

Business Plan & Valuation Presentation



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OUR VISION & MISSION

Our Mission

EventHorizon is dedicated to transforming visions into unforgettable moments by providing meticulous planning and innovative design in event management. We specialize in venue selection, theme development, logistics coordination, and on-site execution, tailored to meet the unique needs of each client. By combining creativity with exceptional attention to detail, we aim to deliver extraordinary events that exceed expectations. Our mission is to elevate the standard of service in the event planning industry, ensuring that every corporate function and personal celebration is seamlessly executed and memorable.

Our Vision

EventHorizon aspires to be the global leader in event planning, known for consistently exceeding expectations and setting the standard for excellence in the industry. Our vision is to be the first choice for clients seeking extraordinary events, recognized for our innovation, creativity, and unparalleled attention to detail. By continuously elevating our services and expanding our expertise, we aim to create a future where EventHorizon is synonymous with remarkable and unforgettable event experiences.

Summary Financials Dashboard

Key performance indicators
(Base Scenario Y3)

\$ 156k

Revenue

\$ 23k

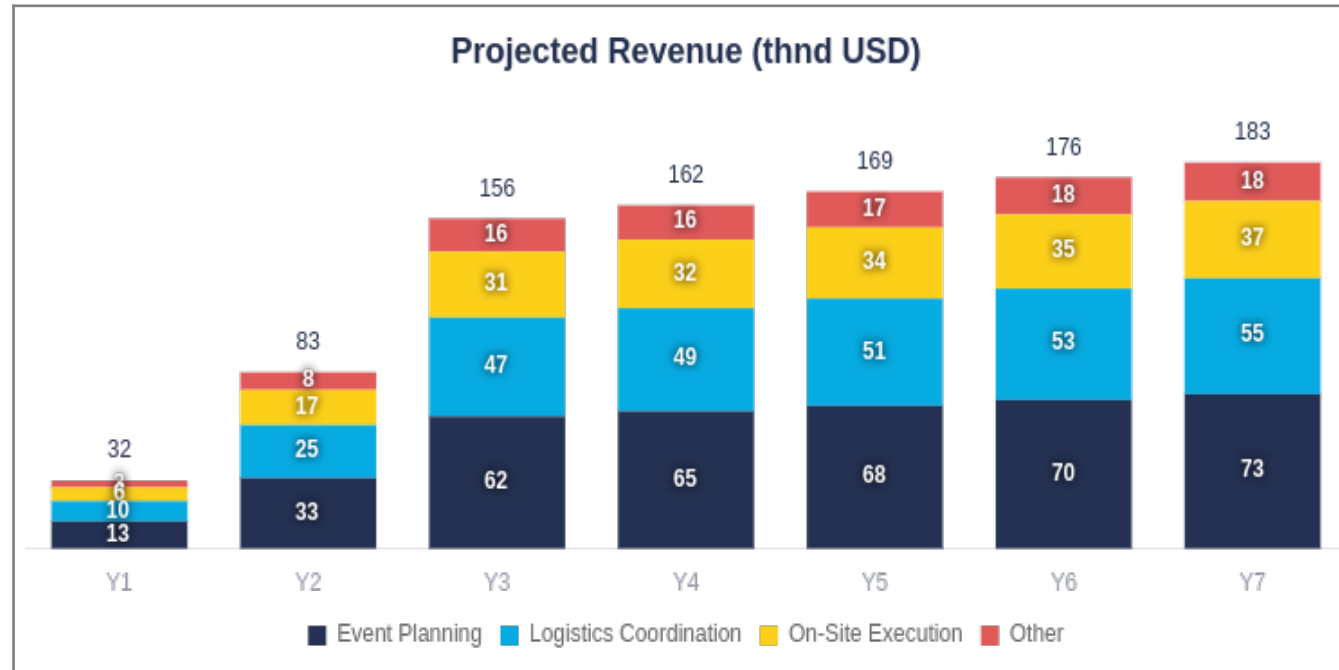
Gross Profit

-\$ 14k

EBITDA

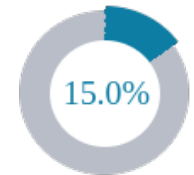
0.01%

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.



About the Company: General Overview



EventHorizon is a premier event planning company specializing in creating unforgettable experiences through meticulous planning and innovative design. Operating in the Administrative and Support and Waste Management and Remediation Services sector, this company offers comprehensive event management services, including venue selection, theme development, logistics coordination, and on-site execution, all tailored to meet the unique needs of each client. At EventHorizon, the dedicated team combines creativity with attention to detail to ensure that every event, from corporate functions to personal celebrations, is seamlessly executed and memorable. With an unwavering focus on exceptional service and flawless execution, EventHorizon transforms visions into reality and delivers extraordinary events that consistently exceed expectations.



The Main Phases: **Projects & Impacts**



Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Clients	<ol style="list-style-type: none"> 1. High-quality, personalized event planning services tailored to their needs. 2. Hassle-free event experience due to meticulous planning and on-site execution. 3. Access to innovative and creative event designs that make their events unique.
Employees	<ol style="list-style-type: none"> 1. Opportunities for professional growth and skill enhancement through diverse event projects. 2. Supportive work environment that fosters creativity and collaboration. 3. Job security through the company's steady growth and expansion phases.
Vendors and Suppliers	<ol style="list-style-type: none"> 1. Steady business through consistent partnership and collaboration. 2. Opportunities for increased revenue as the company expands its client base and service offerings. 3. Potential for long-term contracts and relationships with a reputable event planning firm.
Investors	<ol style="list-style-type: none"> 1. Attractive returns on investment as the company explores new revenue streams and high-risk ventures. 2. Confidence in steady growth through strategic phased development. 3. Potential for significant profits from large-scale international and hybrid event markets.
Venue Partners	<ol style="list-style-type: none"> 1. Enhanced visibility and bookings through exclusive collaborations with EventHorizon. 2. Increased revenue from high-profile and large-scale events coordinated by EventHorizon. 3. Access to a broad client base looking for premium locations for their events.
Community	<ol style="list-style-type: none"> 1. Local economic boost through increased business for hotels, restaurants, and other local services. 2. Cultural enrichment from diverse events that foster community engagement. 3. Employment opportunities across various sectors related to event management and logistics.
Industry Partners	<ol style="list-style-type: none"> 1. Opportunities for collaboration and networking to drive mutual growth and innovation. 2. Increased industry standards through shared best practices and high-quality event management services. 3. Strengthened market presence and competitiveness through strategic alliances.



Key Performance Components

Competitive Advantage

Meticulous Planning

EventHorizon excels in creating unforgettable experiences through meticulous planning, ensuring every detail is perfect.

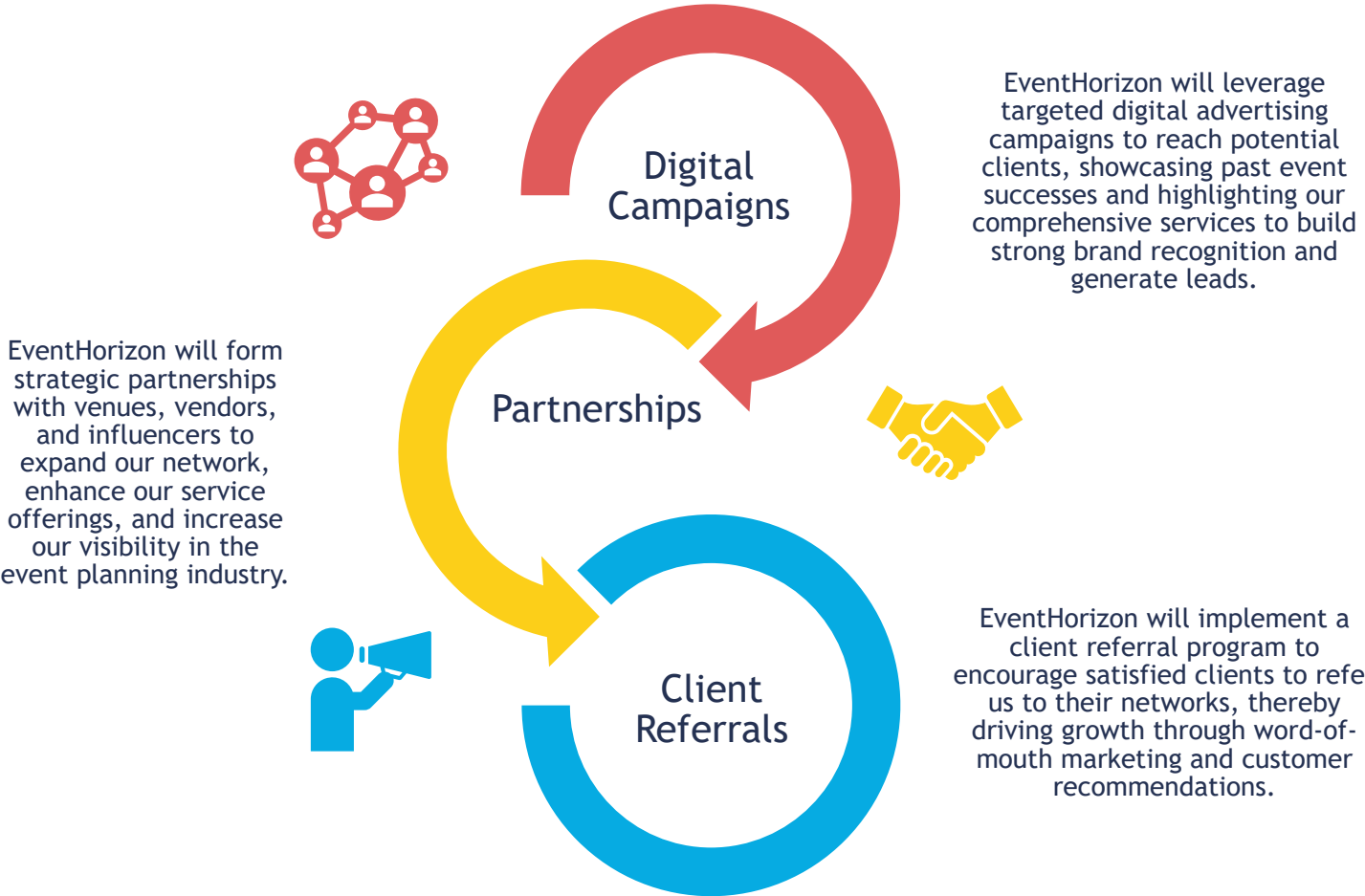
Innovative Design

The company offers innovative design services, tailoring themes to meet the unique needs of each client.

Exceptional Service

EventHorizon focuses on exceptional service and flawless execution, transforming visions into reality and exceeding client expectations.

Marketing and Growth Strategy

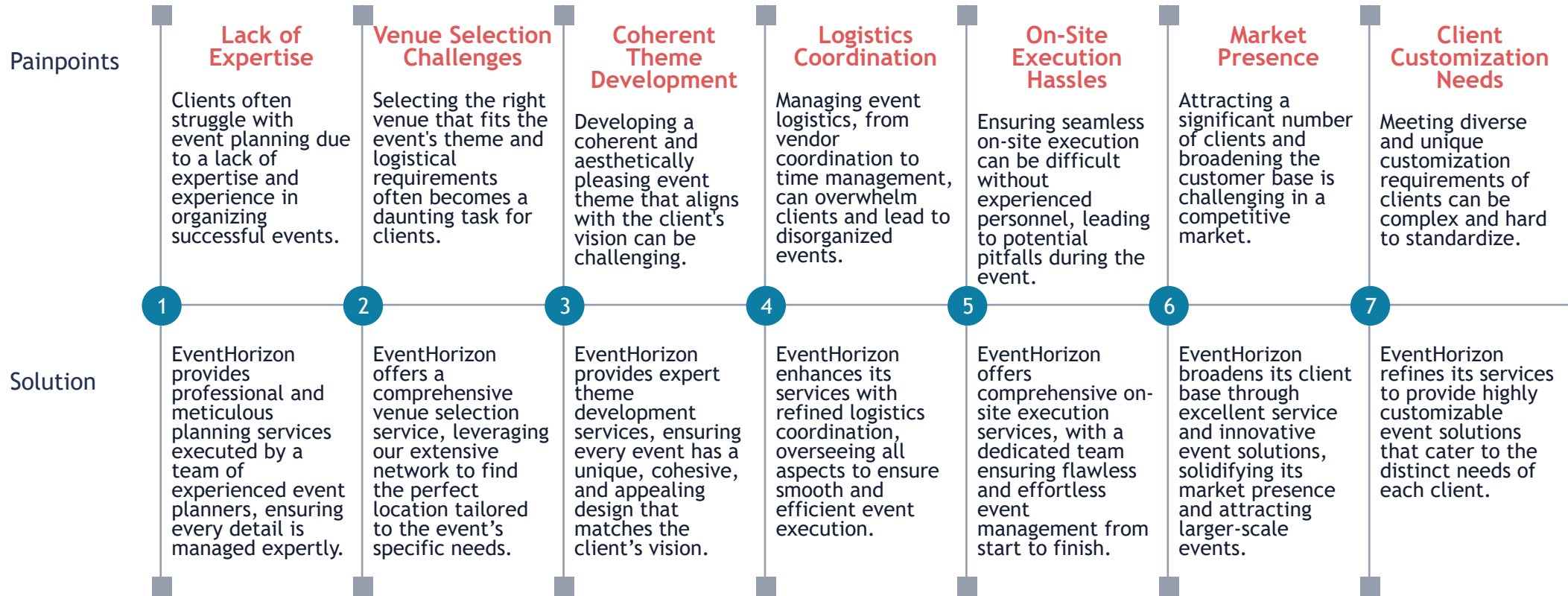


Target Groups

Industries		Description
I	 Corporate Clients	Businesses seeking professional event planning for conferences, seminars, product launches, and corporate retreats to enhance their brand image and engage stakeholders.
II	 Wedding Planners	Couples and individuals desiring bespoke wedding planning services that offer unique themes, venue selection, and seamless execution to create memorable nuptials.
III	 Non-Profit Organizations	Charities and non-profits looking to organize fundraising galas, donor appreciation events, and community outreach programs with expert planning and coordination.
IV	 Entertainment Industry	Promoters and organizers of concerts, film festivals, and theater productions requiring comprehensive event management to ensure smooth operations and enthralling experiences.
V	 Educational Institutions	Schools, colleges, and universities in need of coordination for graduation ceremonies, academic conferences, and other significant educational events.
VI	 Government and Public Sector	Government bodies and public institutions planning formal events, public gatherings, or community relations events with a need for professional and detailed planning services.
VII	 Luxury and High-End Clients	Individual clients or businesses seeking exclusive, high-end event planning services that offer premium and customized experiences.



Solution from Phase I to Phase IV




Strategic Analysis: SWOT

Strength



1. Expertise in creating memorable experiences through meticulous planning and innovative design.
2. Comprehensive range of event management services tailored to client needs.
3. Dedicated and creative team focused on attention to detail.
4. Strong reputation for exceptional service and flawless execution.
5. Ability to transform visions into reality, exceeding client expectations.

Weaknesses




1. High dependence on client satisfaction and word-of-mouth referrals.
2. Potential challenges in scaling while maintaining quality.
3. High operational costs associated with comprehensive service offerings.
4. Vulnerability to economic downturns impacting discretionary spending.
5. Intense competition within the event planning industry.

Opportunities



1. Expansion into new geographic markets to increase client base.
2. Adoption of cutting-edge technology to streamline planning and improve client interactions.
3. Leveraging social media for enhanced brand visibility and client engagement.
4. Developing partnerships with top-tier vendors and venues.
5. Expanding service portfolio to include eco-friendly and hybrid event options.

Threats



1. Economic instability affecting clients' willingness to spend on events.
2. Unpredictable external factors like pandemics or natural disasters impacting event planning.
3. Rising competition from new and existing players in the market.
4. Rapid changes in technology requiring continuous adaptation.
5. Potential legal and compliance issues in different geographic regions.



History & Roadmap



Current Status.

EventHorizon aims for sustainable growth through market research, service enhancement, and marketing. The roadmap emphasizes integrating technology solutions by Dec 2024 to streamline event management processes. By Mar 2025, EventHorizon plans to expand geographically, reaching new markets. Further growth will be achieved through strategic partnerships by Jul 2025, ensuring exceptional and memorable event experiences for a broader clientele.



Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Craft Business Plan and Vision	●	Not Started	High	CEO 2 weeks
2	Register Company and Secure Licenses	●	Not Started	High	CFO 1 month
3	Develop Core Service Offerings	●	Not Started	High	COO 3 weeks
4	Establish Brand Identity and Design Logo	●	Not Started	Medium	CMO 1 month
5	Set Up Financial Systems and Budgeting	●	Not Started	High	CFO 2 weeks
6	Hire Key Personnel	●	Not Started	High	COO 2 months
7	Create Company Website	●	Not Started	Medium	CTO 1 month
8	Develop Operational Policies and Procedures	●	Not Started	Medium	COO 2 months
Marketing					
1	Develop a Comprehensive Marketing Plan	●	Not Started	High	CMO 1 month
2	Build and Optimize Company Website	●	Not Started	High	CTO 1.5 months
3	Establish Social Media Presence	●	Not Started	Medium	CMO 2 months
4	Create a Content Marketing Strategy	●	Not Started	High	CMO 2 months
5	Develop Partnerships with Influencers and Industry Leaders	●	Not Started	Medium	CMO 3 months
6	Implement Email Marketing Campaigns	●	Not Started	Medium	CRO 3 months
7	Launch Targeted Advertising Campaigns	●	Not Started	High	CRO 4 months
8	Conduct Market Research to Identify Key Client Segments	●	Not Started	Medium	CSO 4 months



Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
Phase 1 & Technical Set Up for next Phases						
1	Develop core event planning service packages	●	Not Started	High	CPO	1 month
2	Hire and train initial team of event planners	●	Not Started	High	COO	2 months
3	Secure partnerships with key venues	●	Not Started	High	CRO	2 months
4	Create initial theme concepts and templates	●	Not Started	Medium	CPO	1.5 months
5	Establish event logistics processes and protocols	●	Not Started	High	COO	1 month
6	Develop initial marketing materials and collateral	●	Not Started	Medium	CMO	2 months
7	Set up project management and event planning software	●	Not Started	Medium	CTO	1 month
8	Launch pilot events to test services and gain feedback	●	Not Started	High	CEO	3 months
Phase 2						
1	Enhance Logistics Coordination	●	Not Started	High	COO	2 months
2	Improve On-Site Execution Processes	●	Not Started	High	COO	3 months
3	Refine Core Event Services	●	Not Started	High	CPO	4 months
4	Broaden Client Base	●	Not Started	High	CRO	6 months
5	Conduct Market Analysis for Service Expansion	●	Not Started	Medium	CSO	2 months
6	Develop Strategic Partnerships	●	Not Started	Medium	CBO	5 months
7	Optimize Client Communication Channels	●	Not Started	Medium	CMO	3 months
8	Introduce Advanced Planning Tools	●	Not Started	Low	CTO	4 months



Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
Phase 3						
1	Research and develop specialized event packages	●	Not Started	High	CPO	2 months
2	Identify and collaborate with exclusive venues	●	Not Started	High	COO	3 months
3	Introduce premium, all-inclusive planning services	●	Not Started	High	CEO	4 months
4	Establish partnerships with luxury service providers	●	Not Started	Medium	CMO	3 months
5	Develop and launch marketing campaigns for new packages	●	Not Started	Medium	CMO	2 months
6	Train staff on new service offerings	●	Not Started	High	COO	1 month
7	Update company website to showcase new packages	●	Not Started	High	CTO	1 month
8	Analyze market response and feedback on new services	●	Not Started	Medium	CSO	6 months
Phase 4						
1	Research and Invest in Innovative Event Technologies	●	Not Started	High	CTO	6 months
2	Develop and Launch Virtual Event Solutions	●	Not Started	High	CTO	4 months
3	Identify and Establish Partnerships with International Venues	●	Not Started	High	COO	8 months
4	Create Marketing Strategies for High-Risk Ventures	●	Not Started	Medium	CMO	2 months
5	Design and Implement Security Measures for Virtual Events	●	Not Started	High	CSO	3 months
6	Develop Financial Plan for High-Risk Ventures	●	Not Started	Medium	CFO	2 months
7	Build and Train a Team for International Event Operations	●	Not Started	High	COO	7 months
8	Pilot Test Hybrid Event Models	●	Not Started	Medium	CPO	5 months



Core Risks & Migration Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Venue Availability	COO	Establish relationships with multiple venues and have backup options readily available.
2	Logistics Coordination Failures	COO	Create detailed logistics plans and have contingency strategies in place for each event stage.
3	On-site Execution Issues	COO	Conduct thorough site inspections and rehearsals prior to the event to iron out any potential issues.
4	Supplier and Vendor Reliability	CPO	Maintain a vetted list of reliable vendors and establish long-term partnerships with alternative suppliers as backups.
5	Staffing Shortages	COO	Build a robust network of freelance staff and temporary workers to fill in gaps during peak times or unexpected shortages.

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Compliance with Local Event Regulations	CRO	Regularly update and review event planning processes to ensure compliance with local, state, and federal regulations.
2	Permits and Licenses	COO	Establish a dedicated team responsible for obtaining necessary permits and licenses well in advance of events.
3	Environmental Regulations	CSO	Implement sustainable practices and ensure compliance with environmental regulations for all events.
4	Health and Safety Standards	COO	Adopt rigorous health and safety standards and regularly train staff on compliance requirements.
5	Data Protection Laws	CIO	Strengthen data protection measures and ensure compliance with GDPR and other data privacy laws.



3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market Competition	CSO	Continuously monitor market trends and competitor strategies to adapt and innovate our service offerings.
2	Client Loyalty	CMO	Develop a strong loyalty and rewards program to retain existing clients and encourage repeat business.
3	Economic Downturn	CFO	Diversify revenue streams and focus on cost-effective event solutions to cater to a broader market during economic slowdowns.
4	Changing Consumer Preferences	CPO	Conduct regular market research to identify evolving client needs and preferences, and adjust service offerings accordingly.
5	Technological Advancements	CTO	Invest in cutting-edge event technologies and continuously train staff on new tools to stay ahead in the industry.

4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash Flow Constraints	CFO	Implement strict budget controls, regularly review cash flow statements, and maintain a buffer of liquid assets to manage any unforeseen expenses.
2	High Financing Costs	CFO	Negotiate favorable terms with financiers, explore alternative low-interest funding options, and strategically plan debt repayment schedules to minimize interest expenses.
3	Client Payment Delays	CFO	Establish clear payment terms, offer early payment incentives, and implement a robust follow-up system to ensure timely collections.
4	Economic Downturn	CFO	Diversify client base, create flexible service packages, and maintain a reserve fund to weather periods of low economic activity.
5	Pricing Pressure	CPO	Continually assess market rates, adjust pricing strategies accordingly, and emphasize value-added services to maintain competitive advantage.

5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Market Saturation	CMO	Conduct continuous market research to identify and emphasize unique value propositions that differentiate EventHorizon from competitors.
2	Brand Reputation	CRO	Develop and implement a strong reputation management strategy including timely engagement with clients, handling complaints effectively, and promoting positive client testimonials.
3	Client Expectations	COO	Set clear and realistic expectations from the outset and maintain ongoing communication with clients to manage and meet their evolving needs.
4	Talent Retention	CEO	Create a positive work culture and offer competitive compensation packages, professional development opportunities, and career growth to retain top talent.
5	Technological Adaptation	CTO	Continuously invest in the latest event technologies and provide training to staff to adapt to new tools and streamline event planning processes.



Market Overview (TAM, SAM and SOM)

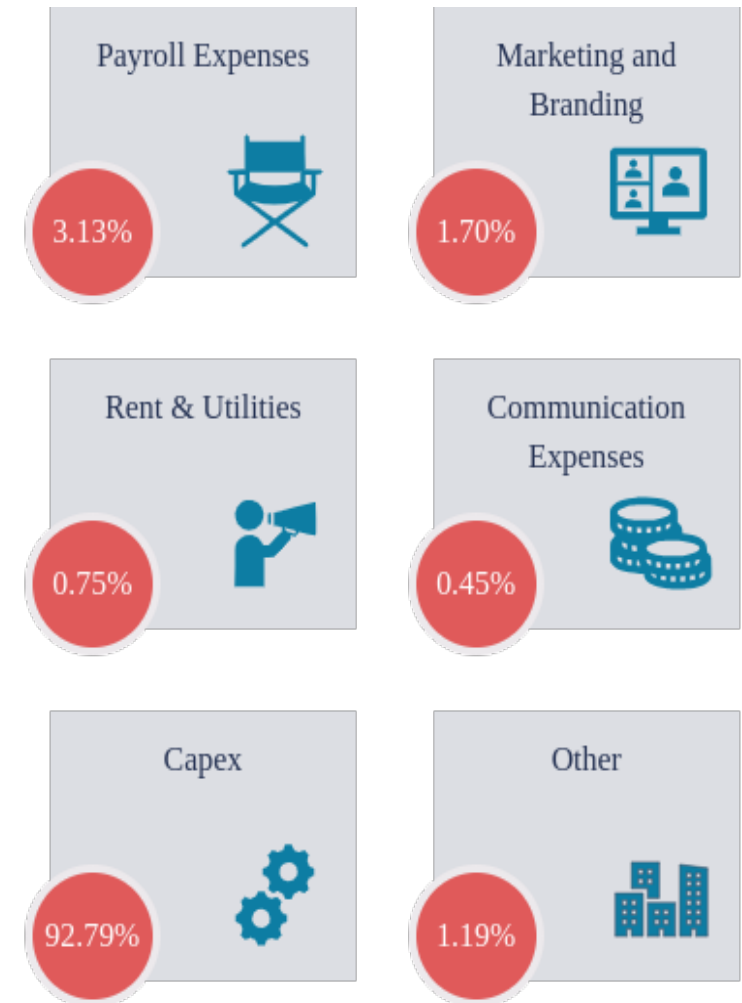


Funding Allocation

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 \$ 103k

Y1 Cash Flow Stream(thnd USD)	Inflows	Outflows
Gross Profit	5	
Payroll Expenses		3
Marketing and Branding		2
Rent & Utilities		1
Communication Expenses		0
Capex		100
Legal and Professional Fees		0
Training and Development		0
Office supplies		0
Representation and Entert.		0
Other Miscellaneous		0
CAPEX & WC shortage Y1		103
Buffer		0
Total Required Investment(thnd USD)		103



Financials Dashboard

Y3 PL formation and Margins

Revenue



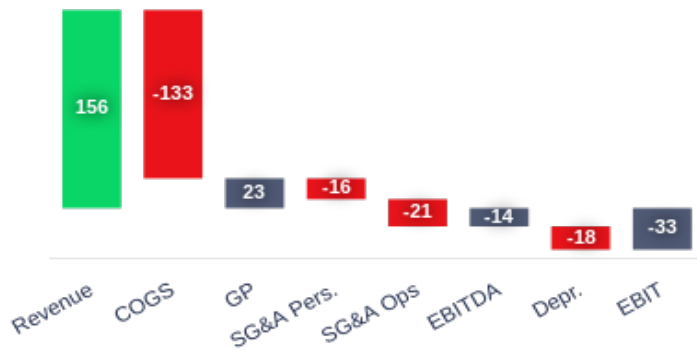
Projected Revenue

- GP 15.0%
- EBITDA -9.2%

Y3

Y3

PnL Formation (Y3 thnd USD)

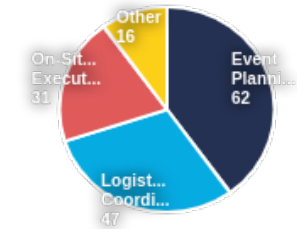


Business Line Breakdown (thnd USD)

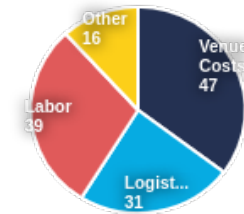
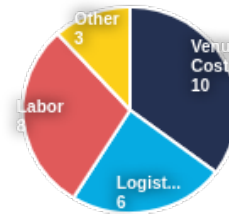
Y1

Y2

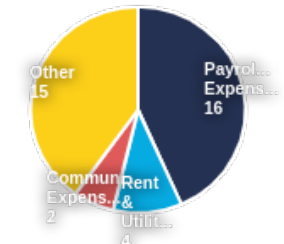
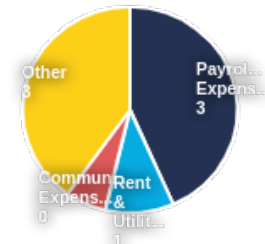
Revenue



COGS



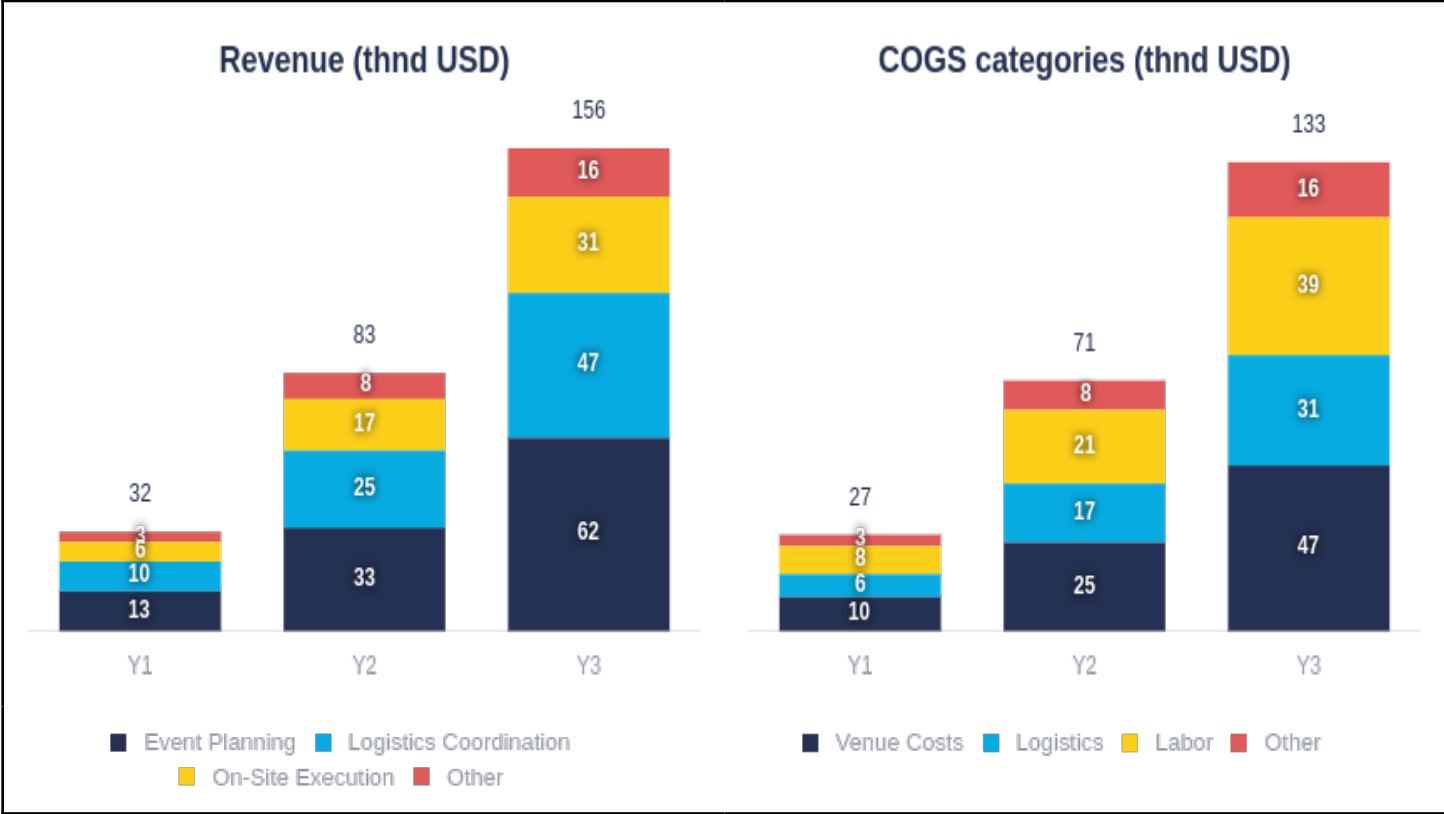
Admin



Revenue Formation Narrative

EventHorizon is positioned to make a distinct mark in the competitive landscape of event planning services. With a Total Addressable Market (TAM) valued at 21,400,000k USD, our initial focus is to carve out a niche by leveraging our strengths in meticulous planning, innovative design, and attention to client needs. Given these factors and our scope within the U.S. trade show and conference planning market, we anticipate capturing approximately 1.5% of the TAM, making for a realistic Serviceable Addressable Market (SAM). Initially, our Serviceable Obtainable Market (SOM) starts modestly at 0.01% in Year 1, reflecting both our 100k USD capital and the market dominance of larger players. This will result in total revenue of 32.1k USD. As we build our reputation and client trust, leveraging our creativity and exceptional service, we project our SOM to grow to 0.025% in Year 2, equating to 83.46k USD, and further to 0.045% in Year 3, reaching 156.237k USD. Our revenue streams will be diversified across four main lines of business: Event Planning, contributing 40% of total revenue; Logistics Coordination, accounting for 30%; On-Site Execution, at 20%; and Other services, making up the remaining 10%. This varied and comprehensive approach ensures that EventHorizon is well-positioned to capture and grow its market share, delivering extraordinary events that exceed client expectations.

\$ 156k Y3 Projected Revenue **0.01%** Market share



Revenue Calculation Details

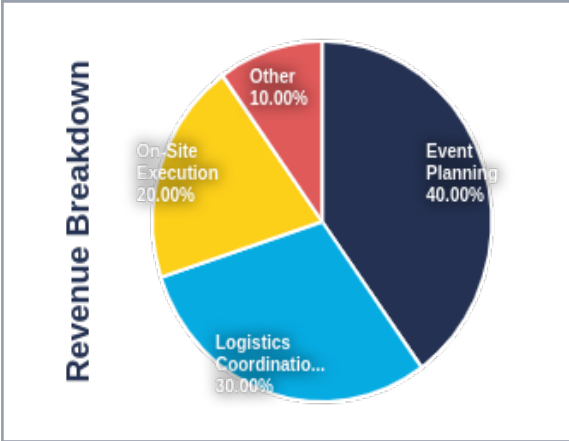
Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Event Planning	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%
Logistics Coordination	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%
On-Site Execution	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%
Other	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %

Event Planning	1	1	1	1	1	1	1	1	1	1	1	1	13	33	62
Logistics Coordination	1	1	1	1	1	1	1	1	1	1	1	1	10	25	47
On-Site Execution	0	0	0	0	0	0	1	1	1	1	1	1	6	17	31
Other	0	0	0	0	0	0	0	0	0	0	0	0	3	8	16
Total Revenue (thnd USD)	2	2	2	2	2	2	3	3	3	3	3	3	32	83	156

Total revenue is expected to reach \$ 156k by year 3.
 Main revenue driver are:

- Event Planning which generates \$ 62k by Year 3
- Logistics Coordination which generates \$ 47k by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 120.62 %



COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Venue Costs	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%
Logistics	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%
Labor	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	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%

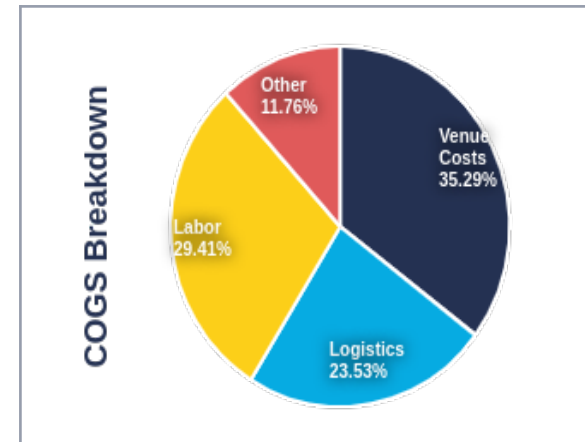
Venue Costs	1	1	1	1	1	1	1	1	1	1	1	1	10	25	47
Logistics	0	0	0	0	0	0	1	1	1	1	1	1	6	17	31
Labor	1	1	1	1	1	1	1	1	1	1	1	1	8	21	39
Other	0	0	0	0	0	0	0	0	0	0	0	0	3	8	16
Total COGS (thnd USD)	2	2	2	2	2	2	3	3	3	3	3	3	27	71	133

Total COGS is expected to reach \$ 133k by year 3.

Main revenue driver are:

- Venue Costs which generates \$ 47k by Year 3
- Labor which generates \$ 39k by Year 3

Expected CAGR for total COGS in Y1-Y3 is 120.62 %



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<i>Payroll Expenses</i>	10.50%	10.50%	10.50%	10.50%	10.50%	10.50%	10.50%	10.50%	10.50%	10.50%	10.50%	10.50%	10.50%	10.50%	10.50%
<i>Rent & Utilities</i>	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
<i>Communication Expenses</i>	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%
<i>Office supplies</i>	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%
<i>Legal and Professional Fees</i>	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%
<i>Marketing and Branding</i>	5.70%	5.70%	5.70%	5.70%	5.70%	5.70%	5.70%	5.70%	5.70%	5.70%	5.70%	5.70%	5.70%	5.70%	5.70%
<i>Representation and Entertainment</i>	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%
<i>Training and Development</i>	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%
<i>Other Miscellaneous</i>	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%

<i>Payroll Expenses</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	3	9	16
<i>Rent & Utilities</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2	4
<i>Communication Expenses</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
<i>Office supplies</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
<i>Legal and Professional Fees</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
<i>Marketing and Branding</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	2	5	9
<i>Representation and Entertainment</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
<i>Training and Development</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
<i>Other Miscellaneous</i>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Total SG&A (thnd USD)	0	0	0	1	1	1	1	1	1	1	1	1	1	8	20	38



PaT Expectations

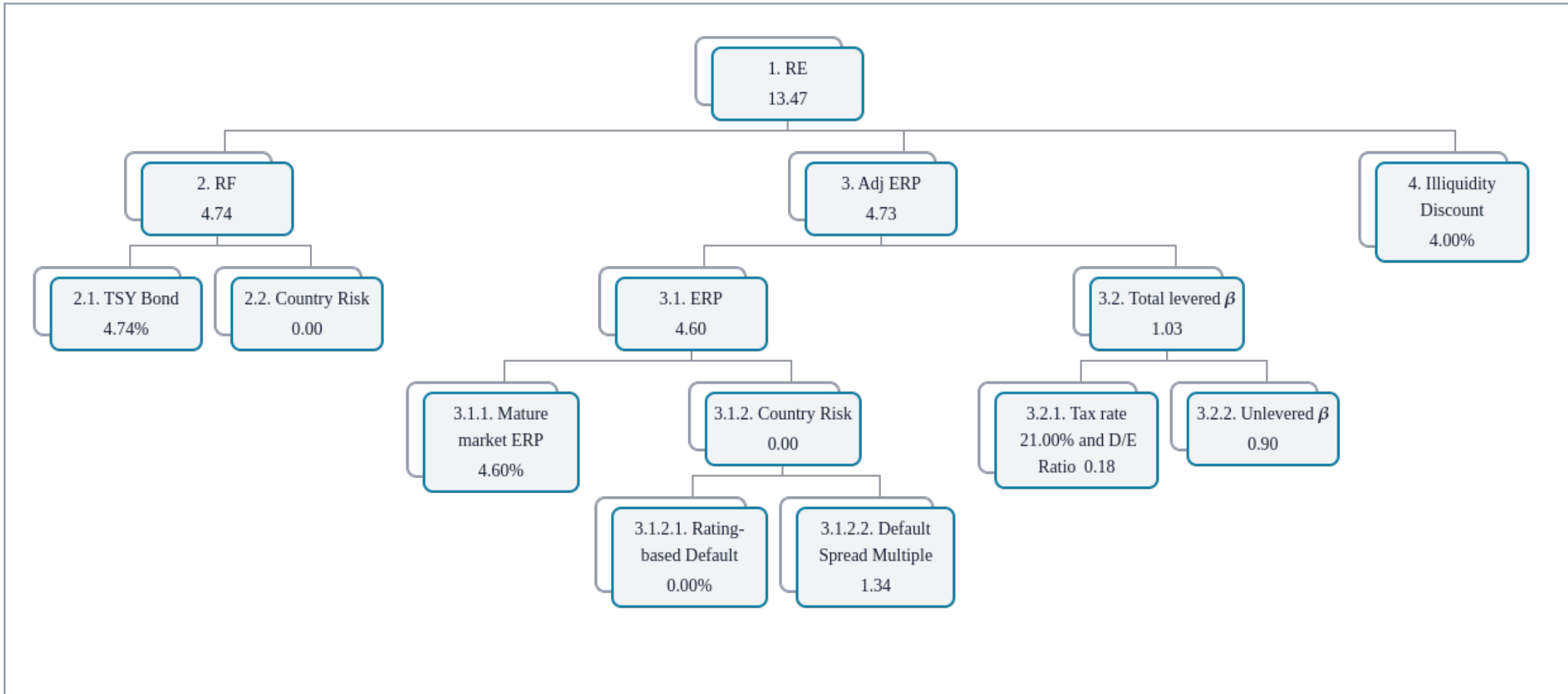
1 2 3 4 5 6 7

Financial Projection

Income Statement (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	2	2	2	2	2	2	3	3	3	3	3	3	32	83	156
Event Planning	1	1	1	1	1	1	1	1	1	1	1	1	13	33	62
Logistics Coordination	1	1	1	1	1	1	1	1	1	1	1	1	10	25	47
On-Site Execution	0	0	0	0	0	0	1	1	1	1	1	1	6	17	31
Other	0	0	0	0	0	0	0	0	0	0	0	0	3	8	16
COGS	-2	-2	-2	-2	-2	-2	-3	-3	-3	-3	-3	-3	-27	-71	-133
Venue Costs	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-10	-25	-47
Logistics	-0	-0	-0	-0	-0	-0	-1	-1	-1	-1	-1	-1	-6	-17	-31
Labor	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-8	-21	-39
Other	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-3	-8	-16
Gross Profit	0	0	0	0	0	0	0	0	0	1	1	1	5	13	23
SG&A Personal Expenses	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-3	-9	-16
SG&A Operating Expenses	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-4	-11	-21
EBITDA	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-3	-8	-14
Depreciation	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-18	-18	-18
EBIT	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-21	-26	-33
Interest Expense	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-1	-1	-1
Profit before Tax	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-22	-27	-34
Tax	0	0	0	0	0	0	0	0	0	0	0	0	5	6	7
Profit after Tax (thnd USD)	-1	-1	-1	-1	-1	-1	-1	-1	-1	-2	-2	-2	-17	-21	-26



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	-17	-21	-26	-28	-29	-30	-31
	Growth% Y4-Y7				4.00%	4.00%	4.00%	4.00%
	Growth% Y7 -->	3.50%						
	WACC	13.47%						
	PV Y1-Y7 at Y0	-15	-16	-18	-17	-15	-14	-13
	PV Y7 --> Y0	-133						
	NPV (thnd USD)	-241						

Average Survival Rate for 3 Years

50%

Final Valuation

-\$ 121k

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 13.47 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 4.00 %, 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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