

PRESENTATION



**EXECUTIVE
SUMMARY**

The purpose of this document is to present the Business Plan of the Lux Ant Digital start-up, devised and studied in depth by its Promoter Team and expressed in this document as a summary. The feasibility of the project presented in this paper has been analyzed from the four driving axes of any business, with the aim of ensuring the viability of the business model proposed by Lux Ant Digital SL.

Business Project:

where the origin of the idea is analyzed and the Promoter Team that will direct this project is presented.



1

Product, Market and Strategy:

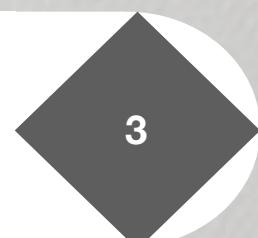
in which the portfolio of products and services and the expected variations on it are studied to enhance it with the aim of ensuring a strategy based on differentiation and innovation.



2

Organization and HR Plan:

which analyzes from the data related to internal and external personnel, proposed organization and key profiles to the operation plan, R & D strategy and information systems needs.



3

Study of Economic-Financial parameters:

where the main economic ratios are studied, the forecasts on the patrimonial masses are analyzed through the different exercises and the presentation.



4

PRESENTATION



**ABOUT
LUX ANT DIGITAL**

GENERAL SUMMARY AND DEFINITION OF THE PROJECT

Lux Ant is conceived as a startup, technological with a marked innovative character specialized in the management of digital assets, design and development of computer software as well as the realization of projects to third parties in the world of Assets, ICOs and Tokens and, in particular, on exchange platforms with binary operations.

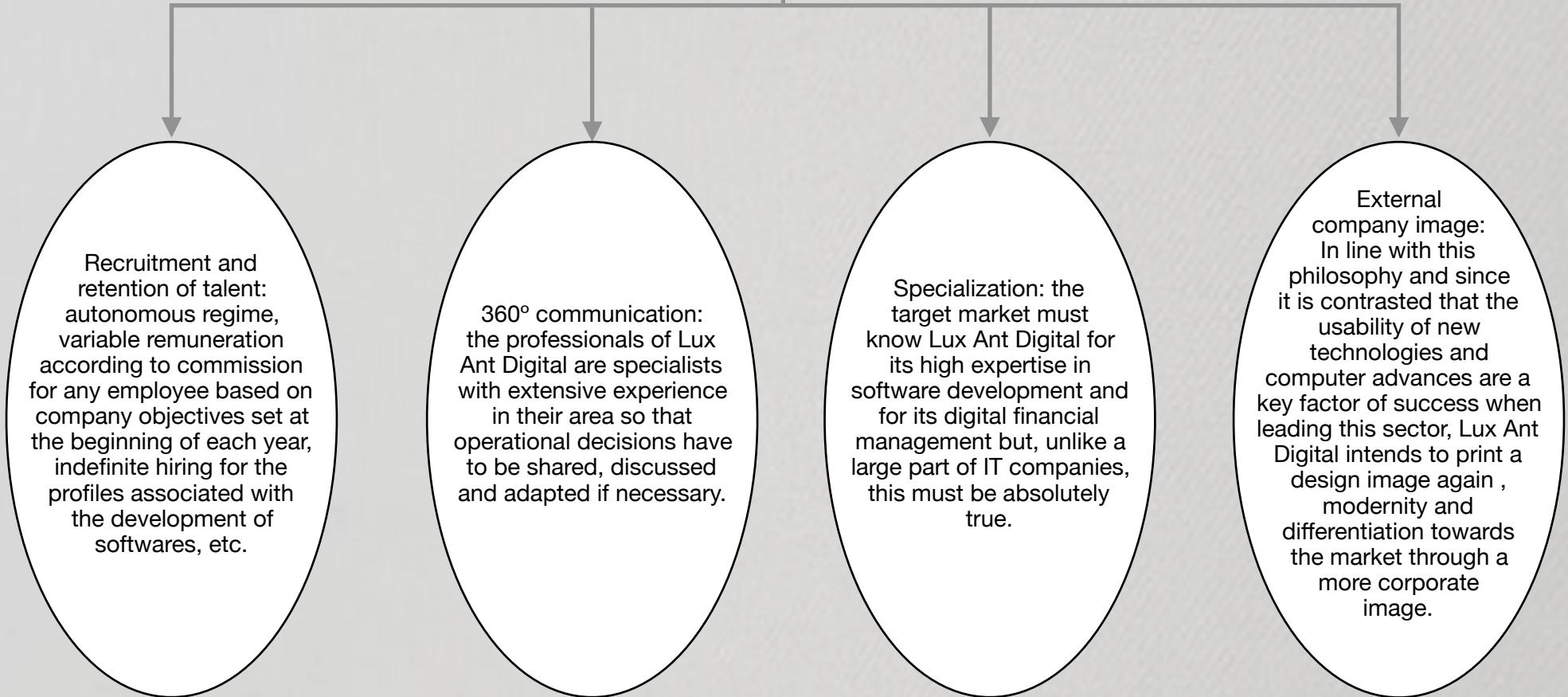
The idea comes from a series of professionals involved in the field of computer technologies from large traders and, in particular, from the areas of research and product development, which intend to apply their extensive experience and knowledge of the business and certain sectors, in the creation of a series of value added products and services based on the concept of computer innovation and updating of the financial system.

The main idea is to create an open minded company, with a different spirit and with clear innovative vocation that encompasses the best technological professionals in the economic, financial, IT and programming area. In these axes/areas of corporate development it is necessary to emphasize the following strategies:

Open company: it is not the objective of the promoter partners to monopolize 100% of the shareholder, opening the possibility to future partners based on their value and contribution to the achievement of the objectives set out in this Business plan.

Differential spirit: the Promoter Team's approach is to de-link as far as possible from the traditional models of financial services, technology and computer innovation companies, which have identified significant shortcomings in generating sustainable, differential and guarantees of success for clients: lack of vision, mission and values, instability of highly qualified personnel, lack of involvement of technical and commercial personnel caused by the concentration of decisions, minimal investment in training and technological recycling, etc. On the basis of these errors and as a business philosophy, the following improvement elements are proposed with the aim of not only attracting the best professionals but also the best partners and, of course, the best customers:

Innovative vocation: the reinvestment of profits is a priority objective to develop a catalog of innovative products so, to the extent of the possibilities, the investment will be made in line with the billing.



From the beginning, participation in the shareholding of the society of the following actors is contemplated:

Founding partners, workers of special value who acquire responsibilities within the company and financial partners of a temporary nature.

To paraphrase Arthur Rock (investor related to the creation of companies such as Apple, Intel and Teledyne): "it is necessary to invest in people more than in ideas since the latter are necessarily born from the first ones; attracting and developing talent is guaranteeing success."

PORTFOLIO OF PRODUCTOS & SERVICES OF THE NEW BANK



ELECTRONIC BANKING PLATFORM WITH OWN ACCOUNT OF OFFICIAL BANK



APP TO MANAGE YOUR FUNDS (WITH MODULE TO COMPILE BIOMETRIC INFORMATION FOR THE USER + API FOR THIRD PARTIES.)



COMPLETELY SECURE PAYMENT CARD



SERVICE OF SENDING MONEY WITH THE MINIMAL COST OF COMMISSION AND MAXIMUM SPEED WITHOUT INTERMEDIARIES



PHYSICAL ATMS THROUGHOUT THE WORLD



BUSINESS NETWORK WITH OUR BRAND (LIKE TOBACCONISTS, NEWSAGENTS, SHOPPING CENTERS, ETC)



SECURED MICRO-LOANS

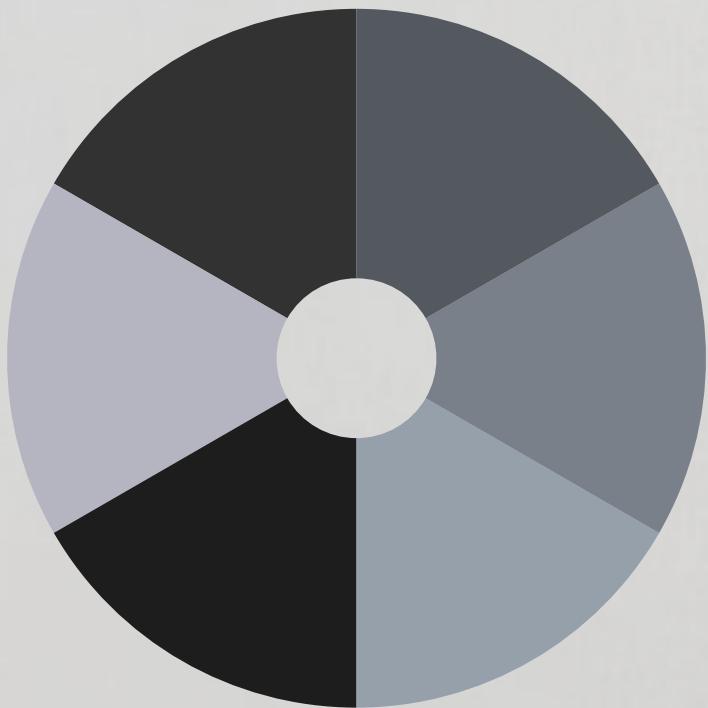


COLLABORATION WITH FINANCIAL ENTITIES

PORTFOLIO OF CURRENT PRODUCTS & SERVICES

ACTIVE MODEL

- Personalized development of the Tokens
- Own Trading Robot
- ATM's Manufacture with personalized software
- Custody of digital assets in the surest and most transparent form
- Consultancy and Advising of Digital Assets
- Service of dealing with digital assets (exchange)



PASIVE MODEL

We have created the offer of the development of 1 Billion of Tokens ALUX, which has as an aim, initially, to give liquidity to the company to be able to achieve our intentions. In the same way, the sale of said token will be able to be negotiated, once passed the period of Pre Sale, in several exchanges rates that will be quoted.

The buyer of Tokens, in order for the Company recognizes the quality as a partner and the he/she could exercise the rights as a partner and especially the collection of dividends will have to be justified in the corporate web of the company, accrediting the fulfillment of all the legal requirements KYC and AML that are established in the legislation of the country that exercises the headquarters.

[ALUX Tokens contract](#)

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TARGET MARKET

Based on the catalog of products and services, the knowledge of the market and the professional experiences of the Promoter Team, the focus is on marketing and commercial activities in the following sectors:

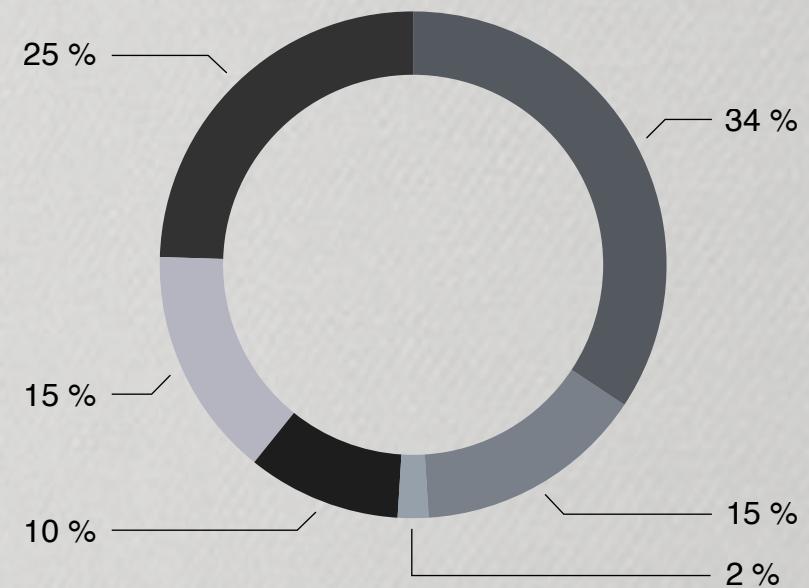


SUMMARY OF FIGURES

CAPITAL INICIAL CAPITALIST PARTNERS

GOALS 2018
TOTAL CAPITAL: 1,000,000€
Jurisdiction Legal & Physical
Initial product Design
Advisors & Ownership
Website + Token Dynamic & Supply Structure
Whitepaper V1 & V2
EDE Constitution
External managements procedures
Bounty Campaign
Airdrop
Whitepaper V3
Softwares & Patents

DISTRIBUTION OF CAPITAL

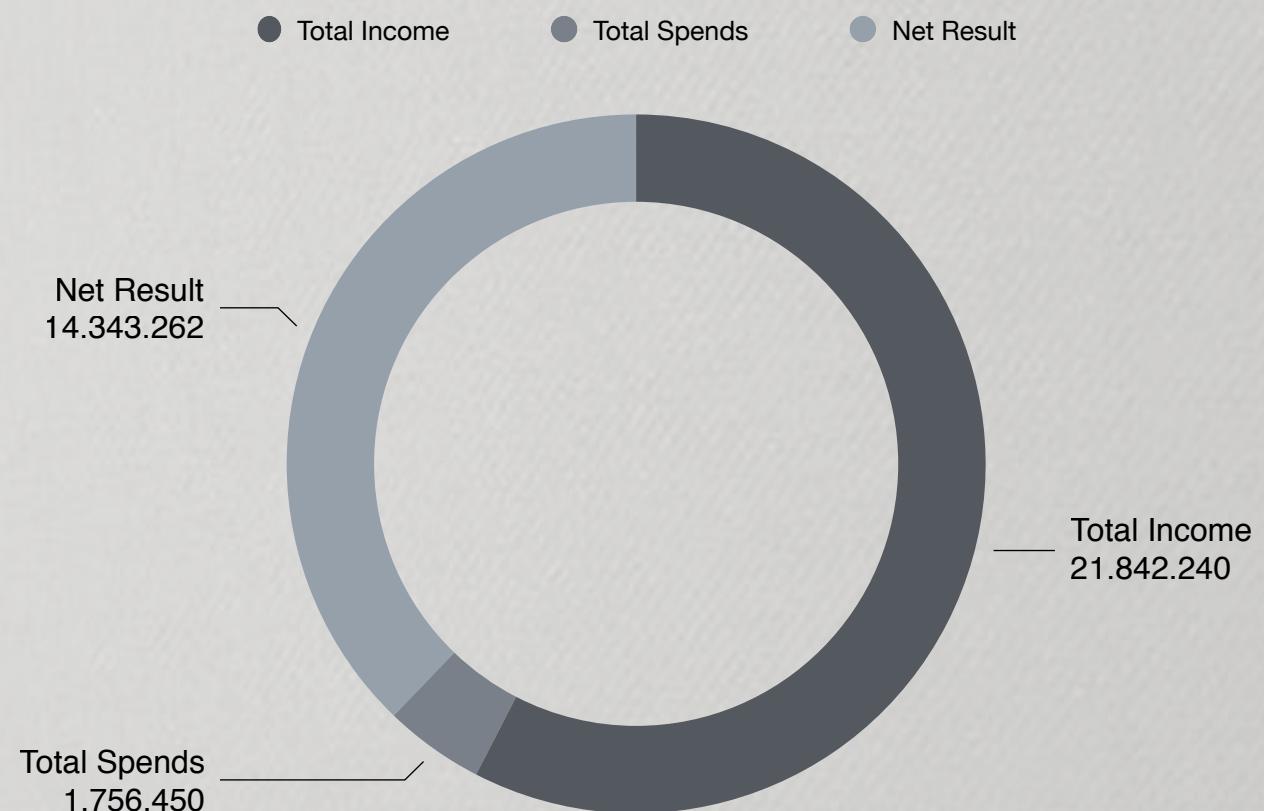


- EDE constitution Luxembourg
- External managements procedures
- Bounty Program (ANN, Airdrop, etc)
- Personal recruitment and team management
- I+D+i
- Softwares & Patents

SOFT CAP SALE OF ALUX START 2019

GOALS 2019
TOTAL CAPITAL: \$ 10,000,000€
Electronic Banking Platform
Alux Bank APP Development
Issuance of Payments Solutions
Alux Bank Card Payment
Internal management procedures
Intern Social Network
I+D+i Plan
Dividends to capitalist partners

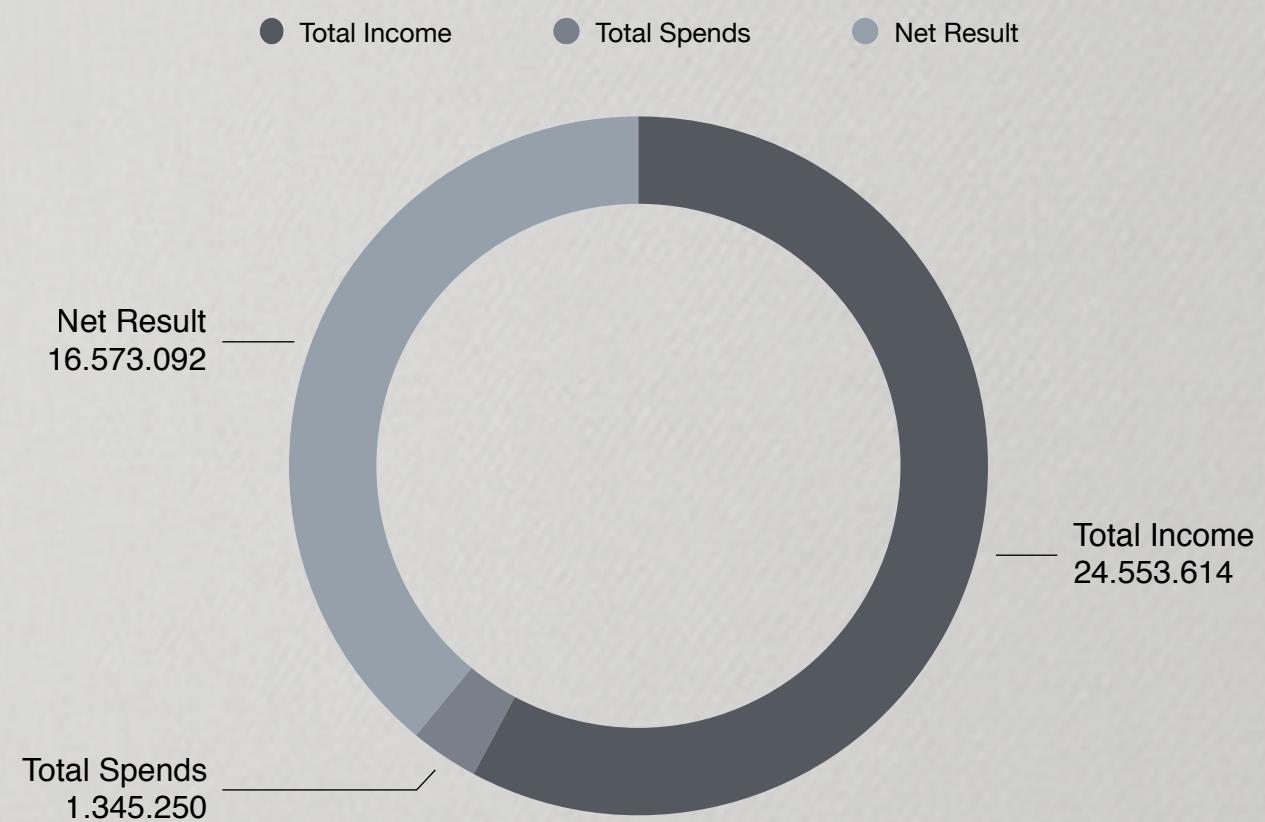
FINAL RESULTS ACCOUNTS 2019



HARD CAP SALES OF ALUX START 2020

GOALS 2020
TOTAL CAPITAL: \$ 25,000,000
Regulated global financial manager
Widspread deployments with more partners and developers
Collaboration with financial entities
Contingency Plan

FINAL RESULTS ACCOUNTS 2020



TEAM



Nancy Herrera

CEO - Founder



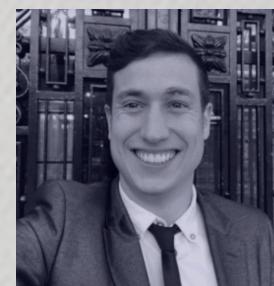
Ariadna Julià

Head of Finance &
Crypto Analyst



Anna Fàbrega

Development
Manager



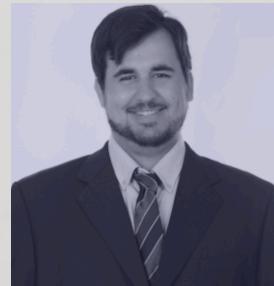
Isaac Antonete

Head of Marketing



Yamilé Ruiz

Head of Customer
Service



Guillermo Granados

Front-end Developer
& SEO



Asier Belaza

Back-end Developer
& Security



Spyros Kekos

Community Manager

ADVISORS



Juan Pablo Fernández

ICO Expert
Marketing Specialist



Sergio Valcárcel

Head of Business
development



Javier Melero

Head of Operations



Patricia Casado

Consultory & Networks



Laura Sánchez

Head of Legal &
Financial



Estefanía Mateo

Business Analyst



Fuencisla Sanz

Investment Analyst



Nicolás Campo

Operations
Management

PRESENTATION



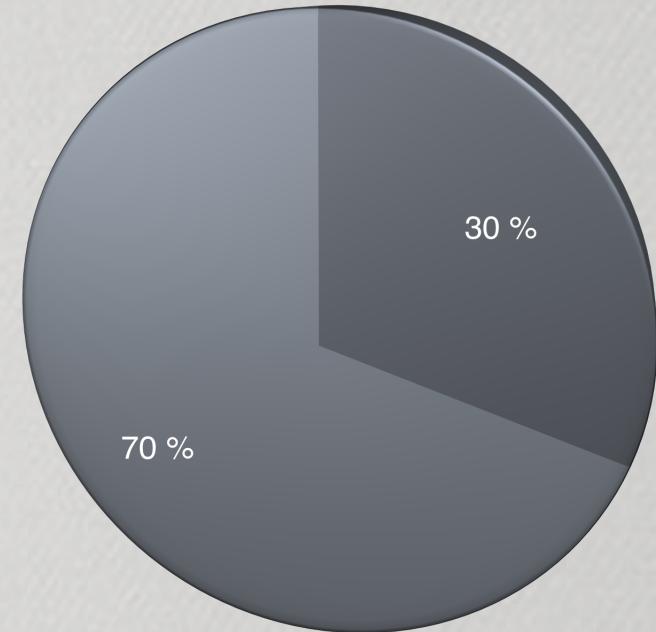
**MARKETING &
COMMERCIAL
PLAN**

MARKET STUDY

There exists more than a third part of the world population, which does not possess any access to financial formal services. The great majority of them are in the developing economies of Sub-Saharan Africa, the Middle East, Oriental Asia, and the region of the Pacific.

The underdeveloped banking infrastructure, the high cost of the financial services and of the distances from and towards the bank branches, the lack of identifications, the low income and rates of literacy, the frequent civil conflicts, and even the wars are all factors which contribute to the low level of presence of bank branches out of the urban principal centers in these economies.

● WITHOUT ACCOUNT ● WITH ACCOUNT



This is an incredible opportunity for all the parts involved (if we were allowed to gain access to the international capitals, Africa for example might be capable of growing faster than it does now. In the same way, the companies out of the continent would be qualified to do business with a great number of people, who until now have not been exposed virtually to products and financial foreign services). To have a lot of people isolated from the international capital presents a great opportunity lost for these people as well as for the international community. This growth, though it is rapid, it continues being severely blocked by the lack of access to financial formal services.

The people who seek to initiate their own business or, for example, to start saving money, cannot obtain a credit or a deposit account, respectively. Without the bank companies, the transfer of money also prevented, in most cases there is the physical presence of both counterparts required.

MARKETING STRATEGY

Below is an analysis according to the SWOT model of the positioning of Lux Ant Digital with respect to the market:

	Positive Points/Aspects	Negative Points/Aspects		Opportunities	Threats
	Strengths	Weaknesses	External Analysis		
Internal analysis	<ul style="list-style-type: none"> - Knowledge of the digital assets market. - Knowledge of the traditional and innovative finances. - Good knowledge of the blockchain technology. - Variety of knowledge of the entrepreneurs to be able to contribute cohesion and good functioning of the company itself. - The ability to adjustment according to needs of any of the users. - Development of a project with scarcely any competition. 	<p>It is a new technology project and therefore little known by other companies or the society</p>	<ul style="list-style-type: none"> - The transactions with the digital assets have increased, what we mean is that, the users feel safe and confident in using them. - Removal of commercial barriers between international markets - Adjustment of the big and small trades to accept active digital payment methods. - Large interest from different users to invest in the projects without having these finished. - New rules come into force on the regulation of the digital assets, such management gives him/her the necessary support 	<p>The market grows very rapidly with the threat of competitors arising in a short time period.</p>	

CAME Analysis:

Based on the previous SWOT analysis, a CAME analysis is developed to correct the weaknesses, face the threats, maintain the strengths and exploit the opportunities

Correct the weaknesses. Like any new technological project, it takes time for society to integrate it into its day to day. In 9 years it has already been seen that progress and transactions with Bitcoin and other Altcoins have increased exponentially, that implies that in the very short term, almost the whole society will recognize it and use it as it does with Fiat coins.

The developed projects already have investors behind interested in introducing them into their business or investing in them so that society can continue with the development.

1

Face the threats. The limitation in the amount of Bitcoin and its future function as a reserve of value favors the existence of other digital assets. It is intended to work with several and therefore not have to depend on Bitcoin but diversify the possibilities and allow users to work with them. The high volatility of cryptocurrencies is evident today, as it remains an unstable asset. It is expected that as volatility is integrated into society, it will disappear or not be so high as a result of society's knowledge of cryptocurrencies. Finally, the lack of legislation to regulate cryptocurrency is true that makes users doubt.

2

Keep the strengths. In the technological world, the changes are constant and therefore the founder team is expected to continue training every day to be attentive to changes and improvements in technology.

The adaptation to the client will be done at all times since it is a distinctive sign with respect to the rest of the competitors in the world of digital assets.

3

Exploit the opportunities. The increase in transactions with these assets is one of the reasons why this technology is being exploited.

The fact that different potential customers are interested in the projects we present gives the team greater confidence to continue developing the product.

4

To all this, the Lux Ante Digital team will:

Obtain the commercial possibilities that do not have to do with the core of the company focusing the attention of the whole team on the corporate development proposed.

Strengthen relationships with partners with international capacity.

Enhance the image and brand positioning focused on attracting the interest of buyers (Marketing, Advertising and Communication Managers of finalist companies) without neglecting the seriousness in the image printed by technology companies.

Carry out a highly active competitive surveillance on the evolution of financial systems and regulations on digital assets.

Given the novelty of the technology and the shortage of specialized personnel, promote recruitment actions for students in recent courses or recent graduates who are trained by experienced staff already hired.

Special attention and critical monitoring of treasury. In case of raising external funds, assess the possibility of a financial manager contributed by the investor.

PRESENTATION



ORGANIZATION

MATRIX OF RESPONSIBILITIES

The RACI responsibilities matrix allows assigning roles to each of the profiles identified in the following way:

(R) Responsible / Subordinate: this role carries out the work and is responsible for its implementation. There must be only one R, if there is more than one, then the work should be subdivided to a lower level.

(A) Accountable / Responsible: this role is responsible for approving the finished work and from that moment, becomes responsible for it.

(C) Consulted / Consulted: this role has the necessary information or capacity to finish the work.

(I) Informed / Informed: this role should be informed about the progress and results of the work.

ACTIVITY	CEO	IT TEAM/ EQUIPMENT	ADMINISTR ATION	COMMERCIAL TEAM
Marketing and Sales	RACI	-	I	RCI
Communication	CI	R	-	A
Product Development	RA	RCI	CI	CI
Program Development	RA	RCI	-	CI
Financial Management	RCI	-	RACI	-



Lux Ant Digital

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