

The initial cost plan for the estimated investment amount of \$ 150,000

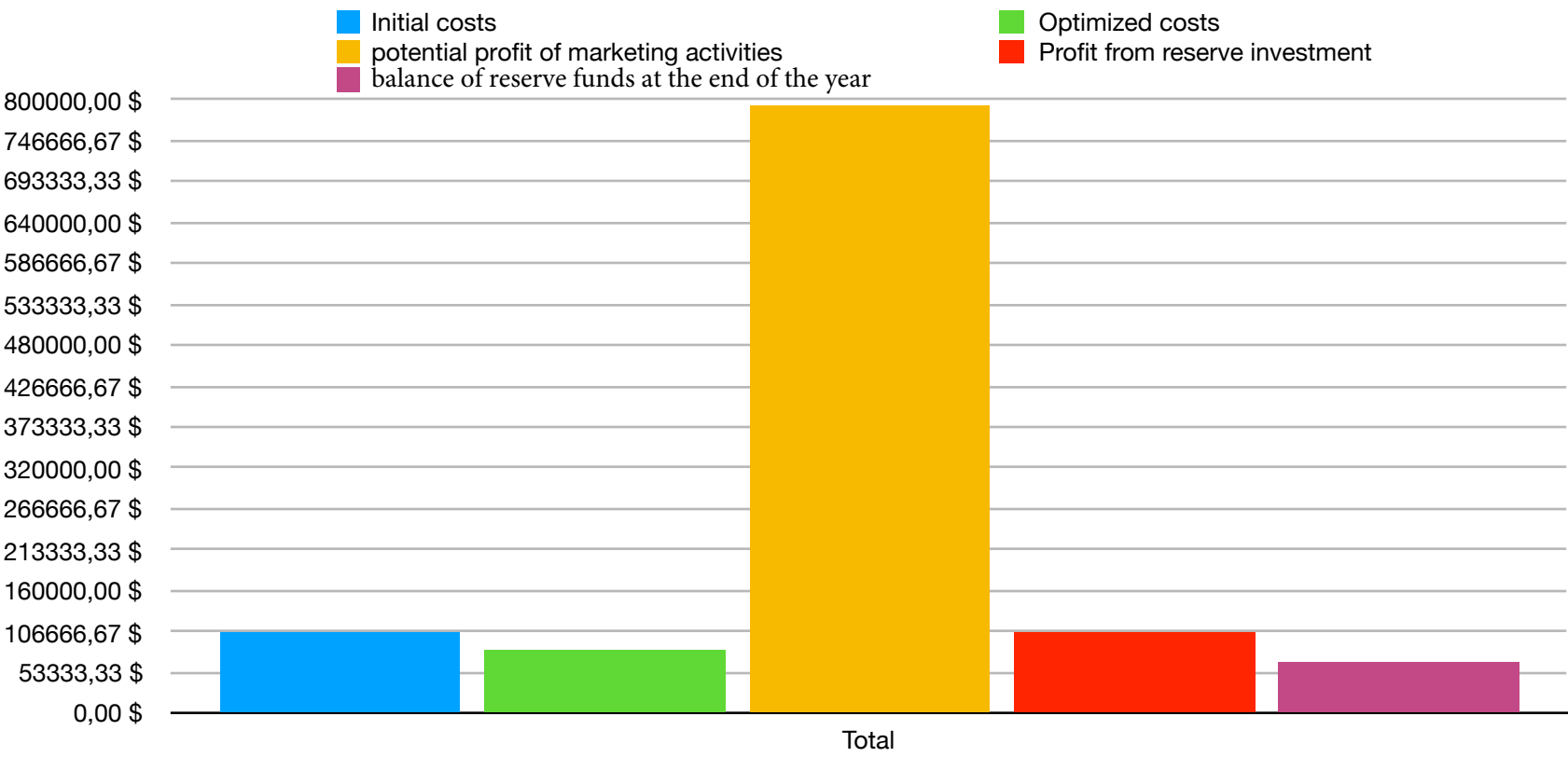
Staff	Amount	Periodicity of payments	Number of payments	Result for the year	Note	
Denis Zyryanov (CEO - Chief Executive Officer)	1000,00 \$	month	3	3000,00 \$		
Nikita Paplavskyy (CAO - Chief Analyst Officer)	1000,00 \$	month	3	3000,00 \$		
Dmitry Polyakov (CKO - Chief Knowledge Officer)	1000,00 \$	month	3	3000,00 \$		
Maxim Zanin (CTO - Chief Technical Officer)	800,00 \$	month	3	2400,00 \$		
Elizabeth Gabitova (Backend developer)	700,00 \$	month	3	2100,00 \$		
Michael Kolesnikov (Frontend developer)	700,00 \$	month	3	2100,00 \$		
Alexey Tarabanov (CFO - Chief Financial Officer)	500,00 \$	month	3	1500,00 \$		
Michael Shiryayev (SCM & Public relationships)	500,00 \$	month	3	1500,00 \$		
Timur Shingaraev (SMM)	300,00 \$	month	3	900,00 \$		
Michael Rydyakov (Editor)	300,00 \$	month	3	900,00 \$		
Vladislav Skachkov (Editor)	300,00 \$	month	3	900,00 \$		
Yaroslav Artemiev (CMO - Chief Marketing Officer)	200,00 \$	month	3	600,00 \$		
Darya Bahman (Blockchain specialist)	200,00 \$	month	3	600,00 \$		
Legal issues						
British Jurisdiction	7000,00 \$	single-time	1	7000,00 \$		
Hong Kong Jurisdiction	11000,00 \$	single-time	1	11000,00 \$		
Bank account in HSBC	3000,00 \$	single-time	1	3000,00 \$		
Registration of a subsidiary in the Russian Federation	2000,00 \$	single-time	1	2000,00 \$		
Probable overheads	2300,00 \$	single-time	1	2300,00 \$		
Marketing Budget						
https://www.coingecko.com/en	13000,00 \$	single-time	1	13000 \$		
cointelegraph.com	13000,00 \$	single-time	1	13000 \$		
http://www.finsmes	120,00 \$	single-time	1	120 \$		
thebitcoinnews.com	280,00 \$	single-time	1	280 \$		
coinjournal.net -	150,00 \$	single-time	1	150 \$		
https://usethebitc	150,00 \$	single-time	1	150 \$		
https://bitcrypton	150,00 \$	single-time	1	150 \$		
https://investfutu	250,00 \$	single-time	1	250 \$		
http://www.coinnew	700,00 \$	single-time	1	700 \$		
coincodex.com	600,00 \$	single-time	1	600 \$		
coincodex.com	400,00 \$	single-time	1	400 \$		
cryptoryx.com -	650,00 \$	single-time	1	650 \$		
http://ibsmoscow.ru 140\$/people	1620,00 \$	single-time	1	1620 \$		
https://blockchain-life.com/ru/ - 220\$/чел	1860,00 \$	single-time	1	1860 \$		
Main tools						
Printer (МФУ Canon PIXMA MG3040)	41,00 \$	single-time	1	41,00 \$		
iPad Pro 10,5	900,00 \$	single-time	1	900,00 \$		
Xiaomi Mi notebook Pro	1300,00 \$	single-time	1	1300,00 \$		
Xiaomi Mi notebook Pro	1300,00 \$	single-time	1	1300,00 \$		
Rent of the servers	300,00 \$	month	12	3600,00 \$		
The average cost of renting an office	800,00 \$	month	6	4800,00 \$	According to the order of the CEO, it was decided to count for 6 months	
Reserves and additional recorded costs	10555,65 \$			13900,65 \$	According to the order, the CEO is accounted for by a fixed quota of 15% of total costs	
Total	80926,65 \$			106571,65 \$		
Resource balance				43428,35 \$		
					Based on the accounting of costs that were put in the calculations of the CEO, it was decided to optimize the possible costs and, if possible, lead the project to a passive revenue part by reducing core costs.	

Optimized cost plan

Staff	Amount	Periodicity of payments	Number of payments	Result for the year	Note	
Denis Zyryanov (CEO - Chief Executive Officer)	630,00 \$	month	3	1890,00 \$	Shortly based on the organization's crisis plan	
Nikita Paplavskyy (CAO - Chief Analyst Officer)	630,00 \$	month	3	1890,00 \$	Shortly based on the organization's crisis plan	
Dmitry Polyakov (CKO - Chief Knowledge Officer)	630,00 \$	month	3	1890,00 \$	Shortly based on the organization's crisis plan	
Maxim Zanin (CTO - Chief Technical Officer)	504,00 \$	month	3	1512,00 \$	Shortly based on the organization's crisis plan	
Elizabeth Gabitova (Backend developer)	441,00 \$	month	3	1323,00 \$	Shortly based on the organization's crisis plan	
Michael Kolesnokov (Frontend developer)	441,00 \$	month	3	1323,00 \$	Shortly based on the organization's crisis plan	
Alexey Tarabanov (CFO - Chief Financial Officer)	315,00 \$	month	3	945,00 \$	Shortly based on the organization's crisis plan	
Michael Shiryayev (SCM & Public relationships)	315,00 \$	month	3	945,00 \$	Shortly based on the organization's crisis plan	
Timur Shingaraev (SMM)	189,00 \$	month	3	567,00 \$	Shortly based on the organization's crisis plan	
Michael Rydyakov (Editor)	189,00 \$	month	3	567,00 \$	Shortly based on the organization's crisis plan	
Vladislav Skachkov (Editor)	189,00 \$	month	3	567,00 \$	Shortly based on the organization's crisis plan	
Legal issues						
Hong Kong Jurisdiction	11000,00 \$	single-time	1	11000,00 \$	From this block, British jurisdiction was excluded, based on considerations of weak relevance among the crypto community.	
Bank account in HSBC	3000,00 \$	single-time	1	3000,00 \$		
Registration of a subsidiary in the Russian Federation	2000,00 \$	single-time	1	2000,00 \$		
Probable overheads	2300,00 \$	single-time	1	2300,00 \$		
Marketing Budget						
https://www.coingecko.com/en	13000,00 \$	single-time	1	13000 \$	This block was not subject to optimization due to the best option of reinvesting the attracted funds, in order to conduct a successful ICO and ensure the life of the company.	
cointelegraph.com	13000,00 \$	single-time	1	13000 \$		
http://www.finsmes	120,00 \$	single-time	1	120 \$		
thebitcoinnews.com	280,00 \$	single-time	1	280 \$		
coinjournal.net -	150,00 \$	single-time	1	150 \$		
https://usethebitc	150,00 \$	single-time	1	150 \$		
https://bitcrypton	150,00 \$	single-time	1	150 \$		
https://investfutu	250,00 \$	single-time	1	250 \$		
http://www.coinnew	700,00 \$	single-time	1	700 \$		
coincodex.com	600,00 \$	single-time	1	600 \$		
coincodex.com	400,00 \$	single-time	1	400 \$		
cryptoryx.com -	650,00 \$	single-time	1	650 \$		
Main tools						
Printer (МФУ Canon PIXMA MG3040)	41,00 \$	single-time	1	41,00 \$		
iPad Pro 10,5	900,00 \$	single-time	1	900,00 \$		
Xiaomi Mi notebook Pro	1300,00 \$	single-time	1	1300,00 \$		
Xiaomi Mi notebook Pro	1300,00 \$	single-time	1	1300,00 \$		
Rent of the servers	300,00 \$	month	12	3600,00 \$		
The average cost of renting an office	800,00 \$	month	6	4800,00 \$	According to the order of the CEO, it was decided to count for 6 months.	
Reserves and additional recorded costs	8529,60 \$			10966,50 \$	According to the order, the CEO is accounted for by a fixed quota of 15% of total costs	
Total	65393,60 \$			84076,50 \$		
Resource balance				65923,50 \$		

Sources of profit from the distribution of funds at a rate of 4 months

Potential for profitability of marketing activities	Total costs	Probable audience conversion	Total potential benefit from investment	Note	
https://www.coingecko.com/en	13500,00 \$	7 %	560000,00 \$	It should be noted that the main goal of marketing investments is to directly attract the audience and attention to the project. The estimated yield was determined based on the base conversion to the source audience and the potential of each person in the \$ 10 investment for the project. The total for the block was averaged over the entire list of marketing activities and is considered the minimum KPI for them.	
cointelegraph.com	13000,00 \$	7 %	85750,00 \$		
http://www.finsmes	120,00 \$	5 %	58333,33 \$		
thebitcoinnews.com	280,00 \$	5 %	14166,67 \$		
coinjournal.net -	150,00 \$	7 %	18200,00 \$		
https://usethebitc	150,00 \$	6 %	13000,00 \$		
https://bitcrypton	150,00 \$	5 %	10416,67 \$		
https://investfutu	250,00 \$	6 %	11050,00 \$		
http://www.coinnew	700,00 \$	7 %	12658,33 \$		
coincodex.com	600,00 \$	5 %	4125,00 \$		
coincodex.com	400,00 \$	7 %	4258,33 \$		
cryptoryx.com -	650,00 \$	6 %	1300,00 \$		
Total for the block			793258,33 \$		
Potential of profitability from distribution to low risk assets	Total costs	Estimated yield %	Total potential benefit from investment	Total by the end of the billing period	Note
SU25083RMFS5	65923,50 \$	10,25 %	6757,16 \$	72680,66 \$	Given the likelihood of a complete failure of marketing activities. The finance department of the company decided to find a way to implement the company's reserve funds during the first year to provide monthly staff salaries. Thus, in the optimized cost plan, the salary adjustment was set at 37%. And a plan was drawn up for sequential reinvestment in OFZ with coupon income. What allowed to save the reserve funds and provide payments to employees.
SU26207RMFS9	72680,66 \$	9,45 %	6868,32 \$	79548,98 \$	
SU26208RMFS7	79548,98 \$	7,31 %	5815,03 \$	85364,01 \$	
SU25083RMFS5	85364,01 \$	7 %	5975,48 \$	91339,49 \$	
SU26207RMFS9	91339,49 \$	8,15 %	7444,17 \$	98783,66 \$	
SU26208RMFS7	98783,66 \$	7,5 %	7408,77 \$	106192,44 \$	
Total for the block, taking into account the main costs				65935 \$	



For notes