

# Business Plan & Valuation Presentation

short term

Short term  
accommodation

Offer your a amazing  
personalized stay.

Offer personal attention,  
and highest end  
breakfast

# Contents

|   |  |         |
|---|--|---------|
|    | Part 1 Executive Summary                     | 3 - 4   |
|    | Company & Product Overview                   | 5 - 15  |
|    | Check List & Risk Overview                   | 16 - 21 |
|    | Users, Market & Investment                   | 22 - 23 |
|    | Part 2 Financial Projection                  | 24 - 32 |
|   | Business Valuation                           | 33 - 35 |
|  | Stress Test, Scenario Analysis & Simulations | 36 - 40 |
|  | Glossary & Disclaimer                        | 41 - 42 |

# OUR VISION & MISSION

## Our Mission

CozyNest exists to provide guests with a warm and inviting retreat that feels like home. Our mission is to deliver exceptional hospitality through elegantly appointed rooms, modern amenities, thoughtful touches, and a delicious homemade breakfast sourced from local ingredients. We aim to create a cozy and relaxed environment where every guest feels welcome and well-cared-for, ensuring that each stay is a memorable and delightful experience. We make a difference by turning ordinary stays into extraordinary moments of comfort and care.

## Our Vision

CozyNest envisions becoming the preferred choice for travelers seeking a charming and personalized bed and breakfast experience. Over the next twenty years, we aspire to expand our presence while maintaining our commitment to exceptional hospitality, comfort, and local culture. Our goal is to create a network of CozyNest retreats, each offering a unique yet consistently warm and inviting atmosphere. We aim to set the standard for bed and breakfast accommodations by continually delighting guests and fostering a sense of home away from home.



# Summary Financials Dashboard

Key performance indicators  
(Base Scenario Y3)

**\$ 945,944**

Revenue

**\$ 567,566**

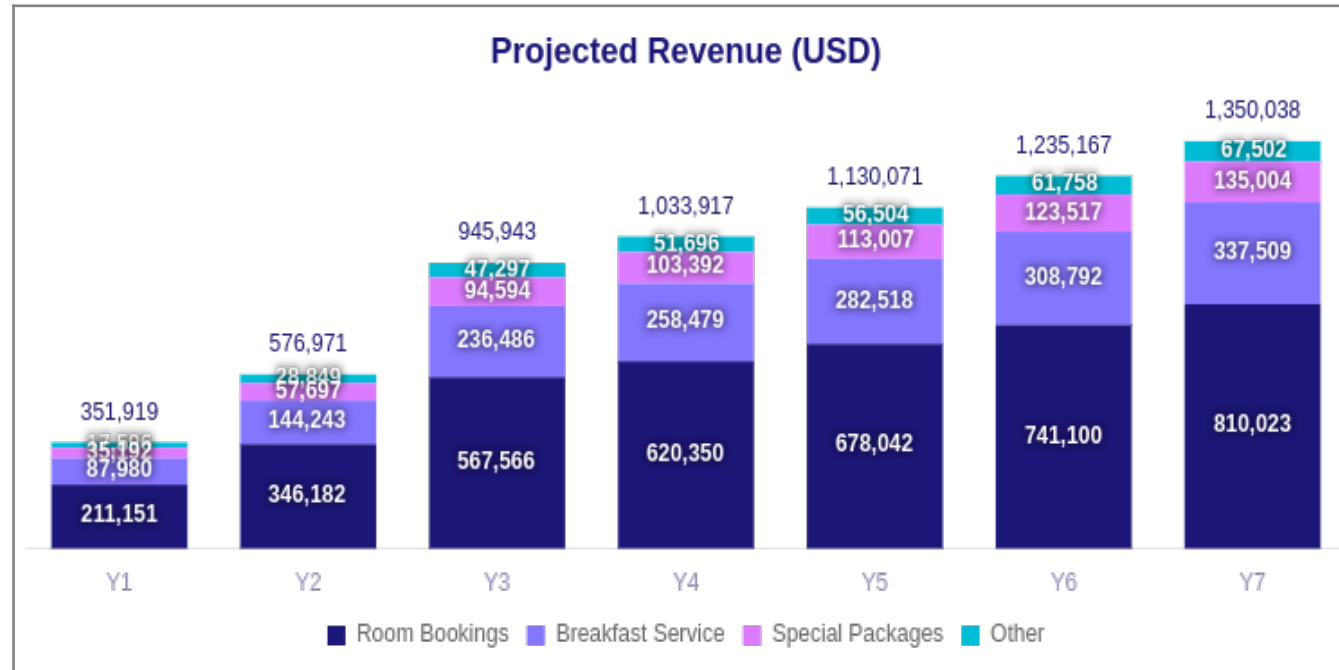
Gross Profit

**\$ 294,661**

EBITDA

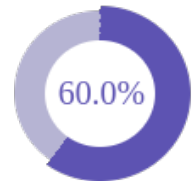
**0.00%**

Target Market Share

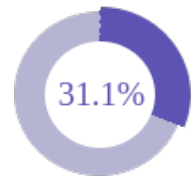


Margins  
(Stabilized by Y3)

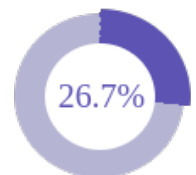
GP Margin



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.

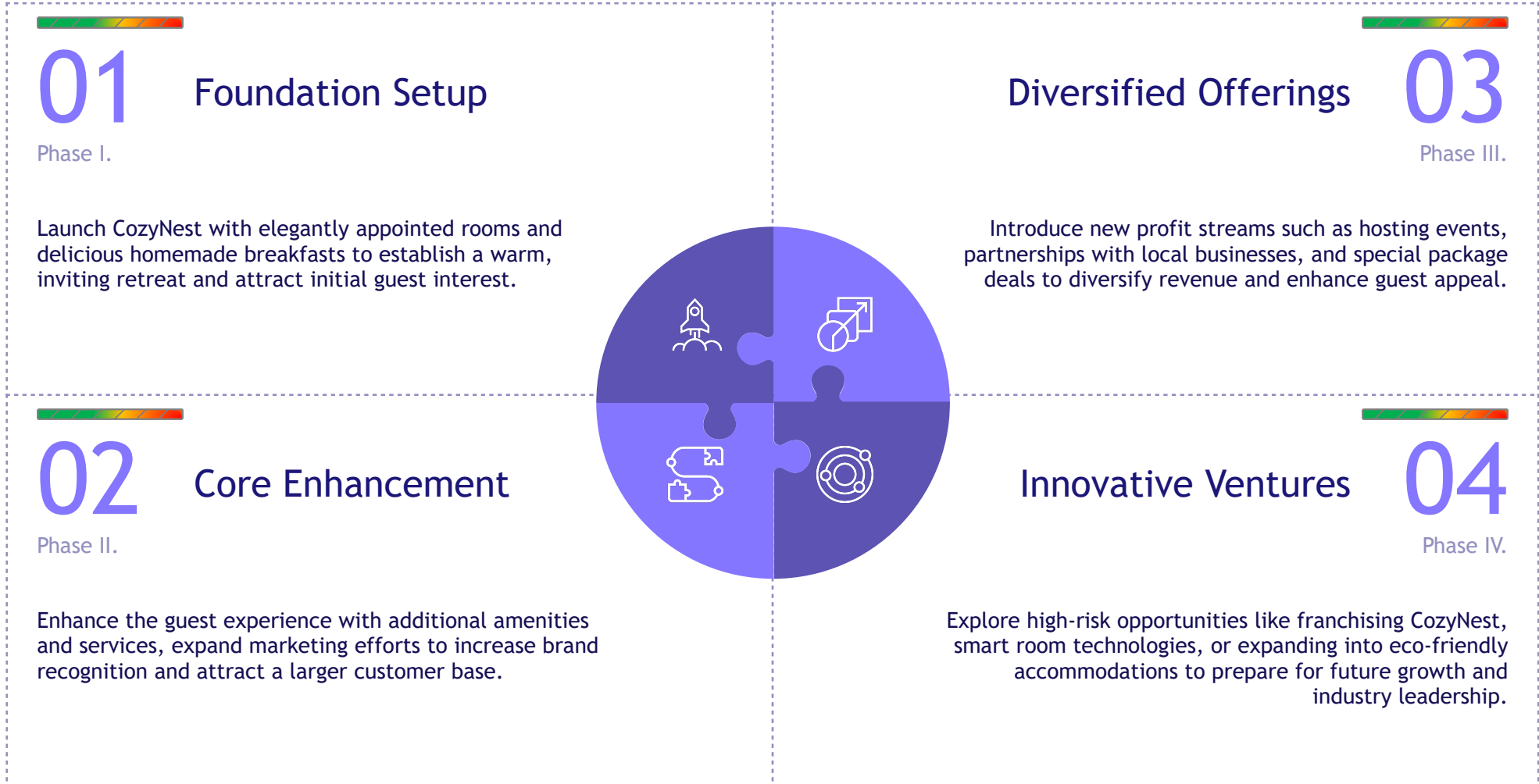


# About the Company: General Overview



CozyNest is a charming bed and breakfast that offers a warm and inviting retreat for guests seeking a comfortable and personalized stay. The establishment features elegantly appointed rooms, each designed to provide a home-like atmosphere with modern amenities and thoughtful touches. CozyNest prides itself on delivering exceptional hospitality, including a delicious homemade breakfast served daily with locally sourced ingredients. The company's focus on creating a cozy, relaxed environment ensures that every guest feels welcome and well-cared-for. Operating in the Short term accommodation activities industry and the Accommodation and food service activities sector, whether guests are here for a weekend getaway or a longer stay, CozyNest provides a delightful and memorable experience.

# 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 a warm and personalized stay with modern amenities and thoughtful touches.</li> <li>2. Benefit from delicious homemade breakfasts made with locally sourced ingredients.</li> <li>3. Experience exceptional hospitality, ensuring a delightful and memorable visit.</li> </ol>    |
| <b>Local Community</b>  | <ol style="list-style-type: none"> <li>1. Increased local business opportunities through partnerships and guest referrals.</li> <li>2. Boost to the local economy with more visitors spending in the area.</li> <li>3. Enhanced community pride with a welcoming and high-quality accommodation option.</li> </ol>                |
| <b>Employees</b>        | <ol style="list-style-type: none"> <li>1. Job creation and opportunities for career growth within the hospitality sector.</li> <li>2. A supportive and friendly work environment that prioritizes employee well-being.</li> <li>3. Training and development programs to enhance skills and career advancement.</li> </ol>         |
| <b>Local Suppliers</b>  | <ol style="list-style-type: none"> <li>1. Steady business from providing locally sourced ingredients for our homemade breakfasts.</li> <li>2. Strengthened business relationships through consistent and reliable partnerships.</li> <li>3. Opportunities for collaborative events and promotions to boost visibility.</li> </ol> |
| <b>Investors</b>        | <ol style="list-style-type: none"> <li>1. Potential for significant financial returns as the brand grows and diversifies.</li> <li>2. Clear growth plan with phased development strategies.</li> <li>3. A strong, reputable brand focused on quality and exceptional hospitality.</li> </ol>                                      |
| <b>Environment</b>      | <ol style="list-style-type: none"> <li>1. Eco-friendly initiatives in future phases to reduce environmental impact.</li> <li>2. Promotion of sustainable practices within the local community.</li> <li>3. Increased awareness and education about environmentally conscious travel.</li> </ol>                                   |
| <b>Tourism Industry</b> | <ol style="list-style-type: none"> <li>1. Adding a unique, high-quality accommodation option for travelers.</li> <li>2. Complementing existing attractions and enhancing the region's appeal to tourists.</li> <li>3. Driving higher visitor numbers and longer stays in the area.</li> </ol>                                     |

# Key Performance Components

## Competitive Advantage

### Personalized Stay

CozyNest offers a personalized experience, with elegantly appointed rooms that create a home-like atmosphere, ensuring comfort and a unique experience for each guest.

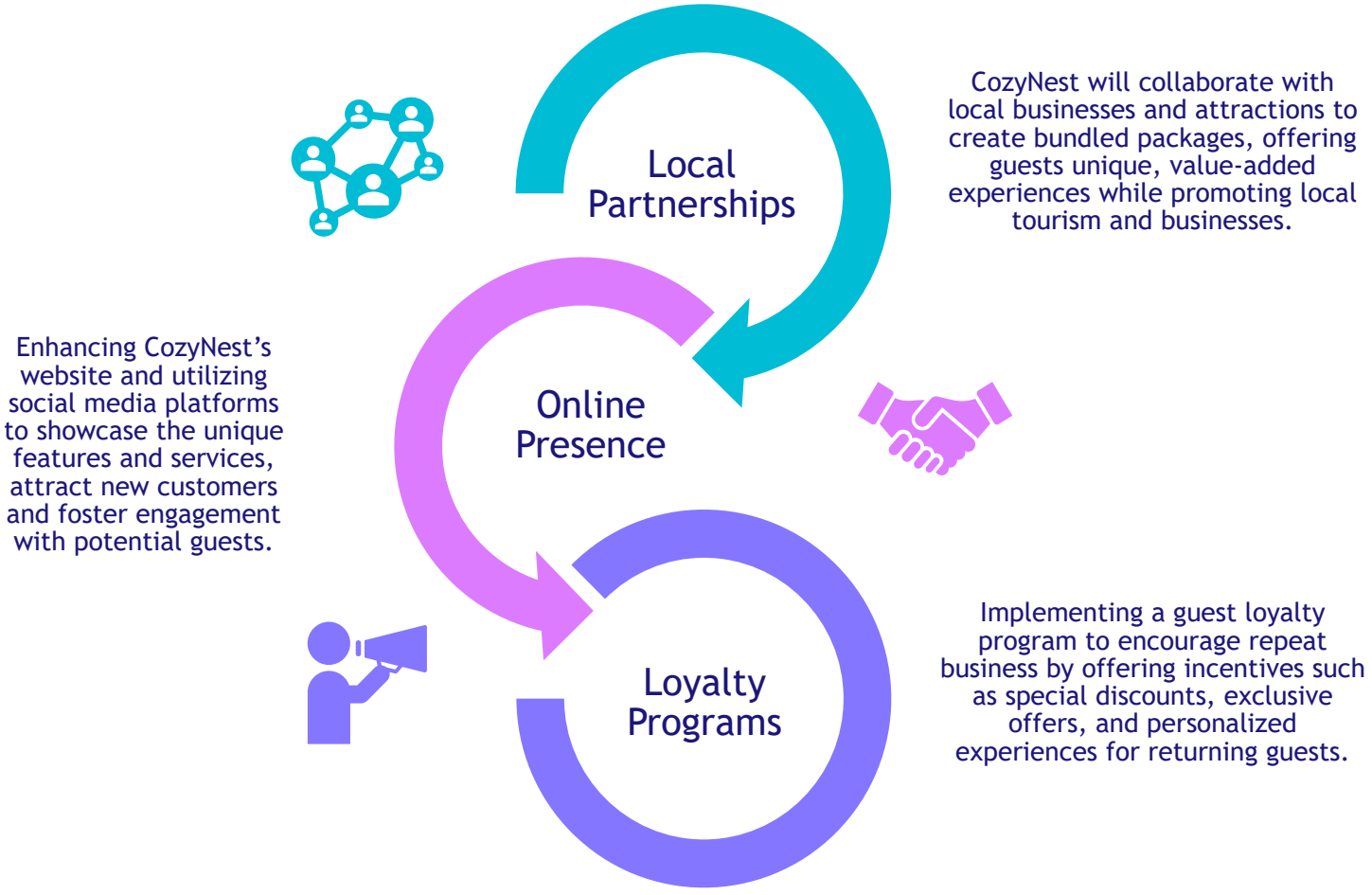
### Exceptional Hospitality

The company prides itself on delivering exceptional hospitality, including a homemade breakfast using locally sourced ingredients, ensuring guests start their day on a high note.

### Inviting Atmosphere


Focused on providing a cozy and relaxed environment, CozyNest ensures every guest feels welcome and well-cared-for, making their stay delightful and memorable.

## Marketing and Growth Strategy

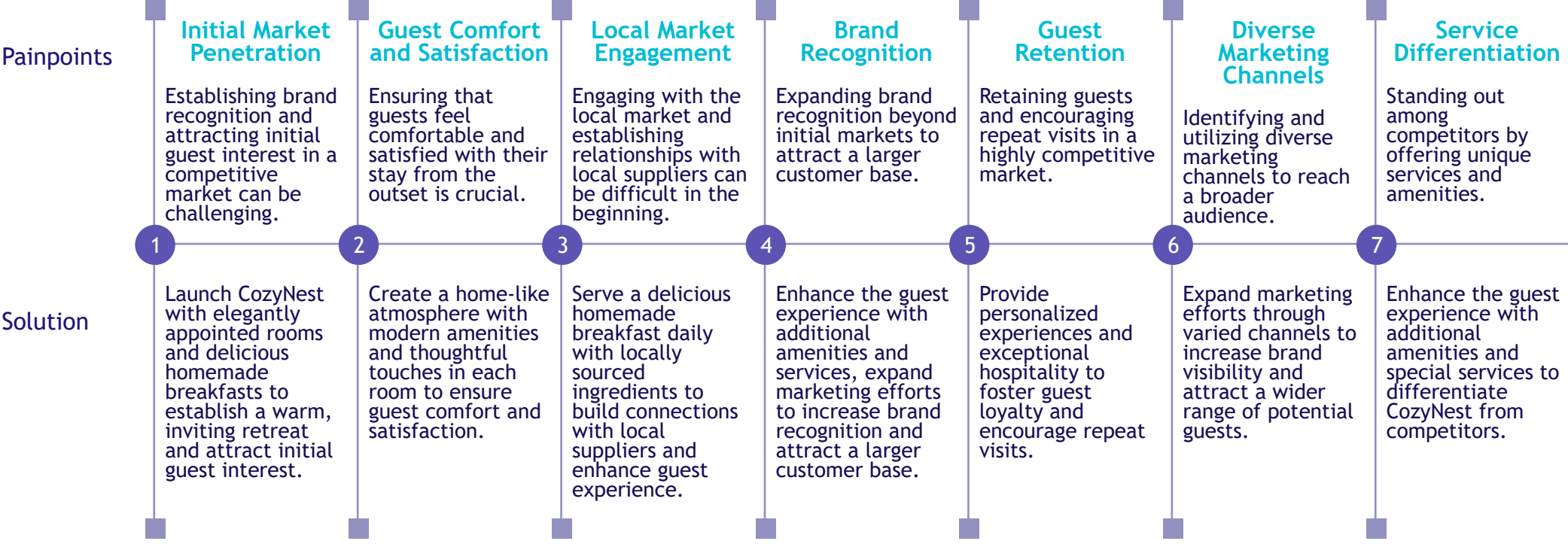




# Target Groups


| Industries |  | Description  |
|------------|--|--|
| I          |  Weekend Travelers        | Individuals or couples seeking a relaxing and cozy getaway for the weekend to unwind and rejuvenate in a warm, inviting atmosphere.                            |
| II         |  Business Travelers       | Professionals looking for comfortable and convenient accommodations during their business trips, with amenities to support their work needs.                   |
| III        |  Vacationing Families     | Families on vacation looking for a charming and homely environment that caters to both adults and children with family-friendly amenities and services.        |
| IV         |  Event Attendees          | Guests attending local events or conferences who need convenient and inviting short-term accommodation in proximity to their event locations.                  |
| V          |  Romantic Getaway Seekers | Couples looking for a cozy and intimate retreat to celebrate special occasions or simply enjoy a romantic escape together.                                     |
| VI         |  Local Residents         | Locals in search of an appealing venue to recommend to visiting friends and family or to use for hosting private events and gatherings.                        |
| VII        |  Adventure Enthusiasts  | Travelers passionate about outdoor activities and local experiences who appreciate a comfortable base with easy access to regional attractions and adventures. |

## Solution from Phase I to Phase IV




# Strategic Analysis: SWOT

**Strength**




1. Unique, home-like atmosphere differentiates CozyNest from traditional hotels.
2. Personalized guest service enhances satisfaction and loyalty.
3. High-quality, homemade meals with locally sourced ingredients add value.
4. Elegantly appointed rooms provide comfort and modern amenities.
5. Strong focus on hospitality creates lasting positive impressions.

**Weaknesses**




1. Limited room capacity restricts revenue potential.
2. High reliance on local suppliers may affect consistency.
3. Higher operational costs with personalized services.
4. Seasonal demand fluctuations impact occupancy rates.
5. Smaller marketing budget compared to large hotel chains.

**Opportunities**









1. Expanding partnerships with local attractions can enhance guest experiences.
2. Introducing loyalty programs to retain repeat customers.
3. Leveraging social media marketing to reach a wider audience.
4. Offering themed packages to attract niche markets.
5. Investing in eco-friendly practices to appeal to environmentally conscious travelers.

**Threats**



1. Intense competition from larger hotel chains with extensive resources.
2. Economic downturns can reduce travel spending.
3. Health crises can significantly impact travel and accommodation industries.
4. Changing consumer preferences towards vacation rentals like Airbnb.
5. Rising costs of locally sourced ingredients increase operational expenses.

# Pestel: Analysis

|  <b>P</b>       |        |  <b>E</b> |        |  <b>S</b>        |        |  <b>T</b> |        |  <b>E</b>             |        |  <b>L</b> |        |
|---|--------|--|--------|---|--------|--|--------|--|--------|--|--------|
| Political   | 7 / 10 | Economic   | 7 / 10 | Social  | 6 / 10 | Technological  | 6 / 10 | Environmental  | 6 / 10 | Legal  | 7 / 10 |
| <b>Regulations:</b><br>Compliance with local accommodation and food safety regulations.         |        | <b>Tourism trends:</b><br>Economic stability influencing tourism frequency and spending.   |        | <b>Consumer preferences:</b><br>Increasing demand for personalized and unique travel experiences. |        | <b>Online Booking:</b><br>Advancements in booking platforms improving ease of reservations.  |        | <b>Sustainability:</b><br>Increased focus on eco-friendly practices in the hospitality industry.         |        | <b>Licensing:</b><br>Ensuring proper licenses and permits for accommodation operations.      |        |
| <b>Tax policies:</b><br>Impact of local and national tax policies on pricing and profitability. |        | <b>Disposable income:</b><br>Fluctuations in disposable income affecting booking rates.    |        | <b>Health Consciousness:</b><br>Growing preference for locally sourced and healthy food options.  |        | <b>Smart Hospitality:</b><br>Integration of smart technology to enhance guest experiences.   |        | <b>Local sourcing:</b><br>Emphasis on use of locally sourced ingredients to reduce environmental impact. |        | <b>Liability:</b><br>Compliance with liability and safety regulations to protect guests.     |        |

CozyNest is positioned to thrive by leveraging positive consumer trends and enhancing guest experiences through smart technology, while navigating regulatory requirements and emphasizing sustainability.

Scores reflect the relative importance and potential impact of each PESTEL factor on the business

# VRIO Framework: Analysis

**Does the resource or capability enable the firm to exploit an opportunity or neutralize a threat in the environment?**

The personalized and cozy experience provided by CozyNest enables the firm to stand out in the accommodation industry and attract repeat customers.

**Is the resource or capability controlled by only a few firms or no other firms?**

The combination of home-like atmosphere, modern amenities, and homemade breakfast is not commonly offered by many firms in the industry.

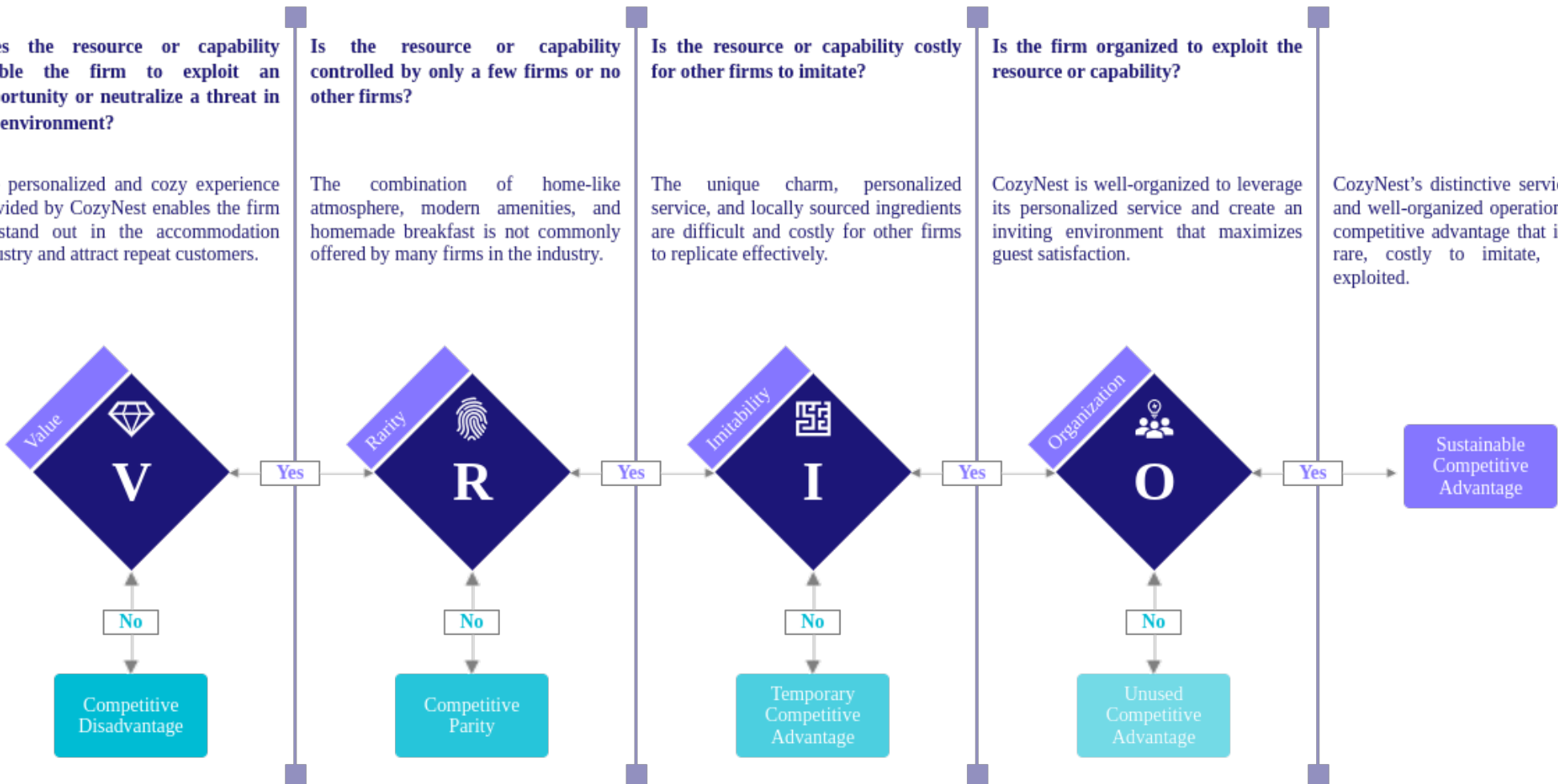
**Is the resource or capability costly for other firms to imitate?**

The unique charm, personalized service, and locally sourced ingredients are difficult and costly for other firms to replicate effectively.

**Is the firm organized to exploit the resource or capability?**

CozyNest is well-organized to leverage its personalized service and create an inviting environment that maximizes guest satisfaction.

CozyNest's distinctive service offering and well-organized operation provide a competitive advantage that is valuable, rare, costly to imitate, and well-exploited.



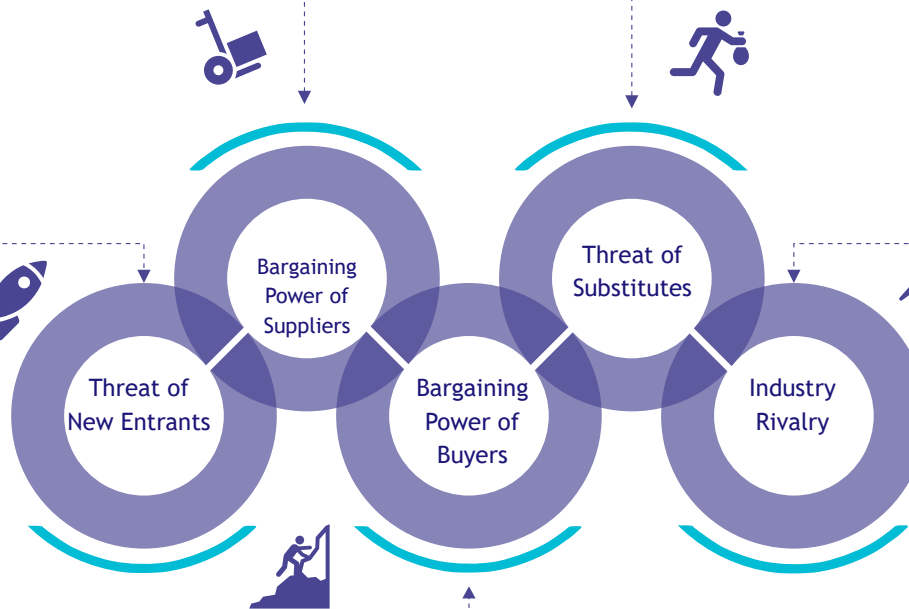
# Porter's Five Forces: Analysis

Suppliers of unique, locally sourced ingredients may have higher leverage.

Airbnb and similar services offer alternative lodging options.

Barriers are low, making it easy for new competitors to enter the market.

High competition among bed and breakfasts and other accommodations.



Customers have numerous lodging options, giving them significant power in negotiating terms.

CozyNest operates in a highly competitive environment, facing significant pressures from new entrants, buyer power, and substitutes.

High  
Moderate  
Low

# Management Team

## Overview

With over 15 years in the hospitality industry, Marco is dedicated to providing a personalized and comfortable stay for every guest at CozyNest.



Co-Founder & CEO

## Giulia Bianchi



Co-Founder & Guest Relations Manager

## Overview

Giulia ensures every guest has an exceptional experience, managing bookings and offering tailored services to meet their needs.

## Overview

Experienced in managing day-to-day operations, Alessandro guarantees the smooth running of the B&B and the highest quality of service.



Operations Manager

## Francesca Conti



Housekeeping & Maintenance Manager

## Overview

Francesca oversees the cleanliness and upkeep of CozyNest, ensuring that every room and facility is pristine and well-maintained.



# History & Roadmap



**Current Status.**

CozyNest has a clear roadmap for growth and improvement, focusing on enhancing customer experience and expanding market reach. Initial efforts will include a website upgrade by Mar 2024, followed by the introduction of new premium amenities by Jun 2024. A targeted marketing campaign will launch in Sep 2024 to drive bookings. By Dec 2024, sustainability initiatives will be implemented to reduce environmental impact. A guest feedback program will commence by Mar 2025 to continually improve services. Finally, strategic partnerships with local businesses will be established by Jun 2025 to provide unique guest experiences, solidifying CozyNest's position as a premier lodging choice.



# Organizational and Marketing Tasks

| #  | Check List Item                                    | Status | Priority    | Area   | ETA             |
|--|--|--------|-------------|--------|-----------------|
| <b>General Planning and Organization</b> |  |        |             |        |                 |
| 1  | Incorporate CozyNest as a legal entity             | ●      | Not Started | High   | CEO<br>1 month  |
| 2  | Develop a comprehensive business plan              | ●      | Not Started | High   | CFO<br>2 months |
| 3  | Secure initial funding                             | ●      | Not Started | High   | CFO<br>3 months |
| 4  | Find and lease property for CozyNest               | ●      | Not Started | High   | CEO<br>3 months |
| 5  | Develop a detailed budget and financial forecasts  | ●      | Not Started | High   | CFO<br>2 months |
| 6  | Obtain necessary permits and licenses              | ●      | Not Started | High   | COO<br>2 months |
| 7  | Hire core team and key staff                       | ●      | Not Started | High   | COO<br>3 months |
| 8  | Set up necessary technology and systems            | ●      | Not Started | Medium | CTO<br>2 months |
| <b>Marketing</b>                         |  |        |             |        |                 |
| 1  | Develop Comprehensive Marketing Plan               | ●      | Not Started | High   | CMO<br>2 weeks  |
| 2  | Launch Initial Advertising Campaign                | ●      | Not Started | High   | CMO<br>1 month  |
| 3  | Establish Social Media Presence                    | ●      | Not Started | Medium | CMO<br>1 month  |
| 4  | Create Partnerships with Local Businesses          | ●      | Not Started | High   | CRO<br>2 months |
| 5  | Build SEO Strategy for Website                     | ●      | Not Started | Medium | CMO<br>2 months |
| 6  | Implement Email Marketing Campaign                 | ●      | Not Started | Medium | CMO<br>1 month  |
| 7  | Design Promotional Materials                       | ●      | Not Started | Low    | CBO<br>3 weeks  |
| 8  | Organize Launch Event for Initial Guest Attraction | ●      | Not Started | High   | COO<br>2 months |

# Overview of Phases

| #   | Check List Item                                       | Status | Priority    | Area   | ETA               |
|---|---|--------|-------------|--------|-------------------|
| <b>Phase 1 &amp; Technical Set Up for next Phases</b> |   |        |             |        |                   |
| 1   | Secure Property Lease or Purchase                     | ●      | Not Started | High   | CEO<br>2 months   |
| 2   | Design Room Interiors                                 | ●      | Not Started | High   | CPO<br>1 month    |
| 3   | Hire Initial Staff                                    | ●      | Not Started | High   | COO<br>1.5 months |
| 4   | Develop Homemade Breakfast Menu                       | ●      | Not Started | Medium | CSO<br>1 month    |
| 5   | Implement Reservation System                          | ●      | Not Started | High   | CTO<br>1 month    |
| 6   | Obtain Necessary Permits and Licenses                 | ●      | Not Started | High   | CFO<br>2 months   |
| 7   | Furnish Common Areas                                  | ●      | Not Started | Medium | CPO<br>1 month    |
| 8   | Establish Supplier Partnerships for Local Ingredients | ●      | Not Started | Medium | CRO<br>1.5 months |
| <b>Phase 2</b>  |   |        |             |        |                   |
| 1   | Upgrade room amenities and decor                      | ●      | Not Started | High   | COO<br>2 months   |
| 2   | Develop and implement guest loyalty program           | ●      | Not Started | High   | CRO<br>3 months   |
| 3   | Expand digital marketing campaigns                    | ●      | Not Started | High   | CMO<br>1 month    |
| 4   | Train staff on enhanced customer service protocols    | ●      | Not Started | Medium | CSO<br>2 months   |
| 5   | Improve website user experience                       | ●      | Not Started | Medium | CTO<br>1 month    |
| 6   | Launch a referral program to encourage word-of-mouth  | ●      | Not Started | Medium | CBO<br>1 month    |
| 7   | Partner with local businesses for promotional deals   | ●      | Not Started | Medium | CMO<br>2 months   |
| 8   | Upgrade booking system for smoother reservations      | ●      | Not Started | High   | CTO<br>3 months   |

# Overview of Phases

| #              | Check List Item                                       | Status | Priority    | Area   | ETA |          |
|----------------|---|--------|-------------|--------|-----|----------|
| <b>Phase 3</b> |   |        |             |        |     |          |
| 1              | Identify event hosting opportunities                  | ●      | Not Started | High   | COO | 2 months |
| 2              | Develop partnerships with local businesses            | ●      | Not Started | High   | CRO | 3 months |
| 3              | Create special package deals                          | ●      | Not Started | Medium | CMO | 1 month  |
| 4              | Launch a seasonal event series                        | ●      | Not Started | High   | COO | 4 months |
| 5              | Develop a loyalty program                             | ●      | Not Started | Medium | CPO | 2 months |
| 6              | Implement guest feedback system                       | ●      | Not Started | Medium | CIO | 1 month  |
| 7              | Explore digital marketing campaigns for package deals | ●      | Not Started | Medium | CMO | 3 months |
| 8              | Analyze and report on new revenue streams             | ●      | Not Started | High   | CFO | 1 month  |
| <b>Phase 4</b> |   |        |             |        |     |          |
| 1              | Research Franchising Opportunities                    | ●      | Not Started | High   | CEO | 3 months |
| 2              | Explore Smart Room Technologies                       | ●      | Not Started | Medium | CTO | 4 months |
| 3              | Develop Eco-Friendly Accommodations Plan              | ●      | Not Started | High   | CSO | 5 months |
| 4              | Identify High-Risk Investment Opportunities           | ●      | Not Started | High   | CFO | 2 months |
| 5              | Formulate Franchising Model                           | ●      | Not Started | Medium | COO | 6 months |
| 6              | Pilot Test Smart Room Features                        | ●      | Not Started | Medium | CIO | 3 months |
| 7              | Evaluate Sustainability Certifications                | ●      | Not Started | Medium | CPO | 4 months |
| 8              | Assess Legal Aspects of Franchising                   | ●      | Not Started | High   | CLO | 3 months |

# Core Risks & Mitigation Strategies

## 1. Operation and maintenance risks

| # | Risk Type              | Area | Mitigation Strategy   |
|---|------------------------|------|---|
| 1 | Guest Service Failures | COO  | Develop comprehensive training programs for staff to ensure consistently high levels of service and regularly review guest feedback to identify and address service gaps. |
| 2 | Maintenance Issues     | CTO  | Establish a routine maintenance schedule and rapid response system for repairs to ensure all facilities are in top condition at all times.                                |
| 3 | Inventory Management   | CFO  | Implement an inventory management system to monitor and control stock levels, preventing shortages or overstock of necessary supplies.                                    |
| 4 | Food Safety            | COO  | Enforce strict food safety standards and regular inspections in the kitchen to ensure that all food served meets health regulations.                                      |

## 2. Regulatory and legal risks

| # | Risk Type                    | Area | Mitigation Strategy                       |
|---|------------------------------|------|---|
| 1 | Health and Safety Compliance | COO  | Regular audits and staff training.        |
| 2 | Food Safety Regulations      | CFO  | Implement strict food handling protocols. |
| 3 | Local Zoning Laws            | CSO  | Regularly review local regulations.       |
| 4 | Environmental Regulations    | CSO  | Adopt eco-friendly practices.             |
| 5 | Licensing and Permits        | COO  | Ensure timely renewals.                   |

### 3. Strategic/Market Risk

| # | Risk Type                             | Area | Mitigation Strategy                                |
|---|---------------------------------------|------|--|
| 1 | Increased competition                 | CMO  | Strengthen brand and expand marketing efforts      |
| 2 | Seasonal demand fluctuations          | CFO  | Implement dynamic pricing and diversify offerings  |
| 3 | Changing consumer preferences         | CPO  | Regularly update offerings based on feedback       |
| 4 | Economic downturns                    | CRO  | Build financial reserves and adjust costs          |
| 5 | Failure to achieve market penetration | CEO  | Form partnerships and enhance marketing strategies |

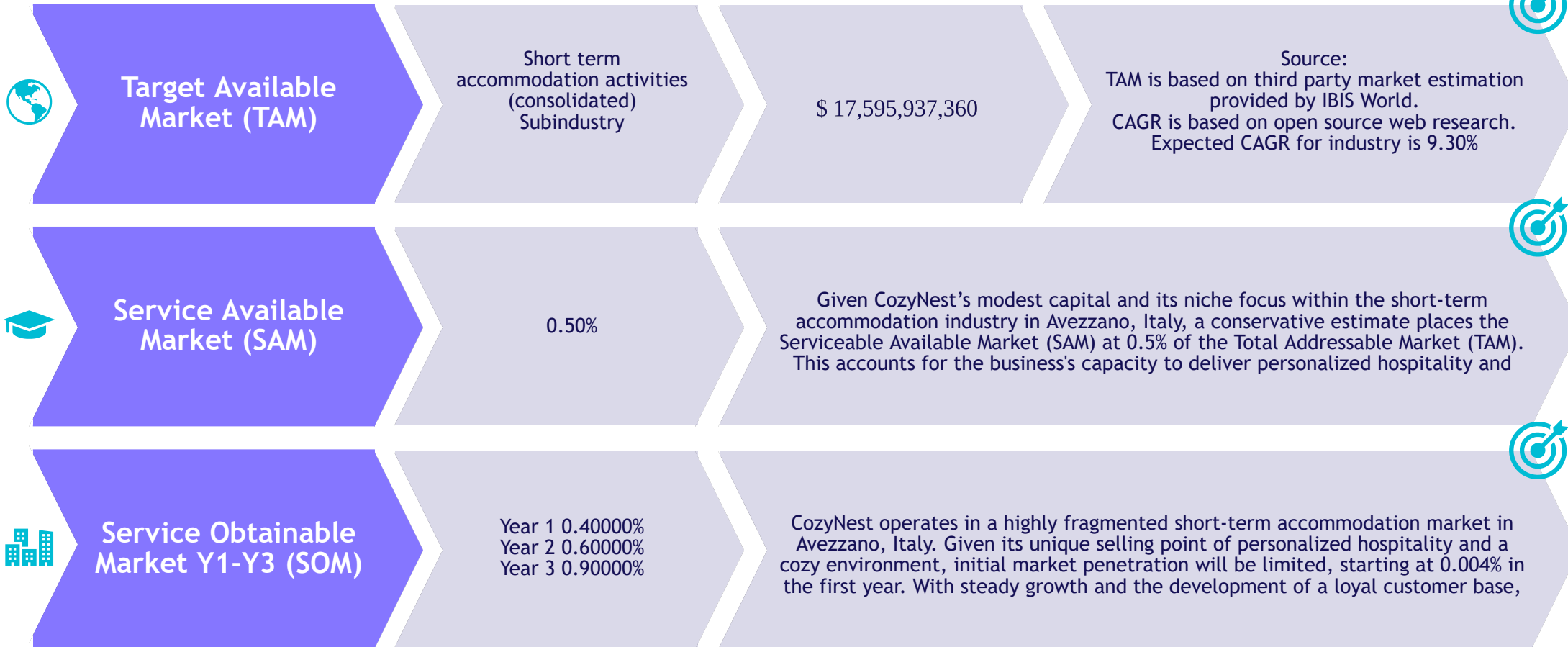
### 4. Finance risk

| # | Risk Type            | Area | Mitigation Strategy   |
|---|----------------------|------|---|
| 1 | Cash Flow Shortages  | CFO  | Maintain cash reserves and monitor cash flow regularly.         |
| 2 | Overleveraging       | CFO  | Balance debt with stable revenue and avoid excessive borrowing. |
| 3 | Cost Overruns        | CFO  | Strict budgeting and regular financial reviews.                 |
| 4 | Revenue Fluctuations | CFO  | Diversify revenue streams and offer seasonal promotions.        |
| 5 | Investment Losses    | CFO  | Careful vetting of investments and diversifying portfolio.      |

### 5. Other general risk

| # | Risk Type                  | Area | Mitigation Strategy                                       |
|---|----------------------------|------|---|
| 1 | Guest dissatisfaction      | COO  | Regularly survey guests and address feedback promptly.    |
| 2 | Brand reputation damage    | CMO  | Monitor and manage online reviews actively.               |
| 3 | Economic downturn          | CFO  | Diversify revenue streams and control costs.              |
| 4 | Supply chain disruptions   | COO  | Develop reliable supplier relationships and keep backups. |
| 5 | Technological obsolescence | CTO  | Stay updated with the latest tech trends and upgrades.    |

# 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.

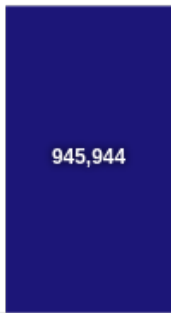
The total investment required is \$ 400,000

| Y1 Cash Flow Stream(USD)              | Inflows | Outflows       |
|---------------------------------------|---------|----------------|
| Gross Profit                          | 211,151 |                |
| Payroll Expenses                      |         | 42,230         |
| Rent & Utilities                      |         | 17,596         |
| Marketing and Branding                |         | 14,077         |
| Communication Expenses                |         | 10,558         |
| Capex                                 |         | 350,000        |
| Office supplies                       |         | 3,519          |
| Legal and Professional Fees           |         | 3,519          |
| Representation and Entert.            |         | 3,519          |
| Training and Development              |         | 3,519          |
| Other Miscellaneous                   |         | 2,991          |
| <b>CAPEX &amp; WC shortage Y1</b>     |         | <b>240,377</b> |
| <b>Buffer</b>                         |         | <b>159,623</b> |
| <b>Total Required Investment(USD)</b> |         | <b>400,000</b> |



## Y3 PL formation and Margins

### Revenue



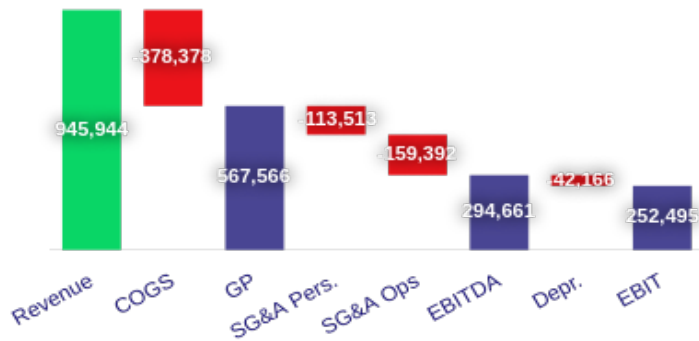
### Projected Revenue

- GP 60.0%
- EBITDA 31.1%

Y3

Y3

### PnL Formation (Y3 USD)

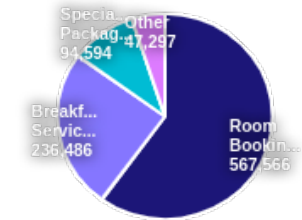
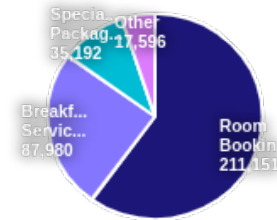


## Business Line Breakdown (USD)

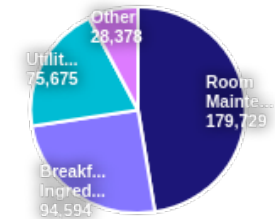
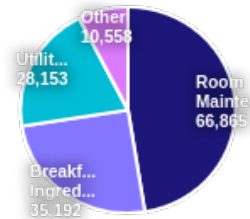
Y1

Y2

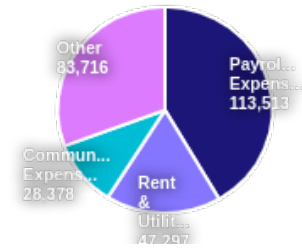
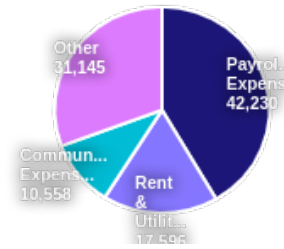
### Revenue



### COGS



### Admin

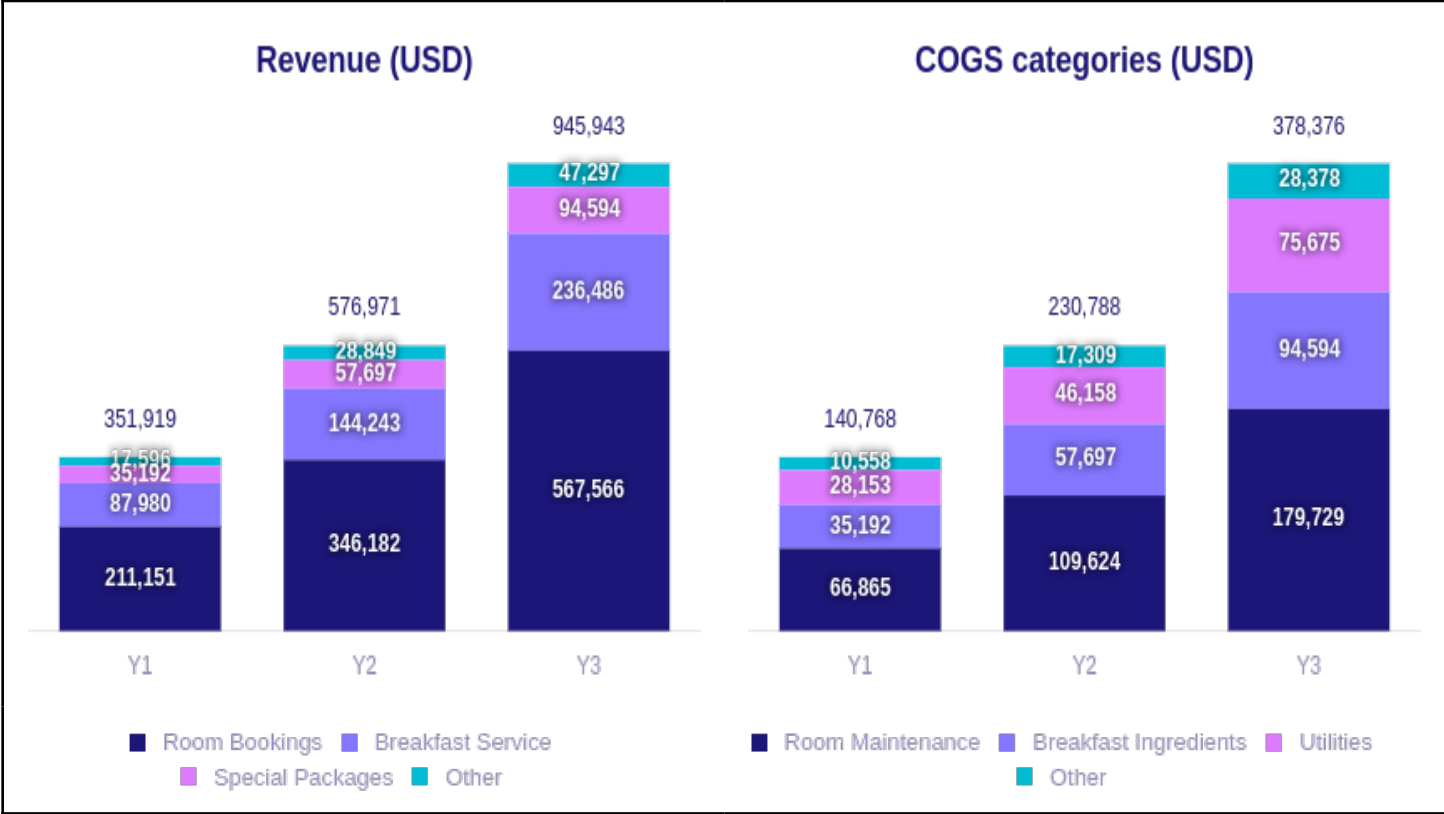




# Revenue Formation Narrative

CozyNest, a charming bed and breakfast in Avezzano, Italy, has meticulously estimated its revenue potential based on a thorough understanding of its market and unique value proposition. Operating in the short-term accommodation industry, CozyNest has identified a Total Addressable Market (TAM) of 17,595,937,360 USD. Given its niche focus and modest initial capacity, the Serviceable Available Market (SAM) is conservatively estimated at 0.5% of the TAM, reflecting the business’s strategy to deliver personalized hospitality in a local setting. The Serviceable Obtainable Market (SOM) percentages suggest a gradual market penetration: 0.004% in year one, 0.006% in year two, and 0.009% in year three. These projections result in total annual revenues of 351,919 USD, 576,971 USD, and 945,944 USD for years one, two, and three, respectively. The diversified revenue streams further contribute to this growth: Room Bookings at 60.00%, Breakfast Service at 25.00%, Special Packages at 10.00%, and Other revenue at 5.00%. This segmentation underscores CozyNest’s multifaceted approach to maximizing revenue while maintaining its commitment to providing a cozy and personalized experience. The gradual increase in SOM is reflective of CozyNest’s anticipated build-up of customer loyalty and market presence amidst robust local SME competition.

**\$ 945,944** <sup>Y3</sup> Projected Revenue      **0.00%** Market share



# Revenue Calculation Details

| Revenue Formation | M1     | M2     | M3     | M4     | M5     | M6     | M7     | M8     | M9     | M10    | M11    | M12    | Y1     | Y2     | Y3     |
|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Room Bookings     | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% | 60.00% |
| Breakfast Service | 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% |
| Special Packages  | 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             | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  |

|                   |        |        |        |        |        |        |        |        |        |        |        |        |         |         |         |
|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|
| Room Bookings     | 13,197 | 13,197 | 13,197 | 15,836 | 15,836 | 15,836 | 19,356 | 19,356 | 19,356 | 21,995 | 21,995 | 21,995 | 211,151 | 346,182 | 567,566 |
| Breakfast Service | 5,499  | 5,499  | 5,499  | 6,598  | 6,598  | 6,598  | 8,065  | 8,065  | 8,065  | 9,165  | 9,165  | 9,165  | 87,980  | 144,243 | 236,486 |
| Special Packages  | 2,199  | 2,199  | 2,199  | 2,639  | 2,639  | 2,639  | 3,226  | 3,226  | 3,226  | 3,666  | 3,666  | 3,666  | 35,192  | 57,697  | 94,594  |
| Other             | 1,100  | 1,100  | 1,100  | 1,320  | 1,320  | 1,320  | 1,613  | 1,613  | 1,613  | 1,833  | 1,833  | 1,833  | 17,596  | 28,849  | 47,297  |

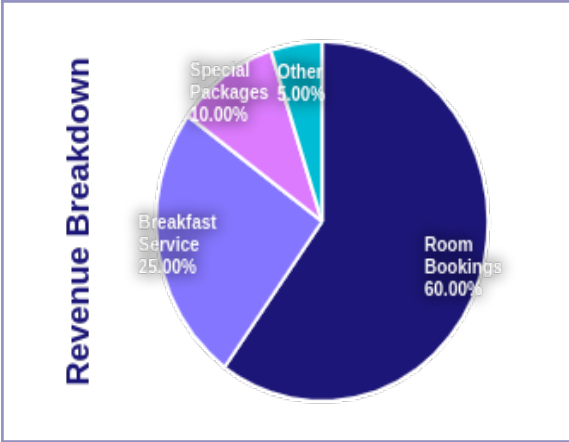
|                            |               |               |               |               |               |               |               |               |               |               |               |               |                |                |                |
|----------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|
| <b>Total Revenue (USD)</b> | <b>21,995</b> | <b>21,995</b> | <b>21,995</b> | <b>26,394</b> | <b>26,394</b> | <b>26,394</b> | <b>32,259</b> | <b>32,259</b> | <b>32,259</b> | <b>36,658</b> | <b>36,658</b> | <b>36,658</b> | <b>351,919</b> | <b>576,971</b> | <b>945,944</b> |
|----------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|

Total revenue is expected to reach \$ 945,944 by year 3.

Main revenue driver are:

- Room Bookings which generates \$ 567,566 by Year 3
- Breakfast Service which generates \$ 236,486 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 63.95 %



# COGS Calculation Details

| COGS Formation        | M1     | M2     | M3     | M4     | M5     | M6     | M7     | M8     | M9     | M10    | M11    | M12    | Y1     | Y2     | Y3     |
|-----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Room Maintenance      | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% | 19.00% |
| Breakfast Ingredients | 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% |
| Utilities             | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  | 8.00%  |
| Other                 | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  |

|                       |       |       |       |       |       |       |       |       |       |       |       |       |        |         |         |
|-----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|---------|---------|
| Room Maintenance      | 4,179 | 4,179 | 4,179 | 5,015 | 5,015 | 5,015 | 6,129 | 6,129 | 6,129 | 6,965 | 6,965 | 6,965 | 66,865 | 109,624 | 179,729 |
| Breakfast Ingredients | 2,199 | 2,199 | 2,199 | 2,639 | 2,639 | 2,639 | 3,226 | 3,226 | 3,226 | 3,666 | 3,666 | 3,666 | 35,192 | 57,697  | 94,594  |
| Utilities             | 1,760 | 1,760 | 1,760 | 2,112 | 2,112 | 2,112 | 2,581 | 2,581 | 2,581 | 2,933 | 2,933 | 2,933 | 28,153 | 46,158  | 75,675  |
| Other                 | 660   | 660   | 660   | 792   | 792   | 792   | 968   | 968   | 968   | 1,100 | 1,100 | 1,100 | 10,558 | 17,309  | 28,378  |

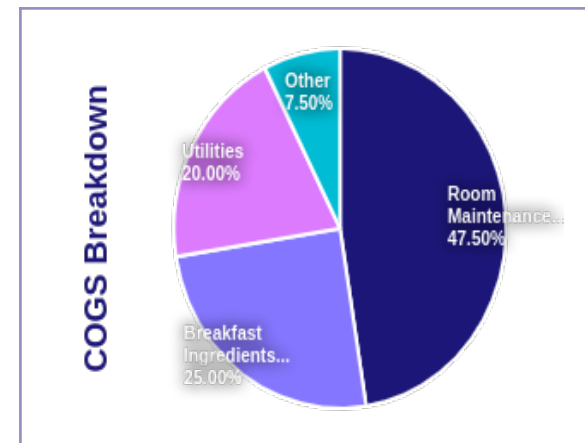
|                         |              |              |              |               |               |               |               |               |               |               |               |               |                |                |                |
|-------------------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|
| <b>Total COGS (USD)</b> | <b>8,798</b> | <b>8,798</b> | <b>8,798</b> | <b>10,558</b> | <b>10,558</b> | <b>10,558</b> | <b>12,904</b> | <b>12,904</b> | <b>12,904</b> | <b>14,663</b> | <b>14,663</b> | <b>14,663</b> | <b>140,767</b> | <b>230,788</b> | <b>378,377</b> |
|-------------------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|

Total COGS is expected to reach \$ 378,377 by year 3.

Main revenue driver are:

- Room Maintenance which generates \$ 179,729 by Year 3
- Breakfast Ingredients which generates \$ 94,594 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 63.95 %



# 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>                 | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% | 12.00% |
| <i>Rent &amp; Utilities</i>             | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  | 5.00%  |
| <i>Communication Expenses</i>           | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  |
| <i>Office supplies</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>Legal and Professional Fees</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>Marketing and Branding</i>           | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  | 4.00%  |
| <i>Representation and Entertainment</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>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>              | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  | 0.85%  |

|   |       |       |       |       |       |       |       |       |       |       |       |       |        |        |         |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|---------|
| <i>Payroll Expenses</i>                 | 2,639 | 2,639 | 2,639 | 3,167 | 3,167 | 3,167 | 3,871 | 3,871 | 3,871 | 4,399 | 4,399 | 4,399 | 42,230 | 69,236 | 113,513 |
| <i>Rent &amp; Utilities</i>             | 1,100 | 1,100 | 1,100 | 1,320 | 1,320 | 1,320 | 1,613 | 1,613 | 1,613 | 1,833 | 1,833 | 1,833 | 17,596 | 28,849 | 47,297  |
| <i>Communication Expenses</i>           | 660   | 660   | 660   | 792   | 792   | 792   | 968   | 968   | 968   | 1,100 | 1,100 | 1,100 | 10,558 | 17,309 | 28,378  |
| <i>Office supplies</i>                  | 220   | 220   | 220   | 264   | 264   | 264   | 323   | 323   | 323   | 367   | 367   | 367   | 3,519  | 5,770  | 9,459   |
| <i>Legal and Professional Fees</i>      | 220   | 220   | 220   | 264   | 264   | 264   | 323   | 323   | 323   | 367   | 367   | 367   | 3,519  | 5,770  | 9,459   |
| <i>Marketing and Branding</i>           | 880   | 880   | 880   | 1,056 | 1,056 | 1,056 | 1,290 | 1,290 | 1,290 | 1,466 | 1,466 | 1,466 | 14,077 | 23,079 | 37,838  |
| <i>Representation and Entertainment</i> | 220   | 220   | 220   | 264   | 264   | 264   | 323   | 323   | 323   | 367   | 367   | 367   | 3,519  | 5,770  | 9,459   |
| <i>Training and Development</i>         | 220   | 220   | 220   | 264   | 264   | 264   | 323   | 323   | 323   | 367   | 367   | 367   | 3,519  | 5,770  | 9,459   |
| <i>Other Miscellaneous</i>              | 187   | 187   | 187   | 224   | 224   | 224   | 274   | 274   | 274   | 312   | 312   | 312   | 2,991  | 4,904  | 8,041   |

|                             |              |              |              |              |              |              |              |              |              |               |               |               |                |                |                |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|----------------|----------------|----------------|
| <b>Total SG&amp;A (USD)</b> | <b>6,346</b> | <b>6,346</b> | <b>6,346</b> | <b>7,615</b> | <b>7,615</b> | <b>7,615</b> | <b>9,307</b> | <b>9,307</b> | <b>9,307</b> | <b>10,576</b> | <b>10,576</b> | <b>10,576</b> | <b>101,529</b> | <b>166,456</b> | <b>272,905</b> |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|----------------|----------------|----------------|

# PaT Expectations

1 2 3 4 5 6 7 8

Financial Projection

| Income Statement (USD)             | M1     | M2     | M3     | M4      | M5      | M6      | M7      | M8      | M9      | M10     | M11     | M12     | Y1       | Y2       | Y3       |
|------------------------------------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| <b>Revenue</b>                     | 21,995 | 21,995 | 21,995 | 26,394  | 26,394  | 26,394  | 32,259  | 32,259  | 32,259  | 36,658  | 36,658  | 36,658  | 351,919  | 576,971  | 945,944  |
| Room Bookings                      | 13,197 | 13,197 | 13,197 | 15,836  | 15,836  | 15,836  | 19,356  | 19,356  | 19,356  | 21,995  | 21,995  | 21,995  | 211,151  | 346,182  | 567,566  |
| Breakfast Service                  | 5,499  | 5,499  | 5,499  | 6,598   | 6,598   | 6,598   | 8,065   | 8,065   | 8,065   | 9,165   | 9,165   | 9,165   | 87,980   | 144,243  | 236,486  |
| Special Packages                   | 2,199  | 2,199  | 2,199  | 2,639   | 2,639   | 2,639   | 3,226   | 3,226   | 3,226   | 3,666   | 3,666   | 3,666   | 35,192   | 57,697   | 94,594   |
| Other                              | 1,100  | 1,100  | 1,100  | 1,320   | 1,320   | 1,320   | 1,613   | 1,613   | 1,613   | 1,833   | 1,833   | 1,833   | 17,596   | 28,849   | 47,297   |
| <b>COGS</b>                        | -8,798 | -8,798 | -8,798 | -10,558 | -10,558 | -10,558 | -12,904 | -12,904 | -12,904 | -14,663 | -14,663 | -14,663 | -140,767 | -230,788 | -378,377 |
| Room Maintenance                   | -4,179 | -4,179 | -4,179 | -5,015  | -5,015  | -5,015  | -6,129  | -6,129  | -6,129  | -6,965  | -6,965  | -6,965  | -66,865  | -109,624 | -179,729 |
| Breakfast Ingredients              | -2,199 | -2,199 | -2,199 | -2,639  | -2,639  | -2,639  | -3,226  | -3,226  | -3,226  | -3,666  | -3,666  | -3,666  | -35,192  | -57,697  | -94,594  |
| Utilities                          | -1,760 | -1,760 | -1,760 | -2,112  | -2,112  | -2,112  | -2,581  | -2,581  | -2,581  | -2,933  | -2,933  | -2,933  | -28,153  | -46,158  | -75,675  |
| Other                              | -660   | -660   | -660   | -792    | -792    | -792    | -968    | -968    | -968    | -1,100  | -1,100  | -1,100  | -10,558  | -17,309  | -28,378  |
| <b>Gross Profit</b>                | 13,197 | 13,197 | 13,197 | 15,836  | 15,836  | 15,836  | 19,356  | 19,356  | 19,356  | 21,995  | 21,995  | 21,995  | 211,151  | 346,182  | 567,566  |
| <b>SG&amp;A Personal Expenses</b>  | -2,639 | -2,639 | -2,639 | -3,167  | -3,167  | -3,167  | -3,871  | -3,871  | -3,871  | -4,399  | -4,399  | -4,399  | -42,230  | -69,236  | -113,513 |
| <b>SG&amp;A Operating Expenses</b> | -3,706 | -3,706 | -3,706 | -4,447  | -4,447  | -4,447  | -5,436  | -5,436  | -5,436  | -6,177  | -6,177  | -6,177  | -59,298  | -97,220  | -159,391 |
| <b>EBITDA</b>                      | 6,851  | 6,851  | 6,851  | 8,222   | 8,222   | 8,222   | 10,049  | 10,049  | 10,049  | 11,419  | 11,419  | 11,419  | 109,623  | 179,726  | 294,661  |
| <b>Depreciation</b>                | -3,514 | -3,514 | -3,514 | -3,514  | -3,514  | -3,514  | -3,514  | -3,514  | -3,514  | -3,514  | -3,514  | -3,514  | -42,167  | -42,167  | -42,167  |
| <b>EBIT</b>                        | 3,338  | 3,338  | 3,338  | 4,708   | 4,708   | 4,708   | 6,535   | 6,535   | 6,535   | 7,905   | 7,905   | 7,905   | 67,456   | 137,560  | 252,495  |
| <b>Interest Expense</b>            | 0      | 0      | 0      | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0        | 0        | 0        |
| <b>Profit before Tax</b>           | 3,338  | 3,338  | 3,338  | 4,708   | 4,708   | 4,708   | 6,535   | 6,535   | 6,535   | 7,905   | 7,905   | 7,905   | 67,456   | 137,560  | 252,495  |
| <b>Tax</b>                         | -935   | -935   | -935   | -1,318  | -1,318  | -1,318  | -1,830  | -1,830  | -1,830  | -2,213  | -2,213  | -2,213  | -18,888  | -38,517  | -70,699  |
| <b>Profit after Tax (USD)</b>      | 2,403  | 2,403  | 2,403  | 3,390   | 3,390   | 3,390   | 4,705   | 4,705   | 4,705   | 5,692   | 5,692   | 5,692   | 48,568   | 99,043   | 181,796  |

# Balance Sheet Statement

| Balance Sheet (USD)            | M1             | M2             | M3             | M4             | M5             | M6             | M7             | M8             | M9             | M10            | M11            | M12            | Y1             | Y2             | Y3             |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Cash & Cash Equivalents        | 26,059         | 32,910         | 37,631         | 41,824         | 50,046         | 55,428         | 60,105         | 70,154         | 78,072         | 85,463         | 96,882         | 108,591        | 108,591        | 236,794        | 388,656        |
| Accounts Receivable            | 21,995         | 21,995         | 21,995         | 26,394         | 26,394         | 26,394         | 32,259         | 32,259         | 32,259         | 36,658         | 36,658         | 36,658         | 36,658         | 60,101         | 98,536         |
| Inventory                      | 8,798          | 8,798          | 10,558         | 10,558         | 10,558         | 12,904         | 12,904         | 12,904         | 14,663         | 14,663         | 14,663         | 14,424         | 14,424         | 23,649         | 39,414         |
| Prepaid Expenses               | 1,853          | 1,853          | 2,224          | 2,224          | 2,224          | 2,718          | 2,718          | 2,718          | 3,088          | 3,088          | 3,088          | 3,038          | 3,038          | 4,981          | 8,302          |
| Deferred Tax Assets            | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              |
| <b>Current Assets</b>          | <b>58,704</b>  | <b>65,556</b>  | <b>72,407</b>  | <b>81,000</b>  | <b>89,221</b>  | <b>97,443</b>  | <b>107,986</b> | <b>118,035</b> | <b>128,083</b> | <b>139,873</b> | <b>151,292</b> | <b>162,711</b> | <b>162,711</b> | <b>325,525</b> | <b>534,908</b> |
| Building Renovation            | 149,375        | 148,750        | 148,125        | 147,500        | 146,875        | 146,250        | 145,625        | 145,000        | 144,375        | 143,750        | 143,125        | 142,500        | 142,500        | 135,000        | 127,500        |
| Furniture and Fixtures         | 79,333         | 78,667         | 78,000         | 77,333         | 76,667         | 76,000         | 75,333         | 74,667         | 74,000         | 73,333         | 72,667         | 72,000         | 72,000         | 64,000         | 56,000         |
| Kitchen Equipment              | 69,167         | 68,333         | 67,500         | 66,667         | 65,833         | 65,000         | 64,167         | 63,333         | 62,500         | 61,667         | 60,833         | 60,000         | 60,000         | 50,000         | 40,000         |
| IT and Booking System          | 48,611         | 47,222         | 45,833         | 44,444         | 43,056         | 41,667         | 40,278         | 38,889         | 37,500         | 36,111         | 34,722         | 33,333         | 33,333         | 16,667         | 50,000         |
| <b>Non-Current Assets</b>      | <b>346,486</b> | <b>342,972</b> | <b>339,458</b> | <b>335,944</b> | <b>332,431</b> | <b>328,917</b> | <b>325,403</b> | <b>321,889</b> | <b>318,375</b> | <b>314,861</b> | <b>311,347</b> | <b>307,833</b> | <b>307,833</b> | <b>265,667</b> | <b>273,500</b> |
| <b>Total Assets</b>            | <b>405,191</b> | <b>408,528</b> | <b>411,866</b> | <b>416,944</b> | <b>421,652</b> | <b>426,360</b> | <b>433,389</b> | <b>439,924</b> | <b>446,458</b> | <b>454,734</b> | <b>462,639</b> | <b>470,544</b> | <b>470,544</b> | <b>591,192</b> | <b>808,408</b> |
| Accounts Payable               | 1,853          | 1,853          | 1,853          | 2,224          | 2,224          | 2,224          | 2,718          | 2,718          | 2,718          | 3,088          | 3,088          | 3,088          | 3,088          | 5,064          | 8,302          |
| Short-Term Loans               | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              |
| Accrued Interest Expenses      | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              |
| Deferred Tax Liabilities       | 935            | 1,869          | 2,804          | 4,122          | 5,440          | 6,758          | 8,588          | 10,418         | 12,247         | 14,461         | 16,674         | 18,888         | 18,888         | 38,517         | 70,699         |
| <b>Current Liabilities</b>     | <b>2,788</b>   | <b>3,722</b>   | <b>4,657</b>   | <b>6,345</b>   | <b>7,664</b>   | <b>8,982</b>   | <b>11,306</b>  | <b>13,135</b>  | <b>14,965</b>  | <b>17,549</b>  | <b>19,763</b>  | <b>21,976</b>  | <b>21,976</b>  | <b>43,580</b>  | <b>79,000</b>  |
| Loans and other borrowings     | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              |
| <b>Non-Current Liabilities</b> | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       | <b>-</b>       |
| <b>Total Liabilities</b>       | <b>2,788</b>   | <b>3,722</b>   | <b>4,657</b>   | <b>6,345</b>   | <b>7,664</b>   | <b>8,982</b>   | <b>11,306</b>  | <b>13,135</b>  | <b>14,965</b>  | <b>17,549</b>  | <b>19,763</b>  | <b>21,976</b>  | <b>21,976</b>  | <b>43,580</b>  | <b>79,000</b>  |
| Paid-In Capital                | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        | 400,000        |
| Retained Earnings              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | 48,568         | 147,611        |
| Current Period Earnings        | 2,403          | 4,806          | 7,209          | 10,599         | 13,988         | 17,378         | 22,083         | 26,788         | 31,493         | 37,185         | 42,877         | 48,568         | 48,568         | 99,043         | 181,796        |
| <b>Total Equity</b>            | <b>402,403</b> | <b>404,806</b> | <b>407,209</b> | <b>410,599</b> | <b>413,988</b> | <b>417,378</b> | <b>422,083</b> | <b>426,788</b> | <b>431,493</b> | <b>437,185</b> | <b>442,877</b> | <b>448,568</b> | <b>448,568</b> | <b>547,611</b> | <b>729,408</b> |

# Cash Flow Statement - Direct

| Cash Flow Statement - Direct (USD)  | M1      | M2      | M3      | M4      | M5      | M6      | M7      | M8      | M9      | M10     | M11     | M12     | Y1       | Y2       | Y3       |
|-------------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| <b>Initial Balance</b>              | 39,349  | 26,059  | 32,910  | 37,631  | 41,824  | 50,046  | 55,428  | 60,105  | 70,154  | 78,072  | 85,463  | 96,882  | -        | 108,591  | 236,794  |
| Cash from sales of goods/services   | -       | 21,995  | 21,995  | 21,995  | 26,394  | 26,394  | 26,394  | 32,259  | 32,259  | 32,259  | 36,658  | 36,658  | 315,261  | 553,528  | 907,509  |
| Payments to employees/vendors       | -13,290 | -15,144 | -16,903 | -17,802 | -18,172 | -20,518 | -21,716 | -22,210 | -23,970 | -24,869 | -25,239 | -25,000 | -253,632 | -404,494 | -663,810 |
| Advances paid/received              | -       | -       | -371    | -       | -       | -494    | -       | -       | -371    | -       | -       | 50      | -3,038   | -1,943   | -3,321   |
| Taxes paid                          | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -        | -18,888  | -38,517  |
| Interest paid                       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -        | -        | -        |
| <b>CF from Operating Activities</b> | -13,290 | 6,851   | 4,721   | 4,193   | 8,222   | 5,381   | 4,678   | 10,049  | 7,919   | 7,391   | 11,419  | 11,708  | 58,591   | 128,204  | 201,862  |
| <b>Acquisition of</b>               |         |         |         |         |         |         |         |         |         |         |         |         |          |          |          |
| Building Renovation                 | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -150,000 | -        | -        |
| Furniture and Fixtures              | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -80,000  | -        | -        |
| Kitchen Equipment                   | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -70,000  | -        | -        |
| IT and Booking System               | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -50,000  | -        | -50,000  |
| <b>CF from Investing Activities</b> | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -350,000 | -        | -50,000  |
| Loans received / paid               | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -        | -        | -        |
| Investments received / paid         | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | 400,000  | -        | -        |
| <b>CF from Financing activities</b> | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | 400,000  | -        | -        |
| <b>Ending Balance</b>               | 26,059  | 32,910  | 37,631  | 41,824  | 50,046  | 55,428  | 60,105  | 70,154  | 78,072  | 85,463  | 96,882  | 108,591 | 108,591  | 236,794  | 388,656  |

## Assumptions:

- invoices are paid in 30 days;
- inventory is built for the next month;
- salaries are paid in the same month;
- half of admin expenses except salaries is prepaid;
- half of admin expenses except salaries is paid in 30 days;
- interest expenses are paid in the next month.

# Cash Flow Statement - Indirect

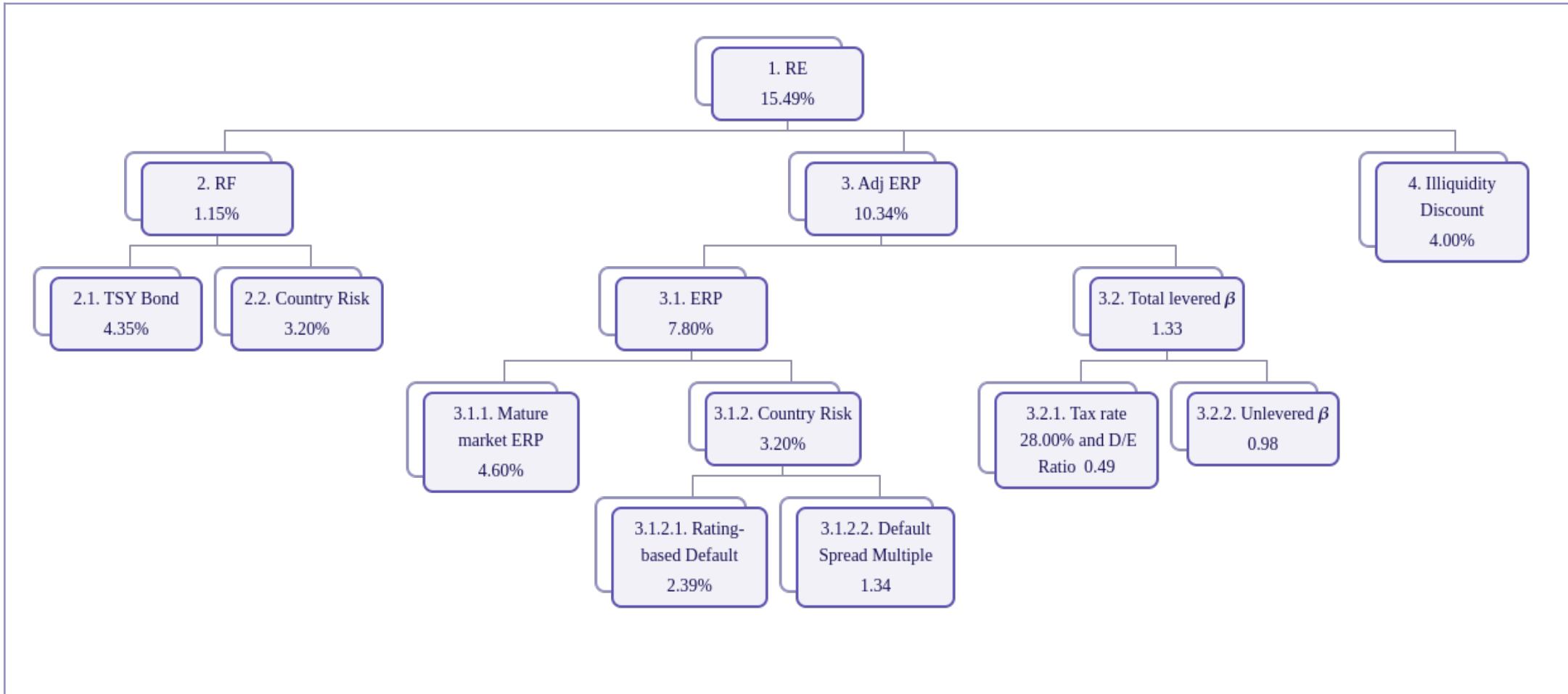
| Cash Flow Statement - Indirect (USD) | M1      | M2     | M3     | M4     | M5     | M6     | M7     | M8     | M9     | M10    | M11    | M12     | Y1       | Y2      | Y3      |
|--------------------------------------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|----------|---------|---------|
| <b>Initial Balance</b>               | 39,349  | 26,059 | 32,910 | 37,631 | 41,824 | 50,046 | 55,428 | 60,105 | 70,154 | 78,072 | 85,463 | 96,882  | -        | 108,591 | 236,794 |
| <b>EBIT</b>                          | 3,338   | 3,338  | 3,338  | 4,708  | 4,708  | 4,708  | 6,535  | 6,535  | 6,535  | 7,905  | 7,905  | 7,905   | 67,456   | 137,560 | 252,495 |
| <b>Δ Receivables &amp; Prepaids</b>  | -21,995 | -      | -371   | -4,399 | -      | -494   | -5,865 | -      | -371   | -4,399 | -      | 50      | -39,696  | -25,386 | -41,755 |
| <b>Δ Payables</b>                    | 1,853   | -      | -      | 371    | -      | -      | 494    | -      | -      | 371    | -      | -       | 3,088    | 1,975   | 3,238   |
| <b>Δ Inventory</b>                   | -       | -      | -1,760 | -      | -      | -2,346 | -      | -      | -1,760 | -      | -      | 239     | -14,424  | -9,224  | -15,766 |
| <b>Δ Depreciation</b>                | 3,514   | 3,514  | 3,514  | 3,514  | 3,514  | 3,514  | 3,514  | 3,514  | 3,514  | 3,514  | 3,514  | 3,514   | 42,167   | 42,167  | 42,167  |
| <b>Tax Paid</b>                      | -       | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -       | -        | -18,888 | -38,517 |
| <b>Interest Expenses</b>             | -       | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -       | -        | -       | -       |
| <b>CF from Operating Activities</b>  | -13,290 | 6,851  | 4,721  | 4,193  | 8,222  | 5,381  | 4,678  | 10,049 | 7,919  | 7,391  | 11,419 | 11,708  | 58,591   | 128,204 | 201,862 |
| <b>Acquisition of</b>                |         |        |        |        |        |        |        |        |        |        |        |         |          |         |         |
| <b>Building Renovation</b>           | -       | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -       | -150,000 | -       | -       |
| <b>Furniture and Fixtures</b>        | -       | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -       | -80,000  | -       | -       |
| <b>Kitchen Equipment</b>             | -       | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -       | -70,000  | -       | -       |
| <b>IT and Booking System</b>         | -       | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -       | -50,000  | -       | -50,000 |
| <b>CF from Investing Activities</b>  | -       | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -       | -350,000 | -       | -50,000 |
| <b>Loans received / paid</b>         | -       | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -       | -        | -       | -       |
| <b>Investments received / paid</b>   | -       | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -       | 400,000  | -       | -       |
| <b>CF from Financing activities</b>  | -       | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -       | 400,000  | -       | -       |
| <b>Ending Balance</b>                | 26,059  | 32,910 | 37,631 | 41,824 | 50,046 | 55,428 | 60,105 | 70,154 | 78,072 | 85,463 | 96,882 | 108,591 | 108,591  | 236,794 | 388,656 |

## Assumptions:

- invoices are paid in 30 days;
- inventory is built for the next month;
- salaries are paid in the same month;
- half of admin expenses except salaries is prepaid;
- half of admin expenses except salaries is paid in 30 days;
- interest expenses are paid in the next month.



## 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

|                      | 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](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

|     | (USD)            | Y1     | Y2     | Y3      | Y4        | Y5      | Y6      | Y7      |
|-----|------------------|--------|--------|---------|-----------|---------|---------|---------|
| DCF | Profit after Tax | 48,568 | 99,043 | 181,796 | 198,703   | 217,183 | 237,381 | 259,457 |
|     | Growth% Y4-Y7    |        |        |         | 9.30%     | 9.30%   | 9.30%   | 9.30%   |
|     | Growth% Y7 -->   |        |        |         | 3.50%     |         |         |         |
|     | WACC             |        |        |         | 15.49%    |         |         |         |
|     | PV Y1-Y7 at Y0   | 42,054 | 74,254 | 118,014 | 111,687   | 105,699 | 100,033 | 94,670  |
|     | PV Y7 --> Y0     |        |        |         | 817,096   |         |         |         |
|     | NPV (USD)        |        |        |         | 1,463,506 |         |         |         |

Average Survival Rate for 3 Years 50%

Final Valuation \$ 731,753

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 15.49 % 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.

# Scenario Analysis: Narrative

Scenario analysis explores how external and internal factors influence key assumptions in financial planning. By analyzing potential positive and negative outcomes, company can better anticipate risks and opportunities when evaluating their future cash flows and overall valuation.

| KPI                 | Scenario | Narrative   | KPI affected by |
|---------------------|----------|---|-----------------|
| Revenue             | Positive | This scenario reflects a favorable market environment or a strategic breakthrough, leading to higher projected revenue. It showcases the potential rewards of scaling and innovative approaches.  | higher by 15%   |
|                     | Negative | This scenario accounts for challenging conditions such as economic downturns or market disruptions, forecasting a potential revenue decrease. It emphasizes the importance of adaptability and risk management.   | lower by 15%    |
| COGS                | Positive | This scenario demonstrates the benefits of operational efficiency or cost-saving strategies, resulting in reduced COGS. It highlights the value of innovation in supply chain and operations.   | lower by 20%    |
|                     | Negative | This scenario addresses rising costs due to external pressures, resulting in an increase in COGS. It underlines the need for proactive cost-control measures.   | higher by 20%   |
| Discount Rate (RoE) | Positive | This scenario assumes a decrease in the discount rate (RoE) due to improved market conditions, lower perceived risk, or favorable macroeconomic factors. A lower discount rate increases the present value of future cash flows, enhancing the company's valuation. | lower by 10%    |
|                     | Negative | This scenario models an increase in the discount rate (RoE) driven by higher market risk, macroeconomic instability, or industry-specific challenges. A higher discount rate reduces the present value of future cash flows, decreasing the company's valuation.    | higher by 10%   |

# Scenario Analysis: Results

Scenario analysis explores how external and internal factors influence key assumptions in financial planning. By analyzing potential positive and negative outcomes, company can better anticipate risks and opportunities when evaluating their future cash flows and overall valuation.

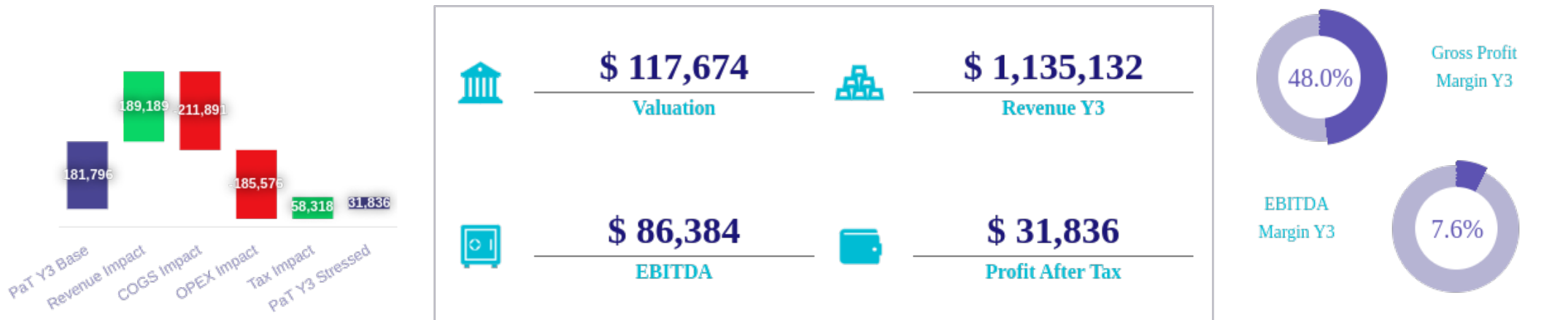
| Scenario Analysis |                 | Revenue    |              | COGS       |            | Discount Rate |            |            |
|-------------------|-----------------|------------|--------------|------------|------------|---------------|------------|------------|
|                   | KPIs            | Base       | Positive     | Negative   | Positive   | Negative      | Positive   | Negative   |
| Input             | Revenue         | no impact  | 15%          | -15%       | no impact  | no impact     | no impact  | no impact  |
|                   | COGS            | no impact  | no impact    | no impact  | -20%       | 20%           | no impact  | no impact  |
|                   | RoE             | no impact  | no impact    | no impact  | no impact  | no impact     | -10%       | 10%        |
|                   | Revenue Y3      | \$ 945,944 | \$ 1,087,835 | \$ 804,052 | \$ 945,944 | \$ 945,944    | \$ 945,944 | \$ 945,944 |
| Output            | Gross Profit Y3 | \$ 567,566 | \$ 652,701   | \$ 482,431 | \$ 643,242 | \$ 491,891    | \$ 567,566 | \$ 567,566 |
|                   | GP Margin       | 60%        | 60%          | 60%        | 68%        | 52%           | 60%        | 60%        |
|                   | EBITDA Y3       | \$ 294,661 | \$ 338,861   | \$ 250,462 | \$ 370,337 | \$ 218,986    | \$ 294,661 | \$ 294,661 |
|                   | EBITDA Margin   | 31%        | 31%          | 31%        | 39%        | 23%           | 31%        | 31%        |
|                   | Net Profit Y3   | \$ 181,796 | \$ 213,620   | \$ 149,973 | \$ 236,283 | \$ 127,310    | \$ 181,796 | \$ 181,796 |
|                   | Profit Margin   | 19%        | 20%          | 19%        | 25%        | 13%           | 19%        | 19%        |
|                   | Final Valuation | \$ 731,753 | \$ 862,068   | \$ 601,438 | \$ 954,872 | \$ 508,634    | \$ 858,323 | \$ 634,862 |

# Stress Test: Growth Under Pressure

Stress tests provide a comprehensive view of how businesses might perform under extreme conditions, enabling better preparation for the uncertainties of real-world challenges.

| Scenario Name                   | Story  | KPIs impact  |                                 |                              |                              |                                    |
|---------------------------------|--|--|---------------------------------|------------------------------|------------------------------|------------------------------------|
| <b>Growth Under Pressure</b>    | <p>This scenario explores the challenges of managing rapid growth while dealing with operational bottlenecks. A surge in demand and revenue places significant strain on supply chains and internal processes. Despite achieving higher sales volumes, inefficiencies in scaling lead to increased costs and a heightened risk perception, keeping the discount rate elevated. 'Growth Under Pressure' examines how businesses can balance seizing growth opportunities while investing in infrastructure, talent, and systems to support scalability.</p> | <table border="1"> <tr> <td><b>Revenue</b><br/>Higher by 20%</td> <td><b>COGS</b><br/>Higher by 30%</td> </tr> <tr> <td><b>OPEX</b><br/>Higher by 40%</td> <td><b>Discount Rate</b><br/>unaffected</td> </tr> </table> | <b>Revenue</b><br>Higher by 20% | <b>COGS</b><br>Higher by 30% | <b>OPEX</b><br>Higher by 40% | <b>Discount Rate</b><br>unaffected |
| <b>Revenue</b><br>Higher by 20% | <b>COGS</b><br>Higher by 30%   |  |                                 |                              |                              |                                    |
| <b>OPEX</b><br>Higher by 40%    | <b>Discount Rate</b><br>unaffected   |  |                                 |                              |                              |                                    |

## Results

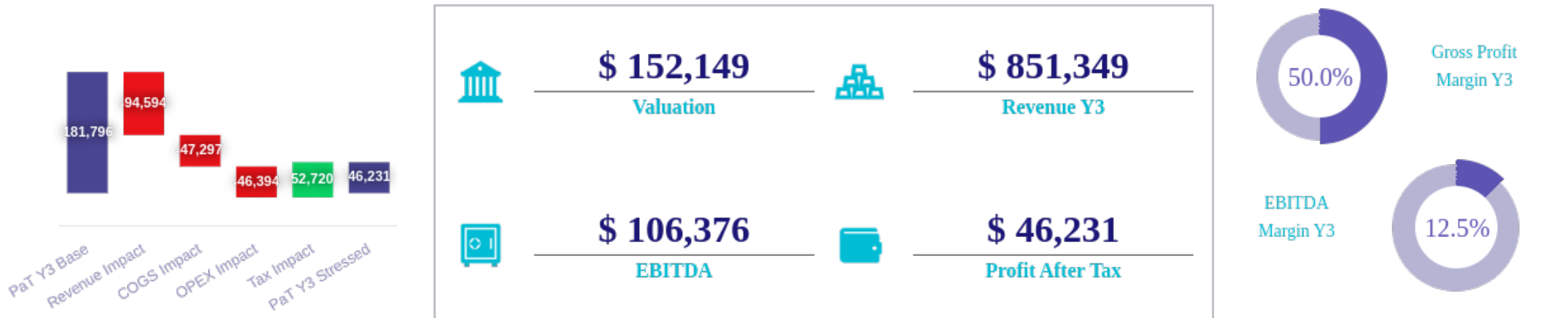


# Stress Test: The Perfect Storm

Stress tests provide a comprehensive view of how businesses might perform under extreme conditions, enabling better preparation for the uncertainties of real-world challenges.

| Scenario Name                  | Story   | KPIs impact  |                                |                              |                              |                                       |
|--------------------------------|---|--|--------------------------------|------------------------------|------------------------------|---------------------------------------|
| <b>The Perfect Storm</b>       | This scenario simulates the convergence of adverse market conditions and rising operational challenges. A sharp downturn in market demand coincides with increased costs due to inflation and supply chain disruptions. The combination results in a dual hit to both top-line revenue and operational margins. Additionally, external factors such as economic instability elevate the discount rate, amplifying the pressure on future cash flows. Businesses facing 'The Perfect Storm' must focus on resilience through diversified revenue streams, cost-control measures, and contingency planning. | <table border="1"> <tr> <td><b>Revenue</b><br/>Lower by 10%</td> <td><b>COGS</b><br/>Higher by 25%</td> </tr> <tr> <td><b>OPEX</b><br/>Higher by 30%</td> <td><b>Discount Rate</b><br/>Higher by 10%</td> </tr> </table> | <b>Revenue</b><br>Lower by 10% | <b>COGS</b><br>Higher by 25% | <b>OPEX</b><br>Higher by 30% | <b>Discount Rate</b><br>Higher by 10% |
| <b>Revenue</b><br>Lower by 10% | <b>COGS</b><br>Higher by 25%  |  |                                |                              |                              |                                       |
| <b>OPEX</b><br>Higher by 30%   | <b>Discount Rate</b><br>Higher by 10%   |  |                                |                              |                              |                                       |

## Results



# Sensitivity Analysis: SAM & SOM

This sensitivity analysis evaluates the potential impact of changes in Serviceable Addressable Market (SAM) and Serviceable Obtainable Market (SOM) on key financial metrics. By simulating percentage variations in SAM and SOM, this analysis helps identify how shifts in market assumptions affect revenue, profitability, and overall valuation.

|                 |    | SAM        |            |            |            |              |              | SOM        |            |            |            |              |              |
|-----------------|----|------------|------------|------------|------------|--------------|--------------|------------|------------|------------|------------|--------------|--------------|
|                 |    | -20%       | -10%       | -5%        | 5%         | 10%          | 20%          | -9%        | -6%        | -3%        | 3%         | 6%           | 9%           |
| Revenue         | Y1 | \$ 281,535 | \$ 316,727 | \$ 334,323 | \$ 369,515 | \$ 387,111   | \$ 422,302   | \$ 320,246 | \$ 330,804 | \$ 341,361 | \$ 362,476 | \$ 373,034   | \$ 383,591   |
|                 | Y2 | \$ 461,577 | \$ 519,274 | \$ 548,122 | \$ 605,819 | \$ 634,668   | \$ 692,365   | \$ 525,043 | \$ 542,353 | \$ 559,662 | \$ 594,280 | \$ 611,589   | \$ 628,898   |
|                 | Y3 | \$ 756,755 | \$ 851,349 | \$ 898,646 | \$ 993,241 | \$ 1,040,538 | \$ 1,135,132 | \$ 860,809 | \$ 889,187 | \$ 917,565 | \$ 974,322 | \$ 1,002,700 | \$ 1,031,079 |
| Gross Profit    | Y1 | \$ 168,921 | \$ 190,036 | \$ 200,594 | \$ 221,709 | \$ 232,266   | \$ 253,381   | \$ 192,148 | \$ 198,482 | \$ 204,817 | \$ 217,486 | \$ 223,820   | \$ 230,155   |
|                 | Y2 | \$ 276,946 | \$ 311,564 | \$ 328,873 | \$ 363,492 | \$ 380,801   | \$ 415,419   | \$ 315,026 | \$ 325,412 | \$ 335,797 | \$ 356,568 | \$ 366,953   | \$ 377,339   |
|                 | Y3 | \$ 454,053 | \$ 510,810 | \$ 539,188 | \$ 595,944 | \$ 624,323   | \$ 681,079   | \$ 516,485 | \$ 533,512 | \$ 550,539 | \$ 584,593 | \$ 601,620   | \$ 618,647   |
| GP Margin       | Y1 | 60%        | 60%        | 60%        | 60%        | 60%          | 60%          | 60%        | 60%        | 60%        | 60%        | 60%          | 60%          |
|                 | Y2 | 60%        | 60%        | 60%        | 60%        | 60%          | 60%          | 60%        | 60%        | 60%        | 60%        | 60%          | 60%          |
|                 | Y3 | 60%        | 60%        | 60%        | 60%        | 60%          | 60%          | 60%        | 60%        | 60%        | 60%        | 60%          | 60%          |
| EBITDA          | Y1 | \$ 87,698  | \$ 98,660  | \$ 104,142 | \$ 115,104 | \$ 120,585   | \$ 131,547   | \$ 99,757  | \$ 103,045 | \$ 106,334 | \$ 112,911 | \$ 116,200   | \$ 119,489   |
|                 | Y2 | \$ 143,781 | \$ 161,754 | \$ 170,740 | \$ 188,713 | \$ 197,699   | \$ 215,672   | \$ 163,551 | \$ 168,943 | \$ 174,335 | \$ 185,118 | \$ 190,510   | \$ 195,902   |
|                 | Y3 | \$ 235,729 | \$ 265,195 | \$ 279,928 | \$ 309,395 | \$ 324,128   | \$ 353,594   | \$ 268,142 | \$ 276,982 | \$ 285,822 | \$ 303,501 | \$ 312,341   | \$ 321,181   |
| EBITDA Margin   | Y1 | 31%        | 31%        | 31%        | 31%        | 31%          | 31%          | 31%        | 31%        | 31%        | 31%        | 31%          | 31%          |
|                 | Y2 | 31%        | 31%        | 31%        | 31%        | 31%          | 31%          | 31%        | 31%        | 31%        | 31%        | 31%          | 31%          |
|                 | Y3 | 31%        | 31%        | 31%        | 31%        | 31%          | 31%          | 31%        | 31%        | 31%        | 31%        | 31%          | 31%          |
| Net Profit      | Y1 | \$ 32,783  | \$ 40,676  | \$ 44,622  | \$ 52,515  | \$ 56,461    | \$ 64,354    | \$ 41,465  | \$ 43,833  | \$ 46,200  | \$ 50,936  | \$ 53,304    | \$ 55,672    |
|                 | Y2 | \$ 73,162  | \$ 86,103  | \$ 92,573  | \$ 105,513 | \$ 111,983   | \$ 124,924   | \$ 87,397  | \$ 91,279  | \$ 95,161  | \$ 102,925 | \$ 106,807   | \$ 110,689   |
|                 | Y3 | \$ 139,365 | \$ 160,581 | \$ 171,188 | \$ 192,404 | \$ 203,012   | \$ 224,227   | \$ 162,702 | \$ 169,067 | \$ 175,432 | \$ 188,161 | \$ 194,526   | \$ 200,890   |
| Profit Margin   | Y1 | 12%        | 13%        | 13%        | 14%        | 15%          | 15%          | 13%        | 13%        | 14%        | 14%        | 14%          | 15%          |
|                 | Y2 | 16%        | 17%        | 17%        | 17%        | 18%          | 18%          | 17%        | 17%        | 17%        | 17%        | 17%          | 18%          |
|                 | Y3 | 18%        | 19%        | 19%        | 19%        | 20%          | 20%          | 19%        | 19%        | 19%        | 19%        | 19%          | 19%          |
| Final Valuation |    | \$ 557,999 | \$ 644,876 | \$ 688,315 | \$ 775,192 | \$ 818,630   | \$ 905,507   | \$ 653,564 | \$ 679,627 | \$ 705,690 | \$ 757,816 | \$ 783,879   | \$ 809,942   |



## 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

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