

The Business Plan

doit.casino

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January 01, 2024

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1. Background and History

Driven by a keen eye for the future of gaming, industry pioneer Arsen Muradyan has embarked on a transformative journey. Building upon a comprehensive analysis of the iGaming landscape, he has ignited the development of a strategic business plan poised to revolutionize the online gambling experience.

This business plan is not merely a document, it's a cornerstone, carefully crafted to bring to life a vision of unparalleled excitement and innovation. Its primary objective: to establish a platform that transcends the boundaries of online gambling, offering a diverse array of thrilling casino games and captivating virtual sports experiences.

Imagine a portal where the thrill of the casino meets the pulse-pounding world of virtual sports, all woven into a tapestry of cutting-edge technology and unparalleled service. This is the majestic vision that fuels this strategic business plan, poised to usher in a new era of online entertainment.

2. Description of Products

Embrace the Era of Immersive Gaming:

In a world where internet access unlocks endless possibilities, the gaming landscape has undergone a seismic shift. From niche hobby to global phenomenon, it's no longer just about solitary thrills or simple two-player duels. Today, captivating multiplayer experiences reign supreme, fostering connections and forging communities.

doit.casino:

Enter "doit.casino," your gateway to a revolutionary online gaming platform. As with other platforms, players create accounts and compete for rewards, but our approach transcends the ordinary. We partner with leading game aggregators to curate a vast library of diverse titles, ensuring a constant stream of fresh releases and timeless classics that cater to every taste and skill level.

Intuitive Design, Unparalleled Ease:

Your satisfaction is paramount. Our meticulously crafted interface is a testament to this. Imagine navigating a platform that's as effortless as it is enjoyable, with a sleek design, clear information architecture, and seamless responsiveness across all devices.

Personalization: Your Journey, Your Way:

We understand that gaming is deeply personal. That's why we infuse our platform with features that adapt to your unique preferences. From customizable avatars to personalized game recommendations and tailored offers, each player embarks on a journey that's truly their own.

Community: Where Connections Thrive:

Gaming thrives on community, and "doit.casino" fosters a vibrant and interactive environment. Dedicated forums become hubs for connection, strategy sharing, and passionate discussions. Seamless social media integration allows you to share achievements, engage in lively conversations, and stay abreast of community events. Exciting live events and tournaments further fuel real-time interaction and friendly competition.

Augmented Reality: A Glimpse into the Future:

Looking ahead, we're committed to pushing the boundaries. Soon, "doit.casino" will be synonymous with Augmented Reality (AR), integrating cutting-edge technology to further enhance your gaming experience.

Beyond Innovation: A Customized World Awaits:

Our vision extends beyond mere technological advancements. We aspire to become an innovative casino that empowers you to personalize your experience, fostering deeper engagement and creating communities within the platform. This is how we envision the future of online gaming, and we invite you to join us on this exciting journey.

3. Business Growth Strategy and Market Share

Our journey towards industry leadership rests upon three fundamental pillars:

Expanding Market Reach: We aim to broaden our horizons and attract new players by implementing targeted marketing initiatives, forging strategic partnerships with affiliates, and enhancing our search engine visibility.

Acquiring New Users: High-value bonuses and irresistible rewards will entice newcomers to join our platform and embark on their gaming adventure.

Retaining Existing Players: Recognizing their importance, we prioritize their loyalty through curated bonus structures, engaging events, and a vibrant community built upon exciting tournaments and rewarding experiences.

Underpinning this strategy are meticulously crafted financial and marketing plans. These blueprints map out our anticipated revenue, strategic marketing expenditures, and projected return on investment (ROI). Dedicated budgets ensure impactful resource allocation across various channels and initiatives, maximizing their contribution to our long-term success.

Our roadmap to success unfolds according to a well-defined schedule. From launching innovative campaigns and introducing fresh games to venturing into promising new markets, each step adheres to a structured timeline, guaranteeing focused execution and timely achievement of our objectives.

Personalization: The Key to Unlocking Deeper Engagement:

We believe that trust and personalization are inseparable facets of an exceptional online casino experience. Therefore, we plan to introduce:

Contextual Game Availability: Different games will be offered based on various circumstances, such as joint play with friends, birthdays, and holidays, catering to personalized preferences.

Dynamic Game Recommendations: Players will discover relevant games based on their community involvement, chat activity, character customization, and other engagement metrics, fostering a truly individualized experience.

This multifaceted approach, coupled with our unwavering commitment to innovation and player satisfaction, positions us for sustained growth in the competitive iGaming market. We are confident that our strategy will not only attract and retain players but also establish us as a leading force in the industry.

The Target Market

The target demographic for our platform encompasses individuals aged 24 to 41, primarily focusing on young professionals who have shown substantial engagement with online games, as indicated by Statista's 2023 findings. This age group not only aligns with the active online gaming community but also resonates with low to middle-income earners, as highlighted in the same study.

In addition to age, our target market emphasizes tech-savvy individuals who are accustomed to digital transactions and are open to utilizing third-party e-payment systems. By catering to this demographic, we aim to capture the preferences and behaviors of a digitally fluent audience, ensuring seamless user experiences.

Also, in line with our involvement in AR and VR systems, we specifically target this age group as the ones who will potentially take advantage of this opportunity.

We will also conduct data analysis to improve the user experience as well as to improve advertising. Therefore, the experience of users of this age will be able to provide us with data on what exactly this audience requires, and we will make every effort to provide them with it.

Furthermore, recognizing the diverse gaming preferences within our target market, our platform offers a broad spectrum of game genres to appeal to various interests.

Our initial focus will be on the following game categories, catering to the specific preferences of the regions we target: Slots, Bingo, Blackjack, Roulette, Baccarat and Live Casino.

Excluded Markets:

While expanding globally remains a primary goal, we have intentionally excluded certain markets from our operations due to strict regulatory and compliance considerations. Our commitment to adhering to international standards and regulations means that we avoid entering markets with significant risks

associated with financial crimes and money laundering, especially those identified by organizations such as the FATF.

Additionally, we understand the importance of respecting the diverse legal and regulatory frameworks in different countries. This prompts us to take a cautious approach in selecting our target markets. Specifically, we have excluded the following markets: Aruba, Austria, Bonaire, Curacao, France, Netherlands, Australia, UK, Spain, Saba, Statia, St. Martin, USA, and any other jurisdiction where gambling is deemed illegal or blacklisted, as stipulated by the prevailing license conditions of Gaming Curacao. This strategic decision is fundamental to ensuring that our operations uphold the highest standards of legal and ethical compliance.

4. The Opportunity and Strategy

Our holistic marketing strategies are crafted with the aim of realizing specific objectives that align with the overarching strategic goals of the organization. Key elements of our approach include establishing new market channels, augmenting sales, and extending our market share. We intend to capitalize on ongoing enhancements in our services and facilities to not only attract new clients but also foster the loyalty of our existing customer base.

Our marketing strategies maintain consistency throughout the entire marketing mix, covering product development, promotion, and pricing. Our primary focus is on efficiently promoting our casino and game center to attract new customers and optimize the utilization of our facilities.

Our marketing and sales strategies encompass a dynamic array of initiatives to propel the success of our online casino:

1. **Grand Unveiling Event:** We will kick off our online casino with an exciting launch event, creating a celebratory atmosphere to generate buzz and capture the attention of our target audience. We are planning to launch an advertising campaign before the opening of our website, which will ensure a large number of players from the start. Next, we will integrate a reward system for existing players in the form of a referral system for inviting friends. In particular, we plan not to break up players after inviting them to the platform, but rather to consolidate them through joint games, character customization, storyline events, etc.
2. **Digital Promotion:** Leveraging our official website and active social media channels, we will execute robust promotional campaigns to spotlight the unique features and offerings of our

casino and game center. This includes interactive content, sneak peeks, and behind-the-scenes glimpses to build anticipation. We will also pay special attention to our games and the possibility of using VR/AR systems in the process of gaming, which will only help to attract the interest of the community to at least try these features. Further, we plan to regularly hold events, contests, holiday games, etc. to inspire the atmosphere of players so that they associate us with these holidays and their expectation of all holidays would extend to us.

3. **Welcome Bonuses:** To entice new players during the launch period, we will introduce attractive welcome bonuses. These incentives will serve as a compelling reason for users to explore and engage with our platform. These bonuses will take the form of increased bonus systems for a certain period of time after registration, access to games that will only be available after certain conditions are met or certain goals are achieved by the player, including access to themed community chats that will also be unlocked as the player progresses through the system. Such accesses will give players the opportunity to try something that they will be interested in in the future and will know what they want to achieve in the casino community
4. **Industry Networking at SIGMA Conference:** Recognizing the importance of industry connections, we will establish a prominent presence at the upcoming SIGMA conference in Dubai. This strategic move aims to forge relationships with key professionals in the gaming industry and connect with potential customers.
5. **Gamification Elements:** To enhance player engagement, we will implement gamification features such as leaderboards and tournaments. These interactive elements will foster healthy competition among players, creating a more immersive and enjoyable gaming experience on our platform. In addition to the prizes provided by the tournaments, the winners will receive other opportunities, such as receiving attributes on their own customized avatar that can only be obtained by winning, in particular, as players who have put in the most effort and time, we plan to receive feedback from them, which will allow these players to have a hand in modernizing our services and implementing their ideas to increase the level of engagement in the gameplay.
6. **Innovative Partnerships:** Exploring innovative partnerships within the gaming ecosystem will be a key component of our strategy. Collaborating with game developers, influencers, and other industry stakeholders will contribute to the overall appeal and visibility of our online casino.

Ensuring uniform and exceptional customer experiences for all patrons is integral to our commitment, with a particular emphasis on making a positive first impression for those exploring our casino for the first time.

In our pursuit of excellence, we've forged partnerships with seasoned branding and publicity consultants. These experts collaborate with us to formulate impactful strategies tailored to resonate with our target market. Our overarching goal is to cultivate a robust brand identity and garner favorable publicity through diverse channels.

As part of our commitment to customer satisfaction, we are introducing a responsive customer support system. Our dedicated support team will be available around the clock to address inquiries, provide assistance, and ensure a seamless gaming experience for all users.

Moreover, to enhance the accessibility of our platform, we will launch a mobile app, allowing users to enjoy the thrill of our casino games conveniently on their smartphones. This initiative aligns with our goal of adapting to evolving consumer preferences and providing a user-friendly experience.

By incorporating these customer-centric elements into our approach, we aim to not only meet but exceed the expectations of our diverse customer base, fostering lasting relationships and establishing our casino as a preferred destination in the online gaming landscape.

The following platforms are instrumental in our promotional and advertising endeavors:

1. Electronic Media Platforms: Utilize advertising space on reputable electronic media platforms such as: Pro Internet; AskGamblers
2. Community-Based Sponsorships: Sponsor relevant community-based gaming or sports events and competitions to enhance brand awareness and foster engagement.
3. Online and Social Media Channels: Leverage the internet and actively engage with social media platforms including Instagram, Facebook, Twitter, Tik-Tok, Reddit, Quora, YouTube, and Telegram to effectively promote our brand.
4. Direct Outreach: Reach out to corporate organizations, social clubs, and sports clubs through direct communication methods. Initiate calls to inform them about our company and the array of services we offer.
5. Website Advertising: Advertise our online casino prominently on our official website, implementing strategies to drive traffic to the site.

6. Influencer Sponsorships: Sponsorship collaboration with influential casino streamers on popular live streaming platforms such as YouTube and Twitch to expand our reach and visibility.

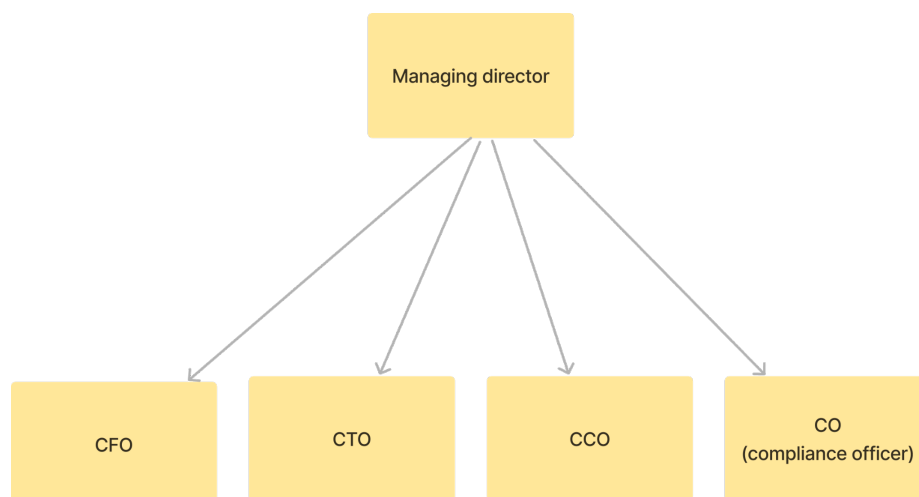
Responsible Industry Development

Our commitment to responsible industry development is underscored by initiatives aimed at fostering a balanced and socially responsible sector that is sustainable and mutually beneficial. This commitment is manifested through the following key areas:

1. Policy and Planning: Our approach involves the meticulous management of our business to deliver value while ensuring that our business and strategies align seamlessly with the overarching goals for responsible gambling. We prioritize policies and plans that contribute to the greater good of the industry.
2. Responsible Product Implementation: Decisions related to product changes and the environments in which they are offered are rooted in evidence-based practices. We employ a discerning approach to product development, ensuring that our offerings align with responsible and ethical standards.
3. Social Responsibility: Our unwavering commitment extends to social responsibility, where we actively contribute to responsible gambling programs. These initiatives are designed to promote awareness, education, and informed choice among our clientele. By fostering a culture of responsibility, we aim to create an environment where individuals can engage in gambling activities with awareness and understanding.

In conclusion, our approach to responsible industry development underscores our dedication to sustainability, ethical practices, and the well-being of our customers. Through effective policy implementation, responsible product decisions, and a commitment to social responsibility, we strive to shape a gambling industry that benefits all stakeholders.

5. Company Management Structure



CEO	Arsen Muradyan
CFO	To be appointed within 3 months
CTO	To be appointed within 3 months
CCO	To be appointed within 3 months
Compliance Officer	Arsen Muradyan

Responsibilities:

CEO (Chief Executive Officer):

- *Developing and implementing the company strategic plan and vision*
- *Leading the executive team and providing guidance to other key stakeholders*
- *Ensuring the company's financial sustainability and growth, including managing cash flow and fundraising activities*
- *Building and maintaining strong relationships with clients/customers, investors, and other stakeholders*
- *Overseeing day-to-day operations and making decisions that drive growth and success*
- *Representing the company to the public and media*
- *Ensuring compliance with regulatory and legal requirements, including corporate governance*
- *Fostering a culture of collaboration, innovation, and excellence*

- *Providing leadership and management skills to create a high-quality work environment*
- *Motivating and developing the management team and high-performing employees*
- *Utilizing problem-solving skills to address complex challenges and drive continuous improvement*
- *Leading and executing mergers, acquisitions, and strategic partnerships to further the company's strategic direction*
- *Providing ethical leadership and upholding integrity, ethics, and corporate social responsibility*

CFO (Chief Financial Officer):

- *Compares sales and profit projections to actual figures and budgeted expenses to actual expenses; makes or oversees any necessary adjustments to future projections and budgets.*
- *Reviews planning process and suggests improvements to current methods.*
- *Analyzes operations to identify areas in need of reorganization, downsizing, or elimination.*
- *Works with the other executives to coordinate planning and establish priorities for the planning process.*
- *Studies long-range economic trends and projects their impact on future growth in sales and market share.*
- *Identifies opportunities for expansion into new product areas.*
- *Oversees investment of funds to raise additional capital required for expansion.*

CTO (Chief Technology Officer):

- *Formulates the technology strategy in alignment with company objectives.*
- *Supervises the creation of iGaming platforms and games.*
- *Oversees IT infrastructure, ensuring data security and scalability.*
- *Spearheads technological innovation, staying abreast of industry trends.*
- *Handles relationships with technology vendors and partners.*
- *Ensures the security of player data and the platform.*
- *Upholds rigorous standards for software and technology.*

CCO (Chief Commercial Officer)

- *Establish relevant business KPIs for the company to track.*
- *Create and execute commercial strategies aimed at accelerating growth.*
- *Study industry trends and create an effective business plan based on commercial*

opportunities.

- *Manage the commercial and sales teams with the goal of improving key metrics.*
- *Heavily involved in the motivation, drive and development of new talent within the organization.*
- *Develop an understanding of customers' needs and make sure they are met.*
- *Responsible for ensuring all business activities are in line with the organization's objectives.*
- *Work with the marketing team to create strategies that boost the company and product awareness.*
- *Develop partnerships with key stakeholders aimed at accelerating the company's growth.*
- *Assist in the development of budgets and other financial systems within the company.*
- *Suggestions for corrective action if sales are below the budget.*
- *Responsible for the approval of the company's product pricing and positioning.*
- *Regularly receive reports comparing actual sales versus budgeted sales.*
- *Follow up on daily sales achievements and provide frequent updates to the CEO.*

Compliance Officer:

- Ensures that the iGaming project complies with all relevant gaming laws and regulations;
- Develops, updates, and enforces company policies and procedures to maintain compliance.
- Handles reporting requirements to regulatory authorities.
- Conducts internal audits to ensure adherence to compliance standards.
- Provides training to employees on compliance matters.
- *Assesses risks related to compliance issues and develops mitigation strategies.*
- Promotes ethical conduct and responsible gaming practices.

6. Business Forecasts

The budget and financial projections have been prepared in accordance with International Financial Reporting Standards (IFRS).

(in thousands of EUR)

For the fiscal year

Projection

Projection

Projection

	2024–25	2025–26	2025–26
Lottery games	123,45	258,21	549,23
Sports betting	94,22	243,96	659,12
Casino Gambling	84,78	247,032	439,33
Proceeds from Lottery and Gaming	302,45	749,202	1647,68
Less: Prizes	(102,655)	(112,77)	(132,88)
Less: Service Provider Fees	(99,4)	(106,8)	(156,5)
Gaming Revenue	100,395	529,532	1 358,3

In fiscal 2024–25, proceeds from Lottery and Gaming are budgeted to be 302 405 EUR and are projected to grow over the next years. Proceeds from Lottery and Gaming are projected to increase at 5.45 percent, reaching 1.5 million by fiscal 2025–26.

The following activities are anticipated to contribute to the projected proceeds from Lottery and Gaming by fiscal 2025–26:

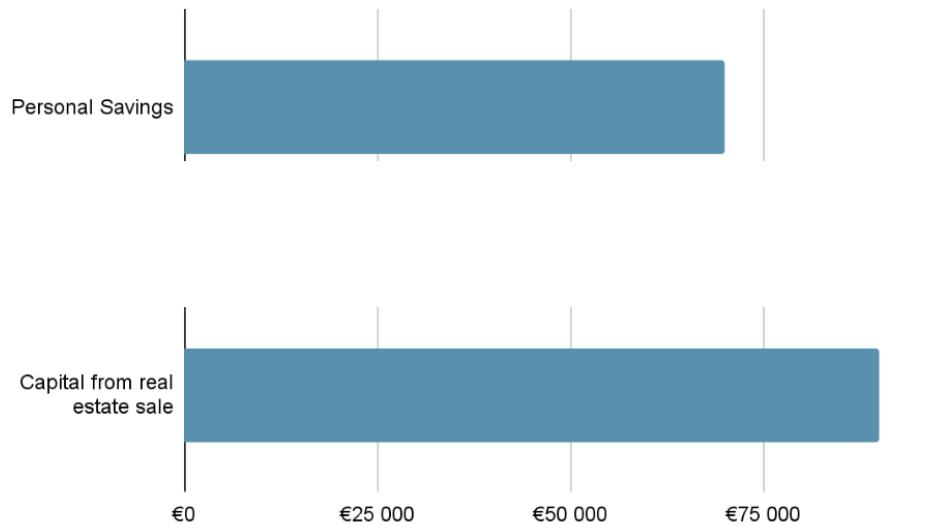
- expanding retail network via self-serve options and new channels
- optimizing single event wagering
- additional capital investment related to the introduction of new, relocated and/or expanded facilities
- continuing the rapid growth of the Digital business from new product development and deployment

Our revenue from is reported as total proceeds less certain defined amounts paid to service providers.

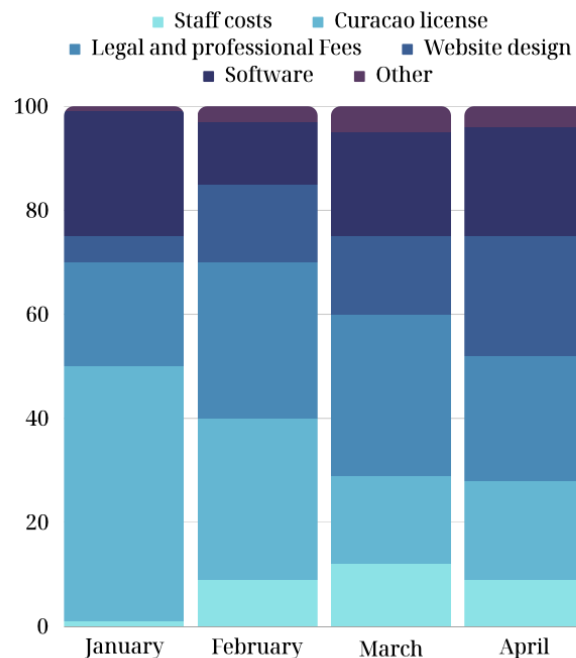
Startup Capital

Below, you will find the details outlining the structure of each income and funding plan.

Financing Sources



The diagram below illustrates the primary sources of funds for establishing a company. Specifically, it highlights personal savings and capital obtained from the sale of real estate. It is worth noting that there are, of course, additional funds from other sources, although we have not specified them in the diagram due to their minimal percentage.



The diagram above in the business plan illustrates the anticipated distribution of expenses across various categories, focusing on legal costs, employees, software development, and others. The initial financial allocation prioritizes substantial investments in software development, legal services, and professional

expertise. Notably, a significant portion of the budget is dedicated to acquiring cutting-edge software solutions to establish a robust technological foundation. Legal costs encompass expenditures associated with regulatory compliance, contractual agreements, and any legal consultations required for business operations.

Contrastingly, the budget for employees is comparatively conservative at this stage, emphasizing efficiency in resource allocation. This approach allows the company to allocate funds strategically, emphasizing technology and legal compliance as key priorities during the early stages of development.

Startup

Costs

We project startup costs at 300,000 US Dollars. Within this prudent budget, a significant portion will be allocated to essential elements like equipment, software, initial marketing, legal expenses, obtaining licenses and permits, as well as the initial salary payments in the initial stage.

7. Key Suppliers and Material Dependencies

In its initial phase, we plan to harness collaborations with reputable gambling providers and game studios, ensuring access to a varied array of top-notch games. Employing a hybrid strategy, we will engage in both direct integration with game providers and partnerships with game integrators to achieve: provide a comprehensive game selection at the launch by collaborating with multiple providers, ensuring a diverse library that caters to various preferences for a seamless user experience. Additionally, strategically partner with game integrators with regional expertise to customize game offerings based on market preferences and regulations, enhancing player engagement and market penetration.

Considering the above, we intends to collaborate with gaming providers including 1x2 NETWORK, Authentic Gaming, BetConstruct, BetGames.tv, and others. Additionally, preliminary agreements are in place with platforms like SoftGamings and SoftSwiss, along with payment service providers such as PAPARA, Payfix, Skrill/Neteller, and more, with plans to expand the list of payment methods in the future.

Gambling Facilities

Website and User Interface Development. As software developers, our focus lies in crafting an intuitive and responsive website design for seamless navigation. We emphasize a user-friendly interface to provide players easy access to various gaming sections.

Game Portfolio Integration: Diversity is achieved through the integration of an extensive selection of online casino games, including slots, table games, and live dealer options. Regular updates are seamlessly implemented to keep the game portfolio fresh and engaging.

Secure Payment Gateway Implementation: Our expertise extends to the integration of secure payment gateways, offering diverse options for deposits and withdrawals. We implement encryption technology to ensure the utmost security in financial transactions and user data.

Responsible Gaming Feature Development: Promoting responsible gambling is embedded in our software. We develop tools such as deposit limits and self-exclusion options, accompanied by educational resources on responsible gaming practices.

Customer Support Software Implementation: Our dedicated 24/7 customer support system stands ready to assist through live chat, email, and phone, ensuring prompt issue resolution. We develop support systems with well-trained representatives knowledgeable in online gambling matters.

Mobile App and Mobile Optimization: Adaptability is inherent in our software solutions. We develop not only a mobile-optimized platform for gaming on smartphones and tablets but also a dedicated mobile app for enhanced convenience.

Bonuses and Promotions Software Integration: To incentivize player engagement, we develop systems for attractive welcome bonuses and ongoing promotions. Loyalty programs with reward structures are seamlessly integrated for consistent player participation.

Security Software Development: Advanced cybersecurity measures, including SSL encryption and a secure server infrastructure, are at the core of our software development. We conduct regular security audits to identify and address potential vulnerabilities.

Marketing Automation and Integration: Our software solutions include digital marketing automation strategies to attract a wider online audience. We develop affiliate programs and integration with other online platforms to contribute to increased visibility.

Regulatory Compliance Software Solutions: Our commitment to regulatory compliance is reflected in our software solutions. We develop systems that adhere to international and local online gambling regulations, with regular updates and staff training embedded in the software.

Live Dealer Studio Software Development: Our state-of-the-art live dealer studios are developed to offer high-definition streaming for an immersive gaming experience. We create software solutions for a variety of live dealer games, including blackjack, roulette, and poker. In particular, games with live dealers will be able to evoke new emotions among our players, as VR and AR systems will be applied to these games. Our online casino will provide players with an extraordinary experience that will allow them to immerse themselves in the game and get maximum pleasure.

Continuous Software Improvement Framework: Prioritizing continuous improvement, our software solutions include frameworks for regular updates to enhance the user experience and introduce new features. Collaborations with leading software providers ensure cutting-edge technology. A system of games for events and holidays will also be available to us as we communicate with gaming providers to develop customized games for our service.

Data Analytics and Reporting Software Implementation: Our software solutions incorporate data analytics tools for user behavior analysis and business intelligence. We develop reporting systems for key performance indicators, informing strategic decisions for ongoing improvement. Data analytics is also our special approach in this area, as we plan to analyze data on advertising and user experience. All the data will regularly change our approach depending on the needs of users, in particular in the approach to targeted advertising.

Community Engagement Software Integration: Social media integration is seamlessly implemented for community building, updates, and promotions. Interactive forums and chat features are developed to allow players to connect, creating a vibrant online community. The community is one of the factors that make users interested in joining the platform and helps them stay there. Therefore, we will make every effort to ensure that the community develops, expands, remains as non-toxic as possible, creates sub-communities, and facilitates the search for friends among our players.

8.	Risk	Evaluation
In navigating the complexities of the gambling industry, a thorough risk assessment is paramount. Our proactive approach to risk evaluation covers various facets to anticipate, mitigate, and manage potential challenges. Below are key risk areas and corresponding mitigation strategies: 1. Regulatory Landscape: Risk: Changes in gambling regulations. Mitigation: Ongoing monitoring of regulatory developments, maintaining a legal advisory team, and implementing proactive compliance measures. 2. Market Dynamics:		

Risk: Fluctuations in market demand and economic conditions.

Mitigation: Adoption of flexible business strategies, regular market analyses, and diversification of offerings to adapt to evolving trends.

3. Technological Challenges:

Risk: Cybersecurity threats and technological disruptions.

Mitigation: Robust cybersecurity measures, periodic technology audits, and investments in resilient infrastructure.

4. Financial Uncertainty:

Risk: Economic downturns impacting customer spending.

Mitigation: Diversification of revenue streams, adherence to sound financial management practices, and establishment of contingency funds.

5. Competitive Landscape:

Risk: Intense competition within the gambling industry.

Mitigation: Regular competitor analyses, emphasis on innovation, and a focus on unique value propositions.

6. Public Perception:

Risk: Negative public opinion affecting the brand.

Mitigation: Implementation of responsible gambling practices, transparent communication, and active participation in community initiatives.

7. Operational Efficiency:

Risk: Internal inefficiencies impacting service delivery.

Mitigation: Implementation of robust operational processes, investment in staff training, and adoption of technology for streamlined operations.

8. Licensing and Compliance:

Risk: Challenges in obtaining and maintaining licenses.

Mitigation: Building strong relationships with regulatory bodies, continuous compliance monitoring, and maintaining clear documentation.

This systematic risk evaluation forms the foundation of our resilience strategy, ensuring adaptability to the dynamic landscape of the gambling industry. Regular reviews and updates will be integral to our ongoing risk management efforts.

We are committed to operating a safe and responsible iGaming platform, prioritizing compliance with Anti-Money Laundering (AML) legislation. To achieve this, we have established a comprehensive and unified compliance process for all new players.

Player verification

Players will undergo a streamlined multi-step registration process, submitting essential details, including country of residence, email, password, and personal information.

Upon submission by the players, the system automatically verifies eligibility through checks against restricted countries and age requirements, aligning with regulatory standards. For enhanced security and compliance, players may be requested to provide supplementary documents, such as proof of identity, address, and source of funds.

Our platform will maintain continuous surveillance to detect and investigate any suspicious activities related to financial crimes, prioritizing the safety and integrity of the gaming environment.

We uphold a strong commitment to compliance with AML legislation, fostering responsible gaming practices and providing a secure space for players.

After initial registration and confirmation, players are granted limited access until successful completion of KYC and age verification, ensuring that verified players engage in financial transactions and real-money games.

Utilizing third-party providers like Onfido, our efficient and secure verification processes ensure compliance with age restrictions and enhance the overall player experience.

9. Conclusion

from 2023 to 2032. In 2022, the market size is projected to reach a valuation of USD 30012 million. By 2032, the valuation is anticipated to reach USD 84530.2 million.

The European online gambling and betting market is a dynamic and rapidly expanding industry. It encompasses a wide range of online gambling activities, including sports betting, casino games, poker, bingo, and lottery. The market is driven by factors such as increasing internet penetration, the proliferation of smartphones and mobile devices, and favorable regulatory frameworks in many European countries.

Licensed operators and platforms provide online gambling services, enabling individuals to engage in remote gambling and betting using devices such as computers, smartphones, or other internet-enabled devices. The market reflects the rising popularity of online gambling and the adoption of digital advancements like mobile apps, virtual reality, and blockchain, which enhance the overall gambling experience.

Reported that the continuous innovation in virtual reality (VR) and augmented reality (AR) technologies is a key factor propelling the gaming market in Europe. The integration of VR and AR into gaming experiences provides players with immersive and interactive content, elevating the overall gaming engagement.

As VR headsets become more sophisticated and AR applications evolve, European consumers are increasingly embracing these technologies. This innovation not only enhances the gaming experience but also opens new avenues for game developers and publishers, fostering growth and diversification in the European gaming market.

Therefore, with the development and expansion of the online casino market in the European region, and with reports that one of the areas that is pushing the industry at the moment is VR and AR systems, we believe that we can occupy an important niche in this area. As stated in the business plan, we are developing personalized gambling, which is aimed at a relatively young and progressive generation that will be able to appreciate our augmented and virtual reality system and this will be one of the factors in choosing our online casino against the competition.