

Business Plan

Unigad Trading N.V.

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1.0 INTRODUCTION

Our online strategy is focused on soft gaming Scratch cards, Lottery, Slots and fun games. This growing niche market of the online gambling business has not been over-exposed.

The soft gaming and Scratch cards product range has been substantially expanded in recent years and continues to be developed and grow.

Our business is to provide our customers with soft gaming opportunities through the internet and via PC, smartphone, apps and SMS.

2.0 URL TO BE USED

www.gratowin.com

3.0 TARGET MARKETS

The company will attract anyone with an interest in online gaming. The gaming market has many different ranges of target demographic. The main target for us would be 35-45 years old, who are keen scratch cards and slots players, but who prefer to do their gaming from the comfort of their own homes.

The company offers its services only in jurisdictions where its offerings are not explicitly prohibited, focusing mainly in Latin American (Peru, Chile, Brazil), African (South Africa) and Asian (Japan) countries and some European countries such as Austria, Finland.

4.0 PLATFORM & GAMES

Platform is provided by a well known service provider, Anakatech LTD.

Initially using Spinoro Games (Scratch and slots games). More games providers are planned to be integrated in the near future.

5.0 PROCESSORS AND PAYMENT METHODS:

The processing company is Inafet Ltd. (company number HE 367268, a company organized under the laws Cyprus). Inafet Ltd. is a fully owned company (100%) of Unigad Trading N.V..

Inafet has few signed agreements with processors, such as; Worldcard, Skrill, Paysafe and more.

6.0 **MARKETING AND SALES**

The initial effort in gaining brand popularity will focus on the first brand. Recognition will be achieved through various channels in order to establish and maintain strong presence.

- Media Buying: to create awareness of our products in the industry.
- PR: to bring attention to our unique website.
- E-mail campaigns and newsletters targeting casino, sports, bingo and poker operators.
- Search engine optimization
- Convention participation: we plan to maintain a booth at many of the Gambling conventions, e.g., EIG in Berlin, LAC in London, i-Gaming Super Show in Amsterdam to attract affiliates.
- Other things found in the industry are online site reviews and traffic exchange campaigns. Affiliate campaigns are now the standard that all online casinos, poker rooms and bingo operations use.

Recent research suggest that women are at the forefront of the Internet gaming revolution especially in soft gaming with one in five engaged in online gaming. We will specifically aim to target women and separate man and woman strategies. The market is comprised of both men and women ages from 18-55, the majority living in South America.

We will work closely with affiliates and direct marketing companies in order to acquire market share for web and mobile traffic to our own brand. We plan to work with the affiliates based on some of the following methods:

- Revenue Share.
- CPA, CPL, CPS deals.

Our payment to affiliates will be according to industry standard and all commissions will be paid monthly no later than the 15th of the following month.

7.0 **PLAYERS COMPLAINTS HANDLING**

The company will maintain a player support function with sufficient resources to efficiently, competently and effectively interact with its players via remote means through electronic mail and telephone as channels. The company will accept customer complaints made in person, spoken or written, over the telephone or via email where facilities exist.

The company will take care that any restrictions they impose do not prevent customers from seeking help or advice where they need it. Restrictions will be put in place where the reasons for doing so are fair and transparent.

8.0 MANAGEMENT

eMoore N.V is acting as the director of Unigad. eMoore is a specialized department, which is part of a group of innovative trust companies based in Curaçao, Malta, Gibraltar and the Netherlands, offering management, domiciliation, administrative, legal and custodian services to internationally operating clients.

Christopher Larco is acting as the director of Inafet since its inception in 2017 and has 10 years of experience as a director of online gaming companies. Christopher holds Diplomas in LLB Law and LLM in International Law from Sheffield University UK.

9.0 FINANCIAL PROJECTION

	2023	2024	2025
NGR	€ 6,500,000	€ 7,800,000	€ 9,360,000
<i>Operating and Administration Expenses</i>			
Processing Costs	-€ 975,000	-€ 1,170,000	-€ 1,404,000
Banking fees	-€ 97,500	-€ 117,000	-€ 140,400
White label payments	-€ 4,225,000	-€ 5,070,000	-€ 6,084,000
Marketing	-€ 800,000	-€ 900,000	-€ 1,000,000
Gaming Licence	-€ 5,000	-€ 5,000	-€ 5,000
Web Hosting	-€ 10,000	-€ 10,000	-€ 10,000
Prof. costs	-€ 60,000	-€ 60,000	-€ 60,000
Other Expenses	-€ 50,000	-€ 50,000	-€ 50,000
	-€ 6,222,500	-€ 7,382,000	-€ 8,753,400
Net profit	€ 277,500	€ 418,000	€ 606,600