



ONLINE
CASINO
NAJAHBET
POINDER B.V.

Business plan

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PROJECT OVERVIEW

1.1 PROJECT BRIEF

The website, najahbet.com, is currently under construction. The venture aims to establish a company offering technologically enhanced online games designed to attract players. The founders draw on their experience from working on seven previously established casinos to develop a new gaming platform.

As a security measure, in the event of the online casino's closure due to internal or other objective reasons, the security payment is refunded to the casino owners. However, this fund must remain untouched during the casino's operation, serving as a deposit in case of winning the jackpot. This approach ensures that potential losses are kept to a minimum.

Welcome to Najahbet, where the thrill of online entertainment meets responsible gaming. We've embarked on a mission to revolutionize the way people experience the excitement of gaming, all while fostering a culture of responsible and mindful play.

Vision:

Najahbet envisions a world where online gaming is not just an exhilarating pastime but also a source of positive engagement, responsible entertainment, and community connection. We aim to lead the industry in delivering an immersive, innovative, and secure gaming environment.

Mission:

Our mission at Najahbet is driven by a commitment to:

- **Elevated Experience:** Continuously raising the bar for online gaming by providing a diverse portfolio of captivating games that cater to various preferences and play styles.
- **Responsible Gaming:** Advocating and implementing responsible gaming practices, including self-help tools, educational resources, and collaboration with responsible gaming organizations to promote a healthy gaming lifestyle.
- **Integrity and Transparency:** Upholding the highest standards of integrity and transparency, ensuring our players have complete trust in the fairness of our games and the security of their gaming experience.
- **Innovation Hub:** Serving as an innovation hub within the industry, constantly exploring new technologies and gaming concepts to bring fresh and exciting experiences to our players.

Goals:

- **Customer-Centric Focus:** Putting our players first by prioritizing customer satisfaction through responsive support, personalized experiences, and a commitment to continuously improving our services based on player feedback.
- **Global Accessibility:** Expanding our reach to new markets, cultures, and demographics to make the thrill of PlayQuest Gaming accessible to players worldwide.
- **Industry Leadership:** Striving to be at the forefront of the online gaming industry, setting standards for excellence, responsible gaming, and technological innovation.
- **Social Responsibility:** Contributing to the broader community by actively engaging in social responsibility initiatives, charitable partnerships, and advocating for sustainable gaming practices.

Regulatory authority: Gaming Curacao.



The domain is najahbet.com, held and operated by a Curacao company Poinder B.V.

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

Safenames International Domain Portal

Home | WHOIS | Help | Logout

Account Domain Management SSL Search & Order Support Resources

Account: POINDER 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 "najahbet.com")

1 - 1 of 1 items

☐ Bulk Actions ☐ Views ☐ Groups ☐ Show Search ☐ Show 10, 50, 250, 500 items | Filter najahbet.com

Domain Name ▲	TLD	Account / Sub Account	Registration Term	Registered Date	Renewal Date	Invoice Info
☐ najahbet.com	com	POINDER B.V.	1 yr	09.10.2023	09.10.2024	View (1) Invoices ▼

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

Site Map More Resources Global Domain Search

Account Support Find

1.2 GAMES LIST

Main types of casino games:

- Type 1 refers to games of chance played against the house, where the outcome is determined by a random generator. This category includes various casino-type games such as roulette, blackjack, baccarat, poker played against the house, lotteries, secondary lotteries, and virtual sports games.
- Type 2 comprises games of chance played against the house, where the outcome is not generated randomly. Instead, it is determined by the result of an external event or competition unrelated to chance. In this category, the operator manages their risk by adjusting the odds offered to the player.
- Type 3 encompasses games of chance not played against the house, where the operator isn't exposed to gaming risk. Instead, revenue is generated through commissions or charges based on the stakes or prizes. This category includes player versus player games like poker, bingo, betting exchange, and other commission-based games.
- Type 4 refers to controlled skill games.

The Casino presented:

- Type 1: roulette, blackjack, baccarat, poker played against the house, lotteries;
- Type 3: poker (player versus player).

1.3 PROJECT METRICS

The economic viability of the project has been affirmed through the calculation of traditional financial indicators commonly employed in project analysis.

Table 1. Indexes of the project

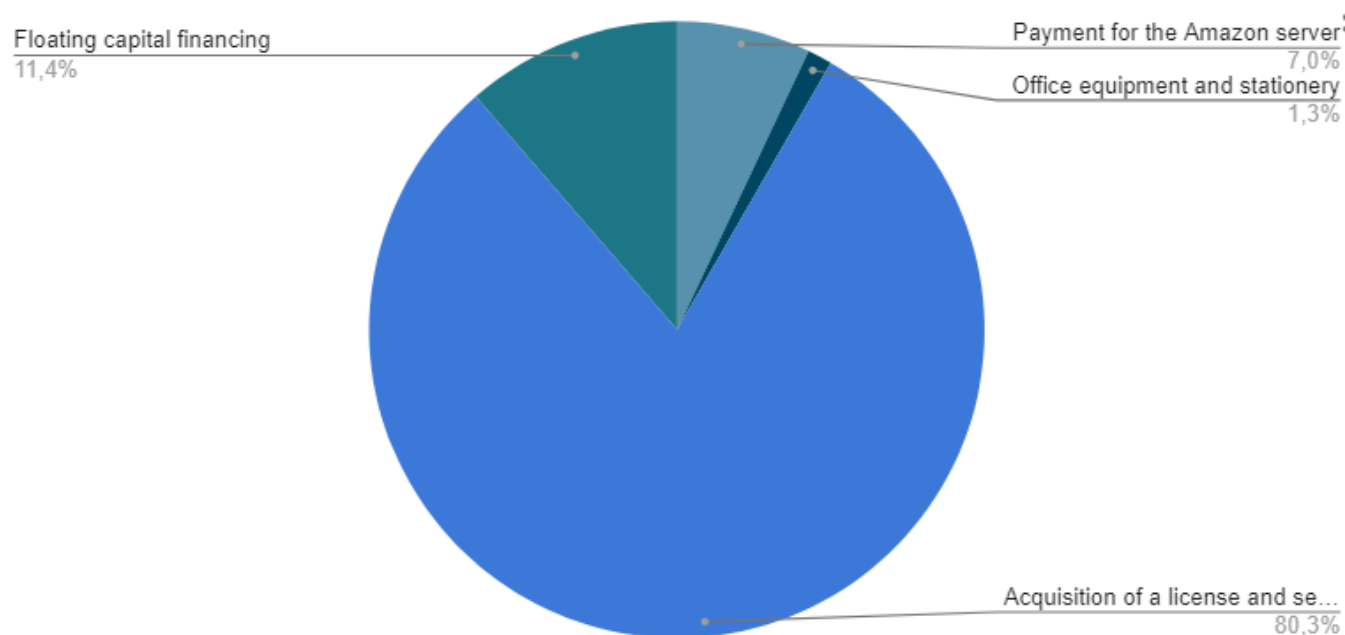
Name of the index	Value of the index
Calculation period of the project, year	4,0
Laid-down capital (LDC), EUR	185 000
Sum of proceeds (SP), incl. VAT, EUR	39 608 333
Net average operational receipts per month (NAOR), EUR	571 587
Average demand balance per month (ADB), EUR	6 089 992
Net profit for the project period, EUR	27 436 173
Average profitability for the project period (net profit to proceeds	69,3%
Discounting rate (DR), %	19,4%
Net present value (NPV), EUR	16 829 271
Average Rate of Return of investments (ARR)	3707,6%
Return on investment (ROI)	14830,4%
Profitability index (PI)	105,63
Internal rate of return (IRR)	1903,8%
Modified internal rate of return (MIRR)	16,7%
Pay back period of the project in whole (PBP), incl. financing scheme	8 months
	0,7 years

2 FINANCIAL SYNOPSIS

2.1 INVESTMENT BLUEPRINT ILLUSTRATING INVESTMENT TYPES, ANTICIPATED COSTS, CLARIFICATION OF CONTRIBUTORS, AND FUNDING SOURCES

Type of initial investments - funds provided directly by the Ultimate Beneficial Owner.
Upon launch - profits generated directly from operations.

Diagram 1. Investments structure, K euros



The project's financing is slated to be covered by the investor. A planned strategy involves allocating 35% of the net profit for the reimbursement of investor funds. This reimbursement process is scheduled over three years from the project's launch, commencing from the 10th month when the accumulated profit for the current month surpasses zero. The total payments to the investor throughout the project period are projected to amount to 4,976 thousand euros.

2.2 FINANCIAL PROJECTIONS FOR THE FIRST, SECOND, AND THIRD YEARS

Table 2. Cash flow for the first year, euros

<i>EUR</i>	Total for 4 years	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
Month of the project		1	2	3	4	5	6	7	8	9	10	11	12
Cash flow - INVESTING	-164 000	-148 600	0	0	-15 400	0	0	0	0	0	0	0	0
Acquisition of a license and security payment	-148 600	-148 600	0	0	0	0	0	0	0	0	0	0	0
Payment for the Amazon server	-13 000	0	0	0	-13 000	0	0	0	0	0	0	0	0
Office equipment and stationery	-2 400	0	0	0	-2 400	0	0	0	0	0	0	0	0
Cash flow - OPERATING	27 600 173	0	0	0	0	-21 000	19 000	59 000	99 000	111 490	135 880	167 480	199 080
Proceeds	39 608 333	0	0	0	0	40 000	80 000	120 000	160 000	200 000	240 000	280 000	320 000
Income from clients	39 600 000	0	0	0	0	40 000	80 000	120 000	160 000	200 000	240 000	280 000	320 000
Expenses total	-12 008 160	0	0	0	0	-61 000	-61 000	-61 000	-61 000	-88 510	-104 120	-112 520	-120 920
Direct costs	-3 671 000	0	0	0	0	-40 000	-40 000	-40 000	-40 000	-40 000	-47 000	-47 000	-47 000
Advertising costs	-1 760 000	0	0	0	0	-40 000	-40 000	-40 000	-40 000	-40 000	-40 000	-40 000	-40 000
Additional staff costs	-1 911 000	0	0	0	0	0	0	0	0	0	-7 000	-7 000	-7 000
Indirect costs	-1 044 000	0	0	0	0	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000
Salary	-440 000	0	0	0	0	-10 000	-10 000	-10 000	-10 000	-10 000	-10 000	-10 000	-10 000
Accounting	-176 000	0	0	0	0	-4 000	-4 000	-4 000	-4 000	-4 000	-4 000	-4 000	-4 000
Office equipment maintenance	-110 000	0	0	0	0	-2 500	-2 500	-2 500	-2 500	-2 500	-2 500	-2 500	-2 500
Hosting	-120 000	0	0	0	0	0	0	0	0	0	0	0	0
Office rent	-66 000	0	0	0	0	-1 500	-1 500	-1 500	-1 500	-1 500	-1 500	-1 500	-1 500
Legal support	-132 000	0	0	0	0	-3 000	-3 000	-3 000	-3 000	-3 000	-3 000	-3 000	-3 000
Taxes	-7 293 160	0	0	0	0	0	0	0	0	-27 510	-36 120	-44 520	-52 920
Profit tax	-7 293 160	0	0	0	0	0	0	0	0	-27 510	-36 120	-44 520	-52 920
Cash flow - FINANCING	-4 791 298	148 600	0	0	15 400	21 000	0	0	0	-39 022	-47 558	-58 618	-69 678
Co-investor's investment	185 000	148 600	0	0	15 400	21 000	0	0	0	0	0	0	0
Refunds to co-investor	-4 976 298	0	0	0	0	0	0	0	0	-39 022	-47 558	-58 618	-69 678
CASH FLOW OF THE PROJECT	22 644 876	0	0	0	0	0	19 000	59 000	99 000	72 469	88 322	108 862	129 402
progressive total (cash balance)	22 644 876	0	0	0	0	0	19 000	78 000	177 000	249 469	337 791	446 653	576 055

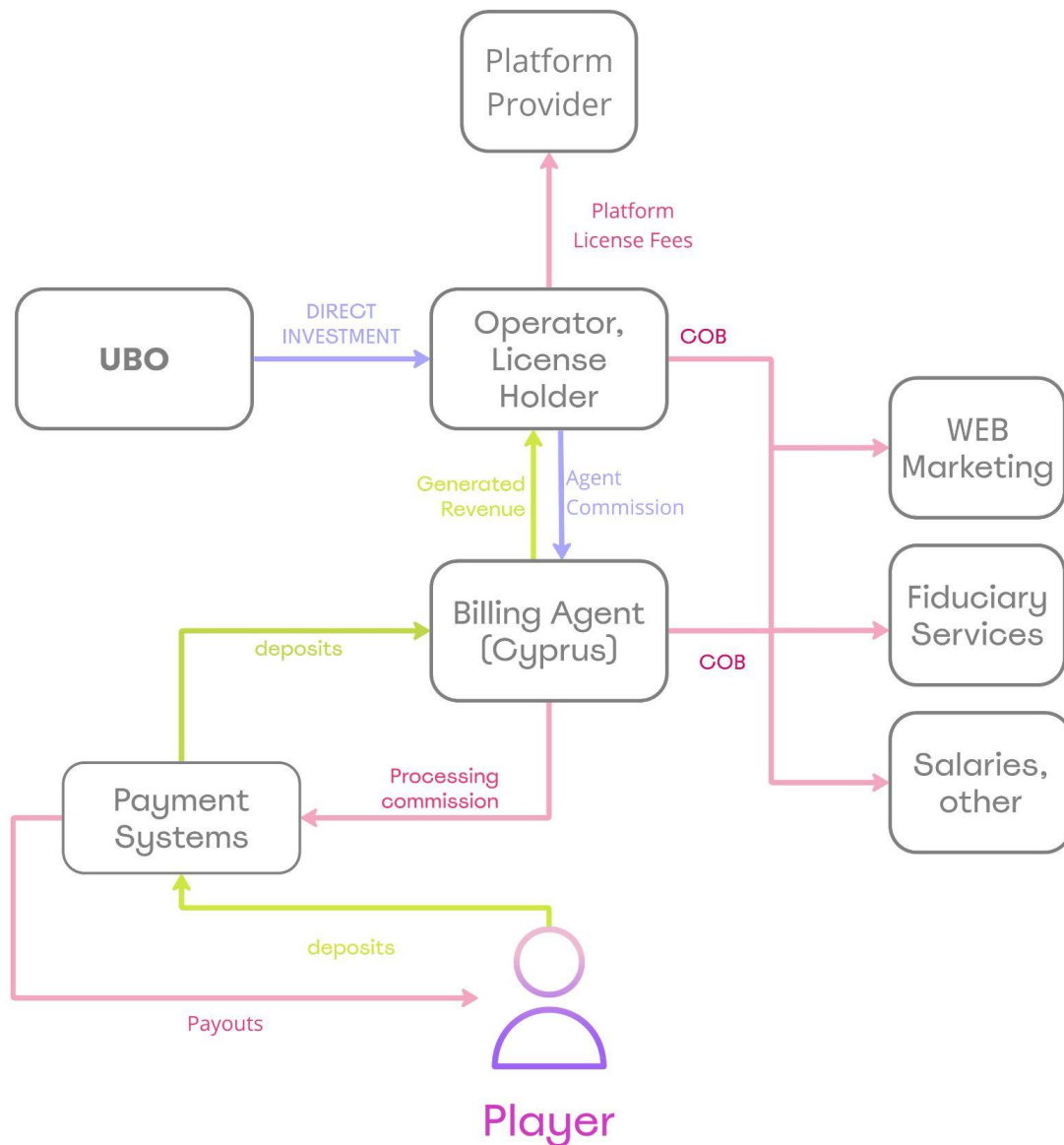
Table 3. Cash flow for the second year, euros

<i>EUR</i>	Total for 4 years	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25
Month of the project		13	14	15	16	17	18	19	20	21	22	23	24
Cash flow - INVESTING	-164 000	0	0	0	0	0	0	0	0	0	0	0	0
Acquisition of a license and security payment	-148 600	0	0	0	0	0	0	0	0	0	0	0	0
Payment for the Amazon server	-13 000	0	0	0	0	0	0	0	0	0	0	0	0
Office equipment and stationery	-2 400	0	0	0	0	0	0	0	0	0	0	0	0
Cash flow - OPERATING	27 600 173	225 150	225 150	288 350	314 420	352 603	377 620	403 690	435 290	466 890	492 960	524 560	556 160
Proceeds	39 608 333	360 000	400 000	440 000	480 000	528 333	560 000	600 000	640 000	680 000	720 000	760 000	800 000
Income from clients	39 600 000	360 000	400 000	440 000	480 000	520 000	560 000	600 000	640 000	680 000	720 000	760 000	800 000
Expenses total	-12 008 160	-134 850	-174 850	-151 650	-165 580	-175 730	-182 380	-196 310	-204 710	-213 110	-227 040	-235 440	-243 840
Direct costs	-3 671 000	-54 000	-54 000	-54 000	-61 000	-61 000	-61 000	-68 000	-68 000	-68 000	-75 000	-75 000	-75 000
Advertising costs	-1 760 000	-40 000	-40 000	-40 000	-40 000	-40 000	-40 000	-40 000	-40 000	-40 000	-40 000	-40 000	-40 000
Additional staff costs	-1 911 000	-14 000	-14 000	-14 000	-21 000	-21 000	-21 000	-28 000	-28 000	-28 000	-35 000	-35 000	-35 000
Indirect costs	-1 044 000	-21 000	-61 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000
Salary	-440 000	-10 000	-10 000	-10 000	-10 000	-10 000	-10 000	-10 000	-10 000	-10 000	-10 000	-10 000	-10 000
Accounting	-176 000	-4 000	-4 000	-4 000	-4 000	-4 000	-4 000	-4 000	-4 000	-4 000	-4 000	-4 000	-4 000
Office equipment maintenance	-110 000	-2 500	-2 500	-2 500	-2 500	-2 500	-2 500	-2 500	-2 500	-2 500	-2 500	-2 500	-2 500
Hosting	-120 000	0	-40 000	0	0	0	0	0	0	0	0	0	0
Office rent	-66 000	-1 500	-1 500	-1 500	-1 500	-1 500	-1 500	-1 500	-1 500	-1 500	-1 500	-1 500	-1 500
Legal support	-132 000	-3 000	-3 000	-3 000	-3 000	-3 000	-3 000	-3 000	-3 000	-3 000	-3 000	-3 000	-3 000
Taxes	-7 293 160	-59 850	-59 850	-76 650	-83 580	-93 730	-100 380	-107 310	-115 710	-124 110	-131 040	-139 440	-147 840
Profit tax	-7 293 160	-59 850	-59 850	-76 650	-83 580	-93 730	-100 380	-107 310	-115 710	-124 110	-131 040	-139 440	-147 840
Cash flow - FINANCING	-4 791 298	-78 803	-78 803	-100 923	-110 047	-123 411	-132 167	-141 292	-152 352	-163 412	-172 536	-183 596	-194 656
Co-investor's investment	185 000	0	0	0	0	0	0	0	0	0	0	0	0
Refunds to co-investor	-4 976 298	-78 803	-78 803	-100 923	-110 047	-123 411	-132 167	-141 292	-152 352	-163 412	-172 536	-183 596	-194 656
CASH FLOW OF THE PROJECT	22 644 876	146 348	146 348	187 428	204 373	229 192	245 453	262 399	282 939	303 479	320 424	340 964	361 504
progressive total (cash balance)	22 644 876	722 402	868 750	1 056 177	1 260 550	1 489 742	1 735 195	1 997 594	2 280 532	2 584 011	2 904 435	3 245 399	3 606 903

Table 4. Cash flow for the third year, euros

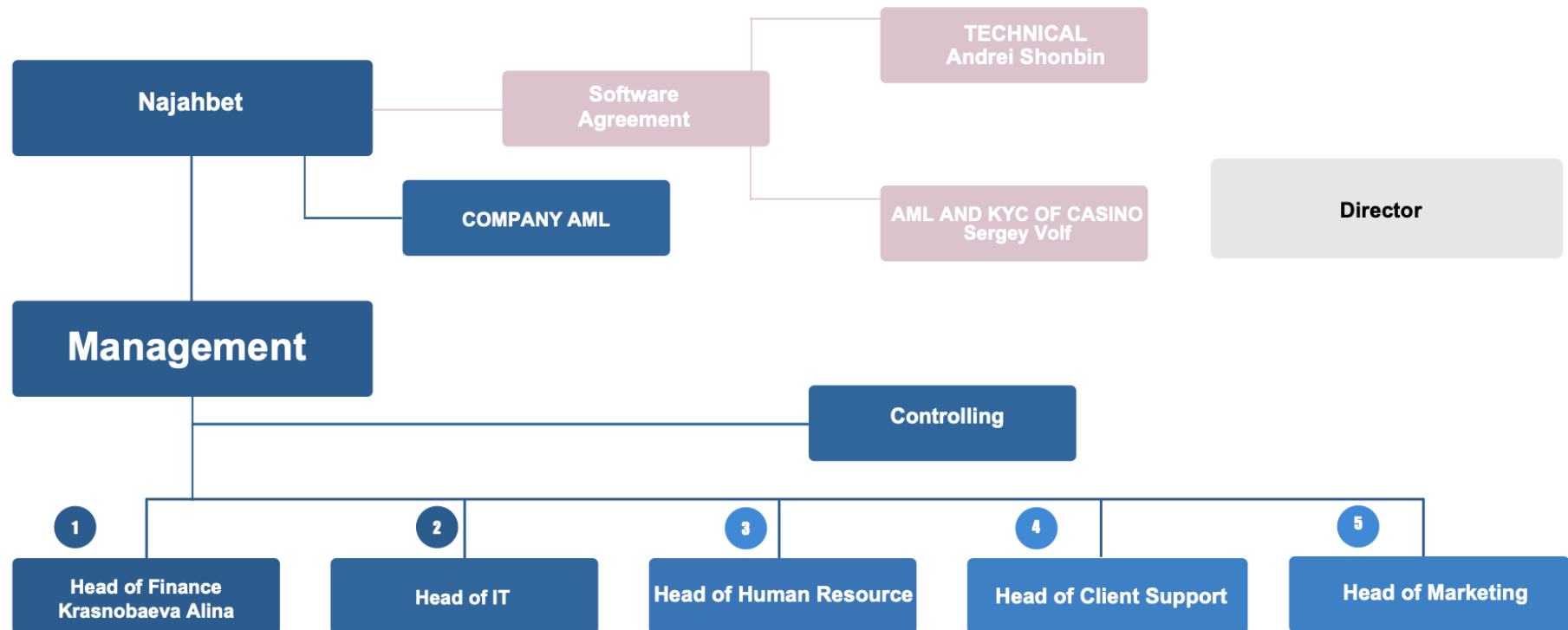
<i>EUR</i>	Total for 4 years	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
Month of the project		25	26	27	28	29	30	31	32	33	34	35	36
Cash flow - INVESTING	-164 000	0	0	0	0	0	0	0	0	0	0	0	0
Acquisition of a license and security payment	-148 600	0	0	0	0	0	0	0	0	0	0	0	0
Payment for the Amazon server	-13 000	0	0	0	0	0	0	0	0	0	0	0	0
Office equipment and stationery	-2 400	0	0	0	0	0	0	0	0	0	0	0	0
Cash flow - OPERATING	27 600 173	582 230	582 230	645 430	671 500	703 100	734 700	760 770	792 370	823 970	850 040	881 640	913 240
Proceeds	39 608 333	840 000	880 000	920 000	960 000	1 000 000	1 040 000	1 080 000	1 120 000	1 160 000	1 200 000	1 240 000	1 280 000
Income from clients	39 600 000	840 000	880 000	920 000	960 000	1 000 000	1 040 000	1 080 000	1 120 000	1 160 000	1 200 000	1 240 000	1 280 000
Expenses total	-12 008 160	-257 770	-297 770	-274 570	-288 500	-296 900	-305 300	-319 230	-327 630	-336 030	-349 960	-358 360	-366 760
Direct costs	-3 671 000	-82 000	-82 000	-82 000	-89 000	-89 000	-89 000	-96 000	-96 000	-96 000	-103 000	-103 000	-103 000
<i>Advertising costs</i>	<i>-1 760 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>
<i>Additional staff costs</i>	<i>-1 911 000</i>	<i>-42 000</i>	<i>-42 000</i>	<i>-42 000</i>	<i>-49 000</i>	<i>-49 000</i>	<i>-49 000</i>	<i>-56 000</i>	<i>-56 000</i>	<i>-56 000</i>	<i>-63 000</i>	<i>-63 000</i>	<i>-63 000</i>
Indirect costs	-1 044 000	-21 000	-61 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000	-21 000
<i>Salary</i>	<i>-440 000</i>	<i>-10 000</i>	<i>-10 000</i>	<i>-10 000</i>	<i>-10 000</i>	<i>-10 000</i>	<i>-10 000</i>	<i>-10 000</i>	<i>-10 000</i>	<i>-10 000</i>	<i>-10 000</i>	<i>-10 000</i>	<i>-10 000</i>
<i>Accounting</i>	<i>-176 000</i>	<i>-4 000</i>	<i>-4 000</i>	<i>-4 000</i>	<i>-4 000</i>	<i>-4 000</i>	<i>-4 000</i>	<i>-4 000</i>	<i>-4 000</i>	<i>-4 000</i>	<i>-4 000</i>	<i>-4 000</i>	<i>-4 000</i>
<i>Office equipment maintenance</i>	<i>-110 000</i>	<i>-2 500</i>	<i>-2 500</i>	<i>-2 500</i>	<i>-2 500</i>	<i>-2 500</i>	<i>-2 500</i>	<i>-2 500</i>	<i>-2 500</i>	<i>-2 500</i>	<i>-2 500</i>	<i>-2 500</i>	<i>-2 500</i>
<i>Hosting</i>	<i>-120 000</i>	<i>0</i>	<i>-40 000</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Office rent</i>	<i>-66 000</i>	<i>-1 500</i>	<i>-1 500</i>	<i>-1 500</i>	<i>-1 500</i>	<i>-1 500</i>	<i>-1 500</i>	<i>-1 500</i>	<i>-1 500</i>	<i>-1 500</i>	<i>-1 500</i>	<i>-1 500</i>	<i>-1 500</i>
<i>Legal support</i>	<i>-132 000</i>	<i>-3 000</i>	<i>-3 000</i>	<i>-3 000</i>	<i>-3 000</i>	<i>-3 000</i>	<i>-3 000</i>	<i>-3 000</i>	<i>-3 000</i>	<i>-3 000</i>	<i>-3 000</i>	<i>-3 000</i>	<i>-3 000</i>
Taxes	-7 293 160	-154 770	-154 770	-171 570	-178 500	-186 900	-195 300	-202 230	-210 630	-219 030	-225 960	-234 360	-242 760
<i>Profit tax</i>	<i>-7 293 160</i>	<i>-154 770</i>	<i>-154 770</i>	<i>-171 570</i>	<i>-178 500</i>	<i>-186 900</i>	<i>-195 300</i>	<i>-202 230</i>	<i>-210 630</i>	<i>-219 030</i>	<i>-225 960</i>	<i>-234 360</i>	<i>-242 760</i>
Cash flow - FINANCING	-4 791 298	-203 781	-203 781	-225 901	-235 025	-246 085	-257 145	-266 270	-277 330	-288 390	-297 514	-308 574	-319 634
Co-investor's investment	185 000	0	0	0	0	0	0	0	0	0	0	0	0
Refunds to co-investor	-4 976 298	-203 781	-203 781	-225 901	-235 025	-246 085	-257 145	-266 270	-277 330	-288 390	-297 514	-308 574	-319 634
CASH FLOW OF THE PROJECT	22 644 876	378 450	378 450	419 530	436 475	457 015	477 555	494 501	515 041	535 581	552 526	573 066	593 606
progressive total (cash balance)	22 644 876	3 985 352	4 363 802	4 783 331	5 219 806	5 676 821	6 154 376	6 648 877	7 163 917	7 699 498	8 252 024	8 825 090	9 418 696

NajahBet Funds Flow

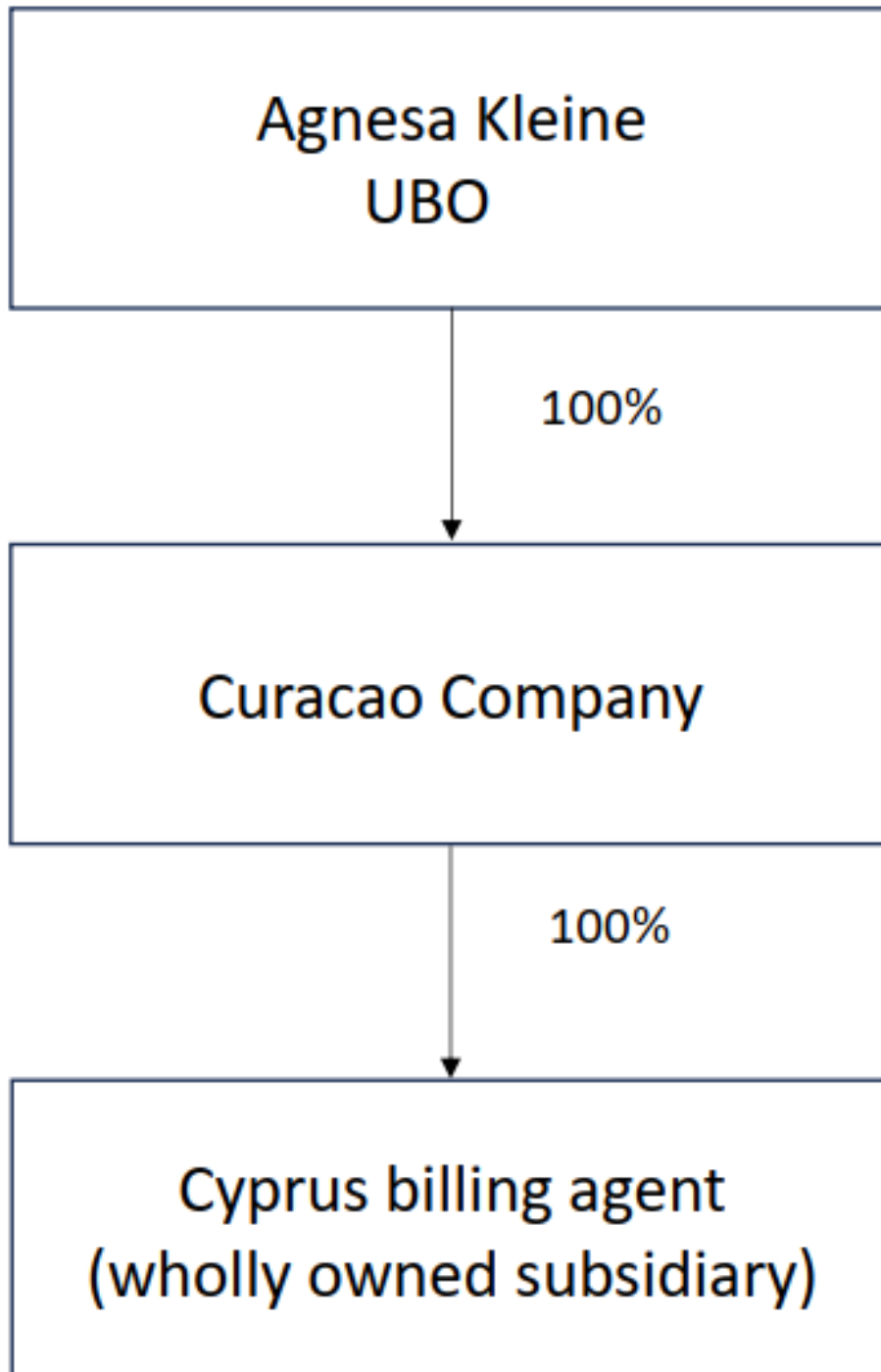


The cost of business for the project includes license fees to the Platform provider, Web-marketing, Service fees to employees and legal fees to fiduciary service providers.

Company control structure



Ownership structure



PRODUCTS AND SERVICES

1. Platform description

HIGHFLIER B.V., a company registered under the laws of Curacao under registration number 149996 (“HIGHFLIER”) has developed **the bet-b2b 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.

2. Platform specifications

2.1 General specifications

2.1.1 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 HIGHFLIER'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

2.1.2 Compatibility with related platforms

2.1.2.1 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.

2.1.2.2 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.

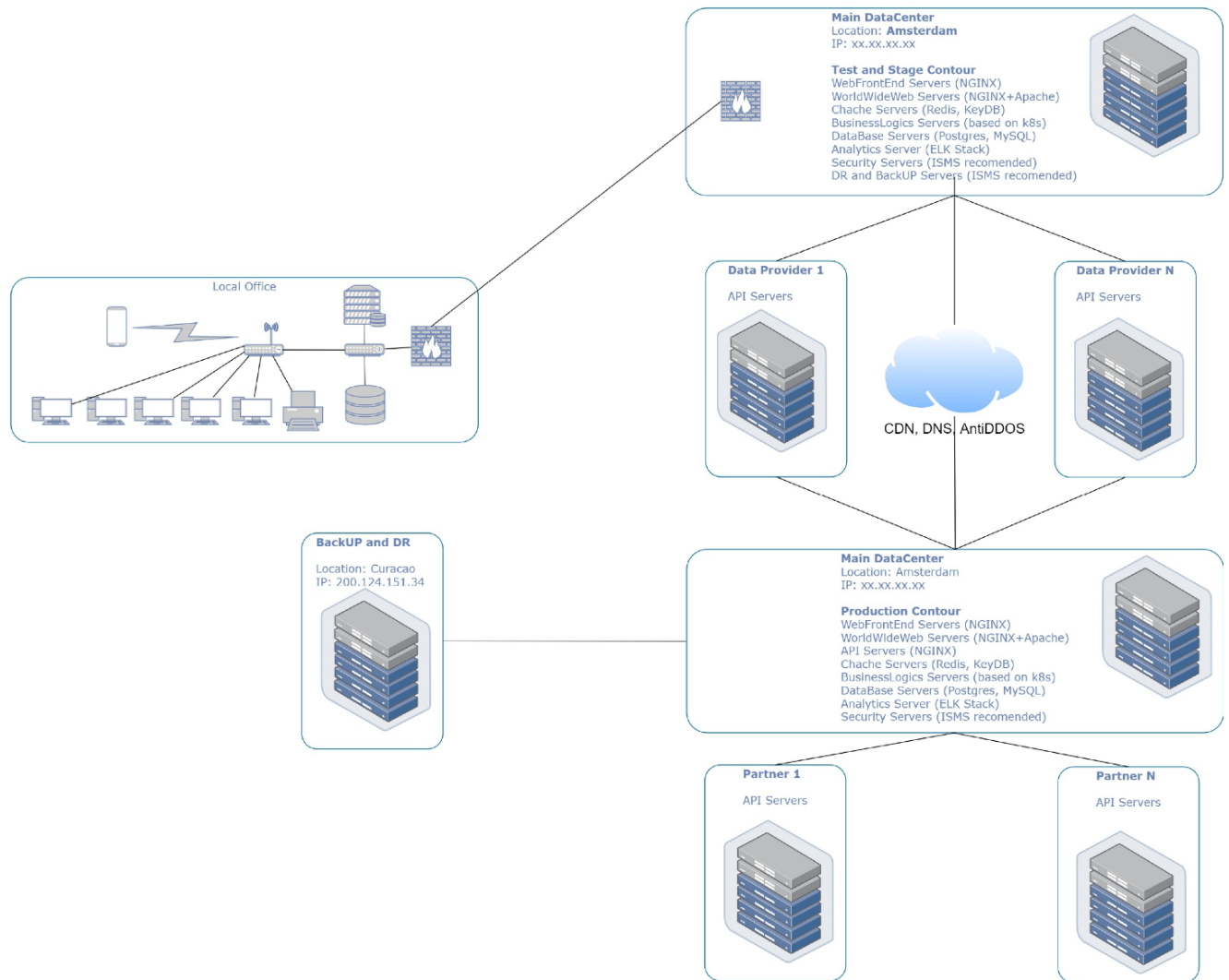
2.1.3 Ergonomic features

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

2.1.3.2 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.



REGISTRATIONS AND OPENING OF AN ACCOUNT

NAJAHBET

SPORTS

LIVE

GAMES

CASINO

LIVE CASINO

ESPORTS

PROMO

BINGO

MORE

Scratch card

Main account (EGP)
0

MAKE A DEPOSIT

11:35

EN

Nº:

1/5

Add email

Main account (EGP)
0

ACCOUNT

Deposit

Withdraw funds

Bet history

Transaction history

EXTRA

Casino VIP Cashback

Bonuses and gifts

Promotions

Customer Support

PROFILE

Personal profile

Security

Account settings

Responsible Gambling

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

01/12/2023

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

Egypt

Place of birth

Permanent registered address

Type of document

National identity card

SAVE

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NAJAHBET

About us

Terms and Conditions

BETTING

Sports

Multi-LIVE

GAMES

Casino

Games

STATISTICS

Statistics

Results

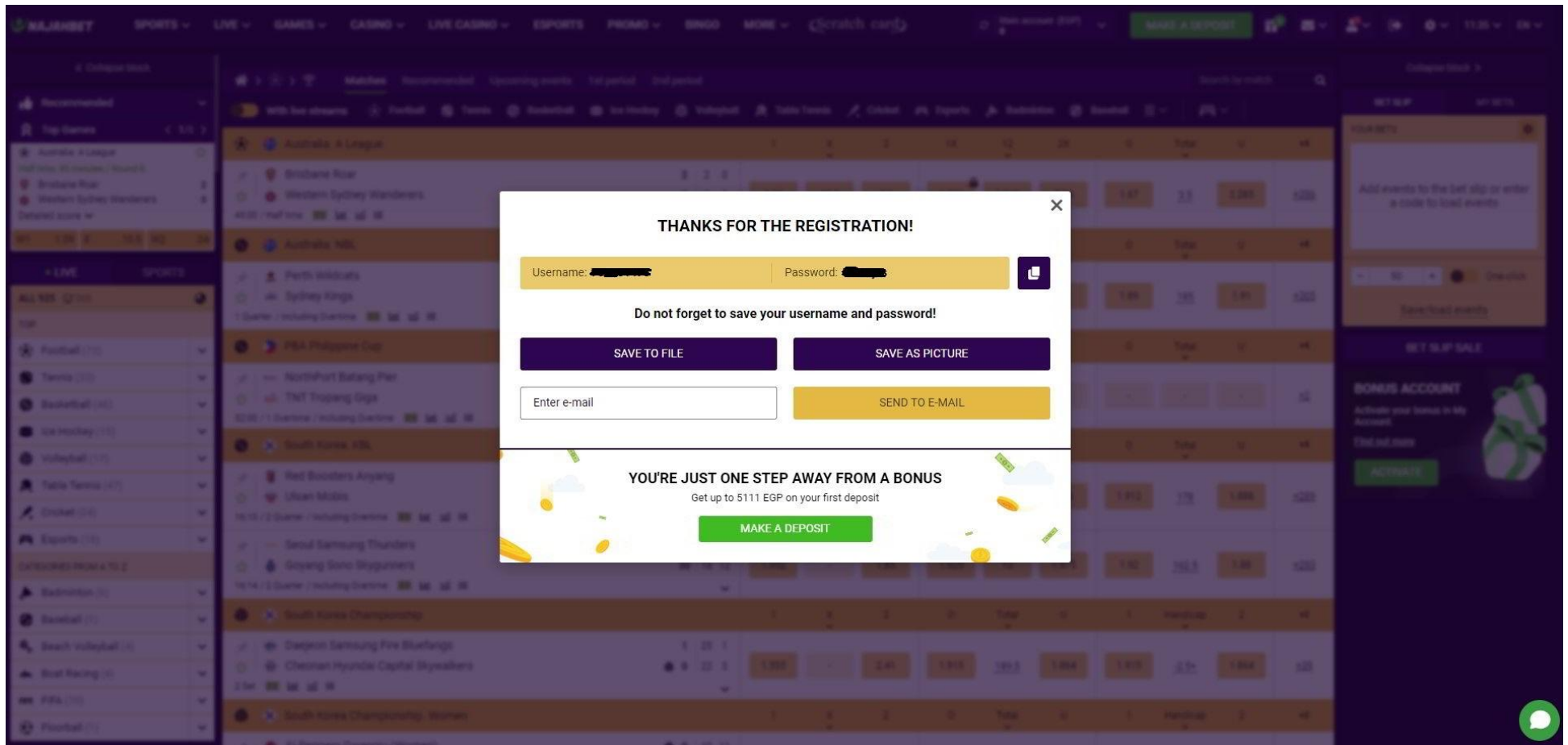
USEFUL LINKS

Payment methods

Mobile version

APPS

Android



The screenshot displays the Najahbet website interface. A registration modal is centered on the screen, and a bonus notification is visible in the top left corner of the main content area.

Bonus for sports betting
Welcome bonus on your 1st deposit up to 5111 EGP

REGISTRATION

ONE-CLICK BY PHONE BY E-MAIL SOCIAL NETWORKS AND MESSENGERS

Select country: Egypt
Select currency: Egyptian pound (EGP)

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 and confirm that you are of legal age

REGISTRATION

One-click By phone

Egypt

Egyptian pound (EGP)

Promo code (if you have one)

REGISTER

100% BONUS ON YOUR 1ST DEPOSIT

GET HELP

YOUR BETS

Add events to the bet slip or enter a code to load events

REGISTER NOW

Save your events

NAJAHBET

SPORTS

LIVE

GAMES

CASINO

LIVE CASINO

ESPORTS

PROMO

BINGO

MORE

Scratch card

\$

REGISTRATION

LOG IN

11:34

EN

Collapse block

Recommended

Top Games

Australia. A League

Half time, 45 minutes / Round 6

Brisbane Roar

Western Sydney Wanderers

Detailed score

W1 1.09 X 10.5 W2 24

LIVE

SPORTS

ALL 899 339

TOP

Football (73)

Tennis (33)

Basketball (47)

Ice Hockey (15)

Volleyball (17)

Table Tennis (46)

Cricket (24)

Esports (18)

CATEGORIES FROM A TO Z

Badminton (7)

Baseball (1)

Beach Volleyball (4)

Boat Racing (4)

FIFA (68)

Floorball (1)

Matches

Recommended

Upcoming events

1st period

2nd period

With live streams

Football

Tennis

Basketball

Ice Hockey

Volleyball

Table Tennis

Cricket

Esports

Badminton

Baseball

Search by match

Australia. A League

1 X 2 1X 12 2X 0 Total U +4

Brisbane Roar

Western Sydney Wanderers

45:00 / Half time

1.09 10.5 24 1.001 1.048 7.36 1.67 3.5 2.285 +336

Australia. NBL

1 Team Wins 2 1 X 2 0 Total U +4

Cairns Taipans

Brisbane Bullets

39:06 / 4 Quarter / Including Overtime

Perth Wildcats

Sydney Kings

1 Quarter / Including Overtime

PBA Philippine Cup

1 Team Wins 2 1 X 2 0 Total U +4

NorthPort Batang Pier

TNT Tropang Giga

51:30 / 1 Overtime / Including Overtime

South Korea. KBL

1 Team Wins 2 1 X 2 0 Total U +4

Red Boosters Anyang

Ulsan Mobis

15:58 / 2 Quarter / Including Overtime

Seoul Samsung Thunders

Goyang Sono Skygunners

16:09 / 2 Quarter / Including Overtime

South Korea Championship

1 X 2 0 Total U 1 Handicap 2 +2

Daejeon Samsung Fire Bluefangs

Cheonan Hyundai Capital Skywalkers

Collapse block

REGISTRATION

One-click By phone

Egypt

Egyptian pound (EGP)

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 and confirm that you are of legal age

100% BONUS ON YOUR 1ST DEPOSIT

BET SLIP MY BETS

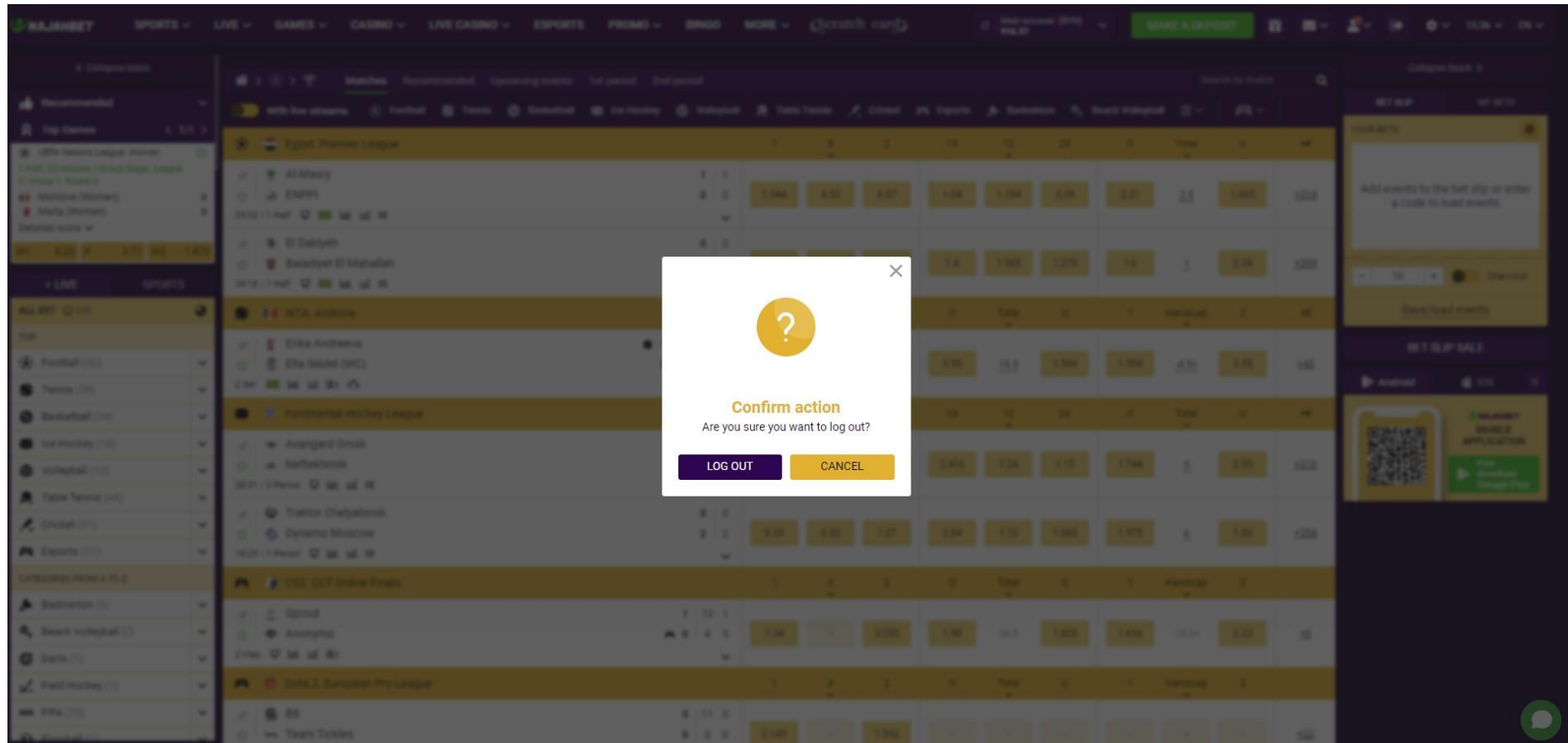
YOUR BETS

Add events to the bet slip or enter a code to load events

REGISTRATION

Save/load events

LOG IN AND LOGOUT



NAJAHBET

SPORTS

LIVE

GAMES

CASINO

LIVE CASINO

ESPORTS

PROMO

BINGO

MORE

Scratch cards

\$

REGISTRATION

LOG IN

15:35

EN

« Collapse block

Recommended

Top Games

UEFA Nations League. Women

1 Half, 33 minutes / Group Stage. League

C. Group 1. Round 5

Moldova (Women)

Malta (Women)

Detailed score

W1 8.23 X 3.71 W2 1.475

LIVE

SPORTS

ALL 902 343

TOP

Football (82)

Tennis (28)

Basketball (34)

Ice Hockey (17)

Volleyball (13)

Table Tennis (43)

Cricket (21)

Esports (21)

CATEGORIES FROM A TO Z

Badminton (5)

Beach Volleyball (2)

Darts (1)

Field Hockey (1)

FIFA FIFA (70)

Floorball (1)

Matches

Recommended

Upcoming events

1st period

2nd period

With live streams

Football

Tennis

Basketball

Ice Hockey

Volleyball

Table Tennis

Cricket

Esports

Badminton

Beach Volleyball

Egypt. Premier League

1 X 2 1X 12 2X 0

Al-Masry

ENPPI

35:20 / 1 Half

0 0

2.456 2.584 3.63

1.264 1.47 1.52

1.975

El Daklyeh

Baladiyet El Mahallah

33:46 / 1 Half

0 0

3.59 2.312 2.784

1.416 1.575 1.27

2.26

WTA. Andorra

1 X 2 0 Total U 1 Handicap 2 +2

Erika Andreeva

Ella Seidel (WC)

2 Set

1 6 5 (15)

0 4 3 (0)

1.007 - 29

6.54 19.5 1.12

1.12 -4.5+ 6.54

+41

Kontinental Hockey League

1 X 2 1X 12 2X 0 Total U +4

Avangard Omsk

Neftekhimik

28:02 / 2 Period

0 0 0

2 2 0

5.53 4.11 1.605

2.365 1.248 1.155

1.704 5 2.16

+316

Traktor Chelyabinsk

Dynamo Moscow

15:54 / 1 Period

0 0

2 2

9.29 6.53 1.27

3.84 1.12 1.065

1.975 6 1.83

+355

CS2. CCT Online Finals

1 X 2 0 Total U 1 Handicap 2

Sprout

Anonymo

2 map

1 13 1

0 4 5

1.47 - 2.688

1.88 56.5 1.92

1.825 -8.5+ 1.98

+6

Dota 2. European Pro League

1 X 2 0 Total U 1 Handicap 2

B8

Team Tickers

0 11 0

0 6 0

2.145 - 1.592

- - -

- - -

+22

REGISTRATION

LOG IN

Remember

Forgot your password?

You can log in to the website via:

SMS LOGIN

REGISTER

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

Android

iOS

NAJAHBET

TERMS AND CONDITIONS/ RULES AND PROCEDURES

Terms of Service: Defines the rules and conditions that users must agree to when using the online casino platform, including aspects like eligibility, account usage, payments, and other operational guidelines.

Responsible Gaming: Outlines the casino's commitment to promoting responsible gambling, providing information on setting limits, offering support for problem gambling, and ensuring a safe and enjoyable environment for users.

Self-exclusion: Describes the process through which individuals can voluntarily exclude themselves from gambling activities on the platform for a specified duration, typically to manage gambling habits or address addiction issues.

Dispute resolution: Details the procedures and mechanisms available to resolve conflicts or disputes that may arise between the casino and its users, often outlining steps for escalation and resolution.

Anti-Money Laundering: Explains the measures implemented by the casino to prevent and detect any attempts to use the platform for money laundering activities, including identity verification and transaction monitoring.

Fairness & RNG Testing Methods: Discusses the fairness of games offered by the casino, ensuring they are random and unbiased, often mentioning the use of Random Number Generators (RNGs) and the methods used to test and verify their fairness.

KYC Policies: Describes the "Know Your Customer" policies, which involve verifying the identity of users to prevent fraud, money laundering, and underage gambling, typically through ID checks and document submissions.

Privacy & Management of Personal Data: Explains how the casino collects, uses, stores, and protects users' personal information, outlining privacy practices and data management procedures in compliance with relevant regulations.

Accounts, Payouts & Bonuses: Details account management procedures, payout methods, and the terms and conditions related to bonuses, including wagering requirements and restrictions.

Betting rules: Provides specific rules and regulations governing betting activities on the platform, including game-specific rules, maximum and minimum bets, and any additional terms for different types of bets.

1. GENERAL TERMS AND DEFINITIONS

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.

OBLIGATIONS AS A PLAYER

2. GENERAL TERMS

1. In order to register for this website, the user is required to accept the General Terms and Conditions. In the event the General Terms and Conditions are updated, existing users may choose to discontinue using the products and services before the said update shall become effective, which is a minimum of two weeks after it has been announced. Remember that gambling can be addictive. Play responsibly.
2. Bets may only be placed by individuals who are 18 years of age or the age of majority in their state (if the age of majority is over 18) and agree to the Betting Rules offered by the bookmaker. The customer shall be held liable for violation of this regulation. By registering and playing on the website, you confirm that you do not suffer from a gambling addiction.
3. The following individuals are not allowed to place bets:
 - o individuals who are under 18 years of age at the time of placement;
 - o individuals who directly participate in the events being betted on (e.g. sportspeople, coaches, referees, club owners or club management, or other individuals who can influence the outcome of the event), as well as any individuals acting on their behalf or affiliating with them;



- o individuals representing other bookmakers;
 - o individuals who are prohibited from entering into a contract with a bookmaker subject to the effective legislation.
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

PAYOUTS

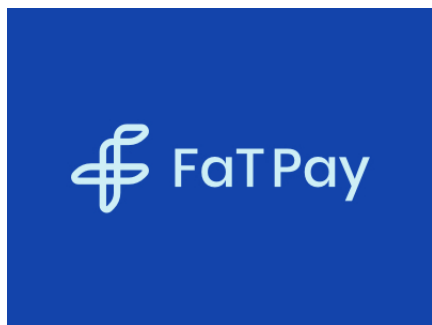
7.2. DEPOSITS AND PAYOUTS

1. There are various ways of depositing and withdrawing funds from the Customer's account. All deposit and withdrawal methods can be found in the "Payments" section.
2. All withdrawal requests are processed 24/7.
3. The Najahbet Security Service is entitled to:
 - o decline cash withdrawal requests if deposits were made through e-payment systems.
 - o refuse any withdrawal should the deposit or withdrawal amounts be inconsistent with bets placed (the Customer must place bets with stakes which add up to the sum of all deposits and the bets must have odds of at least 1.1; placing a high volume of bets that have a minimal impact on your balance shall not be taken into account, i.e. bets placed on opposite outcomes in games such as Roulette, Baccarat, Craps and Dice). Permitted withdrawal amounts shall be calculated based on the amount of the bets placed from any given deposit.
 - o refuse any withdrawal if the betting account is misused. In this case your account must be verified before withdrawal can take place.
4. The Najahbet Security Service does not recommend Customers:
 - transfer funds from one payment system to another;
 - deposit and withdraw funds without placing bets;
 In the foregoing events, funds will be returned to your account.
5. You can only withdraw funds using the same payment details that were used for depositing funds into your account. If you use different methods to make a deposit, withdrawals should be proportionate to the deposits made using any particular method.
6. Najahbet may refuse withdrawals via payment systems or in cash and offer a bank transfer as a substitute. The company may, at its discretion, restrict one or more of the payment methods you use to make deposits and/or withdrawals.
7. **ATTENTION!** Our administration does not recommend making deposits and withdrawing funds using someone else's electronic wallet.
 - o Our Security Team reserves the right to deem such deposits to be fraudulent and block users' transactions without prior notification.
 - o Our administration is entitled to deny withdrawals of funds using payment details which do not belong to the account holder.
8. In certain circumstances and in respect to certain customers Najahbet may decide not to reimburse service charges imposed by payment systems on deposits or withdrawals, which Najahbet usually reimburses.
9. In certain cases, the company has the right to unilaterally initiate the verification procedure of a customer's payments and request additional information from the payment system. The customer's account may be blocked for financial procedure purposes during the verification process.
According to the terms of some payment systems, the verification procedure can last up to a maximum of 180 days.

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.

Payment service provider (at the connection/planning stage): Payment.Center, Fatpay, iSettle, Flexify, Getapays, Monnify.

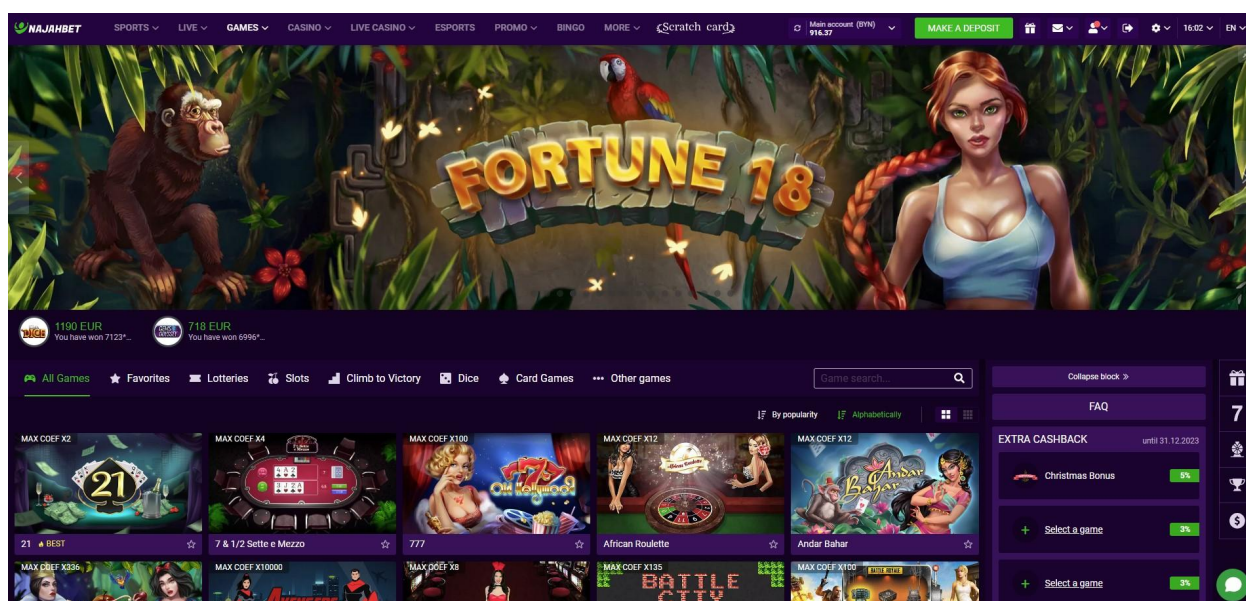


FLEXIFY



GAMES PROVIDED

The games will be provided by partners in the Appendix.



3 MARKET ANALYSIS

3.1 INCOME AND REVENUE

In 2020, online casinos worldwide experienced significant success attributed to the pandemic and periods of self-isolation. The global gambling market saw a remarkable one-third increase in revenue in many countries, signaling the resilience and potential of this business model compared to the previous year, 2019.

Over the past few years, online gambling has been legalized in 85 countries across the globe. Online betting and slot machine gaming, among other forms of gambling, collectively contribute to 70% of the total income generated by the Internet gambling industry. The popularity of online gambling on a global scale is driven by diverse offerings and a comfortable gaming experience without constraints.

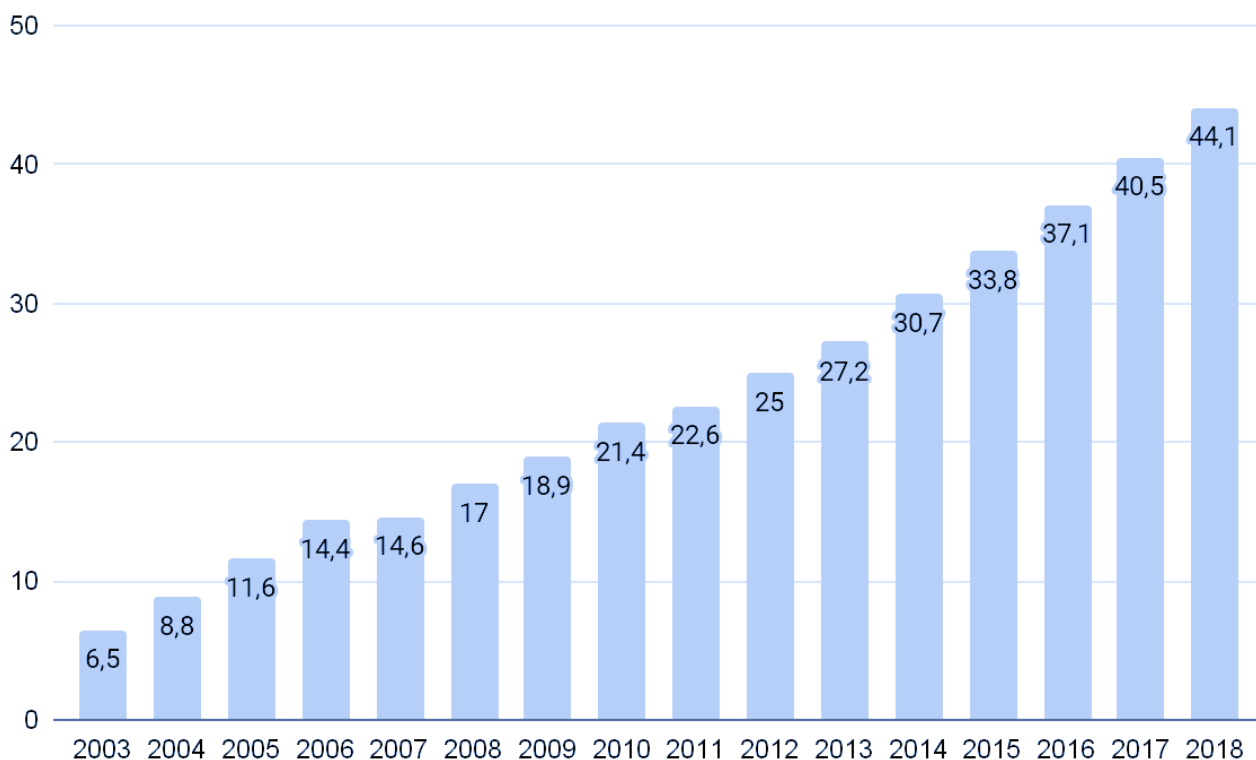
The United Kingdom, China, Austria, Germany, and Italy are the leading countries in terms of generating substantial income from online slot machines. Research conducted by Juniper indicates that the turnover from online gambling betting is projected to reach \$950 billion by 2023 and is anticipated to continue growing.

According to Juniper's findings, the trend in gambling is increasingly shifting to the online environment, with mobile applications demonstrating the highest level of activity. The share of bets placed using mobile phones is consistently on the rise.

Despite the general trend toward the regulation of national gambling markets, a few countries are moving in the opposite direction, opting to prohibit online gambling and betting through Internet platforms and mobile applications.

Currently, the global online gambling market constitutes 13% of the total global legal gambling market, with this percentage continually expanding. A study by the American Gaming Association reveals that approximately 85 countries have granted permission for online gambling activities.

Diagram 3. Revenue from online gambling worldwide, billion euros



Gross Gaming Revenue (GGR) serves as a crucial financial indicator, providing insight into the overall revenues generated by a gambling establishment. This parameter allows for the monitoring of global trends in the behavior of gambling players.

In 2019, BVision presented an overview of the online casino market, which included predictions for Gross Gaming Revenue. The GGR for 2019 was \$5.3 billion, showing growth from the previous year's \$5 billion. Projections indicate a continued upward trend, with an expected increase to \$5.7 billion in 2020 and a further surge to \$7.2 billion in 2024.

Diagram 4. Forecast of Gross Gaming Revenue, \$ billion

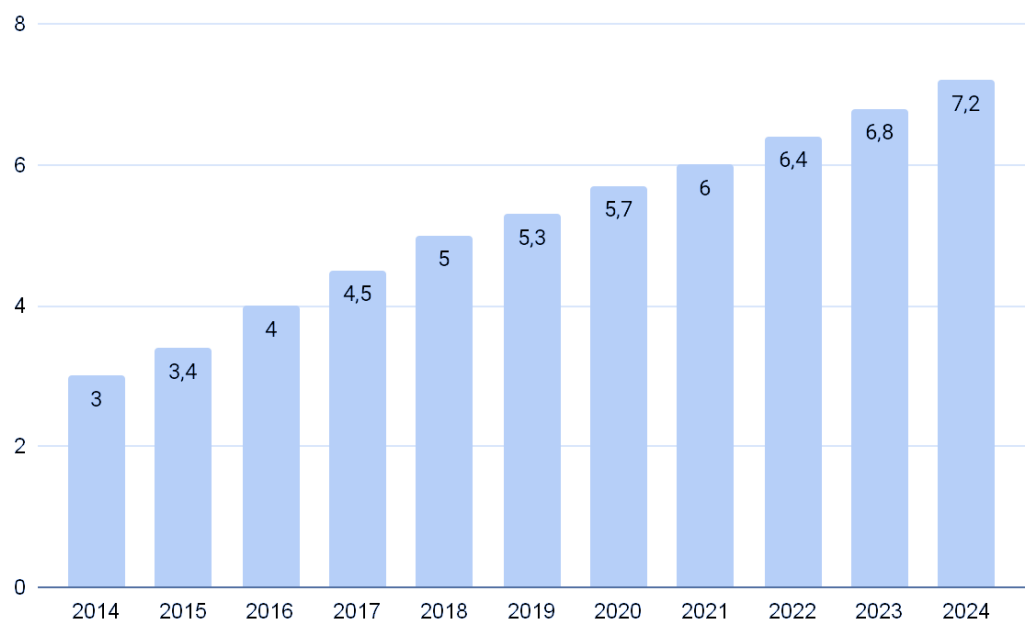
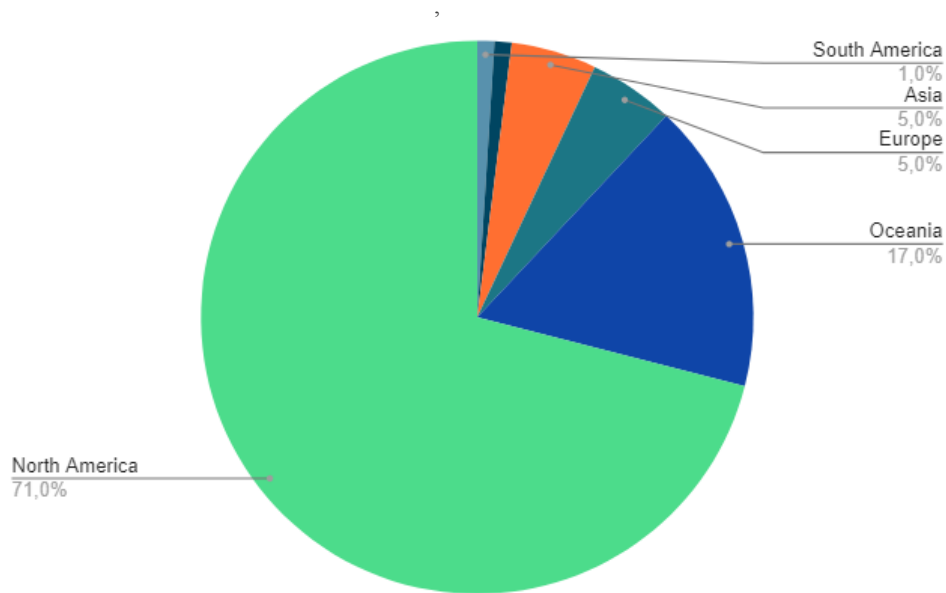
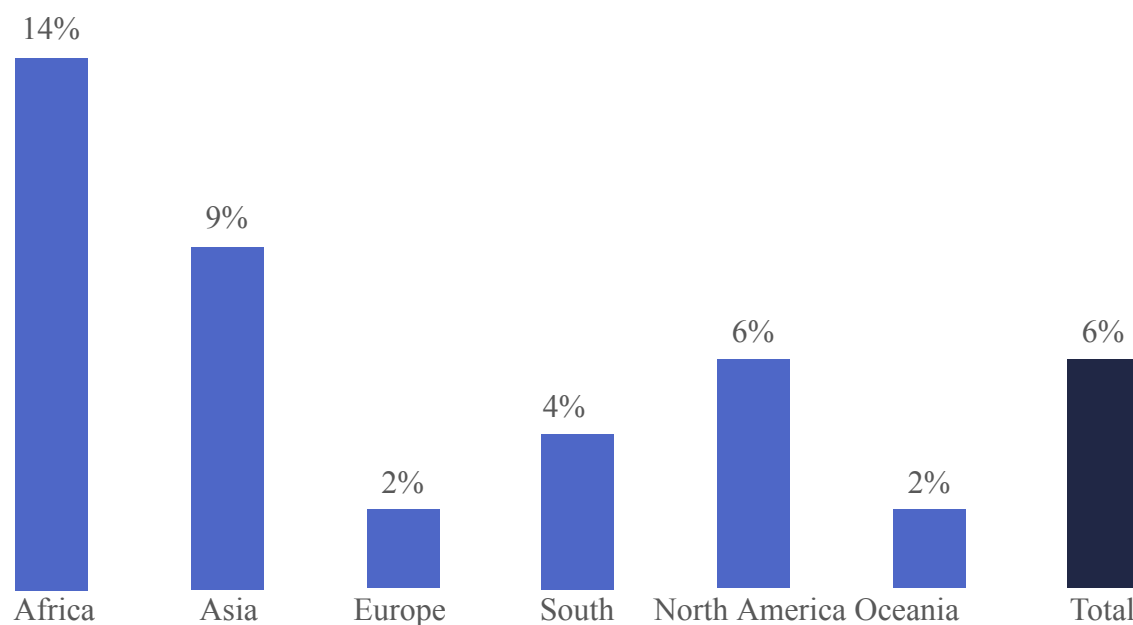


Diagram 5. The regional distribution of gross income in the gambling business in 2019.



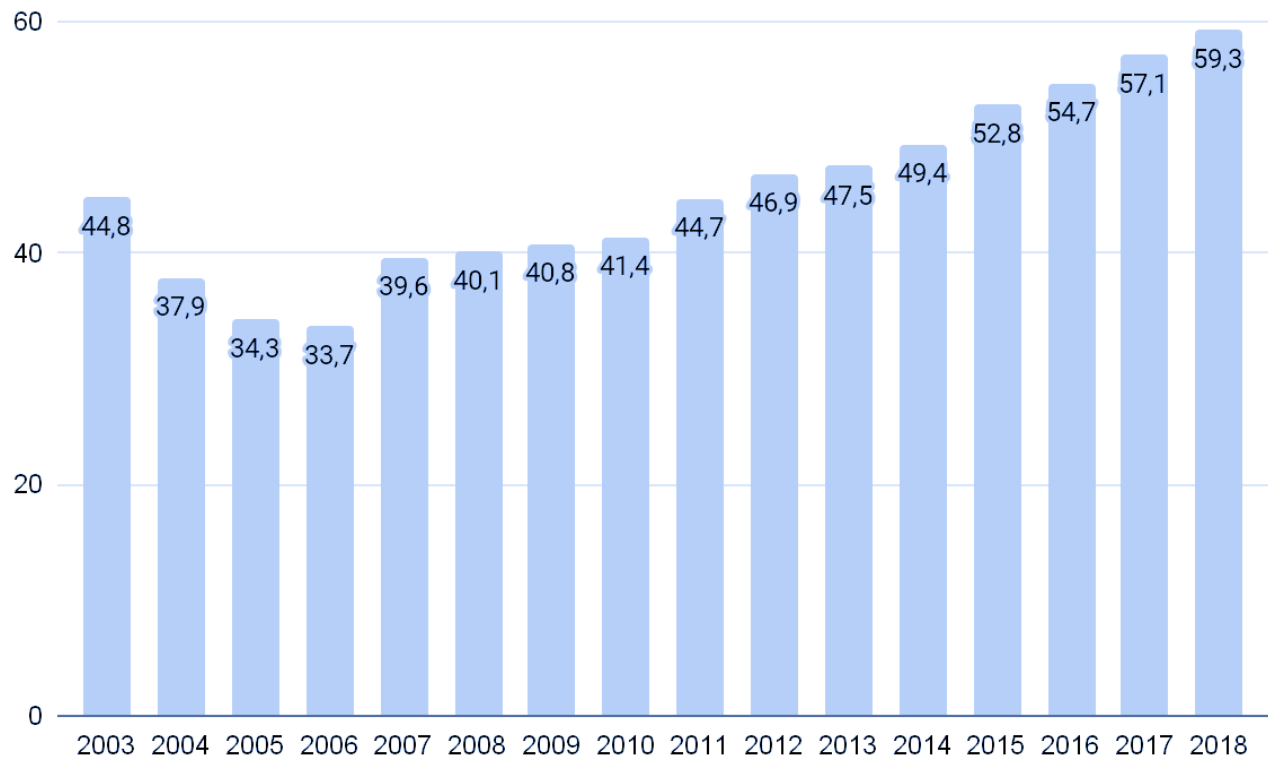
In 2019, Africa exhibited the most rapid growth rate at 14% Year over Year (YoY), outpacing the relatively modest growth experienced in Europe..

Diagram 6. Growth in gross income by region in 2019



There has been discussion about simplifying regulations for online gambling operators within the European Union. Currently, these operators are compelled to secure licenses in multiple countries, each with its own licensing requirements. Advocates argue that a more unified and generalized approach would be beneficial for operators. The existing complex regulatory landscape necessitates duplicated infrastructure and increased costs, imposing unnecessary administrative burdens on regulators. Streamlining the rules could enhance efficiency and reduce unnecessary complexities in the licensing process.

Diagram 7. The share of the "white market" in online gambling revenue worldwide



Since 2003, the online gambling market has experienced substantial growth, averaging an annual increase of 23%. Dominant sectors within this growth include betting, casino games, and poker. The rising popularity of online gaming is attributed to factors such as the widespread availability of the Internet, the emergence of new markets, and the engagement of diverse groups of players. These elements collectively contribute to the ongoing expansion and evolution of the online gambling industry.

3.2 MARKETING PLAN

1. Executive Overview:

In the ever-evolving landscape of online gaming, Najahbet aspires to be a trailblazer, offering an immersive and responsible gaming experience tailored for individuals aged 18 and above. This marketing plan delineates a comprehensive strategy to cultivate brand recognition, engage the target audience, and drive sales through diverse and innovative initiatives.

2. Target Audience:

Demographics: Primarily adults aged 18 and older, with a particular focus on the 22-40 age bracket.

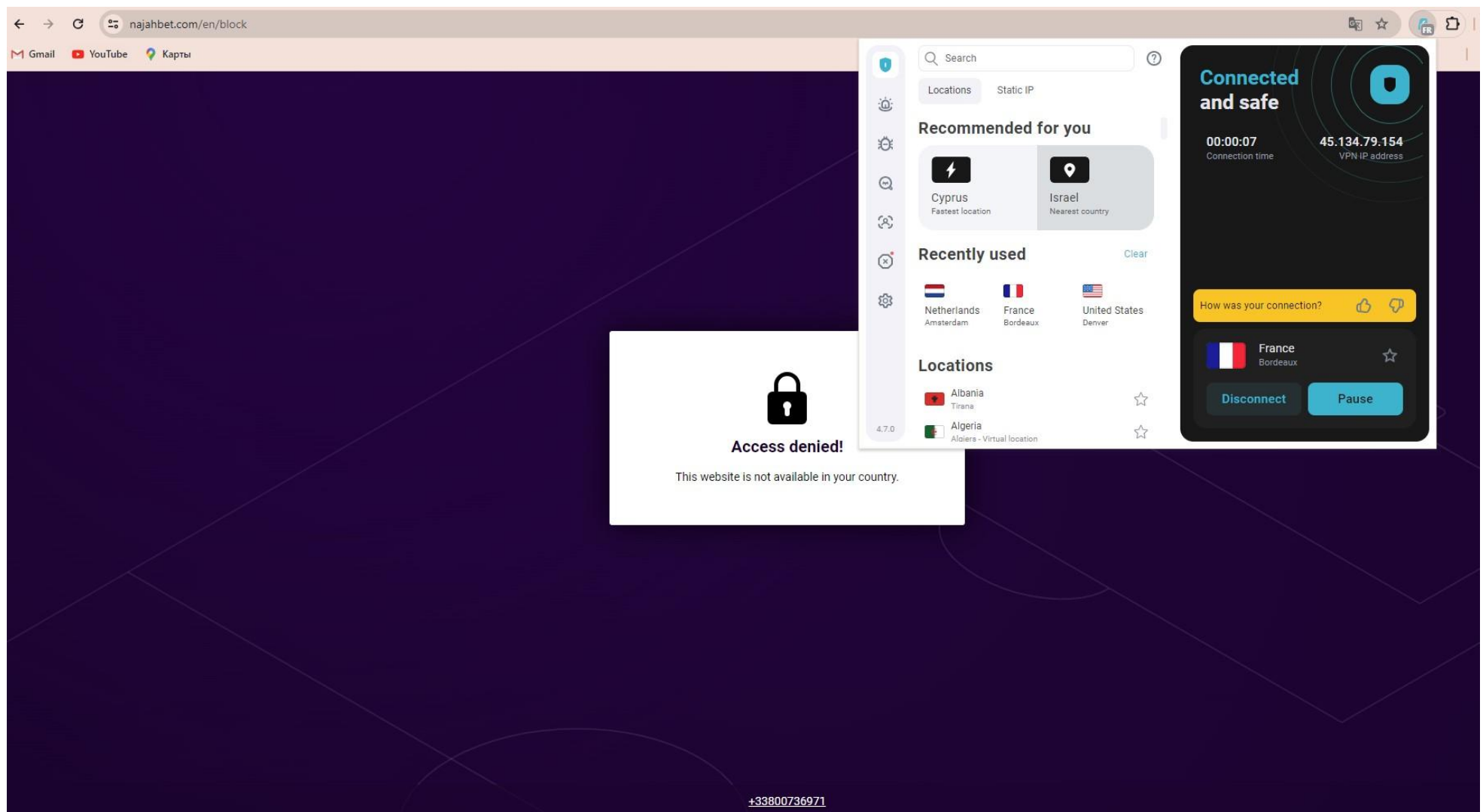
Geographics: New Zealand, Finland, Canada, excluding Ontario

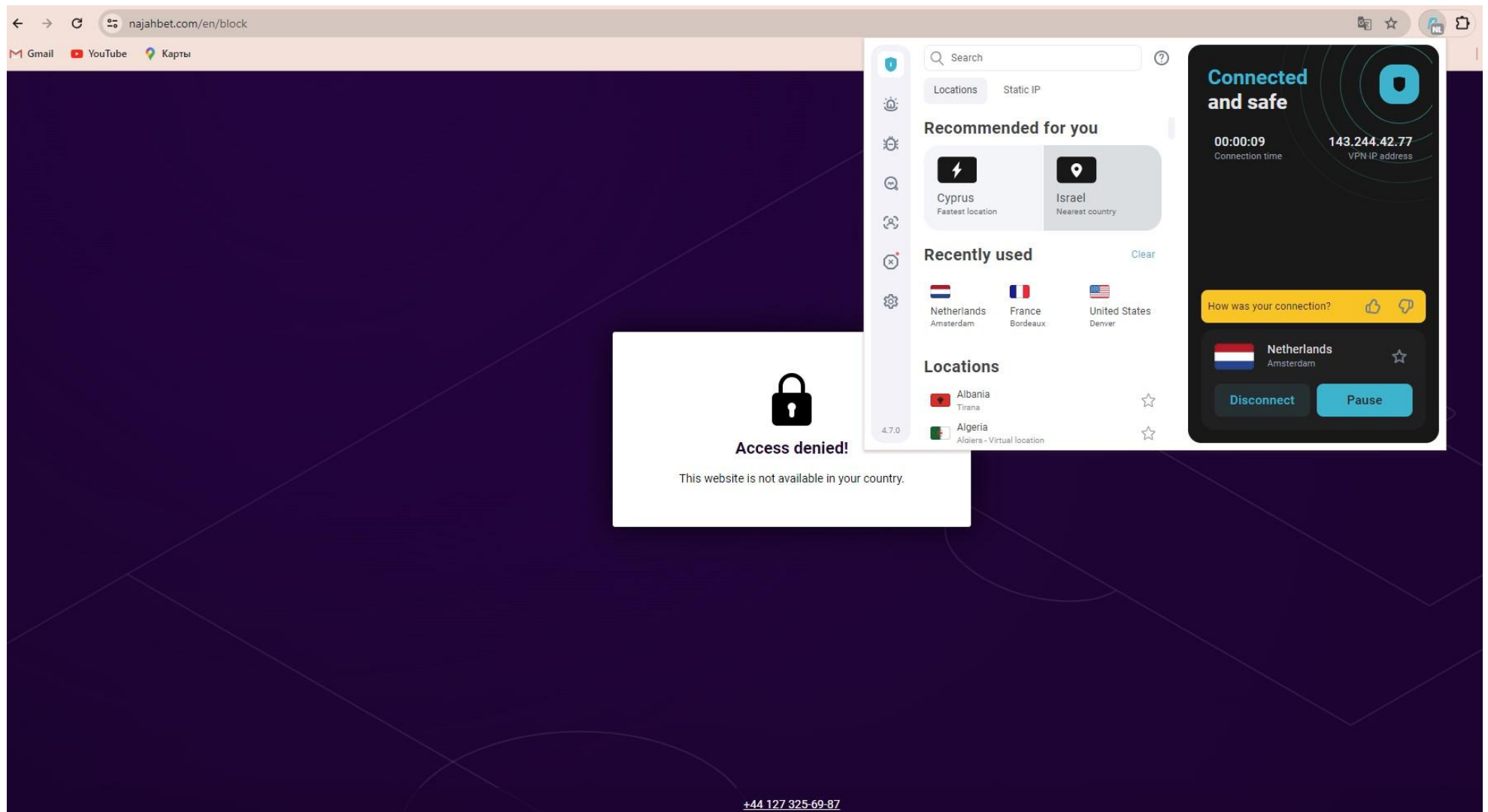
Psychographics: Enthusiasts of cutting-edge technology and avid gamers, seeking not only thrilling experiences but also aligning with responsible gaming principles.

Geoblock: USA, France, The Netherlands, The Dutch Caribbean Island: Curacao, Aruba,

Bonaire, St. Martin, St. Eustatius, and Saba.

The screenshot shows a web browser window with the address bar displaying `najahbet.com/en/block`. The browser's address bar includes navigation buttons (back, forward, refresh) and search engines (Gmail, YouTube, Карты). The main content area is a dark purple background with a large white box in the center containing a padlock icon and the text "Access denied!" and "This website is not available in your country." Overlaid on the right side of the browser is a VPN application interface. The interface has a sidebar with icons for settings, connections, and other features. The main panel shows a search bar, tabs for "Locations" and "Static IP", and sections for "Recommended for you" (Cyprus, Israel), "Recently used" (France, Netherlands, United States), and "Locations" (Albania, Algeria). On the far right, a dark panel displays "Connected and safe" status, connection time (00:00:07), VPN IP address (212.102.44.74), a connection quality survey, and buttons for "Disconnect" and "Pause". At the bottom of the browser window, a phone number `+44 127 325 69 87` is visible.





3. Marketing Strategies:

a. Brand Establishment:

Craft a compelling narrative that highlights Najahbet commitment to redefining the gaming experience through innovation, excitement, and a strong sense of responsible gaming. Establish HorizonPlay as a hub for technological advancement, diverse gaming options, and a vibrant gaming community.

b. Digital Landscape Optimization:

Enhance the website for an intuitive user experience, ensuring seamless navigation across devices.

Harness the power of social media platforms for targeted advertising, engaging content delivery, and community-building endeavors.

c. Content Alchemy:

Develop a content strategy incorporating blog posts, interactive tutorials, and exclusive insights from developers to foster a sense of community and sustained player engagement. Collaborate with gaming influencers and content creators to amplify HorizonPlay Interactive's reach and impact.

d. Advocating Responsible Gaming:

Infuse responsible gaming messages seamlessly within marketing materials and gaming interfaces.

Implement features such as session duration reminders, spending limits, and voluntary self-exclusion tools to empower players.

4. Sales Endeavors:

a. Launch Euphoria:

Unveil enticing launch promotions and exclusive bonuses to captivate early adopters. Employ limited-time offers to instill a sense of urgency and anticipation.

b. Alliance with Affiliates:

Forge strategic partnerships with gaming affiliates, influencers, and strategic brands to amplify visibility and attract a wider audience.

Establish a competitive affiliate program to incentivize third-party promotion.

c. Insight-Driven Optimization:

Exploit analytics tools to glean insights into player behavior, preferences, and the efficacy of various acquisition channels.

Drive data-backed optimizations in marketing strategies, targeting precision, and overall user experience.

d. Customer Relations Mastery:

Implement a robust Customer Relationship Management (CRM) system to personalize

communications, promotions, and offers based on individual player preferences. Leverage targeted email marketing campaigns for personalized promotions and real-time updates.

5. Evaluation Metrics:

Continuously monitor key metrics, including customer acquisition cost, conversion rates, player lifetime value, and overall customer satisfaction.

Undertake periodic reviews and agile adjustments based on performance analytics.

3.3 NEW PLAYER CATEGORIES

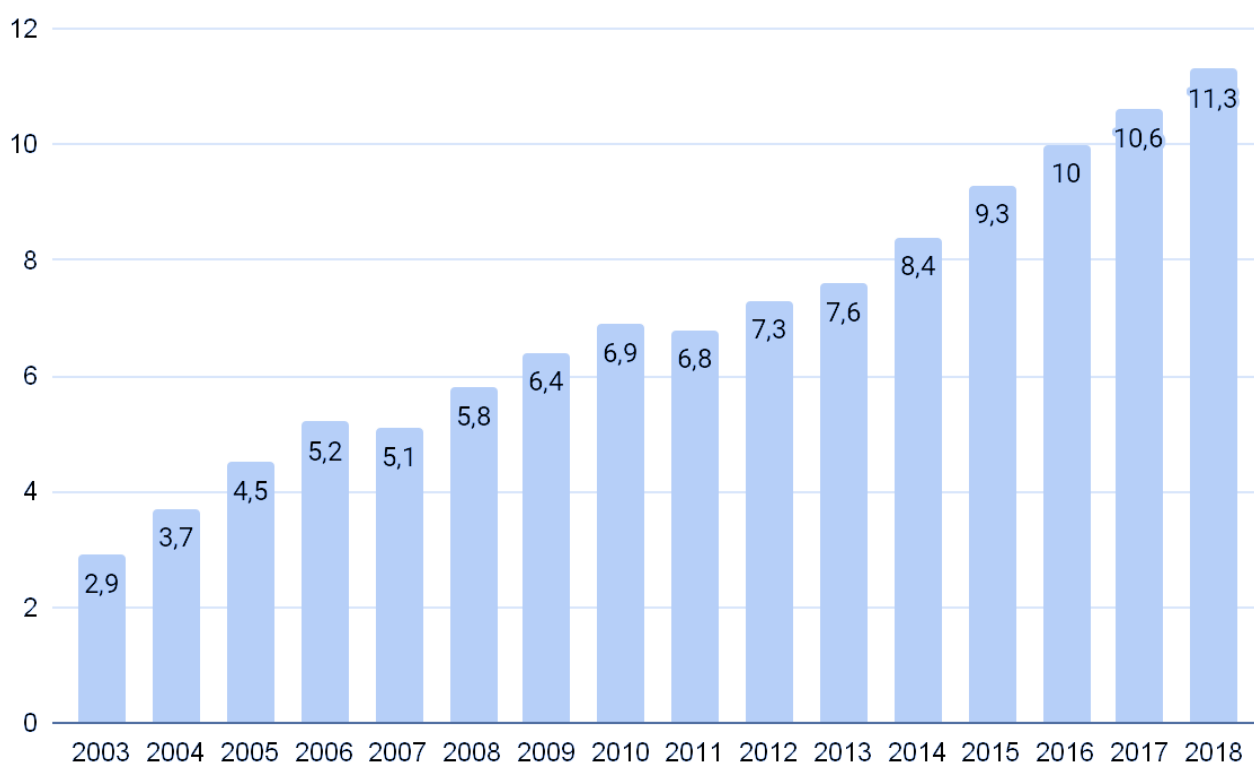
Since 2004, there has been a notable increase in the number of female internet users aged 18 to 74, rising by over 80%, while the increase for men has been around 60%. While online gambling traditionally attracted a predominantly young male audience, the demographic landscape is evolving, and it is now gaining popularity among women and older individuals.

Different types of players exhibit diverse preferences and motivations for playing. Whether it's for entertainment, monetary gains, or relaxation, operators and developers must remain attentive to player preferences. The age range of players is also expanding as internet accessibility grows throughout society, challenging the stereotypical image of the average male player between the ages of 25 and 35.

According to a study by GP Bullhound in 2009, 43% of all online gamblers were women. Although their favorite segment remains bingo, women engage in various gaming directions. Research suggests that the playing behavior of men and women differs, with women tending to play for longer durations with lower bets, while men play more frequently with higher bets, albeit in shorter gaming sessions.

Bingo's popularity is on the rise, offering players the opportunity to relax in a social setting

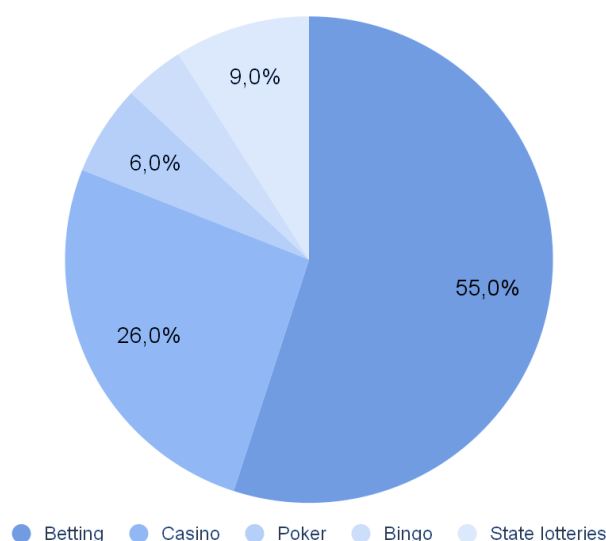
Diagram 8. Share of online gambling income from total gambling income in the world



It's crucial to acknowledge that the prevailing forms of remote gambling today include traditional casino games, betting, and various poker variations. The popularity of specific online gambling types is influenced by gender dynamics. The bingo industry is anticipated to experience significant growth, particularly as more women show interest in the iGaming sector and bingo.

However, online gambling remains more popular among men, especially young men who exhibit a higher propensity for engaging in gambling activities. While women also enjoy playing, their preferences often lean towards simpler games such as lotteries and slots. This difference in gaming preferences can be attributed to societal norms and gender roles. Traditionally, betting, casino games, and skill games have been associated with male audiences, while women tend to lean towards playing games for enjoyment rather than seeking an adrenaline rush.

.Diagram 9. Online gaming revenue by type, 2019



3.4 CONTEMPORARY TRENDS IN ONLINE CASINOS

The year 2020 proved to be highly successful for online casinos globally, with a remarkable one-third increase in the revenue of the entire online gambling market compared to the previous year. The resilience of this business model was evident, as the industry demonstrated robust performance even during the 2008 financial crisis, having minimal impact on the finances of online casino customers.

The gaming market is undergoing profound transformations due to new technologies. The mobile gambling sector is expected to experience significant growth, with only the finest innovations poised to withstand competition. Users can anticipate an enhancement in the quality of mobile gambling as a result.

While technical changes related to mobile data transmission speed may go unnoticed by end users, substantial qualitative and specific changes will be readily apparent. One major advancement on the horizon is the integration of virtual reality into online gambling. The development of technologies such as Microsoft HoloLens, HTC Vive, and Playstation VR is expected to make video slots and other online games more spectacular and captivating than ever before.

Virtual reality technology

Recent advancements in virtual reality (VR) technology enable the faithful recreation of emotions and physiological sensations experienced in a real casino. With virtual reality

glasses, individuals can now virtually navigate through meticulously recreated gambling establishments, interact with dealers, and place bets at various gaming tables.

Key players in the gaming market, including Microgaming, Novomatic, NetEnt, Lucky VR, Topgame Technology, and others, are actively involved in the development of virtual reality games. Microgaming, for instance, showcased a virtual roulette game at the ICE Totally Gaming conference, highlighting the potential of virtual reality in the gambling industry.

NetEnt is actively exploring VR technologies, allowing visitors to online gambling exhibitions to experience the Jack and the Bean Tree slot machine in a remarkably realistic manner. Novomatic, a pioneer in implementing VR technology in online gambling, emphasizes the advantages of realistic online games, such as full immersion in gameplay, intense emotions surpassing real-life experiences, accessibility from any location with an internet connection, and engaging and diverse storylines.

Novomatic has been at the forefront of VR technology implementation in online gambling, continually introducing new developments. There is growing interest in the integration of virtual gameplay into social networks, and this concept is likely to be realized in the near future.

Fusion of social games and slot machines

Social gambling, where online gambling takes on a social format, is experiencing a surge in popularity. An example is the recently reviewed Castle Builder 2 slot from Microgaming, showcasing advancements in spinning reels and betting mechanics.

The appeal of social gambling lies in its increased dynamism and addictiveness compared to traditional slot machines. These games often allow players to choose a playable character, follow different paths based on the character's traits, and develop the characters by accumulating experience, skills, and achievements. This progression results in more favorable conditions for gameplay. Unlike traditional slot machines, winning combinations not only yield monetary rewards but also provide resources necessary for progressing in the game.

Given the growing demand for slot machines with social gaming capabilities, many developers are actively working on creating such games. The latter half of 2019 witnessed the release of several new products in this category.

Progressive Poker Jackpot with a live dealer

Many gamblers are drawn to slot machines with progressive jackpots, offering the opportunity to win substantial cash prizes. This trend is extending to poker, with Evolution Gaming introducing the world's first Jumbo 7 Progressive Jackpot in Live Casino Hold'em.

The initial jackpot size is 1,000,000 euros, and since it is cumulative, the amount increases in

proportion to player activity. Evolution Gaming Product Director Todd Haushalter mentioned that the jackpot could potentially reach an incredible €30,000,000. The introduction of such a massive jackpot adds an extra layer of excitement to poker games. Additionally, the game features a second-level jackpot with lower fixed payouts.

Other developers of live online casino games are also exploring the possibility of incorporating attractive progressive jackpots to enhance the gaming experience for players.

Live-games

Live dealer games have gained significant popularity in the past year, and their success is anticipated to continue growing. In the upcoming year, there are expectations of further popularizing live games, particularly in conjunction with Virtual Reality (VR) technology. Developers are planning to create even more realistic games with enhanced functionality and are exploring the possibility of opening new studios for broadcasting games in real-time. This indicates a promising trend towards the advancement and integration of live dealer games in the gaming industry.

Games of skill

Contemporary players increasingly rely on their skills, not just luck. This has inspired many providers to develop platforms containing strategy games where players can apply specific skills, making them highly attractive. The rise of skill games is anticipated to lead to significant popularity among players in the near future.

Gamification

This concept involves incorporating game dynamics and thinking to engage the audience in the process and address marketing challenges. Gamification is poised to emerge as a new trend in gambling, offering new missions, competitions, bonus programs, and rewards to attract gamblers.

Recreational Content

Online casino operators are making efforts to retain users by incorporating special sections with useful non-game content such as movies, TV series, music videos, and TV shows. Additionally, online casinos will feature plot details for many slots, enhancing the overall user experience.

Big data

The current trend for the year involves the implementation of Big Data technology in the online gambling industry. This technology facilitates the collection and storage of vast amounts of information, proving essential for the industry's progress. By effectively analyzing and sorting extensive data, games can adapt to the interests and needs of the target

audience

Business Consolidations and Acquisitions

According to experts' projections, the gambling market is anticipated to grow rapidly, with its volume surpassing \$60 billion by 2023. In 2023, gambling companies are expected to expand and augment their capital.

Messengers

The emerging potential of mobile Internet continually draws in players. While social networks and telephone communication were once in vogue, instant messengers have now taken the lead in popularity. Recognizing this trend, Slotegrator has developed its own Telegram casino. Integrating the gaming platform into the messenger enables users to indulge in gambling on their smartphones at any time.

Individual slots

Creation of slots for individual orders will also be included in the top online casino services. The development of unique slots will allow operators to gain a competitive advantage in the market and maximize brand awareness.

Cryptocurrencies

Cryptocurrencies are renowned for their notable benefits, including anonymity, convenience, minimal fees, and freedom from legislative restrictions. These features position them to become increasingly favored as a primary method of payment in the realm of online gambling. Beyond Bitcoin, other cryptocurrencies like Litecoin, Dogecoin, Ethereum, Ripple, Monero, Zcash, and more are expected to gain popularity.

Nevertheless, the present use of cryptocurrencies by customers raises concerns, as they are often linked to the illegal or gray financial market. As a cautious approach, it is advised to refrain from employing cryptocurrency settlements with clients during the initial stages.

Online Gambling Security Concerns

The emergence of new technologies necessitates innovative approaches to address security concerns, especially given the increasing frequency of Distributed Denial of Service (DDoS) attacks. In the past year, these attacks have inflicted considerable damage on online bookmaker sites. Surprisingly, even major operators with a strong focus on security, like Britain's William Hill, have not been impervious to hacker provocations. During the previous autumn, the services of this operator experienced instability, leading to substantial losses for a company generating 5 million in revenue daily.

In 2019, a noteworthy portion of investments made by gambling operators was allocated to enhancing security measures, underscoring the industry's recognition of the paramount

importance of safeguarding against cyber threats.

Women interested in online gambling

The upward trajectory of female participation in online casino gambling, initially identified in 2015, continues to gain momentum. Recent research indicates that women tend to favor gambling on personal devices in private settings, providing them with greater flexibility and avoiding potential judgment from male players.

The demographic of women under the age of 35 emerges as particularly active in online gambling, although older women also engage in activities such as spinning slot machine reels, initiating roulette spins, or playing cards from time to time. Notably, online casinos tailored specifically for women have started to emerge, with certain operators launching advertising campaigns explicitly targeting the female audience. This trend underscores the evolving landscape of online gambling, acknowledging and catering to the growing presence of female player.

3.5 MAJOR GAMBLING MARKETS IN ASIA

More than half of the global population resides in Asia, a region that boasts a significant number of enthusiastic gamblers. However, a majority of Asian countries currently have prohibitions on gambling. Recognizing the immense potential of the Asian market, major casino operators like MGM, Wynn, and Las Vegas Sands are offering favorable deals, enticing Asian state governments with the promise of substantial tax revenue. Coupled with public pressure, this has led some governments in Asia to reconsider their stance on gambling.

In recent years, particularly in the aftermath of the COVID-19 pandemic, which severely impacted the once-thriving tourism industry, there has been a noticeable increase in the establishment of legal gambling operations. Several Asian nations are now preparing to open new venues, welcoming both tourists and locals.

The Asia Pacific Online Gambling Market exhibited substantial growth, surpassing USD 15 billion in 2019, and is projected to experience an approximately 18% growth rate between 2020 and 2026. This growth is attributed to the rise in internet users and increased adoption of digital payments in Southeast Asia. The e-Conomy Southeast Asia (SEA) 2020 report indicates that approximately 40 million users from Malaysia, Vietnam, Singapore, the Philippines, Indonesia, and Thailand went online for the first time in 2020, bringing the total number of internet users to around 400 million, representing 70% of the region's population. Furthermore, digital payments in Southeast Asia are expected to reach USD 1 trillion by 2025. This data underscores the transformative impact of technology and changing consumer habits on the gambling market in the Asia Pacific region.

Japan

For over a century, Japan has maintained strict prohibitions on the majority of gambling activities, allowing only wagers on specific football games, horse races, and pachinko machines. However, a noteworthy shift has occurred in recent years, driven by the implementation of the Integrated Resort (IR) Promotion Act and the subsequent Integrated Resort (IR) Improvement Law.

These legislative developments paved the way for a significant trend toward the licensing of casinos on a larger scale in Japan. Integrated Resorts, defined as comprehensive tourist destinations featuring hotels, shops, restaurants, and notably, casinos, have become a focal point of this transformation.

In 2021, the newly established Japan Casino Regulatory Commission took a crucial step by publishing regulations that outline the requirements for establishing casinos. This move effectively put into action the Specified Integrated Resort Area Development Law. Former Prime Minister Shinzo Abe, a proponent of the initiative, expressed optimism about these measures, anticipating that they would not only bolster tourism but also contribute to the growth of the country's economy. The integration of casinos within the broader framework of Integrated Resorts represents a significant departure from Japan's historical stance on gambling, marking a substantial shift in regulatory approach and economic strategy.

Philippines

The regulatory landscape of the Philippine gambling industry involves two main authorities: the Cagayan Economic Zone Authority (CEZA) and the Philippine Amusement and Gaming Corporation (PAGCOR). CEZA is responsible for licensing internet operators, while PAGCOR oversees the licensing of land-based gambling establishments.

In a somewhat paradoxical situation, although an online casino is permitted to operate from the Philippines, it is not allowed to provide online gaming services to residents within the country. Interestingly, foreign companies are legally authorized to offer online gambling services to Filipino citizens. This regulatory framework introduces a peculiar dynamic, where offshore casino businesses, despite being based outside the Philippines, obtain their licenses from PAGCOR. It's worth noting that PAGCOR, originally established to regulate land-based operations, has extended its licensing authority to cover online gambling services provided by foreign entities. This regulatory approach reflects the complexities and nuances of the evolving global online gambling industry, where national and international regulations intersect.

China

In mainland China, aside from two state-run lotteries, gambling is strictly prohibited. However, Chinese citizens have avenues to enjoy casino entertainment through legal exceptions in two special administrative territories: Macau and Hong Kong. These regions

are permitted to legally provide gambling services, creating unique opportunities for casino entertainment within China's borders.

Taking advantage of these legal loopholes, China's neighbors strategically invest in attracting Chinese gambling tourists. The focus is often on the development of luxury five-star casino resorts, seeking to cater to the preferences of Chinese visitors who are inclined towards gambling activities. This phenomenon underscores the significant impact of regional regulations on the dynamics of the gambling industry, as neighboring countries position themselves to tap into the demand from Chinese tourists seeking gaming experiences beyond mainland China's restrictions.

Macau

Macau, often referred to as the Asian "Las Vegas," is renowned for its massive gambling industry, hosting 41 casinos that primarily cater to high-rolling professionals rather than casual visitors. The atmosphere on the island mirrors the vibrant and dynamic ambiance of Las Vegas, complete with an abundance of neon lights, extravagant themed hotels, and casinos.

Despite its reputation as a gambling hub, Macau has restrictions on online gambling. Online gambling has not been permitted in Macau since 2015, focusing instead on the traditional brick-and-mortar casino experience. This regulatory stance aligns with the region's emphasis on its renowned physical casinos and the high-stakes gambling culture that attracts professionals and enthusiasts from around the world.

Hong Kong

In Hong Kong, the establishment of the Jockey Club provides a unique avenue for certain forms of gambling. This institution allows for regulated horse race betting and sports gambling. However, these activities are tightly controlled to ensure responsible gambling practices. While the Jockey Club permits certain forms of betting, online gambling, including sports betting, is strictly prohibited, and access to foreign online casino sites is actively blocked.

For other types of gambling, such as traditional land-based casino games, there are additional restrictions. These activities are only allowed outside Hong Kong's territorial waters. As a result, individuals interested in engaging in casino gambling often travel to nearby Macau, taking advantage of its status as a special administrative region with a well-established and thriving casino industry. This regulatory approach reflects Hong Kong's careful management of gambling activities to balance entertainment options while minimizing potential negative social impacts.

Singapore

For a significant period, Singapore's gambling options were exclusively provided by

state-owned entities, with Singapore Pools offering lottery-style games and Singapore Turf Club overseeing horse racing and sports betting. Prior to 2005, the Singaporean government restricted gambling activities to those run by the state, including horse racing, sports wagering, and lotteries, with a strict prohibition on casinos.

A transformative shift occurred in 2005 when the Singaporean government decided to permit land-based casinos, but with a distinct regulatory framework. These casinos were only allowed to operate within integrated resorts, and a unique requirement was imposed: any tourists wanting to engage in casino activities had to pay an admission fee. The government issued only two gambling licenses to international operators, a measure aimed at stringent regulation of the industry.

It's worth noting that online gambling is prohibited in Singapore, maintaining a regulatory stance that aligns with the government's efforts to tightly control and manage gambling activities within the country. This multifaceted approach reflects Singapore's strategy of carefully regulating the gambling industry while allowing for certain controlled forms of entertainment.

Vietnam

Vietnam embarked on the path of legalizing gambling relatively recently, starting in 2018 when sports betting was officially permitted, and casinos were opened to tourists. The regulations generally restrict locals from playing in casinos; however, there is an initiative that considers allowing Vietnamese citizens in specifically licensed venues, contingent upon providing proof of a monthly income exceeding €370.

Despite the interest from developers eager to obtain government approval to build more casinos, as of now, only one casino is currently operational, with another one in the development stage. This cautious approach to casino development and gambling regulation in Vietnam reflects a measured and controlled expansion of the industry, likely influenced by considerations of social impact and responsible gambling practices. The government's willingness to explore initiatives allowing local citizens into licensed venues with income verification suggests a nuanced approach to balancing economic opportunities with regulatory considerations.

Cambodia

In Cambodia, the regulations around gambling allow only visitors, and not local residents, to gamble at land-based casinos. Cambodia has become a favored destination for gambling among residents of neighboring countries whose own governments do not permit this form of entertainment.

There was a period between 2015 and 2020 when online gambling was briefly legalized in Cambodia. However, the government reversed this decision, once again making online

gambling prohibited. This regulatory shift reflects the evolving stance of the Cambodian government on online gambling activities, possibly influenced by considerations related to social impact, economic concerns, or changes in the broader regional and international regulatory landscape. Cambodia's role as a gambling destination for neighboring residents underscores the diverse approaches to gambling regulation in the Southeast Asian region.

Malaysia

Similar to Vietnam and Cambodia, Malaysia allows only tourists to gamble in physical locations. Both online and physical gambling activities are prohibited for Malaysian citizens. The positive aspect for Malaysian citizens engaging in gambling is that, even though it is against the law, it is not treated as a criminal offense. This suggests that while there are legal restrictions on gambling, the enforcement focuses more on regulation and prevention rather than punitive measures against individuals participating in gambling activities. The approach reflects a regulatory stance aimed at managing and limiting gambling opportunities rather than imposing criminal penalties on citizens who choose to gamble.

Conclusion

While a fully legalized Asian gambling market may still be in the distant future, there are encouraging developments. Increasingly, more states are recognizing the potential benefits, including higher tax revenues and improved security, that a regulated market could offer to their citizens.

3.6 FORECAST FOR THE MARKET

Research conducted by Juniper indicates that the turnover in the online gambling segment is projected to reach \$950 billion by 2024, and this growth trend predates the pandemic, as reported by Yogonet. Juniper's findings reveal a notable shift of gambling activities to the online sphere, with mobile applications demonstrating the highest level of engagement. The proportion of bets placed through mobile phones continues to rise steadily.

Despite a general movement towards regulating national gambling markets, the study notes that a few countries are opting for a complete ban on online gambling and mobile applications. The global online gambling market currently constitutes over 13% of the total global legal gambling market, with this percentage consistently on the rise. Niche revenue is anticipated to hit \$65 billion by 2024, and the niche itself is poised for changes and reforms based on market dynamics.

Advancements in gambling technology are underway, encompassing classic slots, video slots, and virtual (VR) gambling. A new generation of players is entering the market, prompting companies to adapt to high expectations. This has led to the emergence of esports betting and skill-based games.

The Asian market stands out as the world's largest in terms of volume, with a growing

demand for gambling each year. The year 2019 witnessed a softening of regulations, as more countries legalized online betting and casinos, a trend that continues into 2024, offering new prospects for the industry. Notably, the best deals from Asian casinos can be explored at 3snet.

In Africa, the online gambling market is experiencing rapid development and growth. The primary challenge is the lack of regulation for casino activities in most countries on the continent, though there is no legislative prohibition either. Fully realizing the potential of this market will require time and regulatory frameworks to be put in place.

4 RISKS ASSOCIATED WITH LAUNCHING AN ONLINE CASINO

Inconsistent legal framework

Each country has its own regulations concerning gambling, and these rules often undergo frequent changes. It's important to recognize that casino owners may need to consider how to restructure their establishments in response to shifts in the legal landscape.

Unpredictable functionality of equipment

Given that the primary arena is the internet, it's crucial for everything to operate seamlessly. Any disruption to the site or server can result in significant losses for the casino.

Software

The framework of an online casino resembles a construction set, comprising three categories of software: a gaming platform, a payment solution, and gaming content.

Payment systems constitute the least risky category, subject to rigorous testing by regulatory bodies and banks to minimize the risk of low-quality software. The most substantial risk for operators lies in non-original or pirated software, potentially resulting in the loss of experienced players who prioritize original software for its reliability in payouts and clear Return to Player (RTP) percentages. Overlooking back doors, malicious algorithms that can be embedded in makeshift software to illicitly extract funds from operators, is another critical risk. Additionally, numerous errors and bugs associated with pirated software can lead to financial losses.

"Pirate" software, being illegal, introduces uncertainty regarding the final provider and the contractual chain, ultimately risking the disappearance of the provider after significant investments in casino development. Original software, in contrast, ensures transparency in contractual relationships.

The violation of copyright law is another critical concern, with the possibility of legal consequences for individuals involved. Security is a paramount consideration when selecting software, as reputable development companies invest significant resources to create secure products. Emphasizing security in software development is time-consuming but crucial for delivering a product that ensures customer safety.

Usability, often overlooked in favor of functionality, is a vital aspect in software development. Neglecting usability may lead to a platform accumulating unsystematic functionality, emphasizing the need for a focus on user-friendliness throughout the software development process, from drafting technical requirements to subsequent modernization and upgrades.

Intense competition

The proprietor of a gambling enterprise has the potential to amass substantial wealth, given the high demand for this type of service. Many aspire to carve out their niche, but it's only the casinos with the right business approach that truly achieve success. It's essential to recognize that significant effort and hard work are required to earn in this industry.

Money laundering

Regulatory bodies consistently conduct thorough investigations into potential money laundering by criminal organizations and the financing of terrorism through online casinos. If evidence reveals insufficient anti-money laundering measures, casinos risk having their licenses revoked.

Financial losses

During the initial phase, there is a potential for losses of funds allocated for registration, rent, and office equipment. The security deposit, refundable in case of the online casino's closure due to internal or other objective reasons, is returned to the casino owners. However, it is stipulated that this deposit must remain unused during the casino's operation, serving as collateral in the event of jackpot winnings, thereby minimizing potential losses..

Risk insurance

The founders and co-owners of the project, drawing upon a collective experience of 10 years in the online casino industry, along with the managerial expertise of the project mentor, aim to minimize the risks associated with entering the market as much as possible.

5 FINANCIAL STRATEGY

5.1 CAPITAL INVESTMENTS

Magnitude and composition of investments

The total investment required for the project is 185,0 K euros.

Table 5. Investment budget, euros

№	Name	Value
1	Acquisition of a license and security payment	148 600
2	Payment for the Amazon server	13 000
3	Office equipment and stationery	2 400
4	Floating capital financing	21 000
Invested capital total (actual need for cash)		185 000

Implementation Timeline and Investment Milestones for the Project

The total project implementation period is 36 months (3 years).

The duration of the investment period (before the launch of the project) is 0,3 years. In the process of project implementation, the following steps must be completed:

- first stage: purchase of 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, euros

		Total for 4 years	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23
1	Acquisition of a license and security payment	148 600	148 600				
2	Payment for the Amazon server	13 000				13 000	
3	Office equipment and stationery	2 400				2 400	
4	Floating capital financing*	21 000					21 000
	Investment total excl. floating capital	164 000	148 600	0	0	15 400	0
	Invested capital total (actual need for cash)	185 000	148 600	0	0	15 400	21 000

5.2 REVENUE STRATEGY

Profit-Generating Activities and Products

This project is designed to generate income through the provision of online casino services..

Service Scope

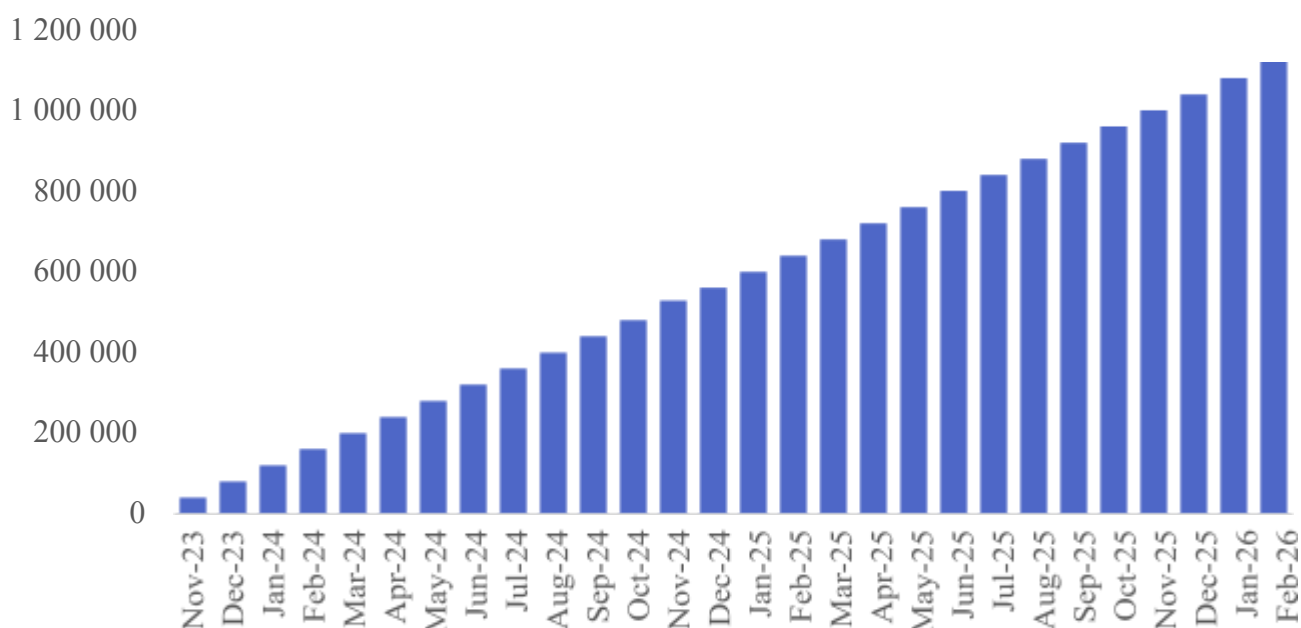
Project scope of services rendering

The target for acquiring new clients within this project is set at 2000 people per month. For each client, the average annual income is projected to be 240 EUR. The customer income constitutes 5% of the customer turnover in online casinos.

Income Volume

The average monthly income for the project period (4 years) will be about 825,2 K euros.

Diagram 10. Dynamics of proceeds from sales and direct costs, euros



The total amount of proceeds for the project period (4 years) will amount to 39 608,3 K euros.

Table 7. Income and direct cost plan, euros

			Total for 4 years	2023	2024	2025	2026
Physical indicators		Unit	-				
Total number of clients		<i>ppl</i>		4 000	40 000	64 000	88 000
Number of new clients		<i>ppl</i>	88 000	4 000	24 000	24 000	24 000
<i>For reference:</i>							
Number of additional staff		<i>ppl</i>	200	-	25	45	65
Customer turnover			792 000 000	2 400 000	81 600 000	196 800 000	312 000 000
Proceeds			39 608 333	120 000	4 088 333	9 840 000	15 600 000
	total		39 608 333	120 000	4 088 333	9 840 000	15 600 000
Income from clients		<i>20,0</i>	39 600 000	120 000	4 080 000	9 840 000	15 600 000
Direct costs			3 671 000	80 000	606 000	942 000	1 278 000
Advertising costs		<i>20,0</i>	1 760 000	80 000	480 000	480 000	480 000
Additional staff costs		<i>1400,0</i>	1 911 000	-	126 000	462 000	798 000

5.3 PROJECT EXPENSES

Fixed expenses

Personnel and Compensation

According to the staffing table, the anticipated total number of personnel is 6 individuals, each with a standard workload and an average monthly salary of 1,667 euros. The remuneration for all company employees is planned to be based on time worked. Additionally, there are future plans to establish a system of financial incentives, including bonuses and other rewards.

Table 8. Staffing table with salaries, euros

№	Position	Number of people	Salary	Total per month
1	Director	1	2 100	2 100
2	Site developer	1	1 700	1 700
3	Designer	1	1 700	1 700
4	Advertising specialist	1	1 700	1 700
5	Employee	2	1 400	2 800
	Total	6		10 000

5 additional staff are employed for every 6000 new clients. The cost of additional personnel is shown in variable costs.

Other current (fixed) expenditures

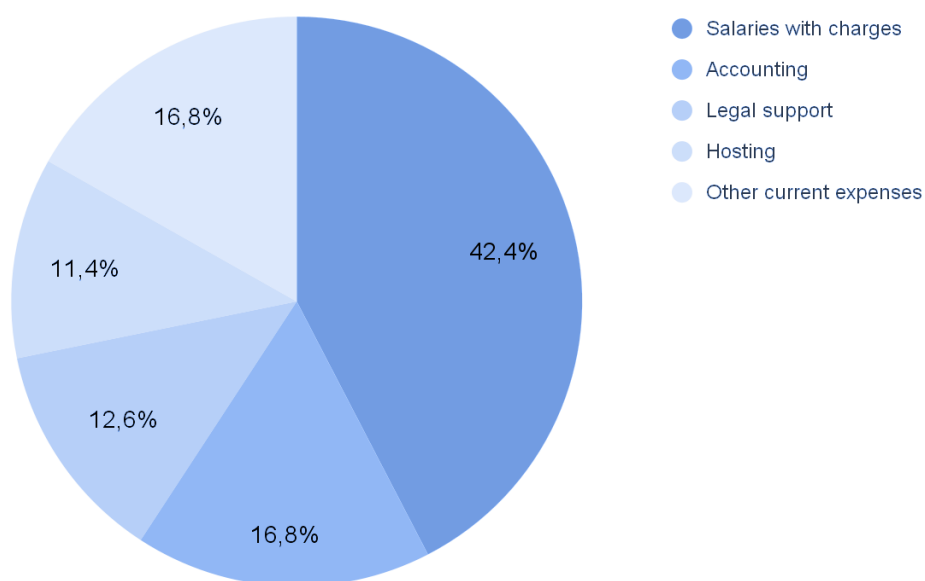
When calculating the financial indicators of this project, current fixed costs with an average amount of per month were taken into account.

A complete list of ongoing fixed costs is presented in the table below.

Table 9. Fixed costs, euros

№	Item of expense	Total per year
1	Accounting	48 000
2	Office equipment maintenance	30 000
3	Hosting	40 000
3	Office rent	18 000
4	Legal support	36 000
	Total	172 000

Diagram 11. The structure of fixed costs



Variable expenses

Direct production costs

Table 10. Variable costs, EUR

№	Item of expense	Per unit, total	Calculation base
1	Advertising costs	20	for 1 client
2	Additional staff costs	1 400	for 1 person

Taxation

The amount of accrued and paid taxes for the project period will amount to 7 293,2 K euros.

5.4 FINANCIAL STRATEGY

Prerequisites for attracting investment resources

Financial Resource Needs and Funding Structure

The need for financial resources for the project is 185,0 K euros.

It is planned that the financing of this project will be carried out at the expense of the investor.

Terms for Investor Fund Reimbursement

A strategy is outlined where 35% of the net profit will be allocated to reimburse the investor's funds within a three-year period starting from the project launch date. This reimbursement process initiates once the accumulated profit for the current month surpasses zero, commencing from the 18th month of the project. The total amount of payments to the investor over the project duration is estimated to be 4,976,000 euros.

Cash Flow Plan Indicators

Investment activities

The balance of the investment cash flow for the project is calculated by summing up all long-term financial investments from the investment budget, excluding working capital. The resulting figure is 164,000 euros.

Operating activities

Positive cash flows from operating activities are derived from sales proceeds, while negative cash flows result from the company's operating costs. The total proceeds for the project period amount to 39,608.3 K euros.

Negative cash flow is calculated at 12,008.2 K euros and is composed of the following key components:

Variable costs: 3,671.0 K euros

Fixed costs: 1,044.0 K euros

Taxes: 7,293.2 K euros

Consequently, the balance on operating activities at the end of the project is equivalent to the net profit, totaling 27,436.2 K euros.

Table 11. Cash flow budget, euros

Number of days in the period	Total for 4 years	2023	2024	2025	2026	2027
		184	366	365	365	181
Cash flow - INVESTING	-164 000	-164 000	0	0	0	0
Acquisition of a license and security payment	-148 600	-148 600	0	0	0	0
Payment for the Amazon server	-13 000	-13 000	0	0	0	0
Office equipment and stationery	-2 400	-2 400	0	0	0	0
Cash flow - OPERATING	27 600 173	-2 000	2 555 223	6 798 740	11 083 700	7 164 510
Proceeds	39 608 333	120 000	4 088 333	9 840 000	15 600 000	9 960 000
Income from clients	39 600 000	120 000	4 080 000	9 840 000	15 600 000	9 960 000
Expenses total	-12 008 160	-122 000	-1 533 110	-3 041 260	-4 516 300	-2 795 490
Direct costs	-3 671 000	-80 000	-606 000	-942 000	-1 278 000	-765 000
<i>Advertising costs</i>	<i>-1 760 000</i>	<i>-80 000</i>	<i>-480 000</i>	<i>-480 000</i>	<i>-480 000</i>	<i>-240 000</i>
<i>Additional staff costs</i>	<i>-1 911 000</i>	<i>0</i>	<i>-126 000</i>	<i>-462 000</i>	<i>-798 000</i>	<i>-525 000</i>
Indirect costs	-1 044 000	-42 000	-292 000	-292 000	-292 000	-126 000
<i>Salary</i>	<i>-440 000</i>	<i>-20 000</i>	<i>-120 000</i>	<i>-120 000</i>	<i>-120 000</i>	<i>-60 000</i>
<i>Accounting</i>	<i>-176 000</i>	<i>-8 000</i>	<i>-48 000</i>	<i>-48 000</i>	<i>-48 000</i>	<i>-24 000</i>
<i>Office equipment maintenance</i>	<i>-110 000</i>	<i>-5 000</i>	<i>-30 000</i>	<i>-30 000</i>	<i>-30 000</i>	<i>-15 000</i>
<i>Hosting</i>	<i>-120 000</i>	<i>0</i>	<i>-40 000</i>	<i>-40 000</i>	<i>-40 000</i>	<i>0</i>
<i>Office rent</i>	<i>-66 000</i>	<i>-3 000</i>	<i>-18 000</i>	<i>-18 000</i>	<i>-18 000</i>	<i>-9 000</i>
<i>Legal support</i>	<i>-132 000</i>	<i>-6 000</i>	<i>-36 000</i>	<i>-36 000</i>	<i>-36 000</i>	<i>-18 000</i>
Taxes	-7 293 160	0	-635 110	-1 807 260	-2 946 300	-1 904 490
<i>Profit tax</i>	<i>-7 293 160</i>	<i>0</i>	<i>-635 110</i>	<i>-1 807 260</i>	<i>-2 946 300</i>	<i>-1 904 490</i>
Cash flow - FINANCING	-4 791 298	185 000	-839 028	-2 379 559	-1 757 711	0
Co-investor's investment	185 000	185 000	0	0	0	0
Refunds to co-investor	-4 976 298	0	-839 028	-2 379 559	-1 757 711	0
CASH FLOW OF THE PROJECT	22 644 876	19 000	1 716 195	4 419 181	9 325 990	7 164 510
progressive total (cash balance)	22 644 876	19 000	1 735 195	6 154 376	15 480 366	22 644 876

Profit and Loss Plan Indicators

The total proceeds for the project period are projected to be 39,608.3 K euros. Direct costs are estimated to reach 3,671.0 K euros. Consequently, the gross profit is calculated at 35,937.3 K euros.

Fixed costs for the project period are anticipated to be 1,044.0 K euros.

The profit before tax is projected to be 34,729.3 K euros. Considering the income tax at the current rate of 21.0% of the taxable base, the tax amount is estimated to be 7,293.2 K euros.

Taking into account the write-off of the entire amount of investment costs through depreciation, the net profit is expected to reach 27,436.2 K euros.

Table 12. Profit and loss budget, euros

		2023	2024	2025	2026	2027
Number of days in the period	Total for 4 years	184	366	365	365	181
Proceeds inpayment excl. VAT	39 608 333	120 000	4 088 333	9 840 000	15 600 000	9 960 000
<i>Income from clients</i>	<i>39 600 000</i>	<i>120 000</i>	<i>4 080 000</i>	<i>9 840 000</i>	<i>15 600 000</i>	<i>9 960 000</i>
Direct costs	3 671 000	80 000	606 000	942 000	1 278 000	765 000
<i>Advertising costs</i>	<i>1 760 000</i>	<i>80 000</i>	<i>480 000</i>	<i>480 000</i>	<i>480 000</i>	<i>240 000</i>
<i>Additional staff costs</i>	<i>1 911 000</i>	<i>0</i>	<i>126 000</i>	<i>462 000</i>	<i>798 000</i>	<i>525 000</i>
Fixed costs	1 044 000	42 000	292 000	292 000	292 000	126 000
<i>Salary</i>	<i>440 000</i>	<i>20 000</i>	<i>120 000</i>	<i>120 000</i>	<i>120 000</i>	<i>60 000</i>
<i>Accounting</i>	<i>176 000</i>	<i>8 000</i>	<i>48 000</i>	<i>48 000</i>	<i>48 000</i>	<i>24 000</i>
<i>Office equipment maintenance</i>	<i>110 000</i>	<i>5 000</i>	<i>30 000</i>	<i>30 000</i>	<i>30 000</i>	<i>15 000</i>
<i>Hosting</i>	<i>120 000</i>	<i>0</i>	<i>40 000</i>	<i>40 000</i>	<i>40 000</i>	<i>0</i>
<i>Office rent</i>	<i>66 000</i>	<i>3 000</i>	<i>18 000</i>	<i>18 000</i>	<i>18 000</i>	<i>9 000</i>
<i>Legal support</i>	<i>132 000</i>	<i>6 000</i>	<i>36 000</i>	<i>36 000</i>	<i>36 000</i>	<i>18 000</i>
Earnings before Interest, Taxation, Depreciation & Amortisation (EBITDA)	34 893 333	-2 000	3 190 333	8 606 000	14 030 000	9 069 000
<i>EBITDA profitability</i>	<i>88,1%</i>	<i>-1,7%</i>	<i>78,0%</i>	<i>87,5%</i>	<i>89,9%</i>	<i>91,1%</i>
Disposal of investment	164 000	164 000	0	0	0	0
<i>Lump-sum costs</i>	<i>164 000</i>	<i>164 000</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
Earnings before interest and taxes (EBIT)	34 729 333	-166 000	3 190 333	8 606 000	14 030 000	9 069 000
<i>EBIT profitability</i>	<i>87,7%</i>	<i>-138,3%</i>	<i>78,0%</i>	<i>87,5%</i>	<i>89,9%</i>	<i>91,1%</i>
Profit / loss before tax	34 729 333	-166 000	3 190 333	8 606 000	14 030 000	9 069 000
progressive total	34 729 333	-960 800	13 362 667	86 886 000	225 414 000	185 035 000
Profit tax	7 293 160	0	635 110	1 807 260	2 946 300	1 904 490
Net profit	27 436 173	-166 000	2 555 223	6 798 740	11 083 700	7 164 510
<i>net profitability</i>	<i>69,3%</i>	<i>-138,3%</i>	<i>62,5%</i>	<i>69,1%</i>	<i>71,0%</i>	<i>71,9%</i>
progressive total	27 436 173	-166 000	2 389 223	9 187 963	20 271 663	27 436 173

Financial Performance

The project calculation horizon spans 48 months (4 years), with an investment period lasting 4 months (0.3 years) leading up to the project launch. The operational period of the project, post-launch, spans 44 months (3.7 years).

Taking into account the project's nature, a discount rate was adopted for calculating financial indicators.

Over the entire project implementation period, sales proceeds are estimated to be 39,608.3 K euros. The total project cost during this period is projected to be 12,172.2 K euros.

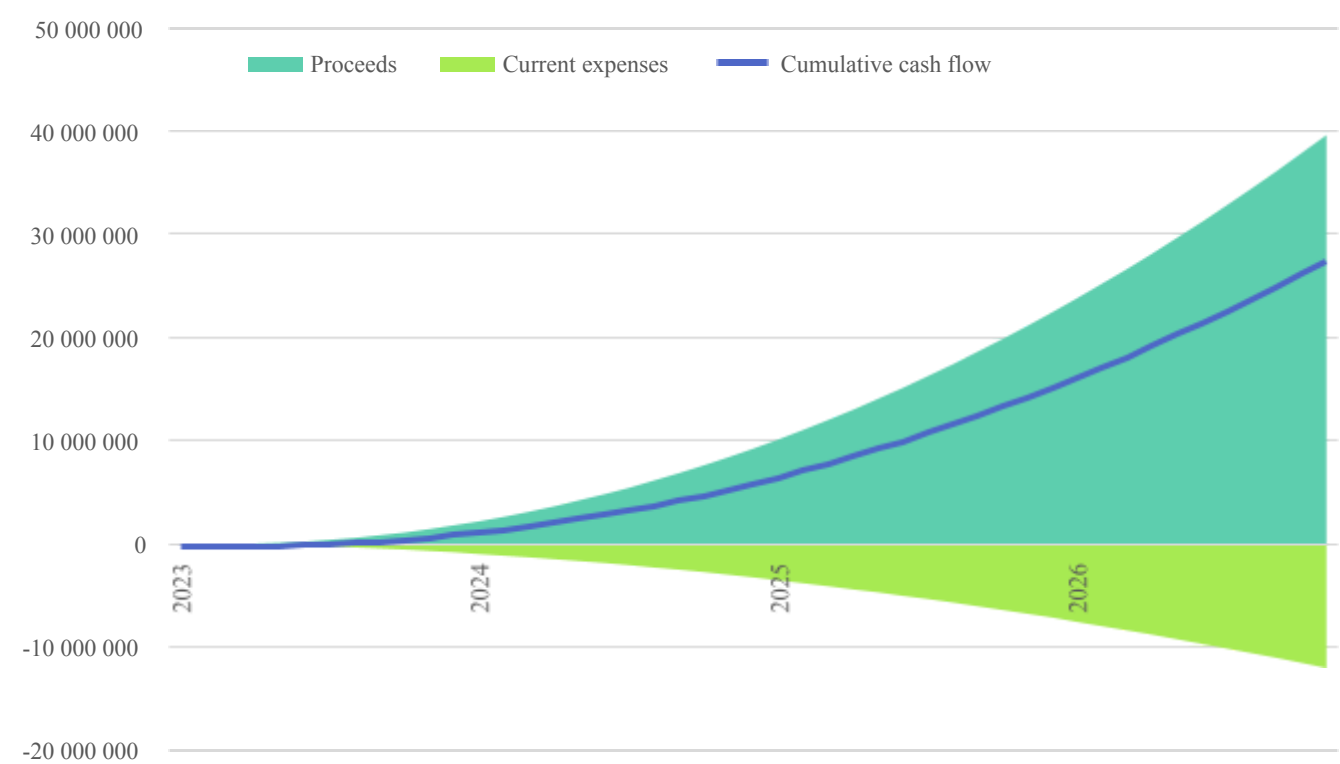
The average monthly net operating income is calculated to be 571.6 K euros. The average ongoing balance in the cash account on the current account for the entire project duration is anticipated to be 6,090.0 K euros.

The net profit upon completion of the project is forecasted to be 27,436.2 K euros.

Table 13. Financial and investment indicators of the project

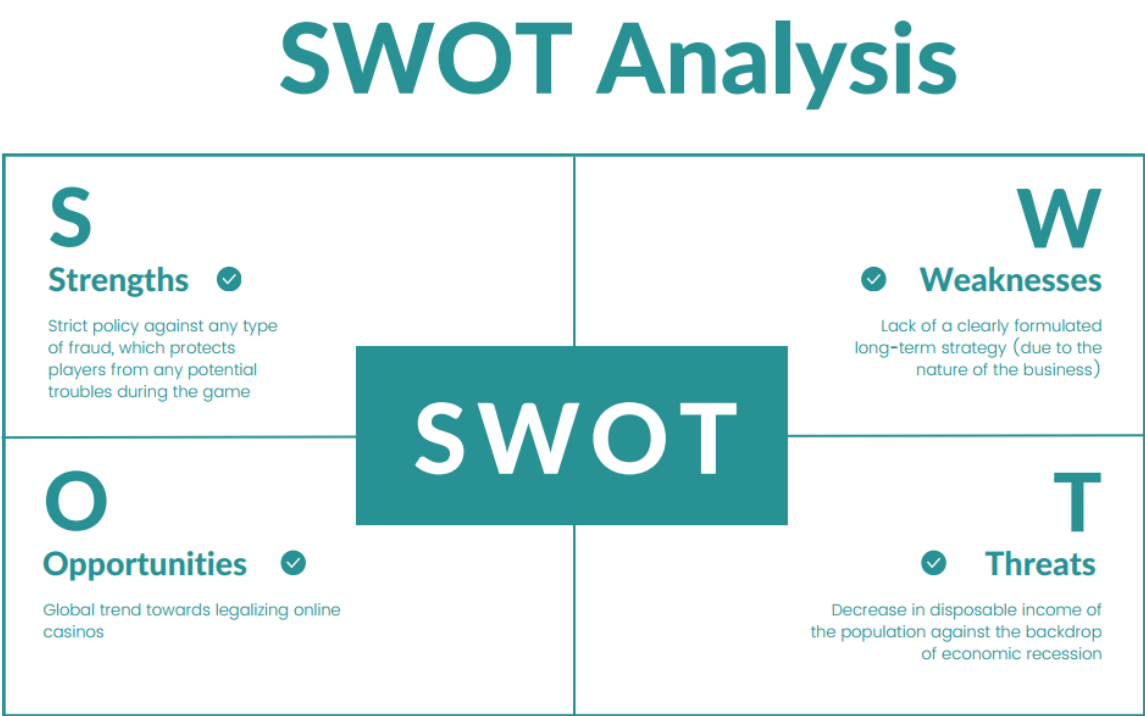
Name of the index	Value of the index
Calculation period of the project, year	4,0
Laid-down capital (LDC), EUR	185 000
Sum of proceeds (SP), incl. VAT, EUR	39 608 333
Net average operational receipts per month (NAOR), EUR	571 587
Average demand balance per month (ADB), EUR	6 089 992
Net profit for the project period, EUR	27 436 173
Average profitability for the project period (net profit to proceeds	69,3%
Discounting rate (DR), %	19,4%
Net present value (NPV), EUR	16 829 271
Average Rate of Return of investments (ARR)	3707,6%
Return on investment (ROI)	14830,4%
Profitability index (PI)	105,63
Internal rate of return (IRR)	1903,8%
Modified internal rate of return (MIRR)	16,7%
Pay back period of the project in whole (PBP), incl. financing scheme	8 months
	0,7 years

Diagram 12. Cash flows for the project, euros



5.5 SWOT ANALYSIS

Table 14. SWOT analysis



5.6 SENSITIVITY ANALYSIS

NPV sensitivity

Significant deviations in key indicators that could lead to an unfavorable net present value within the 4-year timeframe include: a revenue decrease exceeding 86.5%, an increase in investments beyond 0.0%, a surge in variable costs by 887.2%, a rise in fixed expenses by 2000.0%, an escalation in the tax burden by 375.9%, an augmentation in accrued and paid interest exceeding 2000.0%, or an elevation of the discount rate beyond 2000.0%.

Priority of factors:

- The most influential factor affecting the project is the proceeds, with a critical deviation of 86.5% or higher. If the deviation reaches or exceeds this level, the project may not be financially viable within a 5-year timeframe
- Conversely, the least influential factor is the interest, where the critical deviation reaches 2000.0% of the calculated level. This factor has a comparatively lower impact on the project's financial outcomes.

Net profit sensitivity

Significant deviations in key indicators, leading to the project not being financially viable within a 4-year period, include: a revenue decrease exceeding 87.7%, an increase in investments beyond 1358.6%, a surge in variable costs by 946.0%, an escalation in the size of fixed expenses by 2000.0%, an increase in the tax burden by 2000.0%, or an augmentation in the amount of accrued and paid interest exceeding 2000.0%.

Priority of factors:

- The most impactful factor is revenue; a critical deviation of 87.7% or higher signifies a level at which, if reached or exceeded, the project may not be financially viable within a 5-year timeframe;
- The least influential factor is taxes, where the critical deviation reaches 2000.0% of the calculated level. This factor has a comparatively lower impact on the project's outcomes..

Conclusion

The evaluation of potential deviations in the initial parameters leads to the conclusion of the project's low degree of riskiness. Even with a critical change in the most sensitive parameter, revenue, reaching up to 87.7% deviation from the base case, the project maintains its payback within the calculation horizon of no more than 3 years. This indicates a reliable margin of financial strength for the project..

Table 15. Sensitivity analysis of the project

№	Parameter (X)	Change of a parameter, %	NPV, EUR	Change of NPV if the Parameter is changed, EUR	Change of NPV if the Parameter is changed, %	NPV deviation to Parameter change $ \Delta \text{NPV\%} / \Delta \text{X\%} $	Breaking change of NPV		Breaking change of profit	
							NPV=0 ranking*	Sensitivity	Profit=0 ranking*	Sensitivity
1	Proceeds	-5%	15 858 910	-970 361	-5,8%	1,2	-86,5%	2	-87,7%	3
2	Investments	+5%	16 824 311	-4 960	0,0%	0,0	+0,0%	1	+1358,6%	5
3	Variable costs	+5%	16 735 399	-93 872	-0,6%	0,1	+887,2%	4	+946,0%	4
4	Fixed costs	+5%	16 800 784	-28 487	-0,2%	0,0	+2000,0%	5	+2000,0%	6
5	Taxes	+5%	16 605 389	-223 882	-1,3%	0,3	+375,9%	3	+2000,0%	1
6	Discounting rate	+5%	16 465 396	-363 875	-2,2%	0,4	+2000,0%	5		
*Sensitivity level: 1 - the largest sensitivity (even little change in % influences the project considerably)										

6 APPENDIX

The List of the GP(s):

No	GP(s)	Royalty %
1	1x2 Gaming	14,00%
2	2By2	14,00%
3	5 men games	9,00%
4	Ainsworth Games	14,00%
5	Alchemy Gaming	14,00%
6	All41 Studios	14,00%
7	AllWaySpin	10,00%
8	Amatic Industries	14,00%
9	Apollo Games	12,50%
10	BBTECH	10,00%
11	Belatra Games	12,00%
12	Bet2Tech	10,00%
13	BetGamesTV	14,00%
14	Betsoft	12,00%
15	BetSolutions	12,00%
16	Bgaming	10,00%
17	Booming games	13,00%
18	Booongo	12,00%
19	BTG / Big Time Gaming	14,00%
20	Caleta Gaming	11,00%
21	Casino Technology (CT Gaming)	12,50%
22	Champion	9,00%
23	Colossus Bets	14,00%
24	Crazy Tooth Studio	14,00%
25	Cyberslot	10,00%
26	D-Tech	14,00%
27	Edge Gaming	13,00%
28	EGT Interactive	15,00%
29	Electric Elephant	14,00%
30	ELK Studios	14,00%

31	Endorphina	14,00%
32	Eurasian / EA gaming	11,00%
33	Evoplay	12,00%
34	Evolution**	15,00%
35	Eyecon	14,00%
36	Fantasma	13,00%
37	Fortune Factory Studios	13,00%
38	Foxium	13,00%
39	Fugaso	11,00%
40	Gameburger Studios	13,00%
41	GamePlay	14,00%
42	Games Inc	10,50%
43	Gamevy	14,00%
44	Gamshy	12,50%
45	Gamzix	9,00%
46	Genesis Gaming	14,00%
47	Gold Coin Studios	13,00%
48	Golden Race	12,00%
49	Golden Rock Studios	14,00%
50	Green Jade	10,00%
51	Habanero	12,00%
52	HackSaw Gaming	14,00%
53	Half Pixel Studios	14,00%
54	Hollywood TV	12,00%
55	Igrosoft	9,00%
56	Inspired gaming	14,00%
57	Iron Dog Studios	14,00%
58	ISoftBet	12,00%
59	Just For The Win (JFTW)	14,00%
60	KA Gaming	11,00%
61	Kalamba Games	12,00%
62	Kiron Interactive	14,00%
63	Leander	11,00%
64	Leap Gaming	14,00%
65	Lightning Box Games	14,00%
66	LiveG24	14,00%
67	Mancala Gaming	11,00%

68	Maskot	12,00%
69	Matrix games	10,00%
70	MGA	14,00%
71	Microgaming	14,00%
72	MrSlotty	12,00%
73	Neko Games	14,00%
74	Neon Valley Studios	14,00%
75	NetEnt	15,00%
76	NetGame Entertainment	11,50%
77	NetGaming	11,00%
78	Nolimit City	13,00%
79	Old Skool	12,00%
80	One Touch	11,00%
81	OnlyPlay	11,00%
82	Original spirit (UP games)	12,00%
83	Pariplay	13,00%
84	Pear Fiction	13,00%
85	PG Soft	12,50%
86	Plank Gaming	14,00%
87	Platipus	10,00%
88	Playbro	10,00%
89	PlayPearls	10,50%
90	Playson	12,00%
91	PlayTech	15,00%
92	Pragmatic Play	12,00%
93	Probability Jones	13,00%
94	Pulse 8	13,00%
95	Pushgaming	14,00%
96	Quickspin	14,00%
97	Rabcat	13,00%
98	Realistic Games	14,00%
99	Red Rake Gaming	13,00%
100	Red7 Games	10,00%
101	Redtiger	14,00%
102	Relax Gaming	14,00%
103	Ruby play	11,00%
104	SA Gaming	11,50%

105	Salsa Technology	11,00%
106	SimplePlay	11,00%
107	Skillzz Gaming	11,00%
108	Slingshot Studios	14,00%
109	Slot Exchange (X Card)	11,00%
110	Snowborn Studios	14,00%
111	Spadegaming	12,00%
112	Spearhead Studios	14,00%
113	Spinmatic	12,00%
114	Spinomenal	11,00%
115	SpinPlay Games	14,00%
116	Spribe	11,00%
117	Storm Gaming	14,00%
118	Stormcraft Studios	14,00%
119	Switch Studios	14,00%
120	Thunderkick	12,00%
121	Thunderspin	12,00%
122	Tom Horn	14,00%
121	TPG (Triple Profits Games)	10,00%
122	Triple Edge Studios	14,00%
123	TrueLab	11,50%
124	TVBET	11,00%
125	Vela Gaming	11,00%
127	Virtual Generation Games	12,00%
128	Wazdan	13,00%
129	WeAreCasino	11,50%
130	Yggdrasil	15,00%