

R coin International, ltd

Business Plan

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[R coin International, ltd] is a crypto currency sales and marketing company founded as of [January 2016]. Our goal is to create and develop several global crypto currencies and companies to attract millions of clients around the world... Now we have our first R coin crypto currency on the global market as a penny coin. It has a retail value during the next five years of more than ten million dollars. Our 2nd coin called R coin USA has a total of 107 billion coins made and 21 billion that are pre-mined and ready for the global market with a current sales price of \$2.10 per coin...Look at our global ledger at www.explorer.rcoinusa.com:3001. We plan to register this coin at a sales price of \$2.10 on three global internet markets during the year of 2017. www.groupon.com grew from zero people to 150 million registered contacts and 5 billion in stock value in three years...Our goal is to add tens of thousands of clients during the first three years and then hundreds of thousands of clients during our first five to seven years.

PRODUCT

Now we have R coin crypto currency on the global market as a penny coin. It has a retail value during the next five years of more than ten million dollars. Our 2nd coin called R coin USA has a total of 107 billions coins made and 21 billion that are pre-mined and ready for the global market with a current sales price of \$2.10 per coin...Look at our global ledger at www.explorer.rcoinusa.com:3001. Then look at the global leading crypto currency bitcoin website www.coinmarketcap.com that provides information on more than 850 coins. We plan to register R coin USA crypto coin at a sales price of \$2.10 on three global internet markets during the year of 2017. There are over 4,000 global internet sales markets working for the sales of many crypto currencies as of June, 2017. The internet company www.groupon.com grew from zero people to 150 million registered contacts and 5 billion in stock value in three years...Our goal is to add tens of thousands of clients during the first three years and then hundreds of thousands of clients during our first five to seven years. We have plans to create, market and sell ten different crypto currencies during the next ten years. Now as of July, 2017 we are ready to start our Gold discount card that will allow people to use the card business to business using crypto currency to buy products and services...The R coin USA e wallet pays up to 5% per month of new coins to everyone's e wallets through an automatic process called auto mining. Our development started in Kiev, Ukraine as

we have a lot of past clients here and then to Russia and 5 other countries...Now during the summer of 2017 we plan to start development in the USA, Canada and Japan.

MARKET

The bitcoin crypto currency market is in a shocking global internet boom as billions of dollars are flowing into the market weekly. For example bitcoin was \$350 per coin on the global market 14 months ago. As of June it is up 600% to over \$2,500 and heading up to \$3,000 or more.

Look at www.coinmarketcap.com daily to see their results. Also study bitcoin news daily. Now there are over 850 crypto currency coins on the market and they all have different features and purposes...Our target customers include people that want to earn a monthly % of coins on their e wallets as passive income and people that want to buy crypto currency at lower prices and enjoy the growth and profits of the coins as the grow with more and more people buying them daily and weekly. The market went into light speed hyper drive during the month of April and May 2017 as Japan approved the use of bitcoin business to business and investors started investing billions of dollars weekly on the global bitcoin and crypto currency markets...The trade volume on the site www.coinmarketcap.com grew from 25 billion in March 2017 to \$46billion before May 5th, 2017... google what the rich people are saying about bitcoin on you tube...Bill Gates one of the richest smartest people in the world is talking about the bitcoin global format growing many times bigger during the next few years...Two years ago as we evaluated the market, new coins with the rank of #100 on www.coinmarketcap.com had a market cap of \$50,000. Today companies at this rank of #100 have a market cap of 10 to 15 million dollars...This is an increase of 20 to 300 times and growing in less than one year.

Americans have a bad situation in America with low interests rates... \$100,000 with a CD in an American bank earns less than 3% per year... Before Trump became President the stock market was staggering at 16,000...Now it has boomed to 21,000...But great stocks can earn smart investors 10% to 50% per year...Bitcoin grew over 600% during the past 14 months and other newer crypto currencies grew 400 to 1,000%...Yes it's shocking but true...All the facts, graphs and documents are on the site www.coinmarketcap.com

In many startups nothing is transparent...With the global crypto currency industry, everything is real time and transparent...This helps to protect investors...Also this is a 24 hour working market and industry...When America is sleeping bitcoin and crypto currency is booming in China, India and eastern Europe. We have invested over \$400,000 cash, \$5 million dollars in barter with our crypto currency to reach our current development. Now we are looking for \$10,000 to \$100,000 investors to provide secured capital for our growth and expansion...There are over 4,000 internet markets that we can trade our coins on and it cost \$25,000 to \$100,000 per market to list, advertise and sell our coins on each market...Our clear profit is 40%, not counting the potential growth of our crypto currencies. Our plan is to add a minimum of 10,000 gold card client members this year and 50,000 during 2018, 100,000 during 2019 and 250,000 to one million clients during the next five to seven years...This will create a 100 million to 300 million dollars business system.

COMPETITION

Our competition is comprised of over 850 other coins that are mostly developed by programmers with no skills in sales, marketing and advertising. Therefore, most of these coins do not grow and effect the global market.

However, about 300 coins have money, teams and are in hyper growth and they are driving the market...We are focused on the off main stream markets. Like the former USSR with over 350 million people and is a non-credit... cash society. We focus on people that are interested in earning passive income. Our companies competitive advantage lies in the fact that we plan to develop our b2b business discount card that gives our team an advantage as we have a lot of experience in the people to people direct selling systems and business to business market.

MANAGEMENT

Our Founder and main partner is Honorary Professor of business and Doctor of economics Robert Fletcher...Doctor Robert Fletcher has four published books and over 30 years of experience in sales, sales management, team development, marketing, advertising and business...He has developed several large sales groups in the past. He was born in

Oregon and has been in Ukraine and eastern Europe during the past 10 years.

Our Vice President of sales for Eastern Europe and a senior partner is Andrey Chernomorov. Andrey has a degree in Engineering, with ten years of sales, marketing, and five years of experience with financial funds in the USA and New Zealand. Andrey has a large group of clients in Ukraine, Russia, Kazakhstan and other former soviet countries...Andrey has known Doctor Robert Fletcher for over ten years.

Our USA Attorney is Scott Warren with the southern California law firm of Wellman and Warren based in Orange county, California. Scott is one of the best known direct sales and MLM lawyers in the USA and has lot of clients with public companies and global clients involved in many different business areas. We have over 20 team members including block chain programmers and personal.

FUNDING NEEDED

The company R coin International is seeking up to one million to ten million dollars for growth and expansion during the next six months or up to two years. The money will be used to increase our sales and marketing in ten countries. We also plan to start a new bitcoin fund in the USA and to create three to five more crypto currency systems. We plan to increase sales up to one million dollars during 2017 and 3 to 5 million dollars during 2018 and 2019...We plan to launch our business to business discount card, called the R coin Gold Card and add visa debit card services next year...We plan to go on the O.T.C market before 2021...Investors can receive a monthly percentage on their investment or they can deposit money on the global market that we can trade weekly for a profit or they can invest long term for a projected profit of 20 to 50% per year depending on the global market growth...bitcoin grew 600% during the past 14 months. Our Investors can return their investment within 2 years by sales of R coins, and R coin USA coins or our other products and services... Investors can have stock and sell when we merge into an O.T.C company. Or investors can just invest for a month interest percentage.

THE R COIN CRYPTOCURRENCIES AND SYSTEMS

The R coin management team and programmers have invested one and a half year of time and \$500,000 developing our e wallets, websites, block chain and cryptocurrency.

We currently have less than 500 clients in 3 countries and less than 100 clients in 20 countries.

We want to add 1 000 new clients every three months. This sales, advertising and marketing efforts cost \$50,000 per month or \$600,000 per year.

R coin has 5 Billion R coin cryptocurrency already developed. As Bitcoin has grown from \$350 one and a half year ago to over \$2,700 in May and June 2017. R coin value has also gone up to from \$10 per one million coins to \$100 per one million coins. We plan to add 1,000 new clients between July 2017 and December 2017. These clients will buy a lot of R coins on the market at \$100 per one million and these new sales will rise the price of R coin up to 200% to 500% during the next 6 months.

With our 2nd coin R coin USA. We have over 21 Billion coins pre-mined and ready for the market.

We plan to register R coin USA on the Global Market called www.Novaexchange.com at \$2.10 per coin. The sales and marketing will be tightly controlled our sales plan to grow up \$10,000 during August 2017; grow up \$15,000 during September 2017; grow up \$25,000 during October 2017; grow up \$35,000 during November 2017; grow up \$50,000 during December 2017. As our sales grow monthly we will invest money to List R coin and R coin USA on addition markets to increase sales.

FINANCIAL PROJECTIONS

Our company is in our 2nd year of development. We already have our e wallet systems, block chain systems, crypto currency trading on the penny market and plans to add more markets.

Additional funding would help our sales grow to \$100,000 to \$500,000 monthly and help us open in cities and countries with sales, sales offices and sales managers. But we have a lot of contacts and business relationships that should help us generate meaningful revenues in a relatively short period of time.

Company name:

R coin International, ltd

Address:

South East, United States

Telephone number:

+19495803737

The business will:

Our business will develop crypto currencies, block chain systems, crypto currency websites, crypto currency trading websites and global sales and marketing systems in 10 to 20 countries during the next three to five years...Each of these systems are multi-million dollar systems...

Our team has already developed the crypto currency called R coin that is currently a penny coin on the global market site called www.yobit.net..We have a max supply of five billion coins...

Our 2nd crypto currency is called R coin USA and we have 107 billion max supply of this coin...

It has an off market sales price of \$2.10

As we have new financial funding our business will increase our sales marketing and advertising to open sales in more countries.

Details of owner(s):

Name: Professor Robert Fletcher

Position/main responsibilities: creation, vision and corporate planning

Experience and knowledge of our industry: 30 years of million dollar levels of sales, marketing, advertising, team development and management

Previous employment: entrepreneurship all life

Key skills brought to the business: 30 years of sales, sales management, team development marketing, advertising and twenty years of internet work and TV/video production

Business experience and any training undertaken: training courses and hundreds of books

Academic/professional qualifications: Honorary Professor of business and Doctor of Economics

Most recent salary £: I work on commission...1million to 5 million yearly

Other key personnel (including shareholders):

Name: Andrey Chernomorov

Position/main responsibilities: V.P of sales for Eastern Europe and the Russian speaking people

Experience and knowledge of our industry: 15 years of sales and Marketing experience and developing sales teams of thousands of people with millions in sales

Previous employment: Engineer and sales leader

Key skills brought to the business: Public speaking, trainings, sales, marketing, team building, planning and strategies

Business experience and any training undertaken: 15 years experience and has taken many training courses

Academic/professional qualifications: Masters in Engineering...Sales and Marketing

Most recent salary/salaries £: \$30,000 monthly plus bonuses

The crypto currency market plans to grow to 5 trillion dollars during the next 5 to 20 years.

We want to build a billion dollar global company. We want to develop ten million clients.

Groupon.com grew to 150 million registrations and 5 billion in stock value during three years

Bitcoin grew to 40 billion in eight years

Ethereum, Ripple and Lite coin grew big in three to four years

What we wanted to achieve during our first year of business?

- We set a goal to invest in several websites...We finished this goal.
- We set a goal to make a crypto currency and sell it on the global market...We finished this goal in ten months working 16 hours per day.
- We set a goal to develop a 2nd coin that is bigger and better than the first...We finished this goal in four months.
- We set a goal to create new clients...Now we have over 500 clients in 20 countries.
- We set a goal to develop our block explorer websites...We finished in six months
- Now we have new goals...1) To Raise 1 million dollars from American investors for growth and expansion...2) To starting marketing our Visa bank debit card to tens of thousands of new clients in many countries. 3) To start our I.C.O offering for our third coin in October to selling one million to 10 million coins at \$1.00...4) To open new offices in the USA, India and

China to push our sales, marketing and advertising forward. 5) To increase our sales to \$500,000 to 2 million dollars or more during the next 2 to 3 years.

Where do you see your business in 3-5 years' time?

We see our business growing to 50 countries with sales, marketing, advertising and new clients during the next three to five years, and we see market value of our crypto currency coins, tokens and stocks going over 100 million during the next three to five years.

Another company that we helped start grew from zero to 100 million in sales in ten months.

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What the business does

| Product/servic | Features | Benefits |
|---|---|--|
| We make and sell crypto currency called R coin | <ul style="list-style-type: none"> • Easy to transfer globally... the e wallet pays 22% monthly in new coins | <ul style="list-style-type: none"> • Easy to transfer globally... the e wallet pays 22% monthly in new coins |
| <ul style="list-style-type: none"> • We make and sell crypto currency called R coin USA coins | <ul style="list-style-type: none"> • Easy to transfer globally and the e-wallet pays 2 to 5% monthly in new coins | <ul style="list-style-type: none"> • Easy to transfer globally and the e-wallet pays 2 to 5% monthly in new coins |
| <ul style="list-style-type: none"> • We make advertising and sales recruit | <ul style="list-style-type: none"> • A great way to collect a lot of customers quickly • Sales teams make | <ul style="list-style-type: none"> • These systems build the company fast and adds more customers |

| | | |
|-----------------------------|--------------------------------------|--|
| ng website s | money and bring more customers | |
|-----------------------------|--------------------------------------|--|

7 What makes the business different

Our product/service is unique or different compared with the competition because:

- Most of the 850 plus crypto currency companies on www.coinmarketcap.com have programmers but don't have a lot of experience with sales marketing and advertising like our team does.
- We build sales through word of mouth sales and marketing and have a lot contacts for this work.
- Our team is very broadminded and open to change and improvements quickly...Most owners are not interested in changing their idea or plans.
- We plan to build 10 crypto currencies coins that will greatly increase our market size
- Our team believes in being economic and keeping expenses way down...Many companies that find quick easy money, spend it quickly also...

8 Legal requirements:

The crypto currency business is mostly unregulated at this point...

We will adjust our company plans as new regulations appeared.

The legal and insurance requirements that apply in your business are:

Mostly unregulated at this point.

Sales and marketing

We have a lot of experience with developing sales and marketing teams and sales leaders.

We have contacts in over 300 cities in Ukraine that are able to work and over 500 cities in Russia, Kazakhstan, Kyrgyzstan, Belarus and other Eastern countries.

It cost around \$10,000 to start the sales, advertising and marketing in each city, and each \$10,000 of investment creates \$50,000 to \$250,000 in sales during the first year.

A \$100,000 budget would finance the starting sales, advertising and marketing for ten cities that could produce \$500,000 to \$2.5 million in sales...We earn 50% profit on the sales...as we make the product that we are selling that is crypto currency.

A budget of 1 million dollars would finance the starting sales, marketing.

Trends in our chosen market are:

1. Now over 3 billion people use the internet.
2. Facebook claims over one billion registrations.
3. Over 100 million people use internet banking and electronic money like visa, master
4. card, western union, money gram, paypal, webmoney, perfect money, bitcoin and hundreds of others monthly
5. Bitcoin news says," the bitcoin crypto currencies market can grow up to five trillion dollars during the next five to twenty years"
6. Millions of new people are learning about bitcoin and crypto currency monthly...Japan legalized bitcoin to be used as a shopping currency by more than 100 million people on April 1st,2017...The bitcoin and crypto currency markets grew over 50 billion in trade volume during two months...

How do we know this information???

1. Bitcoin news
7. www.coinmarketcap.com
8. Bitcoin forms
9. Personal investing experience in the market.
10. By watching the global bitcoin and crypto markets. Google bitcoin or google crypto currencies.

The customer groups we will be selling to include the following:

1. People that already use or buy or invest in Bitcoin or electronic money. Western Union sends over 500 billion dollars per year...These people can also become our clients.

11. People that use the internet and look for home based business opportunities need our product and services.

12. People that are involved in sales and marketing that work with groups of people...Senior citizens need extra work and income.

Our customer research has shown that our customers want:

13. Customers want more control of their money supply.

14. Customers want their money to grow with better interest rates than banks offer. Banks offer .5% yearly. Bitcoin and other crypto currencies grew over 300% to 600% during the past 12 months...Our e-wallets pay from 3% to 22% monthly.

15. Customers want privacy with their money and finances.

How do we know this information?

16. Market research.

17. Bitcoin news and other internet news.

18. We conducted focus groups in over 20 cities with 10 to 50 people per focus group. We asked a number of personal and financial questions and people are sick and tired of rich bankers controlling their money and being cheated...People want control of their money, people want privacy and access to their money quickly.

The Number of customers we have attracted already before July 5th, 2017. After new funding we plan to open sales in many new cities and countries.

| Groups | Number of customers | Price they might pay per unit |
|-----------------------------------|----------------------------|--------------------------------------|
| Seniors Group | hundreds | \$100 to \$10,000 |
| Sales and Marketing people | hundreds | \$500 to \$10,000 |
| Business People | Over 20 | \$10,000 to \$50,000 |

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Profiling our competitors

| Competitor name | Strengths | Weaknesses |
|--|---|---|
| <ul style="list-style-type: none"> • All crypto currencies | <ul style="list-style-type: none"> • Many Variants | <ul style="list-style-type: none"> • Weak on sales, marketing and collecting clients |
| <ul style="list-style-type: none"> • Banks | <ul style="list-style-type: none"> • They control a lot of money and credibility | <ul style="list-style-type: none"> • Bad reputation and they pay small interests percentages |
| <ul style="list-style-type: none"> • Western Union | <ul style="list-style-type: none"> • They have many global | <ul style="list-style-type: none"> • They charge 5% to 12% |

| | locations and credibility | per transfer |
|---|--|---|
| <ul style="list-style-type: none"> • Visa and Master Card | <ul style="list-style-type: none"> • Global system and they provide big credits to people | <ul style="list-style-type: none"> • High percent per month and yearly |
| <ul style="list-style-type: none"> • Other money transfer systems | <ul style="list-style-type: none"> • Many clients and credibility | <ul style="list-style-type: none"> • High interest percent or transaction fees |

How we can improve on their offers and/or price(s)?

1. We offer transfers fees of less than .05% per transfer.
2. Our e-wallets grow our client's money at 2% to 22% per month in new coins, the coins can grow at zero to 500% in a good year.
3. If our customers break their computers or lose their coins we replace them for a .05% fee. A great guarantee to our customers.
4. Our system works on your home computer and soon will work on your mobile phone to transfers coins in seconds or minutes globally.
5. Our system is open 24 hours per day and works 7 days per week providing our customers with maximum service.

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Managing the market risks

1. There are many risks and force majors in the financial markets globally. It is a lot of work to deal with these risks.
2. We separate our coins from the banks to stop hackers...We have more hands on control of financial transfers.

3. We use cloud technology to protect our sites and servers, and as we grow we will need more advanced security systems.
4. www.coinmarketcap.com and over 850 currencies go up and down every week...We study the coins and companies hourly and are careful about which coins we buy and invest in.
5. We spread our risk between many different coins, people and services.

How do we calculate your prices:

- Our team studied the market for over one year and now with the global bitcoin boom the prices of many coins grew from cents to dollars and up to \$2.00 to \$500 dollars...So we put one of our coins on the penny market called www.yobit.net and we made a 2nd coin to go on the dollar market at \$2.10
- We expect both coins to grow as we add many advertising, marketing, promotions and sales.

| Products/services | Your price(s) | Range of competitor prices (per unit) |
|---------------------|--------------------------------------|---------------------------------------|
| R coin (RCN) | 2sat as July 10 th , 2017 | 1sat to 50,000 sat |
| R coin USA | \$2.10 | 10 cents to \$500 |
| Credit coin | \$1.00 | 10 cents to \$500 |

Reasons for the difference between your price(s) and your competitors' price(s):

- Advertising, marketing, time on the market, number of traders, brokers and investors buying and selling the coins.

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Promotion and advertising

How and where will we promote our products/services?

- Internet advertising and Social networks.
- People to people sales and marketing
- Advertising, sales, marketing and promotion through barter network
- Internet free coin giveaways and promotions.
- Radio station advertising, gifts, bonuses and giveaways.
- Business to business buying, selling and loyalty programs
- Millions of dollars of sales and marketing through sales groups, prizes and bonuses
- Promotion through flyers and gifts for free downloads and give aways.
- We will move millions of coins with our credit system to small businesses and entrepreneurs.
- We plan to start 10 to 20 sales and marketing offices in the USA and other countries.

Running the business

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Staff

We have staff and partners in three Eastern European countries including, Ukraine, Russia and Kazakhstan...After new funding we plan to add new offices and staff in the USA, Canada, Mexico, South America, India, China and other countries.

It cost \$25,000 to \$50,000 to start each area where we already have some partners to help.

| Role | Total cost | Necessary experience | Specialist skills and/or qualifications |
|---|--|--|--|
| <ul style="list-style-type: none"> Sales | \$5,000 to \$25,000 monthly | <ul style="list-style-type: none"> 3 to 5 years of sales experience | <ul style="list-style-type: none"> Speaking, communications and getting the contracts. |
| <ul style="list-style-type: none"> Office staff 5 to 10 new people part-time to full time | \$10,000 monthly | <ul style="list-style-type: none"> 1 to 3 years of experience | <ul style="list-style-type: none"> Phones, emails, internet, communications Customer service skills etc. |
| <ul style="list-style-type: none"> 3 new programmers | \$5,000 monthly | <ul style="list-style-type: none"> 3 to 5 years | <ul style="list-style-type: none"> Websites, cabinets, back end programs |
| <ul style="list-style-type: none"> 3 new office managers | \$2,000 monthly each person plus bonuses | <ul style="list-style-type: none"> 3 to 5 years | <ul style="list-style-type: none"> Planning skills Management skills, control skills, team building skills Staff motivation skills, customer service skills |
| <ul style="list-style-type: none"> Video team | \$2,000 monthly | <ul style="list-style-type: none"> 5 to 10 years | <ul style="list-style-type: none"> Video, editing, graphics etc. |

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Premises

| | Cost \$ |
|---|------------------------|
| Premises required at start-up: We have invested over \$350,000 in our development not counting management time, salaries and bonuses | \$350,000 to \$500,000 |
| Premises required in the future (if different): 1million for our next six months of growth | 1million dollars |
| | |

Our key suppliers and their credit terms:

| Supplier | What you'll buy from them | Number of days' credit |
|----------------------------|----------------------------------|--|
| • programmers | • IT services | • cash monthly |
| • servers | • server storage | • cash monthly |
| • advertising | • advertising services | • cash monthly |
| • partner financing | • money | • payments monthly, 3 months, 6 months or 1 year |
| • video services | • video services | • cash monthly |

| What equipment? | When | How funded | Cost \$ per unit |
|--------------------------|-----------|--------------------|-----------------------------|
| • servers | • 2016 | • Cash monthly | \$400 to \$600 monthly |
| • computers | • 2016/17 | • cash | \$500 to \$3,000 |
| • desk/chairs | • 2016/17 | • cash | Desks \$200 Chairs \$100 |
| • printers | • 2016/17 | • cash | \$2,000 total |
| • technology programming | • 2016/17 | • Monthly payments | \$200,000 |

| Risk | Solution |
|--|--|
| <p>Staff</p> <ul style="list-style-type: none"> • Our staff are working for medium salaries plus profit bonuses • As we grow we will find part-time people and free lancers to control cost | <ul style="list-style-type: none"> • We found the right people at the right price • There are millions of free lancers ready to work with internet companies |
| <p>Suppliers</p> <ul style="list-style-type: none"> • We make an effort to have two or three backup suppliers • We work with small companies and affordable prices | <ul style="list-style-type: none"> • We switch suppliers if they are delayed • We look for the best prices and most dependable service |

- 1) We invested \$350,000 before we started trading our first coin on the global market...Our coin is called R coin and it is e-wallet pays up to 22% monthly in new coins...We have a max of five billion supply... For this coin we need another \$250,000 to improve our advertising, marketing, promotions and sales...An investment of \$250,000 should create a return of 1 million to three million dollars during three years of time. We are willing to share a serious profit for investors that provide this growth capital.

- 2) R coin USA is our 2nd coin has over \$200,000 invested into it development and production, along with management time invested. We have a supply of 107 billion with over 10 billion pre-mined and ready for sales. With an additional investment of \$250,000 we can register R coin USA on to three to five global markets and build sales from \$,5000 to \$10,000 monthly up to \$25,000 to \$50,000 monthly within three to six month. The investors can have 30% of monthly sales until they have their money back plus a 30% profit. We believe we can push sales up to \$100,000 monthly after six months and up to \$200,000 monthly after one year of advertising, marketing and sales efforts.

- 3) Our third coin is now in development called Credit Coin. It should be finished in August. With \$350,000 of new investment and our planned I.C.O in October, we plan to sell one million to ten million coins at \$1.00

This will create one million to ten million dollars of new funding or cash flow during three to six months; from October 2017 to March of 2018.

The investors can take 20% of the sales until they have their money back plus 30% yearly profit.

The risks that we have identified for our financial forecast are:

1. Yes, sales can be lower than we think. However, we have a lot of sales leaders in our group that are ready to work after we have new funding.
2. We planned our sales at a minimum start up per city and country and we can push sales harder if need be...It takes 2 to 3 months to train new groups of sales people.
3. The market can move downward for several weeks or months which would affect our sales in a slower movement.
4. Other start up or growing competitors could take sales away from our sales teams, but we offer super commissions and bonuses to keep sales moving.
5. We invest into sales leaders and help keep the sales leaders loyal to our company and project.

How we will minimise the impact from these risks:

1. By having control everyday with our sales leaders.
2. By providing powerful and effective advertising and marketing support.
3. By offering good commissions and bonuses.
4. By offering positive products and services.
5. By opening new cities and markets monthly.

- 1) After we receive our first \$50,000 to \$100,000 in partner funding we can list our coins on two to three extra markets and build our sales up to \$10,000 to \$25,000 monthly during three to six months.
- 2) After we receive our 2nd group of \$50,000 to \$250,000 we can list on another two to three markets and increase our sales to \$25,000 to \$50,000 per month...We will also invest \$10,000 per city to open up sales and marketing in these cities...Each \$10,000 of advertising, marketing and sales promotion may create from \$10,000 to \$25,000 in new sales during three to six months.