

BUSINESS PLAN



Miami Crypto Exchange

Mercury Cash Roadmap reflects our expectations of the near-term performance of the company. We are a fast growing goal-oriented company with a reputation for achievement.

The analysis of this business plan focuses on the 3rd stage of the Company (former stages and achievements previously summarized).

MILESTONES



MILESTONE 1

STRUCTURAL DEVELOPMENT

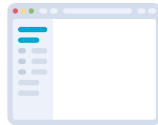
THE STRUCTURAL DEVELOPMENT IS SEPARATED INTO FIVE DIFFERENT ASPECTS:



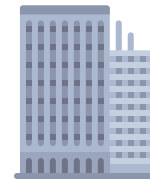
R&D



HARDWARE



SOFTWARE



CORPORATE



LEGAL



PERSONNEL

FINANCIAL SUMMARY

Money Needed: \$200,000

Money Raised: \$200,000

Cost per Unit: \$0.37

Average Monthly Transactions: 12.33

Average Monthly Volume Transactions: \$101,002.33

Average Monthly Sales Revenue: \$6,050

Current Average Monthly ETH Production: 30 ETH (Aprox. \$10,697)

Average Monthly New Sign Ups: 535

Average Monthly Operating Costs: \$38,255.55

MILESTONE 2

PROJECTIONS ENHANCEMENT



GROWTH

FINANCIAL SUMMARY

Money Needed: \$500,000

Money Raised: \$1,800,000

Cost per Unit: \$10.03 (+2,610%)

Current Average Monthly Transactions: 156 (+1,165%)

Current Average Monthly Volume Transactions: \$212,153.73 (+110%)

Current Average Monthly Sales Revenue: \$10,586.47 (+74%)

Current Average Monthly ETH Production: 30 ETH (Currently \$26,490)

Current Average Monthly New Sign Ups: 2062 (+285%)

Current Monthly Operating Costs: \$142,354

MILESTONE 3

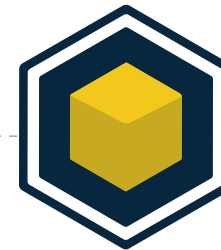
BUSINESS GROWTH



Mercury Cash



Miami Exchange



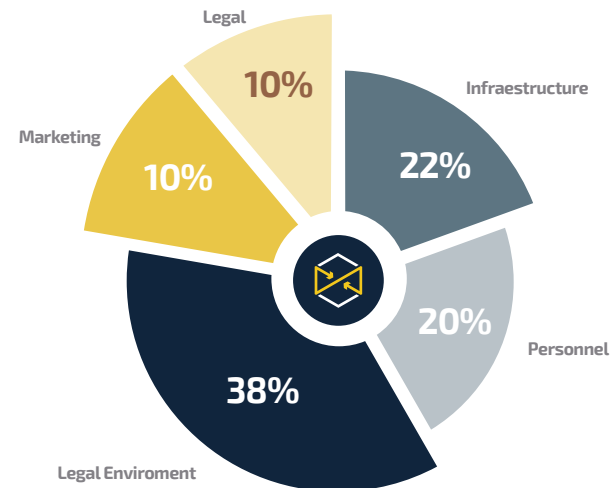
CryptoXerv

FINANCIAL SUMMARY

Money Needed: \$50,005,500.00 REG D + REG S

Cost per Unit: \$2.77

- Expected Average Monthly Transactions: +3,000%
- Expected Average Monthly Volume Transactions: +200%
- Expected Average Monthly Sales Revenue: +100%
- Expected Average Monthly New Sign Ups: +500%





Mercury Cash

USE OF PROCEEDS

Security

As an online crypto custodian business, security is our #1 priority.

Reliability

It is important that we build out a reliable technological and physical infrastructure that will assure a continuation of our services without interruptions.

Scalability

With the cryptocurrency market growing at an exponential speed, we need to keep up with the influx of new users and transaction volume.

Marketing

This is one of our lowest priority concerns since the market we are in is experiencing exponential organic growth.



Miami Exchange

Phase 1:

Release of Feature for mainstream public to trade "Utility Tokens" easy and legal

May 9, 2017

Phase 2:

Release of Feature for companies to launch "Security Tokens Offering" (ST-20 Standard) and Mainstream Public to trade in the Stock Market 2.0

Q2 2019



CryptoXerv

A broker platform for the mainstream public presents a great opportunity for forward-looking entrepreneurs. We have developed a turnkey solution for companies that aspire to be cryptocurrency brokers. Currently, no other white label cryptocurrency broker platform exists in the market.

WHAT IS OUR FUTURE?

