In Plasma Cash, users don't need/aren't required to download and validate the whole Plasma chain, but only the proofs related to the coins they own, as explained in the original Plasma Cash post:

Plasma Cash: Plasma with much less per-user data checking

Hence, a Plasma operator could simply maintain connections with each user, and every time they create a block they would publish to them only the proofs, not any data related to coins that they do not own.

Let's say I'm an operator and I send a small amount of ETH (A) to the Plasma Cash contract and generate a coin of the same value (A) on the Plasma chain. What stops me form simply changing that coin's value to a much higher one (B) and submit an exit? No one should challenge me, because everyone keeps track only of their own coins, and this coin is mine?

What am I missing?