



Business Plan (Trial version)

PumpX Labs GmbH

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**Development of a Swiss Regulated Digital Asset Platform
Based in Zug, Switzerland**

Prepared: July 15, 2025

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1. Executive Summary

PumpX Labs GmbH is a Zug-based technology company focused on the research, development, and implementation of secure digital infrastructure for the management, exchange, and use of digital assets. The company aims to simplify access to digital investment tools by combining modern user experience design with legally compliant blockchain technology.

The objective is to build a secure, scalable, and regulation-ready platform that enables users to safely buy, sell, and manage cryptocurrencies and tokenized assets, while meeting Swiss financial, technological, and data protection standards.

PumpX Labs is headquartered at CV Labs in Zug — Switzerland's leading blockchain ecosystem — and operates as a privately funded early-stage company. The business model is based on transaction fees, premium services, and future licensing-based features. Within the next 12 months, the company expects to hire its first local employees and initiate the regulatory licensing process.

This business plan outlines PumpX Labs' development roadmap, financial forecasts, hiring strategy, and its expected long-term contribution to the economy of the Canton of Zug.

2. Company Overview: PumpX Labs GmbH

Legal Name: PumpX Labs GmbH

Legal Form: GmbH (Limited Liability Company)

UID Number: CHE-140.779.896

Date of Incorporation: 2025

Headquarters: Dammstrasse 16, 6300 Zug, Switzerland (CV Labs)

Sector: Digital Asset Technology / Blockchain Infrastructure

Funding: Privately financed

Stage: Pre-revenue / Development phase

PumpX Labs GmbH is a Swiss technology company developing modern infrastructure for the digital asset industry. The company was incorporated in 2025 and is based in the Canton of Zug, with its office located at CV Labs — a recognized center of blockchain innovation in Switzerland.

The company focuses on building a prototype of a new-generation platform for the buying, selling, and management of digital assets, including cryptocurrencies and tokenized financial instruments. The purpose of this prototype is to serve as a foundation for a scalable, legally compliant digital asset exchange system, built from the ground up with Swiss regulatory standards in mind.

The company is currently in the development phase, with early architectural design and partnerships underway. It has already secured working infrastructure, including a bank account, office rental, and initial capital allocation to support operations.

PumpX Labs intends to apply for SRO membership in the near future and ultimately operate under a FINMA license, enabling it to offer fully regulated financial services in the blockchain space.

3. Business Model & Services

PumpX Labs GmbH is developing a digital platform that enables individuals and institutions to securely buy, sell, exchange, and manage digital assets. The goal is to create a modern and regulation-ready infrastructure that meets the growing demand for trusted and legally compliant access to cryptocurrencies and blockchain-based financial services.

The platform, currently under development, will initially offer the following core services:

- **Cryptocurrency trading:** Buy and sell major digital assets (e.g. Bitcoin, Ethereum, stablecoins) through a user-friendly and secure interface
- **Portfolio management:** Monitor asset performance and track gains/losses through real-time analytics and reporting tools
- **Digital wallet solutions:** Secure on-platform and non-custodial storage options for individual users

- Compliance-ready structure: Integration of KYC/AML systems from the beginning to ensure legal compatibility with Swiss financial laws

Future development phases may include the addition of staking services, payment solutions, and integrations with external financial systems, depending on licensing permissions and regulatory evolution.

The company's business model is based primarily on:

- Transaction fees: A small percentage (typically 1.5–2.5%) on buy/sell activity
- Premium features: Advanced analytics, user tiers, and business accounts
- Platform integrations: API access for third-party financial platforms or fintech partners
- Licensing-based services: Offering additional tools under SRO or FINMA licensing in later stages

PumpX Labs does not currently generate revenue, as the company is in the pre-launch development phase. However, its financial forecasts (see Chapter 6) anticipate user acquisition and transaction-based revenue to begin following the platform's MVP launch and early market rollout in the next 12–18 months.

The platform is being designed with scalability in mind, targeting both regional and international users, with multilingual support and modular infrastructure. All technology is being built in accordance with Swiss cybersecurity, data protection, and financial compliance expectations.

4. Market Opportunity & Strategy

The global digital asset market has experienced rapid growth over the past decade, with increasing demand for regulated, secure, and user-friendly platforms. As more individuals and institutions seek access to cryptocurrencies and blockchain-based services, the need for compliant infrastructure — particularly in jurisdictions like Switzerland — continues to grow.

PumpX Labs positions itself at the intersection of two key trends:

- Growing global adoption of digital assets
- Increased regulatory scrutiny and demand for transparency

While many international platforms operate in lightly regulated or offshore environments, PumpX Labs aims to serve a segment of users who prioritize legal compliance, data protection, and long-term reliability. This includes both retail users seeking secure access to

digital assets and professional clients (such as small businesses, family offices, or fintech startups) who require a trusted Swiss partner in the digital finance space.

Target Markets

- Retail users: Individuals seeking to buy, sell, and manage cryptocurrencies in a safe, regulated environment
- Crypto-savvy investors: Users familiar with blockchain who value Swiss legal infrastructure
- SMEs and fintech firms: Companies looking to integrate crypto services or offer white-label solutions via API
- Emerging market users: Individuals in countries with limited access to trustworthy crypto infrastructure

Strategic Approach

PumpX Labs' go-to-market strategy is structured in three phases:

Phase 1 – Development & Validation (Year 1)

- Launch MVP platform with limited functionality
- Onboard early users (invitation-based access)
- Collect data on user needs and behavior
- Begin compliance integration and initiate SRO application

Phase 2 – Growth & Regulatory Alignment (Years 2–3)

- Expand platform features and user base
- Localize platform in multiple languages
- Apply for FINMA licensing and broaden service scope
- Begin onboarding of institutional clients

Phase 3 – Scale & Internationalization (Years 4–5)

- Scale user acquisition through marketing partnerships

- Offer B2B tools and integrations for financial platforms
- Explore expansion into selected EU/EEA jurisdictions with Swiss-compliant core

Competitive Positioning

PumpX Labs differentiates itself from global competitors through:

- Swiss legal presence and regulatory alignment from day one
 - Focus on platform transparency, user protection, and AML/KYC integration
 - Modular, scalable infrastructure built to adapt to future regulatory developments
 - Operational base within Zug's blockchain ecosystem, enabling local partnerships and expertise
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5. Funding & Capital Allocation

PumpX Labs GmbH is currently funded through private contributions from its founder, who has committed up to CHF 100,000 during the company's initial 7-month setup and development phase. These funds are being used exclusively for the technical architecture and preparation of the platform prototype.

Key areas of capital allocation include:

- KYC integration and identity verification technology
- Wallet management systems, including non-custodial architecture and encryption protocols
- Security infrastructure, both at application and server levels
- P2P trading engine and order matching logic
- Core trading functionality for digital assets
- Features enabling fiat off-ramping (bank withdrawal, card cash-out, or P2P)
- Tokenized asset trading (e.g., Apple, Nvidia, and other shares)
- User interface and analytics dashboard

- Educational content hub with blockchain articles and news
- Hosting, backend services, and development tools

The prototype is being designed to accommodate the first few thousand users and will be used to validate product-market fit, security performance, and onboarding flows. This phase will be entirely financed through private funds without reliance on grants, investors, or public support.

Future funding outlook:

Following the prototype phase, the company expects to explore external sources of funding to accelerate growth. These may include:

- Swiss or EU innovation grants
- Private investors aligned with Swiss regulatory values
- Strategic partnerships with financial service providers
- Startup competitions or blockchain ecosystem funds

This blended approach — early-stage self-reliance followed by strategic fundraising — ensures a lean, focused, and compliance-first pathway for building a sustainable blockchain platform in Switzerland.

6. Financial Forecast (3–5 Years)

PumpX Labs GmbH is currently in the early development stage and is fully funded by private capital. The company does not expect to generate revenue in the first months of operation, but the financial model projects a gradual and sustainable increase in revenues as the platform gains users and scales.

The primary revenue stream will be derived from transaction fees on cryptocurrency trading activities. Additional revenue may come from premium services, enterprise integrations, and optional financial tools depending on future licensing.

The following table provides an overview of the company's projected financial development over the next five years:

PumpX.com	Estimated Users	Monthly Trading Volume (CHF)	Annual Trading Volume (CHF)	Average Commission Rate	Annual Revenue (CHF)	Swiss Employees	Estimated Net Profit (CHF)	Estimated Taxes in Zug (CHF)
2025	500	1M	12M	0.02	0.2M	1	0.0M	0.0M
2026	5000	10M	120M	0.02	2.4M	3	0.5M	0.1M
2027	20000	40M	480M	0.02	9.6M	7	3.0M	0.4M
2028	50000	100M	1200M	0.02	24.0M	15	8.0M	1.0M
2029	75000	150M	1800M	0.02	36.0M	20	12.0M	1.5M

Assumptions:

- The average commission rate on transactions is set at 2%.
- Employee count includes Swiss-based staff such as compliance officers, developers, and support roles.
- Tax calculations are based on an estimated effective corporate tax rate of ~12–13% in the Canton of Zug.
- The company does not expect to distribute dividends during the forecast period; profits will be reinvested.

These projections are conservative and assume gradual growth based on platform readiness, market expansion, and regulatory compliance milestones. They do not factor in potential outside investment or strategic partnerships, which could accelerate the trajectory.

The financial model reflects a responsible and sustainable growth plan that aligns with Swiss regulatory expectations and demonstrates the company's economic relevance to the Canton of Zug.

7. Employment Plan & Local Integration

PumpX Labs GmbH is committed to building a legally compliant, locally integrated operation in the Canton of Zug. As the company progresses from early development to full platform

deployment, it plans to establish a small but highly capable core team in Switzerland, complemented by international contributors where appropriate.

The employment strategy prioritizes local hiring for roles that are directly tied to Swiss regulatory compliance, financial governance, and platform quality assurance. The company aims to contribute to the local job market and engage Swiss-based professionals in key operational functions.

Hiring Plan (First 24–36 Months)

Phase 1: Foundation Stage (2025–2026)

- Accountant / Financial Controller (1 FTE) – responsible for bookkeeping, reporting, and tax compliance in Switzerland
- AML/Compliance Officer (1 FTE) – in charge of onboarding procedures, risk analysis, and regulatory reporting
- Legal Advisor (external contract / part-time) – handles documentation, contract reviews, and licensing preparations
- Marketing & Communications (2 FTE) – manages public communications, content strategy, and community engagement
- Technical Engineers (2 FTE) – responsible for platform development, testing, and maintenance
- Operations Manager (1 FTE) – oversees project execution, coordinates between departments, and reports directly to the management

Phase 2: Growth Stage (2027–2029)

As the company scales, it plans to gradually increase staff to 15–20 full-time employees in Switzerland, covering functions such as customer support, product management, legal operations, infrastructure security, and data analysis.

All employees will be hired under Swiss employment law, with salaries aligned to local market standards for each role. Contracts will include appropriate social contributions (AHV, ALV, BVG) and will be reported accordingly to the relevant authorities.

Integration in the Local Ecosystem

PumpX Labs is already operating from CV Labs in Zug, allowing the company to participate in Switzerland's most active blockchain hub. This co-working and innovation environment provides access to legal advisors, fintech peers, and public-private initiatives.

The company is also committed to working with Swiss-based service providers, including accounting firms, legal consultants, and compliance specialists. This reinforces the company's contribution to the local economy beyond internal staffing.

The company will prioritize hiring in Zug or the surrounding region whenever possible and will actively participate in professional networks, tech meetups, and industry events to foster integration and visibility within the Swiss business community.

8. Legal & Regulatory Roadmap

PumpX Labs GmbH is committed to building and operating its platform in full compliance with Swiss financial laws and regulations. From the outset, the company has prioritized legal structure, internal governance, and compliance design to ensure that all services — present and future — meet the standards required by Swiss regulators.

The long-term objective is to offer a fully licensed, transparent digital asset platform under FINMA supervision, while building step-by-step through the appropriate legal channels.

Step 1: Self-Regulatory Organization (SRO) Membership

The first regulatory milestone is securing membership with a recognized Self-Regulatory Organization (SRO), in accordance with the Swiss Anti-Money Laundering Act (AMLA). The company intends to apply for SRO affiliation within the first operational year, enabling it to operate as a financial intermediary under Swiss law.

The SRO membership will cover:

- Internal AML policies and procedures
- KYC onboarding for all users
- Risk-based transaction monitoring
- Staff training and reporting obligations
- Regular audits and cooperation with the supervisory body

Step 2: Application for FINMA Licensing

Following the launch of the platform and establishment of a user base, PumpX Labs plans to apply for an appropriate financial license from FINMA, based on the exact scope of services offered. This may include a license as:

- A securities firm (if secondary trading and custody is offered)
- A portfolio manager or DLT trading facility (under the FinIA/FinSA/DLT Act)
- Or another classification based on future product evolution

Licensing will be pursued proactively, based on legal guidance and dialogue with regulators, to ensure PumpX Labs maintains full legitimacy in the digital finance ecosystem.

Legal Advisory & Compliance Support

PumpX Labs GmbH is currently working with the Swiss law firm Goldblum & Partners, a legal and compliance advisory firm based in Zurich, experienced in SRO registration and FINMA licensing procedures. Goldblum & Partners is assisting the company throughout its legal structuring, including the preparation of documentation, strategic compliance planning, and regulatory correspondence.

In parallel, the company plans to appoint an internal Compliance Officer in Zug to maintain day-to-day implementation of AML/KYC requirements and support ongoing interaction with the SRO or FINMA once licensed.

This regulatory roadmap is structured to ensure that PumpX Labs is not only legally operational from the start, but also fully prepared for future supervision and scalability within the Swiss financial system.

9. Conclusion

PumpX Labs GmbH represents a new generation of digital finance ventures built on legal integrity, technological innovation, and long-term vision. Headquartered in Zug, the company is structured to comply fully with Swiss law, contribute to the local economy through taxation and employment, and serve as a responsible player in the fast-evolving digital asset industry.

The platform being developed will offer safe, scalable, and regulation-ready access to cryptocurrencies and related services — with a clear roadmap toward SRO membership and FINMA licensing. The financial forecasts and hiring plan outlined in this document reflect a conservative but realistic growth path designed to ensure value creation within the Canton of Zug.

This business journey will be carried out with the active participation and leadership of Mr. Konstantine Tsirekidze, who, as CEO, is personally invested in the company's success. His full-time presence in Switzerland will ensure hands-on execution, close collaboration with regulatory advisors, and the ability to lead the company through the critical phases of development and compliance.

PumpX Labs acknowledges the importance of a strong, rule-based economy that Switzerland — and particularly the Canton of Zug — represents. We are grateful for the opportunity to establish ourselves here and contribute meaningfully to the region's innovation ecosystem. This support empowers entrepreneurs like us to turn long working nights into meaningful, tangible results.

Prepared on July 15, 2025, by founder and CEO Konstantine Tsirekidze.

First draft version of the business plan for internal review and testing.