



BITCOS

Business plan

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SUMMARY

Idea

Providing a convenient payment tool that is potentially attractive from an investment point of view, creating the opportunity for payment anonymization and bypassing regulatory restrictions by eliminating intermediaries (banks and payment systems) and transferring the function of verifying transactions to a distributed ledger system.

In 2018, the founder of Bitcosa, Albert Sabirov, faced fraud from a centralized system. However, two years later, in 2020, the idea of decentralization development was born, and work on the project began gradually.

Market

The blockchain technology market, WEB 3.0, is worth \$1.03 trillion.

Target Audience

- Businessmen
- Brokers
- Financial analysts
- Speculators
- Enthusiasts
- Traders
- Investors

Goals in Numbers

\$167,527 - Net profit per month as of 01.09.2024

25,345 - Active users as of 01.09.2024

Investment Implementation

To stimulate development, \$300,000 will be required.

1. Development of a DAO (decentralized autonomous organization)
2. Development of an extension for Google
3. Development of IOS/Android applications for a decentralized atomic cryptocurrency wallet (DAKK)
4. Token (BWT) listing on external markets
5. Partnership programs
6. Implementation of marketing strategy
7. Launch of the Russian blockchain network.

COMPANY DESCRIPTION

Company Name

Bitcos

Location

Samara, Russia

Company History

Year of establishment: 2022

Founder: Albert Sabirov

In 2018, the founder of Bitcos faced fraud from a centralized system. However, two years later, in 2020, the idea of decentralization development was born, and work on the project began gradually. Despite the fact that the founder had to work two jobs, the project was moving forward. In 2022, Bitcos was launched, and sanctions became an additional impetus for development. Since then, a whole year has passed, and the project continues to develop successfully.

Brief Description of Business Model

The company provides an ecosystem that includes:

1. Web3 DeFi wallet
2. Bitcos blockchain network (under development)
3. Web3 Escrow blockchain transactions (under development)
4. Web3 Video blockchain service (under development)
5. Web3 NFT marketplace (under development)

Funds are earned through a commission paid by the user when making transactions in the ecosystem, the commission is paid in BWT token.

BWT (Bitcos Wallet Token) - a token issued by Bitcos.

Company Objectives and Goals

Objective

To become a bridge between centralized systems in Russia and decentralized exchanges.

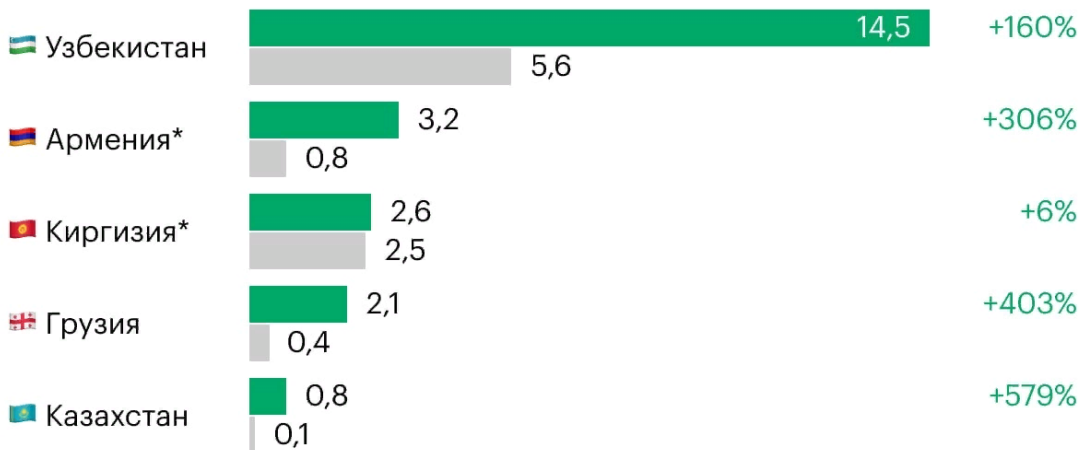
Criteria for Achieving Objectives

1. 70% of all cross-border payments from Russia, approximately \$16.24 billion, through Bitcos in 11 months.

Как изменился объем переводов из России

\$ млрд

● 2022 ● 2021



* Данные за 11 месяцев.

Источники: данные центральных банков стран

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2. ~160,000,000 transactions in 11 months.
3. \$1 billion liquidity pool.

Tasks

1. To become a bridge between the centralized digital ruble system and DEX.
2. To make the digital ruble a cross-border asset.
3. Tokenization of Russian stock exchange (SPB, MSK) company shares with listing on DEX.

Financial Indicators

Total tokens - 10,000,000

Current BWT price - \$0.79

Holders - 53

Liquidity pool - \$3,700

Market capitalization - \$6.7 million

Number of transactions/month - 1500

Number of swaps/month - 750

Team

Albert Sabirov - Founder of Bitcos / Development Manager

Education:

Main: Tomsk Polytechnic University. Faculty of Automation and Electromechanics.
Specialty. Electric drive. Automation of industrial and technological complexes.

Experience:

2000-2010

Freelance

Developer

- Development of turnkey web services
- Work with large foreign IT companies

From 2010 to 2018

Albert Service LLC

2020 - Present

Bitcos

Founder

Additional information:

Married, has a 6-year-old child.

Denis Myasnikov - Strategic Marketing

Education:

Main: South Ural State University (NIU), Journalism, Mass Communications, Bachelor's degree, full-time department

Additional: Business intensive on startup design

Experience:

2017-2020

Freelance

Design of WEB interfaces

- Development of corporate identity
- HTML/CSS/JS layout of layouts

2021 - 2022

Cybersecurity Center LLC

Engineer-programmer

- Design/Development of WEB interfaces
- Development of corporate WEB pages from scratch
- Development of product presentations
- Work with video/audio content of the organization

- Participation in product packaging

2022 - Present

Individual entrepreneur Denis Dmitrievich Myasnikov / M-WEB

Development of IT infrastructure for business

- Document flow management
- Negotiations with partners and clients
- Participation in events as a speaker
- Team building
- Resource management
- Sales department organization
- Project presentations

2023 - Present

Bitcos

Strategic Marketing

- Development of product promotion concept
- Development of corporate identity
- Business packaging
- Business plan development
- Startup design
- Attracting investments

Additional information:

Military accounting specialty: radiotelegraph operator of single-band medium and low power radio stations.

Danil Nikitenko - Social Media Administrator / User Support

Education:

Main: Nosov Magnitogorsk State Technical University, Railway Operation, Specialist Degree, full-time education.

Experience:

2022-2023

M-WEB

Head of Sales Department

Project Manager

Sergey Korshikov - Customer Support, Analytics

Education:

Samara College of Construction and Entrepreneurship (2000-2005). Construction specialty. Engineer.

Samara State University of Railway Transport (SamGUPS, 2005-2010). Construction specialty. Engineer.

Experience:

2010-2013

Russian Railways JSC

2013-2022

Freelance:

- Organization of various events in Samara and the region (entertainment, educational and others).
- Construction orders as a contractor.
- Studying cryptocurrencies, blockchain technologies and web 3.0.
- Investing.
- Analytics.
- Communication with clients/customers.
- Preparation of event scenarios.
- Budgeting.
- Finding a place to hold it.
- Creating advertising materials or informing about it.
- Concluding contracts with suppliers, partners and performers.
- Agreement on work with the customer/client.
- Control of the event.
- Preparation of reports and maintenance of other documentation.

2022 - Present

Bitcos.

- Development of project presentations
- Tester
- Document flow management
- Participation in seminars and hackathons as a project speaker
- Search and attraction of investments

Cryptoanalyst:

- Analysis of cryptocurrency algorithms used in digital assets to determine their strength and potential vulnerabilities.
- Detection of vulnerabilities in cryptographic protocols.
- Blockchain and transaction research, studying the structure of blockchain to detect anomalies, fraudulent activity or other illegal operations.
- Development of recommendations and guidelines for improving the security of cryptocurrency systems and protocols.
- Identification of vulnerabilities.
- Development of new methods and tools for analyzing, monitoring and protecting cryptocurrency systems.

MARKET ANALYSIS

Global Market Analysis

Total market capitalization of cryptocurrencies: \$1.033 trillion as of 23.09.2023.

Factors influencing the market:

1. External macroeconomic factors:
 - a. State of the global economy
 - b. Actions of the US Federal Reserve System (FRS)
2. External political factors:
 - a. Military conflicts and geopolitical tension
 - b. Sanctions policy of Western countries.
 - c. Legislative regulation of the crypto industry.
3. Internal factors of the cryptocurrency market and Bitcoin:
 - a. "Investor confidence."
 - b. Activity of Bitcoin's crypto competitors.
 - c. Upcoming Bitcoin halving.

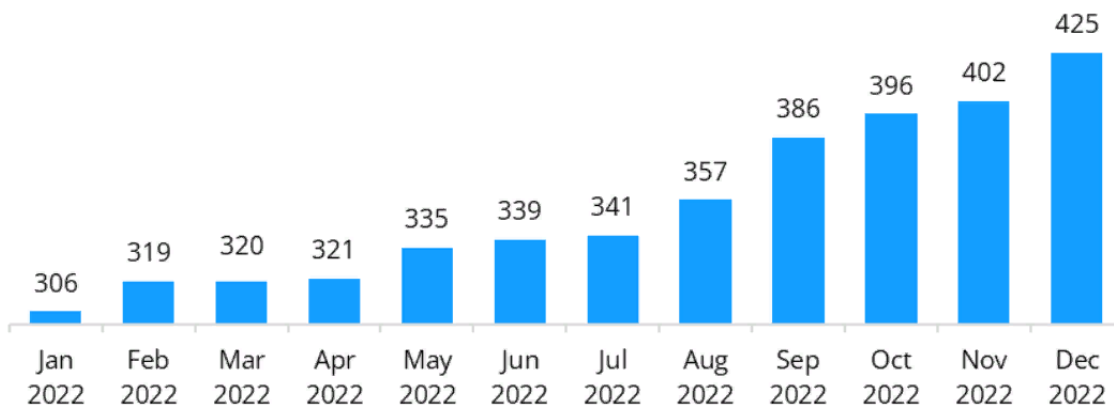
The market value of cryptocurrencies is determined by two groups of factors. On the one hand, this is an assessment by the market of the prospects for payment technology in the economy (both legal and illegal sectors) and expectations for their further spread. On the other hand, these are speculative factors associated with high cryptocurrency volatility, hype around them, and the desire of market participants to make quick profits.

Development dynamics

The spread of cryptocurrencies is rapidly growing worldwide. For example, according to research published by Crypto.com in January 2022, there are about 425 million cryptocurrency users worldwide. To understand the rate of adoption, it should be noted that in January 2022, the number of users was 306 million - an increase of 125 million crypto investors in 2022. For comparison, 150 million people use the ruble.

Total Number of Global Crypto Owners (in Millions)

Global crypto owners reached 425 million in Dec 2022



As of 5 Jan 2023 Sources: Crypto.com Research














The number of cryptocurrency users is not the only thing increasing, but also the volumes of cryptocurrency transactions. According to CoinMetrics data, in 2022, settlements in "stable" coins alone set new highs:

\$7.4 trillion - 2022

\$6 trillion - 2021

According to research conducted in the UK, about 45% of young investors aged 18 to 29 made their first investments in cryptocurrencies. This figure is almost twice the share of young investors who invested through funds (23%) and significantly exceeds the figure for investment trusts (13%). At the same time, 18% of the surveyed investors invested in public company stocks.

Largest participants

Монета 42			Рейтинг	↓ Капитализация	Цена
	BTC	Bitcoin	1	518.101B USD	26579.44 USD
	ETH	Ethereum	2	191.565B USD	1592.40 USD
	USDT	Tether	3	83.375B USD	1.00209250 USD
	BNB	BNB	4	32.411B USD	210.66982604 USD
	XRP	XRP	5	27.123B USD	0.50939 USD
	USDC	USD Coin	6	25.761B USD	1.00007000 USD
	STETH	Lido Staked ETH	193	13.852B USD	1591.45694297 USD
	DOGE	Dogecoin	7	8.683B USD	0.0615089 USD
	ADA	Cardano	8	8.603B USD	0.245172 USD
	SOL	Solana	10	8.006B USD	19.4032 USD
	TRX	TRON	11	7.452B USD	0.08360277 USD
	DAI	Dai	12	5.348B USD	1.00006001 USD
	DOT	Polkadot	13	5.085B USD	4.0096 USD

Trends

- Users' transition from centralized exchanges to decentralized ones
- Increase in the number of crypto assets in non-custodial wallets
- Upcoming halving
- Scaling of security solutions
- Development of Defi, staking, lending, and collateral systems.
- Use of tokens in WEB 3.0 games

Market analysis of the country

According to research conducted by Chainalysis in September 2023, in the ranking of 154 countries by the Global Crypto Adoption Index, **Russia ranked 13th** (Ukraine - 5th place, India - 1st place). According to Chainalysis methodology, this means that there is a **high level of cryptocurrency** usage in the country across all components of the index. The volume of cryptocurrency transactions in Russia in 2023 was very high relative to the population and the size of the economy.

Страна	Регион	Общий рейтинг индекса	Рейтинг стоимости централизованных услуг	Получил рейтинг стоимости централизованных розничных услуг	Рейтинг объема биржевой торговли P2P	Рейтинг DeFi value получил	Значение розничного ДеФи получило рейтинг
Индия	Центральная и Южная Азия и Океания	1	1	1	5	1	1
Нигерия	Африка к югу от Сахары	2	3	2	1	4	4
Вьетнам	Центральная и Южная Азия и Океания	3	4	4	2	3	3
США	Северная Америка	4	2	8	12	2	2
Украина	Восточная Европа	5	5	3	11	10	10
Филиппины	Центральная и Южная Азия и Океания	6	6	6	19	7	7
Индонезия	Центральная и Южная Азия и Океания	7	13	13	14	5	5
Пакистан	Центральная и Южная Азия и Океания	8	7	7	9	20	20
Бразилия	Латинская Америка	9	9	11	15	11	11
Таиланд	Центральная и Южная Азия и Океания	10	8	15	44	6	6
Китай	Восточная Азия	11	10	5	13	23	23
Турция	Ближний Восток и Северная Африка	12	11	9	35	12	12
Россия	Восточная Европа	13	12	10	36	9	9

Overall, the popularity of cryptocurrencies among Russian investors is growing. Similar to other countries, according to a study conducted by the Central Bank of Russia in 2021 on the behavior of novice investors, cryptocurrency ranks second (12%) in terms of frequency of first-time purchases after stocks (29%)

In August 2021, **Russia ranked third in terms of Bitcoin mining volume**, accounting for 11.23% of the computational power used for Bitcoin mining (Russia's share was 6.9% at the beginning of 2021). According to data from the Cambridge Centre for Alternative Finance, which shows current electricity consumption related to Bitcoin operations, the largest shares of computational power used for Bitcoin mining are in the United States (35.4%), Kazakhstan (18.1%), and Russia (11.23%).

Regarding the assessment of investment volumes and transfers in cryptocurrencies:

1. According to approximate estimates based on respondent data from open sources, the volume of cryptocurrency transactions by Russian individuals can reach \$5 billion per year (approximately 350 billion rubles).
2. According to most respondents, the volume of investments by Russian legal entities in cryptocurrencies is insignificant - they rarely invest in cryptocurrencies, and it is usually done by founders as individuals or trustees.
3. Respondents noted that Russian citizens equally use all methods of acquiring cryptocurrencies, including cash purchases.
4. The main purposes of acquiring cryptocurrencies by individuals/legal entities are:
 - 4.1. Speculation
 - 4.2. Investment
 - 4.3. Avoidance of AML/CFT requirements
 - 4.4. Cross-border transfers
5. Domestic cryptocurrency payment operations have not gained wide popularity.

Based on the analysis of market data and surveys (taking into account their incompleteness and the impossibility of precise evaluation), it can be concluded that Russian citizens have a significant share in the global cryptocurrency market. Currently, the risks to financial stability associated with this are limited, but they will increase significantly if citizens become more involved in the cryptocurrency market.

Major Players:

The Russian crypto market can be characterized as less developed and less regulated compared to the Western market. Cryptocurrency projects in Russia have not gained the same level of popularity as in some Western countries, and overall, the cryptocurrency market in Russia is still in its early stages of development and does not have major players yet.

Legal Information

Article 3, Section 1 of Federal Law No. [259-FZ](#) of July 31, 2020 "On Digital Financial Assets, Digital Currency, and Amendments to Certain Legislative Acts of the Russian Federation" (hereinafter referred to as the DFA Law). This is a "set of electronic data (digital code or designation) contained in an information system."

Regulation of the Bank of Russia No. 820-P of August 3, 2023 "[On the Digital Ruble Platform](#)"

Federal Law "On Countering the Legalization (Laundering) of Proceeds from Crime and the Financing of Terrorism" No. [115-FZ](#) of August 7, 2001.

PRODUCT DESCRIPTION

Products

WEB 3.0 Ecosystem includes:

1. **Web3 DeFi Wallet** - Fully anonymous, confidential crypto wallet with the ability to work with 15 networks, including the most popular BTC and ERC-20.
2. **Bitcos Blockchain Network (2024)** - The foundation of the ecosystem, the Bitcos network, where transactions of all products will take place.
3. **Web3 Escrow Blockchain Transactions (2024)** - A service for creating smart contracts for any task.
4. **Web3 Video Blockchain Service (2024)** - A service similar to YouTube based on WEB 3.0, with a high focus on content creators and user copyrights.
5. **Web3 NFT Marketplace (2024)** - A service for buying/selling NFTs on the Bitcos network.

Web 3 - The idea of a new iteration of the World Wide Web based on blockchain, which includes concepts such as decentralization and token-based economy.

DeFi - A financial organization model based on providing services without the involvement of financial intermediaries or centralized processes.

Key Benefits

The ability to integrate decentralized WEB 3.0 services with the digital ruble system, allowing the purchase of any crypto assets without the need to use P2P or exchanges, but simply using the MIR card.

High level of confidentiality and anonymity due to the fact that we do not collect any user data, unlike Western competitors, which are required to do so by law.

We are under the jurisdiction of the Russian Federation, which means that we are not related to centralized services of Western companies that are increasing the trend of tightening the use of their services for Russian citizens.

No risk of losing funds due to sanctions or other political circumstances.

PRODUCTION PLAN

Technologies Used

Blockchain, WEB 3.0, Smart Contracts.

bitcoin.js, ReactJS, JavaScript JS, HTML, CSS, PHP, Solidity

Roadmap

1. Q4 2023
 - a. Upgrade of Decentralized Atomic Cryptocurrency Wallet (DACC):
 - i. Functionality improvements.
 - ii. Connection of new blockchain networks.
 - b. Launch of external token markets (BWT). Expansion of the list of decentralized exchanges for the sale and purchase of tokens (BWT).
 - c. Staking launch.
2. Q1 2024
 - a. Upgrade of DACC:
 - i. Performance improvement.
 - ii. New solutions for decentralized finance. Crypto loans.
 - b. Launch of DACC application for iPhone and Android.
 - c. Partner programs.
3. Q2 2024
 - a. Commission connection.
 - b. Alpha version of the Russian blockchain network.
 - c. Integration of all available solutions into the blockchain network.
4. Q3 2024
 - a. Beta version of the Russian blockchain network.
 - b. Addition of new applications to the blockchain network. Expansion of use.
 - c. Launch of the Russian blockchain network.
 - d. AirDrop.
 - e. Development of DAO (decentralized autonomous organization)

Personnel Plan

1. Management and Organization
 - a. Founder
 - b. Director
 - c. Deputy Director
2. Technical Department
 - a. Lead Developer
 - b. Developer
 - c. Developer
 - d. Developer
 - e. Designer
3. Marketing
 - a. Marketer
 - b. SMM Specialist
 - c. Content Maker
 - d. PR Specialist
 - e. Graphic Designer
4. Finance
 - a. Accountant
5. Legal Department
 - a. Lawyer
6. Customer Service Department
 - a. Support Manager
 - b. Support Manager

MARKETING AND SALES

Target Audience

For each Bitcos product, there is a specific audience. In this chapter, we will consider the audience of the already implemented product - the crypto wallet.

Audience	Who?	What do they want?	What is important?	What are you willing to pay for?	Touchpoints
Earnings (Core)	Businessmen Brokers Financial analysts Speculators Enthusiasts Traders Investors	To earn	Security; Confidentiality ; Speed;	For information; asset variety; Exchange opportunities;	Telegram crypto channels; Crypto forums; Seminars; RBC; Kommersant; Twitter; Linkedin; Reddit; YouTube - Earnings channels; YouTube - Crypto channels; DEX/CEX CoinmarketCap TenChat;
Application of technology (Not attracting yet))	Bankers Businessmen Programmers	Apply technology to their services	Transparency, integration.	For support, for software improvements, for service.	Linkedin; Reddit; TenChat; Crypto forums;
Translations	Freelancers Tourists Enthusiasts	To translate	Commission	For ease of use	Job exchanges; Tour agencies; Tourism media; Travel channels; YouTube;

Channels and methods of attracting customers

Audience	Categories	Methods	Tools	Effectiveness metrics
Earnings	Communications	PR	Product Placement	-
			Press releases	Link clicks.
		BTL	Conferences	How much has the average traffic increased and how is it holding up after the end.
			Exhibitions	
			Events	How much have targeted website and social media visits increased..
			Direct marketing	
	Search traffic	SEO	Yandex, Google	% of clicks from search engines
Programmatic advertising	SMM	Telegram Twitter	Reach, engagement, % of clicks from social media, audience growth.	
	Content marketing	Telegram YouTube Yandex Zen TenChat		
Translations	Search traffic	SEO	Yandex, Google	% of clicks from search engines
	Programmatic advertising	SMM	Telegram Twitter	% of clicks from search engines Reach, engagement, % of clicks from social media, audience growth.
		Content marketing	Telegram YouTube Yandex Zen TenChat	

FINANCIAL MODEL

Постоянные значения												
Стоимость комиссии в \$	0	0	0	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
кол-во транзакций ERC-20 и BTC/День	1 535 920	1 535 920	1 535 920	1 535 920	1 535 920	1 535 920	1 535 920	1 535 920	1 535 920	1 535 920	1 535 920	1 535 920
Всего пользователей в день	1 485 258	1 485 258	1 485 258	1 485 258	1 485 258	1 485 258	1 485 258	1 485 258	1 485 258	1 485 258	1 485 258	1 485 258
Ср. транзакций на пользователя	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03	1.03
Комиссия за обмен в \$	0	0	0	2	2	2	2	2	2	2	2	2
Хороший исход												
Время	01.10.2023	01.11.2023	01.12.2023	01.01.2024	01.02.2024	01.03.2024	01.04.2024	01.05.2024	01.06.2024	01.07.2024	01.08.2024	01.09.2024
Активные пользователи	50	56.10	62.20	68.30	709.38	1149.91	1860.23	3599.55	5810.04	9374.27	15715.26	25345.53
Кол-во транзакций	1551.16	1740.41	1929.65	2118.89	22007.31	35674.03	57710.38	111669.83	180246.72	290820.73	487539.13	786301.89
Кол-во свопов	750	841.50	933.00	1024.50	10640.70	17248.66	27903.41	53993.21	87150.66	140614.03	235728.88	380182.94
Комиссия с транзакций в \$	0.00	0.00	0.00	0.00	440.15	713.48	1154.21	2233.40	3604.93	5816.41	9750.78	15726.04
Комиссия обмена в \$	0	0.00	0.00	2049.00	21281.40	34497.33	55806.81	107986.42	174301.32	281228.07	471457.76	760365.88
Стейкинг	0											
Расходы в \$	105.00	105.61	106.22	13337.70	14120.41	24834.85	54009.60	81552.68	135438.16	234222.30	374004.20	608864.61
Маркетинг в \$	60.00	60.00	60.00	6409.80	4404.31	7102.16	17392.20	22103.96	35641.25	63408.90	96301.71	155278.38
Сервера в \$	5	5.61	6.22	6.83	70.94	114.99	186.02	359.95	581.00	937.43	1571.53	2534.55
Офис в \$	40	40	40	40	40	40	40	40	40	40	40	40
Зарплаты в \$	0	0	0	6409.8	4404.309226	7102.161647	17392.20403	22103.96427	35641.25038	63408.89665	96301.70826	155278.3842
Налоги в \$	0	0	0	266.37	2823.800997	4577.405071	7404.932622	14328.57677	23127.81274	37315.78282	62557.11037	100891.9497
Подушка в \$	0	0	0	204.9	2377.054613	5898.135437	11594.23745	22616.21959	40406.84477	69111.2931	117232.1472	194841.3393
Прибыль в \$	195.00	194.39	193.78	18711.30	7901.13	10675.95	32951.42	28967.14	42768.09	82822.19	107504.34	167527.31
Инвестиции в \$	300	300	300	30000	300	300	30000	300	300	30000	300	300
Доход в \$	0.00	0.00	0.00	2049.00	21721.55	35210.81	56961.02	110219.82	177906.25	287044.48	481208.54	776091.92
Всего средств до расходов в \$	300.00	300.00	300.00	32049.00	22021.55	35510.81	86961.02	110519.82	178206.25	317044.48	481508.54	776391.92

Full access to all options via the [link](#)

Description of the financial model

Indicators on which the financial model is based:

1. Constant values
 - 1.1. Commission cost - The commission we set for conducting transactions within our service
 - 1.2. Number of transactions in ERC-20 and BTC networks - The average number of transactions in the most popular networks. We only take them, even though there are at least 4 times more transactions in other networks, but for maximum realism, we only take them.
 - 1.3. Total users per day - This is how many wallets actually make a transaction in these networks, it will increase due to investments in marketing from the previous month.
 - 1.4. Average number of transactions per user - Transactions per day of active users
 - 1.5. Exchange commission - Commission for the fact that there is an exchange in our application, it is regulated by Bitcos
2. Active users
 - 2.1. Number of transactions made in our application
 - 2.2. Number of swaps - The number of token exchange transactions in our application
 - 2.3. Transaction fees - The sum of commission fees from all our transactions
 - 2.4. Exchange commission - The sum of commissions from all exchanges with us
3. Expenses
 - 3.1. Marketing - Total funds * 0.2
 - 3.2. Servers - Number of users * 0.1
 - 3.3. Office - static value, currently \$40
 - 3.4. Salaries - Appear when revenue exceeds \$5,000/month and 20% of total revenue is allocated to them
 - 3.5. Taxes - 13% of revenue

- 3.6. Cushion - 10% Of revenue + Previous value
- 4. Income
 - 4.1. Investments - investments in tokens
 - 4.2. Income from all commissions
 - 4.3. Total income without expenses

RISK ASSESSMENT

Obvious risks

Tightening regulation, geopolitical tensions, energy crisis and high inflation are negative factors affecting the cryptocurrency and blockchain market in 2023.

Geopolitical risks and disruption of logistics chains also have a negative impact on the cryptocurrency and blockchain sphere.

All risks related to the crypto market are either related to actions of centralized platforms, which is why there is mistrust in cryptocurrency, or directly related to cryptocurrency, but not to blockchain technology and decentralization. Decentralized services do not give such reasons, as with decentralized management, fraud and speculation are impossible.

Bitcos is a decentralized platform.

List of sources

1. [Prospects of cryptocurrency in 2023](#)
2. [Cryptocurrency market in 2023](#)
3. [Digital ruble of the Central Bank of Russia](#)
4. [Report for public consultations, Central Bank of the Russian Federation, 2022](#)
5. [Statistics on the cryptocurrency market for 2022 using the example of Google USA](#)
6. [Chainalysis - Analytics for investors](#)



▣ **Thanks for your attention!** ▣