

Faraday Online N.V. – Online Gaming Business Plan

1. Executive Snapshot

Legal Entity: Faraday Online N.V.

Brand: WLS Casino (working brand for the online B2C platform).

Status: Pre-launch (operations not yet commenced).

Launch Window: Targeting late 2025 / early 2026, subject to final integrations.

Operating Model: Lean, cashflow-driven growth. The venture is funded through shareholder savings, salaries, and dividends (no external capital injections); scale is dictated by organic revenue generation and reinvestment of earnings.

Outsourcing: Until launch (and partially after), key functions—including technology platform management, platform operations, marketing, and some support—will be externalized to experienced third-party service providers under contract. This approach ensures the platform is managed according to the highest industry standards in reliability, security, and compliance.

2. Scope of Offering

Products at Launch: Online casino and sports book (slots, table games, live dealer, sportsbook).

Target Markets: International markets where Curaçao-licensed B2C operations are permitted.

Excluded/Blocked: Curaçao residents, the Netherlands, USA, UK, Spain, France, Germany, Australia, and any other jurisdiction restricted by Curaçao license conditions, FATF or EU sanctions, or local laws where online gambling is prohibited. Access will be restricted through geo-IP blocking and payment gateway filters. The Company will maintain an updated exclusion list in line with CGA guidance.

3. Operational Model & Key Roles

Faraday aims to redefine the online gambling landscape through a modern, engaging, and technology-driven casino experience. The platform will offer a diverse range of games, innovative features, and high-quality customer support, ensuring a seamless and secure experience for all players.

In the initial phase, the company will operate with a lean internal structure. The sole shareholder will also act as CEO, directly overseeing daily management, operations, and financial control to ensure efficiency and optimal use of resources.

Compliance and legal matters will be externalized to a specialized consultancy firm that provides ongoing support, regulatory updates, and legal guidance, ensuring full alignment with applicable laws and best practices.

As the project goes live and expands, the organizational structure will evolve to include dedicated roles in compliance, finance, marketing, and player operations, supporting sustainable growth and strong corporate governance.

Key Objectives:

- Develop a user-friendly and responsive online casino platform offering a wide selection of high-quality games from leading software providers.
- Implement robust security measures and regulatory compliance protocols to ensure the safety and fairness of gameplay for all users.
- Execute targeted marketing campaigns to attract and retain a loyal customer base, leveraging both traditional and digital channels.
- Establish strategic partnerships with affiliates and industry stakeholders to expand our reach and enhance our brand presence.
- Achieve profitability and sustainable growth through prudent financial management and operational efficiency.

Financial Highlights:

- The project is designed for sustainable, organic growth with a lean initial investment. Technology platform development and licensing expenditures have been kept modest and spread over several years of preparation to minimize upfront costs while covering core platform build-out, licensing, marketing, and essential operations.
- Revenue projections are built on gradual player acquisition and retention, with steady reinvestment of profits to fuel expansion.
- Cash flow analysis indicates a realistic path to break-even and profitability within the first year of operations through controlled spending and reinvestment, rather than heavy upfront funding.

Staffing: Core team remains lean pre-launch; specialist services are engaged via service agreements as needed. Escalation protocols and on-call coverage are documented in SOPs to handle any critical issues efficiently.

4. Compliance Framework (Mandatory Pre-Launch)

Faraday Online N.V. is fully committed to maintaining compliance both before launch and throughout its operations. The company will implement robust frameworks for AML/CFT, responsible gaming, and player protection in line with international standards and Curaçao regulations.

Key measures include strict KYC and AML controls, built-in responsible gaming tools and player self-protection features, transparent terms and dispute resolution procedures, and comprehensive internal policies with mandatory staff training. These measures ensure integrity and regulatory adherence at all times, creating a safe and fair environment for players.

5. Technology & Security

Faraday is supported by a secure, modern, and adaptable technology framework that can scale with long-term growth while providing reliable performance. All gaming software and content will be certified for fairness and supplied only by approved vendor partners, ensuring compliance and maintaining player trust.

Robust internal controls govern every stage of operations — from change management and security monitoring to data protection and regular compliance audits. Thorough reviews, penetration testing, and disaster recovery procedures are in place to ensure business continuity and a consistent, high-quality user experience.

6. Suppliers & Payments (*Status: Under Negotiation*)

Content Providers: The platform will integrate games from top-tier casino content studios (a shortlist includes providers such as Pragmatic Play, Digitain, Evolution Gaming, Relax Gaming, and Pariplay). Final selection is pending commercial and technical due diligence. All game content will come from reputable suppliers with certified RNGs and game fairness compliance.

Payment Service Providers (PSPs): We are in discussions with multiple PSPs and acquirers to support a range of payment methods, including credit/debit cards, e-wallets (e.g. Skrill, Neteller), bank transfers, and popular alternative payment methods in target regions. Cryptocurrency payment rails are also under evaluation.

All supplier agreements will include strict compliance clauses, uptime SLAs, data protection addenda, and right-to-audit provisions to ensure reliability and accountability from our partners.

7. Markets & Access Controls

Geo-Controls: The platform will implement IP geo-blocking, BIN/IIN checks on payment cards, and address verification during KYC to prevent access from prohibited jurisdictions.

Advertising Controls: Marketing and advertising will be tightly controlled. We will utilize approved marketing channels only (no targeting of restricted regions), enforce age-gating on all promotional content, and include jurisdictional exclusions in affiliate contracts. Affiliates and marketing partners will be bound by compliance addenda to ensure adherence to all advertising regulations and responsible marketing practices.

Payment Controls: Advanced fraud prevention and payment controls will be in place, including risk-scoring of transactions, velocity limits on deposits/withdrawals, robust chargeback management, and enhanced screening for any high-risk payment corridors. These measures help protect the business and players from fraudulent activities.

8. Risk Register (High-Level) & Mitigations

- **Regulatory Risks:** Continuous compliance reviews will be conducted. The company will maintain the ability to rapidly geo-block any new restricted territories and will keep external legal counsel on retainer to advise on evolving regulations.
- **Financial Risks:** We maintain lean fixed costs and utilize pay-as-you-grow contracts with suppliers wherever possible. Marketing spend is phased and tied to ROI and cashflow performance. Multiple PSPs are engaged to provide redundancy in payment processing.
- **Operational Risks:** Key suppliers are bound by SLAs for high uptime, and we have secondary backup providers identified for all critical services (e.g. alternative game content or payment routes) to mitigate downtime or service loss.

- **Cybersecurity/Fraud Risks:** A multi-layered defense strategy is implemented, including robust firewalls, DDoS protection, device fingerprinting, continuous transaction monitoring (KYC/AML), and routine security testing. Any incidents will trigger post-incident reviews and improvements.
- **Reputational Risks:** We uphold clear customer service SLAs to ensure timely support. Bonus terms will be fair and transparent to avoid player frustration. A straightforward dispute resolution process is in place, and we engage in proactive customer communication to address issues before they escalate.

9. Implementation Timeline

- **Q4 2025 – Q1 2026:** Finalize all supplier agreements (game content providers, PSPs), complete platform integrations and end-to-end testing (internal and external), conduct staff training on all policies, and perform pre-launch compliance audits and certifications.
- **Go-Live:** Expected in late **Q4 2025 – Q1 2026**, subject to successful testing outcomes.

10. Financial Projections (Estimated; Subject to Go-Live)

All figures below are indicative projections. Accurate predictability is not feasible until the platform is live and real performance data is available.

Assumptions: Organic growth trajectory; marketing expenditure; content and PSP fees based on revenue-share deals; lean staffing levels; reinvestment of early earnings into growth;

Based on these assumptions and a late-2025 launch, the projected financial performance for the first three years of operations is summarized below (figures in EUR):

	Year 1	Year 2	Year 3
GGR Total	€ 3.000.000,00	€ 6.000.000,00	€ 15.000.000,00
GGR Casino	€ 2.550.000,00	€ 5.100.000,00	€ 12.750.000,00
GGR Sports	€ 450.000,00	€ 900.000,00	€ 2.250.000,00
Bonuses Transformed	€ 450.000,00	€ 900.000,00	€ 2.250.000,00
Gross Profit	€ 2.550.000,00	€ 5.100.000,00	€ 12.750.000,00
Licensing Costs	€ 40.000,00	€ 40.000,00	€ 40.000,00
Third Party Providers	€ 637.500,00	€ 1.275.000,00	€ 3.187.500,00
Operational costs	€ 510.000,00	€ 1.020.000,00	€ 2.550.000,00
Marketing Costs	€ 1.020.000,00	€ 2.040.000,00	€ 3.187.500,00
HR Costs	€ 127.500,00	€ 510.000,00	€ 1.275.000,00
Total expenses	€ 2.335.000,00	€ 4.885.000,00	€ 10.240.000,00
Profit Before Taxes	€ 215.000,00	€ 215.000,00	€ 2.510.000,00

Notes: In this lean startup model, Year 1 achieves roughly a break-even result with a small profit by the end of the first 12 months. Year 2 assumes an acceleration in player acquisition (through

scaled marketing on proven channels), resulting in a higher revenue and a modest profit. Year 3 sees continued organic growth with stabilized profit margins; earnings are reinvested into the business (expanding game content, marketing, and robust compliance measures) to support long-term sustainability. All profits before taxes are retained within the company to fuel further expansion rather than distributed, in line with the organic growth strategy.

11. Pre-Operational Compliance Commitment

Faraday Online N.V. acknowledges that maintaining compliance is mandatory even prior to launch. All required policies, systems, and staff training will be fully in place before any customer is onboarded or any betting activity occurs. No marketing or player acquisition will be conducted in restricted jurisdictions at any time. The company commits to ongoing compliance updates and regulator notifications as required to uphold the highest standards of integrity from day one.

12. Declarations

The Company hereby confirms that the information provided in this business plan is accurate to the best of its knowledge as of the date of submission. All financial projections are presented as good-faith estimates based on current assumptions and may evolve once operations commence. The status of supplier and PSP arrangements is correctly described as under discussion/negotiation where applicable.

Marketing and Sales Strategy

Our marketing and sales strategy is designed to align with the company's overall goals—expanding reach, driving player acquisition, and increasing market share sustainably. We focus on continuous product improvement, customer experience, and consistent branding across all channels to attract new players and strengthen loyalty among existing ones.

We combine product enhancements, creative promotions, and competitive pricing into a cohesive marketing mix that differentiates our brand and delivers long-term value. By maintaining a strong, consistent presence and providing outstanding entertainment and customer service, we aim to build lasting relationships and ensure steady growth.

Key Strategic Pillars:

1. **Target Audience & Segmentation:** Identify and segment players by demographics, preferences, and behavior to create precise buyer personas and guide marketing efforts.
2. **Branding & Positioning:** Define a clear brand identity and story that emphasize our unique value proposition and resonate with our target audience.
3. **Online Presence:** Develop a user-friendly, SEO-optimized website that delivers a seamless experience across all devices.
4. **Content Marketing:** Produce valuable, engaging content—articles, videos, and infographics—that educate players and strengthen brand authority.

5. **Social Media:** Build and engage an active community through consistent, targeted campaigns on major platforms.
6. **Email Marketing:** Use personalized and automated campaigns to nurture relationships and drive repeat engagement.
7. **Affiliate Partnerships:** Expand reach via trusted affiliates with competitive commissions and dedicated support.
8. **Promotions & Loyalty:** Run attractive bonuses, tournaments, and tiered loyalty programs to encourage retention and reward activity.
9. **Customer Support & Retention:** Offer responsive, multi-channel support and proactive retention programs to maintain player satisfaction.
10. **Performance Optimization:** Track KPIs such as traffic, CAC, and CLV to measure, test, and refine marketing efforts for continuous improvement.

Through this integrated strategy, **Faraday Online N.V.** aims to build brand awareness, attract high-value players, and sustain growth responsibly and efficiently.

Faraday Online N.V. is positioned to establish a strong and sustainable presence in the global iGaming market. By combining a modern, compliant platform with a clear operational framework, strategic partnerships, and a data-driven marketing approach, the company is built for long-term growth and profitability.

Our focus on player trust, responsible gaming, and exceptional customer experience ensures a solid foundation for expansion while maintaining regulatory integrity and operational excellence. The carefully designed business model—supported by scalable technology, efficient cost management, and targeted acquisition strategies—will allow Faraday to grow sustainably and adapt to evolving market conditions.

Through disciplined execution, continuous product innovation, and a strong commitment to transparency and player satisfaction, Faraday aims to become a recognized and respected brand in the online gaming industry, delivering consistent value to both players and stakeholders alike.