

# Business Plan & Valuation Presentation



# Contents

	Part 1 Executive Summary	3 - 4
	Company & Product Overview	5 - 11
	Check List & Risk Overview	12 - 17
	Users, Market & Investment	18 - 19
	Part 2 Financial Projection	20 - 25
	Business Valuation	26 - 28
	Glossary & Disclaimer	29 - 30

# OUR VISION & MISSION

## Our Mission

Cryptovault Solutions is committed to empowering individuals and businesses to navigate the dynamic world of cryptocurrencies with confidence and success. Leveraging cutting-edge blockchain technology and data analytics, we strive to provide secure, efficient, and innovative financial solutions. From comprehensive portfolio management to educational resources and bespoke investment strategies, our mission is to be the trusted partner in the digital economy, making a meaningful impact by enabling informed and successful cryptocurrency investments.

## Our Vision

Cryptovault Solutions envisions a future where cryptocurrency and digital assets are seamlessly integrated into the global financial system, providing unparalleled opportunities and security for investors. By continuously innovating and setting industry standards, we strive to be the leading digital asset management company, fostering widespread adoption and trust in blockchain technology. Our goal is to transform the financial landscape, making advanced financial solutions accessible to all and driving global economic growth through the power of digital finance.



# Summary Financials Dashboard

Key performance indicators  
(Base Scenario Y3)

**\$ 2,375,052**

Revenue

**\$ 1,588,672**

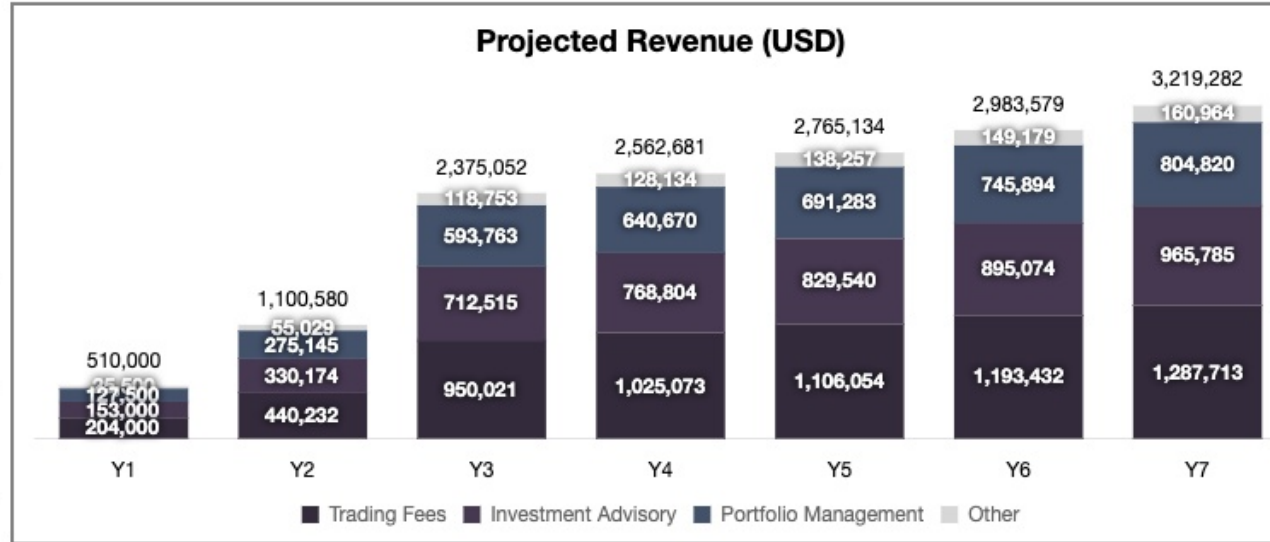
Gross Profit

**\$ 751,704**

EBITDA

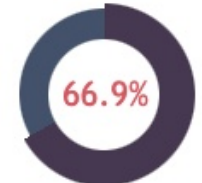
**0.01%**

Target Market Share

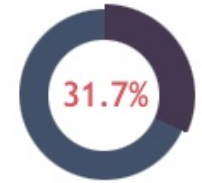


Margins  
(Stabilized by Y3)

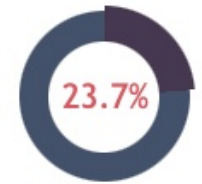
GP Margin



EBITDA Margin



PbT Margin



## Project Phases



Funding round is aimed to accelerate the development of Phases and create core infrastructure for operations.

Investment will be used to finance CAPEX, WC buffers, etc.



## About the Company: **General Overview**



Cryptovault Solutions is a pioneering digital asset management company specializing in cryptocurrency trading, investment, and advisory services. Operating within the Finance and Insurance sector, and particularly in the Other Financial Investment Activities industry, Cryptovault leverages cutting-edge blockchain technology and advanced data analytics to offer secure, efficient, and innovative financial solutions. The company's mission is to empower both individuals and businesses to confidently navigate the dynamic world of cryptocurrencies, ensuring their success. Cryptovault Solutions provides a comprehensive suite of services, from robust portfolio management and educational resources to bespoke investment strategies. As a trusted partner in the digital economy, Cryptovault Solutions is dedicated to guiding its clients through the complexities of the cryptocurrency market, helping them achieve their financial goals.

# The Main Phases: Projects & Impacts

## 01 Foundation

Phase I.

Launch a secure digital asset management platform offering basic cryptocurrency trading, investment, and advisory services. Establish a strong technical and customer support foundation.

## 02 Expansion

Phase II.

Enhance and diversify product offerings with advanced trading options, robust analytics, and personalized investment strategies. Increase user base through targeted marketing and strategic partnerships.

## Diversification 03

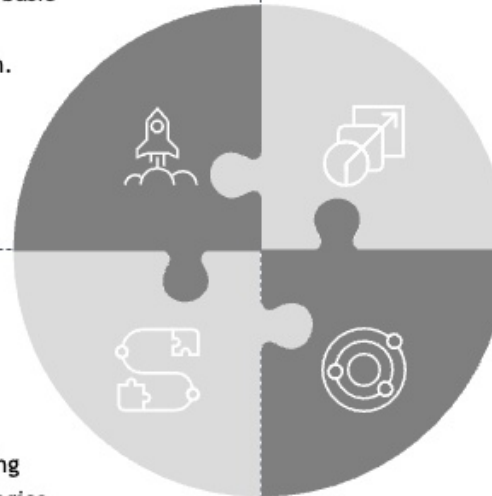
Phase III.

Identify and develop additional revenue streams such as institutional services, staking opportunities, and integration of DeFi (Decentralized Finance) products. Focus on innovation and user value.

## Innovation 04

Phase IV.

Explore high-risk, high-reward initiatives including launching proprietary blockchain solutions, engaging in strategic acquisitions, and expanding into emerging markets like tokenized assets and NFT ecosystems.



# Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
<b>Investors</b>	<ol style="list-style-type: none"> <li>1. Higher returns potential through diversified and advanced trading options.</li> <li>2. Reduced risk exposure by leveraging secure asset management with robust analytics.</li> <li>3. Access to innovative investment strategies and personalized advisory services.</li> </ol>
<b>Customers</b>	<ol style="list-style-type: none"> <li>1. Enhanced user experience through a secure and intuitive platform.</li> <li>2. Personalized investment advice and strategies aligned with their financial goals.</li> <li>3. Comprehensive educational resources for informed decision-making in cryptocurrency trading.</li> </ol>
<b>Employees</b>	<ol style="list-style-type: none"> <li>1. Opportunities for professional growth in a cutting-edge industry.</li> <li>2. Empowering work environment with access to the latest technology and tools.</li> <li>3. Participation in innovative projects and high-potential market expansions.</li> </ol>
<b>Strategic Partners</b>	<ol style="list-style-type: none"> <li>1. Mutually beneficial growth opportunities through collaborative ventures.</li> <li>2. Access to a larger and more diverse customer base via co-marketing efforts.</li> <li>3. Enhanced service offerings by integrating complementary technologies and services.</li> </ol>
<b>Regulators</b>	<ol style="list-style-type: none"> <li>1. Enhanced compliance with robust security and transparent operational practices.</li> <li>2. Active participation in shaping regulatory standards for the digital asset industry.</li> <li>3. Contribution to the overall stability and credibility of the financial markets.</li> </ol>
<b>Communities</b>	<ol style="list-style-type: none"> <li>1. Positive economic impact through job creation and market education.</li> <li>2. Increased financial literacy and awareness about cryptocurrency and blockchain technology.</li> <li>3. Enhanced financial inclusion by providing access to innovative financial tools.</li> </ol>
<b>Industry Peers</b>	<ol style="list-style-type: none"> <li>1. Collaborative opportunities leading to industry advancements and innovation.</li> <li>2. Shared best practices and insights for mutual growth.</li> <li>3. Strengthened industry standards benefiting the overall ecosystem.</li> </ol>

# Key Performance Components

## Competitive Advantage

### Blockchain Expertise

Cryptovault Solutions leverages cutting-edge blockchain technology to ensure secure transactions and efficient financial services in cryptocurrency trading and investment.

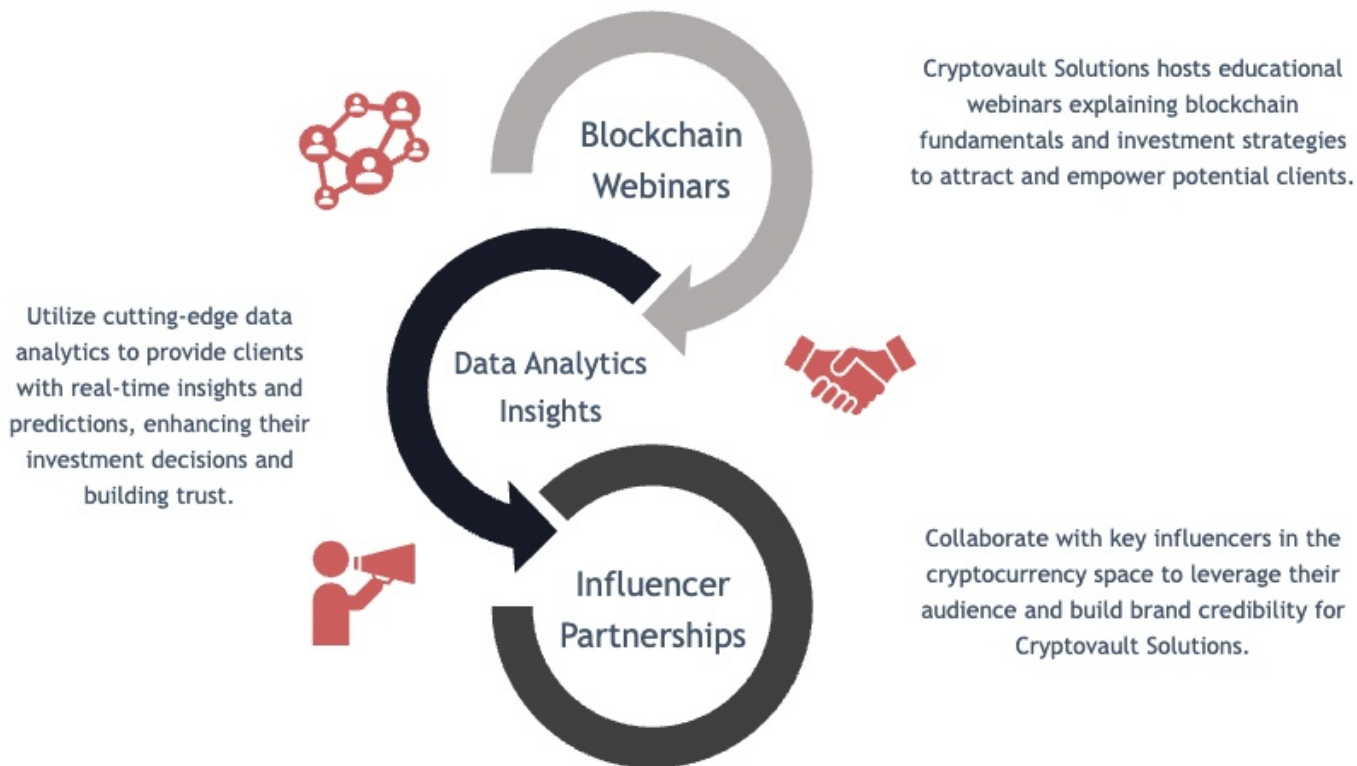
### Data Analytics

Utilizing advanced data analytics, Cryptovault Solutions provides insightful portfolio management and bespoke investment strategies tailored to each client's needs.

### Comprehensive Services








From educational resources to comprehensive portfolio management, Cryptovault Solutions offers a wide range of services, empowering clients to navigate the cryptocurrency landscape with confidence.

## Marketing and Growth Strategy

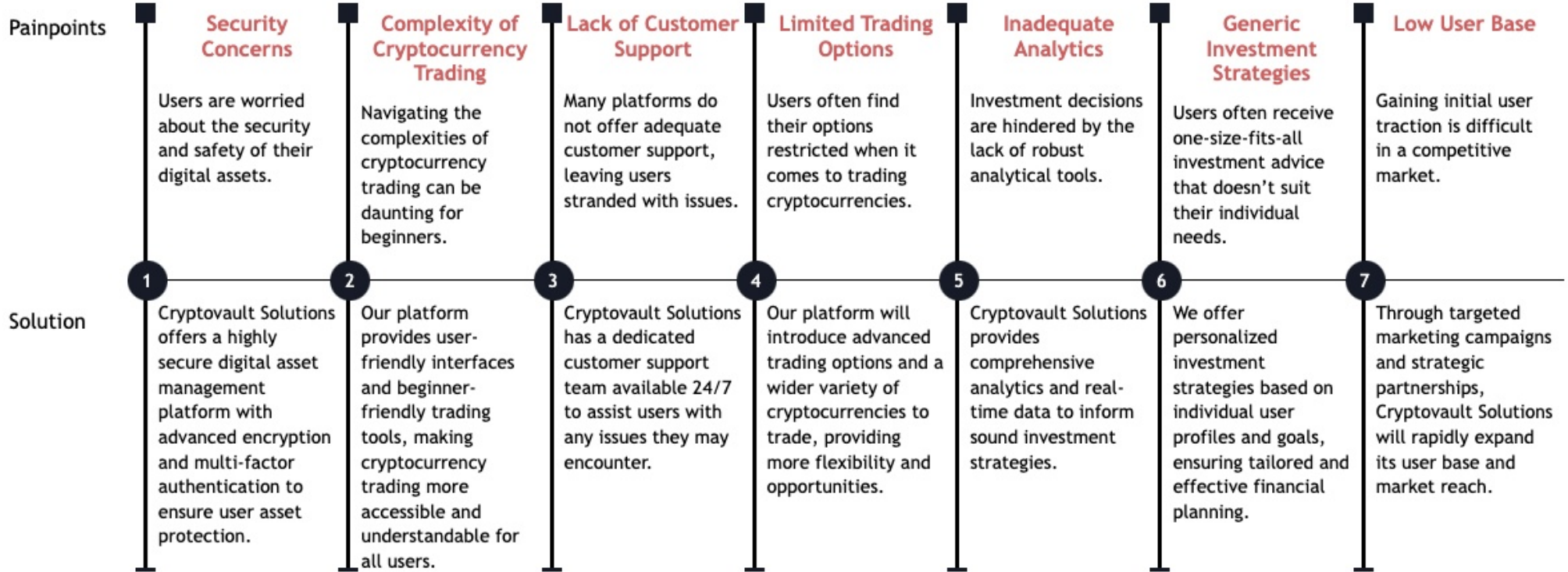




# Target Groups

	Industries	Description
I	 Individual Investors	Retail investors seeking secure and user-friendly platforms for cryptocurrency trading and investment will benefit from our services.
II	 Crypto Enthusiasts	Tech-savvy individuals keen on exploring the latest advancements in blockchain technology and decentralized finance products will find value in our offerings.
III	 Financial Advisors	Financial advisors looking to expand their portfolios to include digital assets can use our platform for secure and data-driven advisory services.
IV	 Institutional Investors	Large financial entities seeking diversified, robust, and institutional-grade cryptocurrency investment options can leverage our technical expertise and innovative solutions.
V	 Small and Medium Enterprises (SMEs)	SMEs looking to integrate cryptocurrency transactions into their business models can rely on our secure and efficient financial solutions.
VI	 Corporate Clients	Major corporations interested in exploring blockchain-based financial strategies and tokenized assets can utilize our bespoke advisory and investment services.
VII	 Tech Startups	Emerging tech companies keen on incorporating blockchain technologies and decentralized solutions into their innovations will benefit from our advanced and tailored services.

## Solution from Phase I to Phase IV



# Strategic Analysis: SWOT

## Strength



Pioneering presence in digital asset management enhances market credibility. Utilization of cutting-edge blockchain tech ensures secure transactions. Sophisticated data analytics drive informed decision-making. Comprehensive service offerings cover trading, investment, and advisory needs. Strong focus on client education fosters trust and empowerment.

## Weaknesses



High reliance on volatile cryptocurrency market poses risks. Rapid technological changes may challenge operational adaptability. Limited regulatory clarity on cryptocurrencies impacts consistency. Niche market focus could limit audience reach. Significant investment in technology and security required.

## Opportunities



Growing acceptance of cryptocurrencies opens new markets. Expanding educational resources can attract more clientele. Collaborations with traditional finance firms broaden service scope. Launch of new crypto products can drive growth. Increased regulatory clarity may boost investor confidence.

## Threats



Regulatory changes could impose heavy compliance burdens. Market volatility may affect client portfolios negatively. Cybersecurity threats pose significant operational risks. Competition from emerging crypto enterprises is intense. Negative public perception could deter potential clients.

# History & Roadmap



**Current Status.**

Cryptovault Solutions has outlined a precise 6-stage roadmap for future development:

- Secure initial funding by Mar 2024 to boost operations and research.
- Launch a comprehensive digital asset management platform by Jul 2024.
- Achieve the acquisition of the first 100 enterprise clients by Oct 2024.
- Expand services to European and Asian markets by Jan 2025.
- Diversify product offerings and educational resources by Jun 2025.
- Prepare for an Initial Public Offering (IPO) by Dec 2025 to enhance growth.

# Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA	
<b>General Planning and Organization</b>						
1	Draft Business Plan	●	Not Started	High	CEO	1 month
2	Develop Organizational Structure	●	Not Started	High	COO	2 months
3	Establish Legal Entity	●	Not Started	High	CFO	1 month
4	Secure Initial Funding	●	Not Started	High	CFO	3 months
5	Develop Technology Infrastructure	●	Not Started	High	CTO	4 months
6	Hire Key Personnel	●	Not Started	Medium	COO	3 months
7	Set Up Office Space	●	Not Started	Low	COO	2 months
8	Develop Security Protocols	●	Not Started	High	CSO	2 months
<b>Marketing</b>						
1	Develop Brand Identity	●	Not Started	High	CMO	2 weeks
2	Create Comprehensive Marketing Plan	●	Not Started	High	CMO	1 month
3	Establish Social Media Presence	●	Not Started	Medium	CMO	1 month
4	Launch Initial Marketing Campaign	●	Not Started	High	CMO	2 weeks
5	Collaborate with Influencers and Thought Leaders	●	Not Started	Medium	CMO	3 months
6	Develop Content Marketing Strategy	●	Not Started	High	CMO	1 month
7	Optimize SEO and SEM Strategies	●	Not Started	Medium	CIO	2 months
8	Monitor and Analyze Marketing Metrics	●	Not Started	High	CRO	Ongoing

# Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
<b>Phase 1 &amp; Technical Set Up for next Phases</b>					
1	Develop Platform MVP	● Not Started	High	CTO	3 months
2	Establish Customer Support System	● Not Started	High	COO	2 months
3	Create Compliance Framework	● Not Started	High	CRO	1 month
4	Set Up Secure Trading Infrastructure	● Not Started	High	CIO	3 months
5	Develop Basic Trading Algorithms	● Not Started	Medium	CPO	2 months
6	Conduct Security Audits	● Not Started	High	CSO	1 month
7	Launch Initial Marketing Campaign	● Not Started	Medium	CMO	1 month
8	Establish Legal Entity and Regulatory Compliance	● Not Started	High	CFO	2 months
<b>Phase 2</b>					
1	Enhance Trading Platform with Advanced Analytics	● Not Started	High	CTO	3 months
2	Develop Personalized Investment Strategies	● Not Started	High	CIO	2 months
3	Form Strategic Partnerships for Market Expansion	● Not Started	High	CBO	4 months
4	Launch Targeted Marketing Campaigns	● Not Started	High	CMO	2 months
5	Integrate Additional Cryptocurrency Options	● Not Started	Medium	CPO	3 months
6	Expand Customer Support Capabilities	● Not Started	High	COO	1 month
7	Enhance User Interface and User Experience	● Not Started	Medium	CPO	2 months
8	Conduct User Base Growth Analysis	● Not Started	Medium	CSO	1 month

# Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
<b>Phase 3</b>					
1	Develop Institutional Services	● Not Started	High	CFO	6 months
2	Implement Staking Opportunities	● Not Started	High	CTO	4 months
3	Integrate DeFi Products	● Not Started	Medium	CPO	5 months
4	Create Additional Revenue Streams	● Not Started	Medium	CFO	6 months
5	Focus on Product Innovation	● Not Started	High	CSO	4 months
6	Enhance User Value Proposition	● Not Started	High	CMO	3 months
7	Strengthen Risk Management Protocols	● Not Started	Medium	CRO	5 months
8	Pilot New Financial Products	● Not Started	Low	COO	7 months
<b>Phase 4</b>					
1	Develop proprietary blockchain solutions	● Not Started	High	CTO	6 months
2	Engage in strategic acquisitions	● Not Started	High	CEO	12 months
3	Expand into tokenized assets market	● Not Started	Medium	COO	9 months
4	Launch NFT ecosystem	● Not Started	High	CPO	8 months
5	Build partnerships for emerging market expansion	● Not Started	Medium	CBO	10 months
6	Conduct feasibility studies for high-risk projects	● Not Started	Medium	CSO	4 months
7	Enhance cybersecurity measures	● Not Started	High	CIO	5 months
8	Integrate artificial intelligence for advanced analytics	● Not Started	Medium	CTO	7 months

# Core Risks & Mitigation Strategies

## 1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	System Downtime	CTO	Implement a robust, scalable IT infrastructure.
2	Cybersecurity Threats	CISO	Deploy advanced cybersecurity measures, conduct frequent security audits, and engage in continuous monitoring to safeguard digital assets and user data.
3	Data Loss	CTO	Implement rigorous data backup strategies.
4	Operational Scalability	COO	Develop and implement scalable processes and technologies to efficiently handle increased volume and complexity as the user base grows.
5	Vendor Reliability	CPO	Establish strong vendor management policies, perform due diligence, and maintain backup vendors to ensure consistent product and service quality.

## 2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Regulatory Compliance	CRO	Establish a dedicated compliance team to monitor and ensure adherence to all relevant regulations across jurisdictions.
2	Data Privacy	CPO	Implement robust data privacy policies.
3	Anti-Money Laundering (AML) Violations	CFO	Deploy advanced AML software and conduct regular internal audits to detect and prevent illicit activities.
4	Licensing Requirements	COO	Secure all necessary licenses and continuously review licensing conditions to ensure compliance in all operating regions.
5	Tax Compliance	CFO	Develop a comprehensive tax strategy and engage with tax experts to ensure alignment with international tax laws.



# Core Risks & Mitigation Strategies

## 3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market Volatility	CRO	Develop dynamic risk management strategies and utilize advanced analytics to predict and mitigate the impact of market fluctuations.
2	Competition	CPO	Continuously innovate product offerings and establish strategic partnerships to maintain a competitive edge.
3	Customer Retention	CMO	Implement loyalty programs and provide exceptional customer support to retain users.
4	User Adoption	COO	Launch targeted marketing campaigns and educational initiatives to raise awareness and promote the value proposition.

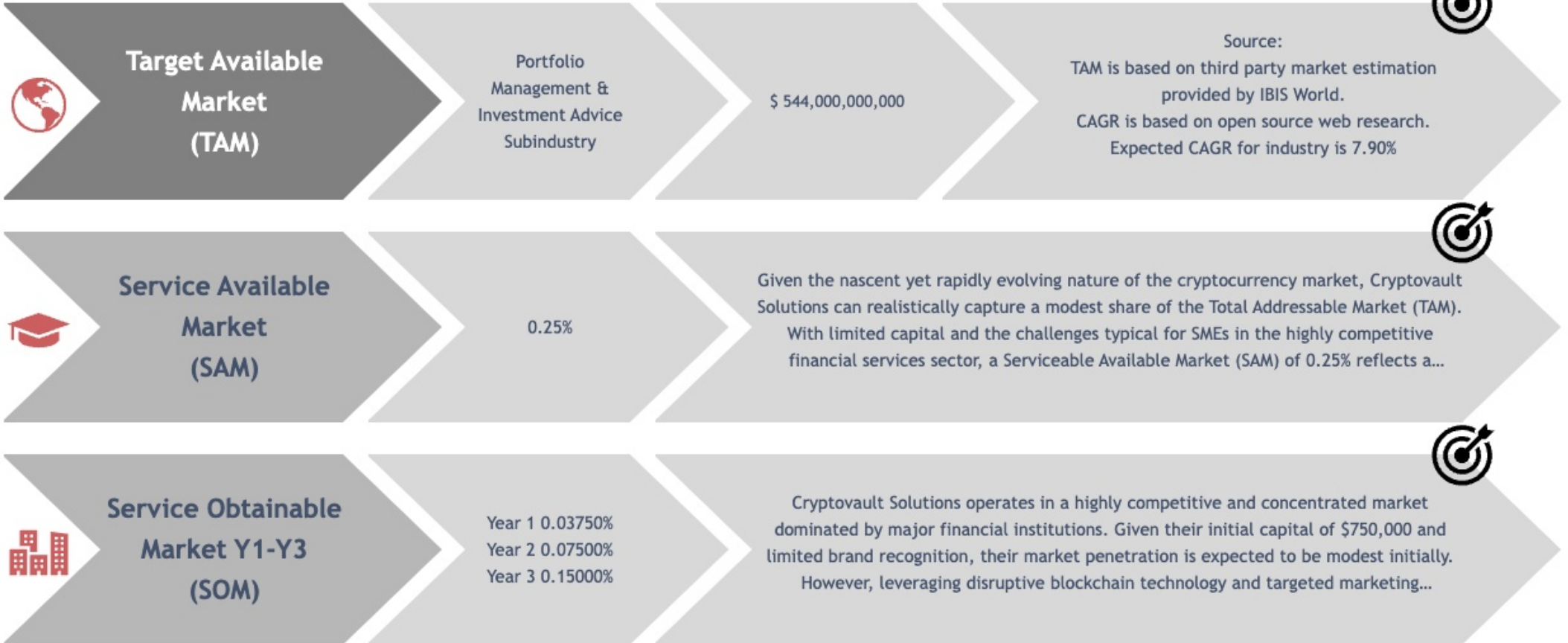
## 4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Liquidity Risk	CFO	Maintain a diversified portfolio and establish strong liquidity management policies.
2	Capital Allocation Risk	CEO	Implement rigorous financial modeling and scenario analysis to guide strategic decision-making in capital investments and resource allocation.
3	Market Volatility	CRO	Develop a comprehensive risk management framework that includes hedging strategies and diversified investment approaches to mitigate market fluctuations.
4	Cost Overruns	COO	Implement strict budget controls and regular audits to ensure projects and operations stay within budget.

## 5. Other general risks

#	Risk Type	Area	Mitigation Strategy
1	Reputation Risk	CEO	Proactively manage communication and transparency with stakeholders. Implement reputation management strategies and maintain high standards of customer service.
2	Talent Retention	COO	Develop a comprehensive talent management program including competitive compensation, career development opportunities, and an inclusive workplace culture.
3	Customer Trust	CSO	Enhance security protocols and consistently communicate the measures taken to protect customer assets.
4	Innovation Risk	CTO	Foster a culture of continuous innovation and invest in research and development. Balance the pursuit of new technologies with rigorous testing and validation processes.

# Market Overview (TAM, SAM and SOM)



# Funding Allocation

The funding will be used to finance the CAPEX and cash deficit from Year 1 operations, aiming to expedite the development process. In subsequent years the company plans to sustain operations without requiring major additional capital injection.

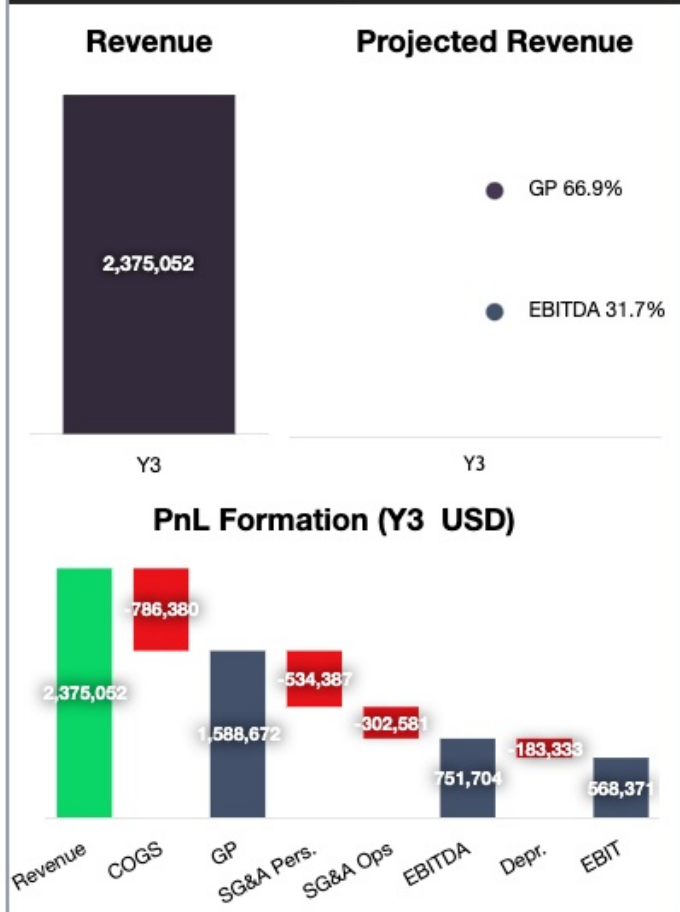
Table below presents the overview of expected inflows and outflows.

The total investment required is \$ 750,000

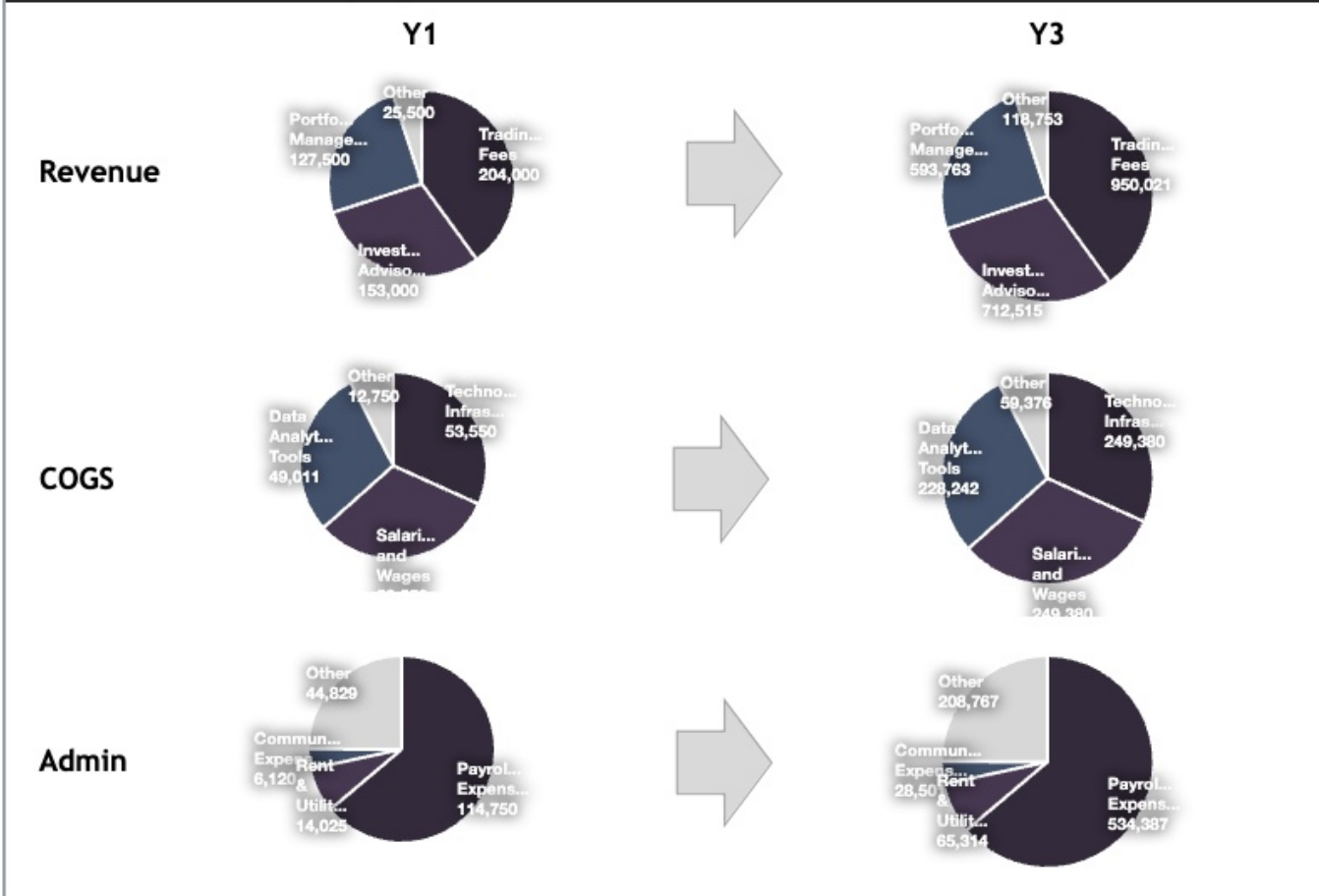
Y1 Cash Flow Stream (USD)	Inflows	Outflows
Gross Profit	341,139	
Payroll Expenses		114,750
Marketing and Branding		15,810
Rent & Utilities		14,025
Legal and Professional Fees		9,690
Capex		750,000
Office supplies		7,140
Communication Expenses		6,120
Training and Development		4,794
Representation and Entert.		4,590
Other Miscellaneous		2,805
<b>CAPEX &amp; WC shortage Y1</b>		<b>588,585</b>
<b>Buffer</b>		<b>161,415</b>
<b>Total Required Investment (USD)</b>		<b>750,000</b>



## Y3 PL formation and Margins



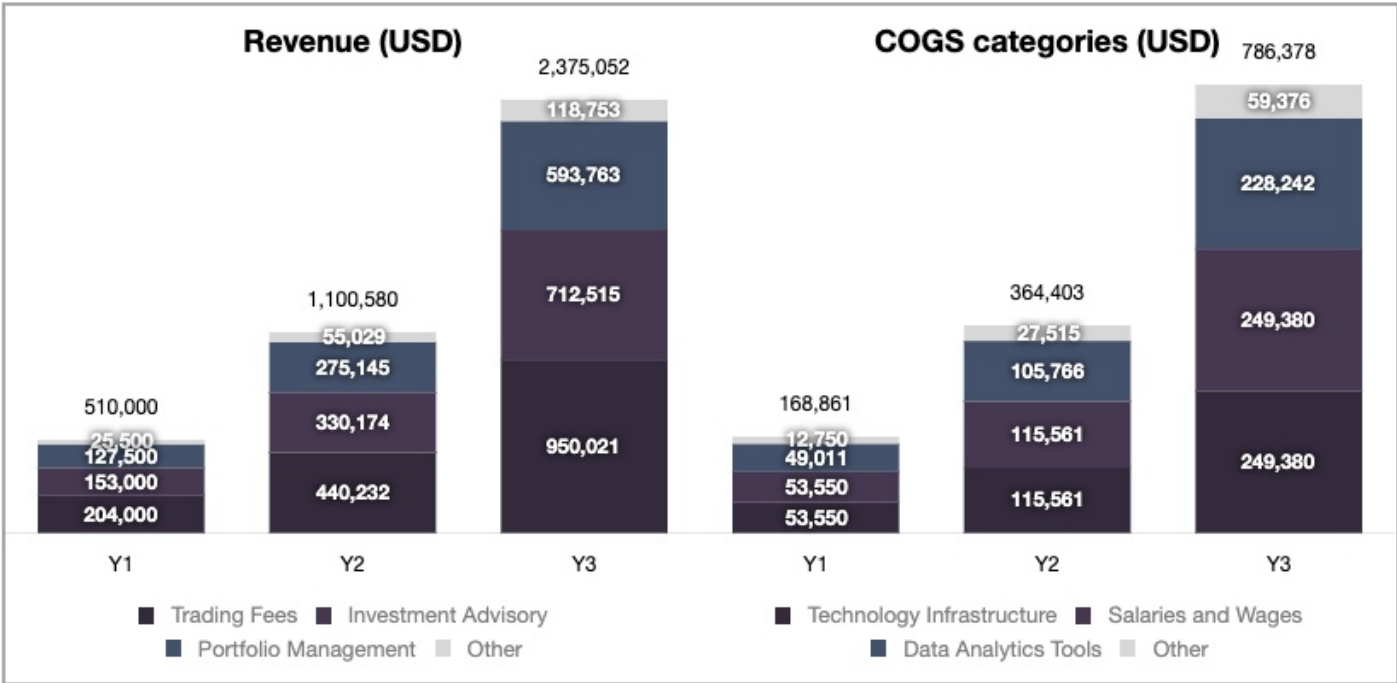
## Business Line Breakdown (USD)



# Revenue Formation Narrative

Cryptovault Solutions operates in the burgeoning space of digital asset management within the Other Financial Investment Activities industry. Leveraging cutting-edge blockchain technology and data analytics, the company aims to empower individuals and businesses to capitalize on cryptocurrency opportunities. With the Total Addressable Market (TAM) estimated at 544,000,000,000 USD, Cryptovault Solutions' Serviceable Available Market (SAM) is conservatively pegged at 0.25%, acknowledging the competitive landscape and resource constraints typical of SMEs in the financial services sector. Over the first three years, the Serviceable Obtainable Market (SOM) is projected to grow from 0.03750% (\$510,000) in Year 1, to 0.07500% (\$1,100,580) in Year 2, and 0.15000% (\$2,375,051.64) by Year 3. This steady growth trajectory is rooted in leveraging disruptive blockchain technology and targeted marketing strategies to gain a foothold amid significant competition. Revenue distribution across the company's four main lines of business—Trading Fees (40%), Investment Advisory (30%), Portfolio Management (25%), and Other (5%)—shows a robust and diversified revenue model. Cryptovault Solutions' realistic market penetration strategy, characterized by targeted growth and differentiation, sets it on a promising path to expand its footprint in the rapidly evolving world of cryptocurrency.

**\$ 2,375,052** <sup>Y3</sup> Projected Revenue **0.01%** Market Share



# Revenue Calculation Details

Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Trading Fees	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %
Investment Advisory	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %
Portfolio Management	25 %	25 %	25 %	25 %	25 %	25 %	25 %	25 %	25 %	25 %	25 %	25 %	25 %	25 %	25 %
Other	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %

Trading Fees	12,750	12,750	12,750	15,300	15,300	15,300	18,700	18,700	18,700	21,250	21,250	21,250	204,000	440,232	950,021
Investment Advisory	9,563	9,563	9,563	11,475	11,475	11,475	14,025	14,025	14,025	15,938	15,938	15,938	153,000	330,174	712,515
Portfolio Management	7,969	7,969	7,969	9,563	9,563	9,563	11,688	11,688	11,688	13,281	13,281	13,281	127,500	275,145	593,763
Other	1,594	1,594	1,594	1,913	1,913	1,913	2,338	2,338	2,338	2,656	2,656	2,656	25,500	55,029	118,753

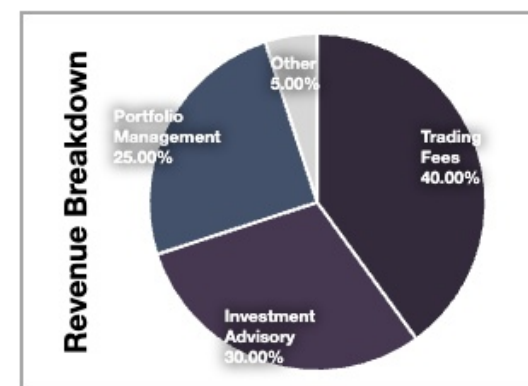
<b>Total Revenue (USD)</b>	<b>31,875</b>	<b>31,875</b>	<b>31,875</b>	<b>38,250</b>	<b>38,250</b>	<b>38,250</b>	<b>46,750</b>	<b>46,750</b>	<b>46,750</b>	<b>53,125</b>	<b>53,125</b>	<b>53,125</b>	<b>510,000</b>	<b>1,100,580</b>	<b>2,375,052</b>
----------------------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	----------------	------------------	------------------

Total revenue is expected to reach \$ 2,375,052 by year 3.

Main revenue driver are:

- Trading Fees which generates \$ 950,021 by Year 3
- Investment Advisory which generates \$ 712,515 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 115.80 %



# COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Technology Infrastructure	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %
Salaries and Wages	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %	10.5 %
Data Analytics Tools	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %	9.61 %
Other	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %	2.5 %

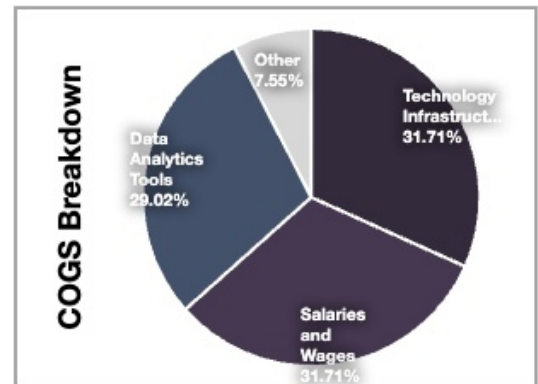
Technology Infrastructure	3,347	3,347	3,347	4,016	4,016	4,016	4,909	4,909	4,909	5,578	5,578	5,578	53,550	115,561	249,380
Salaries and Wages	3,347	3,347	3,347	4,016	4,016	4,016	4,909	4,909	4,909	5,578	5,578	5,578	53,550	115,561	249,380
Data Analytics Tools	3,063	3,063	3,063	3,676	3,676	3,676	4,493	4,493	4,493	5,105	5,105	5,105	49,011	105,766	228,242
Other	797	797	797	956	956	956	1,169	1,169	1,169	1,328	1,328	1,328	12,750	27,515	59,376

<b>Total COGS (USD)</b>	<b>10,554</b>	<b>10,554</b>	<b>10,554</b>	<b>12,665</b>	<b>12,665</b>	<b>12,665</b>	<b>15,479</b>	<b>15,479</b>	<b>15,479</b>	<b>17,590</b>	<b>17,590</b>	<b>17,590</b>	<b>168,861</b>	<b>364,402</b>	<b>786,380</b>
-------------------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	----------------	----------------	----------------

Total COGS is expected to reach \$ 786,380 by year 3.  
 Main revenue driver are:

- Technology Infrastructure which generates \$ 249,380 by Year 3
- Data Analytics Tools which generates \$ 228,242 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 115.80 %



# SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %	22.5 %
Rent & Utilities	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %	2.75 %
Communication Expenses	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %	1.2 %
Office supplies	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %	1.4 %
Legal and Professional Fees	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %	1.9 %
Marketing and Branding	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %	3.1 %
Representation and Entertainment	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %	0.9 %
Training and Development	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %	0.94 %
Other Miscellaneous	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %	0.55 %

Payroll Expenses	7,172	7,172	7,172	8,606	8,606	8,606	10,519	10,519	10,519	11,953	11,953	11,953	114,750	247,631	534,387
Rent & Utilities	877	877	877	1,052	1,052	1,052	1,286	1,286	1,286	1,461	1,461	1,461	14,025	30,266	65,314
Communication Expenses	383	383	383	459	459	459	561	561	561	638	638	638	6,120	13,207	28,501
Office supplies	446	446	446	536	536	536	655	655	655	744	744	744	7,140	15,408	33,251
Legal and Professional Fees	606	606	606	727	727	727	888	888	888	1,009	1,009	1,009	9,690	20,911	45,126
Marketing and Branding	988	988	988	1,186	1,186	1,186	1,449	1,449	1,449	1,647	1,647	1,647	15,810	34,118	73,627
Representation and Entertainment	287	287	287	344	344	344	421	421	421	478	478	478	4,590	9,905	21,375
Training and Development	300	300	300	360	360	360	439	439	439	499	499	499	4,794	10,345	22,325
Other Miscellaneous	175	175	175	210	210	210	257	257	257	292	292	292	2,805	6,053	13,063

<b>Total SG&amp;A (USD)</b>	<b>11,233</b>	<b>11,233</b>	<b>11,233</b>	<b>13,479</b>	<b>13,479</b>	<b>13,479</b>	<b>16,475</b>	<b>16,475</b>	<b>16,475</b>	<b>18,721</b>	<b>18,721</b>	<b>18,721</b>	<b>179,724</b>	<b>387,844</b>	<b>836,968</b>
-----------------------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	---------------	----------------	----------------	----------------



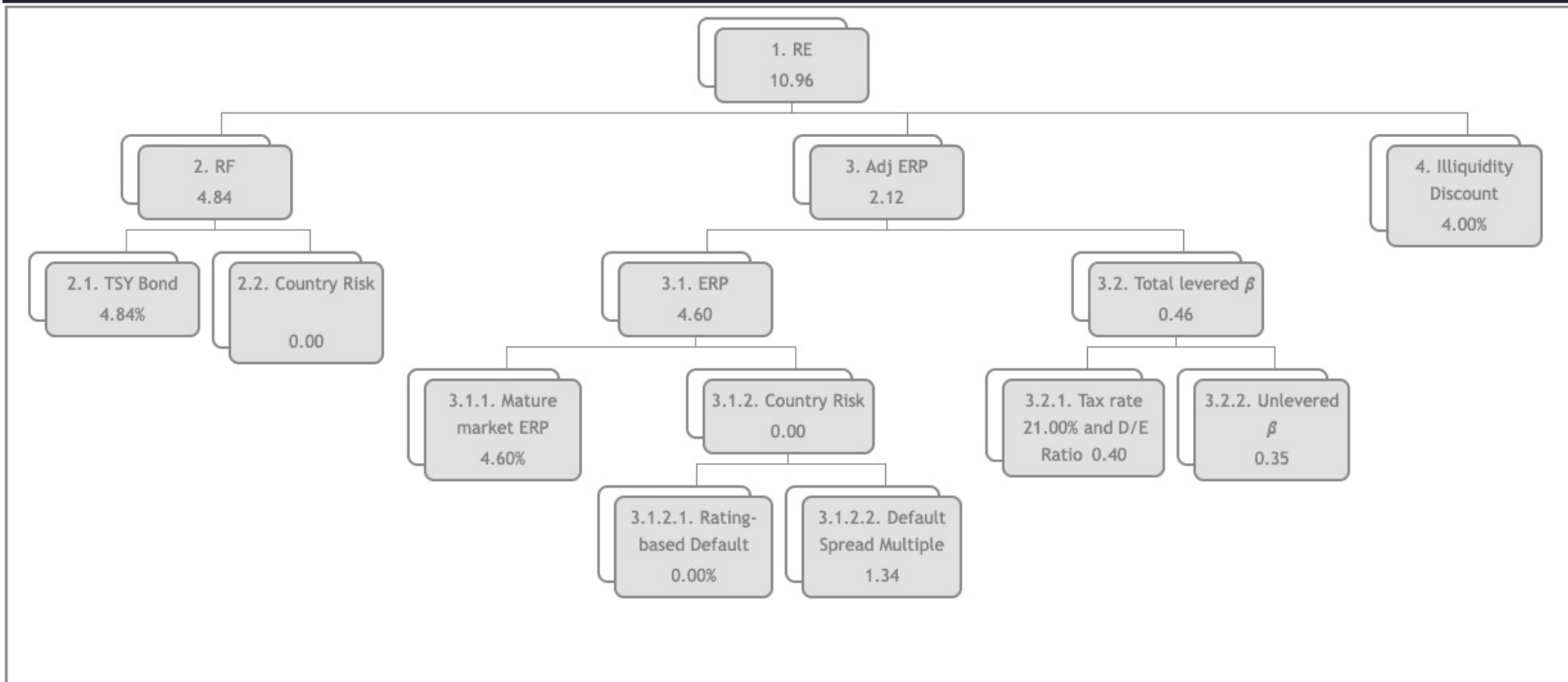
# PaT Expectations

1 2 3 4 5 6 7

Financial Projection

Income Statement (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	31,875	31,875	31,875	38,250	38,250	38,250	46,750	46,750	46,750	53,125	53,125	53,125	510,000	1,100,58	2,375,05
Trading Fees	12,750	12,750	12,750	15,300	15,300	15,300	18,700	18,700	18,700	21,250	21,250	21,250	204,000	440,230	950,021
Investment Advisory	9,563	9,563	9,563	11,475	11,475	11,475	14,025	14,025	14,025	15,938	15,938	15,938	153,000	330,174	712,515
Portfolio Management	7,969	7,969	7,969	9,563	9,563	9,563	11,688	11,688	11,688	13,281	13,281	13,281	127,500	275,145	593,763
Other	1,594	1,594	1,594	1,913	1,913	1,913	2,338	2,338	2,338	2,656	2,656	2,656	25,500	55,029	118,753
COGS	-10,554	-10,554	-10,554	-12,665	-12,665	-12,665	-15,479	-15,479	-15,479	-17,590	-17,590	-17,590	-168,861	-364,402	-786,380
Technology Infrastructure	-3,347	-3,347	-3,347	-4,016	-4,016	-4,016	-4,909	-4,909	-4,909	-5,578	-5,578	-5,578	-53,550	-115,561	-249,380
Salaries and Wages	-3,347	-3,347	-3,347	-4,016	-4,016	-4,016	-4,909	-4,909	-4,909	-5,578	-5,578	-5,578	-53,550	-115,561	-249,380
Data Analytics Tools	-3,063	-3,063	-3,063	-3,676	-3,676	-3,676	-4,493	-4,493	-4,493	-5,105	-5,105	-5,105	-49,011	-105,766	-228,242
Other	-797	-797	-797	-956	-956	-956	-1,169	-1,169	-1,169	-1,328	-1,328	-1,328	-12,750	-27,515	-59,376
<b>Gross Profit</b>	<b>21,321</b>	<b>21,321</b>	<b>21,321</b>	<b>25,585</b>	<b>25,585</b>	<b>25,585</b>	<b>31,271</b>	<b>31,271</b>	<b>31,271</b>	<b>35,535</b>	<b>35,535</b>	<b>35,535</b>	<b>341,139</b>	<b>736,178</b>	<b>1,588,67</b>
SG&A Personal Expenses	-7,172	-7,172	-7,172	-8,606	-8,606	-8,606	-10,519	-10,519	-10,519	-11,953	-11,953	-11,953	-114,750	-247,631	-534,387
SG&A Operating Expenses	-4,061	-4,061	-4,061	-4,873	-4,873	-4,873	-5,956	-5,956	-5,956	-6,768	-6,768	-6,768	-64,974	-140,214	-302,582
<b>EBITDA</b>	<b>10,088</b>	<b>10,088</b>	<b>10,088</b>	<b>12,106</b>	<b>12,106</b>	<b>12,106</b>	<b>14,796</b>	<b>14,796</b>	<b>14,796</b>	<b>16,814</b>	<b>16,814</b>	<b>16,814</b>	<b>161,415</b>	<b>348,334</b>	<b>751,704</b>
Depreciation	-15,278	-15,278	-15,278	-15,278	-15,278	-15,278	-15,278	-15,278	-15,278	-15,278	-15,278	-15,278	-183,333	-183,333	-183,333
<b>EBIT</b>	<b>-5,189</b>	<b>-5,189</b>	<b>-5,189</b>	<b>-3,172</b>	<b>-3,172</b>	<b>-3,172</b>	<b>-481</b>	<b>-481</b>	<b>-481</b>	<b>1,536</b>	<b>1,536</b>	<b>1,536</b>	<b>-21,918</b>	<b>165,000</b>	<b>568,371</b>
Interest Expense	-457	-457	-457	-457	-457	-457	-457	-457	-457	-457	-457	-457	-5,488	-5,488	-5,488
<b>Profit before Tax</b>	<b>-5,647</b>	<b>-5,647</b>	<b>-5,647</b>	<b>-3,629</b>	<b>-3,629</b>	<b>-3,629</b>	<b>-939</b>	<b>-939</b>	<b>-939</b>	<b>1,079</b>	<b>1,079</b>	<b>1,079</b>	<b>-27,406</b>	<b>159,512</b>	<b>562,883</b>
Tax	1,186	1,186	1,186	762	762	762	197	197	197	-227	-227	-227	5,755	-33,498	-118,205
<b>Profit after Tax (USD)</b>	<b>-4,461</b>	<b>-4,461</b>	<b>-4,461</b>	<b>-2,867</b>	<b>-2,867</b>	<b>-2,867</b>	<b>-742</b>	<b>-742</b>	<b>-742</b>	<b>852</b>	<b>852</b>	<b>852</b>	<b>-21,651</b>	<b>126,015</b>	<b>444,677</b>

## Required Return on Equity Derivation



## Methodology

Weighted Average Cost of Capital is calculated using Capital Asset Pricing Model (CAPM). Since the company is purely equity funded the WACC is equal to its Required Return on Equity R(E). The main research inputs used in calculations are based on studies published by professor at Stern School of Business Aswath Damodaran. Return on Equity R(E) is  $R(E) = R(F) + \beta \cdot (ERP)$ , where: R(F) is Risk Free Rate. The basis for calculation of R(F) is the average of the yield of USD 30 Year TSY Bond. The horizon. ERP is Mature Market Equity Risk Premium. It incorporates market estimates for Rating-Based Default Spread and Default Spread Multiple (B) is average equity betas of corresponding industries. Despite the company has no debt, the unlevered beta was levered with industry average figures to reflect the long-term D/E ration in the capital structure. Additionally, Illiquidity Risk Premium of 4% is added to the estimated Return on Equity to reflect risk associated with firm being Privately Held vs Publicly Traded Companies.

## Additional Assumptions

To calculate the companies Firm Value, its future Free Cash Flow to Equity (FCFE) is discounted using estimated Required Return on Equity.

The 3rd-year projected cash flow is used as a representation of the long-term Free Cash Flow to the Equity (FCFE). This approach may understate the valuation because cash flows are expected to grow more aggressively in the first 10 years, and the growth from years 4 to 10 is not reflected in this calculation. Long-term growth rate of 5% is applied.

After discounting the cashflows and measuring the Firm Value it is adjusted to historical estimate of Start-up firm's survival rate. The allows to incorporate risk of start-ups fails.

## Survival of new establishments founded in

	Proportion of firms that were started in 1998 that survived through						
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Natural resources	82.33%	69.54%	59.41%	49.56%	43.43%	39.96%	36.68%
Construction	80.69%	65.73%	53.56%	42.59%	36.96%	33.36%	29.96%
Manufacturing	84.19%	68.67%	56.98%	47.41%	40.88%	37.03%	33.91%
Transportation	82.58%	66.82%	54.70%	44.68%	38.21%	34.12%	31.02%
Information	80.75%	62.85%	49.49%	37.70%	31.24%	28.29%	24.78%
Financial activities	84.09%	69.57%	58.56%	49.24%	43.93%	40.34%	36.90%
Business services	82.32%	66.82%	55.13%	44.28%	38.11%	34.46%	31.08%
Health services	85.59%	72.83%	63.73%	55.37%	50.09%	46.47%	43.71%
Leisure	81.15%	64.99%	53.61%	43.76%	38.11%	34.54%	31.40%
Other services	80.72%	64.81%	53.32%	43.88%	37.05%	32.33%	28.77%
All firms	81.24%	65.77%	54.29%	44.36%	38.29%	34.44%	31.18%

[http://pages.stern.nyu.edu/~adamodar/New\\_Home\\_Page/datafile/ctryprem.html](http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/ctryprem.html)

<https://pages.stern.nyu.edu/~adamodar/pdfiles/papers/younggrowth.pdf>

<http://pages.stern.nyu.edu/~adamodar/>

# Business Valuation

	(USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
DCF	Profit after Tax	-21,651	126,015	444,677	479,807	517,711	558,611	602,741
	Growth% Y4-Y7				7.90%	7.90%	7.90%	7.90%
	Growth% Y7 -->				3.50%			
	WACC				10.96%			
	PV Y1-Y7 at Y0	-19,512	102,350	325,496	316,520	307,791	299,303	291,049
	PV Y7 --> Y0				4,038,007			
	<b>NPV (USD)</b>				<b>5,661,002</b>			

Average Survival Rate for 3 Years

50%

**Final Valuation**

**\$ 2,830,501**

The valuation is conducted using the Discounted Cash Flow (DCF) method. In this method, the projected cash flows for a period of 7 years, along with a terminal value, are discounted at a rate of 10.96 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 7.90 %, which is consistent with the market Compound Annual Growth Rate (CAGR) trend. Beyond year 7, the cash flows are assumed to grow at a long-term growth rate of 3.50 %.

To account for the inherent risks associated with a start-up venture, the Firm Value is adjusted using the historical survival rate of newly established firms. As indicated by the study conducted by Aswath Damodaran, there was approximately 50% probability of survival for Information sector companies. This adjustment allows to incorporate the risk profile of the business and provide a more comprehensive assessment of its value.

It is important to note that if the company can successfully navigate through its initial three years of operation, it is expected to have a significantly higher likelihood of becoming a going concern. This underscores the importance of demonstrating resilience and establishing a solid foundation during the critical early stages of the business.

# Glossary

## Financial and Technical

b \$ - Billions of \$  
B2B - Business to Business  
B2C - Business to Customer  
CAPEX - Capital Expenditure  
CAPM - Capital Asset Pricing Model  
COGS - Cost of goods sold  
DCF - Discounted cash flow  
Depr. - Depreciation  
EBIT - Earnings before interest and taxes  
EBITDA - Earnings before interest, taxes, depreciation, and amortization  
EBT - Earnings Before Tax  
ERP - Equity Risk Premium  
ETA - Estimated Time of Arrival  
EV - Enterprise Value  
FA (Tangible and Intangible) - Fixed assets (tangible and intangible)  
FX - Foreign Exchange  
FY - Fiscal year  
GP - Gross profit  
k \$ - Thousands of \$  
LLM - Large Language Model  
LFY - Last fiscal year  
m \$ - Millions of \$  
MTD - Month-to-date  
MVP - Minimum Viable Product  
NFT - Non-Fungible Token  
NPV - Net present value  
OPEX - Operating Expense  
P&L - A profit and loss (P&L) statement  
PaT - Profit after Tax  
POC - Proof of Concept  
PPE - Property, plant, and equipment  
SG&A - Sales, General and Administrative  
TSY bond rate - Treasury bond rate  
WACC - Weighted average cost of capital  
YTD - Year-to-date

## Organisational Structure

CBDO - Chief Business Development Officer  
CEO - Chief Executive Officer  
CPO - Chief Product Officer  
CFO - Chief Financial Officer  
CTO - Chief Technology Officer  
C-level - Chief level  
Eng - Engineer  
Dev - Developer  
HR - Human Resources

## Other

Av - Average  
EoP - End of Period  
LE - Legal Entity  
PE - Private Equity  
TOM - Target Operating Model

# Disclaimer

The following information and valuation analysis are provided for informational purposes only and do not constitute financial or investment advice. This presentation is based on assumptions, projections, and historical data, which are subject to inherent uncertainties and risks.

Please note that the valuation results presented here are based on the Discounted Cash Flow (DCF) method and various assumptions, including projected cash flows, growth rates, discount rates, and survival rates. These assumptions are subject to change and may not accurately reflect future market conditions or the performance of the business.

The valuation does not guarantee future financial performance or the accuracy of the projections. Actual results may differ materially from those presented in this analysis due to numerous factors, including but not limited to changes in economic conditions, market dynamics, competition, regulatory factors, and unforeseen events.

Investors and stakeholders are advised to conduct their own independent research, seek professional advice, and carefully consider their individual investment objectives, risk tolerance, and financial situation before making any investment decisions. The information provided in this presentation should not be relied upon as the sole basis for making investment decisions.

Furthermore, no representation or warranty, express or implied, is made regarding the accuracy, completeness, reliability, or availability of the information and analysis presented in this presentation. We disclaim any liability for any loss or damage, including but not limited to indirect or consequential loss information provided.

Past performance is not indicative of future results. Any historical financial information included in this presentation is provided for reference purposes only and may not reflect the current financial position or performance of the business.

The valuation presentation is intended solely for the recipient's use and may not be reproduced, redistributed, or disclosed, in whole or in part, without the prior written consent of the company. If you have any questions or concerns about this presentation or its contents, please contact our office at [Cryptovault\\_Solutions@cs.com](mailto:Cryptovault_Solutions@cs.com) or call us at [+1 12312313](tel:+112312313).