

Business Plan & Valuation Presentation



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OUR VISION & MISSION

Our Mission

SunsetCafe is dedicated to creating a cozy and inviting environment where individuals can enjoy high-quality coffee, teas, and light fare made from premium ingredients. We emphasize comfort, community, and sustainability by using eco-friendly practices and locally sourced products. Our mission is to provide a relaxed space where patrons can unwind, connect with friends, and savor delicious moments, making each visit a charming and memorable experience.

Our Vision

SunsetCafe envisions becoming the premier destination for community and relaxation, renowned for our exceptional beverages, culinary delights, and sustainable practices. In twenty years, we aspire to have grown our presence, creating multiple cherished locations that are integral parts of their neighborhoods. We aim to be a leading example of a café that not only prioritizes quality and customer experience but also actively contributes to environmental sustainability and community well-being. Our vision is to cultivate spaces where everyone feels at home, connected, and inspired to come together.



Summary Financials Dashboard

Key performance indicators
(Base Scenario Y3)

\$ 96,548

Revenue

\$ 31,861

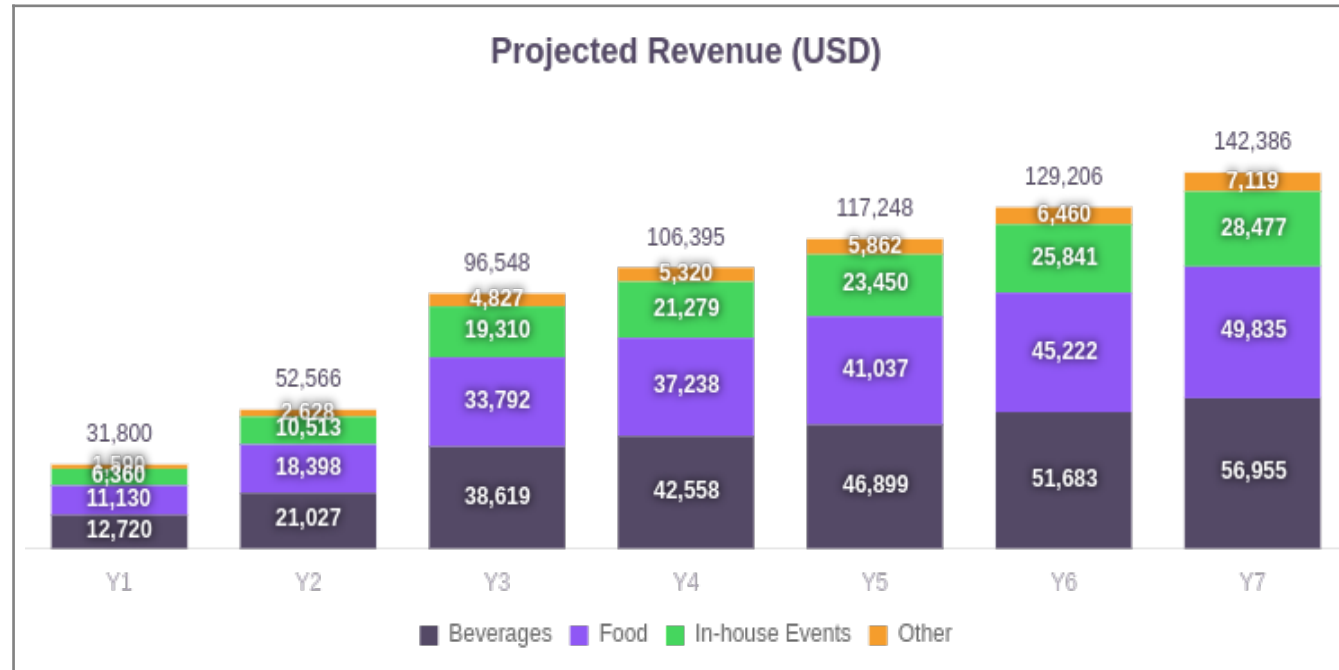
Gross Profit

\$ 21,240

EBITDA

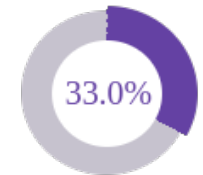
0.30%

Target Market Share

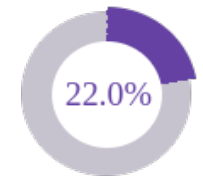


Margins
(Stabilized by Y3)

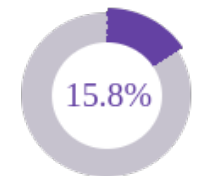
GP Margin



EBITDA Margin



PbT Margin

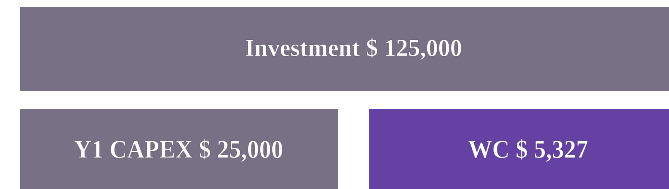


Project Phases



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



SunsetCafe is a charming café that offers a relaxed and inviting environment, perfect for enjoying high-quality coffee, teas, and light fare. Specializing in the beverage serving activities industry, the café operates within the accommodation and food service sector. The menu features a selection of freshly brewed beverages, gourmet sandwiches, and delectable pastries, all made with premium ingredients. SunsetCafe emphasizes comfort and community, providing a cozy space where patrons can unwind and savor their favorite drinks and bites. Committed to sustainability, the café uses eco-friendly practices and locally sourced products. Whether you're starting your day, taking a break, or meeting friends, SunsetCafe is the ideal spot to enjoy a moment of tranquility and delicious treats.

The Main Phases: Projects & Impacts



Product Impact on Core Stakeholders

| Main Stakeholder | Product Benefits |
|--------------------------------|--|
| Customers | <ol style="list-style-type: none"> 1. Enjoy a cozy and inviting atmosphere perfect for relaxation and socializing. 2. Access to a curated menu of high-quality coffee, tea, and light fare made from premium ingredients. 3. Feel good about supporting a business committed to sustainability and eco-friendly practices. |
| Employees | <ol style="list-style-type: none"> 1. Work in a positive and welcoming environment that values hospitality and service excellence. 2. Opportunities for professional growth through ongoing training and development programs. 3. Become part of a community-focused organization that emphasizes work-life balance. |
| Local Suppliers | <ol style="list-style-type: none"> 1. Gain a reliable and consistent client for locally sourced products. 2. Strengthen community ties and promote local economy through sustainable partnerships. 3. Opportunities for collaboration in marketing and events to showcase local offerings. |
| Investors | <ol style="list-style-type: none"> 1. Potential for a strong return on investment through diversified revenue streams and expanding customer base. 2. Transparency and regular updates on business performance and future opportunities. 3. Confidence in investing in a socially responsible and community-focused enterprise. |
| Community | <ol style="list-style-type: none"> 1. A new and welcoming place to gather, fostering stronger local connections. 2. Support for local events and artists, enhancing cultural vibrancy. 3. Contribution to the local economy through job creation and partnership with local suppliers. |
| Local Artists | <ol style="list-style-type: none"> 1. Opportunities to showcase and sell their artwork within the café space. 2. Collaborative events and programs that increase visibility and engagement with the community. 3. A supportive venue that values and promotes local creative talent. |
| Environmental Advocates | <ol style="list-style-type: none"> 1. Promotion of sustainability through eco-friendly practices and locally sourced products. 2. Collaboration opportunities to enhance environmental initiatives and awareness. 3. Contribution to reducing the community's carbon footprint by supporting a green business. |

Key Performance Components

Competitive Advantage

Premium Ingredients

SunsetCafe uses only the finest, high-quality ingredients for all their beverages and food items, ensuring an exceptional taste experience.

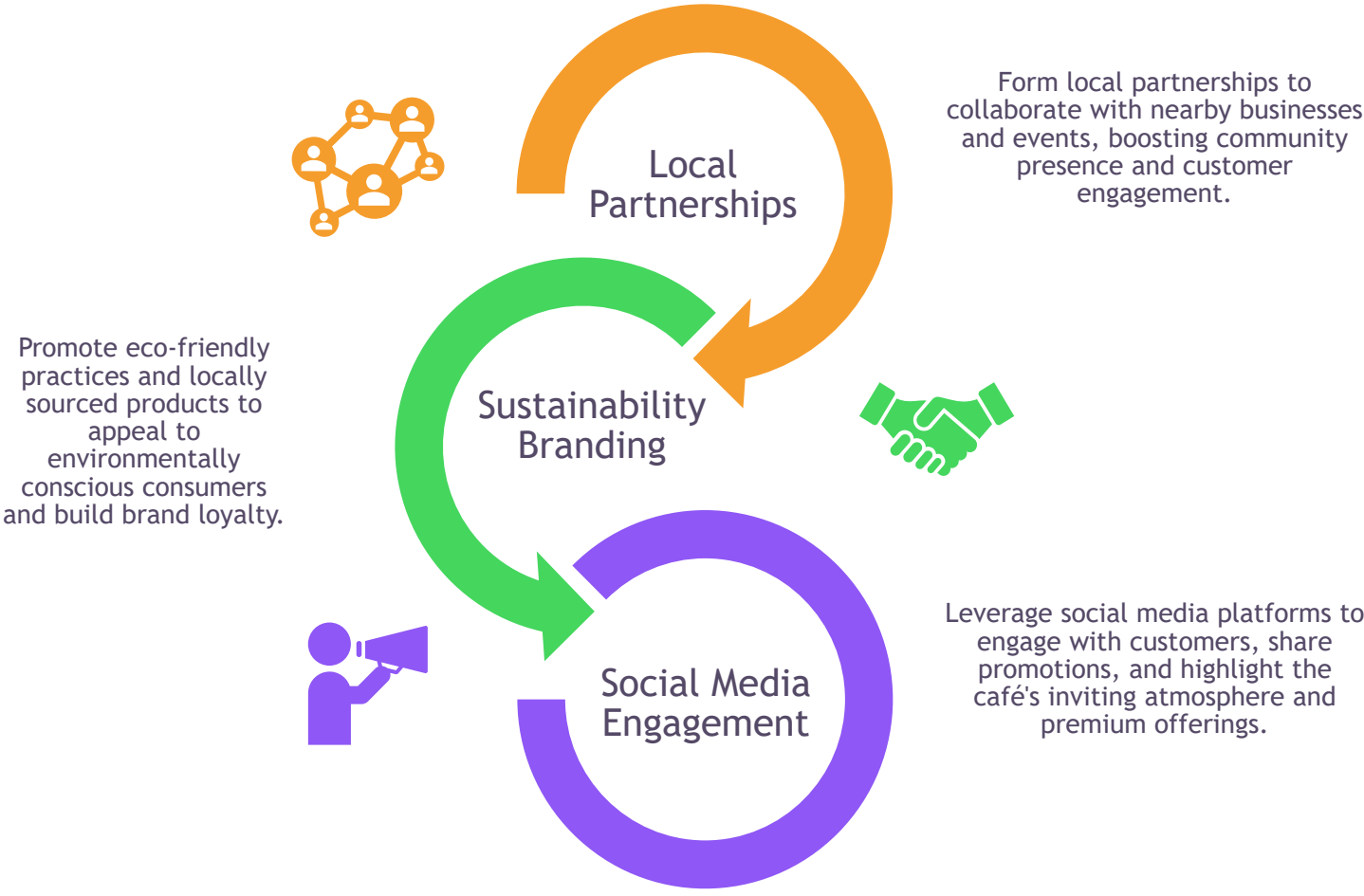
Eco-friendly Practices

The café is dedicated to sustainability, leveraging eco-friendly practices and locally sourced products, which resonates with environmentally conscious consumers.

Inviting Atmosphere

SunsetCafe's relaxed and cozy environment provides an ideal space for patrons to unwind, fostering a sense of community and serenity.

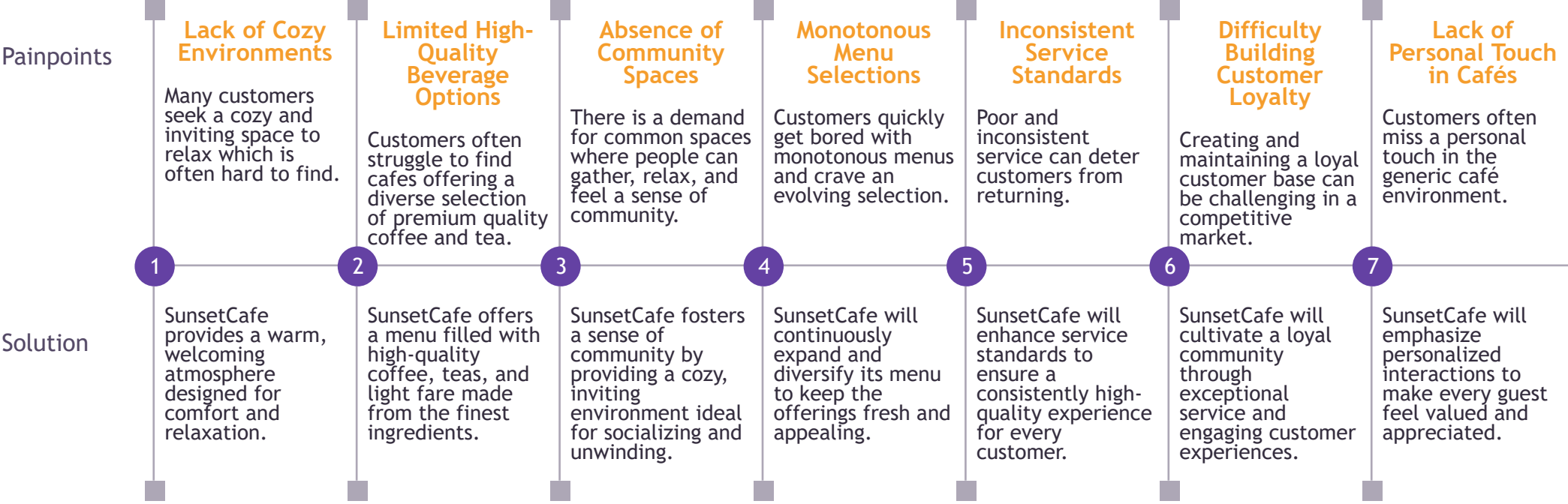
Marketing and Growth Strategy



Target Groups


| | Industries | Description |
|-----|---|--|
| I |  Local Residents | Residents within the neighborhood looking for a cozy space to relax, meet friends, or work while enjoying high-quality coffee and food. |
| II |  Office Workers | Professionals seeking a comfortable environment for meetings, work breaks, or remote work with access to high-quality beverages and light fare. |
| III |  Students | College and high school students looking for a quiet and inviting space to study, complete with affordable and delicious food and drink options. |
| IV |  Tourists | Visitors exploring the area who need a friendly, welcoming spot to rest, recharge, and enjoy premium coffee and snacks. |
| V |  Event Planners | Coordinators of small events, social gatherings, and meetings seeking a versatile venue that offers catering services and a pleasant atmosphere. |
| VI |  Health-Conscious Consumers | Individuals interested in sustainable, eco-friendly, and locally sourced food and beverages with nutritious options. |
| VII |  Coffee Enthusiasts | Aficionados who appreciate expertly brewed coffee and are eager to explore new and premium coffee varieties and blends. |

Solution from Phase I to Phase IV




Strategic Analysis: SWOT

Strength




Unique and inviting atmosphere fosters customer loyalty. High-quality, freshly brewed beverages attract discerning consumers. Commitment to sustainability appeals to eco-conscious patrons. Locally sourced ingredients enhance freshness and community ties. Diverse menu caters to various tastes and preferences.

Weaknesses




Limited scalability due to café's cozy size. Relies heavily on local traffic and repeat customers. High operating costs from premium ingredients and eco-friendly practices. Seasonal fluctuations in patronage affect revenue stability. Dependency on few suppliers for gourmet ingredients.

Opportunities



Growth potential through opening new branches in other locales. Potential to develop a loyalty program to boost repeat visits. Expansion into catering and delivery services. Collaboration with local artists and events to attract new customers. Utilizing social media and online marketing to increase brand visibility.

Threats



High competition from other cafes and coffee chains. Economic downturns reducing discretionary spending. Fluctuating costs of premium and locally sourced goods. Changes in consumer preferences affecting sales. Regulatory changes impacting food service operations.

Pestel: Analysis

|  P |  E |  S |  T |  E |  L | | | | | | |
|--|--|---|--|---|---|---------------|--------|---------------|--------|-------|--------|
| Political | 6 / 10 | Economic | 7 / 10 | Social | 7 / 10 | Technological | 7 / 10 | Environmental | 8 / 10 | Legal | 6 / 10 |
| <p>Regulations: Adherence to food safety and hygiene standards.</p> <p>Trade Policies: Exemptions related to local sourcing may affect supply chain.</p> | <p>Consumer Spending: Economic downturns could reduce customer willingness to spend on premium beverages.</p> <p>Inflation: Rising ingredient and operational costs.</p> | <p>Health Trends: Increased demand for healthy beverages and food items.</p> <p>Community Focus: Growing consumer preference for local businesses and community-based services.</p> | <p>Digital Orders: Growing trend of online and app-based food and drink orders.</p> <p>Sustainable Tech: Investing in eco-friendly equipment and technologies.</p> | <p>Climate Change: Potential impact on the availability of key ingredients.</p> <p>Waste Reduction: Focus on minimizing food and packaging waste.</p> | <p>Employment Laws: Compliance with local labor regulations.</p> <p>Licensing: Proper permits for food and beverage services.</p> | | | | | | |

SunsetCafe must navigate various PESTEL factors, leveraging community trends and technological advancements while mitigating risks from economic and regulatory changes. Success hinges on adaptability and commitment to 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?

SunsetCafe's eco-friendly practices and locally sourced products help to exploit the growing consumer trend toward sustainability and healthy living.

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

The combination of a cozy atmosphere, high-quality ingredients, and strong community focus is not common in every café.

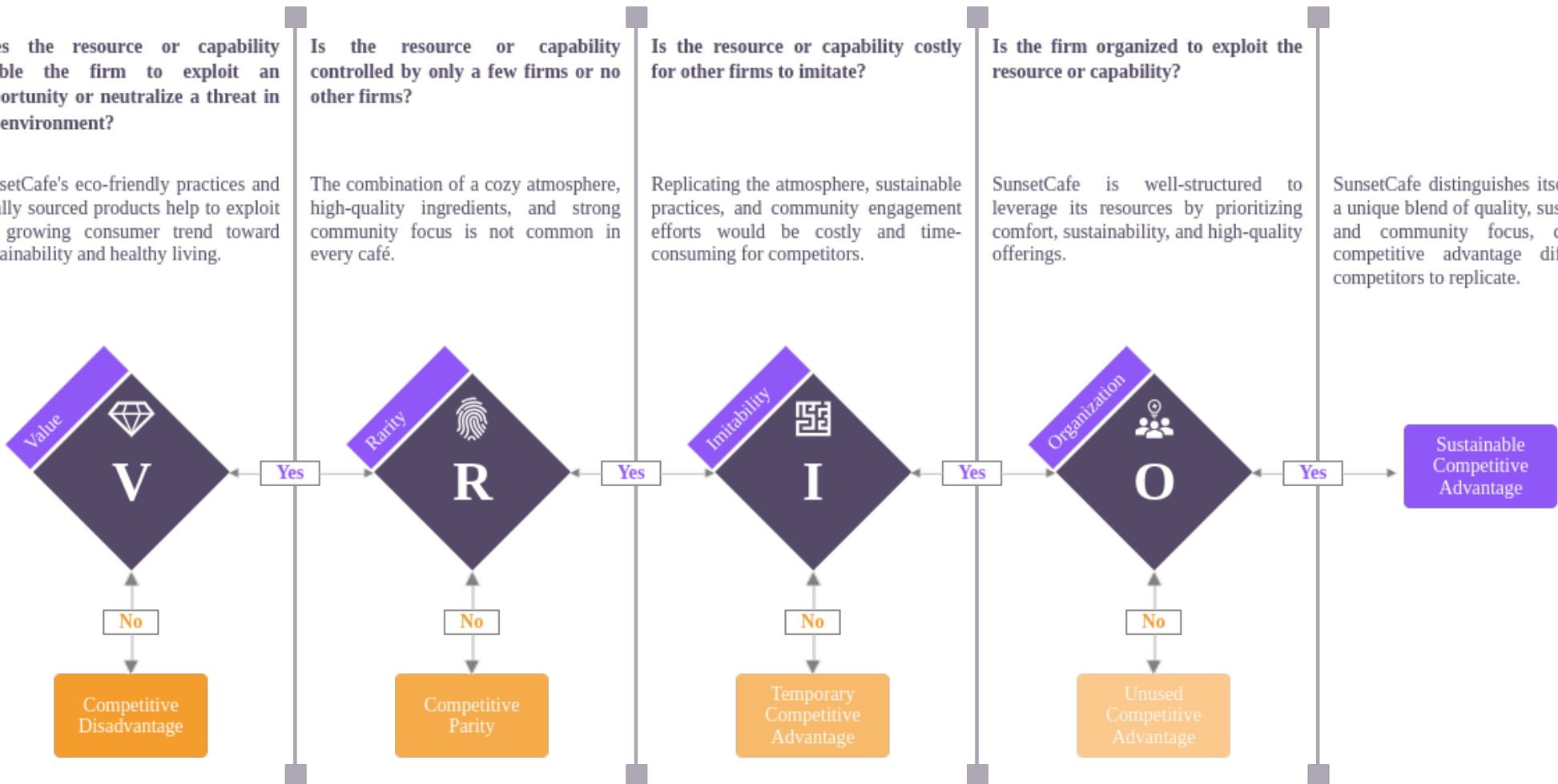
Is the resource or capability costly for other firms to imitate?

Replicating the atmosphere, sustainable practices, and community engagement efforts would be costly and time-consuming for competitors.

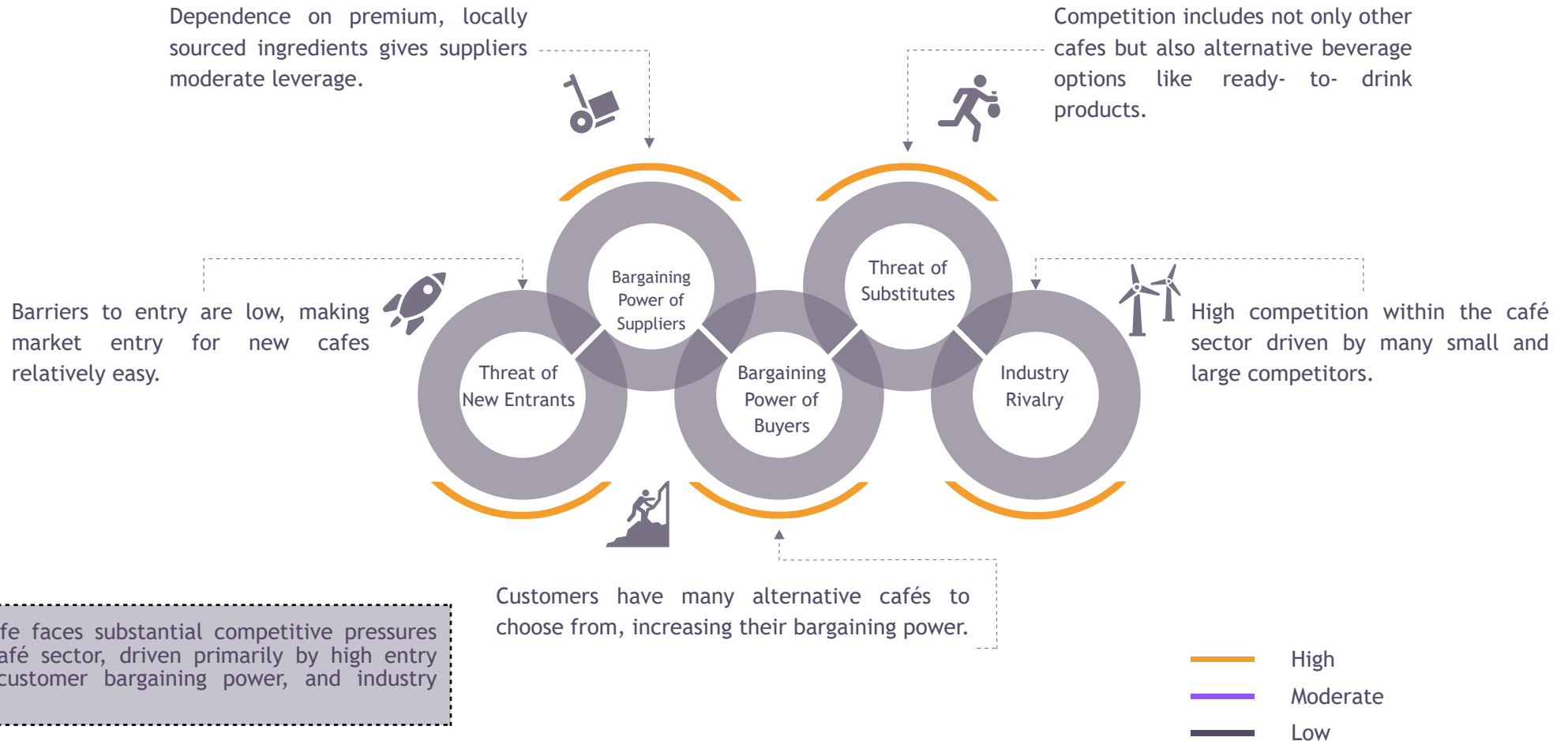
Is the firm organized to exploit the resource or capability?

SunsetCafe is well-structured to leverage its resources by prioritizing comfort, sustainability, and high-quality offerings.

SunsetCafe distinguishes itself through a unique blend of quality, sustainability, and community focus, creating a competitive advantage difficult for competitors to replicate.



Porter's Five Forces: Analysis



Management Team

Overview

With a love for coffee culture, Jaanus leads SunsetCafe, striving to create a relaxing environment with high-quality, freshly brewed coffee.



Co-Founder & CEO

Liis Leht



Co-Founder & Head Barista

Overview

Liis is passionate about perfecting every cup of coffee, blending artistry with expertise to provide an exceptional experience for every customer.

Overview

Raimo ensures smooth daily operations, from inventory management to staff coordination, guaranteeing top-notch service and efficiency.



Operations Manager

Kirsti Õun



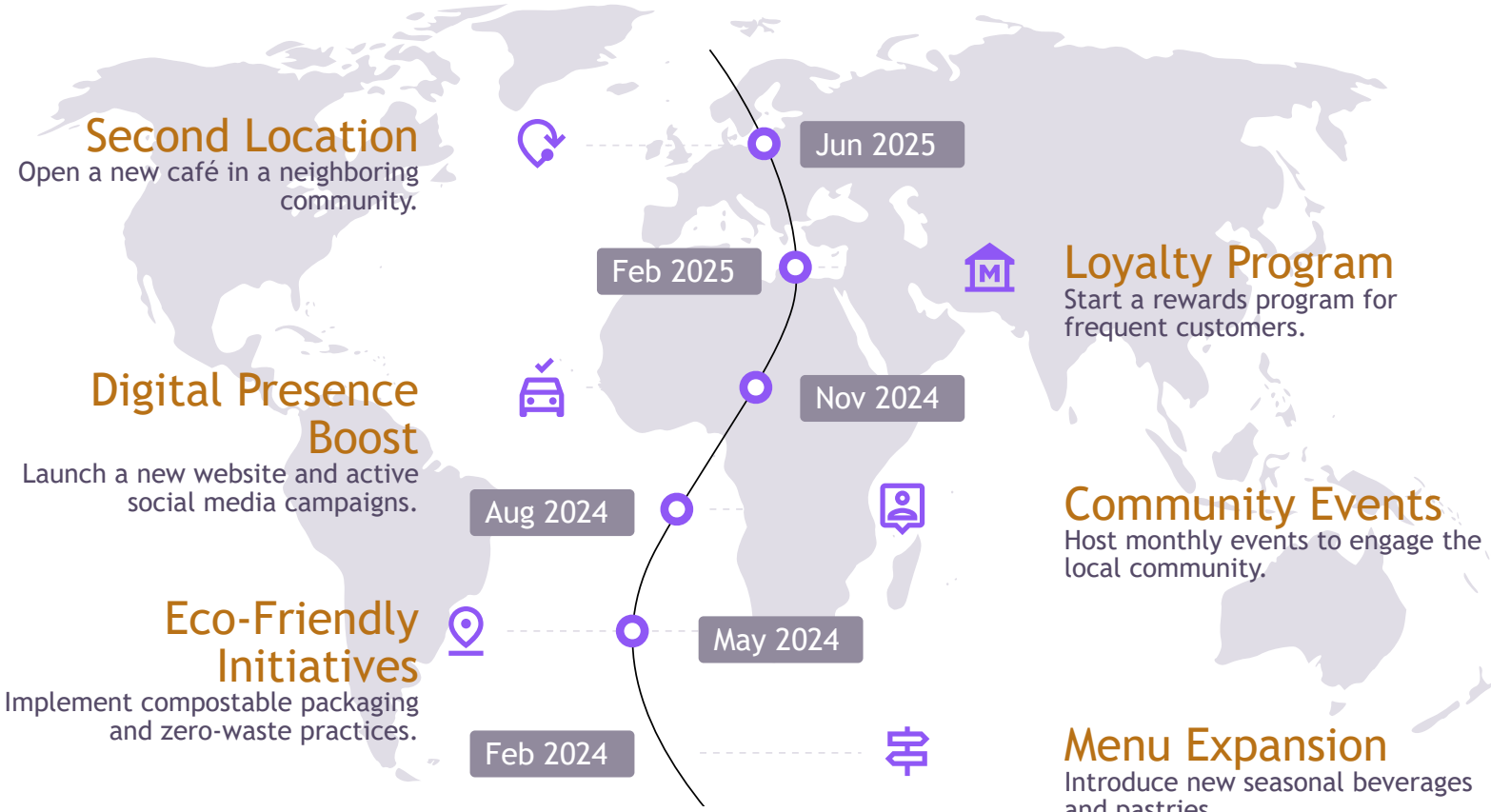
Customer Experience Manager

Overview

Kirsti is dedicated to making each visit memorable, ensuring customers feel welcome and satisfied with both the service and the ambiance.



History & Roadmap



Current Status.

SunsetCafe aims to grow sustainably, offering a cozy community space. It will expand its menu with seasonal items by Feb 2024 and initiate eco-friendly practices by May 2024. Engaging community events are planned for Aug 2024, followed by an improved digital presence in Nov 2024. In Feb 2025, a customer loyalty program will kick off. The opening of a second location by Jun 2025 underscores SunsetCafe's commitment to growth and customer satisfaction.

Organizational and Marketing Tasks

| # | Check List Item | Status | Priority | Area | ETA |
|--|------------------------------------|--------|-------------|--------|-------------------|
| General Planning and Organization | | | | | |
| 1 | Develop Business Plan | ● | Not Started | High | CEO 2 weeks |
| 2 | Secure Initial Funding | ● | Not Started | High | CFO 1 month |
| 3 | Select Location for Café | ● | Not Started | High | COO 3 weeks |
| 4 | Register Business Officially | ● | Not Started | High | CEO 1 week |
| 5 | Create Brand Identity | ● | Not Started | Medium | CMO 1 month |
| 6 | Develop Supplier Agreements | ● | Not Started | High | CPO 2 weeks |
| 7 | Design Café Layout and Interior | ● | Not Started | Medium | COO 3 weeks |
| 8 | Set Up Accounting Systems | ● | Not Started | Medium | CFO 2 weeks |
| Marketing | | | | | |
| 1 | Develop Brand Identity and Logo | ● | Not Started | High | CMO 1 month |
| 2 | Establish Social Media Presence | ● | Not Started | Medium | CMO 1 month |
| 3 | Create Initial Marketing Campaign | ● | Not Started | High | CMO 2 months |
| 4 | Design and Launch Website | ● | Not Started | High | CMO 2 months |
| 5 | Develop Loyalty Program | ● | Not Started | Medium | CPO 3 months |
| 6 | Local Community Outreach | ● | Not Started | Medium | COO 1.5 months |
| 7 | Partnership with Local Influencers | ● | Not Started | Low | CRO 4 months |
| 8 | Customer Feedback and Surveys | ● | Not Started | High | CSO 3 months |

Overview of Phases

| # | Check List Item | Status | Priority | Area | ETA |
|---|---|--------|-------------|--------|-----------------|
| Phase 1 & Technical Set Up for next Phases | | | | | |
| 1 | Secure Location Lease | ● | Not Started | High | CEO 2 weeks |
| 2 | Design Café Layout | ● | Not Started | High | COO 1 month |
| 3 | Purchase Furniture and Equipment | ● | Not Started | High | CFO 3 weeks |
| 4 | Develop Initial Menu | ● | Not Started | High | CPO 2 weeks |
| 5 | Hire and Train Initial Staff | ● | Not Started | High | COO 4 weeks |
| 6 | Set Up Supply Chain for Ingredients | ● | Not Started | High | CPO 3 weeks |
| 7 | Implement Point-of-Sale System | ● | Not Started | Medium | CTO 2 weeks |
| 8 | Ensure Compliance with Local Health Regulations | ● | Not Started | High | CSO 1 week |
| Phase 2 | | | | | |
| 1 | Expand Menu with New Items | ● | Not Started | High | CPO 3 months |
| 2 | Implement Customer Feedback System | ● | Not Started | Medium | CSO 2 months |
| 3 | Enhance Service Training Programs | ● | Not Started | High | COO 2 months |
| 4 | Launch Customer Loyalty Program | ● | Not Started | High | CMO 1 month |
| 5 | Organize Community Events | ● | Not Started | Medium | CMO 4 months |
| 6 | Upgrade Café Interior for Enhanced Ambiance | ● | Not Started | Medium | CBO 5 months |
| 7 | Redesign Website and Social Media for Improved Engagement | ● | Not Started | High | CIO 2 months |
| 8 | Establish Partnerships with Local Suppliers | ● | Not Started | Medium | CPO 3 months |

Overview of Phases

| # | Check List Item | Status | Priority | Area | ETA |
|----------------|---|--------|-------------|--------|-----------------|
| Phase 3 | | | | | |
| 1 | Develop Catering Menu | ● | Not Started | High | CPO 2 months |
| 2 | Set Up Online Merchandise Store | ● | Not Started | High | CTO 3 months |
| 3 | Create Subscription Coffee Plans | ● | Not Started | High | CMO 2 months |
| 4 | Partner with Delivery Services for Catering | ● | Not Started | Medium | COO 3 months |
| 5 | Design and Source Merchandise | ● | Not Started | Medium | CPO 4 months |
| 6 | Launch Marketing Campaign for Subscription Plans | ● | Not Started | High | CMO 1 month |
| 7 | Develop Packaging for Catering Services | ● | Not Started | Medium | CSO 2 months |
| 8 | Implement Customer Feedback System for New Services | ● | Not Started | Medium | CIO 3 months |
| Phase 4 | | | | | |
| 1 | Research and identify potential new café locations | ● | Not Started | High | CEO 6 months |
| 2 | Develop business partnerships with local artists for in-café exhibits | ● | Not Started | Medium | CBO 3 months |
| 3 | Create and test an exclusive app for pre-ordering and loyalty rewards | ● | Not Started | High | CTO 8 months |
| 4 | Develop financial models for new ventures | ● | Not Started | High | CFO 4 months |
| 5 | Launch marketing campaign for new café locations and app | ● | Not Started | High | CMO 7 months |
| 6 | Secure permits and lease agreements for new café locations | ● | Not Started | High | COO 5 months |
| 7 | Develop in-café event schedule featuring local artists | ● | Not Started | Medium | COO 6 months |
| 8 | Monitor performance and customer feedback for new revenue streams | ● | Not Started | Medium | CSO 6 months |

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

| # | Risk Type | Area | Mitigation Strategy |
|---|-----------------------------|------|---|
| 1 | Equipment Failures | COO | Implement a regular maintenance schedule and keep spare parts in stock for quick repairs. |
| 2 | Inventory Management Issues | CPO | Utilize an inventory management system to track stock levels and forecast demand accurately. |
| 3 | Supply Chain Disruptions | CPO | Establish relationships with multiple suppliers and maintain a buffer stock of key ingredients. |
| 4 | Staff Turnover | COO | Offer competitive wages, benefits, and create a positive working environment to retain employees. |
| 5 | Health and Safety Incidents | COO | Conduct regular training sessions and audits to ensure compliance with health and safety regulations. |

2. Regulatory and legal risks

| # | Risk Type | Area | Mitigation Strategy |
|---|------------------------------|------|---|
| 1 | Health and Safety Compliance | COO | Regularly train staff on health and safety protocols and conduct routine inspections to ensure compliance with local and national health regulations. |
| 2 | Food Safety Regulations | CSO | Implement and monitor a comprehensive food safety management system and conduct periodic audits to ensure adherence to food safety standards. |
| 3 | Labor Laws | CPO | Ensure compliance with all labor laws including wages, working hours, and employee benefits by regularly reviewing policies and conducting training for management. |
| 4 | Environmental Regulations | CSO | Adopt environmentally friendly practices and products, and stay updated on local environmental laws to ensure compliance through regular audits. |
| 5 | Consumer Protection Laws | CRO | Maintain transparent product information and fair pricing policies, and ensure all marketing practices are in line with consumer protection laws. |

3. Strategic/Market Risk

| # | Risk Type | Area | Mitigation Strategy |
|---|-------------------------------|------|---|
| 1 | Changing Consumer Preferences | CPO | Regularly update menu based on customer feedback. |
| 2 | High Competition | CSO | Differentiate through unique offerings and customer experience. |
| 3 | Market Saturation | CMO | Implement targeted marketing campaigns. |
| 4 | Brand Reputation | CMO | Maintain high service and product quality standards. |
| 5 | Economic Downturns | CFO | Diversify income streams. |

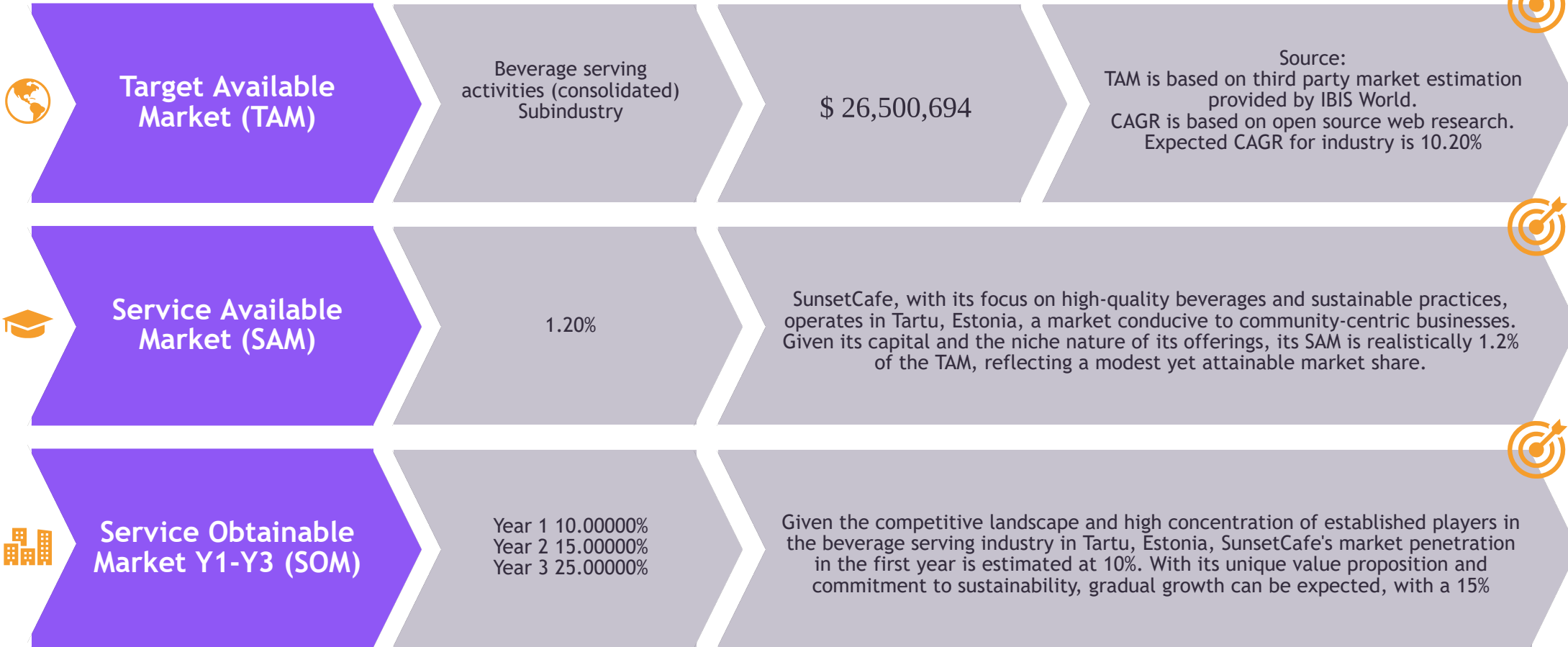
4. Finance risk

| # | Risk Type | Area | Mitigation Strategy |
|---|-------------------------|------|--|
| 1 | Cash Flow Issues | CFO | Maintain a cash reserve and monitor cash flow regularly. |
| 2 | High Initial Investment | CEO | Seek diverse funding options and manage capital efficiently. |
| 3 | Revenue Fluctuations | COO | Diversify income streams to stabilize revenue. |
| 4 | Credit Risk | CRO | Carefully vet credit customers and monitor credit terms. |
| 5 | Unforeseen Expenses | CFO | Keep an emergency fund and control operational costs. |

5. Other general risk

| # | Risk Type | Area | Mitigation Strategy |
|---|-------------------------|------|--|
| 1 | Brand Reputation Damage | CMO | Encourage positive reviews and swift issue resolution. |
| 2 | Supplier Reliability | COO | Diversify suppliers and maintain strong relationships. |
| 3 | Staff Turnover | CPO | Offer competitive compensation and foster a positive work culture. |
| 4 | Cybersecurity Threats | CTO | Implement strong security protocols and regular audits. |
| 5 | Economic Downturn | CFO | Monitor economic trends and adjust financial strategies. |

Market Overview (TAM, SAM and SOM)

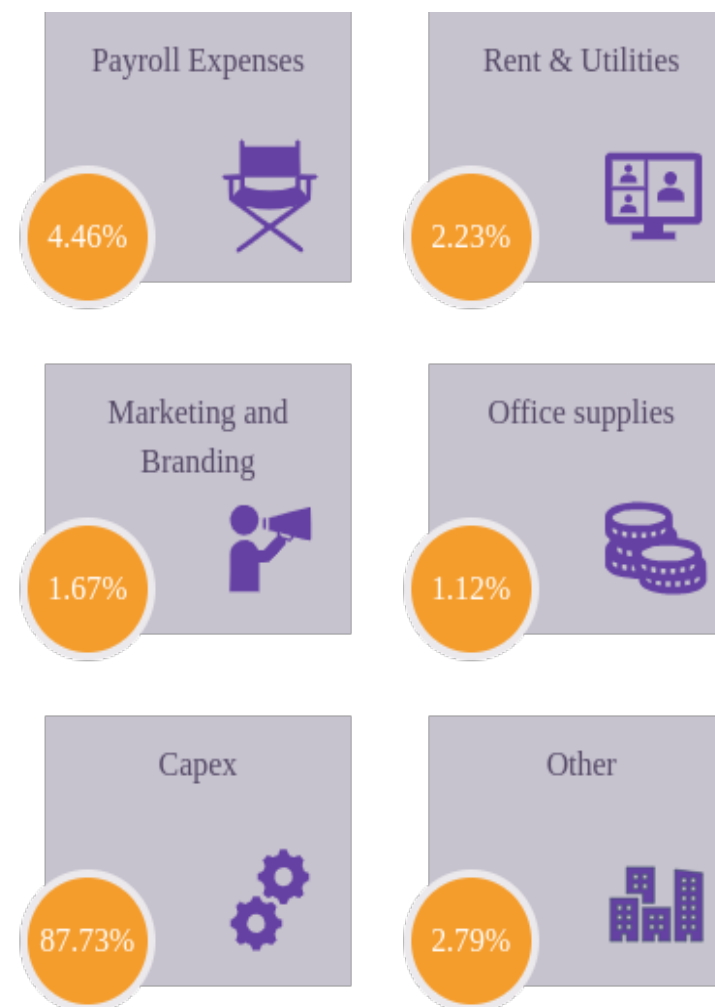


Funding Allocation

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.

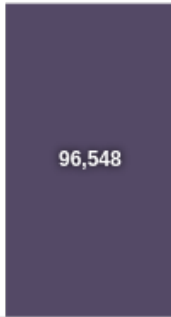
The total investment required is \$ 125,000

| Y1 Cash Flow Stream(USD) | Inflows | Outflows |
|---------------------------------------|---------|----------------|
| Gross Profit | 10,494 | |
| Payroll Expenses | | 1,272 |
| Rent & Utilities | | 636 |
| Marketing and Branding | | 477 |
| Office supplies | | 318 |
| Capex | | 25,000 |
| Communication Expenses | | 159 |
| Legal and Professional Fees | | 159 |
| Representation and Entert. | | 159 |
| Training and Development | | 159 |
| Other Miscellaneous | | 159 |
| CAPEX & WC shortage Y1 | | 18,004 |
| Buffer | | 106,996 |
| Total Required Investment(USD) | | 125,000 |



Y3 PL formation and Margins

Revenue



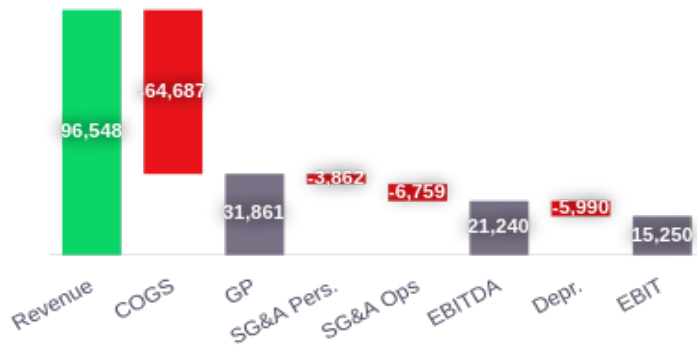
Projected Revenue

- GP 33.0%
- EBITDA 22.0%

Y3

Y3

PnL Formation (Y3 USD)

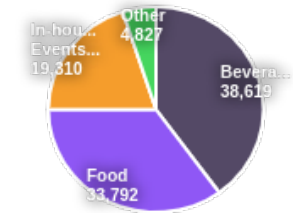
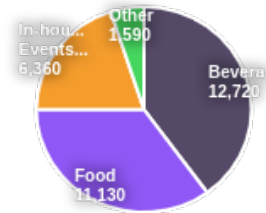


Business Line Breakdown (USD)

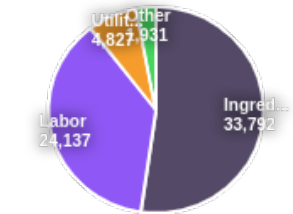
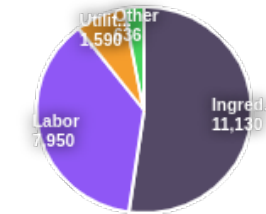
Y1

Y2

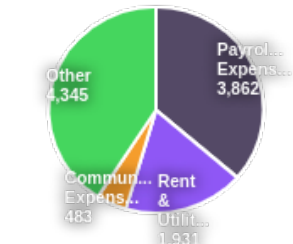
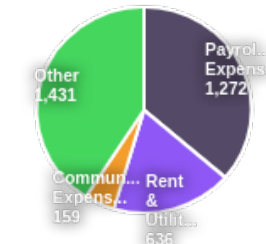
Revenue



COGS



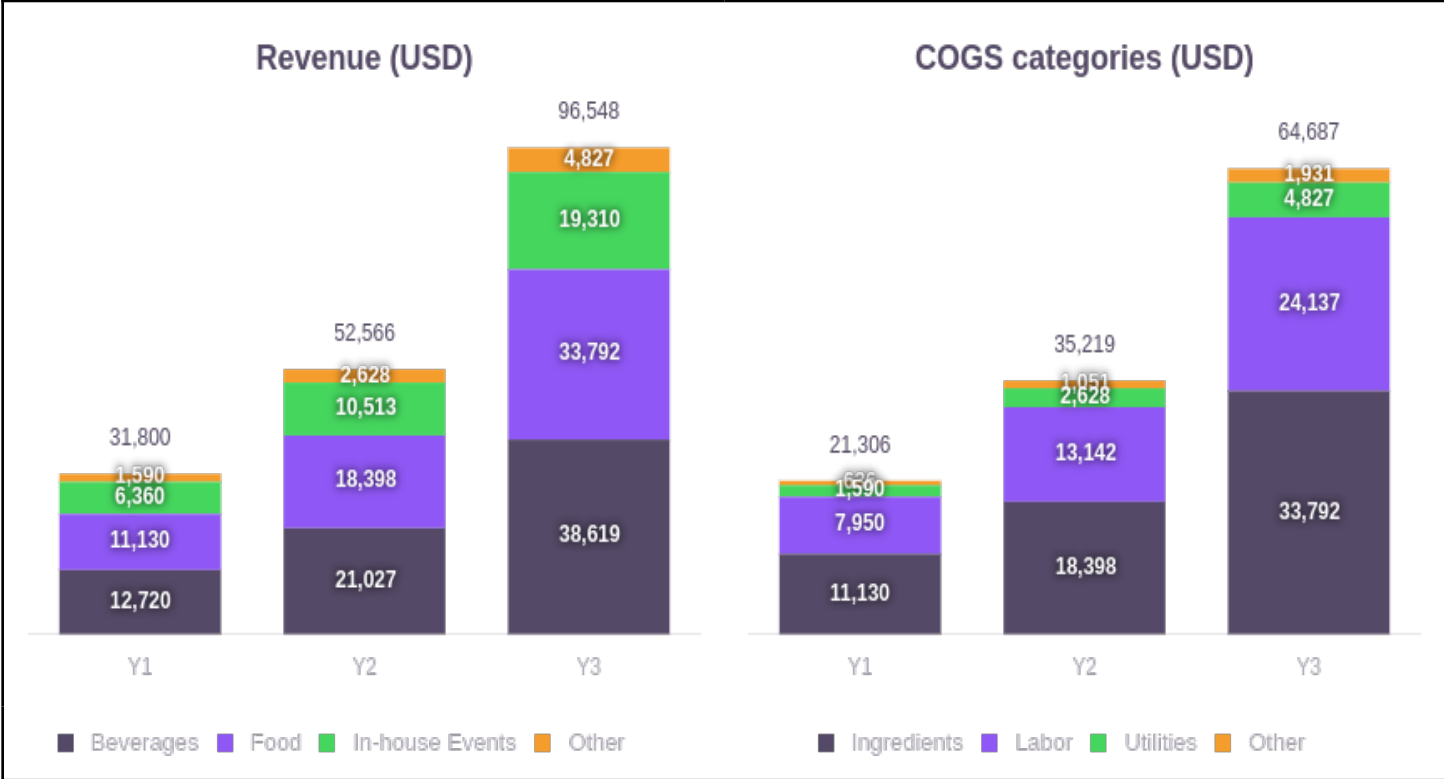
Admin



Revenue Formation Narrative

SunsetCafe operates within the Beverage Serving Activities industry, emphasizing high-quality and sustainable products in the Tartu, Estonia market. With an estimated Total Addressable Market (TAM) of 26,500,694 USD, SunsetCafe has identified a Serviceable Addressable Market (SAM) at 1.2% of the TAM. The SAM narrative suggests that this estimation reflects a realistic and modest market share given the capital and niche nature of our operations. SunsetCafe's projected Serviceable Obtainable Market (SOM) percentages are 10.00000%, 15.00000%, and 25.00000% for years 1, 2, and 3 respectively. The SOM narrative attributes these growth rates to the café's unique value proposition, competition analysis, and initial capital of 125000 EUR for market penetration and branding initiatives. Consequently, our total revenue projections are 31,800.83 USD for Year 1, 52,566.78 USD for Year 2, and 96,547.65 USD for Year 3. Our revenue streams are diversified into four main lines of business: Beverages (40.00% of total revenue), Food (35.00%), In-house Events (20.00%), and Other (5%). These diversified revenue lines align with our strategic focus on providing a comprehensive café experience while engaging the community through events and sustainable practices.

\$ 96,548 ^{Y3} Projected Revenue **0.30%** Market share



Revenue Calculation Details

| Revenue Formation | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 | Y1 | Y2 | Y3 |
|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Beverages | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% | 40.00% |
| Food | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% |
| In-house Events | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% | 20.00% |
| Other | 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% |

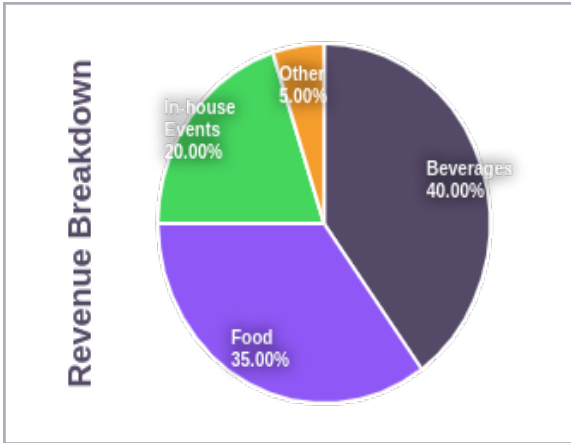
| | | | | | | | | | | | | | | | |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|
| Beverages | 795 | 795 | 795 | 954 | 954 | 954 | 1,166 | 1,166 | 1,166 | 1,325 | 1,325 | 1,325 | 12,720 | 21,027 | 38,619 |
| Food | 696 | 696 | 696 | 835 | 835 | 835 | 1,020 | 1,020 | 1,020 | 1,159 | 1,159 | 1,159 | 11,130 | 18,398 | 33,792 |
| In-house Events | 398 | 398 | 398 | 477 | 477 | 477 | 583 | 583 | 583 | 663 | 663 | 663 | 6,360 | 10,513 | 19,310 |
| Other | 99 | 99 | 99 | 119 | 119 | 119 | 146 | 146 | 146 | 166 | 166 | 166 | 1,590 | 2,628 | 4,827 |
| Total Revenue (USD) | 1,988 | 1,988 | 1,988 | 2,385 | 2,385 | 2,385 | 2,915 | 2,915 | 2,915 | 3,313 | 3,313 | 3,313 | 31,801 | 52,567 | 96,548 |

Total revenue is expected to reach \$ 96,548 by year 3.

Main revenue driver are:

- Beverages which generates \$ 38,619 by Year 3
- Food which generates \$ 33,792 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 74.24 %



COGS Calculation Details

| COGS Formation | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 | Y1 | Y2 | Y3 |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Ingredients | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% |
| Labor | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% | 25.00% |
| Utilities | 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% |
| Other | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% |

| | | | | | | | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| Ingredients | 696 | 696 | 696 | 835 | 835 | 835 | 1,020 | 1,020 | 1,020 | 1,159 | 1,159 | 1,159 | 11,130 | 18,398 | 33,792 |
| Labor | 497 | 497 | 497 | 596 | 596 | 596 | 729 | 729 | 729 | 828 | 828 | 828 | 7,950 | 13,142 | 24,137 |
| Utilities | 99 | 99 | 99 | 119 | 119 | 119 | 146 | 146 | 146 | 166 | 166 | 166 | 1,590 | 2,628 | 4,827 |
| Other | 40 | 40 | 40 | 48 | 48 | 48 | 58 | 58 | 58 | 66 | 66 | 66 | 636 | 1,051 | 1,931 |

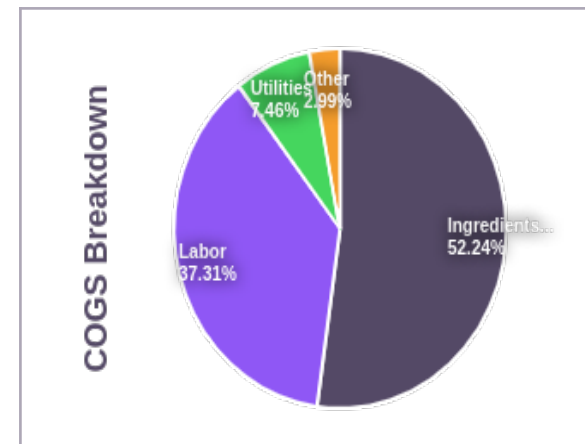
| | | | | | | | | | | | | | | | |
|-------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|
| Total COGS (USD) | 1,332 | 1,332 | 1,332 | 1,598 | 1,598 | 1,598 | 1,953 | 1,953 | 1,953 | 2,219 | 2,219 | 2,219 | 21,307 | 35,220 | 64,687 |
|-------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|

Total COGS is expected to reach \$ 64,687 by year 3.

Main revenue driver are:

- Ingredients which generates \$ 33,792 by Year 3
- Labor which generates \$ 24,137 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 74.24 %



SG&A Calculation Details

| OPEX Formation | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 | Y1 | Y2 | Y3 |
|----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Payroll Expenses | 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% |
| Rent & Utilities | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% | 2.00% |
| Communication Expenses | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% |
| Office supplies | 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% |
| Legal and Professional Fees | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% |
| Marketing and Branding | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% | 1.50% |
| Representation and Entertainment | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% |
| Training and Development | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% |
| Other Miscellaneous | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% |

| | | | | | | | | | | | | | | | |
|----------------------------------|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-------|-------|-------|
| Payroll Expenses | 80 | 80 | 80 | 95 | 95 | 95 | 117 | 117 | 117 | 133 | 133 | 133 | 1,272 | 2,103 | 3,862 |
| Rent & Utilities | 40 | 40 | 40 | 48 | 48 | 48 | 58 | 58 | 58 | 66 | 66 | 66 | 636 | 1,051 | 1,931 |
| Communication Expenses | 10 | 10 | 10 | 12 | 12 | 12 | 15 | 15 | 15 | 17 | 17 | 17 | 159 | 263 | 483 |
| Office supplies | 20 | 20 | 20 | 24 | 24 | 24 | 29 | 29 | 29 | 33 | 33 | 33 | 318 | 526 | 965 |
| Legal and Professional Fees | 10 | 10 | 10 | 12 | 12 | 12 | 15 | 15 | 15 | 17 | 17 | 17 | 159 | 263 | 483 |
| Marketing and Branding | 30 | 30 | 30 | 36 | 36 | 36 | 44 | 44 | 44 | 50 | 50 | 50 | 477 | 789 | 1,448 |
| Representation and Entertainment | 10 | 10 | 10 | 12 | 12 | 12 | 15 | 15 | 15 | 17 | 17 | 17 | 159 | 263 | 483 |
| Training and Development | 10 | 10 | 10 | 12 | 12 | 12 | 15 | 15 | 15 | 17 | 17 | 17 | 159 | 263 | 483 |
| Other Miscellaneous | 10 | 10 | 10 | 12 | 12 | 12 | 15 | 15 | 15 | 17 | 17 | 17 | 159 | 263 | 483 |

| | | | | | | | | | | | | | | | |
|-----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|--------------|---------------|
| Total SG&A (USD) | 219 | 219 | 219 | 262 | 262 | 262 | 321 | 321 | 321 | 364 | 364 | 364 | 3,498 | 5,782 | 10,620 |
|-----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|--------------|---------------|

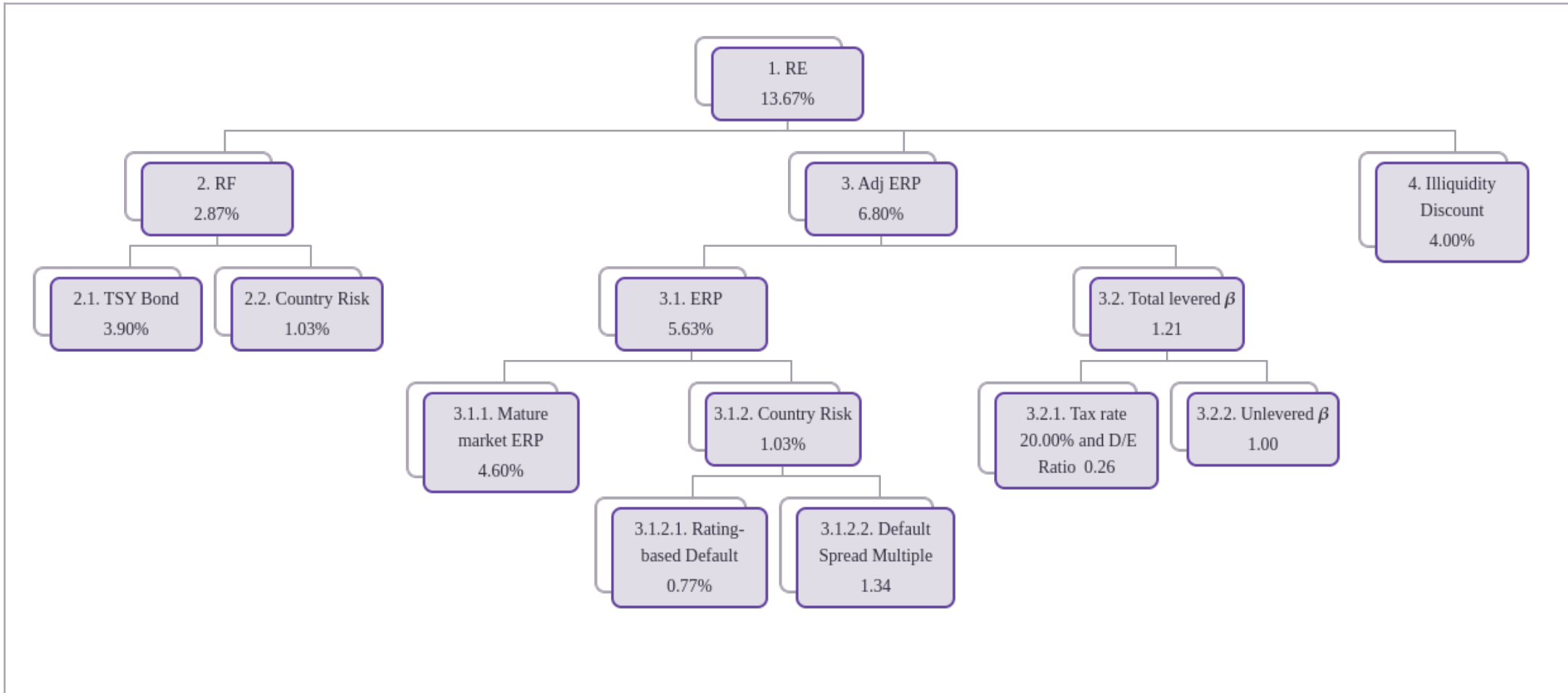
PaT Expectations

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 |
|------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|
| Revenue | 1,988 | 1,988 | 1,988 | 2,385 | 2,385 | 2,385 | 2,915 | 2,915 | 2,915 | 3,313 | 3,313 | 3,313 | 31,801 | 52,567 | 96,548 |
| Beverages | 795 | 795 | 795 | 954 | 954 | 954 | 1,166 | 1,166 | 1,166 | 1,325 | 1,325 | 1,325 | 12,720 | 21,027 | 38,619 |
| Food | 696 | 696 | 696 | 835 | 835 | 835 | 1,020 | 1,020 | 1,020 | 1,159 | 1,159 | 1,159 | 11,130 | 18,398 | 33,792 |
| In-house Events | 398 | 398 | 398 | 477 | 477 | 477 | 583 | 583 | 583 | 663 | 663 | 663 | 6,360 | 10,513 | 19,310 |
| Other | 99 | 99 | 99 | 119 | 119 | 119 | 146 | 146 | 146 | 166 | 166 | 166 | 1,590 | 2,628 | 4,827 |
| COGS | -1,332 | -1,332 | -1,332 | -1,598 | -1,598 | -1,598 | -1,953 | -1,953 | -1,953 | -2,219 | -2,219 | -2,219 | -21,307 | -35,220 | -64,687 |
| Ingredients | -696 | -696 | -696 | -835 | -835 | -835 | -1,020 | -1,020 | -1,020 | -1,159 | -1,159 | -1,159 | -11,130 | -18,398 | -33,792 |
| Labor | -497 | -497 | -497 | -596 | -596 | -596 | -729 | -729 | -729 | -828 | -828 | -828 | -7,950 | -13,142 | -24,137 |
| Utilities | -99 | -99 | -99 | -119 | -119 | -119 | -146 | -146 | -146 | -166 | -166 | -166 | -1,590 | -2,628 | -4,827 |
| Other | -40 | -40 | -40 | -48 | -48 | -48 | -58 | -58 | -58 | -66 | -66 | -66 | -636 | -1,051 | -1,931 |
| Gross Profit | 656 | 656 | 656 | 787 | 787 | 787 | 962 | 962 | 962 | 1,093 | 1,093 | 1,093 | 10,494 | 17,347 | 31,861 |
| SG&A Personal Expenses | -80 | -80 | -80 | -95 | -95 | -95 | -117 | -117 | -117 | -133 | -133 | -133 | -1,272 | -2,103 | -3,862 |
| SG&A Operating Expenses | -139 | -139 | -139 | -167 | -167 | -167 | -204 | -204 | -204 | -232 | -232 | -232 | -2,226 | -3,680 | -6,758 |
| EBITDA | 437 | 437 | 437 | 525 | 525 | 525 | 641 | 641 | 641 | 729 | 729 | 729 | 6,996 | 11,565 | 21,240 |
| Depreciation | 499 | 499 | 499 | 499 | 499 | 499 | 499 | 499 | 499 | 499 | 499 | 499 | 5,990 | 5,990 | 5,990 |
| EBIT | -62 | -62 | -62 | 26 | 26 | 26 | 142 | 142 | 142 | 230 | 230 | 230 | 1,006 | 5,574 | 15,250 |
| Interest Expense | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Profit before Tax | -62 | -62 | -62 | 26 | 26 | 26 | 142 | 142 | 142 | 230 | 230 | 230 | 1,006 | 5,574 | 15,250 |
| Tax | -12 | -12 | -12 | 5 | 5 | 5 | 28 | 28 | 28 | 46 | 46 | 46 | 201 | 1,115 | 3,050 |
| Profit after Tax (USD) | -50 | -50 | -50 | 20 | 20 | 20 | 114 | 114 | 114 | 184 | 184 | 184 | 805 | 4,459 | 12,200 |

Required Return on Equity Derivation



Methodology

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

Additional Assumptions

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

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

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

Survival of new establishments founded in 1998

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

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

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

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

Business Valuation

| | (USD) | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 |
|-----|------------------|-----|-------|--------|---------|--------|--------|--------|
| DCF | Profit after Tax | 805 | 4,459 | 12,200 | 13,444 | 14,816 | 16,327 | 17,992 |
| | Growth% Y4-Y7 | | | | 10.20% | 10.20% | 10.20% | 10.20% |
| | Growth% Y7 --> | | | | 3.50% | | | |
| | WACC | | | | 13.67% | | | |
| | PV Y1-Y7 at Y0 | 708 | 3,451 | 8,306 | 8,053 | 7,807 | 7,568 | 7,337 |
| | PV Y7 --> Y0 | | | | 74,660 | | | |
| | NPV (USD) | | | | 117,890 | | | |

Average Survival Rate for 3 Years 50%

Final Valuation \$ 58,945

The valuation is conducted using the Discounted Cash Flow (DCF) method. In this method, the projected cash flows for a period of 7 years, along with a terminal value, are discounted at a rate of 13.67 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 10.20 %, 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 | |
|-------------------|-----------------|-----------|------------|-----------|------------|---------------|-----------|
| | Base | Positive | Negative | Positive | Negative | Positive | Negative |
| Input | KPIs | | | | | | |
| | Revenue | no impact | 15% | -15% | no impact | no impact | no impact |
| | COGS | no impact | no impact | no impact | -20% | 20% | no impact |
| | RoE | no impact | no impact | no impact | no impact | no impact | -10% |
| Output | Revenue Y3 | \$ 96,548 | \$ 111,030 | \$ 82,065 | \$ 96,548 | \$ 96,548 | \$ 96,548 |
| | Gross Profit Y3 | \$ 31,861 | \$ 36,640 | \$ 27,082 | \$ 44,798 | \$ 18,923 | \$ 31,861 |
| | GP Margin | 33% | 33% | 33% | 46% | 20% | 33% |
| | EBITDA Y3 | \$ 21,240 | \$ 24,427 | \$ 18,054 | \$ 34,178 | \$ 8,303 | \$ 21,240 |
| | EBITDA Margin | 22% | 22% | 22% | 35% | 9% | 22% |
| | Net Profit Y3 | \$ 12,200 | \$ 14,749 | \$ 9,651 | \$ 22,550 | \$ 1,850 | \$ 12,200 |
| | Profit Margin | 13% | 13% | 12% | 23% | 2% | 13% |
| | Final Valuation | \$ 58,945 | \$ 71,732 | \$ 46,158 | \$ 110,867 | \$ 7,023 | \$ 69,806 |

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 | | | | |
|---------------------------------|--|--|---------------------------------|------------------------------|------------------------------|------------------------------------|
| Growth Under Pressure | <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>Revenue Higher by 20%</td> <td>COGS Higher by 30%</td> </tr> <tr> <td>OPEX Higher by 40%</td> <td>Discount Rate unaffected</td> </tr> </table> | Revenue Higher by 20% | COGS Higher by 30% | OPEX Higher by 40% | Discount Rate unaffected |
| Revenue Higher by 20% | COGS Higher by 30% | | | | | |
| OPEX Higher by 40% | Discount Rate unaffected | | | | | |

Results

PaT Y3 Base: 12,200
 Revenue Impact: 19,310
 COGS Impact: 36,225
 OPEX Impact: 7,222
 Tax Impact: 711
 PaT Y3 Stressed: -7,110

| | | | |
|--|--------------------------------|--|--------------------------------------|
| | -\$ 37,925 Valuation | | \$ 115,857 Revenue Y3 |
| | -\$ 2,896 EBITDA | | -\$ 7,110 Profit After Tax |

12.9%
Gross Profit Margin Y3

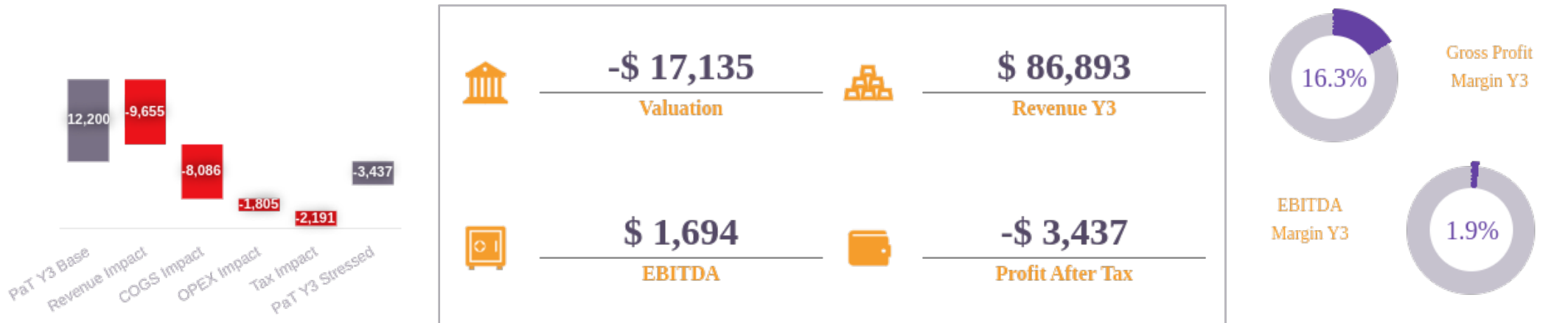
-2.5%
EBITDA Margin Y3

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 | | | | |
|--------------------------------|---|--|--------------------------------|------------------------------|------------------------------|---------------------------------------|
| The Perfect Storm | 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>Revenue Lower by 10%</td> <td>COGS Higher by 25%</td> </tr> <tr> <td>OPEX Higher by 30%</td> <td>Discount Rate Higher by 10%</td> </tr> </table> | Revenue Lower by 10% | COGS Higher by 25% | OPEX Higher by 30% | Discount Rate Higher by 10% |
| Revenue Lower by 10% | COGS Higher by 25% | | | | | |
| OPEX Higher by 30% | Discount Rate 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 | \$ 25,441 | \$ 28,621 | \$ 30,211 | \$ 33,391 | \$ 34,981 | \$ 38,161 | \$ 28,939 | \$ 29,893 | \$ 30,847 | \$ 32,755 | \$ 33,709 | \$ 34,663 |
| | Y2 | \$ 42,053 | \$ 47,310 | \$ 49,938 | \$ 55,195 | \$ 57,823 | \$ 63,080 | \$ 47,836 | \$ 49,413 | \$ 50,990 | \$ 54,144 | \$ 55,721 | \$ 57,298 |
| | Y3 | \$ 77,238 | \$ 86,893 | \$ 91,720 | \$ 101,375 | \$ 106,202 | \$ 115,857 | \$ 87,858 | \$ 90,755 | \$ 93,651 | \$ 99,444 | \$ 102,341 | \$ 105,237 |
| Gross Profit | Y1 | \$ 8,395 | \$ 9,445 | \$ 9,970 | \$ 11,019 | \$ 11,544 | \$ 12,593 | \$ 9,550 | \$ 9,865 | \$ 10,179 | \$ 10,809 | \$ 11,124 | \$ 11,439 |
| | Y2 | \$ 13,878 | \$ 15,612 | \$ 16,480 | \$ 18,214 | \$ 19,082 | \$ 20,816 | \$ 15,786 | \$ 16,306 | \$ 16,827 | \$ 17,867 | \$ 18,388 | \$ 18,908 |
| | Y3 | \$ 25,489 | \$ 28,675 | \$ 30,268 | \$ 33,454 | \$ 35,047 | \$ 38,233 | \$ 28,993 | \$ 29,949 | \$ 30,905 | \$ 32,817 | \$ 33,772 | \$ 34,728 |
| GP Margin | Y1 | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% |
| | Y2 | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% |
| | Y3 | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% |
| EBITDA | Y1 | \$ 5,597 | \$ 6,297 | \$ 6,646 | \$ 7,346 | \$ 7,696 | \$ 8,395 | \$ 6,367 | \$ 6,576 | \$ 6,786 | \$ 7,206 | \$ 7,416 | \$ 7,626 |
| | Y2 | \$ 9,252 | \$ 10,408 | \$ 10,986 | \$ 12,143 | \$ 12,721 | \$ 13,878 | \$ 10,524 | \$ 10,871 | \$ 11,218 | \$ 11,912 | \$ 12,259 | \$ 12,606 |
| | Y3 | \$ 16,992 | \$ 19,116 | \$ 20,178 | \$ 22,303 | \$ 23,365 | \$ 25,489 | \$ 19,329 | \$ 19,966 | \$ 20,603 | \$ 21,878 | \$ 22,515 | \$ 23,152 |
| EBITDA Margin | Y1 | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% |
| | Y2 | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% |
| | Y3 | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% | 22% |
| Net Profit | Y1 | -\$ 315 | \$ 245 | \$ 525 | \$ 1,084 | \$ 1,364 | \$ 1,924 | \$ 301 | \$ 469 | \$ 637 | \$ 972 | \$ 1,140 | \$ 1,308 |
| | Y2 | \$ 2,609 | \$ 3,534 | \$ 3,997 | \$ 4,922 | \$ 5,385 | \$ 6,310 | \$ 3,627 | \$ 3,904 | \$ 4,182 | \$ 4,737 | \$ 5,014 | \$ 5,292 |
| | Y3 | \$ 8,802 | \$ 10,501 | \$ 11,350 | \$ 13,050 | \$ 13,899 | \$ 15,598 | \$ 10,671 | \$ 11,180 | \$ 11,690 | \$ 12,710 | \$ 13,220 | \$ 13,729 |
| Profit Margin | Y1 | -1% | 1% | 2% | 3% | 4% | 5% | 1% | 2% | 2% | 3% | 3% | 4% |
| | Y2 | 6% | 7% | 8% | 9% | 9% | 10% | 8% | 8% | 8% | 9% | 9% | 9% |
| | Y3 | 11% | 12% | 12% | 13% | 13% | 13% | 12% | 12% | 12% | 13% | 13% | 13% |
| Final Valuation | | \$ 41,896 | \$ 50,420 | \$ 54,683 | \$ 63,207 | \$ 67,469 | \$ 75,994 | \$ 51,273 | \$ 53,830 | \$ 56,388 | \$ 61,502 | \$ 64,060 | \$ 66,617 |

Financial and Technical

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

Organisational Structure

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

Other

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

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