

Business Plan & Valuation Presentation



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OUR VISION & MISSION

Our Mission

AquaLux is committed to delivering exceptional vehicle cleaning and detailing services that enhance and protect the appearance of our customers' cars. We achieve this by prioritizing the use of eco-friendly products and cutting-edge technology, while maintaining a focus on convenience and customer satisfaction. Our mission is to make a tangible difference by providing top-tier car wash services that not only meet but exceed our customers' expectations, all while responsibly reducing our environmental footprint.

Our Vision

AquaLux envisions a future where environmentally sustainable car care is the industry standard, and top-tier service is accessible to all vehicle owners. We aspire to set the benchmark for automotive maintenance by continuously innovating our services and expanding our reach. In twenty years, AquaLux aims to be recognized globally as the go-to provider for comprehensive and eco-friendly car cleaning and detailing solutions, consistently exceeding customer expectations and enhancing the driving experience for millions.



Summary Financials Dashboard

Key performance indicators
(Base Scenario Y3)

\$ 243k

Revenue

\$ 30k

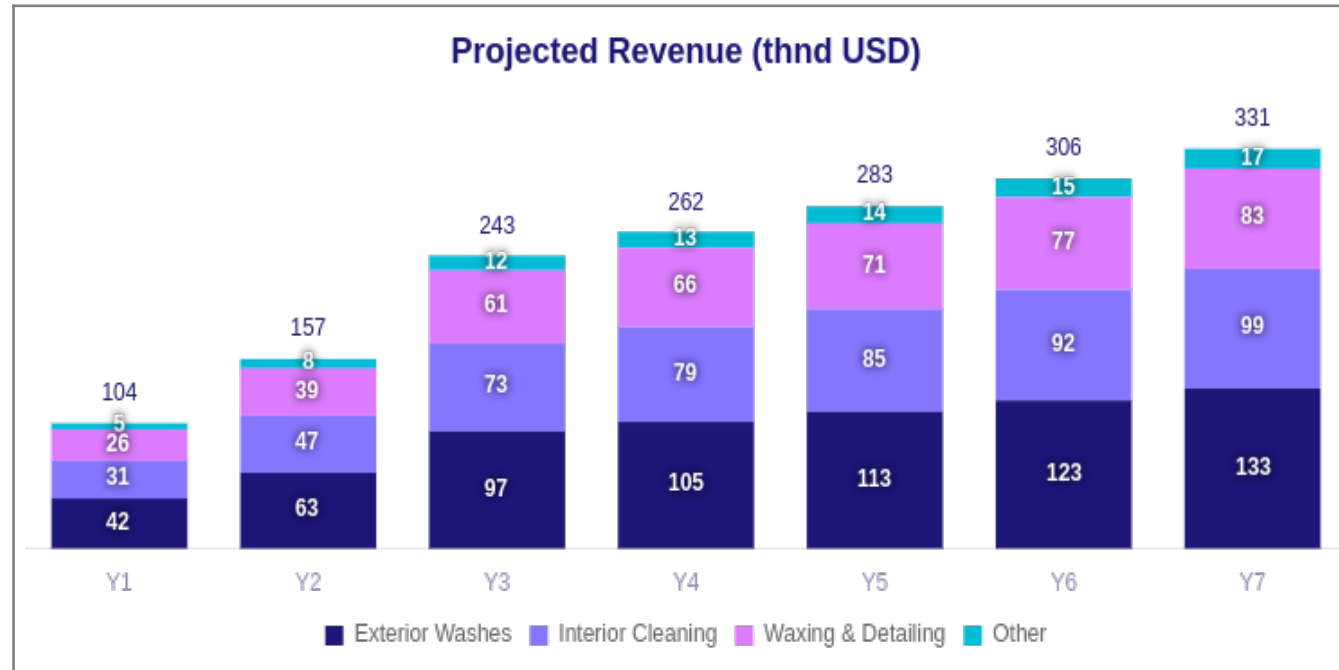
Gross Profit

\$ 17k

EBITDA

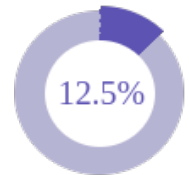
0.06%

Target Market Share

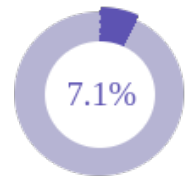


Margins
(Stabilized by Y3)

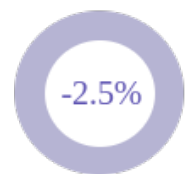
GP Margin



EBITDA Margin



PbT Margin



Project Phases



Funding round is aimed to accelerate the development of Phases and create core infrastructure for operations.

Investment will be used to finance CAPEX, WC buffers, etc.

Investment \$ 150k

Y1 CAPEX \$ 110k

WC \$ 24k



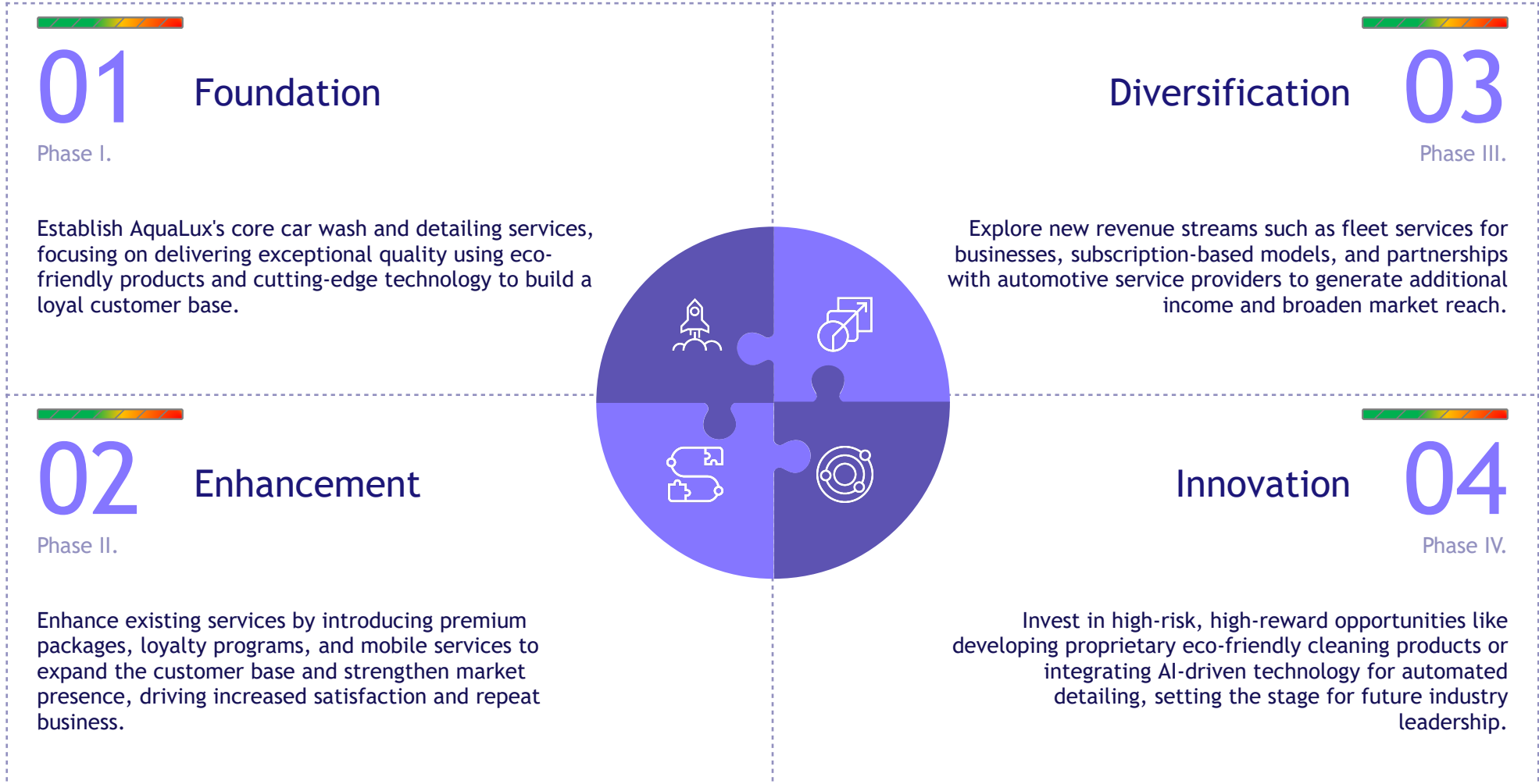
About the Company: General Overview



AquaLux is a top-tier car wash service dedicated to delivering outstanding vehicle cleaning and detailing solutions. The company operates in the Automotive Repair and Maintenance industries, specifically within the Other Services (except Public Administration) sector. AquaLux's modern facility offers a variety of services, including exterior washes, interior cleaning, waxing, and detailing, all designed to enhance and protect the appearance of customers' vehicles. At AquaLux, there is a strong focus on using eco-friendly products and cutting-edge technology to achieve an exceptional clean while minimizing environmental impact. The company's experienced team is committed to providing meticulous service with an emphasis on convenience and customer satisfaction. Whether clients need a quick wash or an in-depth detail, AquaLux ensures their vehicles receive the utmost care and attention.



The Main Phases: Projects & Impacts



Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Customers	<ol style="list-style-type: none"> 1. Receive high-quality car wash and detailing services with eco-friendly products, ensuring vehicle preservation and cleanliness. 2. Benefit from loyalty programs and mobile services for added convenience and enhanced customer experience. 3. Access to premium packages and subscription models for cost-effective and regular maintenance of their vehicles.
Employees	<ol style="list-style-type: none"> 1. Gain stable employment opportunities with prospects for career advancement as AquaLux expands its services. 2. Receive training on the latest eco-friendly and cutting-edge technologies, enhancing their skill set. 3. Work in a positive environment focused on customer satisfaction and innovation.
Local Communities	<ol style="list-style-type: none"> 1. Benefit from reduced environmental impact due to AquaLux's use of eco-friendly products and sustainable practices. 2. Enjoy cleaner, well-maintained vehicles leading to safer and more aesthetically pleasing neighborhoods. 3. Experience increased local economic activity as AquaLux provides jobs and partners with various local businesses.
Business Partners	<ol style="list-style-type: none"> 1. Access to new business opportunities through partnerships for fleet services and automotive service collaborations. 2. Increase revenue streams by integrating AquaLux's eco-friendly products and services into their offerings. 3. Benefit from shared knowledge and technology advancements in vehicle maintenance and cleaning.
Investors	<ol style="list-style-type: none"> 1. Opportunity for stable returns from a growing and diversified service provider in the automotive maintenance industry. 2. Assured business growth through innovative service enhancements and new revenue streams like fleet services and AI-driven technology. 3. Long-term value creation from a commitment to sustainability and eco-friendly practices.
Regulatory Bodies	<ol style="list-style-type: none"> 1. Cooperation with compliance standards due to AquaLux's commitment to eco-friendly products and sustainable practices. 2. Support for environmental regulations by reducing the carbon footprint and pollution through responsible car wash operations. 3. Enhanced community health and safety brought by cleaner vehicles and less environmental contamination.
Environment	<ol style="list-style-type: none"> 1. Reduced water waste and lower chemical runoff due to AquaLux's eco-friendly and sustainable car wash practices. 2. Lower carbon footprint as a result of using advanced technology and environmentally-conscious products. 3. Improved local ecosystem health through consistent adherence to green practices and reduction of environmental impact.



Key Performance Components

Competitive Advantage

Eco-Friendly Products

AquaLux uses eco-friendly products that deliver an exceptional clean while minimizing environmental impact, ensuring sustainability in all car wash and detailing services.

Cutting-Edge Technology

AquaLux employs state-of-the-art technology in vehicle cleaning and detailing, offering superior results and efficiency, and setting a high standard in the industry.








Customer Satisfaction Focus

AquaLux's experienced team is committed to meticulous service and convenience, prioritizing customer satisfaction to deliver an unparalleled car wash experience.

Marketing and Growth Strategy

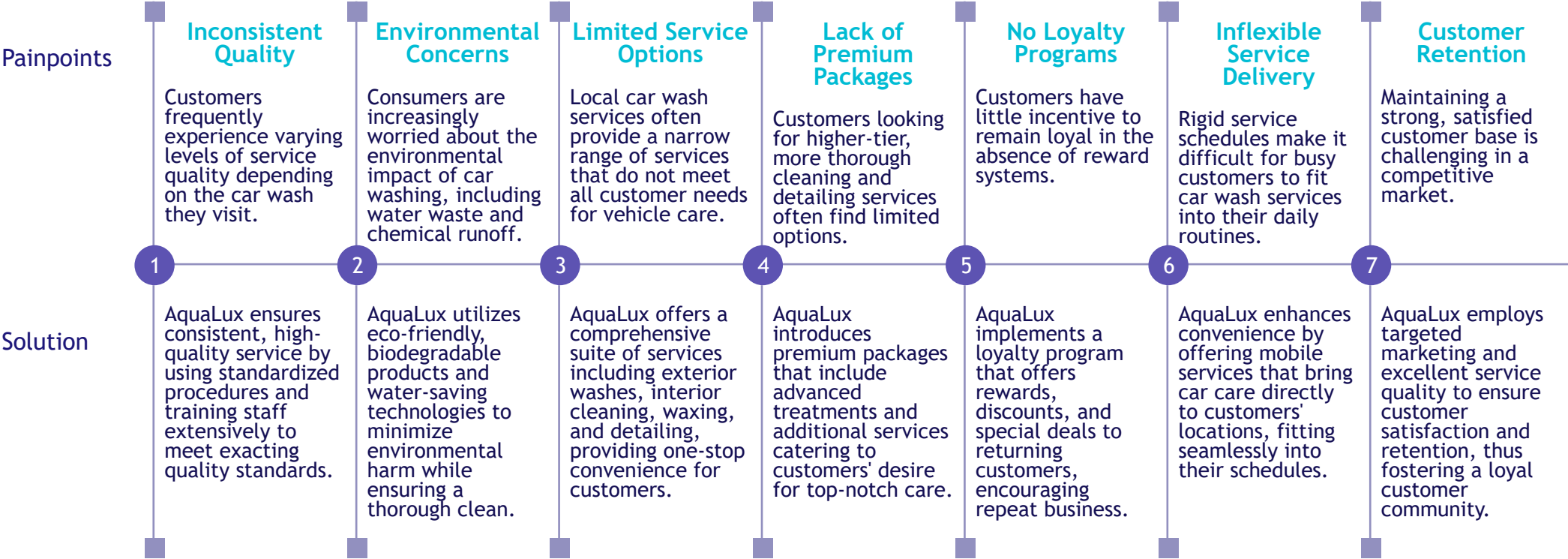


Target Groups

	Industries	Description
I	 Individual Car Owners	These customers seek regular and one-time car wash and detailing services to maintain the aesthetic and cleanliness of their personal vehicles.
II	 Car Dealerships	Car dealerships require consistent and thorough cleaning services to maintain their inventory's pristine condition, enhancing the visual appeal to potential buyers.
III	 Corporate Fleets	Businesses managing large fleets of vehicles need regular washing and detailing to keep their vehicles presentable and functioning optimally.
IV	 Rental Car Companies	Rental car companies need frequent and efficient cleaning services to maintain the quality and hygiene of their vehicles between rentals.
V	 Luxury Vehicle Owners	Owners of high-end vehicles require premium detailing services to preserve and enhance the luxury and value of their cars.
VI	 Eco-Conscious Consumers	Customers who prioritize sustainability are drawn to AquaLux's use of eco-friendly products and methods, ensuring their vehicle cleaning has minimal environmental impact.
VII	 Automotive Enthusiasts	Individuals passionate about cars seek out specialized detailing services to maintain and enhance the appearance and performance of their prized vehicles.




Solution from Phase I to Phase IV




Strategic Analysis: SWOT

Strength




State-of-the-art facility with modern equipment ensures efficient, high-quality service delivery. Experienced and dedicated staff provide meticulous service. Strong focus on eco-friendly products enhances brand image and attracts environmentally-conscious customers. Comprehensive range of services caters to diverse customer needs. High customer satisfaction and repeat business foster loyalty and positive word-of-mouth.

Weaknesses




High operational costs due to advanced technology and eco-friendly products. Dependency on local customer base limits scalability. Limited geographical reach impacts market expansion. Seasonal demand fluctuations affect consistent revenue streams. Intense competition from other service providers in the area.

Opportunities



Expanding service offerings to include mobile car wash solutions. Partnership with car dealerships and rental agencies for steady clientele. Introducing subscription-based plans for recurring revenue. Investing in marketing to target new demographics. Exploring green certifications to enhance brand credibility and attract new customers.

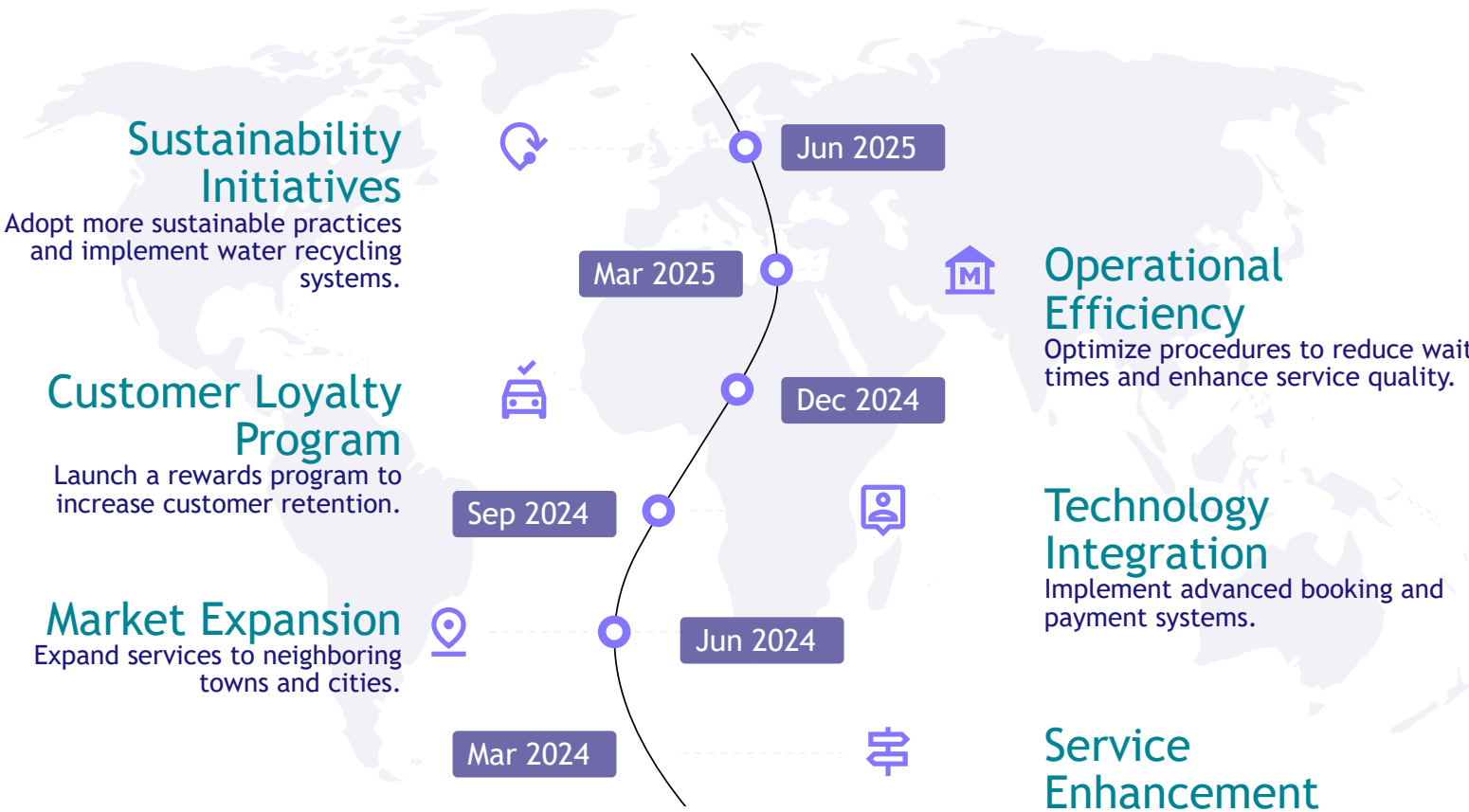
Threats



Economic downturns leading to reduced discretionary spending on car maintenance. Upsurge in competitors offering similar services at lower prices. Potential regulatory changes regarding eco-friendly products increasing costs. Innovations in self-cleaning vehicle technology reducing demand. Increasing environmental regulations potentially impacting operational processes.



History & Roadmap



Sustainability Initiatives

Adopt more sustainable practices and implement water recycling systems.

Customer Loyalty Program

Launch a rewards program to increase customer retention.

Market Expansion

Expand services to neighboring towns and cities.

Operational Efficiency

Optimize procedures to reduce wait times and enhance service quality.

Technology Integration

Implement advanced booking and payment systems.

Service Enhancement

Introduce new premium detailing packages and eco-friendly products.

Current Status.

- Mar 2024: Enhance services with new packages and eco-products.
- Jun 2024: Extend market presence to new regions.
- Sep 2024: Upgrade systems for easier booking and payments.
- Dec 2024: Introduce customer loyalty reward programs.
- Mar 2025: Boost efficiency to improve overall customer experience.
- Jun 2025: Commit to sustainability via new eco-friendly practices.



Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Define company vision and mission	●	Not Started	High	CEO 2 weeks
2	Develop a comprehensive business plan	●	Not Started	High	CFO 4 weeks
3	Secure initial funding	●	Not Started	High	CFO 6 weeks
4	Establish legal structure and register the company	●	Not Started	High	COO 3 weeks
5	Create a company website	●	Not Started	Medium	CTO 2 months
6	Set up accounting and financial systems	●	Not Started	High	CFO 1 month
7	Develop an organizational structure and hire key personnel	●	Not Started	High	COO 3 months
8	Establish a supply chain for eco-friendly products	●	Not Started	Medium	CSO 2 months
Marketing					
1	Develop Comprehensive Marketing Strategy	●	Not Started	High	CMO 1 month
2	Launch Social Media Campaigns	●	Not Started	High	CMO 2 weeks
3	Establish Partnerships with Local Businesses	●	Not Started	Medium	CRO 2 months
4	Design and Distribute Promotional Materials	●	Not Started	Medium	CMO 1 month
5	Create Customer Loyalty Program	●	Not Started	High	CMO 1.5 months
6	Conduct Market Research	●	Not Started	Medium	CMO 2 months
7	Implement SEO and SEM Strategies	●	Not Started	High	CMO 1 month
8	Organize Community Events and Sponsorships	●	Not Started	Low	CMO 3 months



Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 1 & Technical Set Up for next Phases					
1	Secure eco-friendly product suppliers	●	Not Started	High	CPO 2 weeks
2	Hire and train staff	●	Not Started	High	COO 4 weeks
3	Conduct market research on customer preferences	●	Not Started	Medium	CRO 3 weeks
4	Design service packages	●	Not Started	High	CPO 3 weeks
5	Set up facility and equipment	●	Not Started	High	CTO 6 weeks
6	Create operational manuals	●	Not Started	Medium	COO 4 weeks
7	Develop quality assurance processes	●	Not Started	High	CSO 5 weeks
8	Implement initial customer feedback system	●	Not Started	Medium	CIO 3 weeks
Phase 2					
1	Launch premium service packages	●	Not Started	High	CMO 2 months
2	Develop and implement loyalty program	●	Not Started	High	CRO 3 months
3	Introduce mobile car wash services	●	Not Started	High	COO 4 months
4	Enhance online booking system	●	Not Started	Medium	CTO 2 months
5	Create customer feedback loop	●	Not Started	Medium	CPO 1 month
6	Run targeted marketing campaigns	●	Not Started	High	CMO 3 months
7	Partner with local businesses for referrals	●	Not Started	Medium	CRO 2 months
8	Train staff on new service offerings	●	Not Started	High	COO 1 month



Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
Phase 3						
1	Develop fleet services package	●	Not Started	High	COO	2 months
2	Create subscription-based service models	●	Not Started	High	CPO	3 months
3	Establish partnerships with automotive service providers	●	Not Started	High	CRO	4 months
4	Launch marketing campaign for subscription services	●	Not Started	Medium	CMO	2 months
5	Integrate CRM for subscription and fleet services	●	Not Started	Medium	CIO	3 months
6	Design training program for fleet service team	●	Not Started	Medium	COO	2 months
7	Explore potential for eco-friendly cleaning subscription	●	Not Started	Low	CPO	5 months
8	Evaluate additional insurance requirements for fleet services	●	Not Started	Low	CFO	4 months
Phase 4						
1	Develop Proprietary Eco-Friendly Cleaning Products	●	Not Started	High	CPO	6 months
2	Integrate AI-Driven Technology	●	Not Started	High	CTO	8 months
3	Secure Funding for R&D	●	Not Started	High	CFO	3 months
4	Patent Proprietary Products	●	Not Started	Medium	CSO	9 months
5	Launch Pilot Program for Automated Detailing	●	Not Started	High	COO	7 months
6	Form Strategic Partnerships for Innovation	●	Not Started	Medium	CRO	5 months
7	Implement Market Analysis for New Products	●	Not Started	Medium	CMO	4 months
8	Train Staff on New AI Technology	●	Not Started	Low	COO	6 months



Core Risks & Migration Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Equipment Malfunction	COO	Implement a regular maintenance schedule and invest in high-quality, durable equipment to minimize breakdowns and ensure consistent service delivery.
2	Water Supply Issues	COO	Establish a secure, backup water supply and invest in water recycling systems to maintain operational continuity during supply disruptions.
3	Chemical Handling Safety	CPO	Provide comprehensive training for staff on the safe handling, storage, and disposal of chemicals, and ensure all necessary safety equipment and protocols are in place.
4	High Employee Turnover	CPO	Develop an attractive compensation and benefits package, along with ongoing training and career development opportunities, to retain skilled employees.
5	Service Consistency	COO	Implement standardized operating procedures and frequent quality checks to ensure high service standards are consistently met across all customer interactions.

2. Regulatory and legal risks

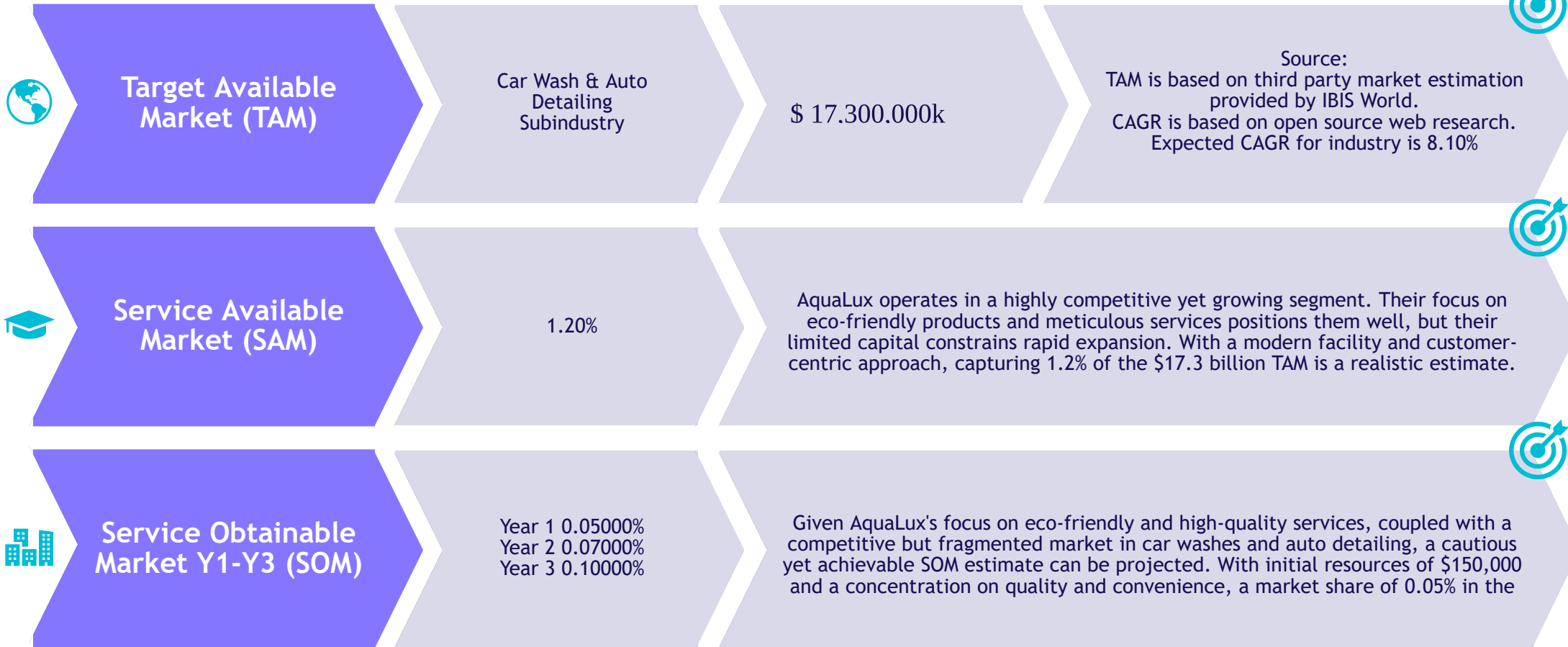
#	Risk Type	Area	Mitigation Strategy
1	Environmental Compliance	COO	Ensure all operations meet local and federal environmental regulations by regularly auditing practices and implementing eco-friendly solutions.
2	Labor Laws	CRO	Stay current with labor regulations and provide ongoing training to management to ensure compliance with wage, hour, and safety laws.
3	Health and Safety Regulations	COO	Implement and maintain rigorous health and safety protocols, conduct regular safety audits, and provide staff with appropriate training and equipment.
4	Data Privacy and Security	CIO	Adopt robust cybersecurity measures and ensure compliance with data protection laws like GDPR by regularly updating security protocols and training staff on data privacy best practices.
5	Consumer Protection Laws	CMO	Ensure transparent customer interactions and compliance with advertising standards by maintaining honest marketing practices and clearly communicating service details and prices.



3. Strategic/Market Risk			
#	Risk Type	Area	Mitigation Strategy
1	Market Competition	CEO	Continuously innovate service offerings and maintain high-quality standards to differentiate from competitors.
2	Changing Consumer Preferences	CPO	Conduct regular market research and gather customer feedback to adapt services based on evolving preferences.
3	Economic Downturn	CFO	Implement cost-saving measures and flexible pricing strategies to maintain customer base during economic downturns.
4	Technological Advancements	CTO	Invest in the latest car wash and detailing technologies to stay ahead of industry trends and improve operational efficiency.
5	Market Saturation	CMO	Develop targeted marketing campaigns and explore underserved markets to attract new customers and retain existing ones.
4. Finance risk			
#	Risk Type	Area	Mitigation Strategy
1	Cash Flow Shortages	CFO	Develop detailed cash flow forecasts and maintain a reserve fund for unexpected expenses.
2	High Capital Expenditure	CFO	Prioritize investments in phases with clear ROI assessments and seek external financing options if necessary.
3	Credit Risk from Customers	CRO	Implement strict credit policies and regularly monitor customer creditworthiness.
4	Profit Margin Erosion	COO	Regularly review service pricing and cost structures to ensure competitive yet profitable margins.
5	Financial Fraud	CFO	Establish robust internal controls and conduct regular audits to detect and prevent fraud.
5. Other general risk			
#	Risk Type	Area	Mitigation Strategy
1	Brand Reputation Management	CMO	Implement a proactive reputation management strategy including active social media monitoring, customer feedback systems, and swift resolution of any negative reviews or complaints.
2	Customer Data Security	CIO	Establish robust cybersecurity measures including data encryption, regular security audits, and employee training on data protection protocols to safeguard customer information.
3	Employee Satisfaction and Retention	COO	Develop comprehensive employee engagement programs, competitive compensation packages, and ongoing training opportunities to ensure high levels of job satisfaction and reduce turnover.
4	Market Competition	CRO	Continuously analyze competitors and market trends to adapt service offerings, pricing strategies, and marketing campaigns to maintain a competitive edge.
5	Consumer Behavior Changes	CSO	Conduct regular market research to understand evolving consumer preferences and adjust service lines and marketing tactics accordingly to maintain relevance and appeal.



Market Overview (TAM, SAM and SOM)



Funding Allocation

The funding will be used to finance the CAPEX and cash deficit from Year 1 operations, aiming to expedite the development process. In subsequent years the company plans to sustain operations without requiring major additional capital injection. Table below presents the overview of expected inflows and outflows.

The total investment required is \$ 150k

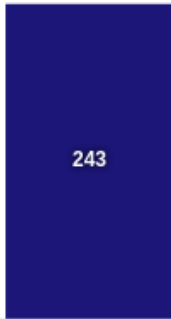
Y1 Cash Flow Stream(thnd USD)	Inflows	Outflows
Gross Profit	13	
Payroll Expenses		2
Rent & Utilities		1
Marketing and Branding		1
Communication Expenses		1
Capex		110
Office Supplies		0
Legal and Professional Fees		0
Representation and Entert.		0
Other Miscellaneous		0
Training and Development		0
CAPEX & WC shortage Y1		103
Buffer		47
Total Required Investment(thnd USD)		150



Financials Dashboard

Y3 PL formation and Margins

Revenue



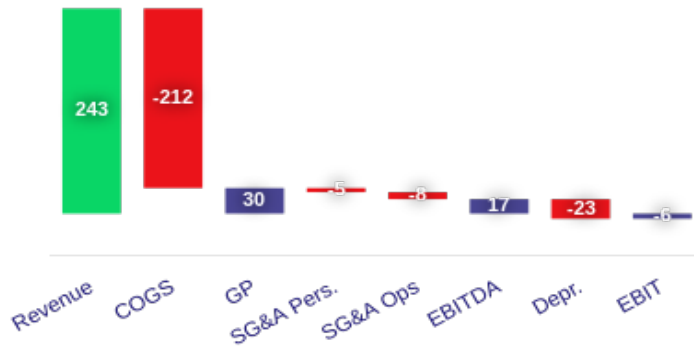
Projected Revenue

GP 12.5%
EBITDA 7.1%

Y3

Y3

PnL Formation (Y3 thnd USD)

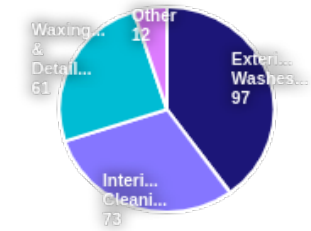
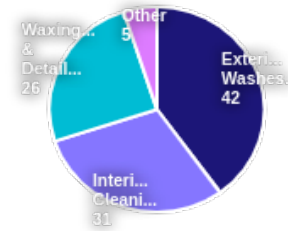


Business Line Breakdown (thnd USD)

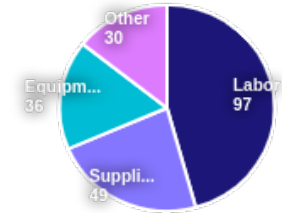
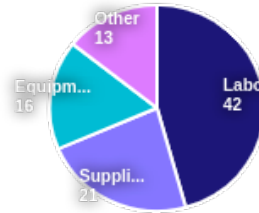
Y1

Y2

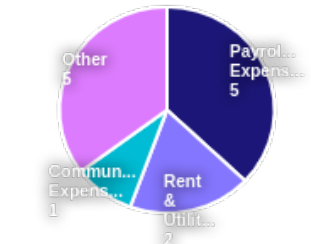
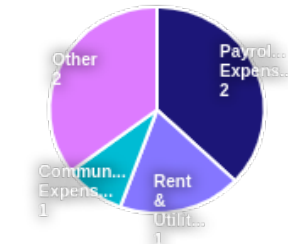
Revenue



COGS



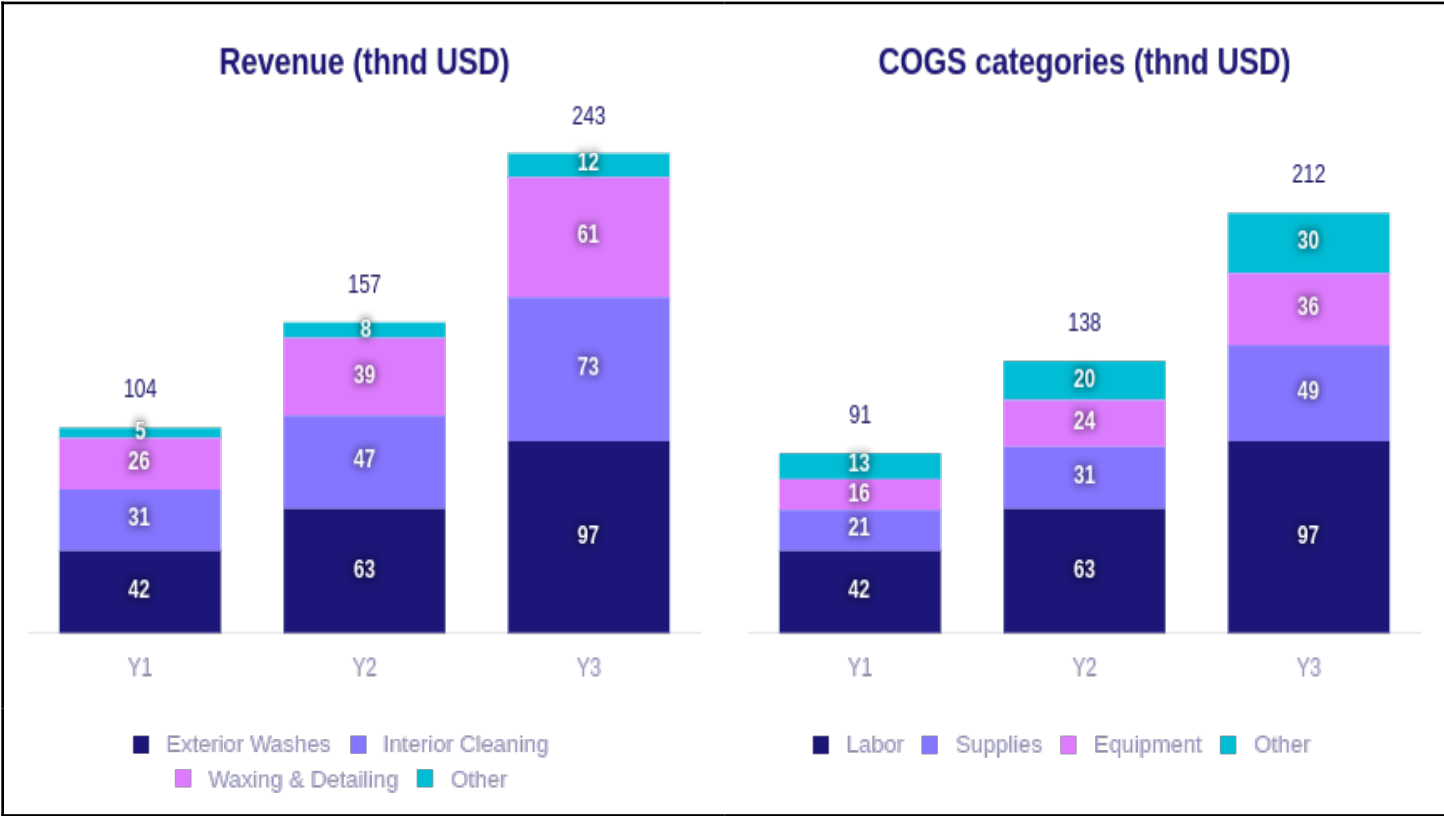
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Revenue Formation Narrative

AquaLux is committed to providing premium car wash and detailing services with a focus on eco-friendly products and cutting-edge technology. Our efforts are aimed at achieving an exceptional clean while minimizing environmental impact. Our addressable market size stands at 17,300,000k USD . Given the market dynamics and our customer-centric approach, we have estimated our serviceable addressable market (SAM) at 1.2%, allowing us ample room to expand within this growing industry. This estimation is well-founded considering our initial resources of 150k USD and our focus on delivering quality services. For the serviceable obtainable market (SOM), we project a cautious yet achievable growth path: capturing 0.05% of the TAM in the first year, equating to 103.8k USD in revenue; 0.07% in the second year, resulting in 157.091k USD ; and 0.10% by the third year, translating to 242.593k USD . These projections reflect our methodical approach to scaling our operations while navigating a competitive landscape. Our revenue streams are diversified across four main lines of business: Exterior Washes contributing 40% of our total revenue, Interior Cleaning at 30%, Waxing & Detailing at 25%, and Other services making up the remaining 5%. This balanced revenue mix ensures that we can meet varied customer needs while maintaining steady growth across our service offerings. Together, these factors form the cornerstone of AquaLux’s financial plan, ensuring both sustainability and profitability as we continue to expand our market presence.

\$ 243k Y3 Projected Revenue **0.06%** Market share



Revenue Calculation Details

Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Exterior Washes	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%
Interior Cleaning	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%
Waxing & Detailing	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%
Other	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %

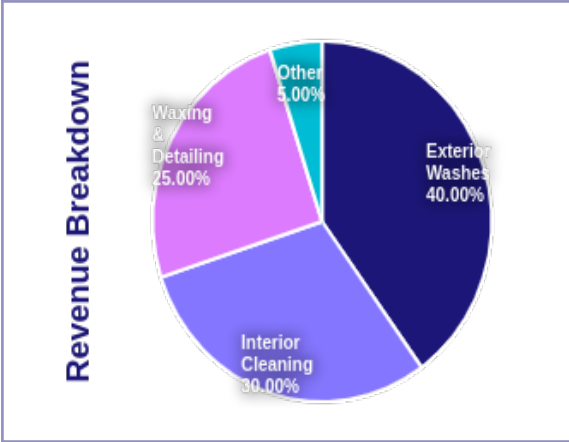
Exterior Washes	3	3	3	3	3	3	4	4	4	4	4	4	42	63	97
Interior Cleaning	2	2	2	2	2	2	3	3	3	3	3	3	31	47	73
Waxing & Detailing	2	2	2	2	2	2	2	2	2	3	3	3	26	39	61
Other	0	0	0	0	0	0	0	0	0	1	1	1	5	8	12
Total Revenue (thnd USD)	6	6	6	8	8	8	10	10	10	11	11	11	104	157	243

Total revenue is expected to reach \$ 243k by year 3.

Main revenue driver are:

- Exterior Washes which generates \$ 97k by Year 3
- Interior Cleaning which generates \$ 73k by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 52.88 %



COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Labor	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%
Supplies	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Equipment	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%
Other	12.55%	12.55%	12.55%	12.55%	12.55%	12.55%	12.55%	12.55%	12.55%	12.55%	12.55%	12.55%	12.55%	12.55%	12.55%

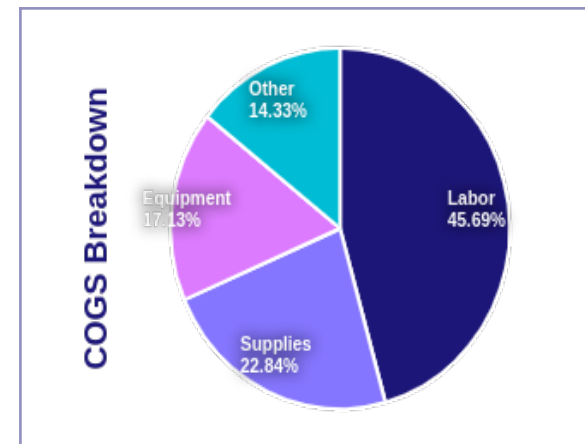
Labor	3	3	3	3	3	3	4	4	4	4	4	4	42	63	97
Supplies	1	1	1	2	2	2	2	2	2	2	2	2	21	31	49
Equipment	1	1	1	1	1	1	1	1	1	2	2	2	16	24	36
Other	1	1	1	1	1	1	1	1	1	1	1	1	13	20	30
Total COGS (thnd USD)	6	6	6	7	7	7	8	8	8	9	9	9	91	138	212

Total COGS is expected to reach \$ 212k by year 3.

Main revenue driver are:

- Labor which generates \$ 97k by Year 3
- Supplies which generates \$ 49k by Year 3

Expected CAGR for total COGS in Y1-Y3 is 52.88 %



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%
Rent & Utilities	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Communication Expenses	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%
Office Supplies	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%
Legal and Professional Fees	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%
Marketing and Branding	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Representation and Entertainment	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%
Training and Development	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%
Other Miscellaneous	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%	0.20%

Payroll Expenses	0	0	0	0	0	0	0	0	0	0	0	0	2	3	5
Rent & Utilities	0	0	0	0	0	0	0	0	0	0	0	0	1	2	2
Communication Expenses	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1
Office Supplies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Legal and Professional Fees	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Marketing and Branding	0	0	0	0	0	0	0	0	0	0	0	0	1	2	2
Representation and Entertainment	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Training and Development	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Miscellaneous	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total SG&A (thnd USD)	0	0	0	0	0	0	1	1	1	1	1	1	6	8	13



PaT Expectations

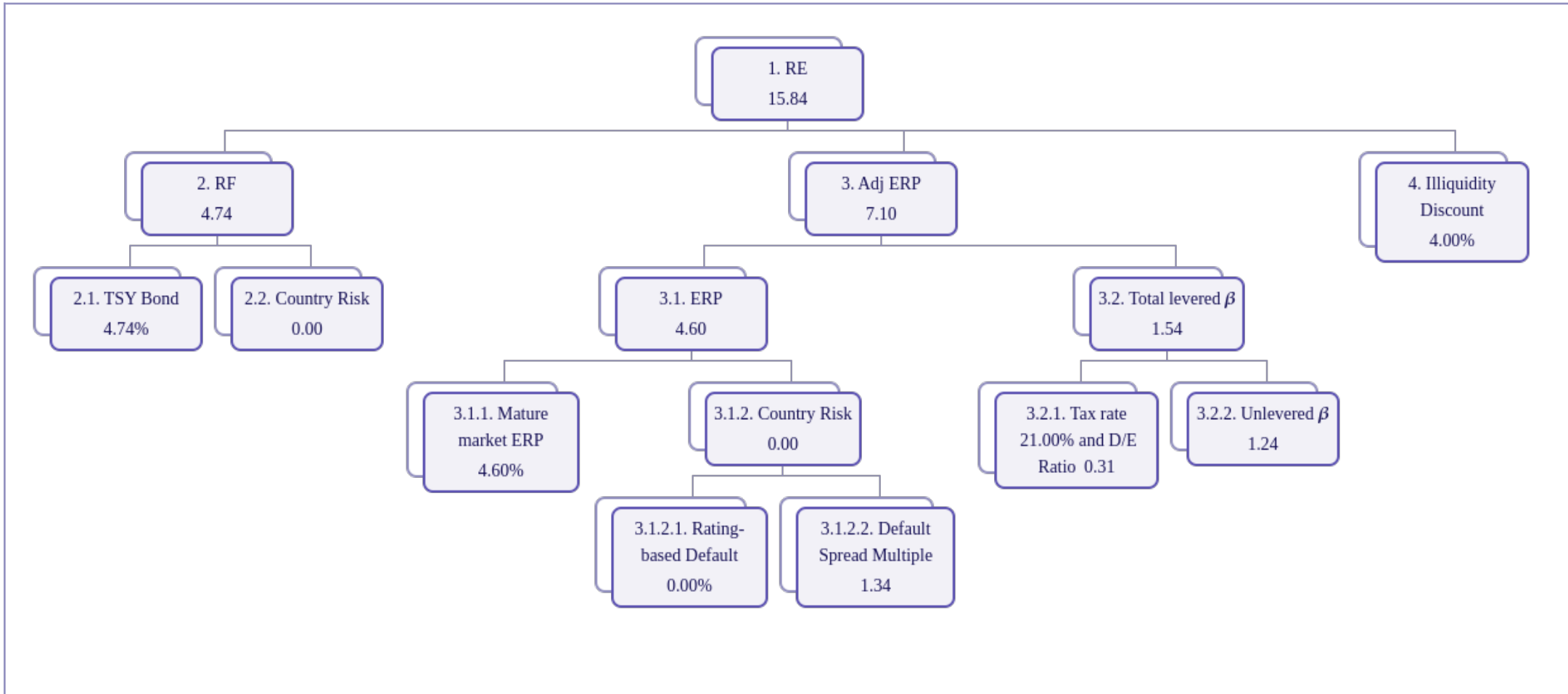
1 2 3 4 5 6 7

Financial Projection

Income Statement (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	6	6	6	8	8	8	10	10	10	11	11	11	104	157	243
Exterior Washes	3	3	3	3	3	3	4	4	4	4	4	4	42	63	97
Interior Cleaning	2	2	2	2	2	2	3	3	3	3	3	3	31	47	73
Waxing & Detailing	2	2	2	2	2	2	2	2	2	3	3	3	26	39	61
Other	0	0	0	0	0	0	0	0	0	1	1	1	5	8	12
COGS	-6	-6	-6	-7	-7	-7	-8	-8	-8	-9	-9	-9	-91	-138	-212
Labor	-3	-3	-3	-3	-3	-3	-4	-4	-4	-4	-4	-4	-42	-63	-97
Supplies	-1	-1	-1	-2	-2	-2	-2	-2	-2	-2	-2	-2	-21	-31	-49
Equipment	-1	-1	-1	-1	-1	-1	-1	-1	-1	-2	-2	-2	-16	-24	-36
Other	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-13	-20	-30
Gross Profit	1	1	1	1	1	1	1	1	1	1	1	1	13	20	30
SG&A Personal Expenses	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-2	-3	-5
SG&A Operating Expenses	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-4	-5	-8
EBITDA	0	0	0	1	1	1	1	1	1	1	1	1	7	11	17
Depreciation	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-23	-23	-23
EBIT	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-16	-12	-6
Interest Expense	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Profit before Tax	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-16	-12	-6
Tax	0	0	0	0	0	0	0	0	0	0	0	0	3	3	1
Profit after Tax (thnd USD)	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-13	-10	-5



Required Return on Equity Derivation



Methodology

Weighted Average Cost of Capital is calculated using Capital Asset Pricing Model (CAPM). Since the company is purely equity funded the WACC is equal to its Required Return on Equity R(E). The main research inputs used in calculations are based on studies published by professor at Stern School of Business Aswath Damodaran. Return on Equity R(E) is $R(E) = R(F) + \beta * (ERP)$, where: R(F) is Risk Free Rate. The basis for calculation of R(F) is the average of the yield of USD 30 Year TSY Bond. The horizon. ERP is Mature Market Equity Risk Premium. It incorporates market estimates for Rating-Based Default Spread and Default Spread Multiple (β) is average equity betas of corresponding industries. Despite the company has no debt, the unlevered beta was levered with industry average figures to reflect the long-term D/E ration in the capital structure. Additionally, Illiquidity Risk Premium of 4% is added to the estimated Return on Equity to reflect risk associated with firm being Privately Held vs Publicly Traded Companies.

Additional Assumptions

To calculate the companies Firm Value, its future Free Cash Flow to Equity (FCFE) is discounted using estimated Required Return on Equity.

The 3rd-year projected cash flow is used as a representation of the long-term Free Cash Flow to the Equity (FCFE). This approach may understate the valuation because cash flows are expected to grow more aggressively in the first 10 years, and the growth from years 4 to 10 is not reflected in this calculation. Long-term growth rate of 5% is applied.

After discounting the cashflows and measuring the Firm Value it is adjusted to historical estimate of Start-up firm's survival rate. The allows to incorporate risk of start-ups fails.

Survival of new establishments founded in 1998

	Proportion of firms that were started in 1998 that survived through						
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Natural resources	82.33%	69.54%	59.41%	49.56%	43.43%	39.96%	36.68%
Construction	80.69%	65.73%	53.56%	42.59%	36.96%	33.36%	29.96%
Manufacturing	84.19%	68.67%	56.98%	47.41%	40.88%	37.03%	33.91%
Transportation	82.58%	66.82%	54.70%	44.68%	38.21%	34.12%	31.02%
Information	80.75%	62.85%	49.49%	37.70%	31.24%	28.29%	24.78%
Financial activities	84.09%	69.57%	58.56%	49.24%	43.93%	40.34%	36.90%
Business services	82.32%	66.82%	55.13%	44.28%	38.11%	34.46%	31.08%
Health services	85.59%	72.83%	63.73%	55.37%	50.09%	46.47%	43.71%
Leisure	81.15%	64.99%	53.61%	43.76%	38.11%	34.54%	31.40%
Other services	80.72%	64.81%	53.32%	43.88%	37.05%	32.33%	28.77%
All firms	81.24%	65.77%	54.29%	44.36%	38.29%	34.44%	31.18%

http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/ctryprem.html

<https://pages.stern.nyu.edu/~adamodar/pdfiles/papers/younggrowth.pdf>

<http://pages.stern.nyu.edu/~adamodar/>



Business Valuation

	(thnd USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
DCF	Profit after Tax	-13	-10	-5	-5	-6	-6	-7
	Growth% Y4-Y7				8.10%	8.10%	8.10%	8.10%
	Growth% Y7 -->	3.50%						
	WACC	15.84%						
	PV Y1-Y7 at Y0	-11	-7	-3	-3	-3	-3	-2
	PV Y7 --> Y0	-20						
	NPV (thnd USD)	-51						

Average Survival Rate for 3 Years 50%

Final Valuation -\$ 26k

The valuation is conducted using the Discounted Cash Flow (DCF) method. In this method, the projected cash flows for a period of 7 years, along with a terminal value, are discounted at a rate of 15.84 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 8.10 %, which is consistent with the market Compound Annual Growth Rate (CAGR) trend. Beyond year 7, the cash flows are assumed to grow at a long-term growth rate of 3.50 %.

To account for the inherent risks associated with a start-up venture, the Firm Value is adjusted using the historical survival rate of newly established firms. As indicated by the study conducted by Aswath Damodaran, there was approximately 50% probability of survival for Information sector companies. This adjustment allows to incorporate the risk profile of the business and provide a more comprehensive assessment of its value.

It is important to note that if the company can successfully navigate through its initial three years of operation, it is expected to have a significantly higher likelihood of becoming a going concern. This underscores the importance of demonstrating resilience and establishing a solid foundation during the critical early stages of the business.



Financial and Technical

b \$ - Billions of \$
 B2B - Business to Business
 B2C - Business to Customer
 CAPEX - Capital Expenditure
 CAPM - Capital Asset Pricing Model
 COGS - Cost of goods sold
 DCF - Discounted cash flow
 Depr. - Depreciation
 EBIT - Earnings before interest and taxes
 EBITDA - Earnings before interest, taxes, depreciation, and amortization
 EBT - Earnings Before Tax
 ERP - Equity Risk Premium
 ETA - Estimated Time of Arrival
 EV - Enterprise Value
 FA (Tangible and Intangible) - Fixed assets (tangible and intangible)
 FX - Foreign Exchange
 FY - Fiscal year
 GP - gross profit
 k \$ - Thousands of \$
 LLM - Large Language Model
 LFY - Last fiscal year
 m \$ - Millions of \$
 MTD - Month-to-date
 MVP - Minimum Viable Product
 NFT - Non-Fungible Token
 NPV - Net present value
 OPEX - Operating Expense
 P&L - A profit and loss (P&L) statement
 PaT - Profit after Tax
 POC - Proof of Concept
 PPE - Property, plant, and equipment
 SG&A - Sales, General and Administrative
 TSY bond rate - Treasury bond rate
 WACC - Weighted average cost of capital
 YTD - Year-to-date

Organisational Structure

CBDO - Chief Business Development Officer
 CEO - Chief Executive Officer
 CPO - Chief Product Officer
 CFO - Chief Financial Officer
 CTO - Chief Technology Officer
 C-level - Chief level
 Eng - Engineer
 Dev - Developer
 HR - Human Resources

Other

Av - Average
 EoP - End of Period
 LE - Legal Entity
 PE - Private Equity
 TOM - Target Operating Model



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