



Business Plan

Jeetopak

TORSHER B.V.

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1. EXECUTIVE OVERVIEW

1.1. PROJECT SYNOPSIS

The domain name is Jeetopak.com, and the platform aims to feature an array of games from various providers to enhance the online gaming experience. The list of game providers includes:

- AVIATRIX
- BARBARA BANG
- MANCALA
- PRAGMATIC PLAY
- RED EAGLE
- SLOTEGRATOR
- TADA GAMING
- THUNDERSPIN
- TVBET
- ZEUSPLAY

The project entails establishing a company that offers technologically enhanced online games to captivate players, drawing on the expertise gained from seven previously established casinos involving the founders of this new gaming platform.

In terms of financial security, a safety net is provided in the form of a security payment. If, for any internal or objective reasons, the online casino faces closure, this security payment is returned to the casino owners. However, during the operational phase of the online casino, it remains unused, serving as a deposit in the event of winning the jackpot. This approach ensures minimal losses for the stakeholders involved.

The website is under construction. The domain is Jeetopak.com, held and operated by a Curacao company Torsher B.V.

idp.safenames.com/MyDomainNames/?gfilter(jeetopak.com)

Safenames International Domain Portal

Home | WHOIS | Help | Logout

Account Domain Management SSL Search & Order Support Resources

Account: TORSHER B.V. | Security level: 1 Cashpot balance: €0.00 | Wire Transfer | Top-Up | History

Home / Domain Management / Domain Names / View My Domains

My Domain Names

1 domain names found (matching "jeetopak.com")

1 - 1 of 1 items

Bulk Actions Views Groups Show Search

Show 10, 50, 250, 500 items | Filter jeetopak.com

Domain Name	TLD	Account / Sub Account	Registration Term	Registered Date	Renewal Date	Invoice Info
jeetopak.com	com	TORSHER B.V.	1 yr	29.09.2023	29.09.2024	View (1) Invoices

<< first < previous | Page 1 of 1 | next > last >>

Site Map

Account

- Account Profile
- Users
- Create Sub-account
- Manage Sub-accounts
- Invoices
- Fees

Domain Management

- View My Domains
- Renewals
- Move Domains To A Sub-account
- Pending Orders
- SSL Certificates

DNS & Transfers

- Modify Nameservers
- Edit DNS Records
- Web Redirects
- Transfer-in
- Transfer-out
- Pending Transfer-in
- Pending Transfer-out

More Resources

Support

- Help
- Knowledge Base

Direct Contact

- Sales Department
- Registrations / Transfers Department
- Billing Department
- Legal Services
- Customer Services

Resources

- Domain Name Regulations
- WHOIS Lookup
- IDN Converter
- Legal Documents
- About Us

Global Domain Search

Search & Order

- Search & Order Wizard
- Fast Track Search & Order
- Order IDN Domains
- Order SSL Certificates

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Regulatory authority: Gaming Control Board.



Company Overview:

Our commitment lies in creating an unparalleled gaming experience that not only entertains but also encourages responsible and mindful play.

Vision:

At Jeetopak, we envision a global gaming landscape where innovation aligns with responsibility, fostering a harmonious space for players to explore, compete, and connect. Our goal is to act as a catalyst for positive change within the gaming industry, establishing benchmarks for excellence and ethical gaming practices.

Mission:

Guided by our core tenets, our mission at Jeetopak encompasses:

- **Innovative Gaming Experience:** Pioneering cutting-edge technologies and imaginative game design to offer a diverse portfolio that captivates and excites players.
- **Core Responsibility:** Advocating responsible gaming through proactive measures, educational initiatives, and partnerships with organizations dedicated to creating a safe gaming environment.
- **Player-Centric Commitment:** Placing our players at the forefront by delivering personalized experiences, responsive customer support, and an unwavering dedication to continuous improvement based on player feedback.
- **Global Inclusivity:** Breaking down barriers and creating a global gaming community that transcends borders, welcoming players from all corners of the world.

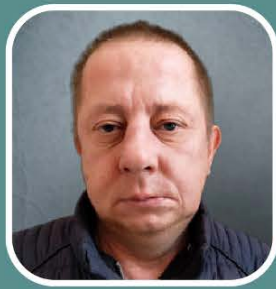
Goals:

- **Unrivaled Entertainment:** Striving for excellence in delivering not just games but experiences that engage, challenge, and entertain our players.
- **Innovation Leadership:** Aspiring to lead the industry in innovation, setting new standards, and surprising players with unique gaming experiences that push the boundaries of what's possible.
- **Community Enrichment:** Contributing positively to the community by supporting charitable initiatives, championing responsible gaming causes, and actively engaging with local communities.
- **Sustainable Prosperity:** Achieving sustainable growth by balancing financial success with ethical business practices, environmental stewardship, and an unwavering commitment to the well-being of our players.

1.2. UBO BACKGROUND

Ainars Banga, the Ultimate Beneficial Owner (UBO), boasts a rich background in the gaming industry, serving as the CEO & Founder of Jeetopak since 2023. In this role, he orchestrates company-wide growth strategies, forges key partnerships with game developers, and oversees budget allocation and investments. Prior to this, Banga held the position of Casino Operations Manager at Playtech Live Latvia from 2015 to 2022, where he managed daily operations, ensured regulatory compliance, and upheld superior customer service standards. His earlier experience as a Game Presenter at Evolution Latvia SIA from 2010 to 2015 equipped him with hands-on expertise in hosting live gaming sessions, explaining game rules, and ensuring compliance with gaming regulations.

With his tenure as the CEO & Founder of Jeetopak, Ainars has amassed invaluable experience, offering him a comprehensive grasp of all project facets. This depth of understanding provides him with a distinct advantage in guiding the company towards success in his present role.



AINARS BANGA

CEO & Founder

PROFILE

Experienced professional with a strong background in the gambling and casino industry. Exceptional skills in game development, operations management, and customer service within high-stakes environments.

Date of Birth: 22/06/1978

CONTACT ME

✉ ainarsbanga558@gmail.com

📍 Riga, Latvia

➤ EDUCATION

RIGA CONSTRUCTION COLLEGE

Electricity
1994-1997

UNIVERSITY OF SOCIAL TECHNOLOGIES

Bachelor of Law
2002-2006

➤ LANGUAGE

Native Latvian.

Basic English.

Basic Russian.

➤ WORK EXPERIENCE

JEETOPAK, CEO & FOUNDER

2023-Present

- Develops company-wide growth and innovation strategy
- Establishes partnerships with key game developers
- Manages budget and investments

PLAYTECH LIVE LATVIA, CASINO OPERATIONS MANAGER, LATVIA

2015-2022

- Managed daily casino operations.
- Ensured regulatory compliance.
- Oversaw customer service excellence.
- Coordinated with gaming software vendors.

1.3. GAME CATALOG

Main types of casino games:

- Type 1 – Games of Chance (RNG-based games such as slots and casino table games)
- Type 2 – Betting (including live betting and virtual-sports betting)
- Type 3 – Live Dealer Games
- Type 4 – Pooled-prize games (such as lotteries and parimutuel)
- Type 5: Promoting peer-to-peer games (such as sport-exchange, bingo and poker)

1.4. PROJECT METRICS

The project's economic viability has been substantiated through the computation of conventional financial indicators employed in project analysis.

Table 1. Indicators Overview

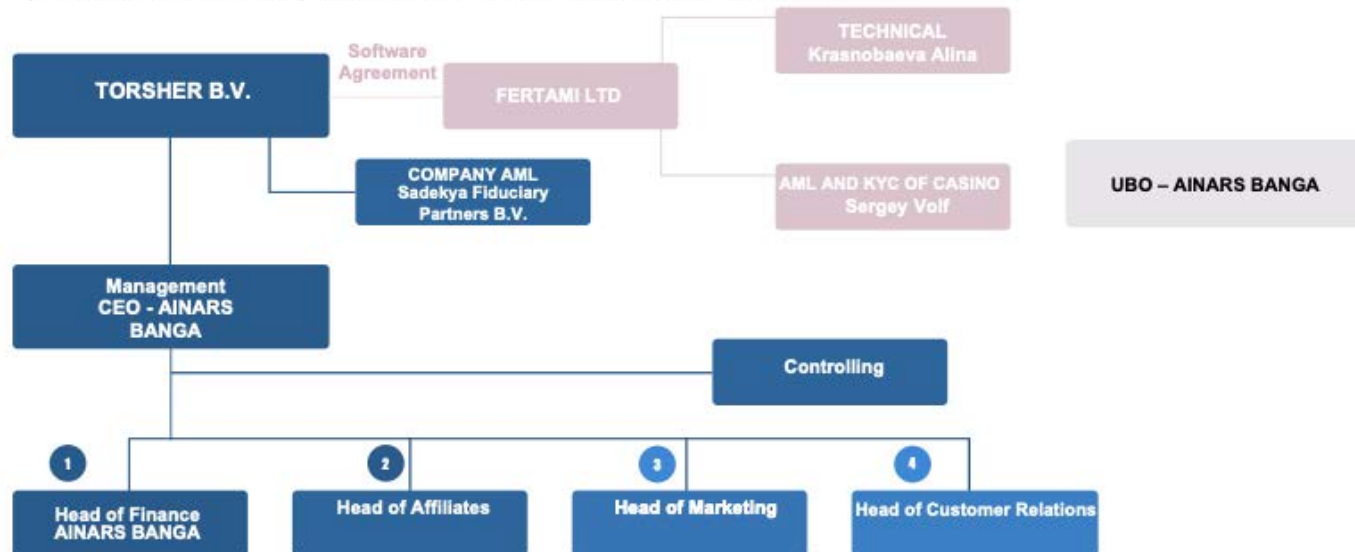
Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	151 898
Sum of proceeds (SP), EUR	5 091 817
Net average operational receipts per month (NAOR), EUR	38 940
Net profit for the project period, EUR	1 160 206
Average profitability for the project period (net profit to proceeds	22,79%
Discounting rate (DR), %	19,00%
Net present value (NPV), EUR	636 760
Average Rate of Return of investments (ARR)	178,43%
Return on investment (ROI)	664%
Profitability index (PI)	4,2
Internal rate of return (IRR)	125,99%
Pay back period of the project in whole (PBP), incl. financing scheme	16 months
	1,3 years

2. COMPANY MANAGEMENT STRUCTURE

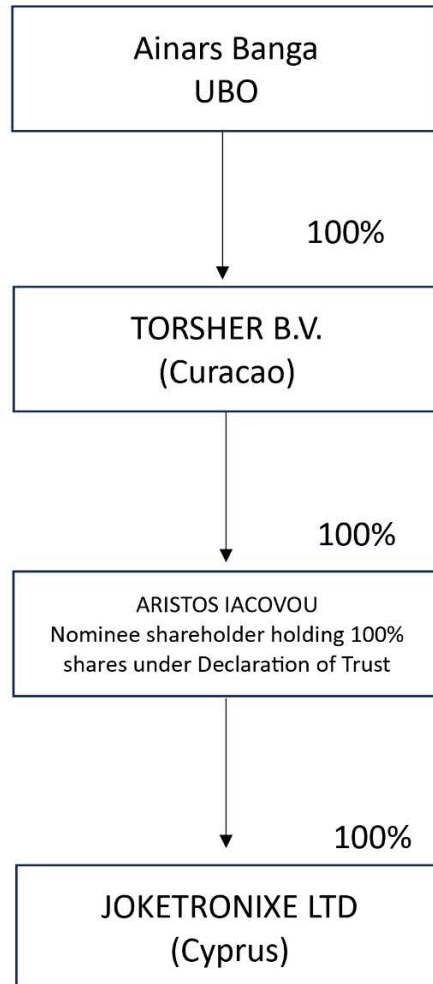
As both CEO and sole shareholder, the Ultimate Beneficial Owner (UBO) takes a hands-on approach to the business's daily operations. This involves supervising marketing campaigns, crafting growth strategies across different sectors, integrating payment solutions, and expanding the brand into new markets. Board meetings may involve key personnel alongside the director. Decisions are decentralized, with strategies and responsibilities delegated directly to departments and functions, fostering flexibility and preventing deadlock. Legal support is handled internally by specialized departments and officers, with department heads primarily responsible for final decisions under the CEO's oversight.

Company control structure

TORSHER B.V., a company incorporated under the laws of Curaçao with registration number 166106 and registered address at Abraham Mendez Chumaceiro Boulevard 03, Curacao



COMPANY STRUCTURE



3. FINANCIAL SUMMARY

3.1. FINANCIAL PROJECTIONS FOR YEARS 1-3

Table 2. First-Year Cash Flow

	Total for 3 years	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Month of the project		1	2	3	4	5	6	7	8	9	10	11	12
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 151 898	- 138 500	-	-	- 13 398	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 138 500	- 138 500	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 11 310	-	-	-	- 11 310	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 088	-	-	-	- 2 088	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 241 219	- 4 850	-	-	-	- 46 821	- 2 662	1 275	4 156	6 944	10 046	- 26 555	21 781
Proceeds	5 091 817	-	-	-	-	31 850	39 176	44 807	50 009	55 633	61 865	77 458	89 952
Income from clients	5 091 817	-	-	-	-	31 850	39 176	44 807	50 009	55 633	61 865	77 458	89 952
Expenses total	- 3 850 598	- 4 850	-	-	-	- 78 671	- 41 838	- 43 532	- 45 853	- 48 689	- 51 819	- 104 013	- 68 171
Direct costs	- 2 964 716	- 4 850	-	-	-	- 66 004	- 29 171	- 30 865	- 32 728	- 34 778	- 37 033	- 47 346	- 50 075
Advertising costs	- 1 477 022	-	-	-	-	- 29 400	- 16 940	- 18 634	- 20 497	- 22 547	- 24 802	- 27 282	- 30 010
Additional staff costs	- 1 018 333	-	-	-	-	-	-	-	-	-	-	- 7 833	- 7 833
License fees	- 142 961	- 4 850	-	-	-	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 326 400	-	-	-	-	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200
Indirect costs	- 533 333	-	-	-	-	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 56 667	- 12 667
Accounting	- 138 667	-	-	-	-	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333
Office equipment	- 101 333	-	-	-	-	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167

maintenance													
Hosting	- 128 000	-	-	-	-	-	-	-	-	-	-	- 44 000	-
Office rent	- 53 333	-	-	-	-	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667
Legal support	- 112 000	-	-	-	-	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500
Taxes	- 352 549	-	-	-	-	-	-	-	- 458	- 1 245	- 2 119	-	- 5 429
Profit tax	- 352 549	-	-	-	-	-	-	-	- 458	- 1 245	- 2 119	-	- 5 429
Cash flow - FINANCING	- 204 695	143 350	-	-	13 398	46 821	2 662	-	- 569	- 1 544	- 2 630	26 555	- 6 737
Co-investor's investment	232 786	143 350	-	-	13 398	46 821	2 662	-	-	-	-	26 555	-
Refunds to co-investor	- 437 481	-	-	-	-	-	-	-	- 569	- 1 544	- 2 630	-	- 6 737

CASH FLOW OF THE PROJECT	884 625	-	-	-	-	-	-	1 275	3 588	5 400	7 416	-	15 044
progressive total (cash balance)	884 625	-	-	-	-	-	-	1 275	4 863	10 262	17 678	17 678	32 722

Table 3. Second-Year Cash Flow

	Total for 3 years	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Month of the project		13	14	15	16	17	18	19	20	21	22	23	24
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 151 898	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 138 500	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 11 310	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 088	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 241 219	27 088	32 515	39 199	48 134	26 678	50 704	51 844	51 302	49 017	54 822	18 550	56 424
Proceeds	5 091 817	99 756	110 015	122 216	134 870	140 802	148 503	151 274	159 761	166 054	174 927	181 732	187 806
Income from clients	5 091 817	99 756	110 015	122 216	134 870	140 802	148 503	151 274	159 761	166 054	174 927	181 732	187 806
Expenses total	- 3 850 598	- 72 668	- 77 500	- 83 017	- 86 735	- 114 124	- 97 799	- 99 430	- 108 459	- 117 037	- 120 105	- 163 182	- 131 382
Direct costs	- 2 964 716	- 53 076	- 56 377	- 60 008	- 61 206	- 94 647	- 71 545	- 72 855	- 82 037	- 91 259	- 92 690	- 101 997	- 103 515
Advertising costs	- 1 477 022	- 33 011	- 36 312	- 39 944	- 41 142	- 42 376	- 43 647	- 44 957	- 46 306	- 47 695	- 49 126	- 50 599	- 52 117
Additional staff costs	- 1 018 333	- 7 833	- 7 833	- 7 833	- 7 833	- 15 667	- 15 667	- 15 667	- 23 500	- 31 333	- 31 333	- 39 167	- 39 167
License fees	- 142 961	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 326 400	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200
Indirect costs	- 533 333	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 56 667	- 12 667
Accounting	- 138 667	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333
Office equipment maintenance	- 101 333	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167
Hosting	- 128 000	-	-	-	-	-	-	-	-	-	-	- 44 000	-
Office rent	- 53 333	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667
Legal support	- 112 000	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500

<i>Taxes</i>	- 352 549	- 6 926	- 8 457	- 10 342	- 12 862	- 6 811	- 13 587	- 13 909	- 13 756	- 13 111	- 14 749	- 4 518	- 15 200
Profit tax	- 352 549	- 6 926	- 8 457	- 10 342	- 12 862	- 6 811	- 13 587	- 13 909	- 13 756	- 13 111	- 14 749	- 4 518	- 15 200
Cash flow - FINANCING	- 204 695	- 8 595	- 10 494	- 12 834	- 15 961	- 8 451	- 16 860	- 17 259	- 17 070	- 16 270	- 18 302	- 5 606	- 18 862
Co-investor's investment	232 786	-	-	-	-	-	-	-	-	-	-	-	-
Refunds to co-investor	- 437 481	- 8 595	- 10 494	- 12 834	- 15 961	- 8 451	- 16 860	- 17 259	- 17 070	- 16 270	- 18 302	- 5 606	- 18 862

CASH FLOW OF THE PROJECT	884 625	18 493	22 021	26 366	32 173	18 227	33 844	34 585	34 232	32 747	36 520	12 944	37 562
progressive total (cash balance)	884 625	51 215	73 236	99 602	131 775	150 002	183 846	218 430	252 663	285 410	321 931	334 874	372 436

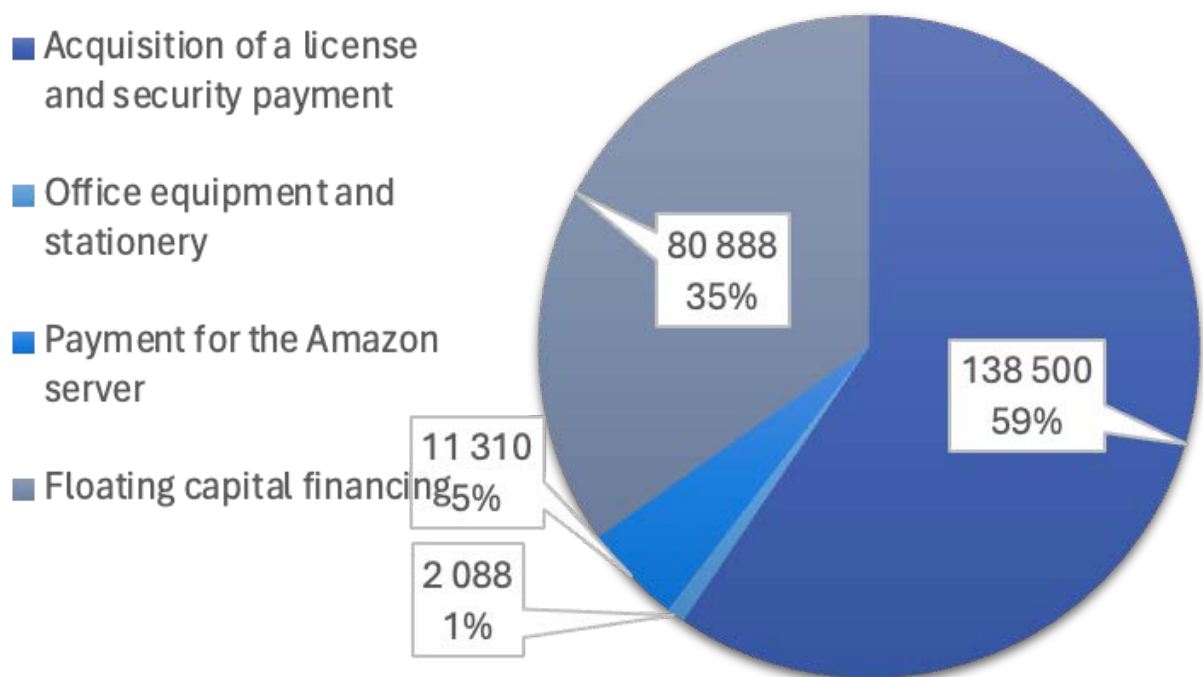
Table 4. Third-Year Cash Flow

	Total for 3 years	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27
Month of the project		25	26	27	28	29	30	31	32	33	34	35	36
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 151 898	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 138 500	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 11 310	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 088	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	1 241 219	62 723	61 290	65 345	63 092	47 921	66 476	71 276	69 669	74 117	72 508	45 908	71 300
Proceeds	5 091 817	197 446	205 051	211 909	218 563	225 245	234 307	242 327	250 023	257 707	265 517	273 517	281 737
Income from clients	5 091 817	197 446	205 051	211 909	218 563	225 245	234 307	242 327	250 023	257 707	265 517	273 517	281 737
Expenses total	- 3 850 598	- 134 722	- 143 762	- 146 564	- 155 471	- 177 324	- 167 831	- 171 052	- 180 355	- 183 590	- 193 009	- 227 608	- 210 437
Direct costs	- 2 964 716	- 105 079	- 114 522	- 116 181	- 125 723	- 151 856	- 137 129	- 138 995	- 148 752	- 150 732	- 160 606	- 162 707	- 178 374
Advertising costs	- 1 477 022	- 53 681	- 55 291	- 56 950	- 58 659	- 60 418	- 62 231	- 64 098	- 66 021	- 68 001	- 70 041	- 72 143	- 72 143
Additional staff costs	- 1 018 333	- 39 167	- 47 000	- 47 000	- 54 833	- 54 833	- 62 667	- 62 667	- 70 500	- 70 500	- 78 333	- 78 333	- 94 000
License fees	- 142 961	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 326 400	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200	- 10 200
Indirect costs	- 533 333	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 12 667	- 52 667	- 12 667
Accounting	- 138 667	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333	- 4 333
Office equipment maintenance	- 101 333	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167	- 3 167
Hosting	- 128 000	-	-	-	-	-	-	-	-	-	-	- 40 000	-
Office rent	- 53 333	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667	- 1 667

3.2. INVESTMENT STRUCTURE: CATEGORIZATION OF INVESTMENTS, ANTICIPATED EXPENDITURES, ATTRIBUTION, AND SOURCE OF FUNDS

The project requires a financial resource of 232.7 thousand euros.

Diagram 1. Investments Structure



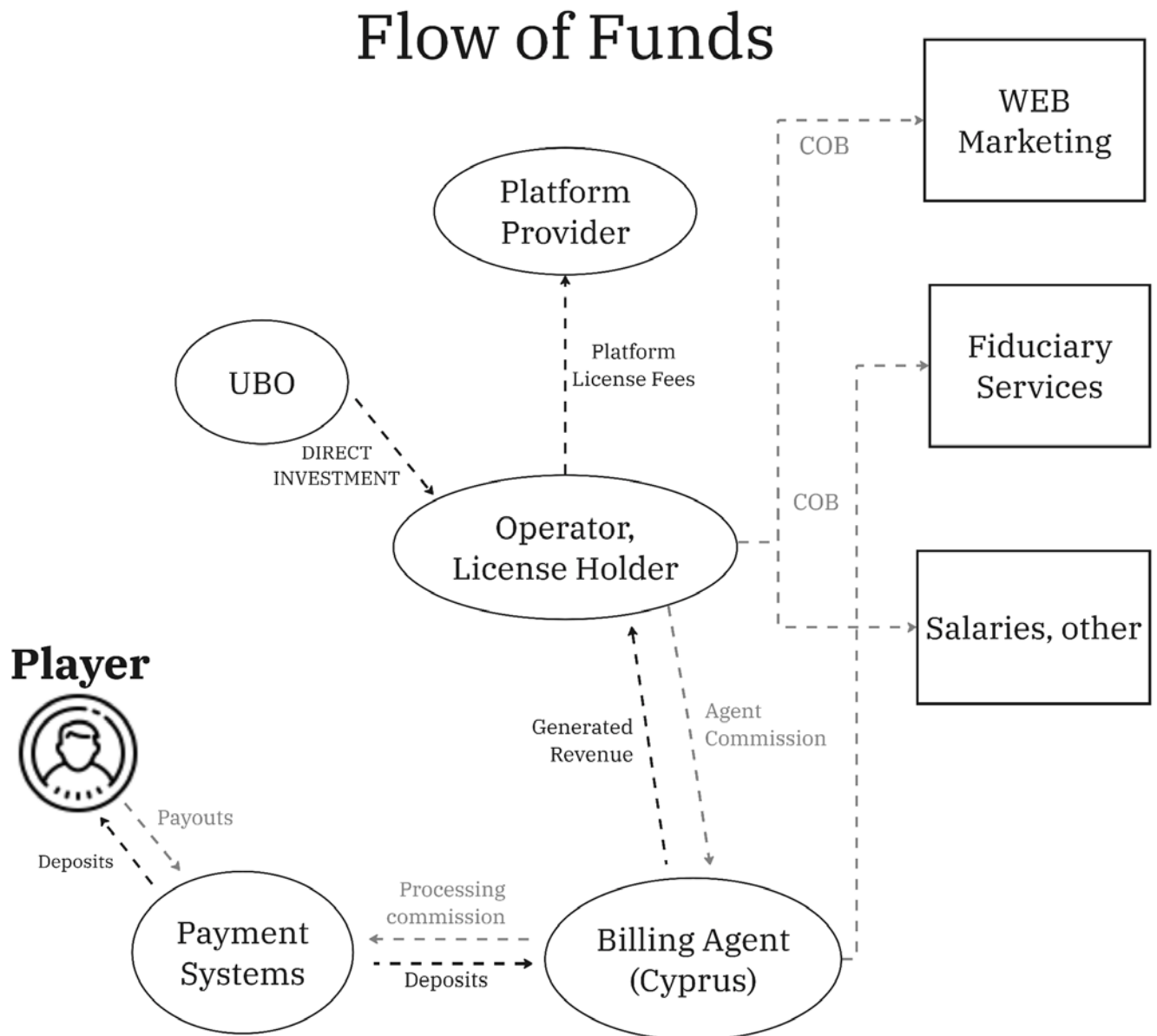
The project is expected to be funded by the investor. A portion of the net profit, specifically 35%, will be allocated to repay the investor's funds within three years from the project's launch. This reimbursement will commence once the accumulated profit for the current month exceeds zero, starting from the 8th month of the project. The total payments to the investor over the project duration are estimated to be 437,5 thousand euros.

Type of initial investments - funds provided directly by the Ultimate Beneficial Owner.

Upon launch - profits generated directly from operations.

3.3. FLOW OF FUNDS SCHEMATIC

The cost of business for the project includes license fees to the Platform provider, Web-marketing, Service fees to employees and legal fees to fiduciary service providers.



4. PRODUCTS & SERVICES

4.1. REGISTRATIONS AND OPENING OF AN ACCOUNT

The screenshot displays the Jeetopak website interface, which is a sports betting platform. The top navigation bar includes links for SPORTS, LIVE, JEEGAMES, SLOTS, ESPORTS, and MORE, along with a LuckySlot logo and a REGISTRATION button. The main content area features a large banner for ADVANCEBET with a promotional message and a FIND OUT MORE button. Below the banner, there is a section for LIVE sports events, including a list of matches and their odds. The right sidebar contains a registration form with fields for country (Bangladesh), currency (Bangladeshi taka (BDT)), and a promo code. It also includes a REGISTER button and a 100% BONUS ON YOUR 1ST DEPOSIT offer. The bottom section shows a list of sports events with their respective odds and a BET SLIP button.

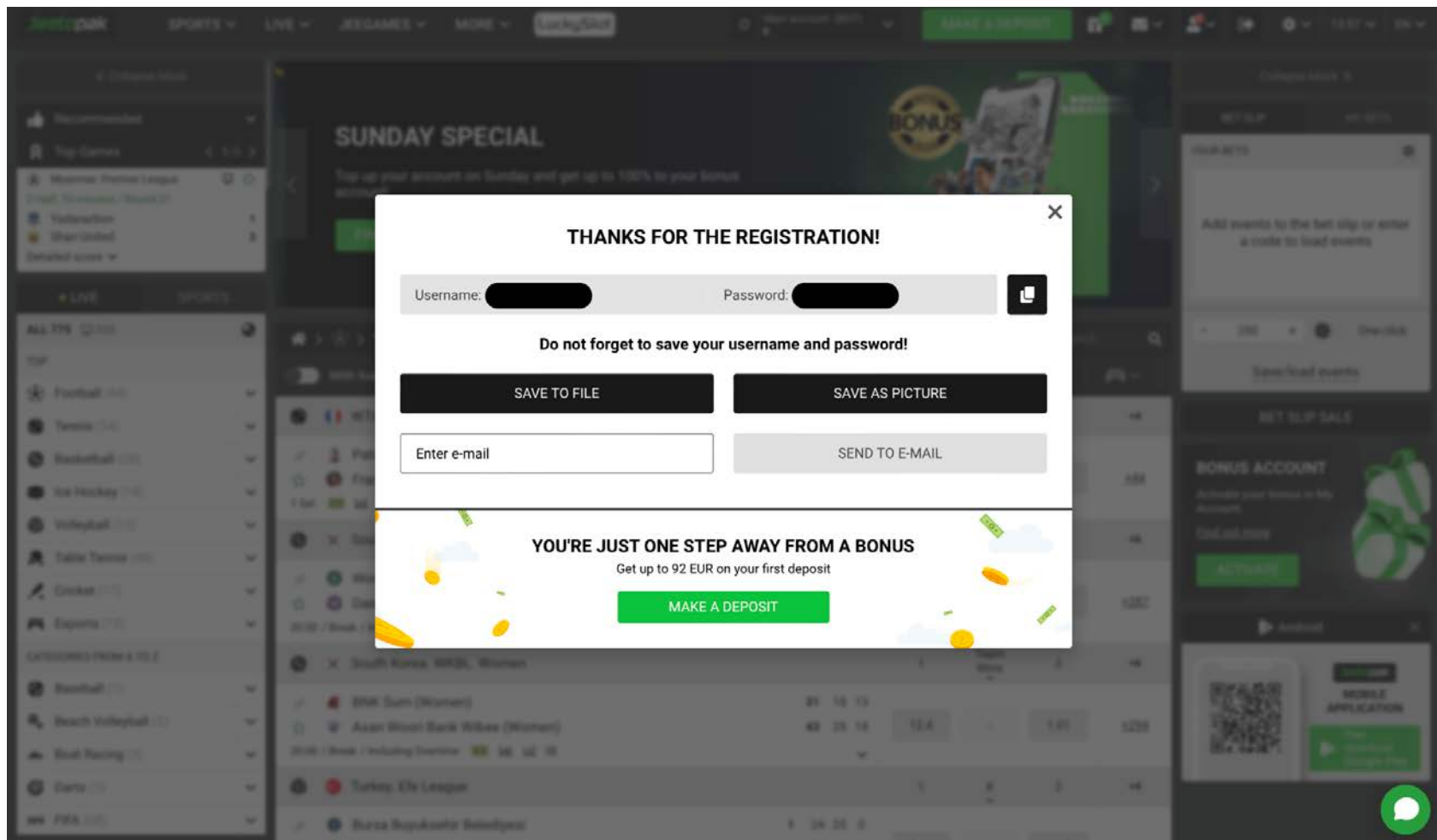
Jeetopak SPORTS LIVE JEEGAMES SLOTS ESPORTS MORE LuckySlot \$ 13:56 EN

ADVANCEBET
We're offering an advancebet bonus if you have any unsettled bets
[FIND OUT MORE](#)

REGISTRATION
One-click By phone
Bangladesh
Bangladeshi taka (BDT)
Promo code (if you have one)
[REGISTER](#)
This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.
By clicking this button you confirm that you have read and agree to the Terms and Conditions and Privacy Policy of the company, consent to the processing of your personal information and confirm that you are of legal age.
100% BONUS ON YOUR 1ST DEPOSIT
BET SLIP MY BETS
YOUR BETS
Add events to the bet slip or enter a code to load events
[REGISTRATION](#)
Save/load events

ALL 770 332
TOP
Football (44)
Tennis (34)
Basketball (37)
Ice Hockey (13)
Volleyball (13)
Table Tennis (45)
Cricket (17)
Esports (15)
CATEGORIES FROM A TO Z
Baseball (1)
Beach Volleyball (2)
Boat Racing (3)
Darts (1)
FIFA (69)

Matches Recommended Upcoming events 1st period 2nd period Search by match
With live streams Football Tennis Basketball Ice Hockey Volleyball Table Tennis
WTB Angers 1 X 2 +4
Patricia Maria Tig 0 0 (0)
Francesca Curmi (Q) 0 0 (0) 2.435 - 1.57 +44
1 Set
South Korea. KBL 1 Team Wins 2 +6
Wonju Dongbu Promy 50 25 25
Daegu KOGAS 35 17 18 1.01 - 15.7 +287
20:00 / Break / Including Overtime
South Korea. WKBL. Women 1 Team Wins 2 +6
BNK Sum (Women) 31 18 13
Asan Woori Bank Wibee (Women) 43 25 18 12.4 - 1.01 +294
20:00 / Break / Including Overtime
Turkey. Efe League 1 X 2 +4
Bursa Buyuksehir Belediyesi 0 24 24



Jeetopak
SPORTS
LIVE
JEEGAMES
MORE
LuckySlot
Main account (BDT) 0
MAKE A DEPOSIT
13:58
EN

N°
Add email
1/5

Main account (BDT) 0

ACCOUNT
Deposit
Withdraw funds
Bet history
Transaction history
EXTRA
Invite friends
Bonuses and gifts
Customer Support
PROFILE
Personal profile
Security
Account settings
Responsible Gambling
Log out

Personal profile

Fill in the empty fields to take advantage of the enhanced features of the website.

Fill in profile 36%

Account

Account number

Password

Registration date 04/12/2023

Contacts

Phone

Email

We recommend using Gmail to avoid any issues with receiving notifications

Personal info

Surname

Document number

First name

Document issue date

Date of birth

Country Bangladesh

Place of birth

Permanent registered address

Type of document National identity card

SAVE

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

JEETOPAK
Terms of Service
Responsible Gambling

BETTING
Sports
Multi-LIVE

GAMES
Slots
jeeGames

STATISTICS
Statistics
Results

USEFUL LINKS
Payment methods
Mobile version

APPS
Android

4.2. LOG IN AND LOGOUT

The screenshot displays the Jeetopak website interface. At the top, there is a navigation bar with links for SPORTS, LIVE, JEEGAMES, SLOTS, ESPORTS, and MORE. A 'LuckySlot' banner is also visible. The main content area features a large banner for 'ACCUMULATOR OF THE DAY' with a 'FIND OUT MORE' button. On the left, there is a sidebar with 'Recommended' games and a list of sports categories including Football, Tennis, Basketball, Ice Hockey, Volleyball, Table Tennis, Cricket, Esports, Baseball, Beach Volleyball, Boat Racing, Darts, and FIFA. The central part of the page shows a list of matches with details such as teams, scores, and odds. A modal window is open in the foreground, prompting the user to log in with their E-mail or ID and Password. The modal also includes a 'Remember' checkbox and a 'Forgot your password?' link. Below the login fields, there is a 'LOG IN' button and an option to 'SMS LOGIN'. The background shows a list of matches with details such as teams, scores, and odds.

ACCUMULATOR OF THE DAY
Boost your overall odds by 10%!
[FIND OUT MORE](#)

Recommended
Top Games < 1/5 >
Myanmar Premier League
2 Half, 73 minutes / Round 21
Yadanarbon 1
Shan United 3
Detailed score >

LIVE SPORTS
ALL 745 300
TOP
Football (43)
Tennis (35)
Basketball (39)
Ice Hockey (14)
Volleyball (13)
Table Tennis (49)
Cricket (20)
Esports (14)
CATEGORIES FROM A TO Z
Baseball (1)
Beach Volleyball (2)
Boat Racing (3)
Darts (1)
FIFA (70)

Matches Recommended Upcoming events 1st period 2nd period
With live streams Football Tennis Basketball Ice Hockey Volleyball Table Tennis
Search by match

WT. Angers 1 X 2 +4
Patricia Maria Tig 0 0 (0)
Francesca Curmi (Q) 0 0 (0)
1 Set 2.435 - 1.57 +46

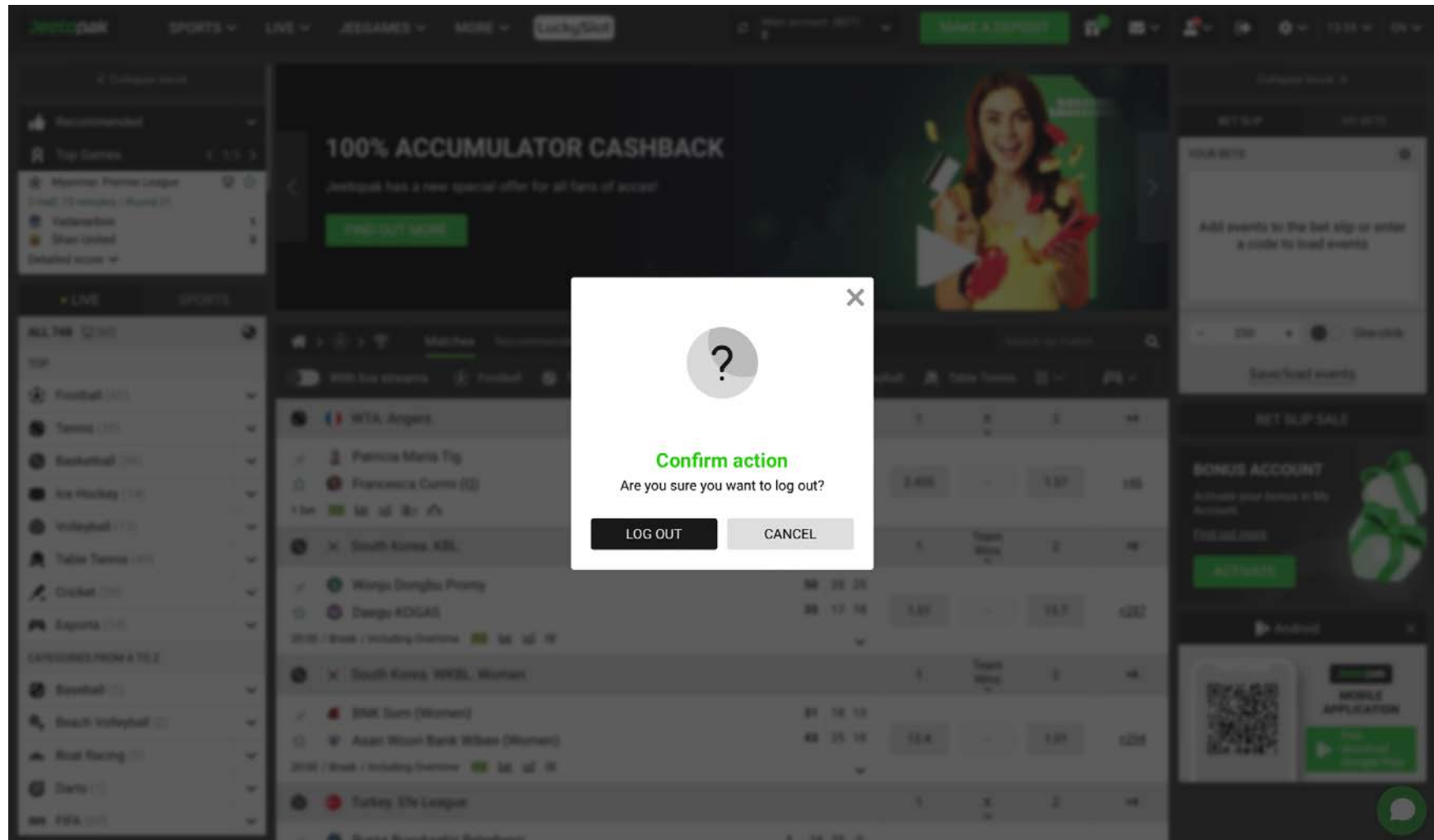
South Korea. KBL 1 Team Wins 2 +6
Wonju Dongbu Promy 50 25 25
Daegu KOGAS 35 17 18
20:00 / Break / Including Overtime 1.01 - 15.7 +287

South Korea. WKBL. Women 1 Team Wins 2 +6
BNK Sum (Women) 31 18 13 0
Asan Woori Bank Wibee (Women) 43 25 18 0
20:09 / 3 Quarter / Including Overtime 12.4 - 1.01 +292

Turkey. Efe League 1 X 2 +4
Bursa Buyuksehir Belediyesi 1 24 25 0

LOG IN
E-mail or ID
Password
Remember
Forgot your password?
You can log in to the website via:
G
SMS LOGIN

REGISTRATION
Click By phone
adash
shi taka (BDT)
de (if you have one)
REGISTER
This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.
By clicking this button you confirm that you have read and agree to the Terms and Conditions and Privacy Policy of the company, consent to the processing of your personal information and confirm that you are of legal age.
100% BONUS ON YOUR 1ST DEPOSIT
BET SLIP MY BETS
YOUR BETS
Add events to the bet slip or enter a code to load events
REGISTRATION
Save/load events



4.3. TERMS AND CONDITIONS/ RULES AND PROCEDURES

Jeetopak

SPORTS

LIVE

JEEGAMES

MORE

LuckySlot

Main account (BDT) 0

MAKE A DEPOSIT

1

13:59

EN

About us

Contacts

Terms and Conditions

Payments

How to place a bet

Cookie Policy

Anti-Money Laundering

KYC Policies

Dispute resolution

Responsible Gambling

Self-exclusion

Fairness & RNG Testing Methods

Privacy & Management of Personal Data

Accounts, Payouts & Bonuses

Betting rules

Risk warning

Terms and Conditions

Search

SHOW ALL

1. General Terms and Definitions

2. General Terms

3. Types of bets

4. Rules on sports

5. Examples

6. TOTALIZATOR 15-TOTO

7. TOTO «Correct score»

8. Totalizator football-TOTO

9. TOTO «ICE HOCKEY»

10. TOTO «BASKETBALL

11. TOTO «FIFA»

12. Esports TOTO

13. Main sources of information

14. CALCULATION OF «ACCUMULATOR» AND «SYSTEM» BETS

15. Casino

16. GOLDEN RACE

17. GLOBAL BET

Introduction: 1.1. These terms and conditions and the documents referred to below (the "Terms") apply to the use of the current website (the "Website") and its related or connected services (collectively, the "Service"). You should carefully review these Terms as they contain important information concerning your rights and obligations concerning the use of the Website and form a binding legal agreement between you - our customer (the "Customer"), and us. By using this Website and/or accessing the Service, you, whether you are a guest or a registered user with an account ("Account"), agree to be bound by these Terms, together with any amendments, which may be published from time to time. If you do not accept these Terms, you should refrain from accessing the Service and using the Website.

The following Betting Rules pertaining to the bookmaker Jeetopak (hereinafter referred to as the Rules) stipulate the manner of accepting bets, paying winnings and resolving disputes, as well as the specific features of certain bets on certain sports. These Rules shall govern any other relations between the bookmaker Jeetopak and the customer.

These Rules shall apply to betting on the website and at Jeetopak betting facilities.

Bet	- is a risk-driven agreement for potential winnings entered into between the customer and the bookmaker under the established Rules, where the fulfillment of such agreement is conditioned by an event whose outcome is yet to be determined. Bets are accepted on the conditions offered by the bookmaker.
Outcome	- is the result of the event (events) on which the bet was placed.
Customer	- is an individual placing a bet with the bookmaker on an outcome.
Bet Cancellation	- is an outcome on which the bet is not settled and winnings are not paid. As per the Rules, in the event of "bet cancellation", an arrangement between the bookmaker and the customer shall be deemed unconcluded and the stake shall be refunded.
Regular Time	- is the duration of the match subject to the regulations of the relevant sport, including time added by the referee. Regular time does not include extra time, overtime(s), penalty shootouts, etc.

JEETOPAK

BETTING

GAMES

STATISTICS

USEFUL LINKS

APPS

4.4. OBLIGATIONS AS A PLAYER

4. The right to access and/or use the Website (including any or all of the products offered through the Website) may be considered illegal in certain countries (including, for example, the USA, the United Kingdom, Cyprus, the Netherlands, etc.). We do not intend for our Website to be used for sports betting, gambling or other purposes by people who reside in countries or jurisdictions in which such types of activity are illegal. The list of explicitly forbidden territories is: Aruba, Australia, Bonaire, Curacao, France, Iran, Iraq, Netherlands, Saba, Spain, St Maarten, Statia, U.S.A or the U.S.A dependencies, United Kingdom.
5. The fact that our Website is available in such a country and/or jurisdiction or that it can be displayed in the official language of any of those countries cannot be considered official authorization or legal grounds for using our Website and depositing funds into your account or withdrawing your winnings. The availability of the Website does not mean that it contains any proposals, incitement or invitation to use or subscribe to betting, gambling or any of the other services in any jurisdiction where such activity is illegal.
6. You are responsible for determining whether your accessing and/or use of the Website is compliant with applicable laws in your jurisdiction and you warrant to us that gambling is legal in the territory where you reside. When opening an account and/or using our Website you must make sure that your actions are legal in the territory in which you reside. You also guarantee and agree that you have received legal advice before registering on our Website. If we become aware that you are a resident in a country where the use of our Website is considered illegal, we will have the right to close your account and refund any remaining balance on your account at the moment of its closure (after the deduction of any winnings credited after your most recent deposit was made).
7. The bookmaker shall be entitled to refuse bets from customers who fail to abide by these Rules. The bookmaker reserves the right to refuse to accept a bet of any type from any customer should they violate social standards of conduct and public order.
8. The bookmaker reserves the right to refuse to accept a bet from any individual without giving a reason.
All bets shall be settled based on the data provided by the processing center.
9. Winnings shall be paid to the bettor within 30 (thirty) calendar days from the date of official publication of the results of the latest event on the bet slip.

4.5. PAYOUTS

Accounts, Payouts & Bonuses

Search **SHOW ALL**

Accounts, Payouts & Bonuses

- 1. ACCOUNTS
- 2. DEPOSITS AND PAYOUTS
- 3. BONUSES

1. ACCOUNTS

1. Each registered customer is allowed to have only one account. Customers are allowed to register only one account per family, address, e-mail address, IP address, credit/debit card, e-wallet or electronic payment method. Persons otherwise associated with a customer will not be allowed to register on the website.

2. No registered customer is allowed to be re-registered as a new customer (under a new name, with a new email address, etc.).

3. In the event of duplicate registration (including registering under a new name), the submission of someone else's, invalid, or forged documents (including those that have been edited by using any kind of software or graphic editor) multiple breaches of the Betting Company's T&C

doubts about the identity of the customer or the information they have provided (i.e. address, credit/debit card details, other data)

any types of fraud committed either by you or by another person acting in your interests or in collusion with you, including but not limited to:

- a) refund or rake fraud
- b) your use of a stolen or unverified bank card as a source of funds
- c) any actions you have carried out or attempted to carry out which may reasonably be considered illegal in any applicable jurisdiction, which were committed deliberately or with the intention to deceive and/or circumvent constraints set in law regardless of whether this action or attempt ultimately causes loss or damage to your account

when the customer placed the bet, they had information about the result of that event

the customer was able to influence the outcome of an event due to their direct participation in the match (sportspeople, coaches, referees, etc.) or because they acted on behalf of the participants

bets were placed by a group of bettors acting in concert (as a syndicate) in order to exceed the limits set by the bookmaker, as well as colluding with others in order to obtain an unfair advantage through bonus schemes or any other promotions offered by us

the bettor is suspected of using special software or hardware which facilitate automated betting, including

4.6. WITHDRAWING

Withdrawals can be made using the payment methods specified below, as follows: FIAT - provided that the deposit was made in FIAT and CRYPTO - provided that the deposit was made in cryptocurrency.

WITHDRAWING FROM ACCOUNT

Select payment method to withdraw money:

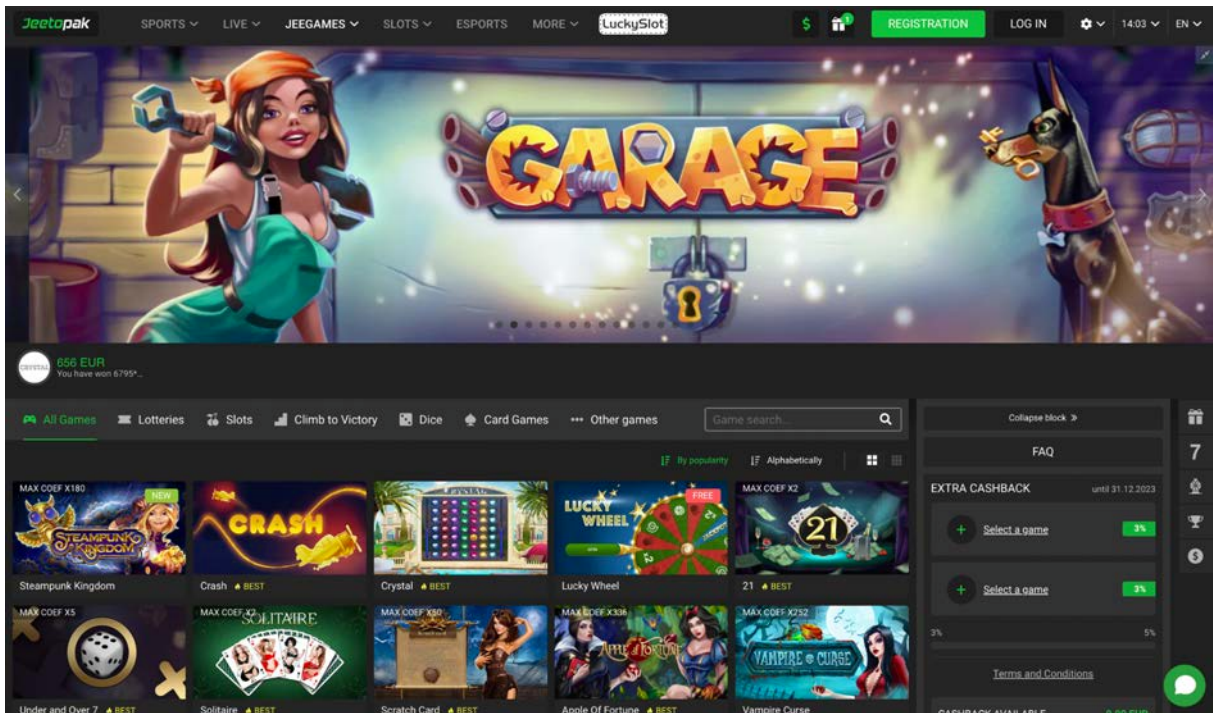
WITHDRAWAL REQUESTS

ALL METHODS 33

CRYPTOCURRENCY

Bitcoin	Ethereum	TRON	Bitcoin Cash	Ethereum Classic
XRP	Litecoin	Dogecoin	Dash	Monero
ZCash	BitShares	DigiByte	Verge	QTUM
Cardano	Stellar	Polkadot	Avalanche X-Chain	Tether on Ethereum
USD Coin on Ethereum	TrueUSD on Ethereum	Dai on Ethereum	Chainlink on Ethereum	Basic Attention Token on Ethereum
SHIBA INU on Ethereum	Tether on Tron	Tether on BSC	Binance Coin BSC	Paris Saint-Germain on Ethereum

4.7. LIST OF GAMES



5. KEY SUPPLIERS, MATERIAL DEPENDENCIES

5.1. PLATFORM DESCRIPTION

Fertami Ltd, a company registered under the laws of the Republic of Cyprus under registration number HE 413010 (“Fertami”) has developed **the Unionsoft Platform** (“**Platform**”) - a software solution for betting companies with 24/7 stream of data and technical support. The Platform provides betting website operators with a reliable software solution designed to deliver high performance and security. Built on advanced technologies, it offers a diverse range of features, including real-time data updates, support for multiple types of bets, huge selection of sports and flexible customization options.

Platform specifications

General specifications

The Platform’s structure

The functional structure of the Platform includes the following modules:

- a) the option to register as a customer
- b) the option to log in and reset the password
- c) the option to make deposits and withdrawals
- d) the option to place bets
- e) the option to view betting history
- f) the option to view deposit history
- g) the option to receive bonuses
- h) the option to view bonus history
- i) the option to contact the customer support team
- j) the option to self-exclude
- k) the option to place limits on deposits
- l) deployment of two-factor authentication
- m) deployment of secret phrase authentication
- n) databases and tables of real events containing established statistics or dynamic odds
- o) service for obtaining odds on events through an API
- p) service for tracking customer money – records of deposits, bets, and withdrawals
- q) service for integrating the Platform with the payment services of other third-party providers through an API

- r) service for notifying customers about a future event, changes, adverts, and marketing for promotions by email, text message and pop-up message on mobile devices
- s) tool for protecting and restricting access and assigning competences to Fertami's employees (BackOffice) and displaying an employee's level of access in their profile
- t) profiles for the technical service departments of remote operating units (B2C) including the department structure, information about the SLA and the serviced business units of the operator or affiliates
- u) technical support service including the systems for logging in, registration, and recording and resolving questions and problems from service contractors when using email services or live communication
- v) display of short messages to customers (primarily the status of their account and customer legal compliance)
- w) the option for customers to put forward and discuss customer ideas to improve the platform's services and install new services, and the option to introduce ratings
- x) document management – files received from customers – loading files and exchanging them with colleagues securely, tagging, the option to add comments and information about users that downloaded files, version control
- y) cookie service – storage and sharing of useful links to various online resources, customer recommendations and content on the basis of information accumulated about a customer, improvement and suggestions for customers to make using the platform easier and more efficient
- z) responsible gaming service – a service for customers to set up their own limits and self-exclude with the option to customize these to suit the different requirements of the various jurisdictions
- aa) Anti-fraud and AML service – the option to connect third-party resources through an API from government bodies in different jurisdictions to verify customers when they register and if they engage in suspicious activity
- bb) service for monitoring suspicious customer activity, such as using different payment methods and a large number of small deposits, bets, and withdrawals
- cc) voting service – the opportunity for customers to vote for the operator's various marketing or informational promotions posted and sent to customers through the Platform's services

dd) service for issuing ratings – mechanisms for determining the activity and popularity of Platform users and creation of reports on VIP customers

Compatibility with related platforms

The Platform is compatible with third-party betting platforms and individual slots, casino, corporate back-office portal sufficient for general navigation and information research, a payment system aggregator, and a customer support module.

The Platform also supports:

- a) marketing modules from third parties
- b) integration with the business solutions including CMS, CRM, and BackOffice
- c) integration with external platforms such as Microsoft Office, business email, tasks and calendars, and a platform for sending mass messages by email and SMS
- d) integration with additional structures providing prior verification services on customers, KYC, AML, fraud prevention, and PEP lists to help the operator decide whether to accept certain users
- e) provision of API for several modules
- f) integration with system managing access to information resources for providing the betting odds.
- g) integration with AWS and other data storage services that have security certificates and are located within the EU.

Ergonomic features

It is possible to modify the Platform's interface according to the developed and agreed designs.

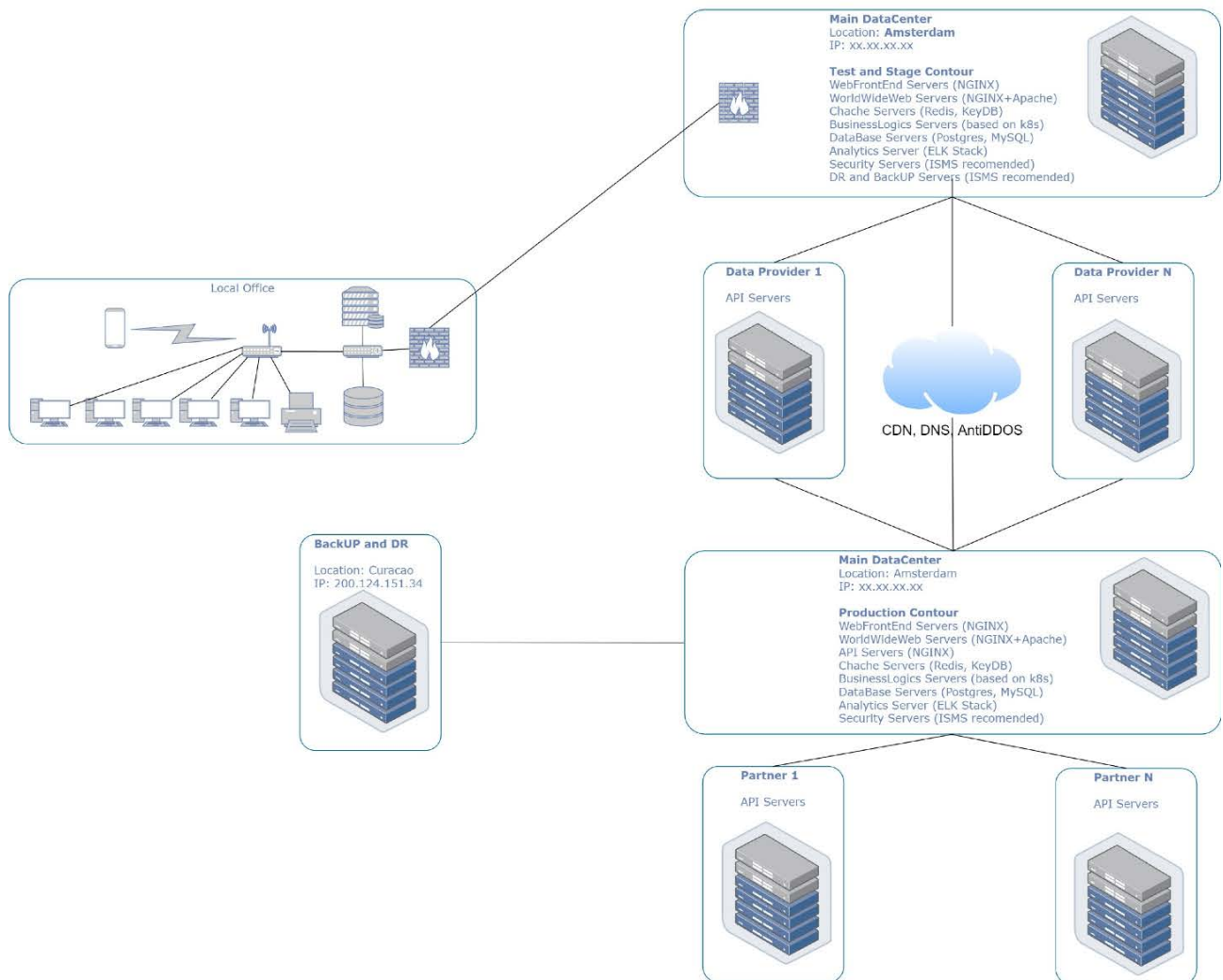
The Platform supports access from the following mobile platforms:

- a) iOS
- b) Android
- c) Windows

The Platform supports adaptive web design (or an adaptive user interface) capable of carrying out W3C CSS3 requests with a changing proportion grid and also support flexible changes to image proportions.

Platform Risk Management

Emphasizing proactive disaster preparedness and strengthening our infrastructure is paramount in mitigating the inherent risks associated with platform implementation. We adhere to strict protocols for data backup and restoration, along with deploying redundant server systems to minimize service disruptions and data loss. Continuous testing and refinement of our disaster plan are imperative to stay ahead of evolving threats and technological advancements, ensuring its effectiveness. Collaboration with cybersecurity experts and regulatory bodies offers invaluable insights, fortifying the resilience of our platform and cementing its leadership in disaster preparedness for online casino platforms. This not only safeguards our operations but also bolsters customer confidence.



5.2. PAYMENT SERVICE PROVIDERS

An essential network of crucial suppliers comprises payment service providers (PSPs). We collaborate with reputable PSPs operating within relevant jurisdictions to ensure seamless payment processing. Payment service provider (at the connection/planning stage): Flatterwave, Paygames, BigIdea, Pion, RoyalPay, SticPay.



flutterwave



RoyalPay

Similarly, strict compliance protocols within banking services aid in mitigating the risk of service interruptions. Collaborating with 2 to 3 banks serves as a safeguard against inherent banking risks. Expanding our banking relationships not only enhances our bargaining power for favorable terms but also strengthens the resilience of our financial framework. This proactive approach not only protects us from potential disruptions but also enhances the robustness of our financial infrastructure. Through strategic diversification of our banking affiliations, we optimize our risk management strategy, fostering stability and longevity in our financial pursuits.

5.3. LEGAL AND CORPORATE PROVIDERS

In the realm of legal and corporate services, a multitude of experienced professionals possess deep knowledge of the gambling industry. These experts play a crucial role in helping us meet regulatory, payment, and banking requirements, ensuring comprehensive compliance.

6. RISK EVALUATION AND MANAGEMENT

Each department diligently manages its own set of risks on a daily basis.

6.1. RISK AUDITING

Internal audits, supervised by the Audit Committee consisting of the Heads of IT, Legal, and Finance, occur annually, covering all risk categories. External audits take place every three years to provide impartial evaluations of business and financial matters. Routine audits are also conducted on the platform, software providers, infrastructure, and financial status. A comprehensive risk register is meticulously managed and reviewed quarterly by the Audit Committee, supplementing daily communication between departments. Furthermore, mandatory financial audits are conducted annually for all companies within the organizational structure.

6.2. RISK OVERVIEW

- a) **Legal Oversight (Led by the Head of Legal):** Vigilant monitoring of legal regulations in the online gambling sector is essential due to their dynamic nature. Regular updates on legal revisions are disseminated across departments to ensure all staff are informed of evolving laws. The legal team collaborates closely with other departments, including compliance and operations, to ensure a comprehensive understanding of legal obligations and streamline implementation processes. By maintaining transparent communication channels with regulatory bodies and industry associations, we demonstrate transparency and underscore our commitment to upholding legal standards in online gambling.

- **Legality and Licensing:** Obtaining and maintaining licenses from relevant regulatory bodies across diverse jurisdictions is crucial for establishing and operating an online casino. Regulations vary significantly between jurisdictions, and non-compliance with licensing requirements can result in severe penalties, legal consequences, or cessation of operations.

Mitigation: Currently, the Operator holds Gaming Curacao license No. 365/JAZ and is actively pursuing a new GCB license.

- **Data Protection and Privacy Laws:** Adherence to data protection regulations like the EU's General Data Protection Regulation (GDPR) is vital for online casinos managing substantial amounts of sensitive customer data to avoid fines and uphold customer trust.

Mitigation: To tackle this, only collect and process the minimum required personal data for providing gambling services, ensuring data isn't retained longer than necessary. Establish and implement a data breach response plan to efficiently manage and alleviate the impacts of data breaches, including procedures for notifying affected individuals and relevant regulatory authorities within specified timeframes. Integrate privacy by design and default principles into the development of new products, features, or services, embedding privacy considerations from project inception.

- **Advertising and Marketing Restrictions:** Stringent regulations govern the advertising and marketing of online gambling services in various jurisdictions to protect vulnerable populations, including minors and individuals with gambling addictions. Failure to comply with advertising standards can result in regulatory penalties and public criticism.

Mitigation: To tackle this issue, it's essential to continuously monitor advertising and marketing activities to ensure compliance with relevant laws, regulations, and industry standards regarding gambling advertising. Transparently disclose all terms, conditions, restrictions, or limitations associated with promotions, bonuses, or other marketing offers to prevent consumer deception and potential regulatory repercussions. Thoroughly vet third-party advertising partners, agencies, or affiliates to ensure their compliance with advertising and marketing regulations and commitment to responsible advertising practices.

- **Cross-Border Regulatory Challenges:** Online casinos operating across diverse jurisdictions encounter complex regulatory landscapes and legal uncertainties. Discrepancies in gambling laws and enforcement methods between borders can pose significant compliance hurdles, often requiring extensive legal support.

Mitigation: To address these challenges, it's crucial to form strategic partnerships with local entities, legal experts, or industry groups in targeted jurisdictions. This allows for gaining insights into local regulations, navigating regulatory procedures, and establishing connections with regulatory bodies. Thorough due diligence should be conducted on potential business partners, affiliates, suppliers, and other external entities to ensure compliance with regulatory standards and mitigate compliance risks in cross-border operations.

Additionally, staying vigilant about changes in gaming regulations and enforcement strategies through continuous monitoring of regulatory updates, industry resources, and seeking legal counsel is essential.

- **Regulatory Changes:** The dynamic regulatory environment surrounding online casinos requires continual adaptation to mitigate compliance risks. Operators should stay alert to regulatory shifts and align operations accordingly.

Mitigation: Conduct thorough assessments to understand the impact of new regulations on operations, finances, and risk profiles. Identify vulnerabilities and develop proactive strategies. Implement agile compliance approaches for rapid adaptation to evolving regulatory requirements. Provide regular training and educational programs for employees on emerging regulations, compliance obligations, and best practices. Empower staff to effectively recognize and respond to regulatory changes within their roles.

- **Enforcement Actions:** When regulatory investigations or audits uncover violations of iGaming standards, operators face significant consequences.

Mitigation: Regular internal audits and compliance reviews help pinpoint non-compliance areas for corrective action. Maintain open lines of communication with regulators, seeking guidance and addressing concerns promptly. Thoroughly document compliance efforts to support regulatory inquiries.

- **Political and Public Perception:** Public opinion on gambling can influence regulatory decisions, potentially leading to increased scrutiny and tougher regulations for iGaming.

Mitigation: Foster transparency in business operations and compliance, building trust with regulators and the public. Educate the public on responsible gambling practices and industry risks. Promote awareness of problem gambling support services. Monitor online and offline platforms for brand mentions, addressing any negative feedback proactively through targeted communication.

- b) **Regulatory Risks Oversight (Led by Compliance Officer):** Vigilantly managing regulatory risks, especially in Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance, is paramount across diverse sectors, notably finance and gambling. The AML&KYC unit ensures compliance with pertinent laws and regulations aimed at thwarting money laundering and terrorist financing. This entails establishing robust protocols for verifying customer identities, monitoring transactions

for suspicious activities, and promptly reporting anomalies to authorities. Non-compliance can incur hefty fines, tarnish reputations, and entail legal consequences, underscoring the imperative of steadfast adherence to these standards. The AML&KYC division oversees compliance endeavors, conducts comprehensive risk assessments, and enacts necessary controls to mitigate regulatory risks. Continuous training initiatives are indispensable to keep personnel abreast of evolving AML&KYC requirements and industry benchmarks. Ultimately, proactive management of regulatory risks is pivotal, with the AML&KYC department serving as a linchpin in the organization's compliance architecture.

- **Compliance and Anti-Money Laundering (AML) Regulations:** Online casinos must rigorously adhere to compliance standards to deter money laundering, terrorist financing, and other illicit activities. Inadequate implementation of AML controls can lead to regulatory penalties, harm to reputation, and legal ramifications.

Mitigation: Develop a comprehensive AML policy delineating procedures for customer due diligence, transaction monitoring, and reporting suspicious activities. Ensure alignment with regulatory requisites and industry best practices. Conduct regular training and awareness initiatives for casino personnel to educate them on AML regulations, recognize indicators of suspicious behavior, and comprehend their role in thwarting money laundering and terrorist financing activities.

- c) **Technical Risks Management (Led by Technical Department):** Key focal points include infrastructure upkeep, platform integration, cybersecurity, and data security. The technical department oversees regular maintenance of infrastructure to minimize downtime and mitigate potential risks stemming from hardware or software malfunctions. Prioritizing the implementation and ongoing updates of cybersecurity protocols and technologies is vital in combating cyber threats such as hacking, data breaches, and malware attacks. The technical team is tasked with vigilant monitoring for potential security breaches and swift response to incidents to mitigate risks and minimize the impact of cybersecurity breaches. Regular audits and security assessments aid in identifying vulnerabilities and weaknesses in the infrastructure, enabling proactive risk mitigation by the technical team.

- **Data Security:** Unauthorized access to customer information, encompassing personal and financial data, poses risks of identity theft, fraud, and legal

repercussions.

Mitigation: Implementing multi-layered cybersecurity protocols, including firewalls, intrusion detection systems, and encryption mechanisms, is imperative. Regular updates of software and security patches address vulnerabilities and fortify defenses against emerging threats.

d) **Financial Risks Management (Led by Head of Finance):** Inherent in all business operations, financial risks demand vigilant management for sustained viability and prosperity. The Head of Finance, as the overseer of financial matters, plays a pivotal role in identifying, assessing, and mitigating these risks. Key responsibilities encompass establishing robust financial controls, monitoring cash flow, and optimizing capital allocation to minimize exposure to financial risks. Additionally, close collaboration with other departments is vital to develop and execute financial strategies aligned with organizational objectives. Through proactive risk management and strategic planning, the Head of Finance aims to safeguard the company's financial well-being and enhance shareholder value. Regular financial analysis and reporting are crucial for identifying emerging risks and opportunities, enabling timely adjustments to financial strategies.

- **Taxation:** Taxation policies related to online gambling vary significantly across jurisdictions, profoundly impacting the profitability of iGaming operators. Fluctuations in tax laws or unforeseen tax obligations can pose financial risks to casino operators.

Mitigation: Engage tax professionals, accountants, and legal experts versed in international taxation to ensure compliance with local tax laws and regulations. Leverage tax treaties and agreements between countries to mitigate double taxation and optimize tax planning strategies. Such treaties may provide provisions for tax credits, exemptions, or reduced tax rates for cross-border transactions. Maintain meticulous financial records, robust accounting systems, and diligent tax filings to adhere to local tax laws and regulations in each jurisdiction where the casino operates. This encompasses timely submission of tax returns, tax payments, and compliance with reporting obligations.

e) **Litigation Risks Management (Led by Head of Customer Service):** Effectively mitigating potential litigation arising from regulatory breaches demands strict adherence to relevant laws and regulations. Customer Service establishes clear communication protocols to efficiently manage customer expectations, minimizing

misunderstandings and potential legal disputes. Thorough documentation of customer interactions and resolutions serves as vital evidence of adherence to service standards, facilitating the amicable resolution of disputes and mitigating litigation risks. Regular reviews and refinement of customer service processes address recurring issues, reducing the risk of customer dissatisfaction leading to litigation. Cultivating transparency and accountability within the customer service team fosters trust with customers, thereby reducing disputes arising from perceived unfairness. Clear escalation procedures ensure prompt resolution of unresolved customer concerns, preventing the escalation of grievances into litigation.

- **Responsible Gaming Practices:** Upholding regulatory mandates and preventing problem gambling behaviors are critical obligations for casino operators to avoid regulatory penalties and reputational damage.
- **Mitigation:** Deploying self-exclusion tools that allow players to voluntarily abstain from gambling for specified periods. Ensuring easy access to these tools and enabling players to set deposit limits and timeouts empower them to manage their gambling activities responsibly. Customizing and enforcing these limits helps ensure compliance, while leveraging data analytics to identify at-risk players enables proactive support and interventions.

6.3. RISK OF POTENTIAL CAPITAL LOSS

In the initial phase, potential losses are expected, covering expenses such as registration fees, rent, and office equipment. If the online casino ceases operations due to internal or external factors, the security deposit will be refunded to the casino owners. However, it's crucial to avoid using this amount for day-to-day operations, reserving it exclusively for potential jackpot wins to minimize losses.

Mitigation:

Drawing upon a combined 25 years of experience in the online casino industry among the founders and co-owners, along with the seasoned managerial expertise of the project mentor, the project is strategically positioned to mitigate risks associated with market entry to the fullest extent possible.

7. POLICIES AND PROCEDURES

7.1. KNOW YOUR CUSTOMER

The KYC policy sets forth procedures and guidelines for authenticating and verifying client identities, with the aim of preventing financial crimes such as money laundering, terrorist financing, and fraud. Compliance with KYC protocols fosters trust, ensures regulatory compliance, and mitigates risks associated with illicit financial activities.

7.2. ANTI-MONEY LAUNDERING

The AML policy aims to prevent the clandestine concealment of funds obtained through criminal activities. Designed to detect and deter money laundering and terrorist financing, these policies are crucial within financial institutions.

7.3. DATA PRIVACY

The Data Privacy Policy delineates procedures for collecting, using, retaining, and safeguarding personal data within the organization. Its objective is to ensure compliance with data protection regulations, safeguard customer and employee privacy, and foster trust with stakeholders.

7.4. RESPONSIBLE GAMING

The Responsible Gaming Policy advocates for safe and responsible gambling practices while addressing the risks of gambling addiction. Through measures such as self-exclusion tools and limits on gambling activity, it seeks to establish a sustainable gambling environment prioritizing player well-being.

7.5. TERMS OF USE

The Terms of Use policy outlines user obligations, account management procedures, payment processes, and conflict resolution methods. By agreeing to these terms, users acknowledge the rules governing their interaction with the casino, ensuring transparency, fairness, and compliance with legal standards.

7.6. SELF-EXCLUSION

This process allows individuals to voluntarily abstain from engaging in gambling activities on the platform for a specified period, often aimed at managing their gambling habits or addressing addiction concerns.

7.7. DISPUTE RESOLUTION

Details the procedures and mechanisms available for resolving conflicts or disputes between the casino and its users, typically outlining steps for escalation and resolution.

7.8. FAIRNESS & RNG TESTING METHODS

Ensures the fairness of the casino's games by verifying their randomness and impartiality, often highlighting the use of Random Number Generators (RNGs) and the methodologies employed to assess and validate their fairness.

7.9. ACCOUNTS, PAYOUTS & BONUSES

Provides information on account management procedures, payout methods, and the terms associated with bonuses, including wagering requirements and limitations.

7.10. BETTING RULES

Defines specific rules and regulations governing betting activities on the platform, including game-specific guidelines, maximum and minimum betting limits, and any additional terms applicable to various types of bets.

7.11. INTERNAL POLICIES

Human Resources Policy: Encompasses guidelines for recruitment, onboarding, performance assessment, staff development, diversity initiatives, disciplinary procedures, and termination protocols.

Financial Policy: Outlines procedures for budget allocation, expenditure oversight, financial statement preparation, auditing, procurement practices, and compliance with accounting standards.

Communication and Social Media Policy: Delineates protocols for internal and external communication channels, including email guidelines, directives for social media use, media engagement protocols, and brand representation guidelines.

Information Security Policy: Addresses the protection of sensitive data, including protocols for data handling, cybersecurity measures, password management practices, and strategies for preventing data breaches.

Internal Policies: Primarily uphold external policies, with the latter undergoing periodic review and updates, while the former adapt, modify, and discontinue as necessary.

7.12.

It's crucial to establish and adhere to these policies as we are committed to ensuring sustained, long-term operations, particularly considering the substantial initial investment needed. Our aim is to ensure operational continuity for a minimum of three years under the GCB license, with renewal contingent on attaining investment returns and meeting key performance indicators outlined in our financial projections.

7.13.

To ensure adherence to established policies and procedures, our project leverages a diverse range of resources, both internal and external. The Ultimate Beneficial Owner (UBO) brings invaluable expertise in both gambling and IT, making him an ideal overseer. Key departments such as Legal, IT, Human Resources, and Finance demonstrate significant proficiency in effectively managing large-scale gambling operations. Additionally, jurisdictions like Curacao, Cyprus, and others offer ample opportunities for engagement with advisors, experts, and independent auditors.

The Gaming Control Board (GCB) plays a pivotal role in supporting operators by providing guidance and assistance in policy development. This collaborative effort ensures that operators can tailor their policies to effectively meet regulatory requirements and industry standards. By leveraging the GCB's expertise and resources, operators can establish robust policies that promote compliance and integrity within the gambling sector. Moreover, the GCB offers ongoing support and updates to assist operators in adapting their policies to evolving regulations and emerging challenges. Ultimately, the assistance provided by the GCB empowers operators to establish and maintain a solid framework for responsible gambling practices.

8. MARKET ANALYSIS

8.1. REVENUE AND TURNOVER ANALYSIS

In 2020, the global online casino industry experienced significant success, attributed to the COVID-19 pandemic and increased self-isolation. The gambling market's revenue in many countries grew by a third compared to 2019, highlighting the resilience and potential of the online casino business model.

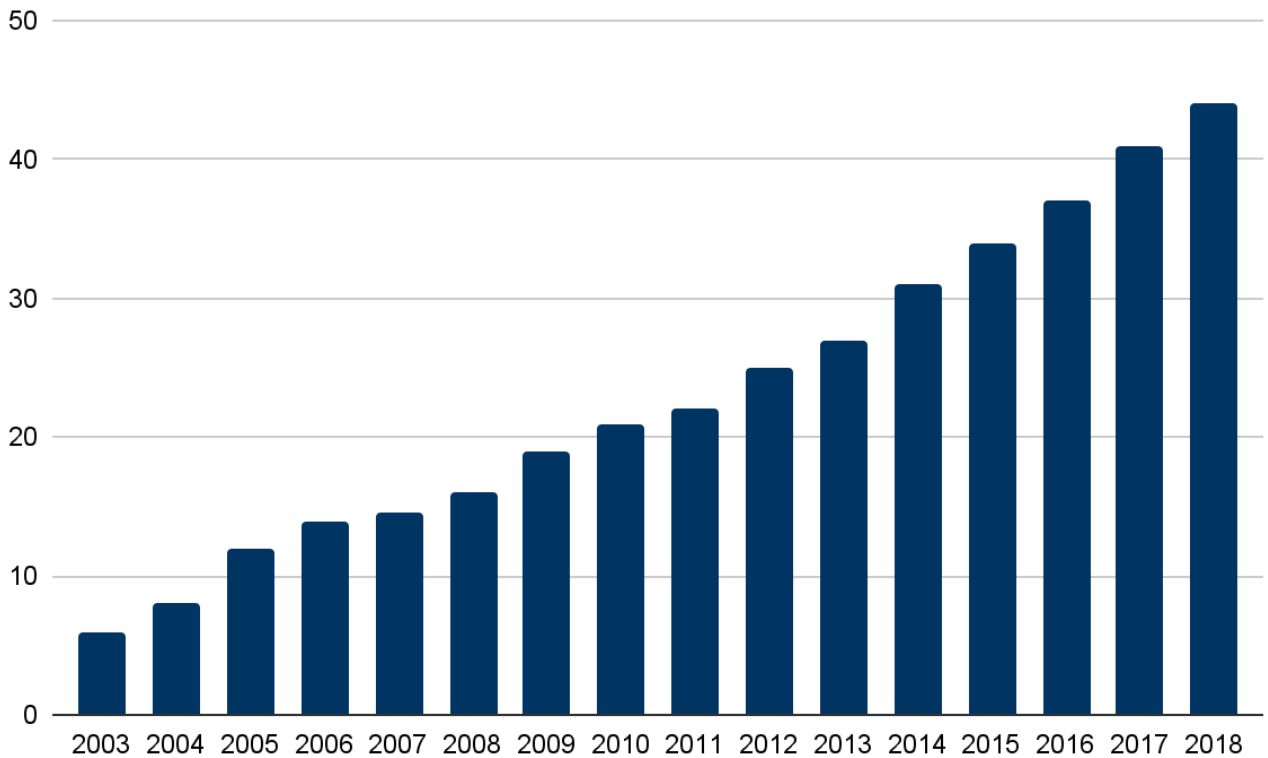
Over the last few years, 85 countries worldwide have legalized online gambling, with online betting and slot machines contributing to 70% of the total income in internet gambling. The popularity of online gambling stems from its diverse offerings and a user-friendly gaming experience without restrictions. Notably, the UK, China, Austria, Germany, and Italy lead in generating substantial revenue from online slot machines.

Research conducted by Juniper indicates that the turnover from online gambling betting is projected to reach \$950 billion by 2024 and is anticipated to continue growing. The study emphasizes the increasing shift of gambling activities to the online space, with mobile applications displaying the highest activity. The use of mobile phones for placing bets is consistently on the rise.

While there is a general trend toward regulating national gambling markets, some countries are moving in the opposite direction by considering the prohibition of online and mobile gambling. Currently, the global online gambling market constitutes 13% of the total global legal gambling market, with this percentage continually increasing.

According to a study by the American Gaming Association, approximately 85 countries have officially permitted online gambling.

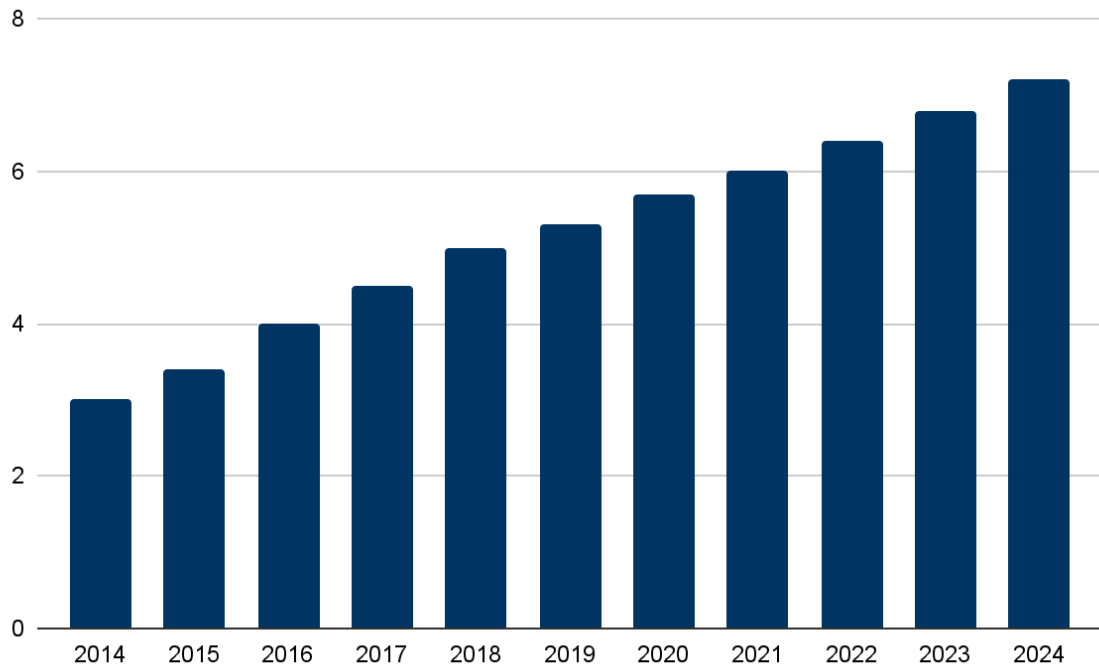
Diagram 2. Global Online Gambling Revenue



Gross Gaming Revenue (GGR) serves as a crucial financial metric, providing insights into the overall revenue generated by a gambling establishment. This parameter becomes instrumental in monitoring the global trends in the behavior of gambling enthusiasts.

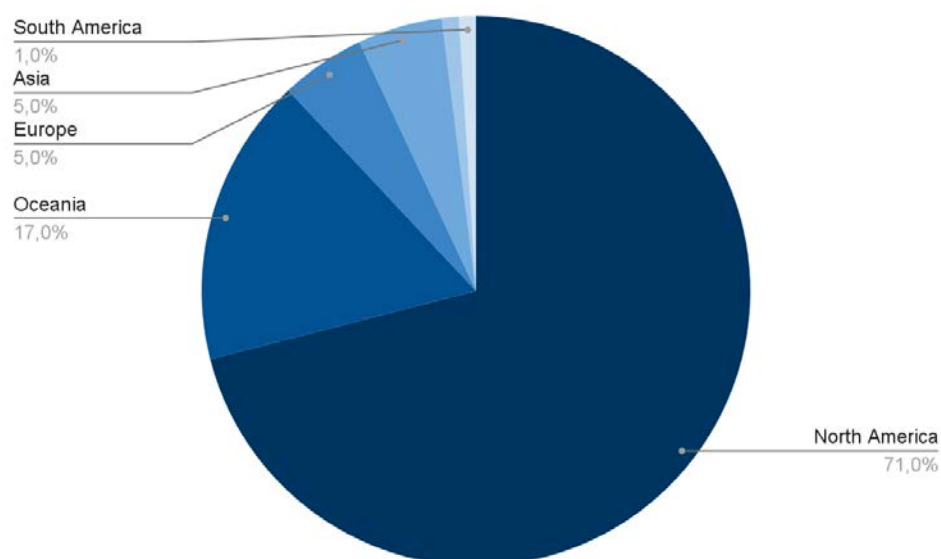
BV1sion conducted a comprehensive overview of the online casino market for the year 2019, offering predictions for the GGR market. In 2019, the GGR reached \$5.3 billion, demonstrating an increase from \$5 billion in the previous year (2018). Projections indicate a continual growth trajectory, with expectations of GGR reaching \$5.7 billion in the current year (2020) and further escalating to \$7.2 billion by the year 2024. These forecasts underscore the ongoing expansion and profitability of the online casino industry.

Diagram 3. Forecasted Gross Gaming Revenue



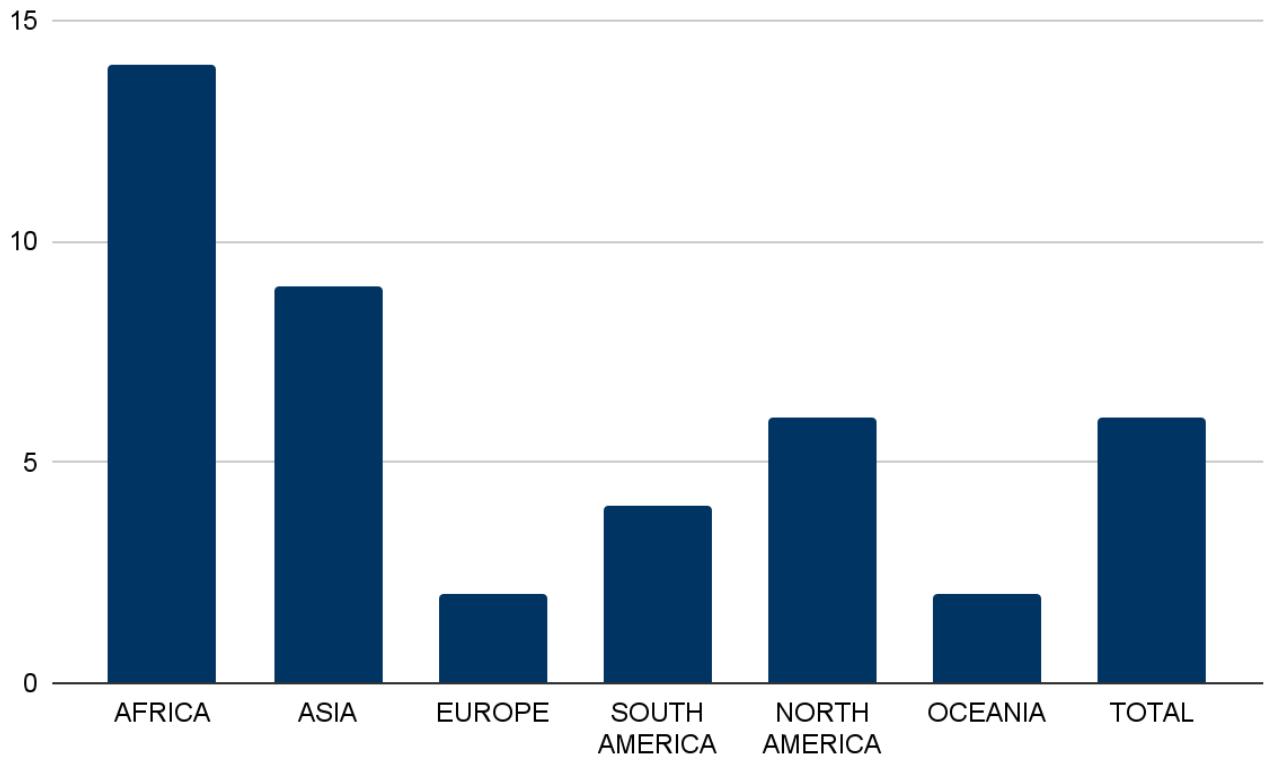
Meanwhile, Oceania, encompassing regions like Fiji, New Zealand, Polynesia, and New Guinea, demonstrated a robust influence, contributing to 17% of the global Gross Gaming Revenue (GGR) in 2019. This notably surpassed the figures for Asia and Europe, standing at 5%.

Diagram 4. Regional Structure of Gambling Income



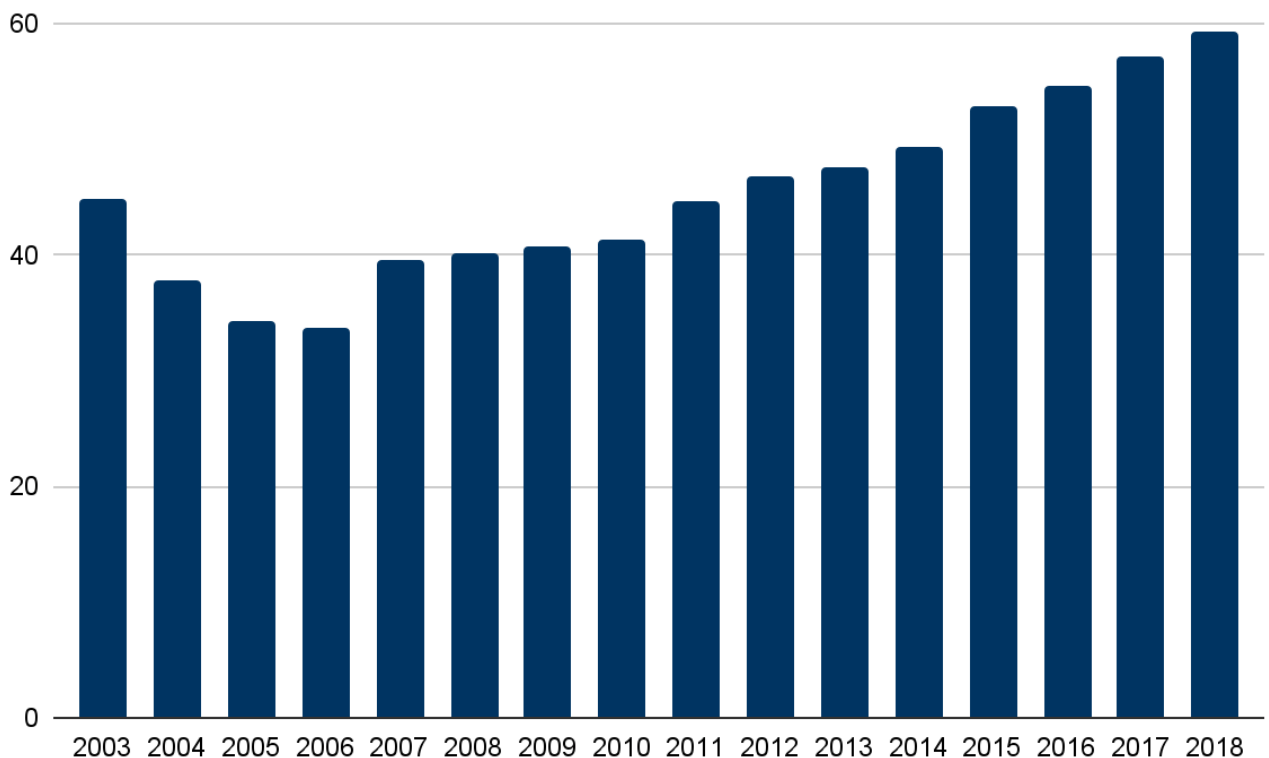
In 2019, Africa exhibited the highest growth rate at 14% Year over Year (YoY), outpacing the relatively modest growth observed in Europe.

Diagram 5. Growth in Gross Income by Region



Discussions have also revolved around streamlining regulations. Online gambling operators within the European Union currently face the obligation of obtaining licenses in multiple countries with distinct licensing requirements. A more unified approach is considered preferable for these operators. The proliferation of compliance requirements leads to redundant infrastructure and costs, contributing to unnecessary administrative burdens on regulators.

Diagram 6. "White Market" Share in Online Gambling Revenue



From 2003 onwards, the market has witnessed an average annual growth rate of 23%. Betting, casino, and poker have emerged as dominant elements in this trajectory. The increasing popularity of online gaming is fueled by factors like the widespread availability of the Internet, the opening of new markets, and the inclusion of diverse player demographics.

8.2. EMERGING PLAYER SEGMENTS

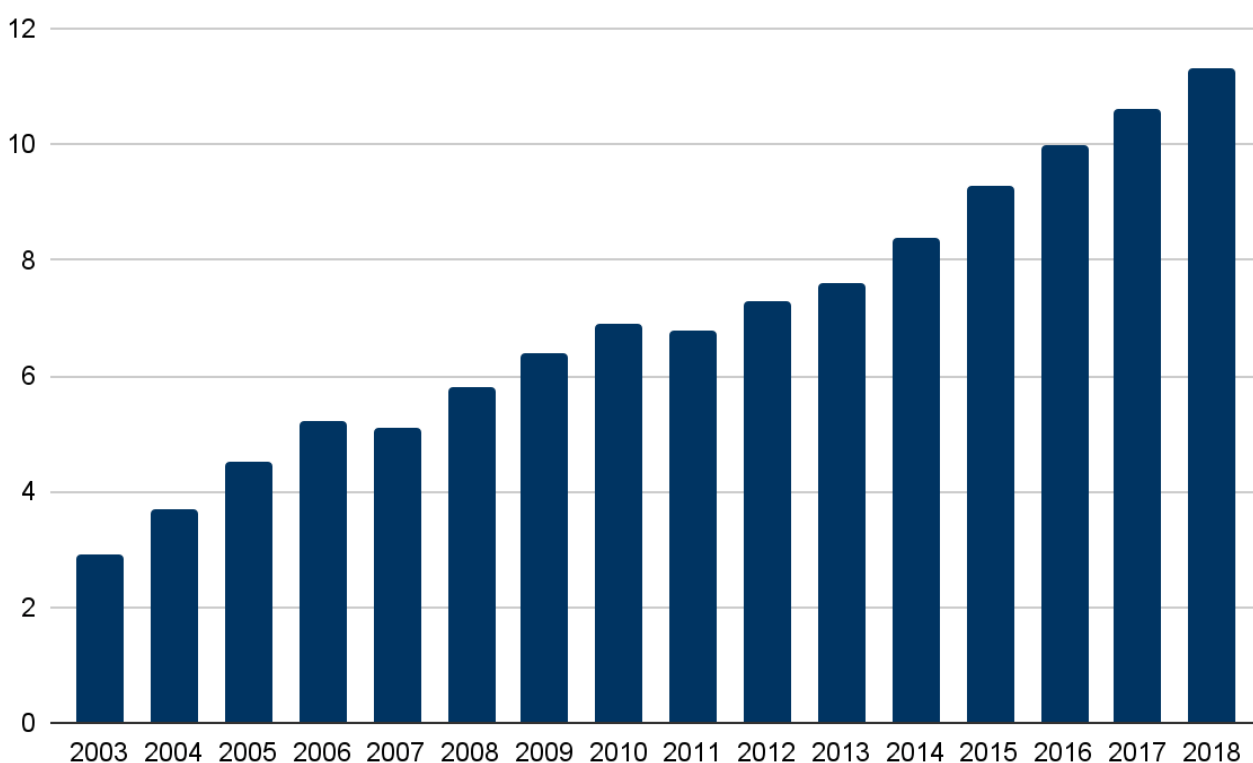
Since 2004, there has been a remarkable increase of over 80% in the number of female Internet users aged 18 to 74, compared to a 60% increase among men. Although online gambling initially appealed mostly to young men, its popularity is now expanding among women and older individuals.

Diverse player demographics have varying preferences and motivations for playing. Some engage in online gambling for entertainment, others for monetary gains, and some for relaxation. It is crucial for operators and developers to stay attuned to these preferences. As the Internet continues to proliferate in society, the once-clear image of the average male player, aged 25 to 35, is becoming more nuanced.

According to a GP Bullhound study, women constituted 43% of all online gamblers in 2009. While bingo remains their preferred segment, women engage in different gaming directions. Research indicates distinct play behavior patterns between men and women. Women tend to play for longer durations with lower bets, while men play more frequently, bet higher amounts, and have shorter gaming sessions.

The increasing popularity of bingo can be attributed to its social aspect, offering players the opportunity to relax within a social community.

Diagram 7. Online Gambling Income Share from Total Gambling Income

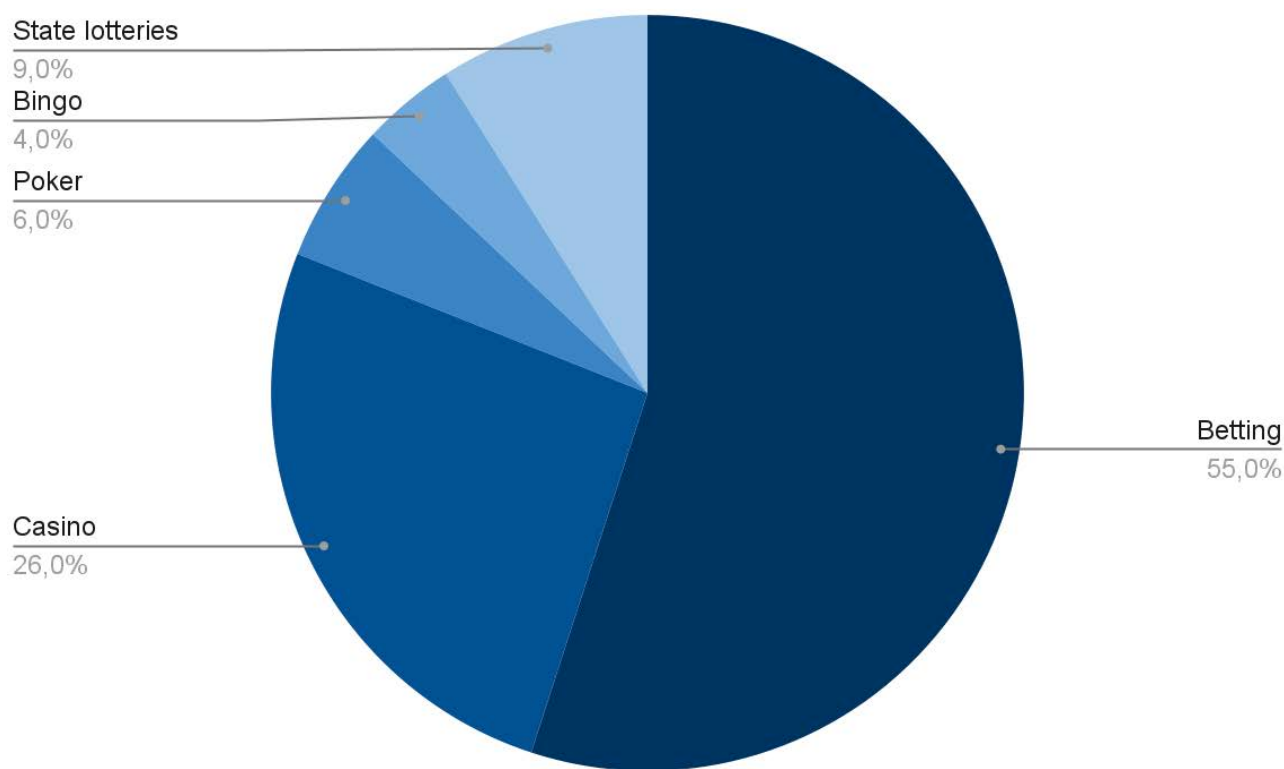


It's noteworthy that the prevalent forms of remote gambling today include traditional casino games, various betting options, and poker variations. The popularity of specific online gambling types is often influenced by gender dynamics. The bingo sector is anticipated to experience substantial growth, primarily due to an increasing interest from women in the iGaming industry.

Despite this, online gambling continues to be more popular among men, with a particular

inclination among young males. Women also exhibit a keen interest in playing, but they tend to opt for simpler games like lotteries and slots. These distinctions can be attributed to societal gender roles—betting, casino games, and skill-based games are traditionally associated with male audiences, while women typically lean towards playing for enjoyment rather than seeking an adrenaline rush.

Diagram 8. Online Gaming Revenue by Type



8.3. ONLINE CASINO TRENDS

The year 2020 emerged as remarkably successful for online casinos worldwide, attributed to the global pandemic and increased self-isolation. The entire online gambling market experienced a notable one-third surge in revenue compared to the preceding year. Interestingly, during the 2008 financial crisis, online casinos were minimally impacted, showcasing the resilience of this business model.

Technological advancements are significantly shaping the gaming market, with a particular focus on the burgeoning mobile gambling sector. The competition will be fierce, allowing only the most exceptional innovations to thrive and enhancing the overall quality of mobile

gambling experiences for users.

Underlying technical changes, such as improvements in mobile data transmission speed, may not be overtly noticeable to end-users but will seamlessly occur in the background. Meanwhile, substantial and distinctive enhancements will be readily apparent.

A major breakthrough anticipated is the integration of virtual reality into online gambling. With the evolution of technologies like Microsoft HoloLens, HTC Vive, and Playstation VR, video slots and other online games are poised to offer a more spectacular and immersive experience than ever before.

Virtual Reality Integration

Recent advancements in virtual reality (VR) technology have paved the way for an authentic recreation of the emotions and physiological sensations associated with a real casino experience. Utilizing VR glasses, individuals can now virtually navigate through meticulously reconstructed gambling establishments, engage with dealers, and place bets at various gaming tables.

Key players in the gaming industry, including Microgaming, Novomatic, NetEnt, Lucky VR, Topgame Technology, and others, are actively involved in developing VR games. Notably, Microgaming showcased a virtual roulette game at the ICE Totally Gaming conference last winter, demonstrating the feasibility of virtual reality and highlighting its promising future in the gambling sector.

NetEnt is also actively exploring VR technologies, offering visitors to online gambling exhibitions the opportunity to experience their Jack and the Bean Tree slot machine. The impressive realism of the virtual journey garnered appreciation from both players and industry competitors.

Novomatic, a pioneer in implementing VR technology in online gambling, emphasizes the main advantages of realistic online games, including full immersion in gameplay, heightened emotions surpassing real-life experiences, accessibility from any location with an internet connection, and captivating and diverse storylines.

The concept of integrating virtual gameplay into social networks has gained traction, and it is anticipated that this idea will soon be realized. The ongoing efforts of these industry leaders underscore the transformative impact of VR on the future of online gambling.

Social Games With Slot Machines

Social gambling is becoming increasingly popular, and a recent review of Microgaming's Castle Builder 2 slot highlights the evolution of gameplay with advancements in spinning reels and betting.

The allure of social gambling lies in its heightened dynamism and addictiveness compared to traditional slot machines. These games enable players to choose a playable character and navigate distinct paths based on the character's traits. Moreover, characters are encouraged to develop by accumulating experience, skills, and achievements, resulting in more favorable conditions for gameplay. In contrast to conventional slot machines, where winning combinations solely yield monetary rewards, in social gambling, they provide essential resources for progressing within the game.

Given the escalating demand for slot machines with social gaming features, numerous developers are actively involved in creating such games. The latter half of 2019 witnessed the release of several innovative products in this category.

Progressive Poker Jackpot With Live Dealers

Many gamblers gravitate towards slot machines featuring a progressive jackpot, viewing it as an opportunity to secure a substantial cash prize. This trend is gradually extending to poker, with Evolution Gaming leading the way by introducing the world's first Jumbo 7 Progressive Jackpot in Live Casino Hold'em!

With an initial jackpot size of 1,000,000 euros, the cumulative nature of the prize means it grows in tandem with player activity. Todd Haushalter, Evolution Gaming's Product Director, highlighted the potential for the jackpot to soar to an incredible €30,000,000. The prospect of playing poker with such a monumental prize at stake undoubtedly adds an extra layer of excitement. The game also features a second-level jackpot with lower fixed payouts.

Considering the appeal of progressive jackpots, other developers in the live online casino games sphere are contemplating the inclusion of similar enticing features for players.

Live Games

Live dealer games have experienced a surge in popularity over the past year, marking just the beginning of their successful trajectory. Anticipated for the upcoming year is a further boost in the popularity of live games, particularly in tandem with virtual reality (VR) technology. Developers have ambitious plans to craft even more realistic games, enhancing functionality, and are set to establish new studios for live broadcasting of games in real time. This convergence of live gaming and VR promises an immersive and dynamic gaming experience for enthusiasts.

Skill Games

Contemporary players increasingly value not only luck but also their individual skills in gaming. This inclination has spurred numerous providers to develop platforms that feature strategy games, requiring players to apply specific skills. The appeal of such skill games is on the rise, hinting at their potential for substantial popularity in the near future.

Gamification

This concept involves the integration of game dynamics and thinking into marketing strategies to engage audiences and address marketing challenges. Gamification is poised to emerge as a novel trend in the gambling industry, offering new missions, competitions, bonus programs, and rewards to entice and engage gamblers.

Entertainment Content

Online casino operators are dedicated to retaining users on their platforms, employing various strategies. In addition to chat features, they now integrate special sections offering valuable non-game content such as movies, TV series, music videos, and TV shows. Furthermore, online casinos will provide plot details for many slots to enhance the overall user experience.

Big Data Integration

A notable trend for the current year involves the incorporation of Big Data technology in the online gambling industry. This technology facilitates the collection and storage of extensive data, proving to be essential for the industry's progress. With the capacity to analyze and organize vast datasets, games will efficiently tailor themselves to the interests and requirements of the target audience.

Mergers And Acquisitions

Experts predict such rapid growth in the gambling market that its volume is expected to surpass \$60 billion by 2024. Therefore, in 2021, gambling companies are anticipated to expand and boost their capital.

Messenger Platforms

The ever-evolving opportunities presented by mobile internet continue to captivate players. While social networks and traditional phone communication were once in trend, convenient instant messengers have now taken the lead.

Slotegrator has taken a keen interest in this trend and has developed its own Telegram casino. The integration of the gaming platform into the messenger enables users to indulge in gambling on their smartphones whenever they desire.

Individual Slots

Crafting custom slots tailored to specific requests is set to become a prominent offering among top online casino services. The creation of unique slots will empower operators to secure a competitive edge in the market and enhance brand recognition to the fullest extent.

Cryptocurrency Integration

Cryptocurrencies are renowned for their significant advantages, such as anonymity, convenience, minimal fees, and the absence of legal prohibitions. Due to these features, they

are expected to emerge as one of the most popular means of payment in the realm of online gambling. Alongside bitcoin, other currencies like litecoin, dogecoin, ethereum, ripple, monero, zcash, and more are predicted to gain traction.

Nevertheless, the current use of cryptocurrencies by customers is causing concerns, as it is often associated with the gray financial market and potential legal issues. Therefore, at the initial stage, it is not advisable to engage in settlements with clients using cryptocurrency.

Security Landscape In Online Gambling

Embracing new technologies necessitates exploring innovative solutions to address security concerns. The prevalence of Distributed Denial of Service (DDoS) attacks has increased in recent times, causing significant damage to online bookmaker sites. Even major operators, such as Britain's William Hill, known for their meticulous attention to security, fell victim to hacker provocations. The services of this operator experienced instability last fall, resulting in significant losses despite generating revenue of 5 million per day.

In 2019, a substantial portion of gambling operators' investments was allocated towards enhancing security measures.

Increasing Female Participation

The trend of a rising number of female gamblers in online casinos was identified as early as 2015, and it continues to gain momentum. Research indicates that women prefer to engage in gambling activities on personal devices and in private settings. This offers more flexibility and avoids potential ridicule from male players.

The most active female gamblers are under the age of 35, although older women are also open to occasionally trying their luck on slot machines, roulette wheels, or card games.

Specialized online casinos designed for women have already started to emerge, with some operators launching advertising campaigns specifically targeting female players.

8.4. MARKET PROJECTIONS

Research company Juniper projects that the turnover in the online gambling segment will reach \$950 billion by 2021, and the trend is expected to continue its growth. This projection was made even before the pandemic. The study suggests a shift toward online gambling, particularly through mobile applications, with a constant increase in bets made via mobile phones.

Despite a general trend toward the regulation of national gambling markets, a few countries are moving toward a complete ban on online and mobile gambling. The global online gambling market already represents over 13% of the total global legal gambling market, with expectations for continuous growth.

Niche revenue in online gambling is anticipated to reach \$65 billion by 2021, and the niche itself is expected to undergo changes and reforms based on market dynamics.

Technological advancements in the gambling industry are actively shaping the landscape, including classic slots, video slots, and virtual reality (VR) gambling. The influx of a younger generation of players is driving companies to meet evolving demands, leading to developments such as esports betting and skill-based games.

The Asian market, being the largest globally in terms of volume, continues to witness growing demand for gambling. In 2019, there was a trend toward softening regulations, with an increasing number of countries legalizing online betting and casinos. This trend has extended into 2020, presenting new opportunities for the industry. In Africa, the online gambling market is in a phase of rapid development and growth. The main challenge lies in the lack of regulation for casino activities in most countries, although they are not explicitly prohibited at the legislative level. The full potential of this market is expected to unfold over time.

9. RISK ANALYSIS

Unstable legislation

Each country has its own rules regarding gambling, which change quite often. You need to understand that, perhaps, the casino owner will need to decide how to reformat the establishment in the event of changes in the law.

Instability of equipment operation

Since the main locale is the internet, it's important that everything runs like clockwork. If the site or server goes down, the casino will suffer serious losses.

Software

The structure of an online casino is a kind of constructor consisting of three types of software (software, or so-called software): a gaming platform, a payment solution, and gaming content.

Payment systems are the least risky category. All payment solutions are seriously tested by regulatory authorities, banks, etc. Here the risk of getting low-quality software is minimized.

The biggest risk for operators is non-original, or so-called pirated, software. As a result, you can lose experienced and serious players who understand software. They will choose the casino that has the original software. Because it guarantees both payouts and a clear return to player (RTP) percentage. Another aspect that operators often overlook is the back doors. Backdoors is a malicious algorithm that programmers often "screw" onto handicraft software to simply steal money from unsuspecting operators. In addition to backdoor, there is a huge number of errors, bugs, which also entail financial losses.

"Pirate" software is an illegal thing. Clients simply cannot know either the final provider or who they are contracting with, because there is a whole chain of intermediaries. At a certain moment, when you invested money in the development of a casino, installed software,

launched a project, spent money on marketing, your provider will simply disappear. This will not happen with the original software, because you always know with whom you have a contract, who is behind this contract and to whom in case of something to contact with problems.

The last aspect is a violation of the copyright law, which is often ignored, but in our country, there is still a possibility to prosecute a person under this law.

A very important aspect when choosing software is security. Serious software development companies spend colossal resources on it. Creation of secure software requires additional time and human resources. Companies deliberately do this in order to end up with a product that will provide security to all customers. And that's something worth working for.

Another very important aspect is the so-called usability, which is often neglected when developing software, because people are chasing functionality. Forgetting about usability, you can face a problem when a lot of unsystematic functionality accumulates on one platform. It is necessary to think about ease of use at all stages: both when drawing up a technical assignment for software development, and subsequently, during modernization and upgrades.

High competition

The owner of a gambling business can receive a lot of money, since this type of service is in great demand. Many seek to occupy a niche, but only casinos with the right approach to business achieve success. You need to tune in to the fact that you must work hard to earn.

Money laundering

Regulatory organizations conduct constant checks about money laundering by criminal structures, financing of terrorism through online casinos. If evidence of inadequate anti-money laundering activities is found, casinos may have their license revoked.

Advertising

Regulatory organizations ensure that gambling advertising is socially responsible, with attention to protecting children, young people and other vulnerable persons from harm or exploitation. This applies to the images of toys, comic book characters, cartoons, fairy tales, brands that children like.

Loss of funds

At the first stage, losses of funds spent on registration, rent and office equipment are possible.

The security payment, in the event of the closure of the online casino for internal reasons or other objective reasons, is returned to the casino owners, but must remain unused during the operation of the online casino as a deposit in case of winning the jackpot, i.e. losses can be minimal.

Risk insurance

Thanks to the combined 10 years of experience in the field of online casinos of the founders and co-owners of the project and the managerial experience of the project mentor, the risks of entering the market will be minimized as much as possible.

10. FINANCIAL OUTLOOK

10.1. INVESTMENT STRATEGY

Investment Structure And Milestones

The project necessitates a total investment of 232,7 thousand euros. The allocated funds will be strategically distributed across various areas of financing, including:

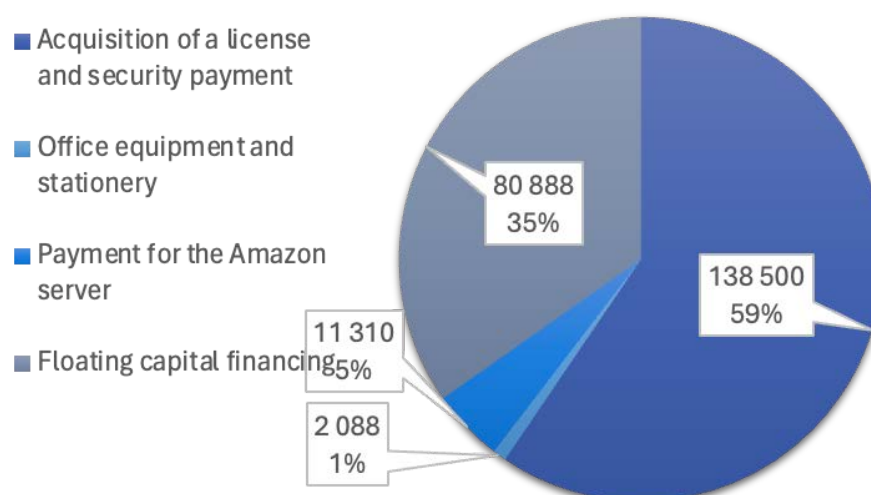
- acquisition of a license and security payment;
- payment for the server "Amazon";
- purchase of office equipment, stationery;
- floating capital financing.

Table 5. Investment Budget Breakdown

No	Name	Value
1	Acquisition of a license and security payment	138 500
2	Payment for the Amazon server	11 310
3	Office equipment and stationery	2 088
4	Floating capital financing	80 888
Invested capital total (actual need for cash)		232 786

The predominant portion of investment expenditures is attributed to obtaining a license and the security payment, constituting approximately 59%.

Diagram 9. Investment Cost Structure



The overall project implementation span is 36 months (3 years).

The investment period, leading up to the project launch, spans 0.3 years. Throughout the project implementation, the following steps must be undertaken:

- first stage: acquisition of a license and security payment;
- second stage: payment for the Amazon server;
- third stage: purchase of office equipment, stationery;

A phased work schedule with a financing schedule is presented in the table below.

Table 6. Financial Plan, Euro

		Total for 3 years	Apr-24	Jul-24	Aug-24	Sep-24	Feb-25
1	Acquisition of a license and security payment	138 500	138 500	-	-	-	-
2	Payment for the Amazon server	11 310	-	11 310	-	-	-
3	Office equipment and stationery	2 088	-	2 088	-	-	-
4	Floating capital financing	80 888	4 850	-	46 821	2 662	26 555
	Investment total excl. floating capital	151 898	138 500	13 398	-	-	-
	Invested capital total (actual need for cash)	232 786	143 350	13 398	46 821	2 662	26 555

10.2. STRATEGY FOR REVENUE GENERATION

Revenue Streams

In the context of this project, the goal is to generate revenue by offering online casino services.

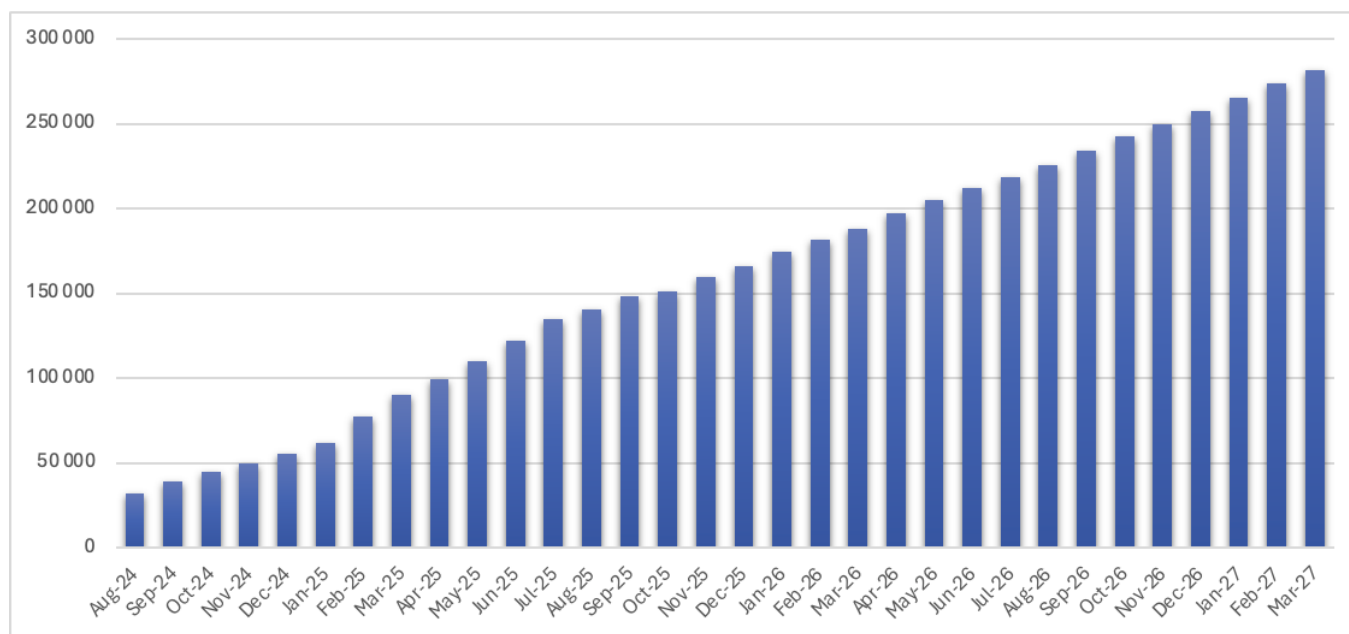
Service Scope And Rendering

The targeted number of new guests to be attracted is 2195 people per month, revenue is calculated based on the monthly retention of unique users an average of 3,497 people per month with the retention rate – 35%. The expected average income per guest is 45,5 euros per month. Additional funds need to be invested in advertising to either retain or re-attract the guest.

Projected Income Volume

The anticipated average monthly income over the 3-year project period, factoring in the gradual attainment of design capacity, is estimated to be approximately 159.2 thousand euros. Initially, during the project's inception, a monthly income of 56.3 thousand euros is projected, with an increase to 238.6 thousand euros per month once the company reaches its design capacity.

Diagram 10. Dynamics of Sales Proceeds in Euros



The overall revenue for the project duration (3 years) is projected to reach 5,091 thousand euros. A comprehensive plan outlining income generation and the financing of direct costs is detailed in the table below.

Table 7. Income and Direct Cost Projection

Physical indicators	Unit	Total for 3 years	2024 (9M)	2025	2026	2027 (3M)
Total number of clients	ppl	111 908	4 868	32 143	56 858	18 039
Number of new clients	ppl	70 244	4 274	21 617	33 844	10 509
Number of current clients	ppl	41 664	594	10 527	23 014	7 530
Proceeds		5 091 817	221 475	1 462 527	2 587 045	820 770
Income from clients	45,50	5 091 817	221 475	1 462 527	2 587 045	820 770
Direct costs		3 045 729	211 055	807 842	1 517 550	509 281
Advertising costs	20	1 477 022	108 019	457 484	697 192	214 327
Additional staff costs	1 567	1 018 333	0	148 833	618 833	250 667
Salary		326 400	51 000	122 400	122 400	30 600
License fees		142 961	39 378	48 745	48 745	6 093
Depreciation	60 m	81 012	12 658	30 380	30 380	7 595
Indirect costs		533 333	63 333	196 000	196 000	78 000
Accounting		138 667	21 667	52 000	52 000	13 000
Office equipment maintenance		101 333	15 833	38 000	38 000	9 500
Hosting		128 000	0	44 000	44 000	40 000
Office rent		53 333	8 333	20 000	20 000	5 000
Legal support		112 000	17 500	42 000	42 000	10 500

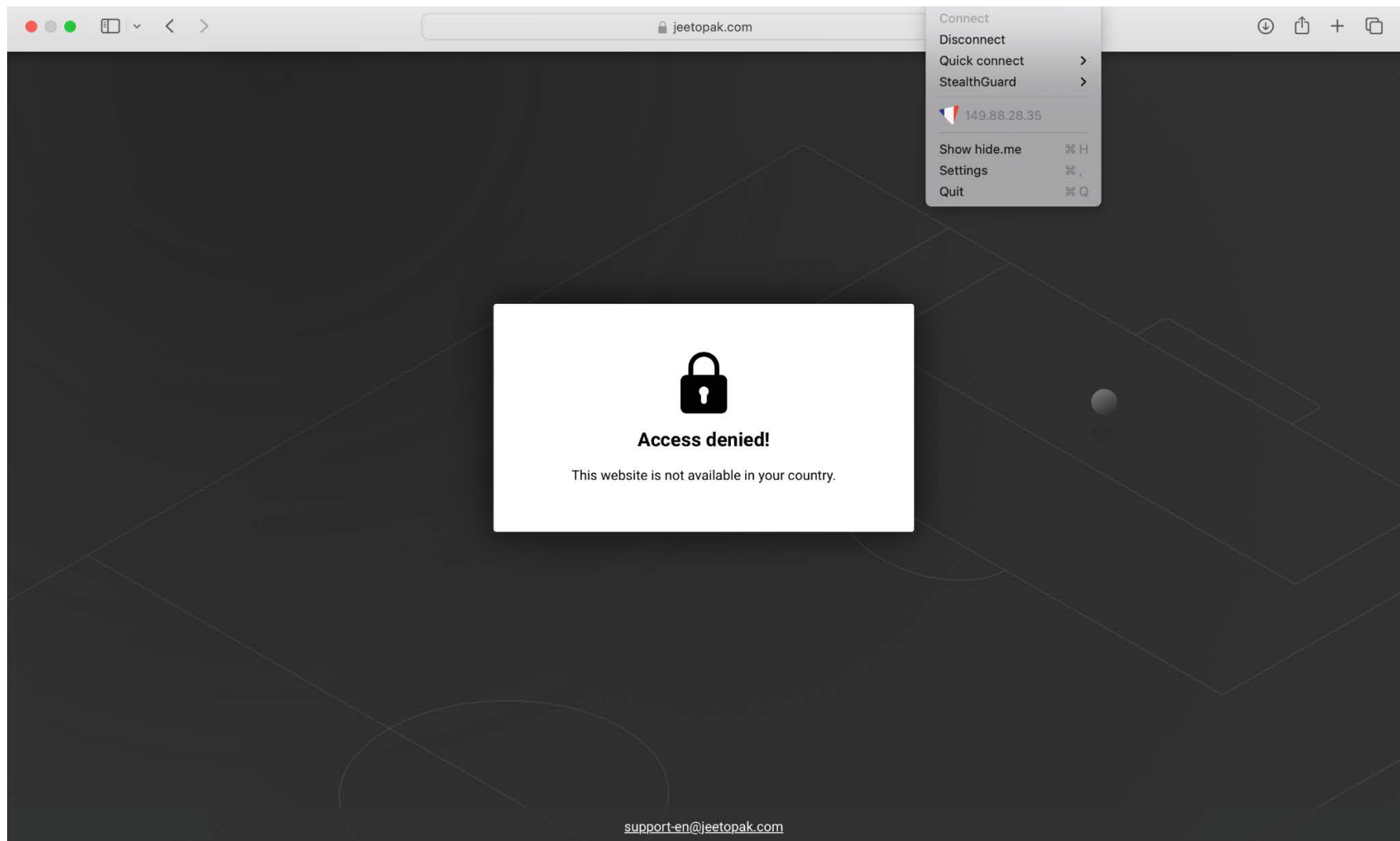
10.3. MARKETING PLAN

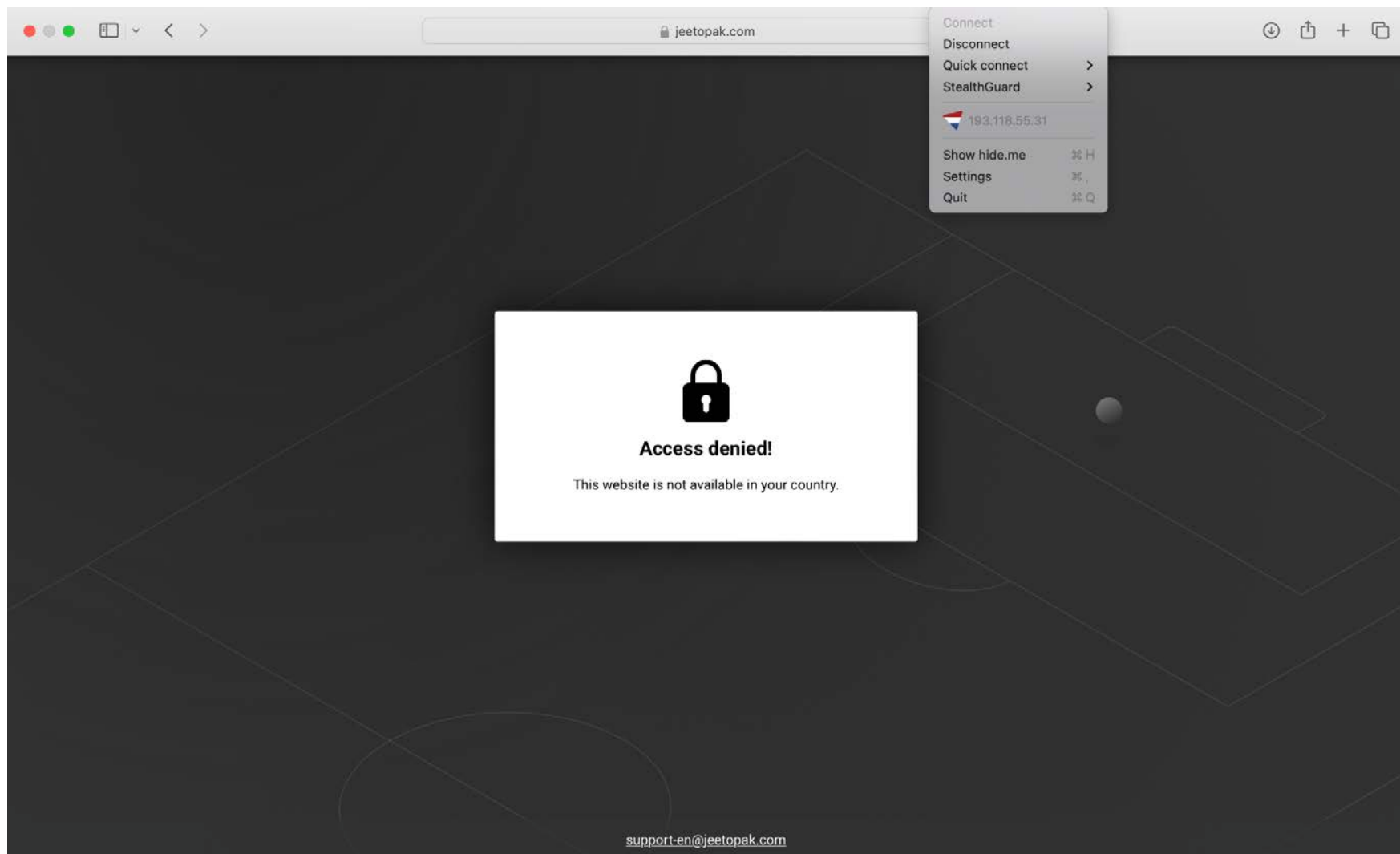
10.3.1. Executive Overview:

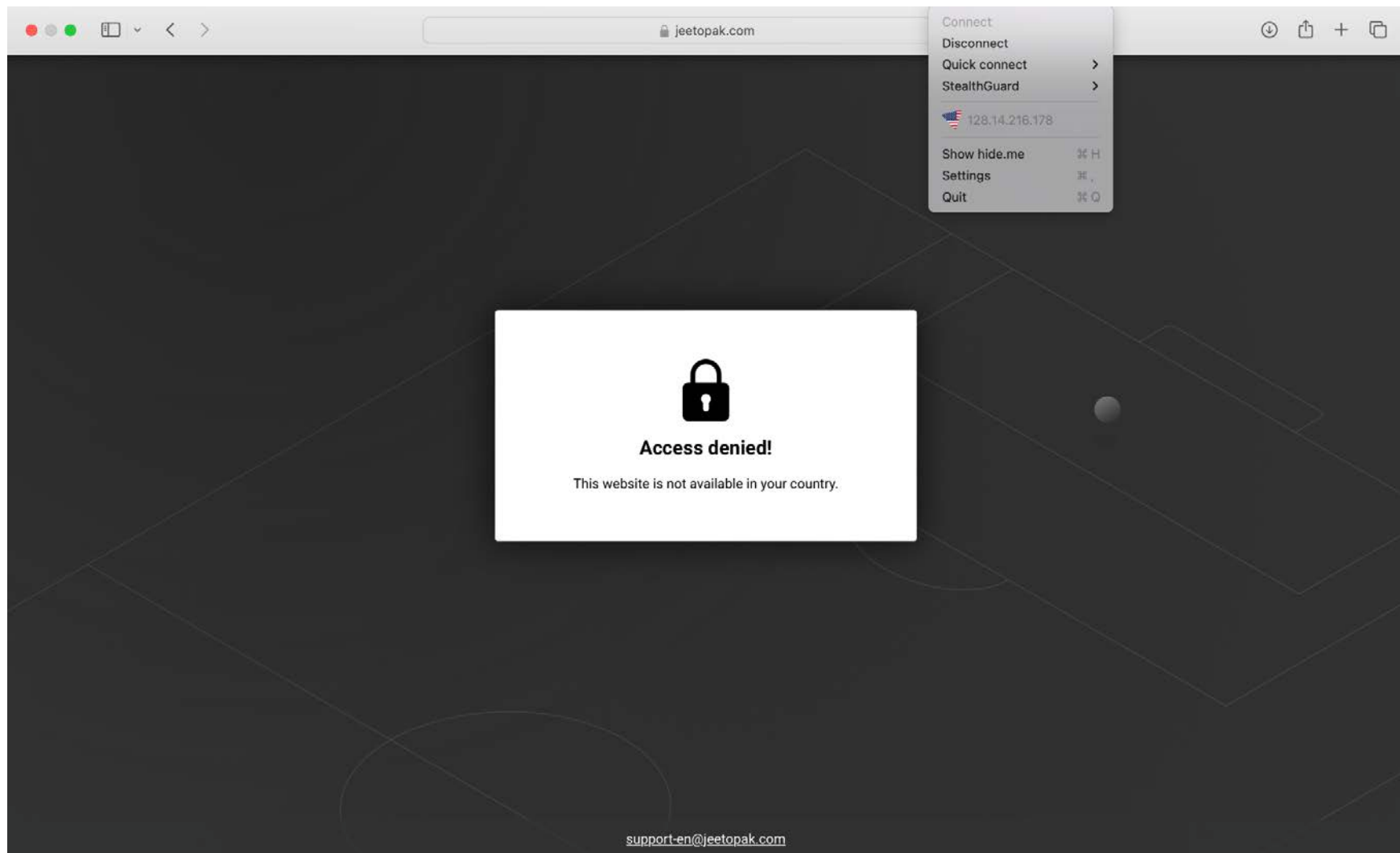
Jeetopak caters to individuals aged 18 and above, offering an engaging and responsible gaming experience. This comprehensive marketing plan outlines strategies to build brand resonance, captivate the target audience, and boost sales through innovative and ethically-driven initiatives.

10.3.2. Target Audience:

- Demographics: Primarily adults aged 18 and older, with a focus on the 22-35 age group.
- Geographics: India, Indonesia, Canada (except Ontario), Finland.
- Geoblock: USA, France, The Netherlands, The Dutch Caribbean Island: Curacao, Aruba, Bonaire, St. Martin, St. Eustatius, and Saba.







- Psychographics: Attracting tech-savvy enthusiasts, gaming aficionados, and those valuing a commitment to responsible gaming principles.

10.3.3. Marketing Strategies:

a. Brand Elevation:

- Craft a compelling brand narrative emphasizing QuantumPlay Connect's commitment to reshaping the gaming landscape through innovation, excitement, and responsible gaming.
- Position QuantumPlay Connect as a hub for groundbreaking technology, diverse gaming experiences, and a thriving global gaming community.

b. Digital Realm Mastery:

- Enhance the website for an intuitive user experience, ensuring seamless navigation across diverse platforms.
- Leverage social media platforms for targeted advertising, captivating content distribution, and community-building initiatives.

c. Content Odyssey:

- Implement a content strategy with engaging blog posts, interactive tutorials, and exclusive insights from developers to foster community and sustained player engagement.
- Forge partnerships with gaming influencers and content creators to amplify QuantumPlay Connect's reach.

d. Responsible Gaming Advocacy:

- Integrate responsible gaming messages seamlessly within marketing materials and gaming interfaces.
- Incorporate features like session duration reminders, spending limits, and voluntary self-exclusion tools to empower players.

10.3.4. Sales Journey:

a. Launch Excitement:

- Introduce captivating launch promotions and exclusive bonuses to attract early adopters.
- Employ strategically timed limited-time offers to create urgency and anticipation.

b. Strategic Alliances:

- Establish strategic alliances with gaming affiliates, influencers, and synergistic brands to enhance visibility and broaden the audience.

- Launch an enticing affiliate program to motivate third-party promotion.

c. Data-Driven Refinement:

- Use analytics tools to gain insights into player behavior, preferences, and the effectiveness of acquisition channels.
- Implement data-driven optimizations in marketing strategies, targeting precision, and overall user experience.

d. Customer Harmony:

- Deploy an agile Customer Relationship Management (CRM) system to personalize communications, promotions, and offers based on individual player preferences.
- Utilize targeted email marketing campaigns for personalized promotions and real-time updates.

10.3.5. Evaluation Metrics:

- Continuously monitor key metrics, including customer acquisition cost, conversion rates, player lifetime value, and overall customer satisfaction.
- Conduct periodic reviews and make agile adjustments based on performance analytics.

10.4. PROJECT EXPENDITURES

The following types of costs were identified in this project:

- fixed costs;
- variable costs.

Fixed Costs

Staffing and salary

As outlined in the staffing table, the anticipated workforce comprises 6 individuals, each operating on a standard workload. The average salary for these roles is established at 1,760 euros per month. Compensation for all employees will adhere to a time-based payment structure. Furthermore, future initiatives include the establishment of a financial incentive system, encompassing bonuses and other reward mechanisms.

Table 8. Staffing Table with Salaries, Euro

№	Position	Number of people	Salary	Total per month
1	Director	1	2 400	2 400
2	Site developer	1	1 700	1 700
3	Designer	1	1 700	1 700
4	Advertising specialist	1	1 600	1 600
5	Employee	2	1 400	2 800
	Total	6		10 200

An additional 5 staff members will be hired for every 6,000 new clients. The associated cost of additional personnel is reflected in the variable costs.

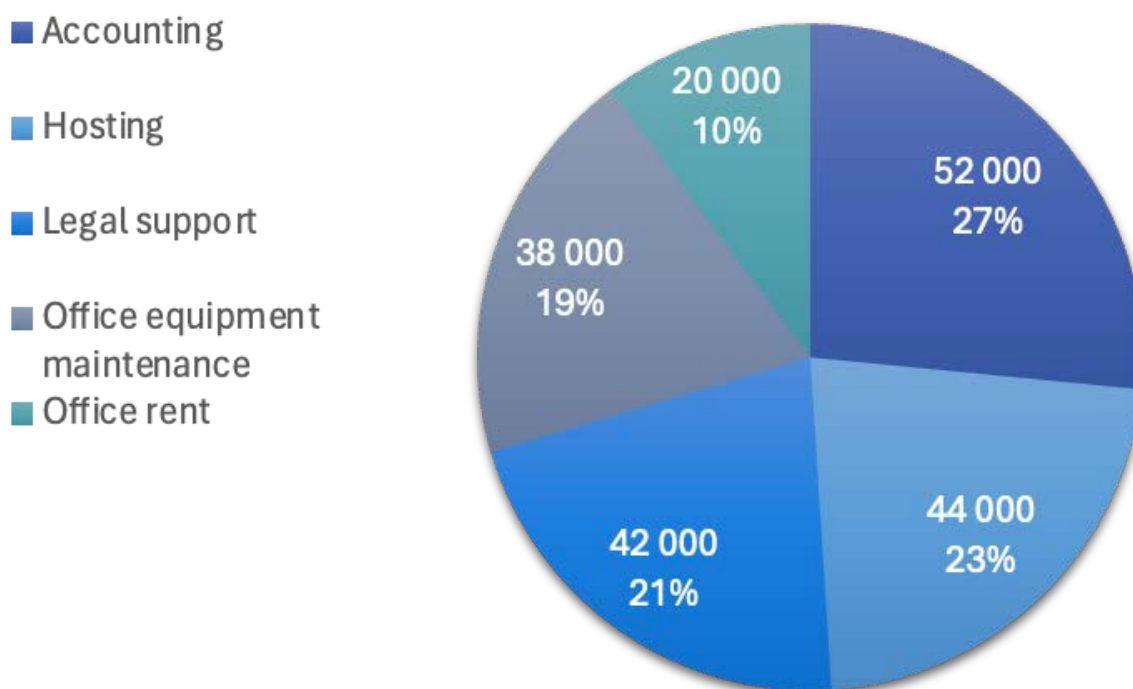
Other current (fixed) expenses

In calculating the financial indicators of this project, current fixed costs, averaging 16.3 thousand euros per month, have been considered. A comprehensive breakdown of the ongoing fixed costs is detailed in the table below.

Table 9. Fixed Costs, Euro

№	Item of expense	Total per year
1	Accounting	52 000
2	Office equipment maintenance	38 000
3	Hosting	44 000
3	Office rent	20 000
4	Legal support	42 000
	Total	196 000

Diagram 11. Structure of Fixed Costs



Variable Costs

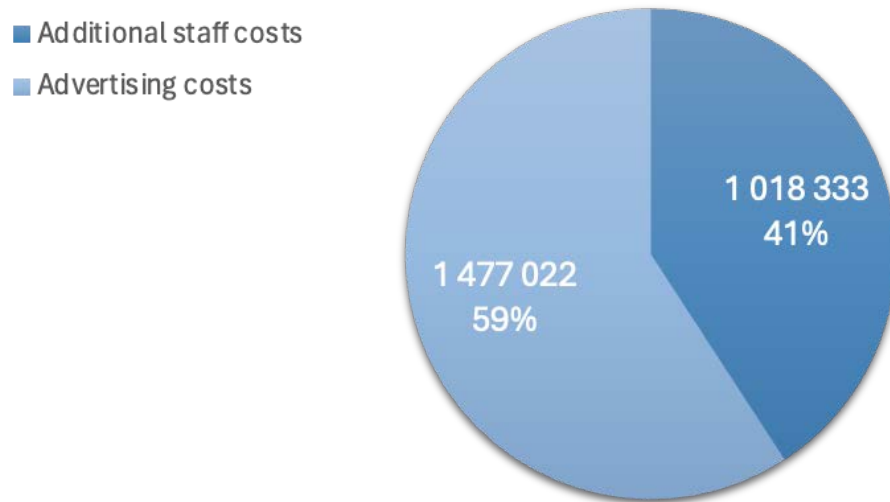
Direct production costs

A complete list of current variable costs is presented in the table below.

Table 10. Variable Costs, Euro

№	Item of expense	Per unit, total	Calculation base
1	Advertising costs	20	for 1 client
2	Additional staff costs	1 567	for 1 person

Diagram 12. Structure of Variable Costs



Taxes

Taxes of the company as a tax subject

Within the framework of this project, the following types of taxes are considered:

Profit tax at a rate of 22.0%.

The total amount of accrued and paid taxes for the project period will be 352.5 thousand euros, including:

Profit tax – 352.5 thousand euros.

10.5. FINANCIAL STRATEGY

Attraction of Investment Resources Conditions

Financial Resource Requirements and Financing Structure

The financial resource requirement for the project is 232.7 thousand euros.

The financing of this project is planned to be carried out through investment from an external investor. The investor's capital contribution will amount to 232.7 thousand euros (100%).

Conditions for Reimbursement of Investor Funds:

35% of the net profit will be allocated to reimburse the investor's funds within three years from the project's launch date, starting from the month when the accumulated profit becomes positive (from the 8th month of the project).

The total amount of payments to the investor over the project's duration is projected to be 437.5 thousand euros.

Cash Flow Plan Indicators

The cash flow plan encompasses three main components:

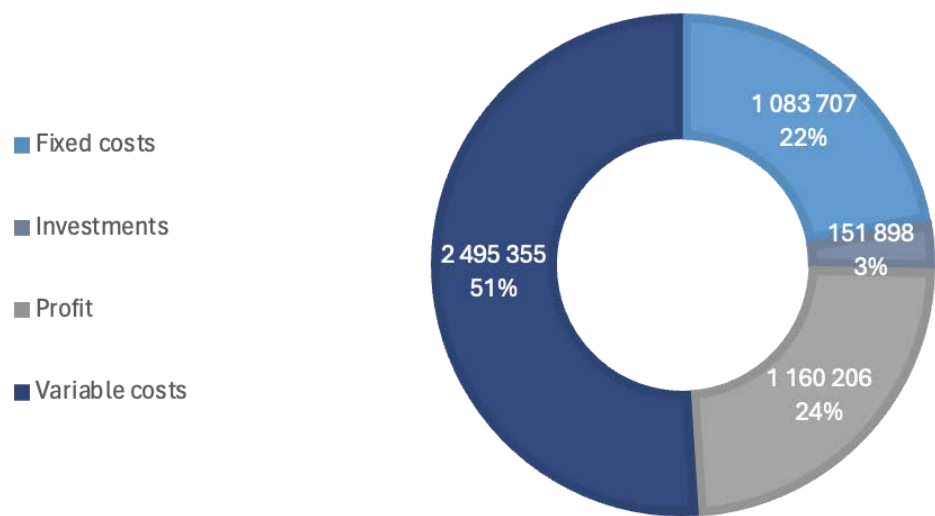
1. Investment Activities:

- The balance of the investment cash flow for the project is the sum of all long-term financial investments (investment budget), excluding working capital, amounting to 151.9 thousand euros.

2. Operating Activities:

- Positive cash flows from operating activities are generated by sales proceeds, while negative cash flows result from the company's operating costs.
- The total proceeds for the project period reach 5,091.8 thousand euros, and the negative cash flow amounts to 3,850.6 thousand euros.
- It is expected that the operating balance at the end of the project will amount to 1,241.2 thousand euros (EUR).

Diagram 13. Distribution Structure of Sales Proceeds to Costs and Profit



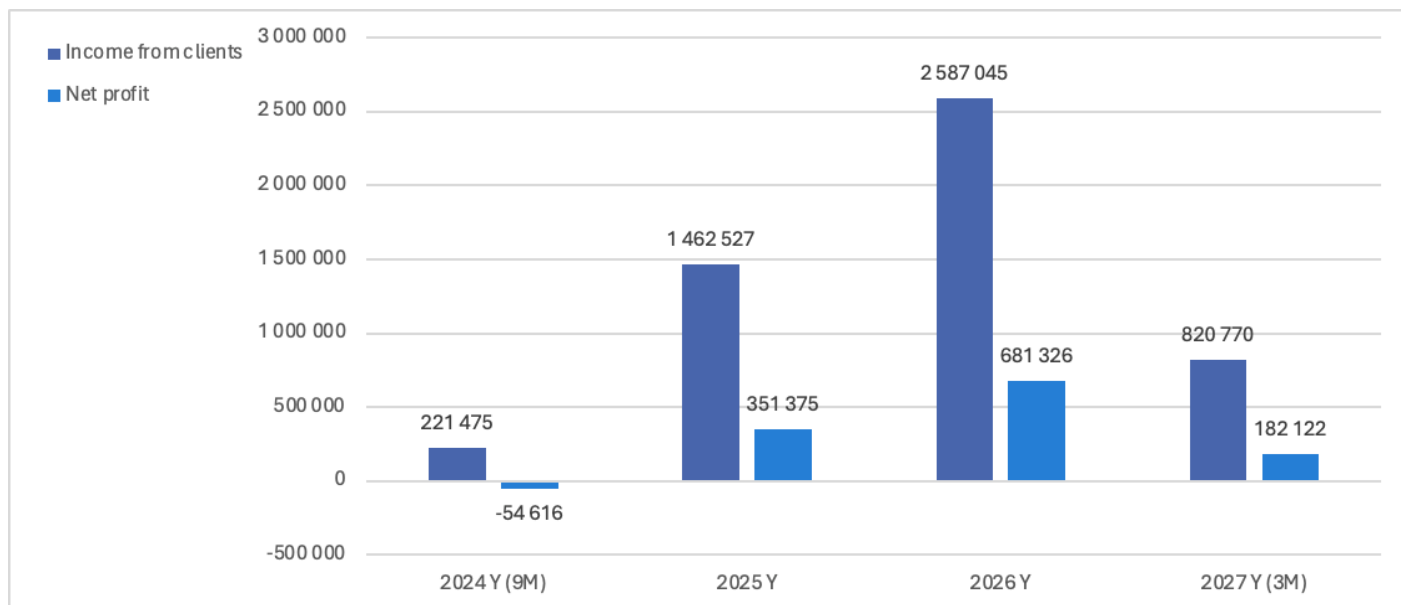
Profit and Loss Plan Metrics

The project is projected to generate total revenues of 5,091.8 thousand euros over its duration, with direct costs totaling 2,964.7 thousand euros. Consequently, the gross profit is estimated at 2,046.1 thousand euros.

Fixed costs for the project period are anticipated to amount to 533.0 thousand euros. This leads to a profit before tax of 1,512.8 thousand euros. Considering the income tax rate of 22.0% on the taxable base, the estimated income tax is 352.5 thousand euros.

The net profit, factoring in the depreciation write-off of the entire investment cost, is projected to be 1,160.2 thousand euros. Further details of the profit and loss plan are outlined below.

Diagram 14. Dynamics of income and net profit in Euros



Financial Performance Assessment

The project has a calculation horizon of 36 months (3 years), with an investment period lasting 4 months (0.3 years) until the project launch. The working period, post-launch, spans 32 months (2.7 years).

Financial indicators were calculated using a discount rate. Over the entire project implementation, total sales proceeds are projected to reach 5,091.8 thousand euros. The total cost for the project period is estimated at 3,931.6 thousand euros.

The average monthly net operating income is anticipated to be 38,9 thousand euros.

Upon completion of the project, the net profit is expected to reach 1,160.2 thousand euros.

Table 11. Financial and Investment Indicators

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	151 898
Sum of proceeds (SP), EUR	5 091 817
Net average operational receipts per month (NAOR), EUR	38 940
Net profit for the project period, EUR	1 160 206
Average profitability for the project period (net profit to proceeds	22,79%
Discounting rate (DR), %	19,00%
Net present value (NPV), EUR	636 760
Average Rate of Return of investments (ARR)	178,43%
Return on investment (ROI)	664%
Profitability index (PI)	4,2
Internal rate of return (IRR)	125,99%
Pay back period of the project in whole (PBP), incl. financing scheme	16 months
	1,3 years

SWOT Analysis

Table 12. SWOT Analysis

