

HypeUp N.V. Business plan

Version 1.

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Introduction:

This business plan is for HypeUp.com that is operated by HypeUp N.V. registered under No. 158500 at, Scharlooweg 39 U.20 P.O. Box 3075, Willemstad Curaçao. Business plan will present an information regarding:

- Description of Operations
- Customers
- Future of the company
- Mission of the company
- Industry
- Description of all key individuals and all owners
- Company ownership structure
- Company control structure
- Financial information.

Description of operations:

Description of operations and business model of HypeUp N.V. registered under No. 158500 at, Scharlooweg 39 U.20 P.O. Box 3075, Willemstad Curaçao will use the URL: www.hypeup.com. Hypeup.com is online crypto casino where customers will make deposits by using cryptocurrencies in order to participate in the game of chance and PvP games offered on the website. Games of chance include Slots, Roulette, and Blackjack. Cryptocurrencies that Hypeup.com is allowing to be used on the website are Bitcoin, Litecoin, Ethereum and Bitcoincash. The outcome of the games is unknown since the games are based on random number generator. Customers can request their withdrawal in the cryptocurrencies mentioned above. No FIAT currencies are allowed to be used for deposit or withdrawal.

Customers:

Our targeted customers of Hypeup.com are 18+ years old players from whole world apart from the restricted territories Dutch Caribbean (Aruba, Bonaire, Curaçao, Saba, Statia, St. Maarten), France, The Netherlands and United States of America and United Kingdom, who seek the gambling crypto experience on a different level.

Future of the Company:

We are aware that there are many online crypto casinos who already established themselves as the biggest in the industry, but our mission is to bring the new gambling experience through the RNG games that we offer, PvP games in single player and multiplayer mode. Also, we want to distinguish ourselves from every casino through the easy sign-up process, user friendly KYC process, and new interface.

Mission of the Company:

To create the best online crypto casino.

Industry:

Online gambling industry is in a constant rise, with an estimation to reach USD 153.6 Billion by the year 2030.

With the Internet access this estimation seems very possible. The ease of using smartphones or computers we are dedicated to bring to the customers our band as easy as possible.

Description of the Key Persons:

- **UBO:** Killian McKeon-Eccels, born on 01 February 1994 with Irish nationality, holder of the Irish Passport No: PQ9457060, with residing address at Portomaso apartments, Laguna Apartment, 33212 Portomaso, St. Julians, Malta. – ***100% shareholder***
- **CEO:** Killian McKeon-Eccels, born on 01 February 1994 with Irish nationality, holder of the Irish Passport No: PQ9457060, with residing address at Portomaso apartments, Laguna Apartment, 33212 Portomaso, St. Julians, Malta. – ***Responsible for managing the all the teams, making the business decisions, main communication person with the third parties, regulatory bodies, responsible for developing the company,***
- **CFO:** Killian McKeon-Eccels, born on 01 February 1994 with Irish nationality, holder of the Irish Passport No: PQ9457060, with residing address at Portomaso apartments, Laguna Apartment, 33212 Portomaso, St. Julians, Malta. – ***responsible for managing financials of the company, tracking the cash flow, cost optimization.***
- **Head of Design:** Jorge Diaz – ***responsible for banner design, video design, gifs, creatives for affiliate platform, UI/UX, 3D animation.***
- **Head of HR:** Manuela Ablea – ***responsible for recruitment.***
- **Head of Payment and Fraud:** Leonardo Henrique dos Santos – ***responsible for Payment processing, withdrawals, KYC, Fraud preventions.***
- **Head of Technology:** Dominic Watson – ***responsible for system integration, technical configuration, system administration. (Appendix II – HypeUp N.V. Business structure)***

Company ownership structure:

UBO of Hypeup.N.V. is Killian McKeon-Eccles with 100% of shares. Hypeup N.V. has appointed statutory director Allyant Group B.V. having its address registered at Scharlooweg 39 P.O. Box 3075, Willemstad, Curacao with company number: 151273, with Aldrin Thomas Wanga and Nathaniela Margarita Victoria Maria Kwidan as directors.

Company control structure:

Control of 100% over Hypeup N.V. has Killian McKeon-Eccles.

Investments:

Type of investment that is used for investing the casino is income obtained by UBO through his business activity and company Feral Entertainment Limited, having its registered address at 1, AVLONOS, MARIA HOUSE, NICOSIA, 1075 CYPRUS with registration number HE 388908 in the amount of 31,128.76 euros.

Amount of investment can be divided into **two parts**:

First part of the investment, with the amount of **EUR 26,153.76** was made by engaging the developers from CSGO:Roll for developing the website HypeUp.com. This amount of EUR 26,153.76 is the total amount of invoices with reference numbers:

1. Credit Note CN-0051 – EUR 28.76
2. Invoice INV-0048 – EUR 3,870.83
3. Invoice INV-0056 – EUR 15,275.28
4. Invoice INV-0060 – EUR 1,545.26
5. Invoice INV-0063 – EUR 141.52
6. Invoice INV-0068 – EUR 5,260.44
7. Invoice INV-0072 – EUR 30.67

Second part of the investment, the amount of EUR 4,975.00 is made for bookkeeping services, management fees, license application. The amount of EUR 4,975.00 is the total amount of the invoices:

1. INVOICE NO. AG-2022-0014 – EUR 650.00
2. INVOICE NO. AG-2022-0043 – EUR 725.00
3. INVOICE NO. AG-2022-0081 – EUR 650.00
4. INVOICE NO. AG-2022-0106 – EUR 650.00
5. INVOICE NO. AG2021- 00138 – EUR 1,650.00
6. INVOICE NO. AG2021-00171 – EUR 650.00

These amounts are paid to the Allyant Group B.V. through bank wire transfer with the bank statements:

1. Statement-EUR-2021-12 – EUR 2,300.00
2. Statement-EUR-2022-02 – EUR 725.00
3. Statement-EUR-2022-03 – EUR 650.00
4. Statement-EUR-2022-03 – EUR 1,300.00

Amount of 31,128.76 euros were earned from other business activities of the UBO. UBO's revenue is primarily from business activities of UBO through:

- CSGO:Roll (<https://www.csgoroll.com>) operated by Feral Entertainment Limited, Having its registered address at 1, AVLONOS, MARIA HOUSE, NICOSIA, 1075 CYPRUS with registration number HE 388908 is primarily a skins trading platform presenting available trading offers listed by customers to offer their skins for sale or purchase in exchange for coins, which can then only be used to purchase other skins in exchange to solely be used inside the game of CSGO, and is not allowed to be sold or for real money, otherwise their account will be banned as per Terms of Service. The company offers built in game of chance as ancillary service. A skin changes, for example, how a

weapon is worn; how the weapon appears and so on. Some skins are quite rare/ unique which makes sought after. The skins are created by a third-party platform called Steam (See <https://store.steampowered.com> and [https://en.wikipedia.org/wiki/Steam_\(service\)](https://en.wikipedia.org/wiki/Steam_(service))). The Company's revenues are derived primarily from the sale of the above-mentioned credits and currently received through two payment gateways: SafeCharge (URL <https://www.safecharge.com/>, Canada) and G2A Ltd (zen.com, Lithuania)

- HypeUp.com that is operated by HypeUp N.V. registered under No. 158500 at, Scharlooweg 39 U.20 P.O. Box 3075, Willemstad Curaçao is online crypto casino that offers casino games to the players. Revenue is gathered from deposits of the players. **Payment provider for these deposits and withdrawals is Alphapo LLC**, incorporated under the laws of Saint Vincent and the Grenadines under the company number 912 LLC 2021, with its registered office at Hinds Building, Kingstown, St. Vincent and the Grenadines.

Money flows description:

- Money flow is deriving from deposits made from the players who will use cryptocurrencies (BTC, ETH, Litecoin, BitcoinCash). Deposits by the players will be processed by the payment process provider AlphaPo LLC., a business company incorporated under the laws of Saint Vincent and the Grenadines under the company number 912 LLC 2021, with its registered office at Hinds Building, Kingstown, St. Vincent and the Grenadines. Hypeup.com and AlphaPo LLC entered into Crypto processing agreement on 11th August 2022.

Detailed description of third-party suppliers:

- **AlphaPo LLC.**, a business company incorporated under the laws of Saint Vincent and the Grenadines under the company number 912 LLC 2021, with its registered office at Hinds Building, Kingstown, St. Vincent and the Grenadines **is acting as payment processing provided for Hypeup.com**. Agreement is signed between both parties on 11th August 2022.
- **Softswiss** platform ***is used for game platform***. That is based on Software License Agreement for provisions of access to online casino games for the purpose of distribution. Agreement is signed between Dama N.V Scharlooweg 39, Willemstad, Curaçao Reg. number 152125 (Provider) and Hypeup.com (Licensee) on 5th July 2022.
- ***Billing agent for HypeUp N.V. is OMNIFARIOUS SERVICES LIMITED*** based on the Agreement signed on 07 September 2022, an entity registered under the laws of Cyprus having its registered office at Avlonos, 1, Maria House, 1075, Nicosia, Cyprus and company registration number HE 389117, according to the contract signed by both parties on 7th September 2022. Hypeup.com does not have any subsidiary and will not use any subsidiaries
- **Coinq Group Limited** 30/1 Kenilworth Court Sir Augustus Bartolo Street, Ta Xbiex XBX 1093 C86650 VAT: MT25480005 ***is back-office platform provider to Hypeup.com***. Coinq Group

Limited will offer technical support, access to the platform, code usage as described in the agreement and HypeUp N.V. will pay the agreed amount to the Coinq Group Limited for the usage of the platform. Both parties signed the agreement on 1st October 2021.

Financial estimation for HypeUp.com for the period of three years includes the expected deposits and withdrawals per month. Financial estimation also includes marketing and operational costs of the workforce that will be engaged in running the online crypto casino.

Hypeup.com investment estimation:

First year	Second year	Third year
1 million euros	2 million euros	4 million euros



UBO



CEO



CFO