

**Coincierge Club  
Business Plan  
Q4 2020**

## Executive Summary:

**Coincierge Club** is a brand developed by Future Stuff Incorporated, a Delaware based corporation. **Coincierge Club** offers three very unique products designed to interact with each other, yet provide value independently. **Coincierge “Club”**, **Coincierge “Wallet”** & **Coincierge “Pro”**

**Coincierge “Club”** is a service backed crypto currency built on the Waves blockchain, offering a 24/7 VIP concierge service to any token holders. These tokens can also be spent in select locations.

**Coincierge “Wallet”** is a mobile private key wallet with over 39,000 supported crypto currencies. Users manage their own funds with private keys.

**Coincierge “Pro”** is a point of sale application built on Android and designed to provide secure, chargeback proof transactions for free to the vendor. All assets on the **Coincierge Wallet** can be used on the **Coincierge Pro**.

The problem with the blockchain and crypto currency space is that there is no true solution to spending alt coins. A few solutions exist that allow conversion to fiat currency, but there is not a true ecosystem for the alt coin market.

Our solution was to create a blockchain based payment service ecosystem which allows users to spend nearly every alt coin on goods and services in the safest, fastest and most secure way using our **Coincierge Wallet** and **Coincierge Pro**. Benefits of using the **Coincierge** suite of applications allows for lower cost and streamlined experience for the customer and venue. Our background in hospitality and service led us to create a service-backed crypto currency, allowing holders access to a “**Coincierge**” 24/7. **Coincierge Club** offers a true white glove level service to all of our users and vendors, currently serving Las Vegas, San Francisco, San Diego, New York City and Miami.

The future is a paperless experience, where people transact directly with vendors using the blockchain technology available in the **Coincierge Pro** point of sale. We believe blockchain technology will be the driving force in the evolution of humanity. We seek to disrupt how value and data is understood by society. We strive to bring the best technology to market. **Coincierge Wallet** and **Coincierge Pro** were designed to work together, removing the high charges when buying goods or services.

Why now? Bitcoin dominance fell below 85% on March 6th, 2017 and has never recovered. The need for an alt coin payment solution has never been greater as 100's of new projects emerge into the market.

## Business Description:

Coincierge Club is a brand being developed by Future Stuff Incorporated, a Delaware based corporation who originally incorporated on March 9th, 2020. The business was established when Darryll DiPietro and Chris Starr hired Wilson Sonsini to create a new corporate entity for attracting venture capital funds. Darryll has 10 years of hospitality experience in Las Vegas. Chris has been involved in Bitcoin since it was \$37 and has experience with front and back of the house casino operations. Future Stuff Incorporated is located in Las Vegas, Nevada. The idea of Coincierge Club came from a gaming law which was applied to nightlife in 2016, causing non gaming casino establishments to require gaming licences of their employees.

The process of buying goods and services is complicated and expensive due to credit card companies and banks charging massive fees and taking multiple days to clear transfers. The paper currency alternative poses a security risk, especially in high end international tourism markets, where large products are purchased typically with exchanged USD currency. Currently customers must decide whether they value security and if it is worth the extra expense. Some peer to peer exchanges are currently operating, yet take days to move the currency and charge you a large percentage of the transaction. Paper fiat currency is losing popularity due to current health standards.

The **Coincierge Wallet** and **Coincierge Pro** offer a faster, lower cost and safer alternative to traditional commerce solutions. The **Coincierge Wallet** can hold over 39,000 different crypto currencies and transact with the **Coincierge Pro** at speeds up to 3x faster than Visa.

The **Coincierge Wallet** application allows our users to buy goods and services with over 39,000 different currencies, store value and make instant person to vendor transfers. The app is available now at the [Google Play App store](#), with availability on the iTunes store and web browser coming soon. You can create a profile, create new private and public keys, or import your keys into the user profile and have the peace of mind that your information is safe, secure, and encrypted.

The **Coincierge Wallet** will be used by consumers seeking safer, less expensive and faster ways to buy goods and services. Users will download the **Coincierge Wallet** and fund their wallet. Users can then go shopping for goods or services at any location where **Coincierge Pro** is installed. The vendor will ring up the user, and create a QR code that reflects that ticket. User scans and approves the transaction and the coins are moved to the wallet address associated with their **Coincierge Pro** account.

You can buy **Coincierge Club** coins from inside the application using Bitcoin, Bitcoin Cash or Litecoin. **Coincierge Wallet** is perfect for those who prefer to use crypto currency over traditional money exchanges. Additional **Coincierge Pro** features are currently being developed and will include multiple tabs with line items, split checks, inventory controls and employee time

management. Offered at no cost to the business and extremely easy to use, it can replace nearly any existing P.O.S. system.

We are currently able to perform 250,000 transactions per second which is 3x faster than Visa's current limits. We are able to provide a powerful and intuitive platform with zero cost to you, which will help your business grow while avoiding credit card processing fees.

Our goal is to disrupt the gaming, tourism and fintech industries by providing an easy, safe and secure way to transact with businesses while adding additional value with hospitality amenities. We envision being everywhere, from grocery stores to gas stations, providing nearly every crypto asset an avenue to liquidity.

The future is paperless and open source. More and more people are demanding transparency of their information and currencies. We offer a full ecosystem which will change how businesses transact with their customers.

## **Products:**

### **Coincierge Club Coins (Holding):**

#### **Product and Customer Fit**

A hospitality and service backed digital asset which allows access to tourism amenities not available to standard travelers. As a Coincierge Club coin holder, users will instantly gain access to lower costs on hotels, free entry to nightclubs and day clubs and access to VIP tables which usually cost between \$600 USD to \$10,000 USD. Users will gain tourism knowledge in 6 major US cities. Locations include: Las Vegas, San Francisco, New York, Miami, New Orleans and San Diego.

#### **Suppliers**

Our network in the hospitality industry has positioned us to offer deals that are usually only reserved for high rollers and allows us to offer these deals to our customer database.

#### **Product or service cost**

There is very little cost to Coincierge to offer these deals. Typically they can be made from a phone with zero physical work to be done. As we scale this model, we will add more Coincierge hosts to handle volume. These will be commission based knowledgeable industry workers. Once we see the need for more structure, we will hire a Chief Coincierge.

#### **Net Revenue**

This business will net 100% of gross sales, as there is zero cost associated with this service. As we scale, we will add 100% commission hosts to handle call volume, keeping our net at 100% of gross. Once demand dictates, we will hire a Chief Coincierge to manage the Coincierge hosts, reducing our net revenue due to their salary. Position details can be found in our HR hiring plan located at the end of this document.

#### **Intellectual property**

The inner workings of the hospitality industry is not intellectual property. Our founder has 10 years of Las Vegas nightlife experience. When that knowledge was applied to a digital token on a blockchain, our product became our IP. There is no utility for us to file a patent. We filed a US Trademark on the name Coincierge.

#### **R&D**

We are continuously testing new features, venues and programs, looking to see where the best product market fit is.

## **Coincierge Club Coins (Spending):**

### **Product and Customer Fit**

A means of payment for goods and services in our vendor network. Users can spend their Coincierge Club coins on specific goods and services, such as gratuities for entry, access and complimentary alcohol or things like beer, books and VR arcades.

### **Suppliers**

Our suppliers are part of our vendor network, and allow these payments due to the increase in volume of business they see from being a vendor of Coincierge.

### **Product or service cost**

The goods and services offered are “Soft Cost” services meaning they don’t actually cost the venue in inventory. This means the venue can accept the Coincierge Club coins without the need to liquidate them to Fiat currency.

### **Net Revenue**

Coincierge Club will net 1 Coincierge Club coin per transaction, which as of this writing, was valued at \$0.017 USD.

### **Intellectual property**

We used open source code and common industry practices to create our coin. We filed a US Trademark on the name Coincierge.

### **R&D**

We are continuously looking for more soft cost applications so we can expand our vendor network.

## **Coincierge Wallet:**

### **Product and Customer Fit**

A mobile private key wallet with over 39,000 different decentralized digital assets. This wallet holds all waves assets plus BTC, ETH, Dash and Z cash. This wallet removes the need for single coin wallets, granted higher security and access levels than those coins native wallets. Customers will benefit from our SHA-256 encryption and revolutionary means to sending images over data, removing security issues from SIM hacks. Customer benefits will be a completely crypto based experience, removing costs with fiat liquidation.

### **Suppliers**

Our suppliers are part of our vendor network, and allow these payments, due to the increase in volume of business they see from being a vendor of Coincierge. We work with the venue to determine which assets they would like to accept, how to sell them and where to store them.

### **Product or service cost**

The cost to run this wallet consists of a static IP address, Linode virtual server and a hosting package from our internet service provider.

### **Net Revenue**

Our current business model is per transaction. For Coincierge to be cash flow positive with this model, we will need to process around 10,000 transactions per month. This is based on the metric that each coin is worth \$0.017.

### **Intellectual property**

We used open source code and common industry practices to create the wallet. We filed a US Trademark on the name Coincierge.

### **R&D**

We have been talking to numerous different development teams about onboarding their assets. Currently our development team is onboarding Alt.Market and the TAO coin, an ERC -20 based music rights management asset.

## **Coincierge Pro:**

### **Product and Customer Fit**

Web and android based professional point of sale software interface which connects directly to the Coincierge wallet network. This point of sale will grant access to over 39,000 digital assets for users to spend at our vendor network. Vendors will not have to worry about paying transaction fees or customer chargebacks.

### **Suppliers**

Our suppliers are part of our vendor network, and allow these payments due to the increase in volume of business they see from being a vendor of Coincierge. We work with the venue to determine which assets they would like to accept, how to sell them and where to store them.

### **Product or service cost**

The cost to run this point of sale consists of a static IP address, Linode virtual server and a hosting package from our internet service provider.

### **Net Revenue**

Our current business model is per transaction. For Coincierge to be cash flow positive with this model, we will need to process around 10,000 transactions per month. This is based on the metric that each coin is worth \$0.017. We have developed a SaaS model, which operates on the formula  $5(3x)=Y$ . That means the vendor will break even with our premium service after 3 sales if they 3x the cost of the product when using crypto.

### **Intellectual property**

We used open source code and common industry practices to create the point of sale. We filed a US Trademark on the name Coincierge.

### **R&D**

We are continually looking for ways to add value and revenue with different products or promotions.



## **Coincierge Application Programming Interface:**

### **Product and Customer Fit**

Forward facing API allowing integrations for any website or application. Easy to read documentation will give any development team an easy how to guide to crypto payment integration.

### **Suppliers**

Our suppliers are part of our online vendor network, and allow these payments due to the increase in volume of business they see from being a vendor of Coincierge. We work with the venue to determine which assets they would like to accept, how to sell them and where to store them.

### **Product or service cost**

The cost to run this API consists of a static IP address, Linode virtual server and a hosting package from our internet service provider.

### **Net Revenue**

Our current business model is per transaction. For Coincierge to be cash flow positive with this model, we will need to process around 10,000 transactions per month. This is based on the metric that each coin is worth \$0.017. We have developed a SaaS model, which operates on the formula " $5(3x)=Y$ ". That means the vendor will break even with our premium service after 3 sales if they 3x the cost of the product when using crypto.

### **Intellectual property**

We used open source code and common industry practices to create the API. We filed a US Trademark on the name Coincierge.

### **R&D**

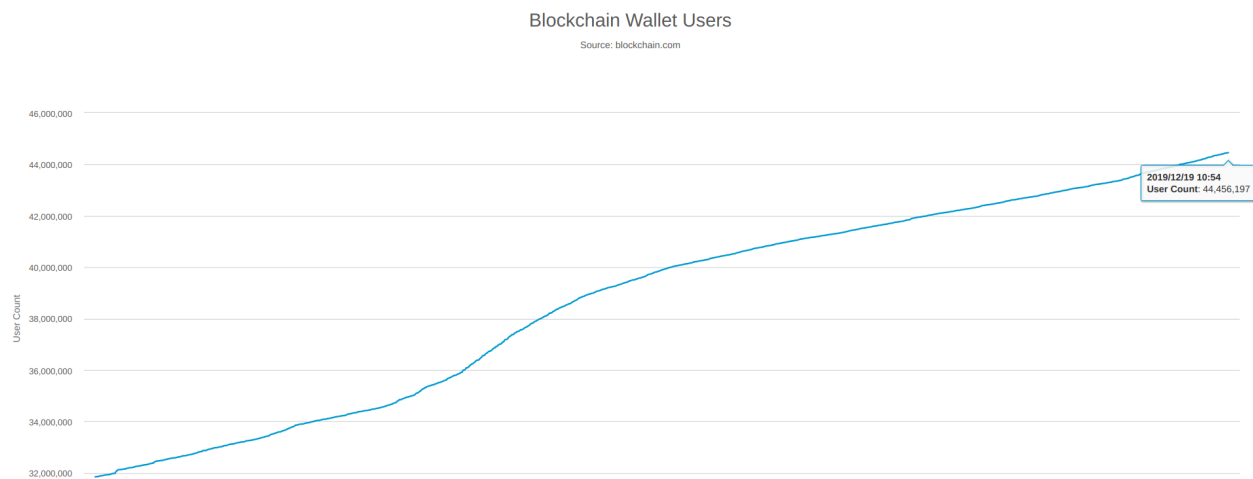
We are continually looking for ways to add value and revenue with different products or promotions.

## Market Analysis:

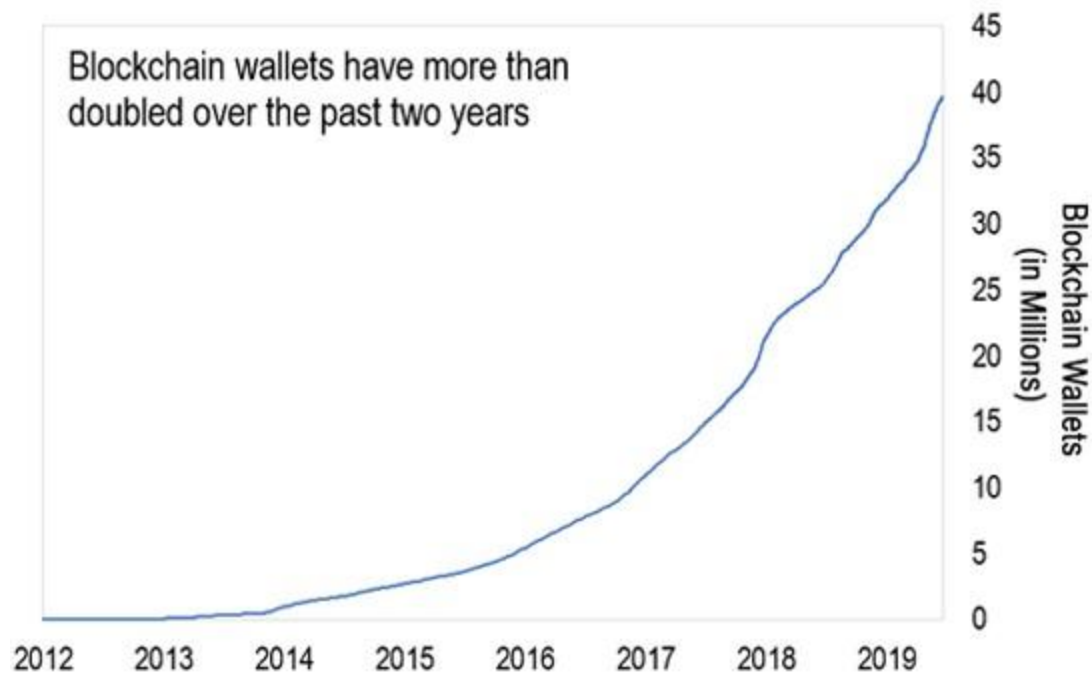
### Targeted customer segments

The number of Blockchain wallets has been growing since the creation of the Bitcoin virtual currency in 2009, reaching over 42 million Blockchain wallet users at the end of 2019. Blockchain is the underlying technology that powers Bitcoin and is a critical part of most cryptocurrencies. A “block” in this case refers to a record of the owners of all bitcoins, as well as the previous owners. Since this “chain” of ownership is distributed globally, it is extremely difficult to alter the ownership records.

The number of blockchain wallet users worldwide has jumped from less than 6.7 million in Q1 2016 to over 44 million in Q4 2019. This has involved a constant increase, with every quarter seeing more cryptocurrency wallets than the previous one.



The total number of wallet users on April 30 was 36,616,530, according to Blockchain.com's calculations. The user count towards the end of April 2012 was less than 5,800. The difference represents an enormous increase in the number of people involved in the crypto space.



A more detailed graph prepared by Blockchain.com confirms the trend, which dates back to early 2012. During the whole period, there have been two noticeable spikes. The first one occurred between late November 2017 and the end of January 2018, when the number of wallets jumped by 2.5 million. The second started this April almost 2 million new users have been registered since the beginning of last month.

Setting up a cryptocurrency wallet is a necessary step for anyone who wants to enter the space. It allows you to acquire, store and spend digital coins. There are many options in the market and your choice should depend on your priorities.

For instance, hardware wallets such as Ledger and Trezor arguably offer greater security for digital assets. There are also popular desktop wallets like Atomic or Exodus, online wallets such as Coinpayments, and mobile wallets built for Android and/or iOS, like Coincierge Club and Edge. All of them support multiple cryptocurrencies but Coincierge Club provides the most options.

**Industry Description and Outlook**

Bitcoin and Crypto were the hottest buzzwords of 2017, and it continued to be in 2018. In June 2017, Nevada approved a law (Nevada Senate Bill 398) protecting blockchain companies from outside taxes, regulations and licenses. Public eye is starting to understand the financial monopoly held by the big banks and what their objectives are.

Currently, trends are leading to the decentralization of major monopolies in banking, real estate and technology. Blockchain technology allows the redistribution of wealth along with delivering a more genuine product, which cannot be reversed, manipulated or modified.

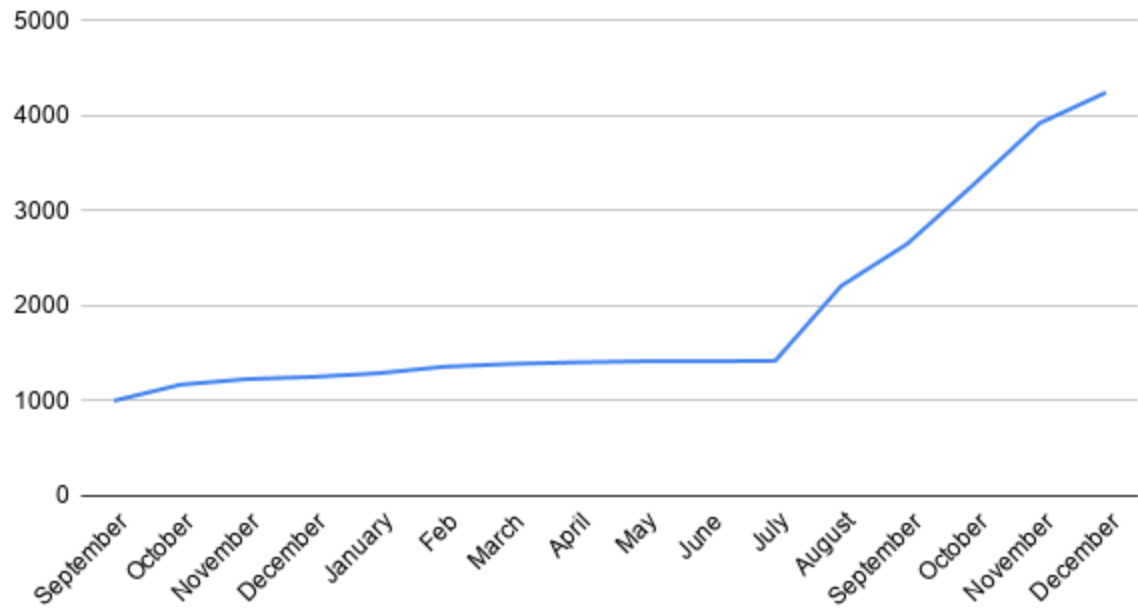
Our users are smartphone users who understand enough about technology to install the application and register. The underbanked community will benefit from access to mobile payments. Our users seek value from the exceptionally low fee, instant processing, and safety of being cashless. Users who trade cryptos will enjoy spending profits on goods and services.

## **Coincierge Club Statistics**

### Historical

- Transactions
  - September 2019
    - 996
  - October 2019
    - 169
  - November 2019
    - 59
  - December 2019
    - 23
  - January 2020
    - 39
  - February 2020
    - 69
  - March 2020
    - 29
  - April 2020
    - 17
  - May 2020
    - 11
  - June 2020
    - 0
  - July 2020
    - 5
  - August 2020
    - 790
  - September 2020
    - 444
  - October 2020
    - 623
  - November 2020
    - 648
  - December 2020
    - 322

## Transactions

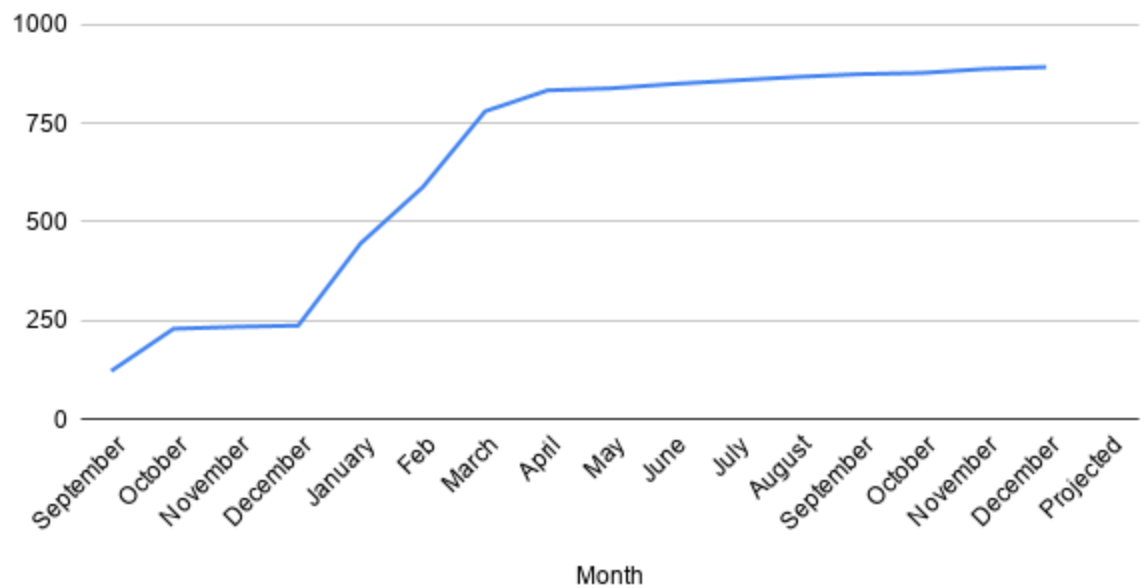


## - Users

- September 2019
  - 122
- October 2019
  - 107
- November 2019
  - 5
- December 2019
  - 3
- January 2020
  - 208
- February 2020
  - 143
- March 2020
  - 192
- April 2020
  - 53
- May 2020
  - 5
- June 2020
  - 11

- July 2020
  - 9
- August 2020
  - 9
- September 2020
  - 7
- October 2020
  - 3
- November 2020
  - 10
- December 2020
  - 5

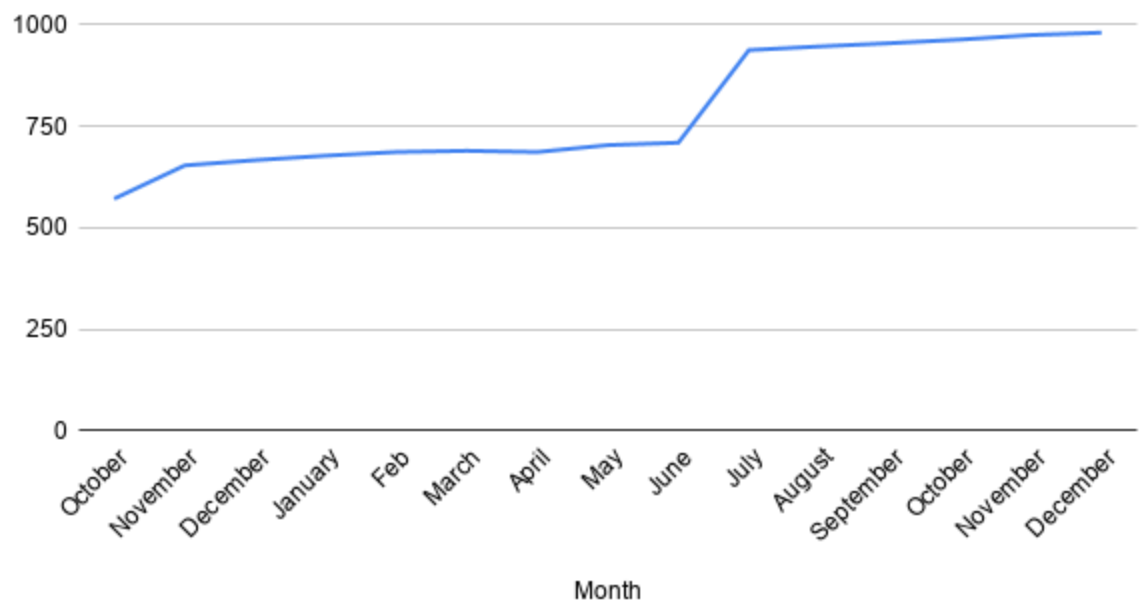
## New Users



- Wallets
  - October 2019
    - 572
  - November 2019
    - 82
  - December 2019
    - 13

- January 2020
  - 11
- February 2020
  - 9
- March 2020
  - 3
- April 2020
  - (-)3
- May 2020
  - 17
- June 2020
  - 6
- July 2020
  - 228
- August 2020
  - 9
- September 2020
  - 8
- November 2020
  - 11
- December 2020
  - 6

## Wallets





Waves Wallets: 981  
 Partner Wallets:  
 H2ox - 2901  
 Total Wallets: 3882

	Last Full Month		Last 12 months		All time	
Users	5	0.56%	655	13.85%	892	17.16%
Transactions	322	8.21%	2997	11.70%	4244	10.95%
Wallets (Waves)	6	0.62%	314	3.58%	981	3.45%
Wallets (H20x)	175				2901	
All Wallets	181				3882	

## **Detailed evaluation of competitors**

Below we target our 3 main competitors:

### **Multichain Ventures (formerly Tokes)**

#### **Edge**

#### **Monarch**

### **Multichain Ventures (formerly Tokes):**

#### **Overview:**

Founded to solve the cannabis industry's banking problem via cryptocurrency payments, the Multichain Ventures (formerly Tokes) Platform also builds blockchain based "track and trace" solutions for supply chain management and integration to conventional enterprise software (ERP systems) for any industry.

#### **Coins:**

Total supply of coins is 50,000,000

#### **Users:**

Multichain Ventures (formerly Tokes) has over 500 users on their platform.

### **Edge:**

#### **Overview**

Cryptocurrency simplified. Under your control. Buy, sell, store, trade, dozens of cryptocurrencies in one app. Secure, private and easy to use. Cutting edge security, user privacy and ease of use are at the foundation of everything we build. The Edge wallet combines these features into one user friendly platform for beginners and experts alike.

#### **Coins:**

Edge is just a wallet and doesn't have their own coin.

#### **Users:**

Edge has over 100,000 users of their wallet.

### **Monarch:**

#### **Overview**

Crypto starts here. One app to access all the best crypto services from the palm of your hand. Monarch combines all of your favorite blockchain services in one place, the Monarch wallet.

#### **Coins:**

Total supply of coins is 500,000,000

#### **Users:**

Monarch claims over 250,000 users on their platform.

## **Strategy and Implementation:**

### **Market Saturation**

#### **Industry Events**

- The Coincierge team will continue to host industry specific events during tradeshows and events surrounding the blockchain industry.
- We will look to partner with local companies to co-host events and gain bigger exposure.
- We will seek to join all available virtual conferences and meetings.

#### **Faucets**

- Coincierge Club coins are currently available on the H20X.io faucet.
- We will continue to search and vet faucets which align with our brand.

#### **Air Drops**

- The Coincierge team will run multiple airdrop campaigns which align with social media promotions .

#### **Trade Shows**

- The Coincierge team will continue to attend, speak or exhibit at notable blockchain trade shows and conferences.

#### **Social Media**

- Our focus on social media has helped grow our business from the ground up.
- The Coincierge team will continue to run targeted ads for each of our products.

#### **Content Creators**

- Coincierge will vet and partner with strong industry content creators to produce videos and marketing materials.

#### **Coin based Payroll**

- We have and will continue to hire team members who want to be paid in Coincierge Club coins.

## **Costs, Pricing, Promotions, and Distribution**

### **Cost**

#### **Coins**

- There is no cost for us to offer the coins

#### **Wallet**

- Static IP Address
  - \$150 USD
- LiNode Hosting
  - \$20 USD

#### **Pro**

- Each vendor costs 1 hour of development time
  - \$35 USD

### **Pricing**

#### **Coins**

- The market sets the cost of the coins
  - Waves DEX
  - H20X.io

#### **Wallet**

- Each transaction will have a 1 coincierge club coin fee attached

#### **Pro**

- There is no cost for downloading and using the point of sale
- We will offer a premium service which hosts events and promotes the venues

### **Promotions**

#### **Coins**

- Trade Shows
- Scavenger hunts
- Content creator giveaways
- Industry specific afterparties and events
- Targeted events

#### **Wallet**

- Trade Shows
- Industry specific afterparties and events
- Targeted events

#### **Pro**

- Trade Shows
- Industry specific afterparties and events
- Targeted events

### **Distribution**

#### **Coins**

- Airdrops

- Faucets
- Payroll
- Giveaways
- Partnerships

#### **Wallet**

- Events
  - Giving away a free beer to anyone who downloads the wallet
  - Access to VIP sections in nightclubs for anyone who downloads the wallet

#### **Pro**

- Speaking with owner operated businesses to discuss the benefits of using our point of sale
- Offering a pipeline for anyone who refers or sources a vendor

**Operations Cycle:****Customer:**

The customer will start by downloading the Coincierge Wallet. At that point they can either create a new account which will generate their public and private keys or import their existing waves seed, which will mirror their waves account. Funding the Coincierge Wallet is easy, just a click away with our bitcoin, bitcoin cash and litecoin gateway, allowing the purchase of Coincierge Club coins.

These coins can be used to buy goods and services as well as grant access to our 24/7 “Coincierge” service. The customer now shops or dines at a participating vendor, the vendor rings up the users tab as normal, and generate a QR code. The customer scans the QR code and the funds are transferred to the vendors account.

**Vendor:**

The vendor downloads Coincierge Pro, and creates an account. Vendors could import their waves accounts, but it is not recommended for security purposes. We will create a unique vendor login and do a free training with the venue staff to make sure everyone knows how to use it.

Vendors will work with our development team to build in every item on their menu, and customize any features they may require.

Vendors will ring up customers as normal, and populate a QR code. The customer will scan that code and accept the sale. The funds are now transferred to the vendor account.

## **Key Personnel**

### **Darryll DiPietro**

- CEO
- Weekly Compensation
  - 10,000 Coincierge Club Coins

### **Chris Starr**

- President
- Weekly Compensation
  - 10,000 Coincierge Club Coins

### **Micahel Hugh**

- CTO
- Hourly Compensation
  - \$35 USD
  - 2,000 Coincierge Club Coins

### **Beth Armendariz**

- COO
- Weekly Compensation
  - 10,000 Coincierge Club Coins

### **Wayne Marcel**

- New Orleans Blockchain Organization President
- Weekly Compensation
  - 2,000 Coincierge Club Coins

### **Seth Casey**

- Chief Coincierge
- Weekly Compensation
  - 2,000 Coincierge Club Coins

## **Advisor**

### **Jerry McElroy**

- Weekly Compensation
  - 1,000 Coincierge Club Coins

### **Bryan Donoghue**

- Weekly Compensation
  - 1,000 Coincierge Club Coins

### **Steve Wand**

- Weekly Compensation
  - 1,000 Coincierge Club Coins

### **James Scott**

- Weekly Compensation
  - 1,000 Coincierge Club Coins

### **Dianthe Skurko**

- Weekly Compensation

- 1,000 Coincierge Club Coins



**Venues and hours****G.O.A.T Sports Bar**

Monday - 24/7

Tuesday - 24/7

Wednesday - 24/7

Thursday - 24/7

Friday - 24/7

Saturday - 24/7

Sunday - 24/7

**Chateau Nightclub (closed for Covid)**

Monday - Closed

Tuesday - Closed

Wednesday - 10:30pm to close

Thursday - 10:30pm to close

Friday - 10:30pm to close

Saturday - 10:30pm to close

Sunday - Closed

**Light Nightclub (closed for Covid)**

Monday - Closed

Tuesday - Closed

Wednesday - 10:30pm to close

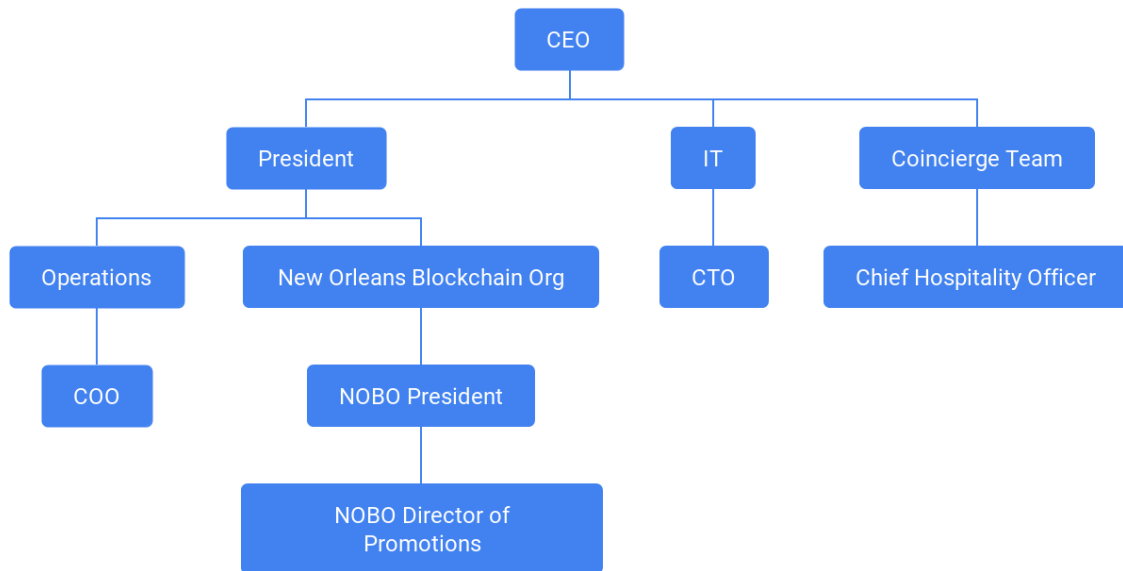
Thursday - Closed

Friday - 10:30pm to close

Saturday - 10:30pm to close

Sunday - Closed

## Organization and Management Team:



## **Owners:**

**Name:** Darryll DiPietro

**Percentage of ownership:** 36.71%

**Extent of involvement:** Founder & Chief Executive Officer

### **Biography:**

#### **Background:**

Google - Operations Team Lead - 1 year

- Las Vegas, Nevada

Hospitality and Nightlife industry - 11 years

- Las Vegas, Nevada

Movie and Television industry - 3 years

- Los Angeles, California

Studied Motion Picture & TV at Academy of Arts

- San Francisco, California

Studied Graphic and Motion Graphic Design at Katherine Gibbs College

- Norwalk, Connecticut

#### **Skill:**

Darryll's skill set is perfectly suited for the role of CEO. He has years of hospitality and concierge service in the Las Vegas market, making him a subject matter expert in the service industry. He has an education in graphic design as well as many years making websites and flyers for companies he has worked for. His film school proximity gives him an excellent knowledge of the San Francisco Bay Area. Working in operations for Google in the Play Store gives him an expert skill set when interacting with any google application or android device.

**Name:** Chris Starr

**Percentage of ownership:** 35.44%

**Extent of involvement:** Founder and President

### **Biography**

#### **Background:**

Casino Operations - Sportsbook - 3 years

- Las Vegas, Nevada

Founder / Partner - BombTonic E Liquid - 3 years

- Las Vegas, Nevada

Retail Management - 20+ employees - 20 years

- Las Vegas, Nevada

US Navy - Electronics Technician - 4 years

- Graduate of Leadership Paducah Class #25

#### **Skill:**

Chris's skill set is perfectly suited for the role of President. Chris has extensive training in management and leadership. His training makes him a great person to

manage the team and day to day operations. Running a business and keeping the owner / CEO on track and informed of the company snapshot at any moment is a key factor in his success. Chris's military training has groomed him to be a great leader.

The following skills have been instilled in him:

- Communication Skills
- Flexibility
- Teamwork
- Integrity
- Planning Skills
- Problem Solving Skills
- Technical Skills

## **Management Team:**

**Name:** Darryll DiPietro

**Position:** Chief Executive Officer

**Main responsibilities:** Darryll's roles as CEO vary drastically by department. He is the driving vision of Coincierge. He is the forward-facing branding of the company, key noting major crypto conferences such as World Crypto Con and the Strategic Analytics Conference. He is the face of the brand at tradeshow and pitch events. He is the graphic and web designer behind every piece of design produced by Coincierge. He creates and manages all social events, conferences and meetups hosted by Coincierge. He has created all of the documents used to describe Coincierge. He is responsible for the treasury of Coincierge and all its accounting. He duly manages the payroll account with Beth.

**Past experience:** Darryll works for Coincierge full time. Prior to Coincierge Darryll worked at Google as an operations team leader on the Google Play campaign (LDAP: DDIPIETRO). He worked as either a manager, director or host for over 11 years in Las Vegas nightlife. He has over 5000 bottle service customers and is an expert in service and hospitality.

**Name:** Chris Starr

**Position:** President

**Main responsibilities:** Chris is responsible for our day to day management operations. He is in communication with the director of operations, business development and New Orleans Blockchain Organization. He is in charge of our deal flow once originated from the CEO or business development team. He acts as a second set of eyes on all forward facing materials. Chris assists with event management. He also runs our daily social media campaigns.

**Past experience:** Chris works for Coincierge full time. Prior to Coincierge Chris worked in the casino industry, specifically casino operations in the sportsbook for Stations Casinos. He has

worked as a Director / General Manager of 20+ employees for the past 20 years. Extensive experience and knowledge in working with high end clients.

**Name:** Michael Hugh

**Position:** Chief Technical Officer

**Main responsibilities:** Michael is incharge of our application development, design and support. He tracks real time data and security to ensure we have a secured node to application relation. Micahel built and deployed our node before off-boarding support to Alan Dubla. Michael is in charge of relationships with any server or networking 3rd party.

**Past experience:** Micahel Hugh (or Wasaabi as he likes to be called) grew up with a love of technology. At 8, he wrote his first program; by 10, he was building and upgrading computers. At age 20, he was introduced to the glory of the Internet – and it was all smooth sailing from there. His favorite company to work with is Blaine Warren Advertising, the agency of record for the Air Force Reserve. There, he was exposed to the joys of military-grade security protocols and wrappers for internet-ready applications. He was assigned to build Android Apps and oversee server farms. He was trusted to be a technical liaison for members of the Air Force Reserve Command Headquarters. His two favorite jobs are coding and scripting, coding being the process of putting the pieces together to function as a cohesive unit. Scripting is putting together a single, compartmentalized process that perform a single task that can run independent of any other processes.

**Name:** Beth Armendariz

**Position:** COO

**Main responsibilities:** Beth's main responsibilities is making sure we are functioning along our road map and timeline. She places a specific focus on operational deadlines, including United States Patent and Trademark Office requirements, marketing partnership agreements and payroll. She dually manages our payroll accounts along with Darryll. Originally an advisor, she was promoted from within and continues to advise Darryll and Chris on industry specific decisions.

**Past experience:** Beth currently works as a growth strategist for 7Ones as well as the chief operating officer for The CRM Advocates. Beth is a member of the Blockchain User Group, a well respected traveling conference and international community.

**Name:** Seth Casey

**Position:** Lead Coincierge and Business Development

**Main responsibilities:** Seth's main responsibilities start with his support of our business financials. He is responsible for keeping the Static IP address running, dealing directly with our internet service provider. Seth is our Coincierge, a 5 star 5 diamond trained hospitality and service expert. He also helps with logistics for events produced by Coincierge.

**Past experience:** Seth currently works as the manager of banquets and weddings at the Golden Nugget Casino. He was the chief butler at the Hard Rock Hotel for 10 years, catering to their celebrity clientele list.

**Name:** Billy Womack

**Position:** Vendor Relationship Manager

**Main Responsibilities:** Billy has an extensive network of businesses and high networth individuals. He manages our deal flow with enterprise companies with large volume. He secured Coincierge a founders position with Connect, creators of the Green and Arcade products.

**Past Experience:** The first interaction with Coincierge was when Darryll interviewed Billy regarding his position with BitClub Network, a cloud mining service with physical servers in Iceland. Billy had produced deals in the cannabis, energy and fintech sector.

**Name:** Wayne “Blockchain Wayne” Marcel

**Position:** New Orleans Blockchain Organization: President

**Main Responsibilities:** Currently Wayne is building up a network in Louisiana with knowledge and consistency. He is working phase one of our expansion to New Orleans and the surrounding areas. Wayne acts as an advisor to Darryll and Chris on a weekly basis.

**Past Experience:** Wayne hosts a podcast called “From No Crypto to Know Crypto” and also published a book under the same title. Each episode is “Sponsored by Coincierge Club” and hosts our logo. He is a long standing member of the Crypto Coin Trader group, a private membership page with over 115,000 members. He created and manages the conference Crypto Current Conference in New Orleans.

**Name:** Raina Casbon-Kelts

**Position:** New Orleans Blockchain Organization: Director of Promotions

**Main Responsibilities:** Raina helps Wayne with logistics and strategic promotions in New Orleans. She acts as a brand ambassador when traveling to trade shows

**Past Experience:** Raina is currently a member of the management team at Gilded, an accounting tool for digital assets.

## **Board of Advisors:**

James Scott - James is a nightlife and hospitality expert, with over 8 years of experience in both Las Vegas and Los Angeles. He is currently the Director of Customer Development at Light Nightclub at Mandalay Bay.

Jerry McElroy - Jerry is a tech startup expert, getting his first taste of Silicon Valley as a Senior Account Executive with the startup Glassdoor. He is currently the Senior Mid-Market Sales Account Executive at Checkr, a Unicorn. Jerry lit the tech startup spark in Darryll back in 2017 when he told Darryll to “Learn to code”. A conversation which would prove to have monumental results.

Bryan Donoghue - Bryan is an experienced manager and marketing professional who has thrived in small business environments for years, but have spent the past several years working for a larger-scale corporation. He is currently working as a Recruitment Consultant for Delson Talent Consulting.


Steve Wand - Steve is our crypto advisor. He is known around the world as the “Bitcoin Flag Guy”, and early adopter of bitcoin and digital assets. He is currently part of a non-fungible token issuing company called Digitible.

Dianthe Skurko - Dianthe is a founder of a silicon based accelerator program called sFoundation. She initially screened Coincierge Club for their program. After successful completion, she went above and beyond, connecting our team with venture capitalist and angel investors.

## Financial Plan and Projections:

### Historical financial data

- Income Statements

Coincierge Club 		
<b>PROFIT AND LOSS % OF TOTAL INCOME</b>		
January 1 - December 29, 2019		
	TOTAL	
	JAN 1 - DEC 29, 2019	% OF INCOME
▼ Income		
Uncategorized Income	1,319.36	100.00 %
<b>Total Income</b>	<b>\$1,319.36</b>	<b>100.00 %</b>
GROSS PROFIT	<b>\$1,319.36</b>	<b>100.00 %</b>
▼ Expenses		
Advertising & Marketing	135.81	10.29 %
Contractors	150.00	11.37 %
Job Supplies	65.54	4.97 %
Legal & Professional Services	1,059.33	80.29 %
Meals & Entertainment	2,306.86	174.85 %
Office Supplies & Software	601.37	45.58 %
Travel	2,825.86	214.18 %
<b>Total Expenses</b>	<b>\$7,144.77</b>	<b>541.53 %</b>
NET OPERATING INCOME	<b>\$ -5,825.41</b>	<b>-441.53 %</b>
▼ Other Expenses		
Other Miscellaneous Expense	79.96	6.06 %
<b>Total Other Expenses</b>	<b>\$79.96</b>	<b>6.06 %</b>
NET OTHER INCOME	<b>\$ -79.96</b>	<b>-6.06 %</b>
NET INCOME	<b>\$ -5,905.37</b>	<b>-447.59 %</b>

Accrual basis Sunday, December 29, 2019 05:05 PM GMT-08:00



- Balance Sheets

## Coincierge Club

### BALANCE SHEET

As of December 29, 2019

	TOTAL
▼ ASSETS	
▼ Current Assets	
▼ Bank Accounts	
Cash on hand	-4,214.41
<b>Total Bank Accounts</b>	<b>\$ -4,214.41</b>
▼ Accounts Receivable	
Accounts Receivable (A/R)	200.00
<b>Total Accounts Receivable</b>	<b>\$200.00</b>
▼ Other Current Assets	
Uncategorized Asset	22,581.62
<b>Total Other Current Assets</b>	<b>\$22,581.62</b>
<b>Total Current Assets</b>	<b>\$18,567.21</b>
<b>TOTAL ASSETS</b>	<b>\$18,567.21</b>
▼ LIABILITIES AND EQUITY	
▼ Liabilities	
▼ Current Liabilities	
▼ Credit Cards	
Bitpay Card	11,273.45
Chase (4191)	891.51
Chase (6401)	218.87
Credit Card (3532)	33.51
Nevada Card	130.69
Paypal Card	10,388.95
Wells Fargo (1265)	155.67
<b>Total Credit Cards</b>	<b>\$23,092.65</b>
<b>Total Current Liabilities</b>	<b>\$23,092.65</b>
<b>Total Liabilities</b>	<b>\$23,092.65</b>
▼ Equity	
Opening Balance Equity	-301.75
Retained Earnings	1,681.68
Net Income	-5,905.37
<b>Total Equity</b>	<b>\$ -4,525.44</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$18,567.21</b>

Accrual basis Sunday, December 29, 2019 05:03 PM GMT-08:00

- Cash Flow Statements

## Coincierge Club

### STATEMENT OF CASH FLOWS

January 1 - December 29, 2019

	TOTAL
▼ OPERATING ACTIVITIES	
Net Income	-5,905.37
▼ Adjustments to reconcile Net Income to Net Cash provided by operations:	0.00
Accounts Receivable (A/R)	0.00
Uncategorized Asset	-7,581.62
Bitpay Card	4,371.99
Credit Card (3532)	33.51
Nevada Card	122.03
Paypal Card	8,476.18
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	5,422.09
Net cash provided by operating activities	\$ -483.28
▼ FINANCING ACTIVITIES	
Opening Balance Equity	-301.75
Net cash provided by financing activities	\$ -301.75
NET CASH INCREASE FOR PERIOD	\$ -785.03
Cash at beginning of period	-3,429.38
CASH AT END OF PERIOD	\$ -4,214.41

Sunday, December 29, 2019 05:02 PM GMT-08:00

## **Appendix:**

[Competition Report](#)

[Pricing Report](#)

[Market Size Report Expanded](#)

[Barriers to Entry](#)

[Long Term Goals](#)

[Fundraising Plan](#)

[Human Resources Plan](#)