

Business Plan for Leopard BV – Online Gaming License Application

1. Business Overview

Products and Services: Leopard BV offers a comprehensive suite of online gaming services including virtual casinos and sports betting.

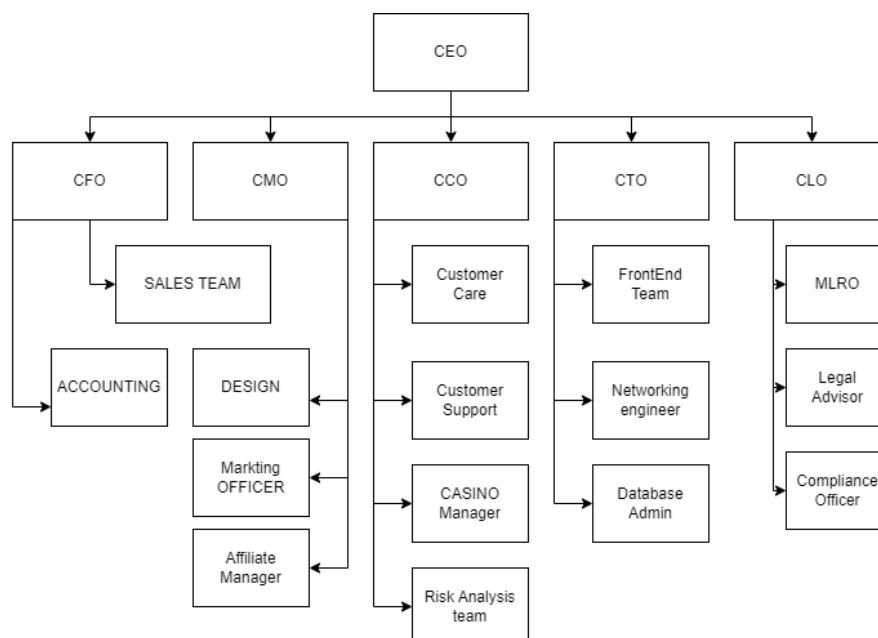
History and Background: Established in 2023 by a team of industry veterans with a cumulative experience of over 70 years in the gambling sector, Leopard BV was founded by Marian Svec (27 years of experience), Musat Dumitru (28 years), and Florin-Alexandru Marin (18 years). Their extensive knowledge and expertise are instrumental in setting strategic directions and driving innovative approaches to online gaming.

Unique Features: The platform distinguishes itself through the use of AI technology for enhancing user experience and sophisticated algorithms that ensure fairness and transparency in gaming.

The mission of the company is the provision of fair and best online gambling experience to its customers. The company will be providing online betting and online casino games to its customers.

The company will ensure that the customers experience the best betting services online on the website of the company, www.caratcasino.com

2. Company Management Structure



CEO: Marian Svec

CFO: Musat Dumitru

CTO: Alex Marin

CCO: [To be hired, with recruitment expected to conclude by Q3 2024]

MLRO: [To be hired, with recruitment expected to conclude by Q3 2024]

3. Business Forecasts for 3 Years

The objectives of the company drawn for the first year of its operation include:

- To gain reputation in the market
- To maximize the profits by keeping the cost of operation at minimum possible level
- To create the customer base and to maintain the customer retention of at least 85% of the customer base;
- To gain 5%- 7% market share.

Keys to Success

The company has drawn the key to success which is as follows:

- The experiential knowledge possessed by the owner of the company which will be a guiding factor throughout the business operation
- A sophisticated online gambling platform which will provide exceptional online betting and casino experience to customers.
- Large variety of products (games) offered to the customers.
- Highly trained customer service staff and partners
- Adopting a consumer-focused marketing strategy whereby consumer will be prioritized at all stages of the business operation.
- Rewards Schemes and Loyalty Card programs will be launched for attracting and retaining consumers.

Year 1: Anticipated revenues of \$5 million, escalating to \$7 million in Year 2 and reaching \$10 million by Year 3.

Cash Flow: Expected to turn positive in Year 2, following significant initial investments in technology and marketing.

4. Overview of Intended Strategy for Business Growth

Marketing

Market Expansion: Targeting expansion into LATAM, African and Asian markets by 2025.

Marketing Plans: Focused digital marketing campaigns aimed at younger demographics using social media and influencer partnerships.

Marketing Strategies

The overall marketing strategies are divided on the basis of generic marketing Ps (Product, Price, Place, Promotions).



Leopard BV will offer online betting and online casino for the customers.

The platform will display live events through our website that would bring long-term customer relation and brand advantage.

Also, the number and variety of games offered will create a consistent advantage that will be subject of marketing messages.

Place/ website

There are various innovative solutions adopted by the company for developing the gambling-related website which also has the functioning back up system. There are also various choices available regarding design and layout. The gambling software providers are distinguishing themselves on the basis of themes and characters they can develop.

Leopard BV will maintain full control of the website used for performing the activity (www.caratcasino.com) without any external involvement.

The customers desire fast transactions and also expect their transactions to be safe and secure. Therefore, it is vital to consider the system of payment that could be installed for the effective and safe transactions.

Leopard BV uses reputable suppliers for payment processing, authorized to performed business within the territory.

Promotions

In order to attract players, it is essential that they become aware of the presence of the Leopard BV gambling site, www.caratcasino.com

This will be done through social media because a large number of people can be attracted towards something simultaneously through social media. The company can attract customers through gambling forums, blogging, article marketing and social media websites.

Moreover, we will also offer a referral bonus to our customers and we will allow our customer to refer their friends, so that to increase our business. The company will offer free games or bets as a promotional tool to attract and retain customers. At the same time, we are using very reliable and innovative gambling software and they are also providing apps and website, so it will also inspire loyalty through secure and user friendly services. The factor of customer loyalty is crucial in this business because if the customer is not satisfied, he can switch to another service provider.

When customers will be successfully attracted towards TG Malta Limited website and maximum possible traffic will be generated on the website, then the website will be listed by search engines on first pages.

The company will also use Google Ads and any other tool to boost marketing campaigns, text message and email direct marketing with our loyal customer that would be helpful to create long term relations with customers.

The brand itself comes up as a major key factor behind the success of any company.

Promotional ads and endorsements influence to make a selection among different preferences of the brand through bet and the game.

The company will spend significant amount for marketing, aimed to introduce our brand to the target customers, estimated around 32% - 35% of total investment for the first year.

Funding: Plans to secure an additional \$2 million in funding for technological enhancements in Year 2.

5. Key Suppliers and Material Dependencies

Software Providers: Reliance on EGT Digital for core casino software.

Banking Partners: APCO Pay manages all financial transactions. Payments methods: Cards, Skrill, Neteller, PaysafeCard

Risk Management: Established business continuity plans and Service Level Agreements (SLAs) with all key suppliers to manage risks of disruption.

6. Risk Evaluation and Management

Risk Assessment: Regular, quarterly risk assessments conducted.

Auditing: Comprehensive internal and external auditing performed annually.

Committees: The Audit and Risk Committee meets monthly to review and update policies and practices.

7. Legal and Governance Framework

Board Composition: Comprised of the three founders and two additional members to be determined.

Legal Support: In-house legal counsel supplemented by external experts from Luca-Partners.

ESG Policy: Currently developing a policy focused on environmental sustainability and responsible gaming.

8. Target KPIs and Business Objectives

Customer Growth: Targeting a 20% annual increase in the customer base.

Revenue Targets: Aim to achieve a revenue milestone of \$10 million by Year 3.

9. Policies and Procedures

Development: All policies and procedures are crafted internally.

Timelines: Commitment to semi-annual updates with annual reporting to the Gambling Control Board (GCB).

Competence: Ensured by the experienced, expert, and impartial internal legal and compliance team.