

# Business Plan & Valuation Presentation



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# OUR VISION & MISSION

## Our Mission

Nexus Haven's mission is to provide a sophisticated and serene retreat for discerning travelers through personalized service, luxurious accommodations, and refined dining. We are committed to creating memorable guest experiences by integrating modern amenities with stylish decor, ensuring every stay exceeds expectations. Our focus on sustainability and community engagement allows us to support eco-friendly practices and local businesses, making a positive impact on our environment and society. At Nexus Haven, we aim to offer unparalleled comfort and elegance for both leisure and business travelers.

## Our Vision

Nexus Haven envisions a future where it stands as the global benchmark for luxurious, sustainable, and community-focused hospitality. Our aspiration is to expand our presence worldwide, creating elegant retreats that consistently deliver unmatched guest experiences and operational excellence. In twenty years, we aim to have revolutionized the accommodation industry by integrating cutting-edge amenities, innovative sustainability practices, and meaningful local engagement into every aspect of our operations. By doing so, Nexus Haven will shape the future of travel, providing premier destinations that inspire and elevate every guest's journey.

# Summary Financials Dashboard

Key performance indicators  
(Base Scenario Y3)

**\$ 4.145k**

Revenue

**\$ 2.454k**

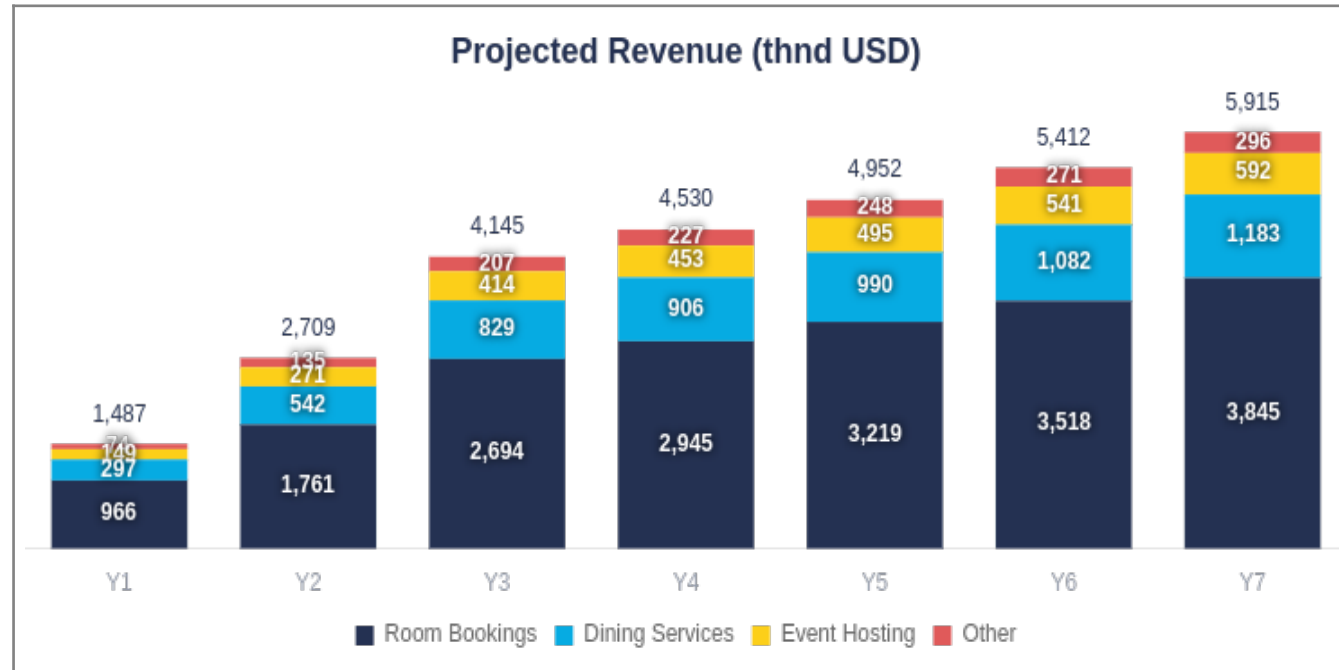
Gross Profit

**-\$ 1.214k**

EBITDA

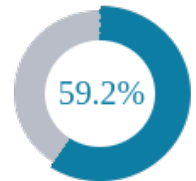
**12.00%**

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 \$ 3.000k

Y1 CAPEX \$ 2.850k

WC \$ 152k





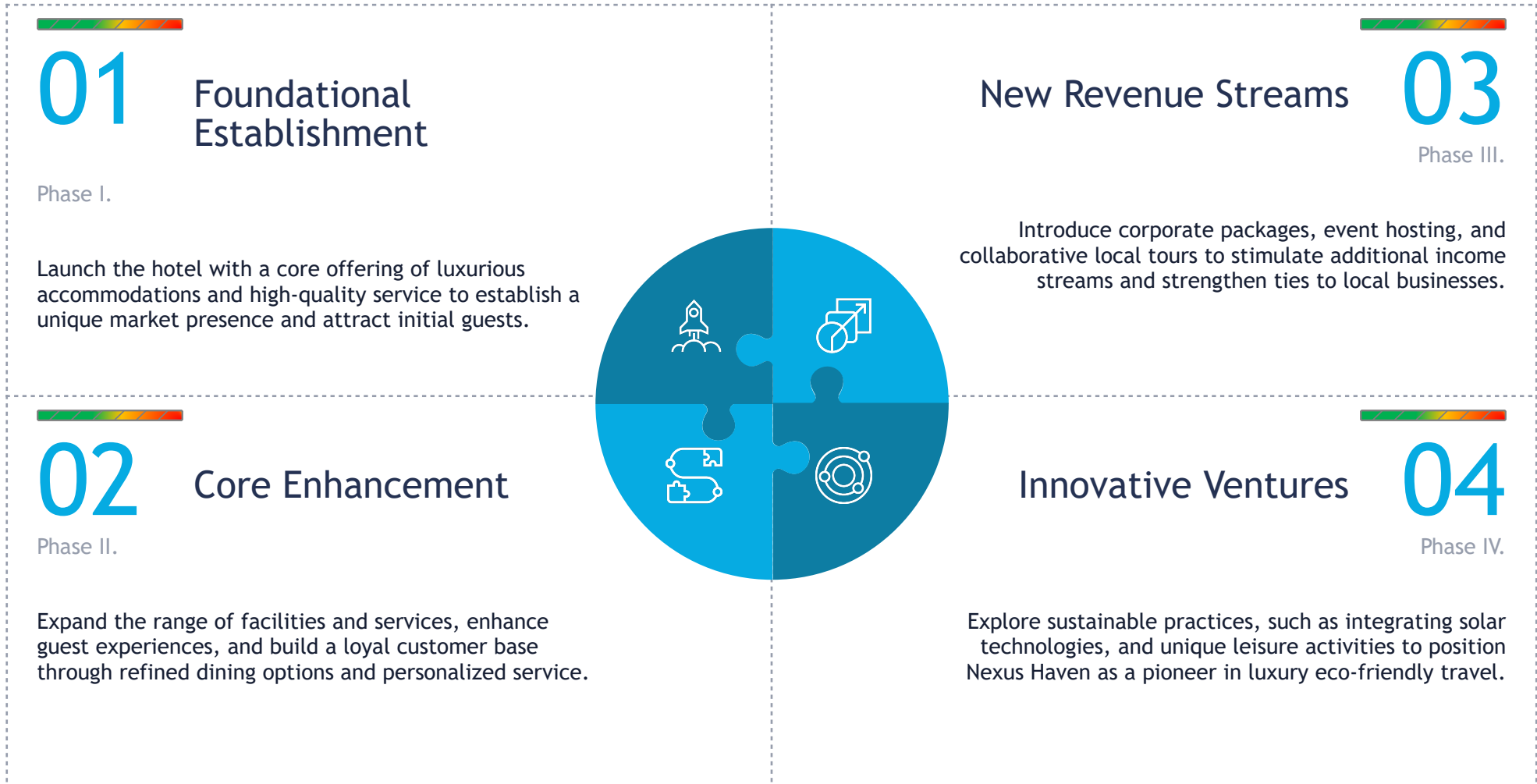
# About the Company: General Overview



Nexus Haven is an elegant hotel designed to provide a sophisticated and relaxing retreat for travelers seeking comfort and exceptional service. Specializing in the Accommodation (consolidated) industry, the company operates in the Accommodation and food service activities sector. The hotel offers a range of luxurious accommodations, from spacious suites to cozy rooms, all equipped with modern amenities and stylish decor. At Nexus Haven, the focus is on delivering a memorable guest experience through personalized service, refined dining options, and state-of-the-art facilities. The hotel's commitment to sustainability and local community engagement ensures that each stay supports eco-friendly practices and regional businesses. Whether for business or leisure, Nexus Haven is your premier destination for comfort and elegance, providing an ultimate blend of relaxation and sophistication to its discerning guests.



# The Main Phases: **Projects & Impacts**





# Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
<b>Guests</b>	<ol style="list-style-type: none"> <li>1. Enjoy luxurious accommodations and personalized service, creating a memorable and satisfying experience.</li> <li>2. Access to state-of-the-art facilities and refined dining options that enhance comfort and convenience.</li> <li>3. Participation in eco-friendly practices, contributing to sustainable travel and environmental responsibility.</li> </ol>
<b>Employees</b>	<ol style="list-style-type: none"> <li>1. Opportunities for professional growth and career advancement through training and high-quality service standards.</li> <li>2. A supportive and engaging work environment that emphasizes staff well-being and job satisfaction.</li> <li>3. Involvement in innovative initiatives and eco-friendly practices fostering a sense of purpose and community impact.</li> </ol>
<b>Local Businesses</b>	<ol style="list-style-type: none"> <li>1. Increased economic activity and revenue through collaborations and partnerships for local tours and event hosting.</li> <li>2. Enhanced visibility and customer base from hotel guests engaging in regional experiences and shopping.</li> <li>3. Strengthened community ties and mutual support through shared sustainability efforts and joint ventures.</li> </ol>
<b>Investors</b>	<ol style="list-style-type: none"> <li>1. Attractive returns on investment through diverse revenue streams and a loyal customer base.</li> <li>2. Stability and growth potential from Nexus Haven's strategic expansions and market positioning.</li> <li>3. Positive social impact and eco-friendly practices enhancing the hotel's brand value and long-term prospects.</li> </ol>
<b>Suppliers</b>	<ol style="list-style-type: none"> <li>1. Consistent demand for high-quality goods and services ensuring reliable business opportunities.</li> <li>2. Opportunities to collaborate on sustainability initiatives, contributing to responsible sourcing and eco-friendly practices.</li> <li>3. Enhanced reputation and market reach through partnerships with a luxury hotel committed to excellence.</li> </ol>
<b>Local Community</b>	<ol style="list-style-type: none"> <li>1. Economic benefits from increased tourism and patronage of regional businesses and attractions.</li> <li>2. Support for community projects and sustainable development through Nexus Haven's corporate social responsibility initiatives.</li> <li>3. Enhanced local reputation and pride in hosting an environmentally conscious and prestigious hotel.</li> </ol>
<b>Government and Regulatory Bodies</b>	<ol style="list-style-type: none"> <li>1. Promotion of sustainable tourism aligning with regional and national environmental goals.</li> <li>2. Contributions to local economic growth and job creation through the hotel's operations and development phases.</li> <li>3. Positive collaboration on regulatory compliance and community engagement, fostering a supportive and cooperative relationship.</li> </ol>



# Key Performance Components

## Competitive Advantage

### Luxurious Accommodations

Nexus Haven offers spacious suites and cozy rooms, all equipped with modern amenities and stylish decor, providing an elegant and comfortable retreat for travelers.

### Personalized Service

Guests receive exceptional and memorable experiences through personalized services, making each stay unique and tailored to individual needs.

### Sustainability Focus


Our commitment to eco-friendly practices and local community engagement ensures that every stay supports sustainability and regional businesses.

## Marketing and Growth Strategy



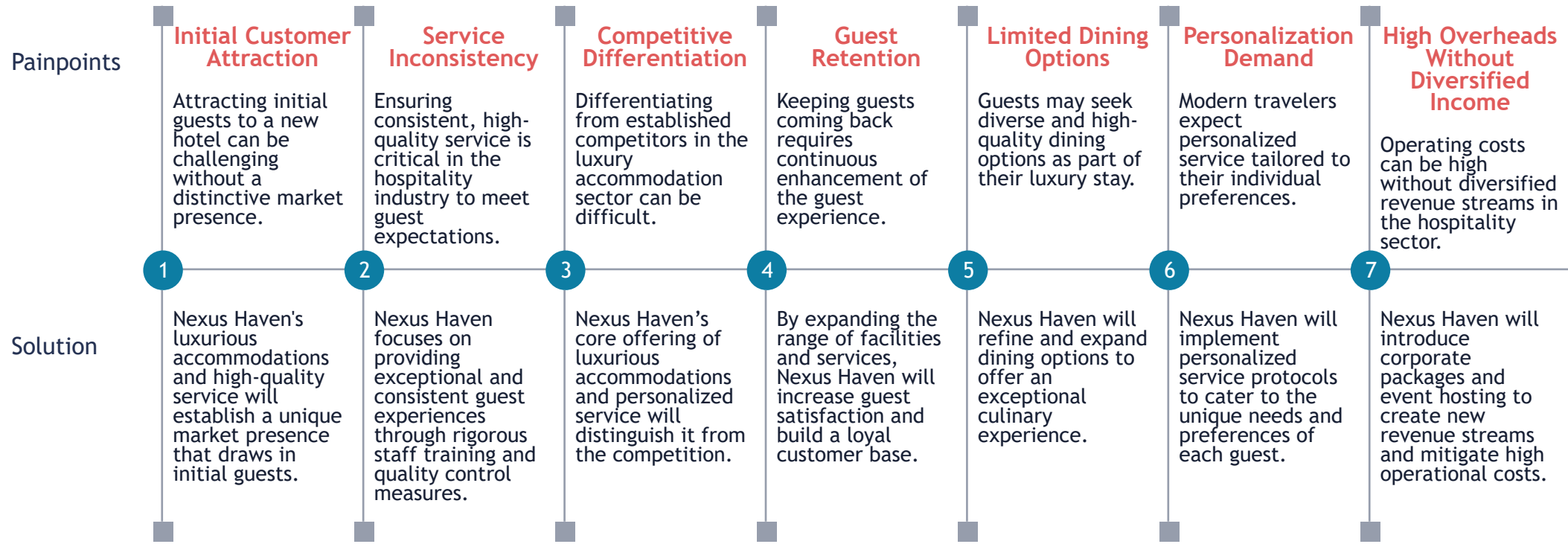


# Target Groups

Industries		Description
I	 Business Travelers	Professionals seeking comfortable and convenient accommodations with excellent Wi-Fi, business centers, and meeting facilities for work-related trips.
II	 Families	Families looking for spacious rooms, kid-friendly amenities, and activities that cater to children and parents alike for a relaxing vacation experience.
III	 Couples and Honeymooners	Couples in search of a romantic getaway with luxurious accommodations, romantic dining experiences, and special packages designed for intimate experiences.
IV	 Eco-conscious Travelers	Guests who prioritize sustainability and eco-friendly practices, seeking accommodations that align with their values on environmental conservation.
V	 Event Planners and Organizers	Professionals looking for elegant venues and facilities to host corporate events, weddings, seminars, and other social gatherings with comprehensive event support services.
VI	 Health and Wellness Enthusiasts	Health-conscious guests looking for wellness facilities, such as spas, fitness centers, and holistic treatment options to rejuvenate and relax during their stay.
VII	 Luxury and Leisure Travelers	Affluent travelers seeking high-end luxury experiences with impeccable service, exclusive amenities, and premium accommodations for leisure and recreation.




## Solution from Phase I to Phase IV






# Strategic Analysis: SWOT

**Strength**



Luxurious accommodations with modern amenities enhance guest experience. Personalized and exceptional service sets Nexus Haven apart. Refined dining options attract gourmets and food enthusiasts. State-of-the-art facilities cater to business and leisure travelers. Strong commitment to sustainability appeals to eco-conscious guests.

**Weaknesses**




High operational costs due to luxurious amenities and services. Dependence on premium pricing may limit market reach. Limited brand recognition compared to established hotel chains. Seasonal demand fluctuations affect occupancy rates. Heavy reliance on local suppliers might pose supply chain risks.

**Opportunities**



Growing trend towards eco-friendly accommodations aligns with company values. Expansion into emerging tourism markets can boost occupancy. Partnerships with local businesses to offer unique guest experiences. Leveraging technology for personalized guest services and marketing. Increased demand for staycation and domestic travel options.

**Threats**



Economic downturns reducing discretionary travel spending. Intense competition from established luxury hotel brands. Potential for adverse reviews impacting reputation. Fluctuating local supply chain impacting service consistency. Regulatory changes affecting hospitality and accommodation operations.



# History & Roadmap



## Current Status.

- Launch targeted marketing campaigns to attract initial guests (Mar 2024).
- Refine guest services based on initial feedback and reviews (Jun 2024).
- Introduce new refined dining options and culinary experiences (Sep 2024).
- Enhance state-of-the-art facilities for improved guest comfort (Jan 2025).
- Implement advanced eco-friendly practices throughout the hotel (Apr 2025).
- Expand partnerships with local businesses and community programs (Jul 2025).





# Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
<b>General Planning and Organization</b>					
1	Develop Business Plan	●	Not Started	High	CEO 2 months
2	Secure Startup Funding	●	Not Started	High	CFO 3 months
3	Choose Hotel Location	●	Not Started	High	COO 2 months
4	Register Business Name and Legal Structure	●	Not Started	High	CEO 1 month
5	Hire Core Team	●	Not Started	Medium	CPO 3 months
6	Develop IT Infrastructure	●	Not Started	Medium	CTO 4 months
7	Set up Financial and Accounting Systems	●	Not Started	Medium	CFO 2 months
8	Establish Brand Identity	●	Not Started	High	CMO 2 months
<b>Marketing</b>					
1	Develop Brand Identity and Guidelines	●	Not Started	High	CMO 2 weeks
2	Create Comprehensive Marketing Strategy	●	Not Started	High	CMO 1 month
3	Launch Official Website	●	Not Started	High	CIO 2 months
4	Establish Social Media Presence	●	Not Started	Medium	CMO 1 month
5	Initiate Digital Marketing Campaigns	●	Not Started	Medium	CMO 1 month
6	Organize Launch Event	●	Not Started	High	CMO 3 months
7	Develop Partnerships with Local Businesses	●	Not Started	Medium	CBO 4 months
8	Set Up Guest Feedback and Review Systems	●	Not Started	Medium	CRO 3 months



# Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
<b>Phase 1 &amp; Technical Set Up for next Phases</b>						
1	Secure initial funding	●	Not Started	High	CFO	2 months
2	Obtain necessary permits and licenses	●	Not Started	High	COO	3 months
3	Define standard operating procedures	●	Not Started	Medium	COO	2 months
4	Hire key management staff	●	Not Started	High	CEO	3 months
5	Set up hotel management software	●	Not Started	Medium	CTO	1 month
6	Establish supplier contracts	●	Not Started	Medium	CPO	2 months
7	Develop a guest loyalty program	●	Not Started	Low	CRO	3 months
8	Design room layouts and interior decor	●	Not Started	High	COO	4 months
<b>Phase 2</b>						
1	Expand Dining Options	●	Not Started	High	COO	3 months
2	Create Loyalty Program	●	Not Started	High	CRO	2 months
3	Enhance Guest Service Training	●	Not Started	High	CPO	1 month
4	Upgrade Room Amenities	●	Not Started	Medium	CPO	4 months
5	Improve Online Booking Experience	●	Not Started	High	CTO	2 months
6	Launch Social Media Campaign	●	Not Started	Medium	CMO	3 months
7	Establish Feedback Mechanisms	●	Not Started	High	CSO	1 month
8	Develop Concierge Services	●	Not Started	Medium	COO	3 months



# Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
<b>Phase 3</b>						
1	Develop Corporate Packages and Pricing	●	Not Started	High	COO	2 months
2	Establish Partnerships with Local Businesses	●	Not Started	High	CRO	3 months
3	Hire Event Management Team	●	Not Started	Medium	COO	1 month
4	Design and Launch Event Hosting Services	●	Not Started	High	CPO	2 months
5	Develop Marketing Strategy for Corporate Packages and Events	●	Not Started	High	CMO	2 months
6	Introduce Collaborative Local Tours	●	Not Started	Medium	CBO	3 months
7	Create Revenue Tracking System for New Streams	●	Not Started	High	CFO	1 month
8	Implement Guest Feedback Mechanisms for New Services	●	Not Started	Medium	CIO	2 months
<b>Phase 4</b>						
1	Integrate Solar Technology for Energy Efficiency	●	Not Started	High	CTO	6 months
2	Implement Waste Reduction Programs	●	Not Started	High	CSO	4 months
3	Partner with Local Eco-Friendly Vendors	●	Not Started	Medium	CPO	3 months
4	Develop Sustainable Leisure Activities	●	Not Started	Medium	COO	5 months
5	Launch Eco-Friendly Marketing Campaign	●	Not Started	High	CMO	2 months
6	Upgrade Water Recycling Systems	●	Not Started	Medium	CTO	7 months
7	Train Staff on Sustainable Practices	●	Not Started	High	COO	1 month
8	Install Electric Vehicle Charging Stations	●	Not Started	Medium	CIO	6 months



# Core Risks & Migration Strategies

## 1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Service Quality Consistency	COO	Implement comprehensive staff training programs and regular quality audits to maintain high standards of service.
2	Equipment Failures	CTO	Regularly maintain and service all equipment and establish a rapid response team for emergencies.
3	Supply Chain Disruptions	CPO	Establish multiple supplier relationships and maintain a buffer stock of essential items.
4	Staff Turnover	CPO	Develop strong employee engagement and retention programs, including competitive compensation and career development opportunities.
5	Guest Health and Safety	CSO	Implement rigorous health and safety protocols, regular inspections, and staff training to ensure guest well-being.

## 2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Health and Safety Regulations	CSO	Conduct regular health and safety training for staff and ensure compliance with all local and national health regulations.
2	Environmental Regulations	CSO	Implement sustainable practices and continuously monitor compliance with environmental laws and standards.
3	Labor Laws	CPO	Ensure all employment practices comply with current labor laws and maintain accurate records to facilitate compliance and audits.
4	Data Privacy Laws	CIO	Implement robust data protection policies and ensure that all guest and employee data is securely managed and compliant with GDPR or other relevant regulations.
5	Zoning and Land Use Regulations	COO	Collaborate with local authorities to ensure that all hotel operations are compliant with zoning and land use regulations.





### 3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market Saturation	CMO	Conduct thorough market analysis and continuously innovate the hotel's services to differentiate Nexus Haven from competitors.
2	Seasonal Demand Fluctuations	CRO	Develop targeted marketing campaigns and special packages to attract guests during off-peak seasons.
3	Changing Consumer Preferences	CPO	Regularly gather and analyze guest feedback to adapt and enhance services in line with evolving preferences.
4	Price Sensitivity	CFO	Monitor market pricing trends and adjust room rates and promotional offers to maintain competitive pricing while ensuring profitability.
5	Economic Downturn	CEO	Implement cost-efficient operations and diversify revenue streams through various packages and partnerships to cushion against economic fluctuations.

### 4. Finance risk

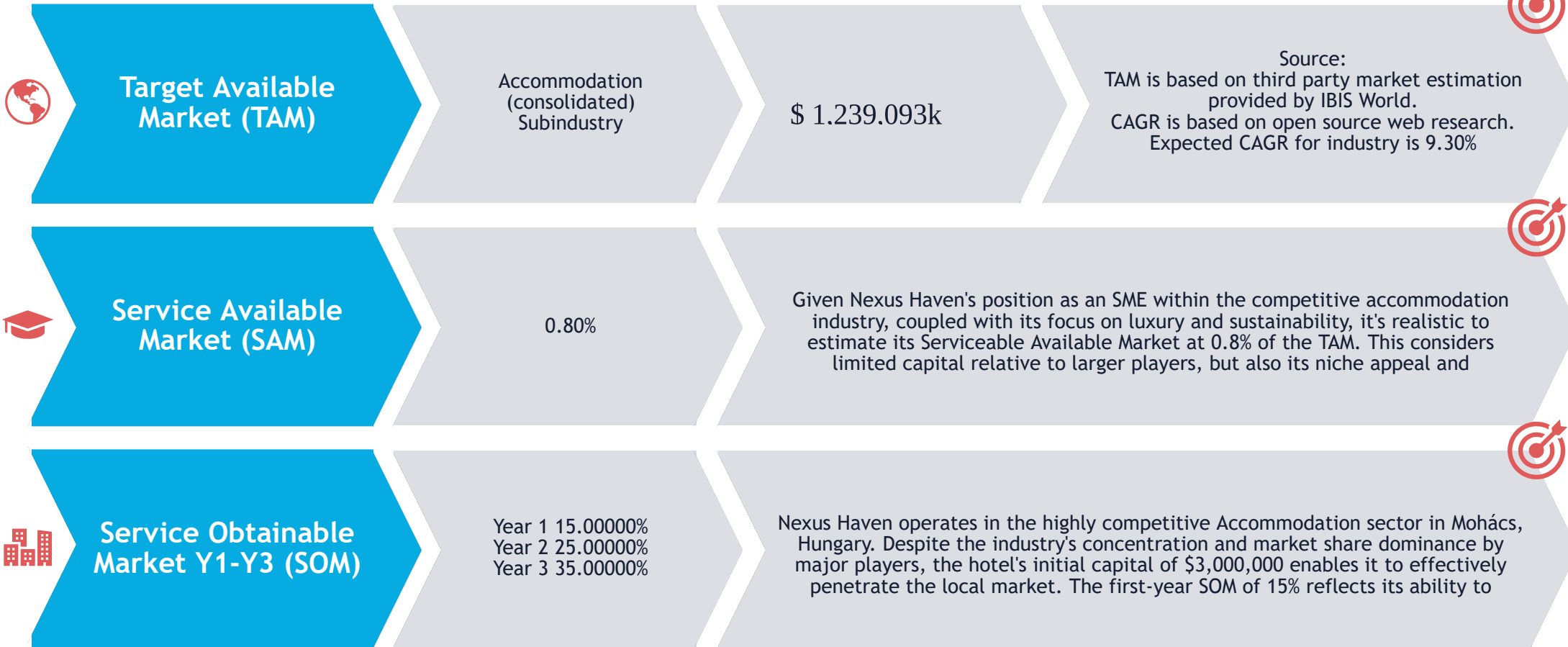
#	Risk Type	Area	Mitigation Strategy
1	Revenue Instability	CFO	Establish a diversified revenue model and maintain a strong cash reserve to manage periods of low occupancy.
2	High Operational Costs	COO	Implement cost-control measures and regular financial audits to identify and reduce unnecessary expenses.
3	Capital Expenditure Overruns	CFO	Conduct thorough financial planning and enforce strict budget controls for all expansion and improvement projects.
4	Credit Risk	CFO	Maintain a strong credit rating by ensuring timely debt repayments and maintaining transparent financial practices.
5	Market Volatility	CRO	Develop flexible pricing strategies and maintain a diverse customer base to mitigate the impact of market fluctuations.

### 5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Guest Satisfaction Decline	COO	Implement regular staff training programs to continually enhance service quality and gather guest feedback to identify improvement areas.
2	Brand Reputation Management	CMO	Develop a proactive brand management strategy including active social media engagement, reputation monitoring tools, and quick response protocols for negative feedback.
3	Economic Downturn	CFO	Diversify revenue streams through strategic initiatives such as corporate packages and event hosting to mitigate impact during economic fluctuations.
4	Staff Retention	CPO	Create a supportive work environment with incentives, career development opportunities, and competitive compensation packages to attract and retain top talent.
5	Supply Chain Disruptions	COO	Establish relationships with multiple suppliers and maintain buffer stocks of key items to minimize impact during supply chain interruptions.



# 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.

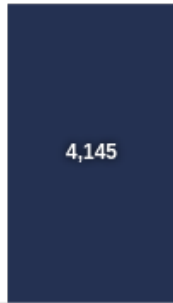
The total investment required is \$ 3.286k

Y1 Cash Flow Stream(thnd USD)	Inflows	Outflows
Gross Profit	880	
Marketing and Branding		372
Rent & Utilities		307
Payroll Expenses		237
Other Miscellaneous		96
Capex		2,850
Representation and Entert.		91
Legal and Professional Fees		80
Training and Development		52
Communication Expenses		48
Office supplies		33
<b>CAPEX &amp; WC shortage Y1</b>		<b>3,286</b>
<b>Buffer</b>		<b>0</b>
<b>Total Required Investment(thnd USD)</b>		<b>3,286</b>



## Y3 PL formation and Margins

### Revenue



### Projected Revenue

● GP 59.2%

● EBITDA -29.3%

Y3

Y3

### PnL Formation (Y3 thnd USD)

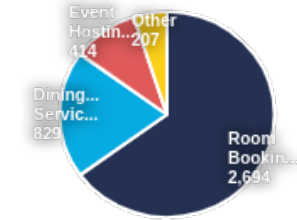
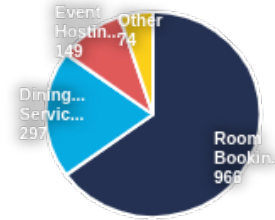


## Business Line Breakdown (thnd USD)

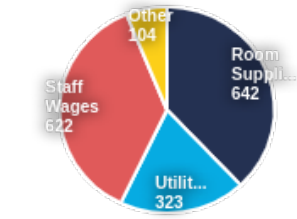
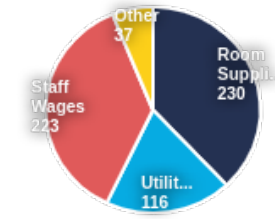
### Y1

### Y2

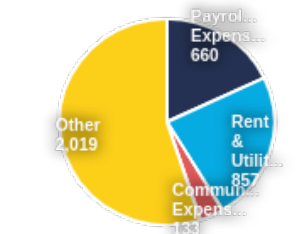
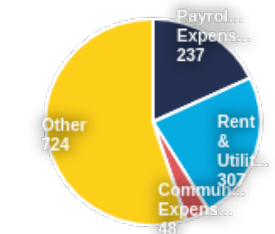
### Revenue



### COGS



### Admin

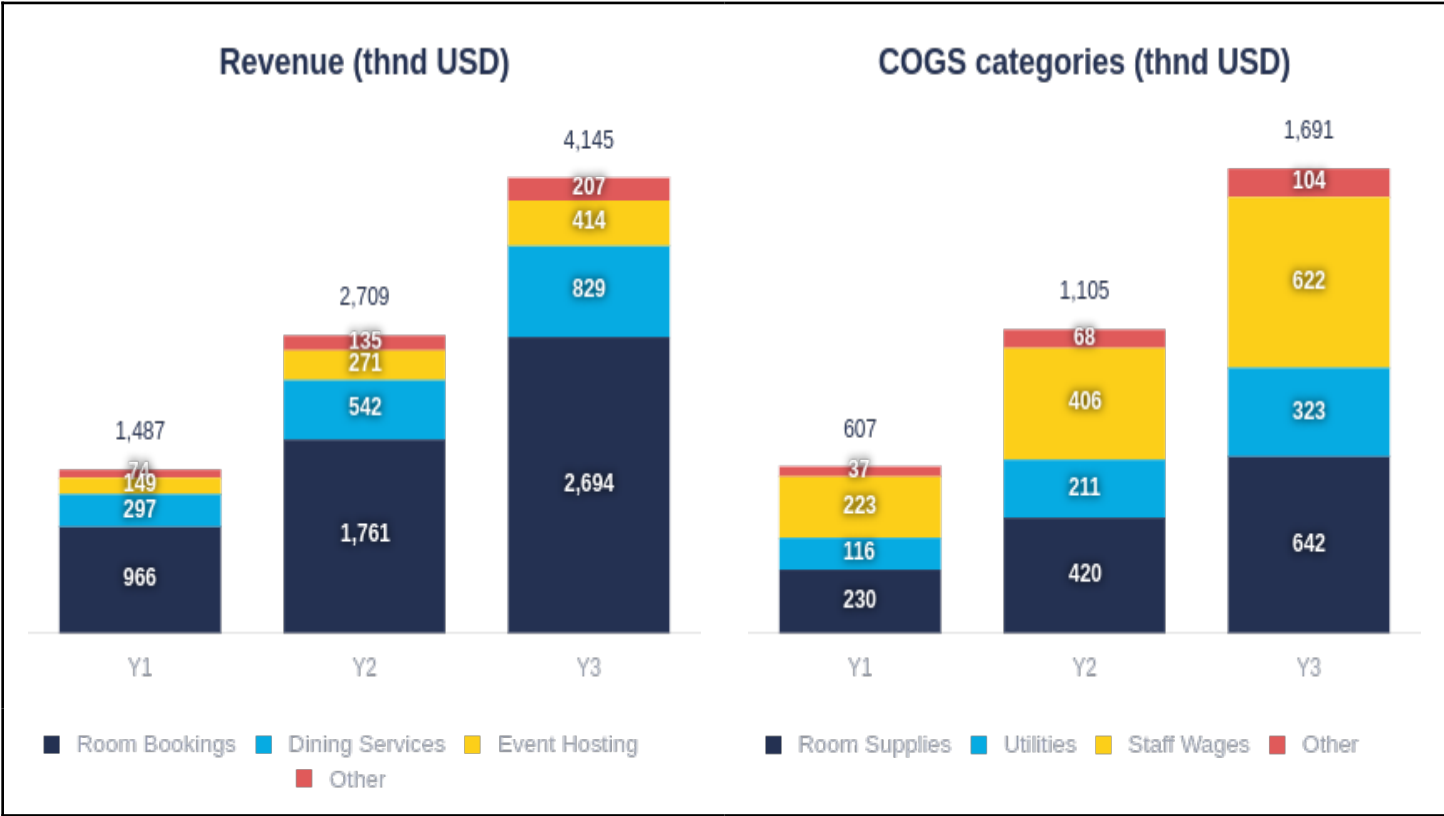




# Revenue Formation Narrative

Nexus Haven, a sophisticated hotel offering luxurious accommodations and personalized service, operates within the competitive Accommodation sub-industry, focusing on comfort and elegance. The hotel aims to capture a portion of the 1,239,093k USD Total Addressable Market (TAM). Given its niche appeal and commitment to eco-friendly practices, a realistic Serviceable Addressable Market (SAM) has been estimated at 0.8% of the TAM. This cautious yet optimistic estimate accounts for Nexus Haven's SME status and its niche focus. The Serviceable Obtainable Market (SOM) has been estimated based on Nexus Haven's initial capital of 3,000k USD and market conditions. The first-year SOM is projected at 15%, representing the hotel's foothold through personalized service and community engagement. This figure is expected to grow to 25% in the second year and 35% by the third year, assuming successful implementation of its unique value propositions. Correspondingly, the hotel's estimated total revenue is 1,487k USD for Year 1, 2,709k USD for Year 2, and 4,145k USD for Year 3. The revenue streams are distributed across four main lines of business: Room Bookings contributing 65% of the total revenue, Dining Services at 20%, Event Hosting at 10%, and Other services accounting for 5%. This diverse revenue model positions Nexus Haven for sustainable growth, leveraging its comprehensive service offerings and commitment to quality.

**\$ 4.145k** Y3 Projected Revenue **12.00%** Market share



# Revenue Calculation Details

Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Room Bookings	65.00%	65.00%	65.00%	65.00%	65.00%	65.00%	65.00%	65.00%	65.00%	65.00%	65.00%	65.00%	65.00%	65.00%	65.00%
Dining Services	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%
Event Hosting	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%
Other	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %

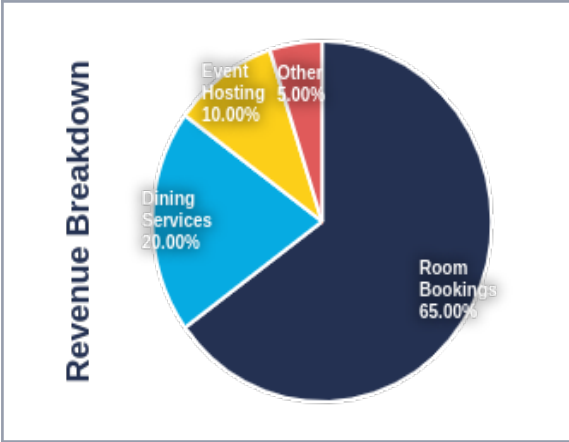
Room Bookings	60	60	60	72	72	72	89	89	89	101	101	101	966	1,761	2,694
Dining Services	19	19	19	22	22	22	27	27	27	31	31	31	297	542	829
Event Hosting	9	9	9	11	11	11	14	14	14	15	15	15	149	271	414
Other	5	5	5	6	6	6	7	7	7	8	8	8	74	135	207
<b>Total Revenue (thnd USD)</b>	<b>93</b>	<b>93</b>	<b>93</b>	<b>112</b>	<b>112</b>	<b>112</b>	<b>136</b>	<b>136</b>	<b>136</b>	<b>155</b>	<b>155</b>	<b>155</b>	<b>1,487</b>	<b>2,709</b>	<b>4,145</b>

Total revenue is expected to reach \$ 4,145k by year 3.

Main revenue driver are:

- Room Bookings which generates \$ 2,694k by Year 3
- Dining Services which generates \$ 829k by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 66.96 %



# COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Room Supplies	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%
Utilities	7.80%	7.80%	7.80%	7.80%	7.80%	7.80%	7.80%	7.80%	7.80%	7.80%	7.80%	7.80%	7.80%	7.80%	7.80%
Staff Wages	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	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%

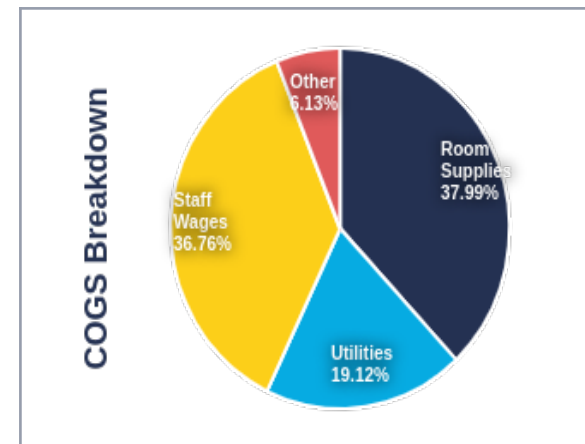
Room Supplies	14	14	14	17	17	17	21	21	21	24	24	24	230	420	642
Utilities	7	7	7	9	9	9	11	11	11	12	12	12	116	211	323
Staff Wages	14	14	14	17	17	17	20	20	20	23	23	23	223	406	622
Other	2	2	2	3	3	3	3	3	3	4	4	4	37	68	104
<b>Total COGS (thnd USD)</b>	<b>38</b>	<b>38</b>	<b>38</b>	<b>46</b>	<b>46</b>	<b>46</b>	<b>56</b>	<b>56</b>	<b>56</b>	<b>63</b>	<b>63</b>	<b>63</b>	<b>607</b>	<b>1,105</b>	<b>1,691</b>

Total COGS is expected to reach \$ 1,691k by year 3.

Main revenue driver are:

- Room Supplies which generates \$ 642k by Year 3
- Staff Wages which generates \$ 622k by Year 3

Expected CAGR for total COGS in Y1-Y3 is 66.96 %



# 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>	15.92%	15.92%	15.92%	15.92%	15.92%	15.92%	15.92%	15.92%	15.92%	15.92%	15.92%	15.92%	15.92%	15.92%	15.92%
<i>Rent &amp; Utilities</i>	20.68%	20.68%	20.68%	20.68%	20.68%	20.68%	20.68%	20.68%	20.68%	20.68%	20.68%	20.68%	20.68%	20.68%	20.68%
<i>Communication Expenses</i>	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%	3.20%
<i>Office supplies</i>	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%	2.20%
<i>Legal and Professional Fees</i>	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%	5.40%
<i>Marketing and Branding</i>	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%
<i>Representation and Entertainment</i>	6.12%	6.12%	6.12%	6.12%	6.12%	6.12%	6.12%	6.12%	6.12%	6.12%	6.12%	6.12%	6.12%	6.12%	6.12%
<i>Training and Development</i>	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%	3.50%
<i>Other Miscellaneous</i>	6.48%	6.48%	6.48%	6.48%	6.48%	6.48%	6.48%	6.48%	6.48%	6.48%	6.48%	6.48%	6.48%	6.48%	6.48%

<i>Payroll Expenses</i>	15	15	15	18	18	18	22	22	22	25	25	25	237	431	660
<i>Rent &amp; Utilities</i>	19	19	19	23	23	23	28	28	28	32	32	32	307	560	857
<i>Communication Expenses</i>	3	3	3	4	4	4	4	4	4	5	5	5	48	87	133
<i>Office supplies</i>	2	2	2	2	2	2	3	3	3	3	3	3	33	60	91
<i>Legal and Professional Fees</i>	5	5	5	6	6	6	7	7	7	8	8	8	80	146	224
<i>Marketing and Branding</i>	23	23	23	28	28	28	34	34	34	39	39	39	372	677	1,036
<i>Representation and Entertainment</i>	6	6	6	7	7	7	8	8	8	9	9	9	91	166	254
<i>Training and Development</i>	3	3	3	4	4	4	5	5	5	5	5	5	52	95	145
<i>Other Miscellaneous</i>	6	6	6	7	7	7	9	9	9	10	10	10	96	176	269

<b>Total SG&amp;A (thnd USD)</b>	<b>82</b>	<b>82</b>	<b>82</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>121</b>	<b>121</b>	<b>121</b>	<b>137</b>	<b>137</b>	<b>137</b>	<b>1,316</b>	<b>2,397</b>	<b>3,668</b>
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# PaT Expectations

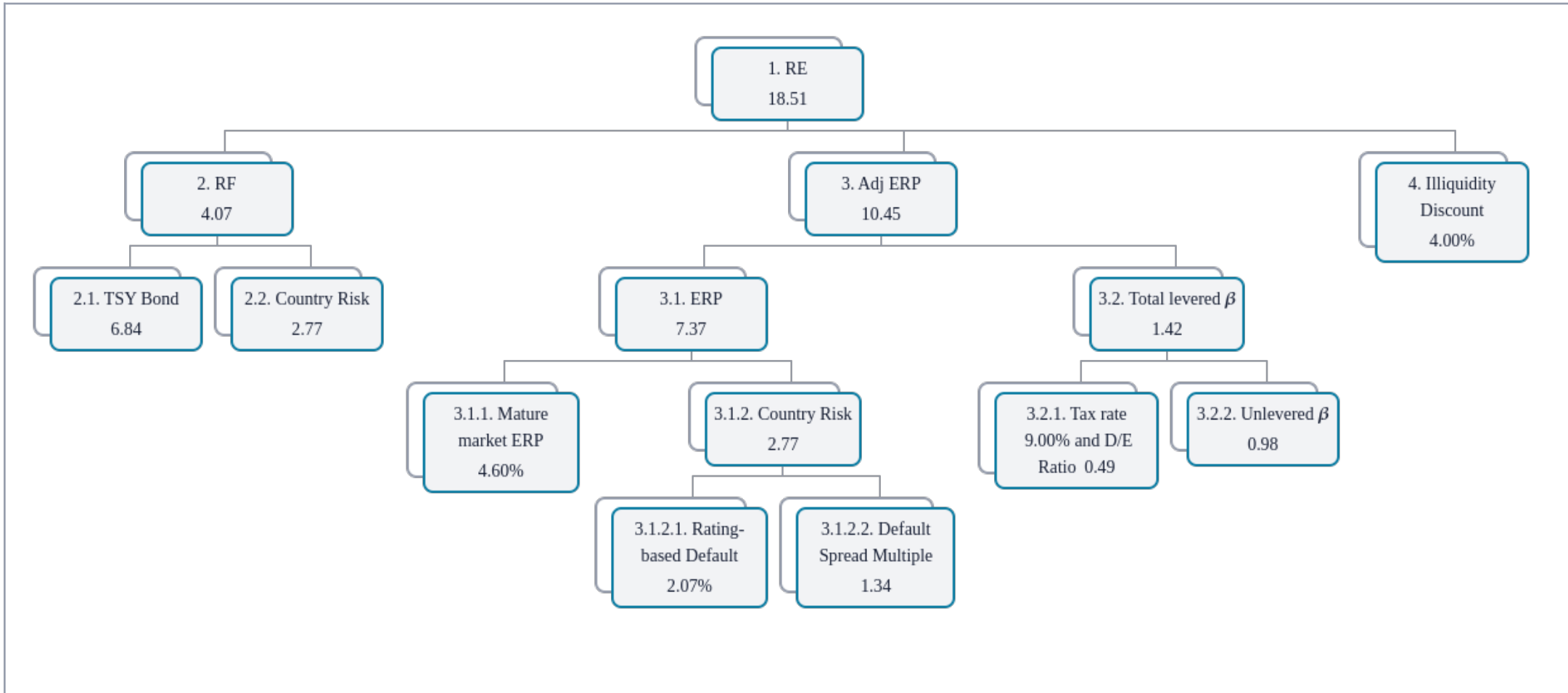
1 2 3 4 5 6 7

Financial Projection

Income Statement (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<b>Revenue</b>	93	93	93	112	112	112	136	136	136	155	155	155	1,487	2,709	4,145
Room Bookings	60	60	60	72	72	72	89	89	89	101	101	101	966	1,761	2,694
Dining Services	19	19	19	22	22	22	27	27	27	31	31	31	297	542	829
Event Hosting	9	9	9	11	11	11	14	14	14	15	15	15	149	271	414
Other	5	5	5	6	6	6	7	7	7	8	8	8	74	135	207
<b>COGS</b>	-38	-38	-38	-46	-46	-46	-56	-56	-56	-63	-63	-63	-607	-1,105	-1,691
Room Supplies	-14	-14	-14	-17	-17	-17	-21	-21	-21	-24	-24	-24	-230	-420	-642
Utilities	-7	-7	-7	-9	-9	-9	-11	-11	-11	-12	-12	-12	-116	-211	-323
Staff Wages	-14	-14	-14	-17	-17	-17	-20	-20	-20	-23	-23	-23	-223	-406	-622
Other	-2	-2	-2	-3	-3	-3	-3	-3	-3	-4	-4	-4	-37	-68	-104
<b>Gross Profit</b>	55	55	55	66	66	66	81	81	81	92	92	92	880	1,604	2,454
<b>SG&amp;A Personal Expenses</b>	-15	-15	-15	-18	-18	-18	-22	-22	-22	-25	-25	-25	-237	-431	-660
<b>SG&amp;A Operating Expenses</b>	-67	-67	-67	-81	-81	-81	-99	-99	-99	-112	-112	-112	-1,079	-1,966	-3,008
<b>EBITDA</b>	-27	-27	-27	-33	-33	-33	-40	-40	-40	-45	-45	-45	-436	-794	-1,214
<b>Depreciation</b>	-23	-23	-23	-23	-23	-23	-23	-23	-23	-23	-23	-23	-274	-274	-274
<b>EBIT</b>	-50	-50	-50	-56	-56	-56	-63	-63	-63	-68	-68	-68	-710	-1,068	-1,489
<b>Interest Expense</b>	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0
<b>Profit before Tax</b>	-50	-50	-50	-56	-56	-56	-63	-63	-63	-68	-68	-68	-710	-1,068	-1,489
<b>Tax</b>	5	5	5	5	5	5	6	6	6	6	6	6	64	96	134
<b>Profit after Tax (thnd USD)</b>	-46	-46	-46	-51	-51	-51	-57	-57	-57	-62	-62	-62	-646	-972	-1,355



## 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 ( $\beta$ ) 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

	<i>Proportion of firms that were started in 1998 that survived through</i>						
	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>Year 4</i>	<i>Year 5</i>	<i>Year 6</i>	<i>Year 7</i>
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](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	-646	-972	-1,355	-1,481	-1,619	-1,769	-1,934
	Growth% Y4-Y7				9.30%	9.30%	9.30%	9.30%
	Growth% Y7 -->				3.50%			
	WACC				18.51%			
	PV Y1-Y7 at Y0	-545	-692	-814	-751	-692	-639	-589
	PV Y7 --> Y0				-4,059			
	NPV (thnd USD)				-8,781			

Average Survival Rate for 3 Years 50%

**Final Valuation** -\$ 4.390k

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 18.51 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 9.30 %, 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



# Disclaimer

The following information and valuation analysis are provided for informational purposes only and do not constitute financial or investment advice. This presentation is based on assumptions, projections, and historical data, which are subject to inherent uncertainties and risks.

Please note that the valuation results presented here are based on the Discounted Cash Flow (DCF) method and various assumptions, including projected cash flows, growth rates, discount rates, and survival rates. These assumptions are subject to change and may not accurately reflect future market conditions or the performance of the business.

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