



**CalTex
Trader**

EXECUTIVE COMPANY'S BRIEF

■ 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

COMPANY NAME:

CALTEX TRADERS (Crypto and Forex Capital Investment)

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

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

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

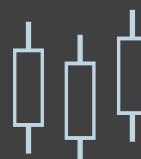
We will face competition from existing crypto investment firms and blockchain-based investment platforms. However, our focus on rigorous research, risk management, and personalized customer service will differentiate us from the competition.

OUR SERVICES



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 & 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.

Founder(s):

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.

FOREX TRADING PLANS

STARTER

- Minimum Investment: \$300
- 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

PROFESSIONAL

- 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

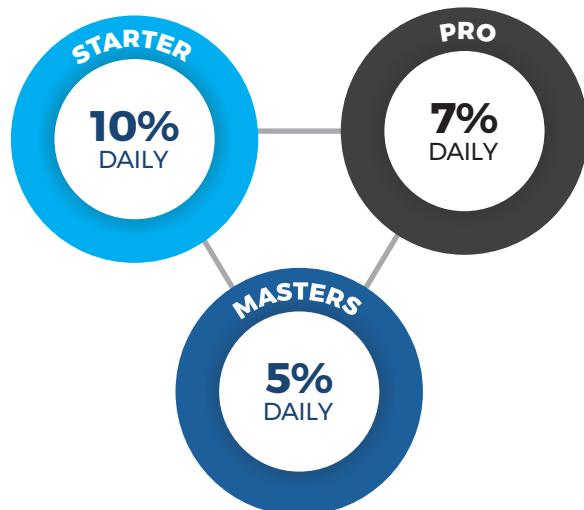
MASTER

- Minimum Investment: \$1,000
- 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.



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 REWARD PLAN

15 points per referral= 15% reward per referral

MASTER REWARD PLAN

20 points per referral= 20% reward per referral

MARKETING LEVELS

• 100 points =

• 300 points =

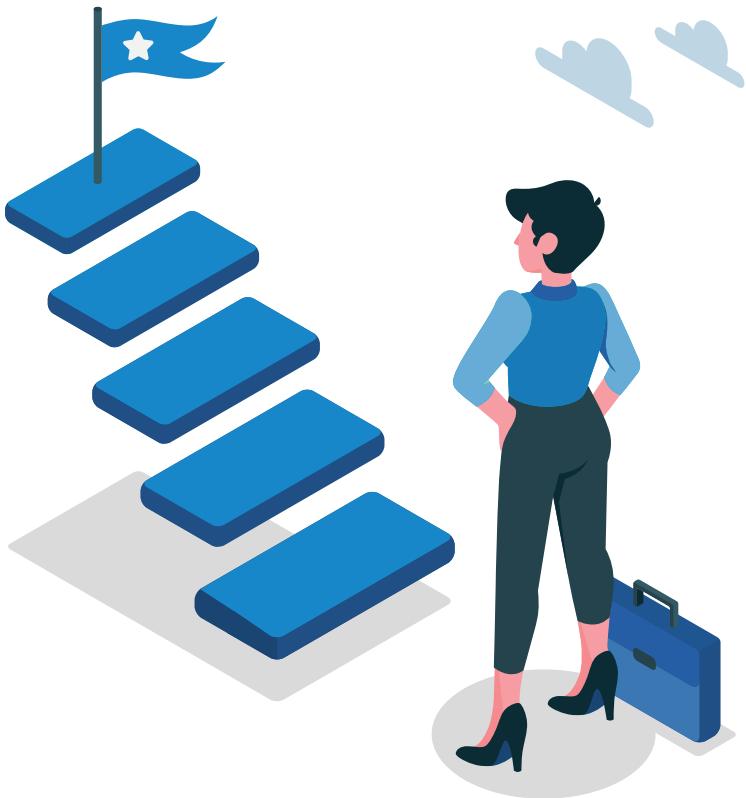
• 500 points =

• 1000 points =

• 5000 points =

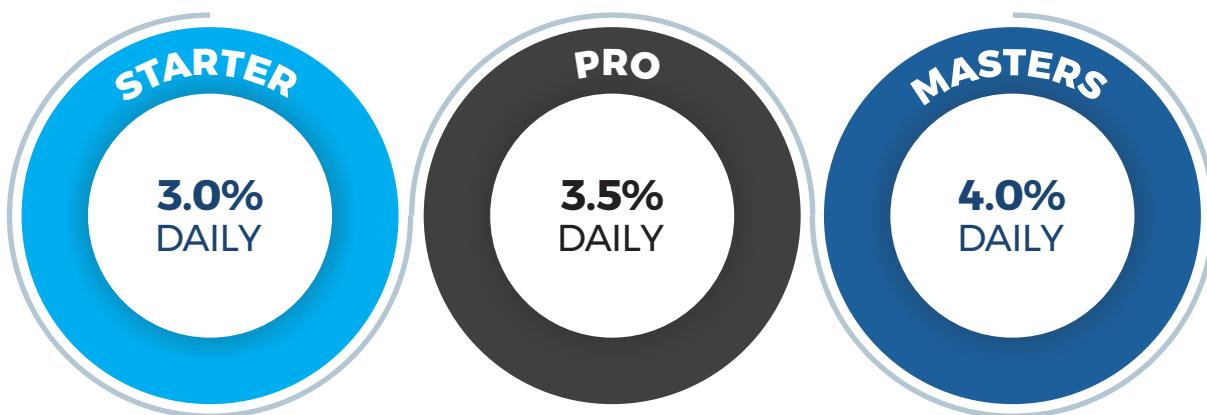
• 10,000 points =

• 20,000 points =



CRYPTOCURRENCY INVESTMENT PLAN

RETURN ON INVESTMENTS



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

TRADE PACKAGES

STARTER

- Minimum Investment: **\$100**
- Maximum Investment: **\$15,000**
- Withdrawal Fee: **10% withdrawal charges**

5% Referral

PROFESSIONAL

- Minimum Investment: **\$16000**
- Maximum Investment: **\$100,000**
- Withdrawal Fee: **10% withdrawal charges**

10% Referral

MASTERS

- Minimum Investment: **\$101,000**
- Maximum Investment: **UNLIMITED**
- Withdrawal Fee: **10% withdrawal charges**

15% Referral

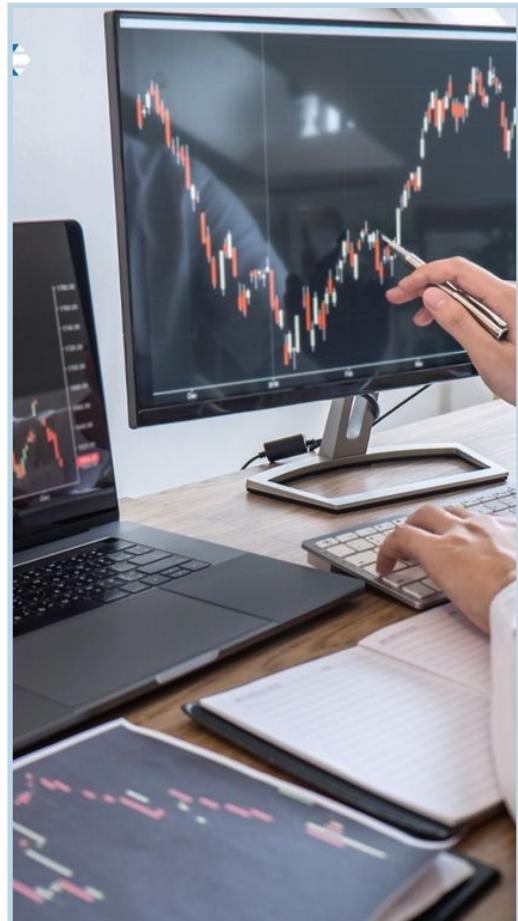
C. MASTERS

- **4.0% DAILY RETURNS**
- **101K AND ABOVE**
- **15% PER REFERRAL**

WITHDRAWALS: 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 HAVE AS A CALTEX MERCHANT?

- LOWER EXCHANGE FEE RATE. • EXCLUSIVE LIVE CHAT SUPPORT.
- 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



CONNECT WITH US:

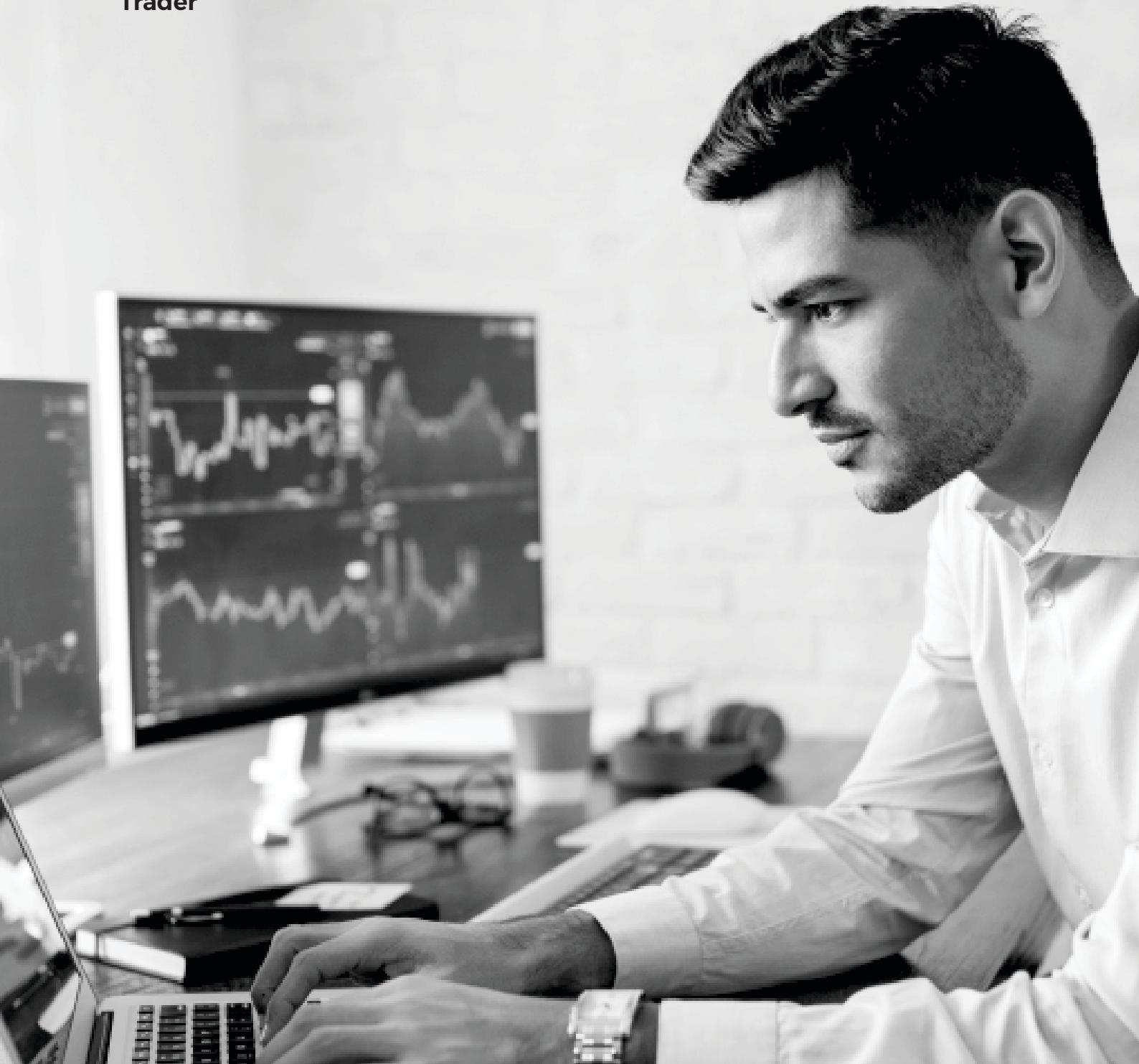
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