

BELLROSE CAPITAL



Bell Rose Capital, Inc. June 30, 2017 Quarterly Report

ITEM1 NAME OF THE ISSUER AND ITS PREDECESSORS (if any):

Bell Rose Capital, Inc.: November 2013 to present
Formerly: Deep Blue, Inc.: February 2006 to November 2013
Formerly: Velocity International Corp.: April 2004 to February 2006
Formerly: Inca Enterprises Corp.: January 2004 to April 2004
Aid Auto Stores, Inc.: December 15, 2003 (Inception) to January 2004

ITEM 2 ADDRESS OF THE ISSUER'S PRINCIPAL EXECUTIVE OFFICES:

Address: 650 California Street, 7th Floor, San Francisco, CA 94108
Phone: (415) 841-3570
Website: www.bellrosecapital.net

ITEM3 SECURITY INFORMATION:

Trading symbol: BELR
Exact title and class of securities outstanding: Common Stock
CUSIP: 243694 109
Par or Stated Value: \$0.001
Total shares authorized: 500,000,000 as of June 30, 2017
Total shares outstanding: 20,278,488 as of June 30, 2017

Additional Classes:

Trading symbol: None
Exact title and class of securities outstanding: Preferred Stock
CUSIP: None
Par or Stated Value: \$0.001

Total shares authorized: 20,000,000 as of June 30, 2017
Total shares outstanding: 0 as of June 30, 2017

Transfer Agent

Pacific Stock Transfer Co.
6725 Via Austi Parkway, Suite 300
Las Vegas, NV 89119
800-785-7782
<http://www.pacificstocktransfer.com>
info@pacificstocktransfer.com

Is the Transfer Agent registered under the Exchange Act? Yes No

List any restrictions on the transfer of security: None.

Describe any trading suspension orders issued by the SEC in the past 12 months: None.

List any stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months: The Company is in the process of implementing a new business plan, and new direction. Pursuant to these matters, the Company is executing a reverse stock split. Effective as of October 23, 2017, upon the Financial Industry Regulatory Authority's (FINRA) approval, the Company's common stock will be reversed in the ratio of 100 to 1. For every one hundred (100) shares issued and outstanding of the Company, will be combined into and automatically become one (1) outstanding share of common stock of the Company and any fractional shares resulting from the reverse split shall be rounded to the nearest whole share.

ITEM 4 ISSUANCE HISTORY

During the twelve months ended December 31, 2015, the Company issued no shares of capital stock.

During the twelve months ended December 31, 2016, the Company issued 20,000,000 shares of common stock. These shares were valued at par of \$0.001, for total non-cash expense of \$20,000.

During the six months ended June 30, 2017, the Company issued no shares of capital stock.

ITEM 5**FINANCIAL STATEMENTS****Bell Rose Capital, Inc.****Table of Contents**

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Bell Rose Capital, Inc.
Balance Sheets
(Unaudited)

	June 30, 2017	December 31, 2016
<u>ASSETS</u>		
Current Assets:		
Cash	\$ -	\$ -
Total Assets	\$ <u>-</u>	\$ <u>-</u>
<u>LIABILITIES AND STOCKHOLDERS' EQUITY (DEFICIT)</u>		
Accounts payable	\$ -	\$ 3,311
Related party payables	41,276	16,780
Total Liabilities	41,276	20,091
Stockholders' Equity (Deficit):		
Preferred stock, \$0.001 par value; 20,000,000 shares authorized, no shares issued and outstanding	-	-
Common stock, \$0.001 par value; 500,000,000 shares authorized, 20,278,488 and 20,278,488 shares issued and outstanding, respectively	20,278	20,278
Additional paid-in capital	304,336	300,825
Accumulated deficit	(365,890)	(341,194)
Total Stockholders' Deficit	(41,276)	(20,091)
Total Liabilities and Stockholders' Deficit	\$ <u>-</u>	\$ <u>-</u>

The accompanying notes are an integral part of these unaudited condensed financial statements.

Bell Rose Capital, Inc.
Statements of Operations
(Unaudited)

	For the Three Months Ended		For the Six Months Ended	
	June 30,		June 30,	
	2017	2016	2017	2016
Revenue:	\$ -	\$ -	\$ -	\$ -
Operating Expenses:				
General & administrative expenses	22,400	357	24,696	702
Total operating expenses	22,400	357	24,696	702
Loss from operations	(22,400)	(357)	(24,696)	(702)
Loss before income taxes	(22,400)	(357)	(24,696)	(702)
Provision for income taxes	-	-	-	-
Net loss	\$ (22,400)	\$ (357)	\$ (24,696)	\$ (702)
Basic loss per share	\$ (0.00)	\$ (0.00)	\$ (0.00)	\$ (0.00)
Basic weighted average shares	20,278,488	278,488	20,278,488	278,488

The accompanying notes are an integral part of these unaudited condensed financial statements.

Bell Rose Capital, Inc.
Statements of Cash Flows
(Unaudited)

	For the Six Months Ended June 30,	
	2017	2016
Cash flows from operating activities:		
Net loss	\$ (24,696)	\$ (702)
Adjustments to reconcile net cash provided by (used in) operating activities:		
Changes in assets and liabilities:		
Accounts payable	200	714
Net cash provided by (used in) operating activities	(24,496)	12
Cash flows from investing activities:	-	-
Cash flows from financing activities:		
Proceeds from a related party	24,496	-
Net cash provided by financing activities	24,496	-
Net increase (decrease) in cash	-	12
Cash, beginning of period	-	(12)
Cash, end of period	\$ -	\$ -
<u>Non-cash investing and financing activities:</u>		
Forgiveness of related party debt	\$ 3,511	\$ -

The accompanying notes are an integral part of these unaudited condensed financial statements.

Bell Rose Capital, Inc.
Notes to the Financial Statements
June 30, 2017
(Unaudited)

NOTE 1 - ORGANIZATION AND DESCRIPTION OF BUSINESS

The Company incorporated in the State of Colorado on December 15, 2003, as Aid Auto Stores, Inc. On January 7, 2004, the Company changed its name to Inca Enterprises Corp and again on April 21, 2004 to Velocity International Corp. Deep Blue, Inc, a wholly owned subsidiary of Velocity was formed in Nevada in May 2005. In February 2006 Velocity was merged with Deep Blue, Inc. In November 2013, the Company changed its name to Bell Rose Capital, Inc., a Nevada corporation.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation

The Company's unaudited condensed financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP"). The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results may differ from those estimates. The accompanying unaudited condensed financial statements reflect all adjustments, consisting of only normal recurring items, which, in the opinion of management, are necessary for a fair statement of the results of operations for the periods shown and are not necessarily indicative of the results to be expected for the full year ending December 31, 2017. These unaudited condensed financial statements should be read in conjunction with the financial statements and related notes for the year ended December 31, 2016.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Recent Accounting Pronouncements

The Company has implemented all new accounting pronouncements that are in effect. These pronouncements did not have any material impact on the financial statements unless otherwise disclosed, and the Company does not believe that there are any other new accounting pronouncements that have been issued that might have a material impact on its financial position or results of operations.

NOTE 3 - GOING CONCERN

The accompanying unaudited financial statements have been prepared on a going concern basis, which contemplates the realization of assets and the satisfaction of liabilities in the normal course of business. The Company has had minimal revenue and has accumulated a deficit of \$365,890 as of June 30, 2017. The Company requires capital for its contemplated operational and marketing activities. The Company's ability to raise additional capital through the future issuances of common stock is unknown. The obtainment of additional financing, the successful development of the Company's contemplated plan of operations, and its transition, ultimately, to the attainment of profitable operations are necessary for the Company to continue operations. These conditions and the ability to successfully resolve these factors raise substantial doubt about the Company's ability to continue as a going concern. The financial statements of the Company do not include any adjustments that may result from the outcome of these uncertainties.

NOTE 4 - RELATED PARTY TRANSACTIONS

As of June 30, 2017 and December 31, 2016, the Company owed Joseph Passalacqua, the former CEO \$9,180 and \$9,180, respectively. The advances were used to pay for operating expenses, are non-interest bearing and due on demand.

As of June 30, 2017 and December 31, 2016, the Company owed Cobalt Blue, LLC, a company owned by to Mr. Passalacqua \$7,600 and \$7,600, respectively. The amount due is non-interest bearing and due on demand.

On December 1, 2016, the Company issued 20,000,000 shares of common stock to Mr. Passalacqua for services. The shares were valued at par of \$0.001, for total non-cash expense of \$20,000.

During the six months ended June 30, 2017, Michael Cao, the new CEO advanced the Company \$24,496. The advance was used to pay for operating expenses, is non-interest bearing and due on demand.

NOTE 5 – SUBSEQUENT EVENTS

In accordance with SFAS 165 (ASC 855-10) management has performed an evaluation of subsequent events through the date that the financial statements were issued and has determined that it does not have any material subsequent events to disclose in these financial statements.

ITEM 6 DESCRIBE THE ISSUER'S BUSINESS, PRODUCTS AND SERVICES

A. Description of the issuer's business operations:

The Company's mission is to provide real time, 24/7/365 security, tracking and consulting for digital currency companies within the ethereum ("ether", or "eth") eco-system. Due to the risks of digital currency theft, the demand for secure storage and secure wallet type services have become a key component to ownership of digital currencies. The Company believes that there are limited options currently where owners can store their digital currency securely and believes it can provide services as an alternative to current options for ethereum such as a multi-signature wallet. In addition, the Company seeks to provide consulting for ether companies by helping them manage their planning, security and training process.

The Company has two methods to generate revenue: (1) by providing security and storage for ether tokens, (2) by consulting other ethereum companies with planning, security, training and support for their products and services. The Company intends to charge a 1% security and storage fee per year for ether clients. It also intends to enter into consulting agreements with Ethereum companies with a minimum contract size of \$150,000.

B. Date and State (or Jurisdiction) of Incorporation: May 16, 2005 - Nevada

C. The issuer's primary and secondary SIC Codes: 7370/7371

D. The issuer's fiscal year end date: 12/31

E. Principal products or services, and their markets: Security Software Services

ITEM 7 DESCRIBE THE ISSUER'S FACILITIES

The Company is headquartered in San Francisco CA, and occupies a small shared office suite. The office's purpose is to serve as its main headquarters. The Company conducts business in non-centralized locations around the world via the Internet.

ITEM 8 OFFICERS, DIRECTORS AND CONTROL PERSONS

A. Names of Officers, Directors, and Control Persons.

Full Name: Michael Cao

Positions: President, Chief Executive Officer, Chief Financial Officer, Secretary and Chairman of the Board of Directors

Business Address: 650 California Street, 7th Floor, San Francisco, CA 94108

Compensation: None

Ownership: No shares of common stock

Biography –Mr. Cao is a tech entrepreneur and crypto-currency industry specialist. He has been heavily involved in the industry since 2012, including trading in crypto currencies and founding and managing a crypto mining facility in the US and the largest Scrypt ASIC retail website

Zoomhash.com. Michael was awarded the 2014 Shopify-build-a-business contest allowing him the mentorship of Mark Cuban, Arianna Huffington, and other business leaders. Michael maintains strong relations with various industry players, including developers, exchanges and miners (both in China and the US). He is currently a member of the Satoshi Roundtable, a strictly invitation-only limited group of leaders involved in blockchain technology, and regularly speaks on Bitcoin and the mining industry. Michael entered college at the age of 14 and was also a consultant to the HBO cable television show Silicon Valley.

Full Name: Umarkhon Toktabaev

Position: Member of the Board of Directors

Business Address: 650 California Street, 7th Floor, San Francisco, CA 94108

Compensation: None.

Ownership: 20,000,000 shares of common stock

Biography –Mr. Tokhtabaev graduated from the Kazakh State Juridical University, Kazakhstan Institute of Management, Economics and Forecasting. He began his career in 1995 year in the Ministry of Finance and Forecast Planning as a Lead Expert in Uzbekistan. From 1996 up to 2007 years he worked in private companies throughout Central Asia, from 2008 to 2011 years – in Kazakhstan President Administration in the role of the lead Finance and Budget Monitoring Department. Since 2011, he has taken a leading role in business development and fund management throughout Central Asia including Tajikistan, Uzbekistan, and Kazakhstan. Mr. Tokhtabaev was instrumental in developing Central Asia commodity exchanges. Since 2014, he has been heavily involved in cryptocurrencies.

Full Name: Richard Chiang

Position: Member of the Board of Directors

Business Address: 650 California Street, 7th Floor, San Francisco, CA 94108

Compensation: None.

Ownership: No shares of common stock

Biography – Mr. Chiang is the founder of Tech Associates, Inc., a financial advisory firm engaged in assisting emerging growth companies with compliance and capital markets consulting. From 2012 to present, he holds the position of managing partner and sole owner of Tech Associates Inc. From 2009 to 2012, he was employed by financial advisory firms engaged in cross borders transactions in China, as a Managing Director of private equity and associate partner. From 2005 to 2009, he was an independent consultant specializing in corporate and securities consulting services for small and medium sized companies. Prior to that he was a licensed Series 7, Series 64, Series 65, Series 24 (2011), having started his career at Lehman Brothers Inc. and subsequently held senior executive positions at Bear, Stearns & Co., Inc, Cruttenden Roth, Inc. (Roth Capital Partners LLC) and for Wedbush Morgan Securities, Inc. (Wedbush Securities Inc.) He has experience in several areas within the financial services industry such as securities trading, mergers and acquisitions, private wealth management, private equity and corporate finance. He has B.S. in business administration from the University of California, Berkeley, Haas School of Business.

B. Legal/Disciplinary History. Please identify whether any of the foregoing persons have, in the last five years, been the subject of:

1. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses):

None.

2. The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities:

None.

3. A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated:

None

4. The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities:

None.

C. Beneficial Shareholders. The following table sets forth, as of September 19, 2017, the name, address and shareholdings or the percentage of shares owned by all persons beneficially owning more than ten percent (10%) of any class of Bell Rose Capital, Inc.'s equity securities.

Name	Number of Shares Beneficially	Class	Percentage of Class ⁽¹⁾
Umarkhon Toktabaev Suite 1493, 111 West George Street, Glasgow, G2, 1QX, Scotland, UK	20,000,000	Common	98.60%

1) The above percentages are based on 20,278,488 shares of common stock outstanding as of September 19, 2017.

ITEM 9 THIRD PARTY PROVIDERS:

Legal Counsel

Jones & Haley, P.C.
115 Perimeter Center Place NE
Atlanta, GA 30346
Phone: (770) 674-6134

Accountant or Auditor

De Leon & Company, P.A.
Address: 510 NW159th Lane
Pembroke Pines, Florida
Phone: (954) 445-6478

Investor Relations Consultant

None.

Other Advisor.

Tech Associates Inc.
460 Brannan Street, Suite 78064
San Francisco, CA 94107

ITEM 10 ISSUER CERTIFICATION

I, Michael Cao, certify that:

1. I have reviewed this Quarterly Report of Bell Rose Capital, Inc.;
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

Date: September 19, 2017

/s/ Michael Cao

Michael Cao

Chief Executive Officer

(Principal Executive Officer)

I, Michael Cao, certify that:

1. I have reviewed this Quarterly Report of Bell Rose Capital, Inc.;
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

Date: September 19, 2017

/s/ Michael Cao

Michael Cao

Chief Financial Officer

(Principal Financial Officer)