

# **NeoStrike**

## Product Requirements Document

Version 2.0 | February 2026

Fast Track-Native Integration Platform

# Executive Summary

**Product Name:** NeoStrike Integration Platform

**Product Type:** B2B SaaS (Integration Middleware)

**Target Market:** Licensed iGaming operators using Fast Track CRM

**Business Model:** BYOC (Bring Your Own Credentials) + Usage-based pricing

## Mission Statement:

Enable Fast Track-powered casinos to launch in 48 hours by providing the integration layer between game providers, payment processors, and CRM—without requiring operators to build custom adapters or hold massive contracts.

## Core Value Proposition:

"You spent months securing Evolution and Adyen contracts. Why spend 9 more months building integration? Connect your credentials to NeoStrike and go live in 48 hours."

# 1. Problem Statement

## 1.1 The Challenge

Licensed iGaming operators face a 6-9 month development cycle to integrate game providers (Evolution, Pragmatic Play) with their Fast Track CRM. This involves:

- Building custom API adapters for each game provider (3-6 months)
- Integrating payment processors with smart routing logic (2-3 months)
- Implementing real-time Fast Track event streaming (1-2 months)
- Building AI-powered compliance tools for UKGC Duty of Care (2-3 months)
- Total dev cost: €100K-€200K

## 1.2 Market Gaps

- **Game aggregators** (SoftSwiss, EveryMatrix) require operators to use THEIR provider contracts
- **White-label platforms** lock operators into rigid tech stacks
- **Generic integration tools** (Zapier) can't handle real-time gaming requirements
- **No Fast Track-native solutions** exist (all integrations are afterthoughts)

## 1.3 Our Solution

NeoStrike is the **integration orchestrator** for Fast Track-powered casinos. We provide:

- Pre-built adapters for top 3 game providers (Evolution, Pragmatic, NetEnt)
- Payment orchestration for top 2 PSPs (Adyen, Stripe)
- Real-time Fast Track event streaming (<200ms latency)
- AI-powered UKGC compliance automation
- BYOC model—operators use their own provider contracts

## 2. Target Customers

### 2.1 Ideal Customer Profile

#### Company Profile:

- iGaming startup or established operator
- B2C gaming license (UKGC, MGA, or Curaçao)
- Using Fast Track CRM (or evaluating it)
- Existing contracts with 1-2 game providers (Evolution, Pragmatic)
- Payment processor account (Adyen, Stripe)
- Dev team of 1-3 people (can't build in-house)

#### Pain Points:

- Can't afford 9 months of dev time to build integration layer
- Need Fast Track integration for CRM campaigns
- Struggle with UKGC Duty of Care compliance (€50K+ fines)
- Low payment approval rates (< 90%)
- Want to launch quickly (48-hour goal)

### 2.2 Non-Target Customers

- Operators without existing provider contracts (expect us to supply games)
- Operators not using Fast Track (core differentiator wasted)
- Enterprise operators with 10+ person dev teams (will build in-house)
- White-label seekers (want turnkey casino, not integration layer)

## 3. Core Features

### 3.1 Fast Track CRM Integration

#### Description:

Unidirectional event streaming from NeoStrike to Fast Track CRM. All player activity (bets, wins, deposits) automatically sent to Fast Track for CRM segmentation and multi-channel campaigns.

#### Key Capabilities:

- Real-time event delivery (<200ms latency)
- 9 event types: REGISTRATION, LOGIN, BET, WIN, DEPOSIT, WITHDRAWAL, BONUS, BALANCE, KYC
- Automatic retry with exponential backoff (3 attempts)
- Event deduplication (prevent duplicate campaign triggers)
- No-code configuration via Tenant Portal

#### Fast Track Use Cases:

- Welcome email after REGISTRATION
- Deposit bonus offer after first LOGIN
- Win celebration SMS after large WIN
- Re-engagement push after 7 days inactivity
- Responsible gaming reminder after consecutive losses

### 3.2 Game Provider Adapters (Top 3)

#### Description:

Pre-built middleware for Evolution Gaming, Pragmatic Play, and NetEnt. Operators provide their own credentials—NeoStrike handles API translation, idempotency, and error handling.

Provider	Coverage	API Type	Setup Time
Evolution Gaming	Live casino, game shows, RNG	Seamless Wallet	2 minutes
Pragmatic Play	250+ slots, live, bingo	Seamless Wallet	2 minutes
NetEnt	200+ slots, branded games	Casino API	2 minutes

## What NeoStrike Handles:

- Debit API (player places bet)
- Credit API (player wins payout)
- Rollback/refund (bet cancellation)
- Balance check (wallet verification)
- Session management (game round tracking)
- Idempotency (duplicate bet prevention)
- Event streaming to Fast Track (BET, WIN events)

## 3.3 Payment Orchestration (Top 2)

### Description:

Smart payment routing with auto-retry logic across Adyen (primary) and Stripe (backup). Operators provide their own merchant accounts—NeoStrike optimizes approval rates.

Provider	Methods	Coverage	Approval Rate
Adyen (Primary)	Cards, instant bank, e-wallets	150+ countries	95.2%
Stripe (Backup)	Cards, ACH, SEPA	46 countries	94.8%

### Smart Routing Features:

- Geography-based optimization (Germany → Instant Bank, UK → Cards)
- VIP priority processing
- Historical success pattern learning
- Auto-retry logic (3 attempts, exponential backoff)
- Final approval rate: 99.2% (vs. 91.5% raw)

## 3.4 Real-Time WebSocket Infrastructure

### Description:

Persistent WebSocket connections for all player sessions. Instant balance updates, bonus notifications, and responsible gaming alerts—no page refreshes required.

### WebSocket Events:

Event	Trigger	Latency	Use Case

balance_update	Debit/Credit	<50ms	Update UI balance in real-time
bonus_awarded	Bonus credit	<50ms	Show notification to player
rg_alert	AI Duty of Care	<100ms	Reality check prompt
payment_status	Deposit/Withdrawal	Real-time	Transaction confirmation

## Technical Stack:

- Protocol: Socket.io (WebSocket with long-polling fallback)
- Authentication: JWT token in connection string
- Scaling: Redis Pub/Sub for multi-server broadcast
- Auto-reconnection with exponential backoff
- Heartbeat: 30-second ping/pong

## 3.5 AI Duty of Care (UKGC/MGA Compliant)

### Description:

Automated player protection to meet UKGC Duty of Care and MGA Responsible Gaming requirements. AI monitors behavior in real-time and triggers interventions before harm occurs.

### Key Features:

- Affordability checks:** Triggered at €1,000 cumulative deposits (configurable)
- Behavioral monitoring:** 5 patterns (chasing losses, velocity spikes, late-night, escalation, prolonged sessions)
- Auto-intervention:** Reality checks, cooling-off periods, mandatory breaks
- Fast Track integration:** RG\_ALERT events sent to CRM for follow-up campaigns

Pattern	Detection Logic	Intervention
Chasing Losses	5+ consecutive deposits after losses	Reality check + cooling-off
Velocity Spike	Bet frequency 3x normal	Session time alert
Late-Night Gambling	Activity 2-6 AM	"Are you sure?" prompt
Rapid Escalation	Bet size 10x in 30 min	Mandatory 5-min break
Prolonged Session	Play > 90 minutes	Reality check notification

## 3.6 Tenant Portal (Self-Service Dashboard)

### Description:

No-code operator dashboard for managing all aspects of the casino integration. No database access required.

### Portal Features:

- Dashboard:** Real-time metrics (active users, GGR, deposits, approval rates)
- Fast Track Config:** Connect CRM, test webhooks, view event logs
- Game Providers:** Add credentials, enable/disable providers, test connections
- Payment Providers:** Configure methods, view approval rates, transaction history
- Compliance Dashboard:** AI Duty of Care alerts, affordability checks, audit trails
- API Keys:** Generate, rotate, revoke with scoped permissions
- Regulatory Reports:** Auto-generated UKGC MRR, MGA quarterly reports

## 3.7 Automated Regulatory Reporting

### Description:

Hands-off compliance. NeoStrike auto-generates all required regulatory reports, eliminating manual work.

Jurisdiction	Report	Frequency	Delivery
UKGC	Monthly Regulatory Return (MRR)	Monthly (1st)	Download or SFTP
MGA	Player Protection Report	Quarterly	Download or API
Curaçao	Annual Compliance Report	Annually (Jan 31)	Download
All	Audit Trail Export	On-demand	CSV/JSON/Excel

## 4. Technical Requirements

### 4.1 Performance Targets

Metric	Target	Monitoring
API Uptime	> 99.5%	Pingdom + StatusPage
API Latency (p95)	< 100ms	Datadog APM
WebSocket Latency	< 50ms	Custom metrics
Payment Approval Rate	> 95%	Real-time dashboard
Fast Track Event Latency	< 200ms	Webhook logs

### 4.2 Infrastructure Stack

Component	Technology	Provider
Frontend Hosting	Vercel Edge	Vercel (Hobby tier)
Backend API	Node.js + Express	Railway/Render (\$20/mo)
Database	PostgreSQL (RLS)	Supabase Pro (\$25/mo)
Cache/PubSub	Redis	Upstash (\$10/mo)
File Storage	S3 (audit logs)	AWS (\$5/mo)
Monitoring	Error tracking	Sentry (free tier)

### 4.3 Security Requirements

- **Encryption at rest:** AES-256 for all operator credentials
- **Encryption in transit:** TLS 1.3 for all API communication
- **Credential isolation:** Each operator's credentials stored separately
- **Audit logs:** 7-year retention (UKGC requirement)
- **Access control:** Role-based permissions (admin, developer, compliance)
- **Certifications:** ISO 27001, PCI DSS, SOC 2 (in progress)

## 5. Business Model

### 5.1 Revenue Model

Pricing Structure:

Tier	Monthly Fee	Transaction Fee	Target Customer
Startup	€0	2.5% of GGR	<€50K GGR/month
Growth	€2,500	2.0% of GGR	€50K-€500K GGR/month
Enterprise	Custom	1.5% of GGR	>€500K GGR/month

### 5.2 Cost Structure (Year 1)

Category	Annual Cost	Notes
Infrastructure	€720	Vercel, Railway, Supabase, Upstash, AWS
Domain & SSL	€50	Annual renewal
Certifications (deferred)	€0	ISO 27001, PCI DSS, SOC 2 (after revenue)
Total	€770	Bootstrapped budget

### 5.3 Go-to-Market Strategy

#### Primary Channel: Fast Track Partnership

Approach Fast Track directly for co-marketing partnership. Every NeoStrike customer = Fast Track customer going live faster.

#### Secondary Channels:

- iGaming forums (Casinomeister, AskGamblers, SBC News)
- Direct outreach to UKGC/MGA licensed operators
- LinkedIn targeting (Fast Track CRM + iGaming operators)
- Content marketing (technical blog posts, integration guides)

## **6. Success Metrics**

### **6.1 Technical Metrics**

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

### **6.2 Business Metrics**

- 3 game provider adapters integrated (Evolution, Pragmatic, NetEnt)
- 2 payment providers integrated (Adyen, Stripe)
- Operator onboarding time < 8 hours (manual setup guide)
- 3 pilot operators onboarded successfully
- Fast Track partnership secured (co-marketing agreement)

### **6.3 Compliance Metrics**

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

## 7. Development Roadmap

### Phase 1: MVP (12 Weeks)

Timeline: February - April 2026

#### Deliverables:

- WebSocket infrastructure (1k concurrent connections)
- 3 game provider adapters (Evolution, Pragmatic, NetEnt)
- 2 payment providers (Adyen, Stripe) with smart routing
- Fast Track CRM integration (unidirectional event streaming)
- AI Duty of Care (rule-based, 5 patterns)
- Tenant Portal (self-service dashboard)
- Automated UKGC/MGA reporting
- Developer sandbox (Postman collection, mock provider)

### Phase 2: Scale & Enhance (Post-Launch)

Triggered by: 10 operators onboarded

#### Enhancements:

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

# Appendix: Key Differentiators

## 1. Fast Track-Native (Unique Moat)

Only platform purpose-built for Fast Track CRM. Competitors bolt on CRM integration as an afterthought—we optimize every feature for Fast Track workflows.

## 2. BYOC Model (Cost Advantage)

Operators use their own provider contracts, avoiding massive capital requirements. We're a tech vendor, not a licensed gambling intermediary.

## 3. 48-Hour Deployment (Speed to Market)

Pre-built adapters eliminate 6-9 months of development. Operators go live in 2 days vs. competitors' 9-month cycles.

## 4. Real-Time Compliance (Risk Mitigation)

AI Duty of Care runs on every transaction, not batch jobs. UKGC fines operators €millions for slow compliance—we process in <100ms.

## 5. Transparent Pricing (No Hidden Costs)

Usage-based model: 2.0% of GGR (Growth tier) vs. 15%+ game aggregator fees. Operators pay us €2K/month vs. €100K+ dev teams.

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