

Business Plan

Blue Beaver

2023-02-14

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I. Executive Summary

Blue Beaver is an entity under Red Raven Group. It operates in the gambling industry with a focus on markets where we think there is value for us and where we have an advantage over our competitors. We will start with the current database to target Europe and quickly move on to more markets outside Europe, once we can see the wheel turning.

The goal of Blue Beaver is to become a trusted group in the online gambling industry, where players can play without any worry regarding confusing bonus terms or delayed withdrawals. Blue Beaver will go back to the basics when it comes to running a casino and focus on three key points: support, payments & games.

What we aim to solve with Blue Beaver is mainly three things:

- **No harsh restrictions on RTP (return to player) and deposits.**
 - We will offer a fair RTP for players so they can enjoy casino fairly.
- **No hidden terms and delayed payments.**
 - We will be extremely transparent and honest to our players. Lots of casinos try to cheat their players and simply not letting them make a withdrawal.
- **Future proof & technical perfection**
 - With our team we can quickly add new payment methods, improved support experience and new games. We aim to be one of the fastest casino sites with very low loading so all markets can enjoy a flawless casino experience.

Even though we will focus on the customer experience and trust we also have very high expectations and goals set for Blue Beaver. We want to become the most trusted casino operator in the world with the best support & best payment options.

We aim to reach the following milestones:

- **After one year:**
 - Reach € 1,500,000 GGR per month.
- **After three years:**
 - Stable € 3,000,000 GGR per month and be active in 10+ markets, with 3+ different casinos.
- **After five years:**
 - A GGR of €5,000,000 per month, 10+ different casinos operating in 15+ markets.

We have many competitors, and more are coming quickly. Our advantage here is that we have done this journey before, and we know what to focus on to gain the trust to the players



and with trust comes faithful players which will increase our player value. We also go into this with a huge player base which will give us revenue from day one.

At Blue Beaver we are also very happy with the team we have so we can start this journey:

- **Management**
 - o Have started successful business before.
 - o Almost 20 years' experience in the gambling industry.
 - o A proven experience in doing innovation and being an industry-leading casino.
- **Developers**
 - o Extremely skilled and experienced with this type of development.
 - o Have done implementations and casino development for many years.

2. Company description

We are a start-up with high ambitions and have already secured a deal with another online gambling company where we will take over their business. This will make a good foundation for this company and with revenue coming in from day one we can start our plans directly.

2.1 Mission statement

We want to be the most trusted casino.

To reach this statement we will focus on what we know players need to trust us:

- Many deposits option.
- Fast withdrawals.
- Professional support.
- No hidden and/or confusing terms & conditions.

2.2 Philosophy / values

A small close team that is very technical and have lots of experience in running a casino can handle challenges and new opportunities extremely fast. We are always ready to adjust and make changes to our product to fit new needs.

2.3 Vision

Become a major player in the casino industry in at least 15 different markets with several different casinos.

With our team we can quickly adjust and make sure our casinos are ready for a new market when there is an opportunity that fits our strengths.

2.4 Goals & Milestones

We already have our first casino done and doing very well. Our main goals and milestones are:

1. Go live in a new market with our new company structure in December 2023.
2. 10+ different markets May 2025.

2.5 Target market

We will start with the market of Germany. The second market will be is dependent on the development in the casino industry and licensing, but we are looking at markets like Canada and Australia.

2.6 Competitors

We categorize our main competitors as other casinos with a curacao license and casinos that focus on crypto.

3. Product & Service description

Our product will focus on being the best casino on several markets with a huge focus on secure, stable, fast and flexible payment options. When players feel secure that they will get their winnings they will also become loyal.

3.1 Special benefits & unique features

The special benefits & unique features for us are that we will not have any. We will focus on the basics to run a trustworthy casino:

- World-class support
- Flexible and latest payment options
- A good selection of games.

Of course, we also have other features from our platform that do separate our product from others such as:

- Blitz features
- Bonus buy
- Unlimited reward program

3.2 Production and delivery

Our product (the casino) is ready and up and running. We are improving our casino all the time and already started the work of our second brand.

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3.3 Service description

Our casino works like most casinos on the market:

1. Register an account.
2. Make a deposit.
3. Enjoy casino game play.
4. If you win, make a withdrawal.

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4. Marketing plan

With this type of business, we plan to use 95% of our marketing budget with affiliates. This is our way into these markets, and we have a huge number of affiliates lined up that are waiting for us to go live.

4.1 SWOT Analysis Worksheet

	Strengths	Weaknesses	Opportunities	Threats
Product/Service Offering	Fast, stable, been live and shown great experience for players & industry leading payment solutions.	Our payment solution, payer, is not up to our standard and must be updated.	We have a huge database of inactive players to activate and many affiliates waiting to send us more players.	Laws & regulations that can try to interrupt our service.
Brand/Marketing	Already a known product in Australia & production ready.	Some complicated flows that need improvements.	Using our brand to gain instant trust.	Upcoming competitors that we don't know about yet.
Staff/HR	Very skilled developers. Experienced management.	We need all people to stay healthy and motivated.	We all know each other very well and work quick together.	If someone would happen to someone in the team it would hurt right now.
Finance	Main owner and investors are very financially strong.	Always a challenge in the beginning if we have many big winners, can cause cash flow issues.	We have a huge database to activate that will make risk with big winners less.	If we get a delay in withdrawals, it will hurt our brand and trust is extremely important for us.
Operations/Management	Very experienced and strong management team.	Busy in other projects (now).	Quick and know each other very well. Can make quick and good decisions.	Other projects take up too much time.
Market	We have all connections needed to reach our market.	We can't do normal marketing and must work with our affiliates.	The connections and great relationship with affiliates.	If affiliates top in a certain market it will be hard for us to reach that market.

No matter how good marketing we do and how many players affiliates send us, it all goes down to payments. If our deposit works and withdrawals are quick, we will succeed.

4.2 Competitive Analysis

There are a lot of brands to compare with ours, so I prefer to compare to two different types of brands & casinos. Casinos that have a Curacao license and casinos that focus only on Crypto.

FACTOR	Playboom	Curacao	Crypto
Products	4	3	5
<i>We have a great product, but the new Crypto casinos are better. Curacao brands are mostly skins and not that focus on the actual product.</i>			
Bonuses	4	2	4
<i>Our bonuses will be honest and transparent. Curacao casinos often try to cheat.</i>			
Quality	5	2	5
<i>Focus a lot on the quality and crypto casinos are also good at this.</i>			
Selection	4	4	3
<i>Crypto casinos that are open to a lot of markets have problem showing relevant games for each market. Often many games do not open.</i>			
Service	5	2	4
<i>We have award-winning support and understand how important this is. Lots of Curacao casinos don't have live support and very hard to reach.</i>			
Reliability	4	2	4
<i>We are not a 5 yet, but we will do everything we can to reach it.</i>			
Stability	5	4	5
<i>Like most casinos we are stable and have close to 100% up-time.</i>			
Expertise	5	5	5
<i>All competitors that try this have lots of experience and are experts.</i>			
Reputation	5	2	4
<i>The management team in Blue Beaver is very knowledgeable in the gambling industry and very trusted.</i>			

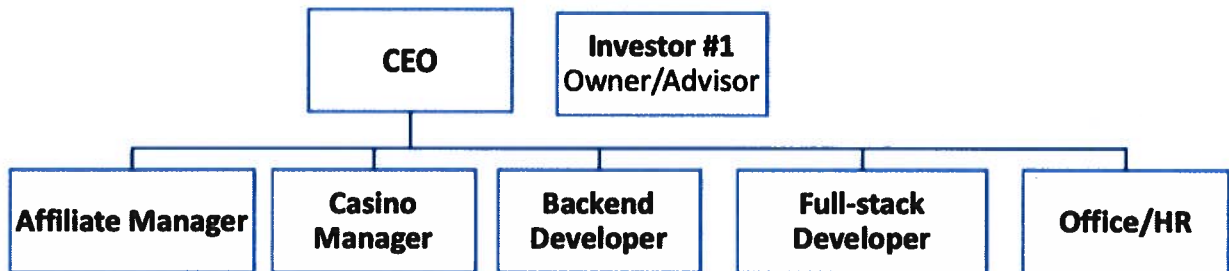
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5. Operational plan & management

We only have senior employees, so we can achieve a lot with a small and close team.

5.1 Personnel

From the start we will use the following structure:



Outside the main team we also have following positions working for us:



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6. Technical summary

To manage high load we are going to use horizontal scaling "on demand". This is one more reason to use AWS services for this. They have all the instruments to easily increase amount of machines, memory, CPU etc and make it immediately once needed. Also it would be possible to make it with zero-downtime and fully automatically.

6.1 Application

Main criteria to pick instruments:

- Quick prototyping -- framework and language ability to be agile
- Stability -- products-ready technologies only
- Previous experience -- frameworks and languages we already worked with
- Flexibility -- it should be possible to scale it easily

6.1.1 Backend

The application is using latest Rails version and REST API architecture. It lowers the total cost of ownership and makes it easy to change business logic and interfaces.

6.1.2 Databases

We are going to use Postgres as a relational database. Literally industry standard. For a key-value store we are going to use Redis. For data analysis -- Elasticsearch with Kibana.

6.1.3 Frontend

The client-facing site will be written using Hotwire/StimulusJS/TurboRails to improve response times and speed of development, while still making it easy to change the application's look and feel.

6.2 Development

From coding perspective:

- * Pull requests and code review (GitHub)
- * Source revision control (git)
- * TDD (RSpec, Capybara)
- * Pair programming

6.3 Project management

We are going to be very agile and use this methodology to solve situations as they show up. We are a small team that will work together to solve situations as they arise.

6.4 Hosting

We are going to start with Amazon Cloud Services. It would be much easier to maintain, not spend too much time and money on Ops part and concentrate mostly on development. It is also much more scalable from geographic POV. Amazon has their servers all around Europe and World.

Initially we are going to start in the London region data center.

Services we are planning to start with:

- * EC2 -- FE/BE application
- * ElastiCache -- Redis
- * Elasticsearch

6.5 Deployment

We would like to use latest industry standards to deploy our application. We also prefer to deploy it automatically to avoid any human factor and make it simple and fast. Technologies we might want to use:

- Kubernetes
- Ansible
- Terraform
- Docker

Date: 01/07/2023

Signature _____

UBO: Per Georg Tobias Westin

A handwritten signature in blue ink, appearing to read 'Georg Tobias Westin', written over a horizontal line.

