

Business Plan

2025-2028



Offices in:

El Salvador, London, Barcelona

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About Us

Phalange Bottling is the largest bottling company in the US with over 40 plants scattered all over the country in over 20 states. We pride ourselves in owning every raw material and labour that's used to deliver high-quality bottling services for our esteemed clients.

Phalange Bottling started in 1995 with just a handful of employees, but now the employee strength has reached in excess of 50,000 all across the country.

We are determined to provide high-quality services to all our clients, with the introduction of unique and state-of-the-art patented technology that sets us apart from our competitors.



Vision Statement

“Launch3 aims to become the leading fully-managed DeFi launchpad for tokenised real-world businesses and Web3 startups.

By controlling the vetting, tokenisation, and launch processes, we provide unparalleled investor protection, regulatory alignment, and long-term ecosystem sustainability.

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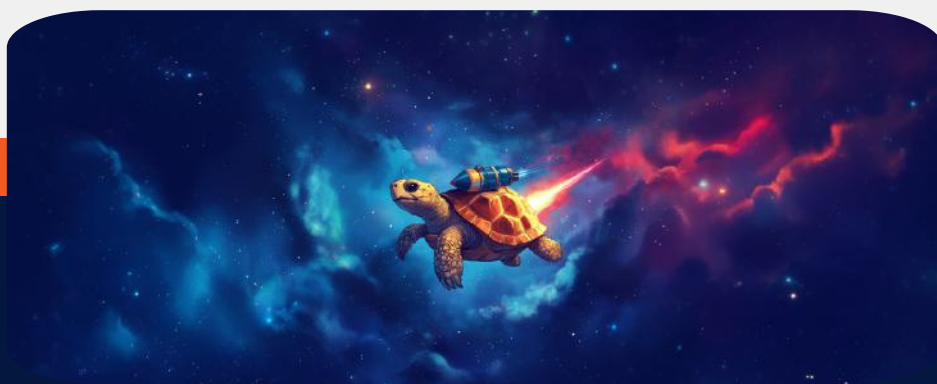
1. Executive Summary

“ Business Model: Fully managed DeFi launchpad with internal tokenisation, public investment access, and platform utility powered by the L3T token.

Base of Operations: El Salvador — leveraging its crypto-forward legal framework.

Core Value Proposition: High-quality, audited, and compliant project launches with full life-cycle support.

”





2. Market Analysis



Target Market

Real-world businesses looking to tokenise assets or raise capital

Crypto investors seeking secure and vetted project access

Emerging DeFi/Web3 startups needing regulatory-compliant launch support

ESG and impact-driven ventures seeking transparent capital pathways

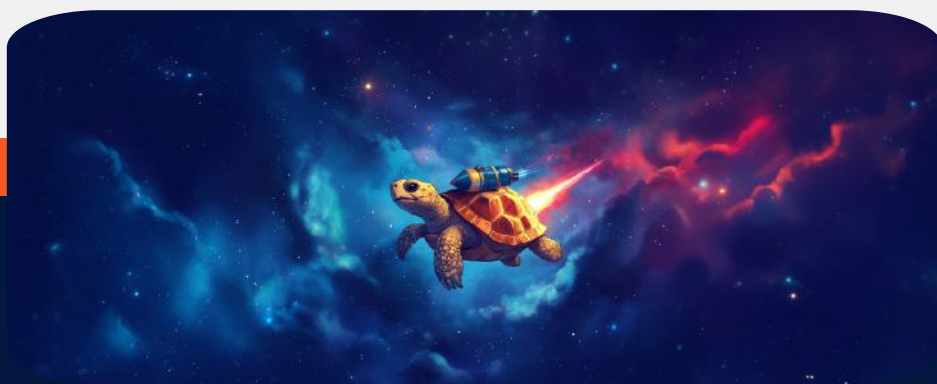
Market Trends

Rising demand for compliant and regulated token launches

Increased institutional interest in tokenised assets

DeFi evolution toward hybrid centralised-decentralised models (curated DeFi)

Investors migrating away from open, risky launchpads toward trusted platforms



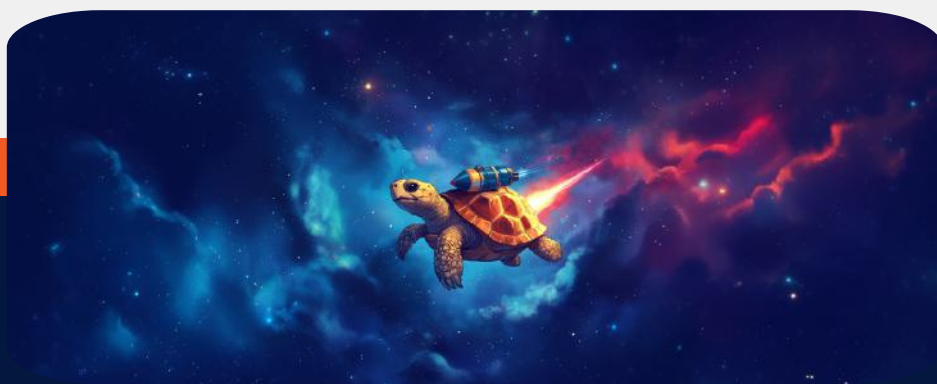


3. Revenue Model



Primary Revenue Streams

- Tokenisation & Launch Fees: Flat fee or revenue share per project tokenised and launched
- Token Allocation/Equity Share: Strategic L3T-for-token swaps or equity stakes in select projects
- Staking/Platform Fees: L3T used for tiered investment access, with a small burn/fee component
- Marketing & Advisory Services: Premium packages for projects needing PR, legal, or growth support
- **Incubation Fees:** Additional services for projects in development under Launch3's guidance





4. Strategic Objectives & Roadmap



Year 1 (2025): Infrastructure & Brand Establishment
Complete platform development

Deploy and audit L3T smart contracts

Finalize regulatory framework in El Salvador

Launch first 5 internally-vetted projects

List L3T on key DEXs & CEXs

Begin strategic partnerships with security, legal, and marketing firms

Year 2 (2026): Scaling Launch Operations

Launch 15 new projects across verticals (DeFi, real estate, sustainability, AI)

Expand advisory network (tokenomics, legal, growth experts)

Release investor dashboard + analytics suite

Integrate fiat-to-crypto onboarding

Launch governance pilot for select L3T holders

Year 3 (2027): Market Leadership & Ecosystem Expansion

Host the first "Launch3 Summit" — gathering investors, partners, and projects

Reach 25+ projects launched, \$250M+ total value raised via Launch3

Explore Launch3 Ventures — a dedicated fund seeded with L3T

Begin Layer-2 and cross-chain functionality for greater market reach





5. Operations Plan

“

Team Structure

Core Team: CFO, CTO, CMO, Compliance Lead, BD Director, Head of Project Evaluation

Bulent Osman: CFO

Jayden Elworthy: CTO

Esther Brule: CMO

Engineering & Security: In-house devs, external audit partners (Certik, etc.)

Legal & Compliance: On-retainer international blockchain counsel

Launch3 Project Teams: Business Owners, management and staff of Launch3 projects

Partnerships: DEXs, CEXs, influencers, media

Launch Cycle Operations

Internal due diligence & vetting committee

Tokenomics, contract design, audit, and KYC enforcement

Launch campaign, investor onboarding, and token distribution

”



Our Team



Bulent Osman
CFO



Jayden Elworthy
CTO



Esther Brule
CMO



Joseph Kusaga
Head of Middle Eastern
and African Relations

Our Projects



Gold Digger



WEED3



Speedshop



STDYUP



PROJECT LONDON

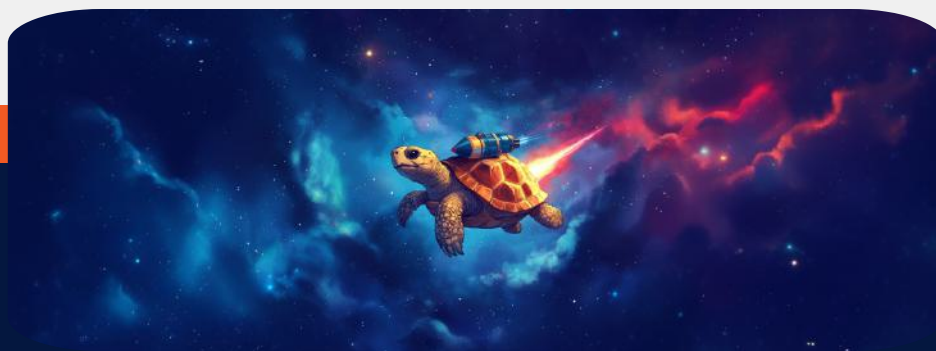


Asset Sha



6. Financial Projections

Metric	Year 1 (2025)	Year 2 (2026)	Year 3 (2027)
Projects Launched	5	15	25-30
Total Capital Raised	\$10M	\$80M	\$200M+
Platform Revenue	\$400K	\$3.2M	\$7.5M
Marketing Budget	\$200K	\$600K	\$1.2M
Operating Expenses	\$100K	\$1.5M	\$2.8M
Net Profit (Est.)	\$100K	\$1.2M	\$4M+





7. Risk Management & Legal Strategy

Key Risks

Regulatory shifts in token laws (esp. U.S. and EU)

Smart contract vulnerabilities

Market volatility affecting L3T token value

Low investor confidence due to broader crypto downturns

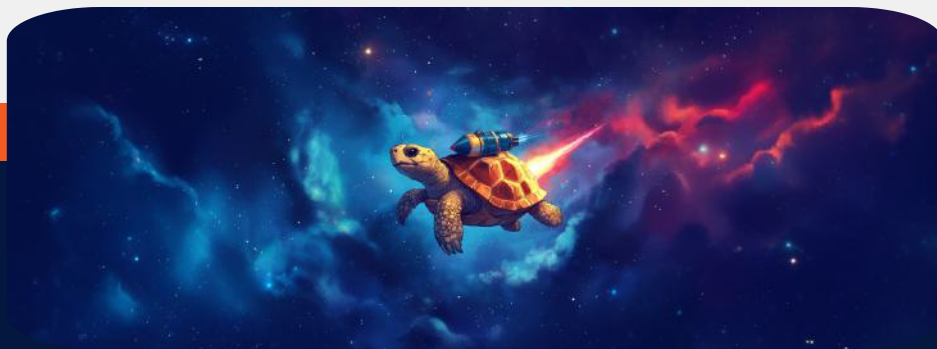
Mitigation Strategy

Operate under El Salvador's crypto legal structure with adaptable compliance

All contracts undergo Tier 1 audits (Certik or similar)

Treasury management includes stable reserves for volatility

Focus on real-world, non-hype-driven projects with long-term fundamentals





8. Conclusion

Key Risks

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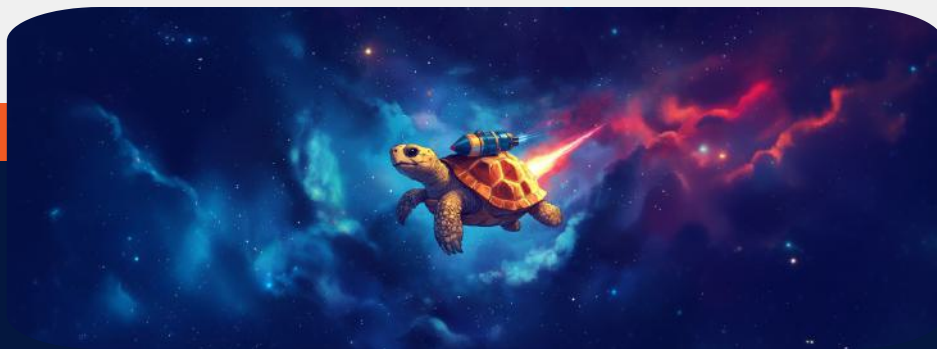
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Thank You

Real World Asset To Grow Exponentially

- Between 2025 and 2033, the market is expected to achieve a compound annual growth rate (CAGR) of 53%, soaring from US\$600 billion to US\$18.9 trillion, according to a new report by digital asset infrastructure provider Ripple, and Boston Consulting Group (BCG).

Contact:

Email: Admin@launch3.site

Telegram: [@launch3site](https://t.me/launch3site)

Instagram: [@launch3site](https://www.instagram.com/launch3site)

Twitter: [@Launch3site](https://twitter.com/Launch3site)