

# **NeoStrike Platform**

## Lean Implementation Plan

Version 2.0 | February 2026

12-Week Sprint to Production (4.5/5 Maturity)

# Executive Summary

| Parameter         | Value                                  |
|-------------------|--|
| Timeline          | 12 weeks (3 months)                    |
| Team              | You + AI (multi-role collaboration)    |
| Budget            | ~€770 (infrastructure + services only) |
| Target            | Production-ready 4.5/5 maturity        |
| Concurrent Users  | 1k (scales to 10k+ easily)             |
| Game Providers    | 3 (Evolution, Pragmatic Play, NetEnt)  |
| Payment Providers | 2 (Adyen primary, Stripe backup)       |

## Strategy: AI-First Development

- MVP-first approach - ship fast, iterate based on real usage
- BYOC model - operators bring their own provider contracts
- Fast Track-only focus - target operators already using FT CRM
- Leverage existing code - 60% already built (wallet, Fast Track, RLS)
- AI pair programming - I write code, you review and test
- Open-source first - minimize third-party costs

# 12-Week Sprint Plan

## Sprint 1-2: Real-Time Foundation (Weeks 1-2)

**Goal:** WebSocket infrastructure + payment retry

### Tasks:

- WebSocket server (Socket.io + Redis)
  - Auth via JWT
  - Event broadcasting (balance\_update, bonus\_awarded, rg\_alert)
  - Heartbeat/reconnection logic
  - Target: 1k concurrent connections
- Frontend SDK (@neostrike/sdk)
  - React hooks: useBalance(), useWebSocket()
  - Auto-reconnection logic
- Payment auto-retry (3 attempts, exponential backoff)
  - Integrate Stripe as fallback to Adyen
- Deploy to production (Vercel + Railway for backend)

### Deliverables:

- ✓ WebSocket server live
- ✓ SDK published to NPM
- ✓ Payment approval rate > 95%

**Estimated Time:** 2 weeks (AI writes code, you test)

## Sprint 3-4: Provider Adapters (Top 3) (Weeks 3-4)

**Goal:** BYOC adapter framework + 3 Tier 1 providers

### Tasks:

- Provider adapter framework (BYOC credential passthrough)
  - Abstract ProviderAdapter interface
  - Payload transformation engine

- Error handling + retry logic
  - Idempotency support
- Build 3 adapters:
- Evolution Gaming (Seamless Wallet API)
  - Pragmatic Play (Seamless Wallet API)
  - NetEnt (Casino API)
- Adapter configuration UI (tenant portal)
- Credential vault (AES-256 encrypted)
  - Enable/disable providers
  - Test connection button
- Documentation for each adapter

### **Deliverables:**

- ✓ BYOC adapter framework
- ✓ 3 production-ready adapters
- ✓ 2-minute provider setup time

**Estimated Time:** 2 weeks

## Sprint 5-6: Fast Track Integration (Weeks 5-6)

**Goal:** Unidirectional event streaming to Fast Track CRM

### Tasks:

- Fast Track event streaming engine
  - 9 event types: REGISTRATION, LOGIN, BET, WIN, DEPOSIT, WITHDRAWAL, BONUS, BALANCE, KYC
  - Webhook delivery with exponential retry (3 attempts)
  - Event deduplication (idempotency keys)
  - Latency target: <200ms
- Fast Track configuration UI (tenant portal)
  - API URL and key input
  - Test connection button
  - Event logs viewer (real-time)
- Event payload mapping
  - Map NeoStrike events to Fast Track schema
  - Include player metadata (segmentation, affiliate data)

### Deliverables:

- ✓ Fast Track event streaming active
- ✓ <200ms average latency
- ✓ No-code configuration via portal

**Estimated Time:** 2 weeks

## Sprint 7-8: Payment Orchestration (Top 2) (Weeks 7-8)

**Goal:** Smart routing + 99%+ approval rate

### Tasks:

- Integrate 2 payment providers (BYOC credentials):
  - Adyen (primary): Cards, instant bank transfers, e-wallets
  - Stripe (backup): Cards, ACH, SEPA
- Smart routing algorithm
  - Geography-based (Germany → Instant Bank, UK → Cards)

- VIP priority processing
- Historical success patterns
- Auto-retry logic
  - Network timeout: 3 retries, exponential backoff
  - Temporary decline: 2 retries, switch to backup provider
  - 3DS challenge failed: 1 retry with user re-prompt
- Payment dashboard (tenant portal)
  - Approval rates by method
  - Processing times
  - Failed transaction breakdown
- Automatic alerting (approval rate < 95%)

### **Deliverables:**

- ✓ 2 payment methods live (Adyen, Stripe)
- ✓ Smart routing active
- ✓ 99%+ approval rate

**Estimated Time:** 2 weeks

## Sprint 9: AI Duty of Care (MVP) (Week 9)

**Goal:** Basic affordability checks + behavioral monitoring

### Tasks:

- Affordability check flow
  - Trigger at €1,000 deposit threshold (configurable)
  - Income verification prompt (Open Banking integration via Plaid sandbox)
  - Income vs. gambling spend analysis
  - Auto-restriction if spend > 5% of income
- Behavioral monitoring (rule-based, not ML initially)
  - Chasing losses (5+ consecutive deposits after losses)
  - Velocity spike (3x normal bet frequency)
  - Late-night gambling (2-6 AM activity)
  - Rapid escalation (bet size 10x in 30 min)
  - Prolonged session (continuous play > 90 min)
- Auto-intervention
  - Reality checks (modal prompt)
  - Cooling-off periods (15 min, 24 hours)
  - Fast Track RG\_ALERT events
- Configuration UI (tenant portal)
  - Affordability threshold (default €1,000)
  - Loss limit (7 days, default €2,500)
  - Session time alert (default 90 min)

### Deliverables:

- ✓ Affordability checks (Open Banking)
- ✓ 5 behavioral patterns detected
- ✓ Auto-intervention engine

**Note:** Start with rule-based logic, upgrade to ML in Phase 2 if needed

**Estimated Time:** 1 week

## Sprint 10: Tenant Portal v2 (Week 10)

**Goal:** Self-service dashboard

## **Tasks:**

- Dashboard overview (real-time metrics)
  - Active users, GGR, deposits, approval rates
  - Fast Track integration status
  - AI Duty of Care alerts (last 24h)
- Fast Track configuration (no-code)
  - API URL and key management
  - Test connection
  - Event logs viewer
- Activity logs (real-time, exportable)
  - CSV/JSON export
  - Date range filtering
- API key management (generate, rotate, revoke)
- Game provider management (one-click enable)
  - Credential vault UI
  - Test connection for each provider
- Compliance dashboard (AI Duty of Care monitoring)
- Payment analytics
  - Approval rates by method
  - Processing times
  - Failed transaction breakdown

## **Deliverables:**

- ✓ Full self-service portal
- ✓ No database access needed for operators

**Estimated Time:** 1 week

## Sprint 11: Regulatory Reporting (Automated) (Week 11)

**Goal:** UKGC + MGA auto-reporting

**Tasks:**

- UKGC Monthly Regulatory Return (MRR)
  - Auto-generate JSON + PDF
  - Download option (SFTP upload in Phase 2)
  - Schedule: 1st of every month
  - Contents: GGY, player metrics, RG interventions, AML alerts
- MGA Player Protection Report
  - Auto-generate XML
  - Download option (API submission in Phase 2)
  - Schedule: Quarterly (Jan 15, Apr 15, Jul 15, Oct 15)
- Audit trail export
  - CSV/JSON/Excel/PDF formats
  - 7-year retention (S3 storage)
  - Date range filtering
- Portal UI for report access
  - View submission history
  - Download past reports

**Deliverables:**

- ✓ Automated UKGC MRR
- ✓ Automated MGA report
- ✓ Audit trail export

**Estimated Time:** 1 week

## Sprint 12: Developer Sandbox (Week 12)

**Goal:** Developer-friendly testing environment

**Tasks:**

- Public Postman collection

- All API endpoints with examples
  - Pre-configured sandbox environment
  - Publish to Postman public workspace
- Test data
- 3 test users (player, VIP, new)
  - Test cards (success, decline, 3DS)
- Mock provider simulator (tenant portal)
- Simulates Evolution Gaming API
  - Configurable RTP, volatility, latency
  - Test scenarios (big win, jackpot, timeout)
- WebSocket test client (tenant portal)
- Trigger test events
  - Real-time event log viewer

### **Deliverables:**

- ✓ Postman collection published
- ✓ Mock provider simulator
- ✓ WebSocket test client

**Estimated Time:** 1 week

# Launch Preparation (Final Days)

## Tasks:

- Load testing (1k concurrent users, validate scale to 10k)
- Security audit (automated scans + manual review)
- Documentation review
  - API reference
  - Integration guides
  - Quick start guide (48-hour deployment)
- Marketing materials
  - Demo video (Loom recording)
  - Case study (pilot operator)
  - Landing page (neostrike.io)
- Compliance pre-audit
  - UKGC checklist review
  - MGA requirements validation
- Production deployment checklist
- Monitoring setup (Sentry free tier)

## Final Deliverable:

- ✓ Production-ready platform (4.5/5 maturity)
- ✓ Documentation complete
- ✓ Marketing materials ready

# Lean Budget Breakdown

## Infrastructure (Year 1)

| Service                  | Monthly Cost   | Annual Cost |
|--------------------------|----------------|-------------|
| Vercel (Frontend)        | €0 (Hobby)     | €0          |
| Railway/Render (Backend) | €20            | €240        |
| Supabase (PostgreSQL)    | €25 (Pro)      | €300        |
| Upstash (Redis)          | €10            | €120        |
| AWS S3 (Audit logs)      | €5             | €60         |
| Sentry (Error tracking)  | €0 (Free tier) | €0          |
| Total                    | €60/month      | €720        |

## Third-Party Services (One-Time)

| Service              | Cost | Notes   |
|----------------------|------|---|
| Plaid (Open Banking) | €0   | Sandbox free, production €500/mo (defer to Phase 2) |
| Domain + SSL         | €50  | Annual renewal                                      |
| Email (SendGrid)     | €0   | Free tier (100 emails/day)                          |
| Total                | €50  |   |

## Certifications (Deferred to Revenue)

| Certification | Cost | Timeline                 |
|---------------|------|--------------------------|
| ISO 27001     | €30K | After first 10 operators |
| PCI DSS       | €25K | After first 10 operators |
| SOC 2         | €40K | After first 10 operators |
| UKGC          | €30K | After first 5 operators  |

|       |       |                         |
|-------|-------|-------------------------|
| MGA   | €20K  | After first 5 operators |
| Total | €145K | Funded from revenue     |

## Total Year 1 Budget

| Category                   | Cost                        |
|----------------------------|-----------------------------|
| Infrastructure (12 months) | €720                        |
| Third-Party Services       | €50                         |
| Total                      | €770                        |
| Certifications             | €145K (deferred to revenue) |

## Scope: MVP vs. Full Vision

| Feature              | MVP (12 Weeks)                | Full Vision (Phase 2)       |
|----------------------|-------------------------------|-----------------------------|
| WebSocket            | 1k connections                | 10k+ connections            |
| Provider Adapters    | 3 adapters                    | 20 adapters                 |
| AI Duty of Care      | Rule-based                    | ML-powered                  |
| Payment Methods      | 2 methods                     | 5+ methods                  |
| Regulatory Reporting | Auto-generate (manual submit) | Auto-generate + auto-submit |
| Certifications       | In progress                   | Complete                    |
| Turnkey Deployment   | Manual setup guide            | CLI tool + templates        |

## Phase 2 Upgrades (Post-Launch)

Triggered by: 10 operators onboarded

- Scale WebSocket to 10k+ connections
- Add 17 more provider adapters (20 total)
- Upgrade AI to ML-based (train on real data)
- Add 3 more payment methods (Trustly, Coinbase, Skrill)
- Build CLI tool (npx @neostrike/create-casino)
- Obtain certifications (ISO 27001, PCI DSS, SOC 2, UKGC, MGA)

# Development Workflow (AI-Accelerated)

## Week-by-Week Collaboration

**Monday:** Sprint planning

- AI proposes tasks for the week
- You review and prioritize
- We agree on deliverables

**Tuesday-Thursday:** Development

- AI writes code (backend, frontend, infrastructure)
- You test in real-time
- We iterate on feedback

**Friday:** Sprint review

- Demo working features
- Deploy to staging
- Plan next week

## AI Roles (Multi-Role Agent)

| Role                  | Responsibilities   |
|-----------------------|--|
| Backend Engineer      | API endpoints, WebSocket server, database schema, integrations |
| Frontend Engineer     | React components, SDK, tenant portal UI                        |
| ML Engineer           | AI Duty of Care (rule-based initially, ML later)               |
| DevOps Engineer       | Deployment, monitoring, scaling, CI/CD                         |
| QA Engineer           | Unit tests, integration tests, E2E tests                       |
| Compliance Specialist | UKGC/MGA requirements, regulatory reporting                    |
| Tech Lead             | Architecture decisions, code reviews, documentation            |

## Your Roles

| Role | Responsibilities |
|------|------------------|
|      |                  |

|                 |  |
|-----------------|--|
| Product Manager | Prioritization, scope decisions, roadmap       |
| QA              | Manual testing, user acceptance, bug reporting |
| Stakeholder     | Final approval, go/no-go decisions             |

# Success Metrics (12 Weeks)

## Technical Metrics

- API uptime > 99.5%
- API latency (p95) < 100ms
- WebSocket latency < 50ms
- Payment approval rate > 99%
- Zero critical bugs in production

## Business Metrics

- 3 game provider adapters integrated
- 2 payment methods live
- Operator onboarding time < 8 hours (manual setup guide)
- 3 pilot operators onboarded successfully

## Compliance Metrics

- UKGC MRR auto-generated
- MGA report auto-generated
- AI Duty of Care active (5 patterns detected)
- Audit trail export working (7-year retention)

# Risk Mitigation

## Technical Risks

| Risk                       | Mitigation  |
|----------------------------|---|
| WebSocket scaling issues   | Start with 1k, proven tech (Socket.io), load test early         |
| Payment integration delays | Start with 2 providers (Adyen + Stripe), add more incrementally |
| AI accuracy concerns       | Start rule-based, upgrade to ML with real data                  |

## Business Risks

| Risk                | Mitigation   |
|---------------------|--|
| Certification costs | Defer to revenue, launch with "in progress" status         |
| Market competition  | Focus on speed (12 weeks vs. 9 months), unique AI features |
| Scope creep         | Strict MVP definition, Phase 2 for enhancements            |

# Next Steps

## Week 1 Kickoff

1. **Review this plan** - Confirm scope, timeline, budget
2. **Set up infrastructure** - Vercel, Railway, Supabase, Upstash
3. **Sprint 1 planning** - WebSocket server tasks breakdown
4. **Start development** - AI begins coding, you test in parallel

## Questions for You

1. **Scope confirmation:** Are you comfortable with 3 providers + 2 PSPs for MVP?
2. **Payment providers:** Adyen + Stripe acceptable as top 2?
3. **Pilot operators:** Do you have 3 operators ready to test?
4. **Timeline:** Is 12 weeks acceptable, or do you need faster?

## Ready to start building? ■

Let's ship this in 12 weeks and iterate based on real operator feedback!

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Target: Production Launch in 12 Weeks