

Bitcoin Ben's Crypto Club – 3-Year Business Plan (Massachusetts)

1. Executive Summary

Business Name: Bitcoin Ben's Crypto Club

Location: Massachusetts (HQ in Leominster)

Founder: Bitcoin Ben

Industry: Crypto Education, Events, Networking

Focus: Regional, community-driven crypto club serving New England

Mission:

To become New England's leading cryptocurrency club—offering in-person education, social events, and investment opportunities for those interested in crypto, blockchain, and financial freedom.

Vision:

A trusted, in-person-first crypto club for real people to network, learn, and grow wealth safely in a decentralized future.

2. Investment Offer

- **Investment Sought:** \$150,000
- **Equity Offered:** 15%
- **Pre-Money Valuation:** \$850,000
- **Post-Money Valuation:** \$1,000,000
- **Investor Role:** Optional advisory seat + exclusive benefits + profit share

3. Revenue Model (Massachusetts Focus)

A. Paid Membership Tiers

- Basic: \$20/day – Newsletter, access to private events
- Premium: \$49.99/month – Weekly meetups, training workshops
- Corporate: \$500/month – Office suite, mailing address, use of facilities.

B. Local Events & Conferences

- Monthly meetups at Leominster location, focusing on Boston, Worcester, Springfield, and Providence area.
- 1 Annual Massachusetts Crypto Conference
- Partner tables, ticket sales, sponsorships
- Monthly music and entertainment

C. Educational Courses

- In-person bootcamps: Bitcoin 101, wallets, DeFi, security, and investing
- Local partnerships with libraries, community colleges, and businesses.
- Firearms training, Self Defense training, CPR Training, Yoga, and Tai Chi.

D. Merchandising / Affiliate

- Branded merchandise (shirts, hats, mugs)
- Affiliate revenue from wallets, exchanges, hardware (e.g., Ledger, Trezor)

4. Year-by-Year Plan

Year 1: Launch & Build Community (2024–2025)

- Form legal entity in MA
- Host 20+ in-person events (1/month)
- Establish brand recognition
- Build local sponsorships
- Launch membership platform + newsletter

Key Expenses: Venue rentals, staff, platform, branding

Year 2: Expand Regionally (2025–2026)

- 1st Annual New England Crypto Conference (Leominster)
- Expand events and marketing to Providence, Hartford, and Manchester NH
- Reach 400+ members
- Launch first crypto course partnerships (colleges/adult ed)
- Begin merchandise & affiliate campaigns
- Obtain Club Liquor License

Year 3: Leadership & Licensing (2026–2027)

- Create local chapters (licensed “Bitcoin Ben’s Club – Worcester,” etc.)
- Launch white-label playbook to help other cities duplicate model
- Host 2 regional conferences (Boston + Springfield)
- Offer small business crypto integration workshops

5. Target Market: Massachusetts & New England

- **Primary Cities:** Boston, Worcester, Springfield, Providence, Manchester
- **Target Audience:**
 - Age 30–75
 - Middle-class professionals, small business owners
 - Republicans, Libertarians, retirees, and blue-collar investors curious about crypto

Unique Selling Point:

Real, trustworthy crypto education and community—**not hype, no scams, no get-rich-quick schemes.**
