License regulation and licensing. This platform offers the following:

- Sports Betting
- Casino Games
- Roulette
- Card games
- Licensed Slots
- Instant Games
- Video Poker

Minimum Deposit

- ₹100

Cashout Speed

- Three days¹⁶

BOLLYBET



Founded: 2020

Launched in 2020, Bollybet sports is an online betting company that caters to the Indian market. The company is owned and operated by Tagus Media Americas N.V. It is licensed and regulated in Curacao. It is already famous for Casino betting across Indian borders.

The platform offers:

- Cricket betting
- Football betting
- Live-betting
- Casino games
- Live casino games
- Online slots

Minimum Deposit

- ₹500

¹⁶ <https://mostbet.com/>

Cashout Speed

- Up to 24 hours¹⁷

COMPETITORS COMPARISON

Platform Name	Began Operations	Country of Foundation	Minimum Deposit	Offering Online Gambling Services	Curacao License
Bollywood Casino	2020	Curacao	INR 50		
Casino Days	2020	Curacao	INR 500		
Jackpot Guru	2021	US	INR 2000		
Jeet Play	2020	Cyprus	INR 700		
Casino Planet	2020	UK	INR 800		
Fizzslots	2021	Curacao	INR 100		
Rajbet	2020	Curacao	INR 500		
PureWin	2019	Curacao	INR 800		
10Cric	2019	Curacao	INR 250		
Mostbet	2009	Cyprus	INR 100		
Bollybet	2020	Curacao	INR 500		

¹⁷ <https://www.bollybet.com/>

06 **RISK ANALYSIS**

RISK ANALYSIS

India has seen a great inclination towards online casino games regardless of a considerable amount of rules that do not approve of gambling activities. The rise of the online gaming industry in India can be considered significant and life-altering for so many reasons, but what cannot be disregarded at any point is that, even though online casinos in India bring a lot to the table, they also pose unique risks.

The online gambling industry is hugely lucrative, which makes it a prime target of fraudsters. Certain security steps need to be taken to prevent fraud and criminal activity, including implementing an anti-money laundering (AML) program. One of the primary features of this type of program is the identification verification measure Know Your Customer (KYC). KYC in gaming is crucial for both customers of iGaming destinations and operators.

We will essentially implement an appropriate AML program. The purpose of these programs will be to prevent suspicious customers and transactions from entering our financial system. However, criminals constantly invent sophisticated methods of flying under the radar. Therefore, our truly effective AML program will handle new and complex fraud attempts. Otherwise, we may expose ourselves to financial and reputational losses.

Vulnerability	Risk	Current likelihood of the event occurring	Current impact of event occurring	Mitigation Strategy
Customer	High-value depositing customers	MEDIUM	MEDIUM	Prior to registration, users declare that the source of funds used by them for gambling on the Website is not illegal and that they will not use the Services in any way as a money transfer system.
Customer	Customer not physically present for identification purposes	HIGH	HIGH	The product provides multi-level identification of gamers based on: • Real passport • Banking card data • Verified Phone Number
Customer	False or stolen identity documentation used to bypass controls to facilitate the laundering of criminal funds	HIGH	HIGH	Users required to submit for withdrawal: • A copy of Aadhar Card/Passport/Driver's License/other ID • Copy of banking card's front side. The cardholder's name should be clear, and the first 6 and last 4 digits should be visible. • Bank statement with the transaction details • Selfie photo with banking card in hand
Customer	Accessibility to multiple remote casinos	HIGH	HIGH	• Utilize a variety of technologies to successfully popularize the website. • Special offers and discounts to generate gambling traffic sufficient to carry your project forward

Customer	Customers from high-risk jurisdictions using casino facilities to launder criminal funds	MEDIUM	HIGH	- Protection of the iGaming website from hacker attacks and server failures; - Identification of clients of the gambling site; - Verification of payment transactions and the correctness of bonus accrual
Customer	International politically exposed persons (PEPs) using casinos to launder illicit or criminal funds	MEDIUM	HIGH	Duration and termination agreement on the website if particular users are found to be a PEP or appear on a sanction list
Customer	Domestic PEPs using casinos to clean criminal funds identification & verification	LOW	MEDIUM	Same as above
Customer	Customers making numerous low-level transactions to minimise suspicion and evade CDD requirements at the threshold (smurfing)	HIGH	HIGH	Prior to registration, users declare that the source of funds used by them for gambling on the Website is not illegal and that they will not use the Services in any way as a money transfer system.
Customer	Use of third parties or agents to obscure the source or ownership of money gambled by customers & their identities	HIGH	HIGH	The Company entitled to notify relevant authorities, other online service providers and banks, credit card companies, electronic payment providers or other financial institutions (hereinafter together referred to as "Third Parties Concerned") of the user's identity and any suspected unlawful, fraudulent or improper activity and users will cooperate with the Company to investigate any such action.
Means of payment	Pre-paid cards	HIGH	HIGH	In the case we have reasonable suspicion that a fraudulent payment is being made or received, including the use of stolen credit cards, or any other fraudulent activity (including any charge-back or other reversal of a payment), we reserve the right to block or terminate a user's account, reverse any pay-out made and recover any winnings.
Means of payment	E-wallets	MEDIUM	MEDIUM	Users must make deposits only from e-wallets after verifying that they are registered in their names.
Product	Negative Reviews and Feedback	LOW	HIGH	Respond to negative reviews and feedback to understand the problems that the customer faced

				Assess the customers' complaints and implement strategies to overcome these issues in the future
Customer	Dormant accounts	LOW	LOW	In the case we have reasonable suspicion that a fraudulent payment is being made or received, , we reserve the right to block or terminate a user's account, reverse any pay-out made and recover any winnings.

Risk assessment matrix

Highly Likely					
Likely					
Possible					
Unlikely					
Highly Unlikely					
	Insignificant	Minor	Moderate	Major	Severe

07 **MARKETING & SALES**



Recent trends in marketing have indicated that digital marketing has taken a stronghold in advertisements. The digital drivers of marketing have become a very reliable medium for marketing as well as a cost effective way for companies to quickly gain popularity and market their products/services. More importantly, in today's world, the customers play a more crucial role and it has become important to design advertisements to target customer segments more directly. We will create a mixed marketing strategy, taking account of the leading marketing tools as well as using the more traditional methods while also ensuring that the marketing strategy suits the target market.



MARKETING

Digital Media
Content Marketing
Social Media Marketing



ADVERTISING

Online Ads
Print materials



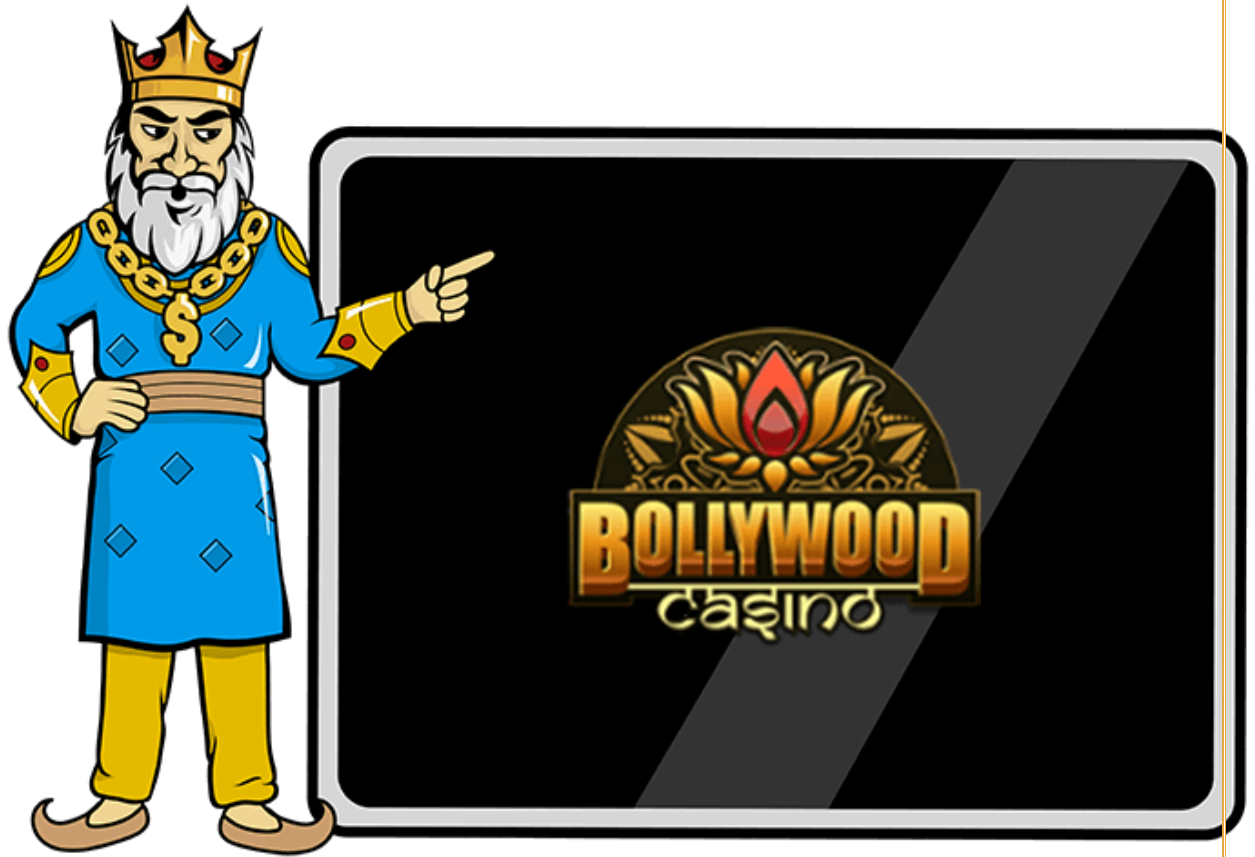
PUBLIC RELATIONS

Press Releases
Events
Media Coverage

STRATEGIES AND TACTICS

- **Market Segmentation:** Utilize market research to identify and segment target audiences based on demographics, gaming preferences, and psychographic factors. Tailor marketing efforts and messaging to resonate with each segment's specific needs and interests.
- **Brand Positioning:** Position "Bollywood Casino" as the premier destination for immersive and culturally relevant gaming experiences in India. Emphasize the platform's unique blend of Bollywood-inspired themes, diverse game offerings, and engaging community features.
- **Digital Presence:** Establish a robust online presence across various digital platforms including social media, gaming forums, and online communities frequented by the target audience. Leverage engaging content, promotions, and influencer partnerships to drive brand awareness and user engagement.

- **Localized Content:** Develop culturally relevant and localized content that resonates with Indian gamers, incorporating elements of Bollywood, cricket, and other culturally significant themes into game offerings, marketing campaigns, and community engagement initiatives.
- **User Acquisition and Retention:** Implement targeted user acquisition strategies leveraging performance marketing channels such as search engine marketing (SEM), social media advertising, and affiliate partnerships. Focus on optimizing conversion rates and acquiring high-value users while also implementing retention strategies to foster long-term engagement and loyalty.
- **Community Engagement:** Foster a vibrant and inclusive gaming community through interactive features, live events, tournaments, and forums where players can connect, compete, and share their gaming experiences. Actively engage with the community, solicit feedback, and respond to user inquiries and suggestions to cultivate a sense of ownership and belonging among players.
- **Strategic Partnerships:** Collaborate with key industry stakeholders, gaming influencers, content creators, and Bollywood personalities to amplify brand visibility, expand reach, and tap into existing fan bases. Explore cross-promotional opportunities, co-branded campaigns, and sponsorship deals to enhance brand credibility and drive user acquisition.
- **Data Analytics and Optimization:** Leverage data analytics tools and user insights to continuously monitor and optimize marketing campaigns, user acquisition channels, and product offerings. Measure key performance indicators (KPIs) such as customer acquisition cost (CAC), lifetime value (LTV), retention rates, and engagement metrics to inform decision-making and maximize marketing ROI.
- **Regulatory Compliance and Responsible Gaming:** Ensure compliance with relevant gaming regulations and industry standards while also prioritizing responsible gaming practices. Implement age verification measures, provide access to resources for responsible gaming, and proactively address any issues related to player well-being and safety.



08

FINANCIAL PLAN



The Financial Calculations And Projections Are Based On The Income Statement And Cash Flow Statement For Three years That Can Be Found In The Appendix

CAPITAL REQUIREMENTS

Financing

Particular		Value
Owner Equity	€	100 000
Bank Loan	€	-
Total	€	100 000

Financing Breakdown		Value
Initial expenses	€	4 200
Administrative Expenses (First 3 months)	€	1 250
Marketing Expenses (First 6 months)	€	2 360
Legal and Accounting (First 3 months)	€	320
Other Operating Expenses (First 3 months)	€	17 130
Salaries (First 3 months)	€	54 900
Platform technical support & modernization	€	19 840
Total	€	100 000

REVENUE ASSUMPTIONS

- No of User in Month 1 of forecasted Period: 5000
- Monthly Increase in Users:
 - Year 1:20%
 - Year 2:10%
 - Year 3:10%
- Churn Rate
 - Year 1: 4%
 - Year 2: 8%
 - Year 3: 8%

Users	Year 1	Year 2	Year 3
Users Base	0	26 826	34 022
New Users	31 456	35 979	44 735
User Lost	-4 630	-28 783	-35 788
Total Users-Base	26 826	34 022	42 969

- Active Users:
 - Year 1: 75%
 - Year 2: 55%
 - Year 3: 55%

- Number of Times Active User Wager in a Month: 4
- Average Per User Wager Amount Deposit Per Transaction: € 30.00
- Payouts: 95%

Revenue (GGR)	Year 1	Year 2	Year 3
Active Users	119 328	201 843	255 431
Wager Transactions	€ 477 313	€ 807 373	€ 1 021 725
Total Wager Amount	€ 14 319 402	€ 24 221 205	€ 30 651 765
Less: Payouts	€ 13 603 432	€ 23 010 145	€ 29 119 177
Total Gross Revenue (GGR)	€ 715 970	€ 1 211 060	€ 1 532 588

OPERATIONAL ASSUMPTIONS

PAYROLL

Payroll costs	Monthly	Annual Salary
CEO	€ 4 000	48 000
CTO	€ 3 000	36 000
COO	€ 3 000	36 000
CFO	€ 2 900	34 800
Compliance Officer	€ 2 900	34 800
MLRO	€ 2 500	30 000

DIRECT COSTS

Direct costs	
Payment Transaction & Processing Fee	2,30% of GGR
Annual GCB Licence Fee	€ 47 150 fix
System Review	€ 3 500 fix
Compliance & Audit	€ 6 000 fix



Administrative Expenses

Legal and Accounting	€	20 000
Business General Expenses	€	36 000
Depreciation	€	9 800

APPENDIX

Appendix A - Income Statement

Income Statement for the period ended	Year 1 EUR	Year 2 EUR	Year 3 EUR
Income (GGR)	715 970	1 211 060	1 532 588
Direct Costs			
Payment Transaction & Processing Fee	-16 470	-27 860	-35 250
Hosting & Bandwidth	-42 960	-72 670	-91 960
Royalty Fees	-28 640	-48 450	-61 310
Marketing	-35 800	-60 560	-76 630
IT Services	-50 120	-84 780	-107 290
Development	-35 800	-60 560	-76 630
Annual GCB Licence Fee	-47 150	-47 150	-47 150
System Review	-3 500	-3 500	-3 500
Compliance & Audit	-6 000	-6 000	-6 000
Total Direct costs	-266 440	-411 530	-505 720
Gross Profit/ (Loss)	449 530	799 530	1 026 868
Administrative Expenses			
Staff Salaries	-219 600	-241 560	-265 720
Legal and Accounting	-20 000	-22 000	-24 200
Business General Expenses	-36 000	-39 600	-43 560
Depreciation	-9 800	-10 780	-11 858
Total Administrative Expenses	-285 400	-313 940	-345 338
Net Profit/ (Loss) Before Taxation	164 130	485 590	681 530
Corporate Taxation	0	0	0
Net Profit/ (Loss)	164 130	485 590	681 530

Appendix B - Cash Flow

Income Statement for the period ended	Year 1 EUR	Year 2 EUR	Year 3 EUR
Net Profit	164 130	485 590	681 530
Cash Flow from Operations			
Depreciation (non-cash items)	-9 800	-10 780	-11 858
Accrued Expenses (non-cash items)	-44 808	-132 566	-186 058
Changes in Working Capital	198 597	587 564	824 652
Cash Flow from Operations	308 120	929 808	1 308 266
Cash Flow from Investment Activity			
Platform technical support & modernization	19 840		
Cash Flow from Investment Activity	19 840	0	0
Cash Flow from Financing Activity			
Issue of Equity (Capital Funding)	100 000		
Cash Flow from Financing Activity	100 000	0	0
Opening Cash Balance	0	427 960	1 843 359
Closing Cash Balance	427 960	1 843 359	3 833 155