

HypeUp N.V. Business Plan

15.04.2024, Version 1

Table of Contents

Introduction	2
Description of operations	2
Customers	2
Future of the Company	2
Mission of the Company	3
Industry	3
Description of the Key Persons	3
Company ownership structure	4
Company control structure	4
Investments	4
Money flows description	4
Detailed description of third-party suppliers	5
Hypeup.com investment estimation	5
Appendices	6

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 (**Appendix A - Excerpt of HypeUp N.V.**). 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, Tron, Dogecoin, Ripple, BitcoinCash and Tether USD. 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-Eccles, 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-Eccles, 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-Eccles, 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 Abela – ***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 B – HypeUp N.V. Business structure)***

Company ownership structure

UBO of Hypeup.N.V. is Killian McKeon-Eccles with 100% of shares (**Appendix C - Corporate ownership structure chart; Appendix D - Shareholder register**). 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 (**Appendix E - Directorship register**).

Company control structure

Control of 100% over Hypeup N.V. has Killian McKeon-Eccles. (**Appendix C - Corporate ownership structure chart**)

Investments

Initial investment that was used for investing in the casino at the end of 2021 and during 2022 was income obtained by UBO through his other business ventures (Feral Entertainment Limited* and Coineqt Group Ltd**). This investment is noted in the extended audited accounts for 2021 & 2022 (**Appendix F – Extended Audited Accounts 2021 & 2022**)

* Feral Entertainment Limited – Reg. No: HE 388908, Reg. Address: 1 Avlonos, Maria House, Nicosia, 1075 Cyprus

** Coineqt Group Ltd – Reg. No: C86650, Reg. Address: 30/1, Kenilworth Court, Sir Augustus, Bartolo Street, Ta' Xbiex, Malta

Further investments were made during 2023, including investments from UBO's other venture (Plutonomy Limited***) as well as UBO's personal funds. Breakdown table including future years investment forecast can be found in (**Appendix G – Investments**).

*** Plutonomy Limited - Reg. No: 000028000, Reg. Address: 9 Barrack Road, Belize City, Belize

Money flows description

- Money flow is deriving from deposits made from the players who will use cryptocurrencies (BTC, ETH, LTC, TRX, DOGE, XRP, BCH and Tether USD). 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. (**Appendix H – Signed Agreement between HypeUp.com and Alphapo LLC**)

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. (**Appendix H – Signed Agreement between HypeUp.com and Alphapo LLC**)
- **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. (**Appendix I - Signed Game Platform Agreement between Softswiss and Hypeup.com**).
- **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. (**Appendix J – Signed billing agent agreement between Omnifarious Services Limited and HypeUp.com**)
- **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. (**Appendix K - Signed back-office platform agreement between Coinq Group Limited and Hypeup.com**).

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 Forecast

Past and future investment breakdown can be found in (**Appendix G – Investments**).

2024 – 2026 Profit & Loss, Balance Sheet, Cash Flow Statement as well as assumptions used to produce these financial statements can be found in (**Appendix L – HypeUp N.V. 3 Year Forecast**).

Appendices

- Appendix A – Excerpt of HypeUp N.V.
- Appendix B – HypeUp N.V. Business structure
- Appendix C – Corporate ownership structure chart
- Appendix D – Shareholder register
- Appendix E – Directorship register
- Appendix F – Extended Audited Accounts 2021 & 2022
- Appendix G – Investments
- Appendix H – Signed Agreement between HypeUp.com and Alphapo LLC
- Appendix I – Signed Game Platform Agreement between Softswiss and Hypeup.com
- Appendix J – Signed billing agent agreement between Omnifarious Services Limited and HypeUp.com
- Appendix K – Signed back-office platform agreement between Coinq Group Limited and Hypeup.com
- Appendix L – HypeUp N.V. 3 Year Forecast



UBO



CEO



CFO