

Business Plan of Invicta Networks N.V. for VulkanVegas, IceCasino projects

Business Overview

Vulkanvegas.com and IceCasino.com:

Years of Operation: Both brands have been providing exceptional online casino services for over 8 years, establishing a stable and reliable presence in the online gaming industry.

Reputation for Excellence: Recognized for their high level of service, both casinos are well-regarded by customers and industry watchers alike. They have consistently been acknowledged in independent listings and have won multiple awards for "most effective handling of complaints," highlighting their commitment to customer satisfaction.

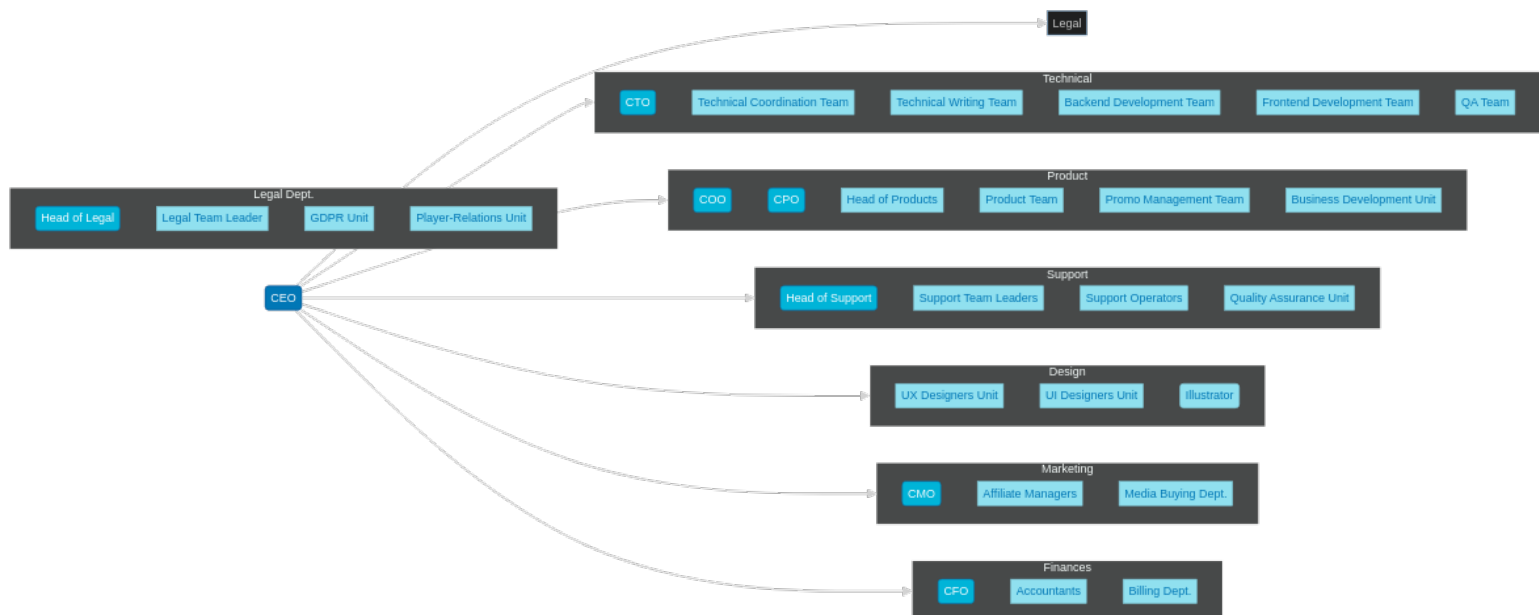
Diverse Gaming Options: vulkanvegas.com & Icecasino.com one of the most extensive selections of online slot providers in the industry, ensuring that players have access to a wide range of gaming experiences.

Customer-Based Approach: The brands are known for their player-oriented philosophy, featuring an exquisite bonus system and a unique loyalty program. This approach not only enhances player engagement but also distinguishes VulkanVegas.com and IceCasino.com from their competitors, cementing their status as leaders in the online casino market.

Capitalizing on their established reputation, exceptional customer support, and forward-thinking engagement strategies for players, VulkanVegas.com and IceCasino.com maintain their leading positions in the online casino sector.

Company Management Structure & Roles

Below please find the illustative organizational chart that provides a clear visual representation of the company's structure, delineating the roles and responsibilities of each department and individual.



Name of the Position	Role Description
CTO	Oversees all technical aspects, ensuring the platform's technology strategy aligns with business goals.
Technical Coordination Team	Manages project timelines and coordinates between different technical teams and product unit.
Technical Writing Team	Creates documentation for software, new features, systems, and processes.
Backend Development Team	Develops and maintains server-side logic and databases.
Frontend (CMS) Development Team:	Focuses on user interface and experience through website development.
QA Team	Ensures software quality through testing and feedback.
COO & CPO	Lead operations and product strategy, ensuring alignment with business objectives.
Head of Products	Designs and develops product offerings and enhancements based on the needs and strategies provided by COO and CPO.
Promo Management Team	Creates and manages promotions and bonuses.
Business Development Unit	Explores new business opportunities and partnerships.
Head of Support	Oversees customer support strategies and operations.
Support Team Leaders & Operators:	Provide customer service and resolve issues.
Quality Assurance Unit:	Monitors and improves the quality of support services.
UX/UI Designers Unit	Designs and optimizes user experiences and interfaces.
Illustrator:	Creates visual elements for pages and promotions.
Head of Legal & Legal Team Leader	Manages legal affairs and ensures compliance with laws and regulations.
GDPR Unit	Ensures compliance with data protection regulations.
Player-Relations Unit	Handles legal issues related to player interactions.
CMO	Leads marketing strategy and execution.
Affiliate Managers	Manages relationships with affiliates.
Media Buying Dept.	Handles advertising and media purchases.
CFO	Manages the company's finances, including investments, budgeting, and financial planning.
Accountants & Billing Dept.	Handles accounting and billing operations.

Three-Year Business Forecast

The projections for the next three years are grounded in the solid performance of *vulkanvegas* and *icecasino*, with a strategy focused on sustained growth, market expansion, particularly into Latin American countries such as Argentina, Chile, Peru, and Brazil, and continuous investment in technology and player experience.

Year 1-3 Revenue Projections:

GGR: Starting at €2.5 million monthly, we anticipate a yearly growth of 12% to 15%, factoring in both organic growth and expansion into new markets. This will increase our GGR significantly over the next three years, enhancing our market position and financial strength.

Cost and Expenditure:

Royalty Payments: depending upon the game provider, the royalty payments are at 8%-10% of the GGR minus capped bonus deduction (~10%-15%).

Marketing Costs:

Beginning at €300,000 monthly, we expect these to scale appropriately as we penetrate new markets, maintaining a balanced approach to ensure an optimal return on investment by the 6th month of each initiative.

Profitability:

Based on our revenue and cost projections, with a strategic emphasis on marketing efficiency and operational excellence, we tend to forecast a steady increase in net profits, reflecting our growth ambitions and careful cost management. The specific net profit margin is anticipated to improve annually, as we leverage economies of scale and optimize our marketing spend.

Cash Flow Estimates:

Reflecting on our expected monthly deposits of €4 million and a withdrawal rate of 35% to 45%, our cash flow management strategies will focus on maintaining a healthy liquidity ratio. This will support our operational needs, investment in technology and platform enhancements, and market expansion activities.

Strategic Initiatives:

Market Expansion: Targeting growth in Latin American markets, we plan substantial investments in localization and marketing to attract and retain players from these new regions.

Product Development: Continuous investment in our gaming portfolio and platform technology will ensure we remain at the forefront of the online casino industry, enhancing player experience and engagement.

Marketing Optimization: Focused on bonus costs and marketing spend, aiming to reduce the cost per acquisition (CPA) while maintaining high player value and satisfaction.

Overview of the business growth strategy

Market Expansion

In order to secure and grow market share by entering new markets with high growth potential, specifically targeting Latin American countries such as Argentina, Chile, Peru, and Brazil.

Strategy: Conduct market research to understand local regulations, player preferences, and competitive landscape. Tailor game offerings and marketing strategies to suit local tastes and preferences.

Enhancing Game Portfolio

We are to increase player engagement and attract a broader audience by expanding and diversifying the game portfolio, offering not only slot games, but live casino and table games, crash games.

Strategy: Invest in new game provider integrations, secure partnerships with leading game providers to offer a wider variety of games, including those specifically popular in target expansion markets. To do that, we are to identify and integrate trending and culturally significant games for each target market. Regularly update the game portfolio to include the latest and most technologically advanced gaming options.

Optimizing Bonus Costs and CPA

We have to improve financial efficiency by optimizing bonus costs and reducing the Cost Per Acquisition (CPA) through more effective marketing strategies.

Strategy: Analyze current bonus schemes and marketing expenditures to identify areas for optimization (both for acquisition and retention bonuses). Implement A/B testing to refine promotional offers and marketing channels. Adjust bonus schemes to ensure they are both attractive to players and financially sustainable.

Financial Projections and ROI Analysis

Include detailed financial projections that outline the expected ROI from the strategies mentioned above. Highlight the anticipated increase in revenue from market expansion, the cost savings from bonus optimization, and the expected growth in player base due to improved acquisition and retention efforts.

Key Suppliers and Dependencies

Game Providers: The core offering of an online casino depends directly on its game portfolio. Suppliers like NetEnt, PragmaticPlay, Play'n Go, Microgaming, Endorphina and Evolution are crucial for providing a diverse and engaging gaming experience.

Payment Processors: Secure and efficient payment solutions are crucial for players' transactions. Key suppliers may include (but not limited to) bank cards, pre-paid cards and local payment options in target markets.

Software and Infrastructure: Reliable gaming platform and robust infrastructure for hosting and cybersecurity is critical. It is crucial to keep the lowest levels of downtimes or technical glitches.