FLAXBIT

BUSINESS PLAN 2024

WWW.FLAXBIT.COM

Company Name: Flaxbit

Industry: Blockchain Platform

Company Address: Perkūnkiemio g. 13-91, Vilnius, Lithuania

Company Email: admin@flaxbit.com

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The undersigned reader of Flaxbit Business Plan as a result of this acknowledges that the

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anything found in the business plan without the express written consent of Surya Chowdhury

the founder of *Flaxbit*.

It is also acknowledged by the reader that the information to be furnished in this business plan is

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and or damage to *Flaxbit*.

Upon request, this business plan document will be immediately returned to Surya Chowdhury.

This is a business plan. It does not imply an offer of any securities.

Applicable Law

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Kingdom and any applicable Federal law.

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1. Executive Summary

In this paper, we offer a proof-of-concept architecture for a cryptocurrency exchange platform and a prototype of its implementation. With an emphasis on the user experience (UX), the provided interfaces are Android clients that use an application programming interface (API) that is also directly accessible to users. The server leverages cloud computing design patterns and is made up of microservices. It is built as a three-tier architecture with a focus on scalability. Convergence service authenticates users, exposes the API, and hides the complexity of the rest of the system. All individual cryptocurrencies have wallet services that create user wallets, detect deposits, and enable withdrawals. Trading services handle available funds and process market orders. With the help of the Command Query Responsibility Segregation (CQRS) paradigm, the view service provides access to queries based on databases created from event stream data. We evaluate the implementation from the perspectives of usability, scalability, threat availability, user interface acceptance, and potential for future use.

The increase in the amount of trading in crypto assets is now starting to resemble exponential growth. Based on this, the Company plans to develop a digital investment banking platform to enable the secure and effective trading of crypto assets. It will be adequately regulated. Qualified investors will be able to safely deposit cryptocurrency or fiat on the platform and trade those assets throughout the world.

2. Company Overview

Flaxbit is the world's leading blockchain ecosystem digital currency online trading platform.

We hope that through the integration of resources accumulated over the years of globalization and digital currency in line with the trend of globalization, technology-based, to help build a global financial center Internet as the ultimate goal, so that the platform of International Digital assets and digital currency trading platform Industry Standard organization.

2.1 Our Platform Advantages

The most cutting-edge technology blockchain system. We have a complete transaction system and digital encryption, Trading platform blockchain does not rely on a third-party system, for storing network data distributed through its own node, verification, and transmission technology, having a blockchain to the central storage technology, information is highly transparent, non-tampering security features, and can achieve online and offline financial transactions docking full coverage, blockchain technology will subvert the entire Internet infrastructure, and thus have a profound impact on the industry, known as the blockchain Fourth industrial revolution.

The trading platform has developed into an encrypted digital currency as the core business of a diversified investment platform, a comprehensive digital asset trading platform, serving the worlds leading brand of encrypted digital currency investment transactions.

Trading platform Bitcoin currency trading platform support, Ethernet Square, And other transaction-encrypted digital. The trading platform Even blocks applications As the core, and builds a membership system Trading platform wallet Brick and mortar businesses and integrate the flow of the whole industry chain finance investment mode. The trading platform Supports two-way transactions, low Fees, and Global arbitrary Account Real-time arrival. Trading platform With a strong blockchain system provides transparent transactions, safe, reliable, and efficient service revenue doubled.

Trading platform It is encrypted Digital Currency Consumer businesses, online payment gradually integrates circulation, it is changing the storage, use, and payment of funds to build a more secure and efficient encryption Digital Currency The internet, future, Trading platform We will provide more high-value digital assets services to global investors.

3. Industry Analysis

The size of the worldwide cryptocurrency market, which was estimated to be worth \$1.49 billion in 2020, is expected to increase to \$4.94 billion by 2030, with a CAGR of 12.8% between 2021 and 2030. Virtual currency is another name for cryptocurrency. It is a sort of money that solely exists digitally and lacks a central issuing or governing body. Blockchain technology is used to verify transactions. Blockchain is a decentralized technology that tracks and manages transactions across numerous computers. Additionally, it is a peer-to-peer system that enables users to send and receive payments from anywhere in the world and does not rely on banks to verify transactions.



The industry is expanding primarily because of the development of distributed ledger technology and an increase in digital venture capital investments. Digital currency is now being used by developing nations as a means of financial transactions. The growing acceptance of digital currencies like Bitcoin and Litecoin is anticipated to fuel market expansion in the years to come. Additionally, blockchain technology is frequently used in conjunction with digital currency to provide decentralization and manage efficient

transactions. Decentralized, quick, transparent, secure, and dependable transactions are offered by blockchain technology. Due to the benefits of blockchain technology and digital currency, businesses are investing in cryptocurrencies and working together to provide customers with effective and high-quality services. For Example,

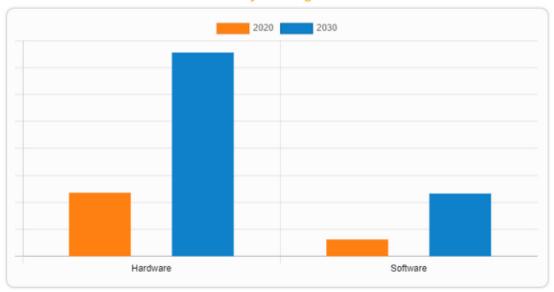
In order to install blockchain technologies on the AWS cloud, the Singapore-based Qtum Chain Foundation teamed up with AWS China in October 2018. This partnership sought to make it simpler and more effective for AWS users to create and publish intelligent contracts using Amazon Machine Images (AMI). Such actions taken by market participants are anticipated to aid in the expansion of the industry.

3.1 Hardware and Software Segmentation

Due to the increased need for improving software performance and the effectiveness of financial payment methods, the hardware sector gained a significant portion of the cryptocurrency industry. However, the software sector is anticipated to experience the fastest growth throughout the forecast period for the cryptocurrency market since it makes it easier to manage the enormous amount of data being generated for insightful analyses and wiser choices.



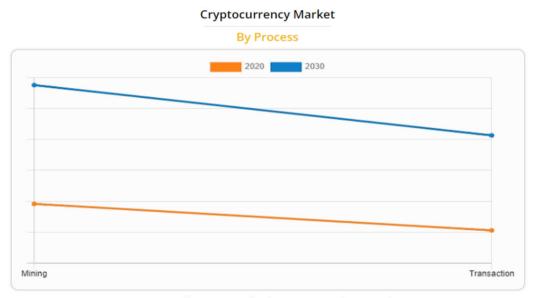
By Offering



Hardware segment accounted for the highest market share throughout the forecast period

3.2 Segment Overview

The cryptocurrency market is segmented based on geography, products, processes, types, and end users. Providing, it is separated into hardware and software. Additional divisions of the hardware market are made into ASIC, GPU, FPGA, and other groups. ASICs that are programmable, somewhat customized, and completely customized are further separated. Based on the method, it is separated into mining and transaction. According to their types, it is divided into numerous categories, including those for bitcoin (BTC), Ethereum (ETH), tether (USDT), Binance Coin (BNB), Cardano (ADA), ripple (XRP), and others. Depending on the end user, it is separated into trading, retail and e-commerce, banking, and other areas. Regions such as North America, Europe, Asia-Pacific, and LAMEA are all included in the market analysis.



Transaction segment will grow at a highest CAGR of 14.6% during 2021 - 2030

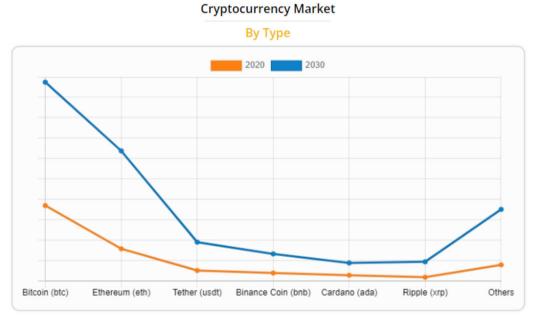
4. Customer Analysis

According to the analysis, young generations are setting the bar for cryptocurrency investments. Millennials make up 44.3% of cryptocurrency investors, followed by Gen X (28.1%), Gen Z (17.8%), and Baby Boomers (8.2%). Age between 22 to 32 is highly interested in cryptocurrency investments. Besides this businessmen, stakeholders, Students, and also general people who have basic knowledge of cryptocurrency intend to invest in cryptocurrency.

- 25–34-year-olds, second highest group, 35–45
- Mostly Male, but female investors (currently at about 5.3%) are doubling every two months or so.
- Low-tech to high-tech individuals.
- Global.

5. Competitive Analysis

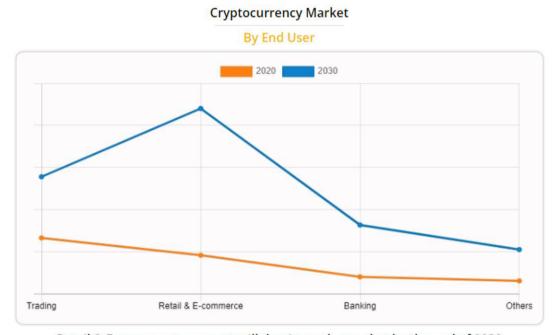
Advanced Micro Devices Inc., Antier Solutions, BitFury Group Limited, BTL Group Ltd., Coincheck Inc., Intel Corporation, Ledger SAS, NVIDIA Corporation, Ripple, Xilinx Inc., and Xapo Holdings Limited are among the major companies mentioned in the market analysis. To grow their market penetration and solidify their position in the cryptocurrency sector, these significant players have taken a variety of strategies, including product portfolio expansion, mergers & acquisitions, partnerships, geographic expansion, and collaborations.



Bitcoin (BTC) segment will maintain the lead throughout the forecast period

5.1 COVID-19 Impact Analysis

The COVID-19 pandemic has had a negative effect on the cryptocurrency market because the level of stability in cryptocurrencies has significantly decreased while the level of irregularity has increased dramatically and cryptocurrencies have become more volatile. As a result, demand for cryptocurrencies during a global health crisis is expected to decline. The lack of consistency that bitcoin displays in comparison to international equities markets significantly reduces demand for cryptocurrencies during a pandemic.



Retail & E-commerce segment will dominate the market by the end of 2030

6. S.W.O.T Analysis

The company's main advantages and disadvantages, as well as the opportunities and risks facing the market, are listed below.



6.1 Strengths

- Significant market opportunity.
- The founder and leadership team's background and expertise.
- Possible success in sales and marketing.
- Offering cryptocurrency payment solutions with essential to advanced functionality, including the integration of third-party services like banks and credit card providers via API.
- Usability: The company will be simple to use for both customers and merchants.
- The ideal moment to enter the market.
- The organization suggests a sales pipeline for B2B customers and has a team with substantial experience in risk/fraud control for online processing.

6.2 Weakness

• For a successful launch, a company needs funding and working capital.

- High exposure to fraud: An electronic payment system needs a very robust technical support and protection system taking into account the danger of fraud. As a new company, the Company must establish its credibility. In these situations, numerous phishing and hoax attempts undermine consumers' faith in the system.
- The system is reliant on both Internet access and computer knowledge.
- Since cryptocurrencies are still in their infancy, growth in emerging and less developed nations is hampered.

6.3 Opportunities

- Growing adoption of cryptocurrencies as a different payment method.
- The growing popularity of cryptocurrencies and blockchain technology.
- Having exclusive mineral mining rights in the company.

6.4 Threats

- Payment platforms are susceptible to hacking attempts.
- Taxation of cryptocurrencies will decrease demand for them as a substitute payment method.
- A lack of regulation of cryptocurrencies and virtual currencies.

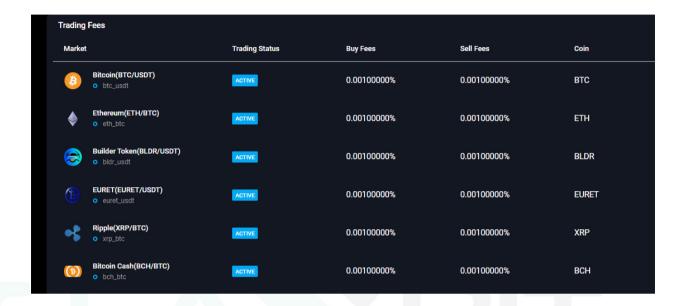
7. Marketing Plan

7.3 Services

An online marketplace where users can buy, sell, and trade cryptocurrencies are known as a cryptocurrency exchange. Like online brokerages, cryptocurrency exchanges allow users to deposit fiat currency (like dollars) and buy cryptocurrencies with those funds. Flaxbit is a platform for buying, selling, and trading cryptocurrencies.

7.4 Prices

Faxbit's Trading Fees are so low, So anyone can buy, sell and trade. We have only 0.001% for selling and buying fees. Trading fees are listed below:



7.5 Withdraw Notice

- 1. The withdrawal fee rate is 1%, Minimum charge per withdrawal is \$2.
- 2. Single cash withdrawal limit \$100--\$50000.
- 3. Bank card withdrawal 24 Arrive within hours, it has been exported 24 hours After payment has yet to be received, please contact customer service.

7.6 Place and Competitors

FlaxBit is fully regulated and licensed in Lithuania under Flaxbit UAB, Reg number: 305979737, Registered address: Perkūnkiemio g. 13-91, Vilnius, Lithuania.

A high-growth investment asset that has attracted a lot of attention recently is cryptocurrency. For early investors, their significant volatility has resulted in enormous gains. Some cryptocurrencies have bull cycles that increase by over 100,000% in a year.

7.8 Our Competitors:

The Best Crypto Exchanges in Lithuania for 2022

S/I	Competitors Name	Summary	
01	eToro	Overall Best Crypto and Bitcoin exchange in Lithuania.	
02	Crypto.com	Buy and Stake Crypto to Earn Interest.	
03	Bitstamp	Highly Secure Regulated Exchange	
04	Coinbase	International Crypto Exchange	
05	Binance	Buy Over 600 Crypto Assets	
06	BitPanda	A Simple Crypto Exchange	
07	Spectrocoin	Another Crypto Exchange Open to Lithuania	
08	Paxful	Crypto Exchange for ETH, BTC, and USDT	

There are numerous businesses that process crypto exchange. Comparatively, we offer the same services. But because we offer more specialties than they do, consumers choose to use us for their crypto exchange.

7.9 Bonus and Promotions

7.9.1 The Main Types of Crypto Bonuses

Crypto bonuses are a specific kind of program that cryptocurrency exchanges employ as promotional offers to draw in new traders. Crypto bonuses and promotions come in a variety of forms. But the three most typical kinds are reward bonuses, referral bonuses, and sign-up bonuses.

7.9.2 Crypto Sign-Up Bonus

A form of bonus given by a cryptocurrency exchange to its new users as compensation for creating an account is known as a crypto sign-up bonus. From cryptocurrency exchange to cryptocurrency exchange, the sign-up incentive varies. It is often granted following account verification and adding a specific sum of money to your account balance. You should complete a deal before receiving the sign-up bonus on some cryptocurrency exchanges.

7.9.3 Crypto Reward program

A type of cryptocurrency bonus is a scheme that requires the trader to do tasks in order to obtain rewards.

For instance, Coinbase rewards its users with free cryptocurrency through a Coinbase Earn program. Simply view a few videos about an available cryptocurrency of your choosing and pass a test or quiz to get free cryptocurrency.

7.9.4. Crypto Referral Bonus

Participants in a crypto referral program receive compensation for referring new users to the cryptocurrency. A cryptocurrency referral program creates a special registration link for each online broker or cryptocurrency exchange customer. A trader receives a crypto referral incentive in the form of free cryptocurrency or cash when a new account is opened using their registration link.

7.10 Promotions

We can use pay-per-click advertising, public relations, search engine optimization, and social media marketing.

- For Social Media Marketing best is Facebook, Linkedin, Quora, Twitter, and others.
- We may choose YouTube as the best platform to spread brand awareness because we can run 20-second, non-skippable ads there.
- We can Run Google Search and Display advertisements to connect with real clients and clients' businesses.
- We can create a community in discord.

8. Operations Plan

8.1 How to Create a Platform for Cryptocurrency Exchange

The usage of cryptocurrencies is about to become widespread. The value of cryptocurrency payments will increase by 70.5% in 2022 to \$10.40 billion, and by the end of 2023, this figure is anticipated to increase by 55.4% to over \$16 billion.

Crypto traders and investors want a more secure, user-friendly, and practical platform to store their money because of the high amount of digital transactions. The goal of users is to purchase cryptocurrencies, hold them until higher exchange rates are available, and then swap them on an exchange website.

Exchanges for cryptocurrencies are therefore essential in this sector. They make it simple and quick for cryptocurrency aficionados to purchase, sell, and trade their coins. The timing is right to create your own trading platform.



8.2 What is a cryptocurrency exchange?

A cryptocurrency exchange is a digital marketplace where users can trade digital assets for traditional fiat money or other cryptographic transactions.

8.3 Objectives:

The simple goal of a cryptocurrency exchange is to make buying and selling cryptocurrencies possible for traders. They accomplish this by transforming fiat currency—real money backed by the government—into the user's preferred digital currency and vice versa. Some dealers only accept actual cash. Some exclusively accept cryptocurrencies. To some extent, all of them charge fees, which is essential to their financial success.

8.4 How to build a cryptocurrency exchange platform of your own

In essence, there are two approaches to building an exchange platform: selecting whitelabel goods or forging their own path. The crucial steps you should think about when creating a cryptocurrency trading platform on your own are listed below if you are brave enough to pursue the latter option:

8.4.1 Legal framework

To ensure the security of your platform, it is crucial to understand all regulatory standards. AML (Anti-Money Laundering) controls and KYC crypto processes are required in the great majority of cryptocurrency exchanges.

8.4.2 Liquidity

The exchange industry for cryptocurrencies depends heavily on liquidity. How fast and easily an asset can be converted into another asset depends on the liquidity levels. Illiquid markets can lead to price surges in cryptocurrencies and make it more difficult to execute trades.

8.4.3 Protection and security

According to a recent analysis from Atlas VPN, approximately \$1.3 billion was stolen by blockchain hackers during the first quarter of 2022. Indeed, this lucrative sector is very vulnerable to hacker attacks. In order to protect your bitcoin exchange website, you should always use cutting-edge cyber security techniques.

As you can see, creating a product—in this example, a cryptocurrency exchange—is a challenging process that calls for substantial resources and market expertise. Additionally, it takes time to create a fundamental cryptocurrency exchange from scratch; the platform itself should take at least six months, and it should take 12 to 18 months to deploy all sophisticated features and put rules in place.

Not every brand has the resources and knowledge necessary to handle every situation. Building a platform is a completely different process from building a brand.

Consider a white-label crypto exchange solution as an alternative if you don't want to run the risk of losing your investment and producing a subpar or malfunctioning product.

8.5 What is a white-label crypto exchange?

A white-label cryptocurrency exchange solution is an off-the-shelf software created for quick launch. One only needs to make the desired customizations with this SaaS solution to launch their exchange for digital assets.

White-label products are becoming increasingly popular with daring businesspeople who want to open brand-new exchange facilities. Of course, you can use open-source software or the efforts of developers to build the program from the ground up and alter it, which is more time and money efficient.

8.5.1 What benefits might a white-label cryptocurrency banking platform offer?

- Fast entry into the crypto market
- Enhanced Security
- An existing business expansion
- A catalog of solutions
- Reduced costs
- Support around the clock
- Increased brand awareness

8.5.2 10 Easy Steps to Launch a Bitcoin Exchange



YOU CAN START YOUR OWN

BITCOIN EXCHANGE BUSINESS NOW

- 1. Obtain proper legal counsel to ensure licensing requirements are met.
- 2. Attain funding for the venture.
- 3. Find a cryptocurrency exchange software solution provider.
- 4. Connect your exchange with others for added liquidity.
- 5. Partner with a payment processor.
- 6. Implement best security practices.
- 7. Go live via beta testing.
- 8. Start marketing & PR campaign.
- 9. Offer customer support.
- 10. Maintain a legal team for ongoing compliance.

9. Management Team

9.1 Chief Executive Officer

Increases the performance of management by finding, choosing, onboarding, educating, guiding, coaching, advising, and disciplining managers; articulating beliefs, strategies, and goals; defining responsibilities; organizing, overseeing, and evaluating work results. Establishing, expressing, and carrying out the organization's vision, mission, and general direction; guiding the creation and application of the strategy for the entire organization is in charge of setting prices and executing commercial contracts.

- Responsible for providing the company with direction.
- Accountable for executing checks and other legal documents on the business.
- Behalf evaluates the organization's performance.

9.2 Blockchain Operations Specialist

- Create and manage a 24/7 L1 support mechanism as well as a smooth service onboarding process.
- Is in charge of promptly examining and resolving consumer complaints about blockchain products, like wallets, bridges, nodes, and more, that come from internal or external communities.
- High responsibility for service efficiency and quality improvement.
- Strong contact, collaboration, and communication with all parties involved, including the management team, the product manager, the developer, and the customers.
- Analyze data from service tickets and track potential maintenance for system improvement.
- Very adaptable and able to prioritize many activities and deadlines to work successfully in a fast-paced, rapidly changing organization.

9.3 Software Developer/Programmer

- Responsible for the organization's software system design, installation, testing, and maintenance.
- Examining present systems and solving the issues.

- Presenting system enhancement suggestions, along with price estimates.
- Collaborating closely with personnel, analysts, and designers.
- Designing the computer application and creating an appropriate system that can fulfill the business requirements.
- Before launching the software, the product must be tested in realistic, controlled conditions.
- Once the systems are operational, maintain them.

9.4 Admin and HR Manager

- Managing the organization's administrative and human resources processes to ensure they run smoothly.
- Hold regular meetings with key stakeholders to assess how well HR Policies, procedures, and Processes are working.
- Checking inventory, placing and completing orders, and assessing new goods are all part of maintaining office supplies.
- Conducting the necessary preventative maintenance tasks and requesting repairs, ensures that the equipment is operating properly.
- Establishing employment positions for hiring and overseeing the interviewing process.
- Executing induction procedures for new team members.
- Accountable for employee training, appraisal, and assessment.
- Responsible for scheduling appointments, meetings, and travel.
- Ensure that the everyday operations of the office function smoothly.

9.5 Digital Marketers (Marketing and Sales Executive)

- Find, prioritize, and contact potential new partners, business partners, and other prospects.
- Identifies growth prospects and pursues leads and contacts related to development.
- Writing persuasive proposal materials and negotiating prices and fees following corporate policy.
- Handling business research, market research, and feasibility studies.
- Accountable for overseeing implementation, speaking up for customer demands, and interacting with clients.
- Keep a record of every customer contact and information.
- Attend key meetings and represent the business.
- Contribute to the company's growth and increased revenue.

- Run Ads on different platforms to engage the customers.
- Analyze data and minimize ad costs.
- Reach the KPI goal.
- Report on the growth of the company.

9.6 Accountant

- Responsible for creating the organization's financial reports, budgets, and financial statements.
- Create reports using the data from the financial transactions as they were recorded.
- Using the trial balance and ledgers, create the income statement and balance sheet.
- Provides financial assessments, development budgets, and accounting reports to management.
- Accountable for risk analysis and financial projections.
- Performs financial reporting, general ledger accounting, and cash management for one or more properties.
- In charge of creating and maintaining financial systems and regulations.
- Accountable for managing payroll.
- Making sure that tax laws are followed.
- Manages all of the business's financial transactions.
- Serves as the company's internal auditor.

9.7 Associate Fraud Specialist- Call Center/Merchant Disputes Specialist / Help Desk Officer

- Identifies possibly fraudulent accounts or transactions by reviewing and responding to suspected fraudulent service requests, queues, and transaction records.
- Identifies issues by conducting pertinent research and utilizing the right resources.
- Analyzes transactional and customer records for fraud using both proprietary and generic software systems as well as human analysis.
- Holds onto control of incoming calls.
- Ensures that every client interaction, whether via phone, SMS, walk-in center, or email, offers the highest caliber of individualized customer care.
- When speaking with customers over the phone, take advantage of every opportunity to increase their interest in the company's products and services.

• Maintains a constant awareness of any updates on the company's goods, marketing initiatives, etc. to guarantee that clients are given correct and useful information.

10. Financial Plan

Expenditure (Budget) - 1 Year

Expense Type	Amount
Legal expenses for obtaining licenses and permits.	€10,000
The total cost for payment of the insurance policy covers (general liability, workers' compensation, and property casualty) coverage at a total premium.	€30,000
Software Development cost	€90,000
Software Maintenance cost	€40,000
Marketing promotion expenses for the grand opening of Flaxbit Crypto Exchange	€80,000
The total cost of hiring employees.	€70,000
The amount needed to acquire a suitable Office facility in a business district for 12 months.	€50,000
Total	€370,000

Expenditure (Budget) - 1 Year

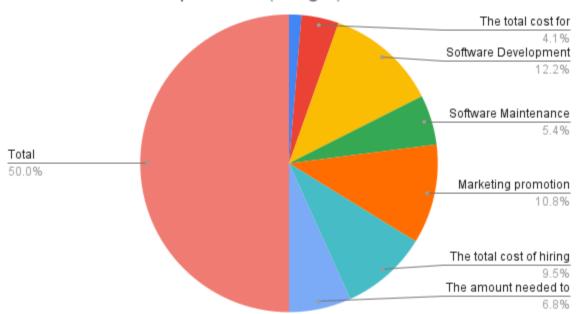
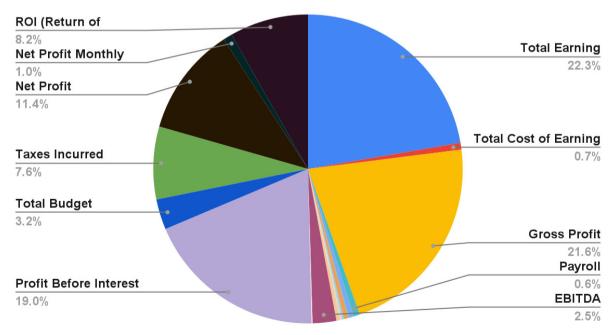


Chart: Expenditure (Budget) - 1 Year(Pie)

Profit & Loss Calculation		
Profit & Loss Type	Year 1	
Total Earning	£3,500,000.00	
Total Cost of Earning	£110,780.00	
Gross Profit	£3,389,220.00	
Gross Margin	96.7%	
Expenses		
Payroll	£100,000.00	
Sales & Marketing & Expenses	£80,000.00	
Depreciation	£5,220.00	
Leased Equipment	£1,000.00	
Utilities	£15,000.00	
Software Development	£60,000.00	
Software Maintenance	£20,000.00	

ROI (Return of Investment)	£1,290,868.00
Net Profit Margin	52.84%
Net Profit Monthly	£149,239.00
Net Profit	£1,790,868.00
Taxes Incurred	£1,193,912.00
Total Budget	£500,000.00
Interest Expense	£0.00
Profit Before Interest & Taxes	£2,984,780.00
Total Operating Expenses	£15,220.00
EBITDA	£389,220.00
Other	
Office Cost	£50,000.00
Payroll Taxes	£13,000.00
Rent	£15,000.00
Legal Expense	£10,000.00
Insurance	£20,000.00

1 Year Profit & Loss Calculation



11. Conclusion:

There are a few considerations to consider if you're considering launching a cryptocurrency business. You must first have a thorough understanding of blockchain and cryptocurrency technology. A strong company plan is the second thing you must have. Third, ensure you have the necessary team to support you while you carry out your plan. You'll be well on your way to launching a prosperous cryptocurrency business if you have a thorough understanding of the technology and a sound business plan.

In the global financial system, cryptocurrencies are a popular subject. The exchange rates for cryptocurrencies are extremely volatile. Due to this, trading these cryptocurrencies carries a significant risk. Their expansion has been able to catch the interest of numerous investors. They're light and portable. The use of cryptocurrencies on a larger scale won't begin until the necessary level of trust has been established in them. The growth in cryptocurrencies may slow down if they cannot win over that confidence. They are still in their infancy, and it is uncertain when they will be able to trade maturely on international markets.

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