



THE PLAN PROTOCOL

No predictions. No panic. Just THE PLAN.

Rules-based automated crypto trading, made simple.



WHITEPAPER v1.1

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Legal Disclaimer

This whitepaper is provided for informational purposes only and describes the intended design, functionality and development of THE PLAN Protocol and THEPLAN token. It does not constitute an offer to sell, solicitation to buy, or recommendation of any security, token, financial product or investment, and is not a prospectus, offering memorandum or other regulated disclosure document. This whitepaper is not intended to create any contractual or legally binding obligations on any party. No representation is made that THEPLAN token is exempt from securities laws in any jurisdiction, and prospective participants should seek independent legal advice regarding the regulatory characterization of the token in their jurisdiction.

NO INVESTMENT ADVICE. Nothing in this whitepaper constitutes investment, legal, tax, regulatory, financial or other professional advice. Participants should obtain independent advice appropriate to their circumstances, and each participant is solely responsible for evaluating the merits and risks of any participation.

FORWARD-LOOKING INFORMATION. This whitepaper contains statements about intended functionality, development plans, token mechanics, partnerships and future growth. These forward-looking statements are subject to risks and uncertainties, including but not limited to: regulatory developments, technological changes, market conditions, competitive factors, and the ability of the Protocol to achieve intended milestones. Actual results may differ materially from those described. Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date of this whitepaper. THE PLAN undertakes no obligation to update forward-looking statements to reflect subsequent developments.

REGULATORY UNCERTAINTY. Laws governing digital assets, automated trading, utility tokens and related financial services continue to evolve and differ between jurisdictions. THE PLAN may restrict or modify access, functionality or availability where required by law or by its infrastructure partners. Participants acknowledge and accept the risk that applicable laws, regulations, or governmental actions in any jurisdiction may limit, impair, or eliminate the value, utility, or transferability of THEPLAN token or the Protocol's services, and THE PLAN shall have no liability for any such impact.

TRADING RISK. THE PLAN does not guarantee returns or capital preservation. Automated trading strategies can generate profits or losses, and users may lose some or all of the capital they deploy. Past performance, simulations and historical strategy results are not indicative of future performance.

THEPLAN TOKEN. THEPLAN is a utility token providing access to platform benefits and ecosystem participation. It does not represent equity, ownership, a claim on user assets, entitlement to Protocol revenue or a guarantee of appreciation. Holding THEPLAN token confers non-binding advisory participation rights only; it does not confer binding governance rights, voting control, or any form of legal or beneficial ownership in any THE PLAN entity or its revenue, assets, or profits. No representation is made that THEPLAN token will be classified as a utility token or non-security in any jurisdiction. A liquid secondary market may not develop or continue, and THE PLAN makes no representation regarding the future liquidity, price, or tradability of THEPLAN token.

JURISDICTIONAL RESTRICTIONS. Access to THE PLAN, THEPLAN token or related offerings may be restricted based on jurisdiction, eligibility, sanctions, regulatory requirements or the requirements of third-party infrastructure providers. Participants are responsible for ensuring their participation is lawful.

AMENDMENTS AND MODIFICATIONS. This whitepaper may be amended as the Protocol develops. The Company reserves the right to modify tokenomics, token allocation, Protocol functionality, and other elements described herein prior to the Token Generation Event. All prior versions of this whitepaper are superseded by the most current version published through THE PLAN's official channels, and participants are responsible for reviewing the latest version before making any decision.

LIMITATION OF LIABILITY. To the fullest extent permitted by applicable law, none of THE PLAN, THE PLAN Labs, THE PLAN Foundation, THE PLAN Capital Group, the Protocol Operating Entity, or any of their respective directors, officers, employees, agents, advisors, or affiliates (collectively, the "THE PLAN Parties") shall be liable to any person for any direct, indirect, special, incidental, consequential, or punitive damages of any kind (including, without limitation, loss of revenue, income, profits, use, data, or other economic advantage) arising out of or in connection with this whitepaper, THEPLAN token, the Protocol, or any reliance on the information contained herein, however caused and regardless of the theory of liability, even if any of THE PLAN Parties have been advised of the possibility of such damages.

NO RELIANCE. No person is authorized to give any information or make any representation not contained in this whitepaper, and any such information or representation should not be relied upon as having been authorized by any THE PLAN Party.

CONFLICTS OF INTEREST. THE PLAN entities, founders, team members, advisors, and their respective affiliates may hold THEPLAN tokens and may have financial or other interests in the success of the Protocol. Subject to applicable vesting requirements and other applicable conditions, such persons may acquire, hold, or dispose of THEPLAN tokens at any time, including before, during, or after any public sale or listing. Participants should be aware that these interests may create conflicts of interest.

Executive Summary

Crypto does not suffer from a lack of access. Millions of people can already open an exchange account, buy digital assets and watch markets move in real time. The challenge is not simply bringing more people into crypto. It is making crypto work for more people. Millions want better ways to put their capital to work but have little interest in becoming traders, studying charts, or navigating complex DeFi tools. The opportunity is to make sophisticated crypto strategies accessible to a much broader audience through simplicity, structure, and guided systems.

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The missing piece is not another exchange.
It is a plan.

THE PLAN is user-configured automated trading software. Users choose the important variables; THE PLAN applies advanced trading logic to those choices; and approved exchange infrastructure provides the underlying account, custody and execution functions behind the dApp. At launch, THE PLAN combines centralized market infrastructure with software-driven automation — a CeDeFi architecture designed to keep the customer experience simple.



YOUR ACCOUNT. The underlying exchange account or sub-account is provisioned and attributed to the user, even where that infrastructure is invisible within THE PLAN experience.



YOUR CHOICES. The user configures their position e.g., asset selection, investment amount, Turbo Mode on/off and profit reinvestment. The users' choices create individually configured trading setups. THE PLAN is not designed to place all users into one common portfolio.



THE PLAN AUTOMATES IT. Those choices create the user's configuration, and THE PLAN software, developed by THE PLAN Labs, applies trading rules informed by years of strategy experience without ongoing discretion by Protocol or Labs personnel.

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You configure it. **THE PLAN automates it.**

The Problem and Opportunity

Exchanges solved access. APIs made markets programmable. Bots made automation possible. Yet most users still lack a disciplined framework governing what the automation should actually do.

- ★ Crypto markets are volatile and rife with emotional overreaction.
- ★ Many users have no tested framework for entries, reserves, diversification or exits.
- ★ Bot software can automate orders without supplying a coherent strategy.
- ★ Managing multiple assets and settings becomes complex quickly.
- ★ Manual intervention can undermine otherwise consistent rules.
- ★ Support is fragmented across exchanges, software tools, educators and communities.

THE PLAN is designed for people who want structured participation in crypto without making trading a second job. In fact, THE PLAN's strategies are designed to take advantage of market volatility and can operate for extended periods without user intervention.

THE SOLUTION: THE PLAN PROTOCOL

THE PLAN grew from a crypto education initiative launched in 2020 by Dan Hollings. Over more than five years, Dan Hollings, Drew Heriot and THE PLAN team developed, refined and taught structured digital-asset trading frameworks through real market conditions. The business generated more than \$68 million in course sales and served more than 20,000 paying members across more than 150 countries.

THE PLAN productizes that experience.

Rather than asking users to build a trading methodology from scratch, THE PLAN protocol gives them access to a structured framework shaped by years of real-world development and use. Users make the important configuration choices — including the assets they want to trade, capital allocation, Turbo Mode, profit reinvestment and PLAN tier — and THE PLAN software applies the resulting rules automatically.

The platform works through established third-party exchange infrastructure rather than requiring THE PLAN to build its own exchange, custody venue or order book. This keeps the product focused on what THE PLAN believes creates the real value: strategy, automation, simplicity and consistency.

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*No predictions. No panic. Just **THE PLAN.***

How THE PLAN Works

- 1. CREATE AND VERIFY AN ACCOUNT.** The user begins inside THE PLAN dApp. Identity, eligibility and jurisdictional checks are completed through the applicable workflow; where supported, an approved exchange partner may provide the underlying KYC service.
- 2. PROVISION THE TRADING ACCOUNT.** Through Protocol integrations, the 3rd party exchange provisions the underlying user-attributed exchange account or sub-account required for execution. The user does not need to bring, connect or independently operate a separate exchange account. Funding and account actions are presented through THE PLAN's dApp.
- 3. CONFIGURE THE PLAN.** Within minutes, the user chooses the digital assets to trade in bots, investment amount, Turbo Mode on/off, profit reinvestment percentage and PLAN tier (A–D). Additional supported choices may be introduced over time.
- 4. ACTIVATE.** The user's selections create an individual configuration. THE PLAN software applies advanced strategy logic informed by years of real-world experience to generate the trading instructions.
- 5. EXECUTE.** Orders are routed seamlessly in the background to spot markets with deep liquidity.
- 6. RECONCILE AND REPORT.** THE PLAN's technology reconciles intended orders with exchange acknowledgements, fills, balances and fees, and the Protocol's dApp highlights all important information to the user including capital, realized results, unrealized P&L, available balance and charges.
- 7. MANAGE PROFIT.** After the applicable Protocol Fee, the user's reinvestment percentage determines how much net bot profit is compounded into their position. The remainder is sent to their Available Balance and available for withdrawal.
- 8. MANAGE OR EXIT.** Users can manage or close their own configured positions at any time.

Why THE PLAN Can Win



MARKET EXPERIENCE. The underlying frameworks have been refined through more than five years of real-world use across changing market conditions.



STRATEGY KNOW-HOW. THE PLAN Labs is developing its trading logic and software from years of accumulated strategy experience, while the detailed implementation, parameters and system logic used in the Protocol remain protected.



GUIDED SIMPLICITY. Generic trading tools often give users excessive flexibility; THE PLAN provides a developed framework so users can make the important choices without having to design the underlying trading strategy themselves.



RETURNS COME FROM TRADING, NOT TOKEN INCENTIVES. THE PLAN is designed so bot profit is generated through trading activity rather than subsidized through newly issued tokens.



EXISTING DISTRIBUTION. THE PLAN begins with a global community already familiar with the philosophy and trading frameworks behind the platform.



PROVEN LAUNCH CAPABILITY. Dan Hollings and Drew Heriot have helped lead two major global launches: *The Secret* movie (2006), a worldwide commercial phenomenon, and *THE PLAN* (2021), which generated more than \$68 million in sales.

Target Audience

USERS SEEKING STRUCTURED MARKET PARTICIPATION. THE PLAN Protocol is designed for people looking beyond traditional savings, bonds and dividend strategies for new ways to put their money to work, without having to become active traders or manage complex crypto tools themselves, such as:

EXISTING THE PLAN COMMUNITY. Over several years, THE PLAN's educational programs have attracted a substantial global audience and established a strong reputation for structured, rules-based digital-asset participation. This long-standing engagement demonstrates clear market interest in THE PLAN's methodology. It is anticipated that there will be strong interest in the Protocol among this community and followers of THE PLAN's educational initiatives. Select users may also participate as beta testers during the build phase. A broad awareness base and proven market reach are already in place.

THE 50+ DEMOGRAPHIC. A significant portion of THE PLAN's historical audience has been **over 50 years old**—a demographic that values clarity, simplicity, and guided systems. This group remains one of the largest untapped segments in digital assets and has shown strong engagement with structured, rules-based approaches. The Protocol is designed to appeal to similar users as it scales: individuals who want disciplined participation without the complexity or risk-heavy behavior common in many crypto platforms.

AI AGENT READY. AI agents are emerging as a fast-growing way for people and software to discover, evaluate and interact with financial products. THE PLAN is being designed so that, as this market continues to develop rapidly, AI agents can help users discover the platform, understand available options and interact with supported workflows. The trading strategies themselves are **not AI-generated**. They are based on THE PLAN's advanced trading algorithms, developed and refined through years of real-world use.

SOCIAL-IMPACT COMMUNITIES. Through THE PLAN for Good, the Protocol also serves families, charities, and community organizations seeking long-term, automated funding mechanisms rather than one-time contributions. This expands the audience beyond individual users into mission-driven communities.

THEPLAN Utility Token

THEPLAN is intended to support access, participation and alignment within THE PLAN ecosystem while remaining separate from the trading engine. The underlying strategy does not require THEPLAN to appreciate in value in order to function. The token's primary uses include:

-  Protocol Fee discounts by locking THEPLAN to qualify for PLAN tiers.
-  Contributor, team, advisor and partner incentives subject to vesting.
-  Security incentives including bug bounties.
-  Event, education and community-access benefits.
-  Non-binding community sentiment and advisory participation
e.g., **THE PLAN for Good** charity selection.

THEPLAN is not intended to represent equity, or an entitlement to platform revenue.

THEPLAN TOKENOMICS

INITIAL SUPPLY: 1,000,000,000 THEPLAN.

LIQUIDITY: The protocol intends to provide initial liquidity for THEPLAN token on decentralized exchanges, including Uniswap, at or following the Token Generation Event (TGE), and may engage a market maker to support orderly secondary market conditions.

MICRO-BURNS: The protocol employs programmatic micro-burns — small token destructions of [approximately 0.01%](#) of the THEPLAN locked in a position, applied when that position is closed. These burns occur regardless of market conditions and are designed to be subtle, rules-based and predictable.

TOKEN ALLOCATION: The initial supply will be allocated among investors, founders and contributors, advisors, ecosystem and community initiatives, liquidity and the Protocol Treasury. Token allocations will be subject to defined vesting or release schedules, intended to support long-term alignment and limit excessive supply entering circulation at any one time.



TOKEN ALLOCATION BY BUCKET

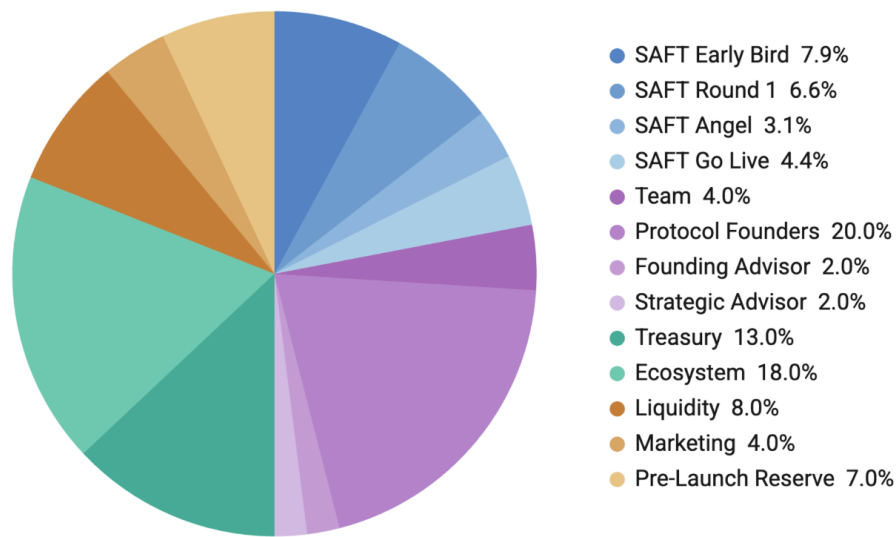


Figure 1. THEPLAN's initial supply is allocated across capital formation, contributors, liquidity and long-term ecosystem development—supporting both a strong launch and sustainable growth.

MONTHLY TOKEN UNLOCK BY BUCKET

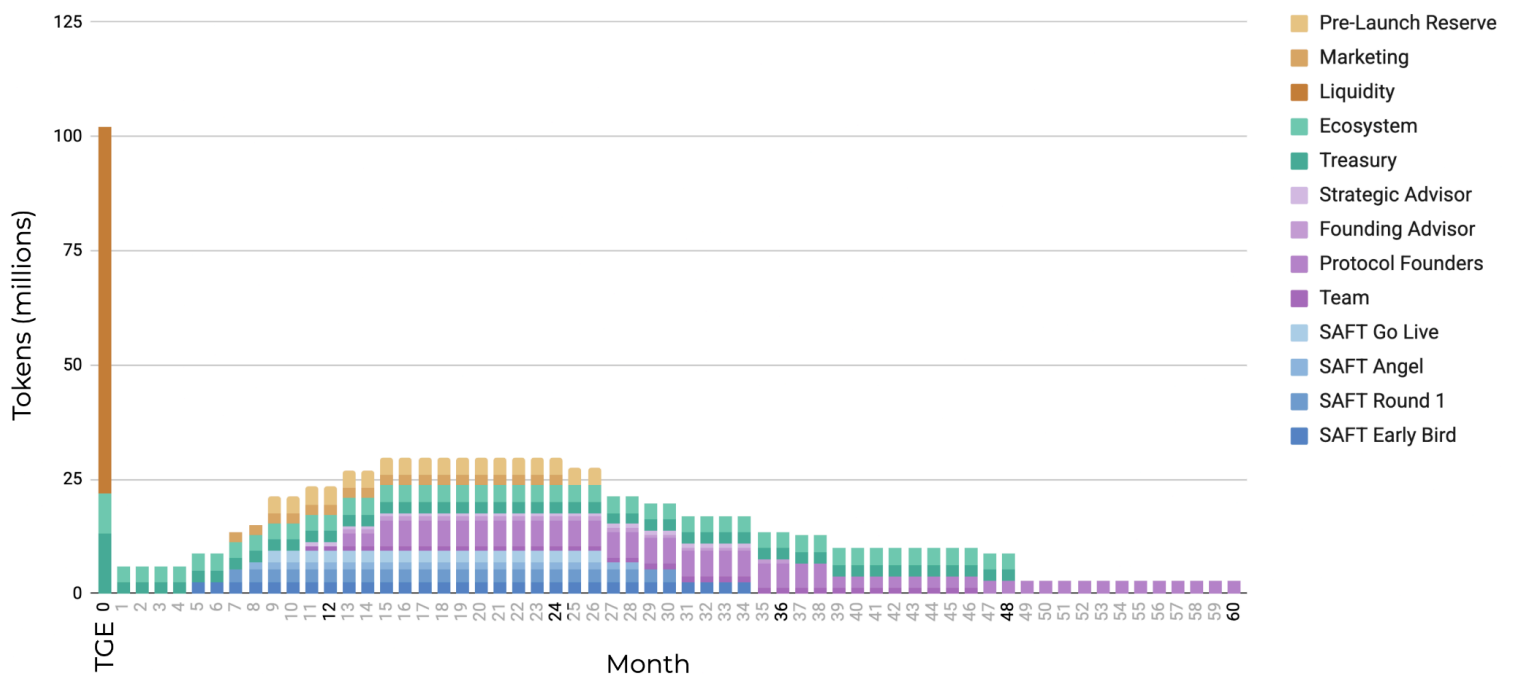


Figure 2. THEPLAN tokens are released gradually over time to promote long-term alignment and a healthier token ecosystem.

CIRCULATING SUPPLY (CUMULATIVE VESTED)

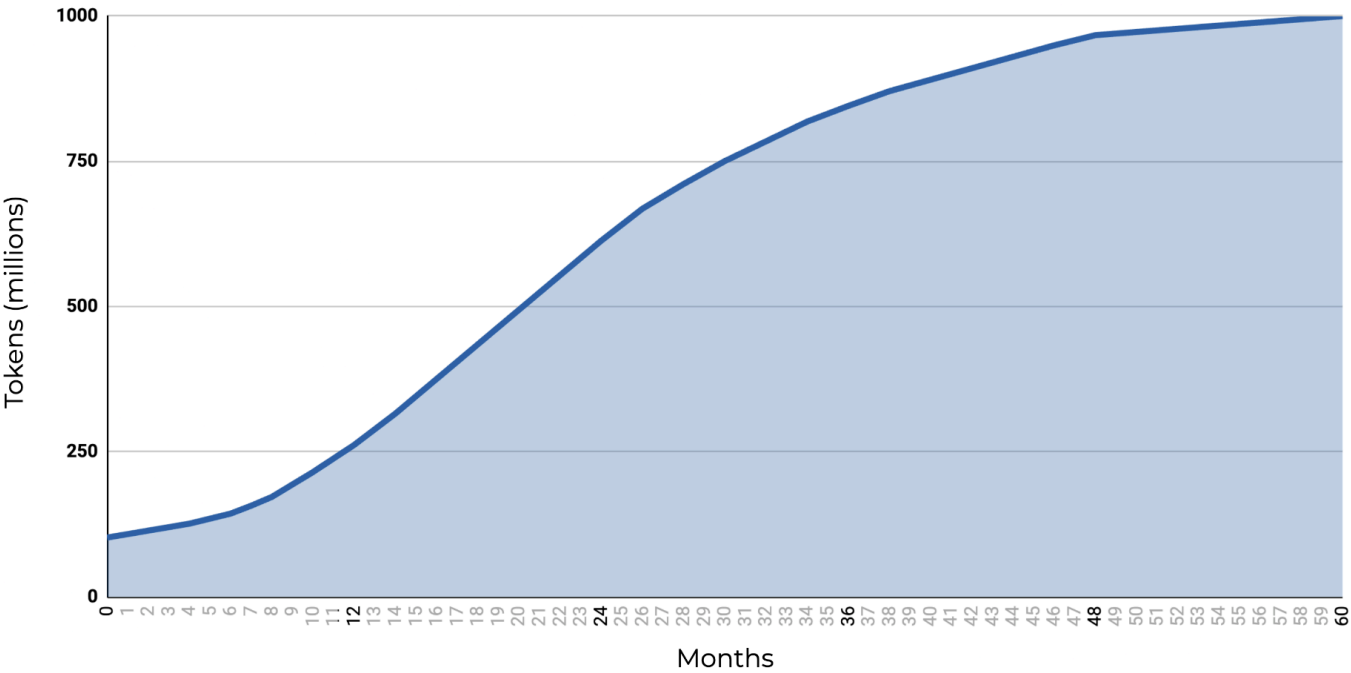


Figure 3. Most of THEPLAN tokens unlock progressively over five years, limiting the supply eligible for release at launch while allowing it to grow alongside the ecosystem.

Detailed allocation and vesting are disclosed in the applicable offering and token documentation rather than repeated here. Vesting terms, including cliff periods and installment schedules, may vary by offering round and are subject to the specific SAFT executed by each investor.

LONG-TERM ECOSYSTEM SUSTAINABILITY

THEPLAN is designed to retain the flexibility to support the ecosystem well beyond its initial treasury allocation. Ten years from now, we do not want the Protocol to be structurally constrained from attracting developers, strengthening security, entering new markets or funding strategic initiatives that materially expand the ecosystem. Accordingly, beginning four years after TGE, the Protocol may mint up to 2% of the total outstanding token supply (calculated as of the first day of the applicable measurement period) in any rolling 365-day period, solely for purposes of ecosystem development, security, growth, or strategic expansion, and expressly excluding ordinary operating expenses. Minting is not automatic. Issuance defaults to zero and must be explicitly approved through the governance process set forth in the Protocol's governance documentation, which requires approval by a supermajority of the designated multisignature keyholders. Unused annual issuance capacity does not roll forward.

Additional issuance may only be approved for defined ecosystem purposes:

- 01 **Build:** developers, technology, integrations
- 02 **Protect:** audits, bug bounties, security research
- 03 **Grow:** users, partners, ecosystem contributors
- 04 **Expand:** strategic market/infrastructure initiatives

Importantly, this mechanism is not designed as a “print and sell” facility for funding ordinary Protocol expenses. It exists as a constrained long-term tool for initiatives that materially strengthen the utility, security, adoption or resilience of THE PLAN ecosystem.

Protocol Economics

THE PLAN Protocol is designed to generate sustainable, activity-based revenue rather than charging flat management fees on deployed capital. Its two primary revenue sources are **Protocol Fees** on realized bot profit and **Exchange Partner Revenue**.

1. PROTOCOL FEE

The Protocol Fee ranges from **10% to 25% of realized bot profit** depending on the user's PLAN tier. The fee applies only when a bot generates realized profit; no Protocol Fee is assessed on deployed capital, idle reserves or unrealized gains. Users can access lower Protocol Fees by locking THEPLAN alongside their position. Protocol Fees are clearly disclosed before a position is activated and calculated automatically according to the user's selected PLAN tier.

TIER	THEPLAN LOCKED	PROTOCOL FEE
A	20% of position value	10%
B	10% of position value	15%
C	1% of position value	20%
D	None	25%



TIER A

 20% locked token

\$100 bot profit
- **\$10** protocol fee
= \$90 net profit



TIER D

 NO locked token

\$100 bot profit
- **\$25** protocol fee
= \$75 net profit

2. EXCHANGE PARTNER REVENUE

THE PLAN may also receive commercial revenue from approved exchange partners that execute trading activity generated through the platform. This may include a share of trading fees or other agreed partner commissions. These commissions are paid by the exchange under its commercial arrangement with THE PLAN. Exchange-partner revenue is separate from the Protocol Fee and does not reduce the user's bot profit beyond the exchange trading fees already charged on the underlying trades.

THE PLAN for Good

In addition to private bots created for an individual user, social bots can be created for a person, community or cause. We call these social bots, **THE PLAN for Good**.

The intent is similar to a GoFundMe campaign — but instead of contributions being collected and spent, THE PLAN for Good creates the possibility of turning a moment of generosity into a long-term funding engine. Users create a shareable fundraising page that allows contributions to be added to dedicated trading automations. These Plan for Good bots remain active over time, with realized bot profit available to support the nominated beneficiary.

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Give once. **Keep doing good.**

For example...

A CHILD'S FUTURE. Friends and family contribute to a social bot established for a child, with bot profits available over time to support education, medical needs or future opportunities.

A COMMUNITY PROJECT. Supporters contribute to a bot for a school, sporting club, theatre company or community organisation, creating an ongoing source of funding rather than relying only on repeated fundraising campaigns.

A CAUSE THAT MATTERS. A social bot can support a registered charity, conservation project, medical-research initiative or other cause, with realized bot profit directed toward its ongoing work.

THE PLAN for Good will feature philanthropic bots funded by the Protocol's own treasury. Charities and causes will be nominated and voted upon by holders of THEPLAN token.

Trust, Security and Risk

Crypto involves risk. THE PLAN is not designed to pretend otherwise. Strategies can underperform, exchanges or APIs can fail, markets can become illiquid, stablecoins can lose their peg, software can contain vulnerabilities, regulation can change and users can lose money, so THE PLAN does not promise guaranteed returns. Its objective is to provide a more structured way to participate in crypto while reducing avoidable complexity, emotional decision-making and the risks that come from trading without a consistent plan.

TRY BEFORE GOING LIVE. Demo Mode lets users experience THE PLAN with simulated capital and live market data before committing real funds.

DESIGNED FOR STRONGER PORTFOLIOS. Eligible assets must meet defined standards for market history, liquidity and market quality. Users can diversify across multiple assets, while part of their capital remains in reserve for future strategy actions rather than being fully deployed immediately.

SPOT FIRST. THE PLAN's initial strategies are designed around spot trading rather than leveraged derivatives, avoiding liquidation and funding-rate mechanics in the core launch product.

INDIVIDUAL CONFIGURATIONS, NOT ONE POOLED FUND. Users choose key settings including assets, capital, Turbo Mode, reinvestment percentage and THEPLAN tier. Trading activity remains attributable to the relevant user rather than being combined into one common portfolio.

RESTRICTED PERMISSIONS AND FINANCIAL CONTROLS. Exchange permissions are limited to what the system needs. Orders, fills, balances and fees are reconciled. Where predefined technical or operational conditions are triggered, the software may automatically pause affected activity until the condition is resolved.

SECURITY IS BUILT INTO THE INFRASTRUCTURE. Authentication, access controls, credential management, code review, testing, logging and incident-response procedures are core requirements.

Detailed risk disclosures are provided in the applicable user and offering documents.

Structure

THE PLAN uses a multi-entity structure designed to separate software development, Protocol operations, exchange infrastructure, governance and token issuance.

THE PLAN LABS — CAYMAN ISLANDS develops the software and strategy technology used by THE PLAN Protocol.

THE PLAN FOUNDATION, LTD. — CAYMAN ISLANDS provides the Protocol's governance layer.

THE PLAN CAPITAL GROUP LTD. — BRITISH VIRGIN ISLANDS issues THEPLAN utility token and is the issuer under the applicable SAFT and private offering documentation.

THE PLAN OPERATIONS LTD. — PANAMA will operate THE PLAN user experience and integrate the platform with approved third-party exchange and infrastructure providers. Its final jurisdiction will be established in accordance with legal, regulatory and commercial requirements.

APPROVED EXCHANGE & INFRASTRUCTURE PROVIDERS bring services such as user-attributed accounts or sub-accounts, KYC where applicable, custody, liquidity and spot-market execution.

Team

THE PLAN Labs brings together the strategy, technology and operating experience required to build and scale the Protocol.



DAN HOLLINGS — ADVISOR

Dan launched THE PLAN in 2020 and built the education initiative into a global business serving more than 20,000 paying members. His contribution includes founding vision, brand, community and strategic direction.



DREW HERIOT — CHIEF PRODUCT & STRATEGY OFFICER

Drew has spent more than five years developing and teaching THE PLAN's core digital asset strategies and brings a track record of leading ambitious projects to global success, including directing the worldwide phenomenon, *The Secret*.



IAN JASCOURT — COO AND CFO

With a computer-science background, Ian builds and scales the systems, teams, and processes behind the company's growth.



MATTHEW FISHER — DIRECTOR OF OPERATIONS

Matt has spent two decades building enterprise-grade software used by companies like Toyota, Disney, DHL, McDonald's, and United Airlines.



ALICE SHIKOVA — CMO & AI GROWTH STRATEGIST

Alice is a Web3 fintech marketing leader, specializing in go-to-market, adoption, and AI-native growth — an AgentFi expert and co-founder of a Web3 marketing community in Lisbon.



ASHLEY ARMSTRONG — CHIEF EDUCATION OFFICER

Ashley is a TEDx speaker, bestselling author, and Entrepreneur.com contributor — featured on NBC, CBS, ABC, and FOX.



DANIEL HALL — DIRECTOR OF BUSINESS RELATIONS

Daniel is a USA Today and Wall Street Journal bestselling author — and also an attorney and a registered nurse.



ANTHONY HALL — CRYPTO MARKET QUANT RESEARCHER

Anthony brings 15+ years in publishing and financial communications, turning complex ideas into clear, compelling narratives.



SARAH STERNBERG — DIRECTOR OF AI SYSTEMS

Sarah developed an accounting method for \$18.8B in commercial real-estate assets and a model that helped raise over \$1B in capital.



ROXY STEPHENSON — DIRECTOR OF CUSTOMER EXPERIENCE

Roxy spent six years at Microsoft partnering with CIOs and leaders on major technology initiatives.

Roadmap

EARLY 2026 — FOUNDATION & VALIDATION. This phase established the legal, technical, and organizational foundation required for Protocol development. Completed core regulatory and structural analysis; established the multi-entity Protocol architecture; developed the whitepaper, initial tokenomics, and utility mechanics; incorporated the software, governance, and token-issuing entities; conducted strategy and liquidity testing; and assembled the initial founding and advisory team.

LATE 2026–2027 — CAPITAL FORMATION, BUILD & INTEGRATE. This phase focuses on converting the Protocol design into a fully integrated, production-ready system. Initiate the SAFT/private token round; expand technical, product, and operating teams; finalize exchange-integration architecture and jurisdictional workflows; build the strategy engine, execution adapters, ledger and reconciliation systems, onboarding flows, dashboard experience, and security controls. Progress from simulation to internal live-capital trading and systematic failure testing.

2027 — DEMO BETA & PRODUCTION TESTING. This phase ensures the Protocol meets operational, security, and reliability standards before accepting user capital. Launch Demo Mode to a controlled cohort, enabling users to experience the Protocol with simulated capital and live market data. Continue live-market testing with internal capital only. Validate onboarding, configuration, execution, reconciliation, exits, support workflows, and abnormal-market procedures. Complete required security testing, audits, and remediation ahead of external launch.

2027–2028 — TGE & CONTROLLED LIVE LAUNCH. This phase transitions the Protocol from internal testing to real-world operation under controlled conditions. Conduct the Token Generation Event once product, legal, exchange-infrastructure, and security readiness thresholds are met. Activate finalized THEPLAN utility. Begin live trading with a controlled cohort of eligible users and expand progressively as defined operational and risk-management thresholds are achieved.

BEYOND — COMMUNITY SCALE & ECOSYSTEM EXPANSION. This phase focuses on scaling the ecosystem, strengthening infrastructure, and broadening global reach. Open THE PLAN to the wider eligible community; add approved execution venues, assets, and strategy configurations; develop institutional and B2B capabilities; enhance the platform using live operating data; and expand jurisdictions selectively.

Mission

Our mission is to unlock human potential by making financial freedom simpler, fairer and more accessible. When people no longer spend their lives worrying about money, they bring meaningful ideas to life, raise stronger families, create beautiful things, care for others, solve humanity's biggest challenges and pursue dreams that would otherwise be left behind.

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*We believe the world becomes a better place when more people are **free** to do what they were **born** to do.*



*Learn more about THE PLAN protocol
and follow development at*
theplanlabs.com