
BUSINESS PLAN

Switch It NV

B2B Business

COMPANY OVERVIEW

The shareholder of the company has extensive experience in the gaming industry. Specifically, the shareholder has a remarkable track record in the Middle East industry, having previously worked on a groundbreaking lottery model designed to appeal to the UAE market, introducing a unique lottery concept that was the first of its kind in the Middle East, pioneering innovation in the region's gaming landscape. This experience and success in developing a lottery model suited for the Middle East market demonstrate the deep understanding of the industry's dynamics and the specific preferences of the region.

Furthermore, as a strategic move to expand the company's reach and offer its services to non-European markets, they acquired Helio Gaming, based in Malta. This acquisition demonstrates their commitment to global expansion and their recognition of the diverse opportunities in the international gaming industry.

The decision to obtain a Curacao license aligns with their business strategy to cater to non-European markets. The Curacao license provides the company with the necessary regulatory framework to operate in regions outside of Europe. This allows the company to tap into new markets and offer its services in a compliant and regulated manner. It reflects their forward-thinking approach and commitment to serving a broader audience while maintaining regulatory compliance.

BUSINESS DESCRIPTION

Switch IT N.V. is a company based out of Curacao. The games provide its partners a new vertical through which to grow and strengthen their player base and drive cross-sell between their other game verticals. It gives its partners the edge in what is a fiercely competitive sector and can be integrated easily and seamlessly into any platform.

Our flexible game engine, or rather game engines, allows operators to start in the lottery, raffle or scratch cards world easily and fast. It allows operators the choice of various games for them to boost profits.

Being developed with time-to-market as a number one priority, games can be configured and online quickly. Not only can we create custom games for the operators' players, but they can also choose from an extensive library of existing lottery, raffle and scratch card games so you can be up and running in no time.

All games that we produce are completely responsive and light-weight, making sure that they work on low-end of Android/iphone phones, up to the most powerful devices. Switch IT can also provide insurance on big wins so that the operator never has to worry about a player winning a huge jackpot. All our games results are powered by our certified RNG or based on the outcome of international lotteries.

Switch IT N.V. can offer the game engine integrated with an existing player account management system of the operator, or as a full solution with the game engine and player account management system provided by Switch IT.

The business model is a combination of:

- GGR % for scratch card games
- Cost per line sold for lottery and raffle games

FINANCIAL PLAN

Business forecast for 3 years is included as an annex.