

CALTEX TRADE

EXECUTIVE COMPANY BRIEF

Copyright2023

Executive Summary:

Caltex Trader is a **Cryptocurrency and Forex** investment company that aims to provide high-quality, secure, and diversified investment opportunities for individuals and institutions seeking exposure to the rapidly growing world of cryptocurrencies and forex. Our primary goal is to generate attractive risk-adjusted returns for our clients while managing and mitigating the inherent risks associated with the volatile nature of the cryptocurrency market. We will achieve this through a combination of thorough research, experienced portfolio management, and adherence to strict risk management practices.

Company Overview:

Name and Legal Structure:

- **CALTEX TRADERS:** Crypto and Forex Capital Investments
- **Legal Structure:** Limited Liability Company (LLC)

Mission Statement:

Our mission is to be a leading cryptocurrency and forex investment company, offering innovative and diversified investment strategies to maximize returns for our clients while prioritizing security and transparency.

Vision:

To empower investors with easy access to the cryptocurrency and forex market, facilitating financial growth, and contributing to the mainstream adoption of digital assets.

Core Values:

Integrity: We will uphold the highest ethical standards in our business operations, providing transparency and honesty to our clients.

Innovation: Continuously seeking and implementing cutting-edge investment strategies and technologies.

Client-Centric: Putting the interests of our clients first and ensuring excellent customer service.

Security: Prioritizing the security of our clients' assets and information.

Market Analysis:

Cryptocurrency and forex Market Overview:

The cryptocurrency and forex market has experienced exponential growth over the past decade, with new opportunities and challenges emerging constantly. Despite occasional volatility, cryptocurrencies and forex trading have gained increasing recognition as a legitimate asset class, attracting both retail and institutional investors seeking to diversify their portfolios.

Target Market:

- High-net-worth individuals seeking exposure to cryptocurrencies and forex.
- Institutional investors looking for professionally managed crypto investments.
- Tech-savvy retail investors interested in gaining exposure to cryptocurrencies and forex without the complexities of self-management.

Competitive Analysis:

We will face competition from existing crypto investment firms and blockchain-based investment platforms. However, our focus on rigorous research, risk management, and personalized customer service will differentiate us from the competition.

Services:

Investment Products:

Crypto Fund: A professionally managed fund focused on a diversified portfolio of cryptocurrencies, including established and emerging digital assets.

Forex Managed Accounts: Individual forex trading accounts managed by experienced traders to optimize returns and minimize risk.

Hybrid Investment Solutions: Customized investment packages that combine crypto and forex strategies based on clients' risk tolerance and objectives.

Marketing and Sales:

Marketing Strategy:

- Digital Marketing: Utilize social media, content marketing, and search engine optimization to reach a broader audience.
- Educational Content: Produce blog posts, videos, and webinars to educate potential clients about the cryptocurrency market and investment opportunities.
- Partnerships: Collaborate with blockchain projects, crypto influencers, and financial publications to expand our reach.

Sales Approach:

- Personal Consultations: Offer one-on-one consultations to understand clients' investment goals and tailor solutions accordingly.
- Online Platform: Develop a user-friendly online portal for clients to manage their investments, track performance, and receive updates.

Operations:

Team:

- Founder(s): Experienced professionals with a background in finance, blockchain, and technology.
- Portfolio Managers: Skilled experts in cryptocurrency trading and investment strategies.
- Compliance and Security Officer: Responsible for ensuring regulatory compliance and cybersecurity measures.

Security Measures:

- Multi-factor authentication for all user accounts.
- Cold storage wallets for the majority of client funds.
- Regular security audits to identify and address vulnerabilities.

Risk Management:

Market Risk:

- Diversification: Spreading investments across different cryptocurrencies and assets to minimize risk.

- Stop-Loss Mechanisms: Implementing stop-loss orders to limit potential losses during market downturns.

Operational Risk:

- Strict KYC/AML Procedures: Ensuring compliance with all relevant regulations to mitigate legal and reputational risks.
- Robust Security Measures: Protecting client funds and sensitive information from potential cyber threats.

Financial Projections:

Revenue Model:

- Management Fees: Charging a percentage of assets under management as an annual fee.
- Performance Fees: Earning a share of profits generated above predefined benchmarks.

Expenses:

- Employee Salaries and Benefits
- Technology Infrastructure Costs
- Marketing and Advertising Expenses
- Legal and Compliance Costs

Financial Projections:

- Year 1: Aim to attract \$5 million in assets under management (AUM), generating \$500,000 in revenue.
- Year 3: Target \$50 million AUM, resulting in \$5 million in revenue.

Return Of Investment Schedule.

Caltex trades pays a daily return of 2.5%, irrespective of trading volume.

To produce an opportunity that presents all players with a chance and reduce the risk of operations and safety of funds, CalTex pays a minimum of 2.5% trading returns per day which makes for a great structure

TRADING PACKAGES

\$100 - \$100,000

Each trading cycle lasts for seven(7) days while the Caltex trading maturity cycle lasts for 100 trading days.

A trading volume of any amount can be purchase, depending on choice or financial capability. Your purchase is least once before the CalTex trading maturity expires, which is 100 trading days. You can withdraw your capital at the end of each trading cycle. made once and can be upgraded at any point as you wish. It is however mandatory to upgrade at

FOREX TRADING PLAN

1. STARTER

Minimum Investment: \$100

Maximum Investment: \$10,000

Withdrawal fee: 10% withdrawal charges

3 stages referral commission

10% referral for first person

7% referral for second person

3% referral for third person

2. PROFESSIONAL LEVEL

Minimum Investment: \$11,000

Maximum: \$50,000

Withdrawal fee: 7% withdrawal charges

3 stages referral commission

15% referral for first person

10% referral for second person

7% referral for third person

3. MASTER

Minimum Investment: 51,000

Minimum Investment: UNLIMITED

Withdrawal fee: 5% withdrawal charges

3 stages referral *commission*

20% referral for first person

15% referral for second person

10% referral for third person

WITHDRAWALS

Charges- differs with the package you're trading on

Starter- 10%

Pro- 7%

Master- 5%

REFERRAL PROGRAM

CalTex trading initiative has a reward system that hugely benefits active members. You earn some trading points for each person you invite, each point is equivalent to %1 and is readily redeemable.

Leveling up in points also earns you some special rewards.

*Starters Reward plan

10 points per referral= \$10% reward per referral

*Pro

15 points per referral= % 15 reward per referral

*Masters

20 points per referral= % 20 reward per referral

Marketing levels

These are points accumulated from your referrals and can earn you several rewards depending on your marketing level.

100 points =

300 points=

500 points=

1000 points=

5000 points=

10,000 points=

20,000 points=

CRYPTOCURRENCY INVESTMENT PLAN

RETURN OF INVESTMENT

STARTER - 3.0% DAILY

PRO- 3.5% DAILY

MASTER- 4% DAILY

These are fixed returns for our smart contract projects depending on your trading package.

TRADE PACKAGES

1. STARTER

Minimum Investment: \$300

Maximum Investment: \$15,000

Withdrawal fee: 10% withdrawal charges

5% referral

1. PROFESSIONAL

Minimum Investment: \$16,000

Maximum Investment: \$100,000

Withdrawal fee: 10% withdrawal charges

10% referral

1.MASTER

Minimum Investment: \$101,000

Maximum Investment: UNLIMITED

Withdrawal fee: 10% withdrawal charges

15% referral

C. MASTERS

4.0% DAILY RETURNS

101K AND ABOVE

15% PER REFERRAL

WITHDRAWAL

DAILY: 15%

WEEKLY: 10%

MONTHLY: 5%

PROFESSIONAL MERCHANT

We seek to empower investors with simple access to the cryptocurrency and forex markets, encouraging financial growth, and assisting in the widespread acceptance of digital assets as we work to deliver better services and a better investing environment for our clients globally.

By providing cryptocurrency assets to new investors at a discounted exchange rate through the CALTEX Merchant program, a platform for currency exchange investments, Merchants can make money. Our retailers will receive competent customer service from CALTEX.

What advantages do you, as a CALTEX merchant, have?

- * Exclusive Live Chat support.
- * Lower exchange fee rate.
- * Lower withdrawal charges

Anyone interested in becoming a merchant can visit www.caltextrader.com

CRITERIA TO BECOME A MERCHANT

The underlisted criteria must be met before you can become a merchant:

- ❖ You must have an investment package of 3k
- ❖ You must have a minimum of 5 direct and indirect down-liners.

Caltex team will review your application and contact you within a few days via your email to feed you back concerning your application.

EARNING AS A MERCHANT

Since CALTEX exclusively accepts cryptocurrency, if an investor wants to make a deposit using their local currency, they can transfer the fund to a CALTEX merchant who will then exchange it at a rate of 0.95 to 1.

Example: if an investor wishes to purchase a package worth \$200 and does not have a crypto asset to purchase the package, the investor must reach out to our merchant with the \$200 worth of their local currency, then our merchant converts into coin at caltex exchange rate of 0.95 per dollar (\$190), leaving the merchant with a profit of 0.05 per dollar (10 dollar profit).

Note: CALREX reserves the right to make changes to our Merchant Program based on comprehensive review of market conditions and other relevant factors.

Conclusion:

CALTEX TRADERS aims to be a trusted partner for investors seeking exposure to the cryptocurrency and forex market. Through innovation, diligent research, and prudent risk management, we will strive to deliver superior returns while ensuring the security and satisfaction of our clients. As the market continues to evolve, we are confident in our ability to adapt and thrive in this exciting and dynamic landscape.

SIGNED:

CALTEX TRADER

MANAGEMENT