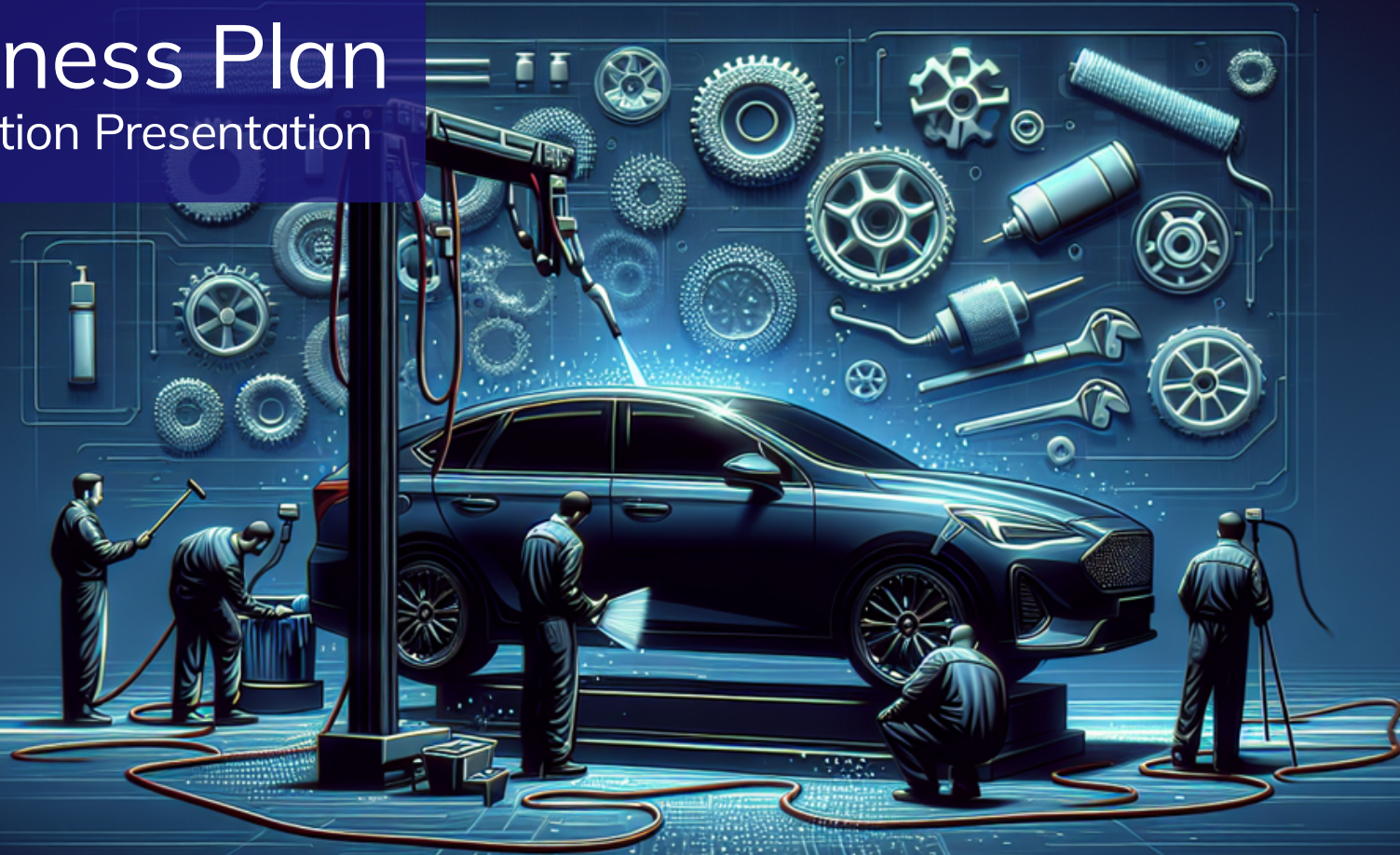



Business Plan & Valuation Presentation



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 - 29
	Business Valuation	30 - 32
	Stress Test, Scenario Analysis & Simulations	33 - 37
	Glossary & Disclaimer	38 - 39

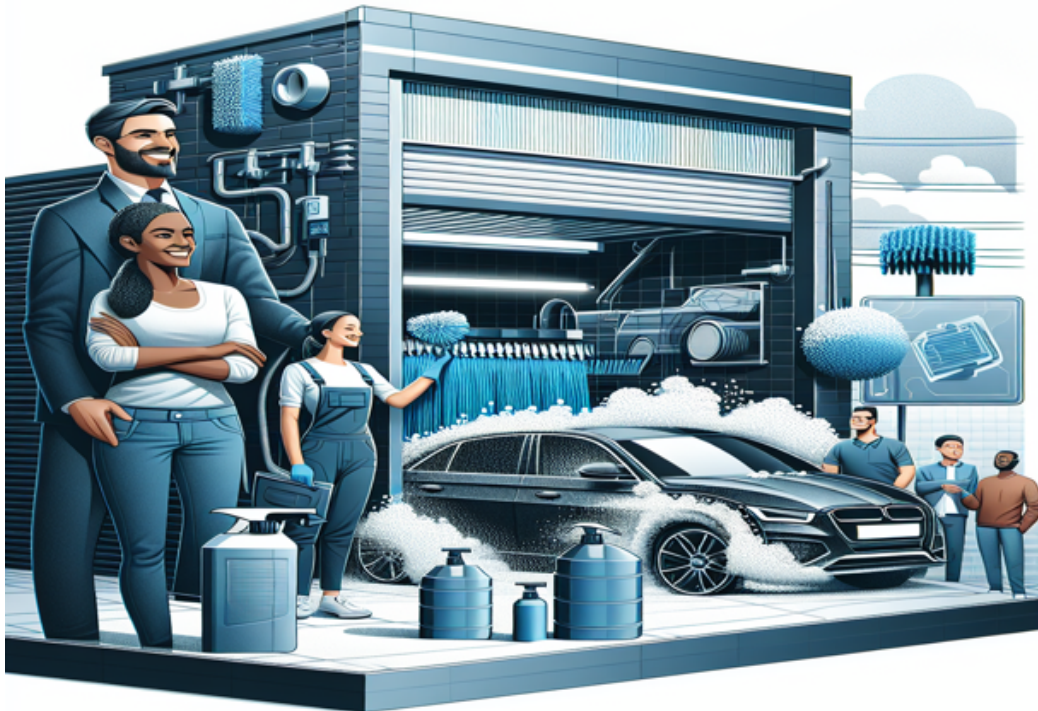
OUR VISION & MISSION

Our Mission

AquaLux is dedicated to providing exceptional car wash and detailing services, ensuring each vehicle shines with superior cleanliness and protection. Our mission centers on utilizing eco-friendly products and advanced technology to deliver meticulous care, all while prioritizing customer convenience and satisfaction. By offering top-tier solutions, AquaLux seeks to contribute positively to the environment and the community, making a tangible difference in the lives of our customers through exemplary automotive maintenance.

Our Vision

AquaLux envisions becoming the leading car wash and detailing service provider, known for its commitment to quality, innovation, and sustainability. In twenty years, we aim to revolutionize the vehicle maintenance industry by setting new standards for eco-friendly practices and exceptional customer experiences. Our goal is to foster a future where every car owner considers AquaLux the go-to solution for maintaining the beauty and longevity of their vehicles.



Summary Financials Dashboard

Key performance indicators

(Base Scenario Y3)
\$ 643,751

Revenue

\$ 206,000

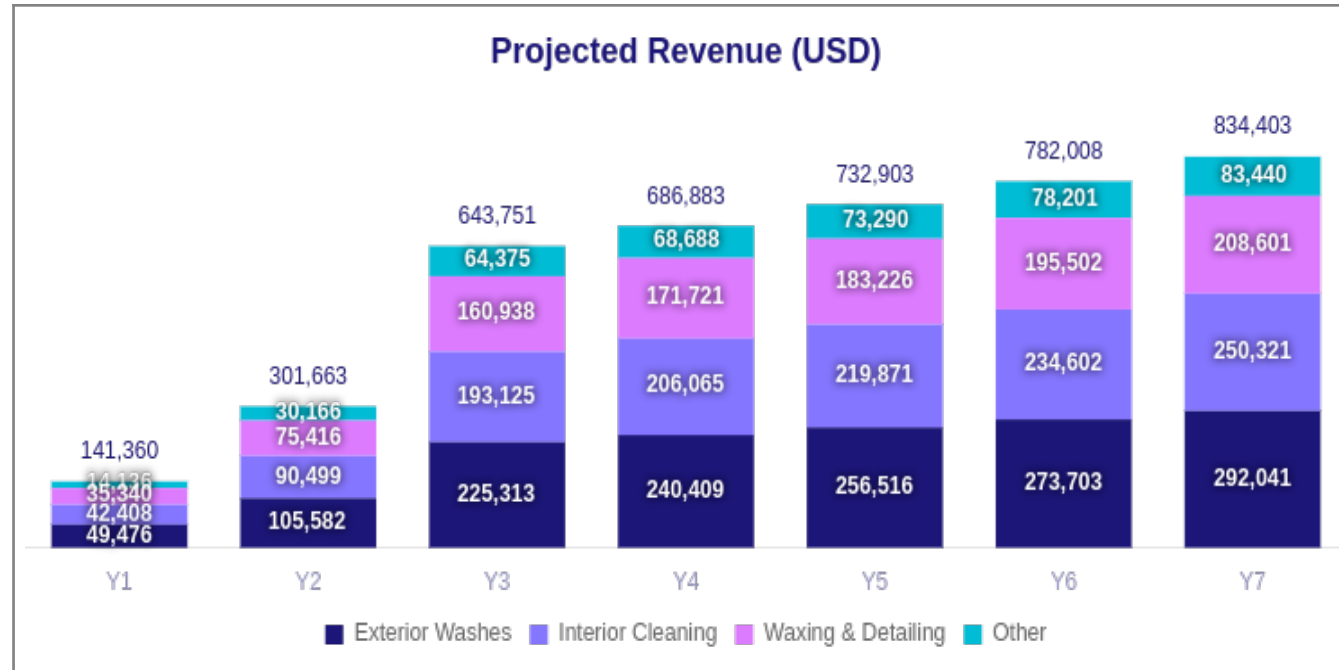
Gross Profit

\$ 110,468

EBITDA

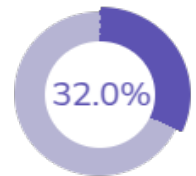
0.00%

Target Market Share

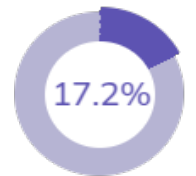


Margins (Stabilized by Y3)

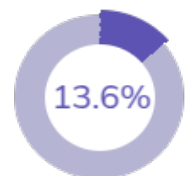
GP Margin



EBITDA Margin



PbT Margin

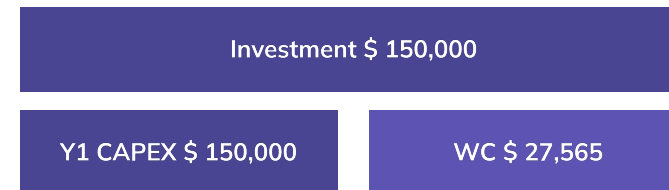


Project Phases



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.

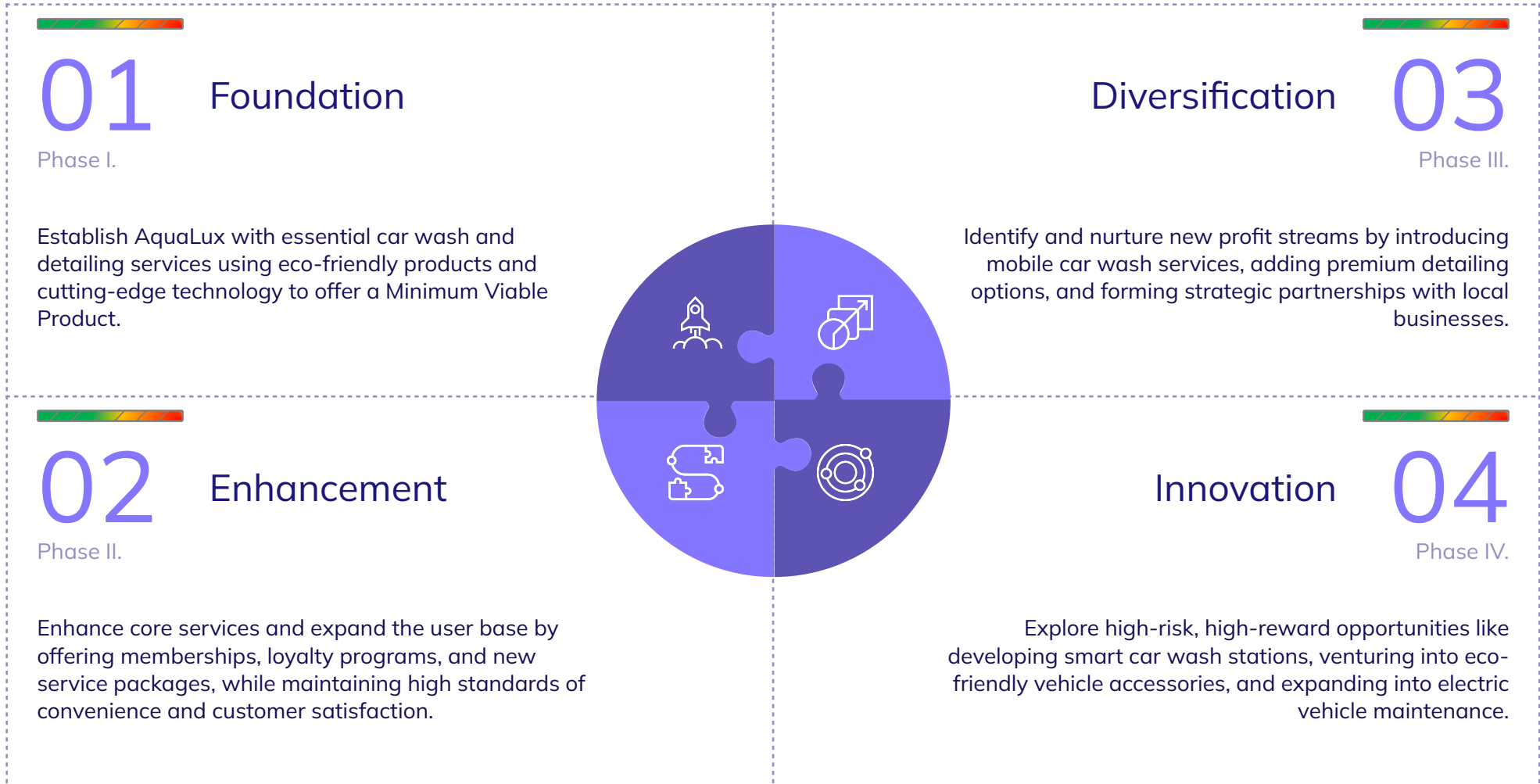


About the Company: General Overview



AquaLux is a top-tier car wash service dedicated to delivering outstanding vehicle cleaning and detailing solutions. The company specializes in the maintenance and repair of motor vehicles, operating within the wholesale and retail trade as well as the repair of motor vehicles and motorcycles sector. AquaLux's modern facility offers a variety of services, including exterior washes, interior cleaning, waxing, and detailing, all crafted to enhance and protect the appearance of your vehicle. The company prioritizes the use of eco-friendly products and cutting-edge technology to achieve an exceptional clean while reducing environmental impact. AquaLux's experienced team is focused on providing meticulous service with an emphasis on convenience and customer satisfaction. Whether customers need a quick wash or an in-depth detail, AquaLux ensures each vehicle receives the utmost care and attention.

The Main Phases: Projects & Impacts



Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Customers	<ol style="list-style-type: none"> Benefit from high-quality, eco-friendly car wash and detailing services that enhance vehicle appearance and longevity. Enjoy convenient service offerings that fit into diverse schedules, ensuring maximum customer satisfaction. Access to loyalty programs and memberships that provide cost savings and exclusive service packages.
Employees	<ol style="list-style-type: none"> Gain employment opportunities with competitive wages and a positive working environment. Receive training on advanced car care techniques and eco-friendly practices, enhancing professional skillsets. Opportunities for career growth and development within a forward-thinking company.
Local Communities	<ol style="list-style-type: none"> Experience reduced water and chemical waste due to AquaLux's commitment to eco-friendly products. Economic upliftment through job creation and business partnerships with local suppliers. Enhanced community well-being by promoting sustainable practices.
Environmental Organizations	<ol style="list-style-type: none"> Support environmental conservation through AquaLux's use of sustainable products and practices. Partner on initiatives that promote eco-friendly car maintenance and green technologies. Advocacy for greater industry-wide adoption of eco-conscious practices.
Investors	<ol style="list-style-type: none"> Attractive return on investment through a growing customer base and expanding service portfolio. Investment in a sustainable and innovative business model that aligns with global eco-friendly trends. Potential for significant growth with diversification into high-reward opportunities like EV maintenance and smart car wash stations.
Supply Chain Partners	<ol style="list-style-type: none"> Increased business through regular orders for eco-friendly products and advanced car wash technologies. Opportunities for long-term partnerships based on mutual growth and shared values. Collaboration on new product developments and improvements, driving innovation in the industry.
Local Businesses	<ol style="list-style-type: none"> Form strategic partnerships that can boost traffic and sales for both AquaLux and local businesses. Engage in cross-promotional campaigns that benefit both parties and attract a larger customer base. Contribution to local economic growth through cooperative business initiatives.

Key Performance Components

Competitive Advantage

Eco-Friendly Products

AquaLux prioritizes the use of environmentally-friendly cleaning products, minimizing harm to the environment while still achieving exceptional results for vehicle maintenance and detailing.

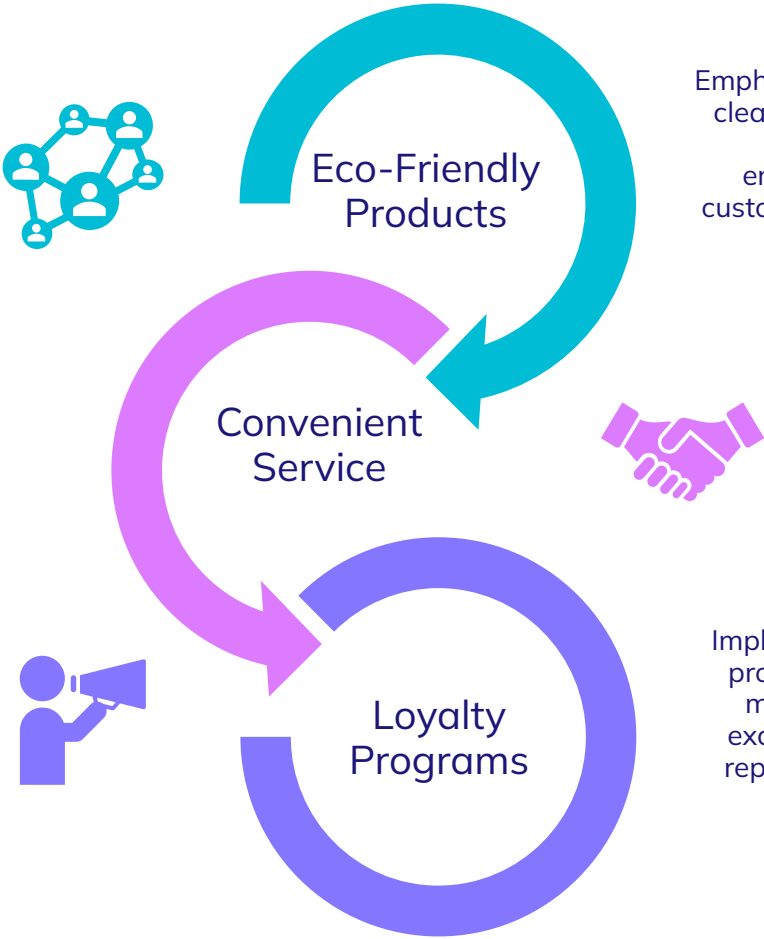
Cutting-Edge Technology

AquaLux employs advanced technology in their cleaning and detailing processes, ensuring high-quality, efficient services that enhance the appearance and longevity of vehicles.

Experienced Team

AquaLux boasts a team of seasoned professionals dedicated to meticulous service, ensuring a superior customer experience and thorough care and attention for each vehicle.

Marketing and Growth Strategy



Emphasize the use of eco-friendly cleaning products in marketing materials to attract environmentally conscious customers and differentiate from competitors.

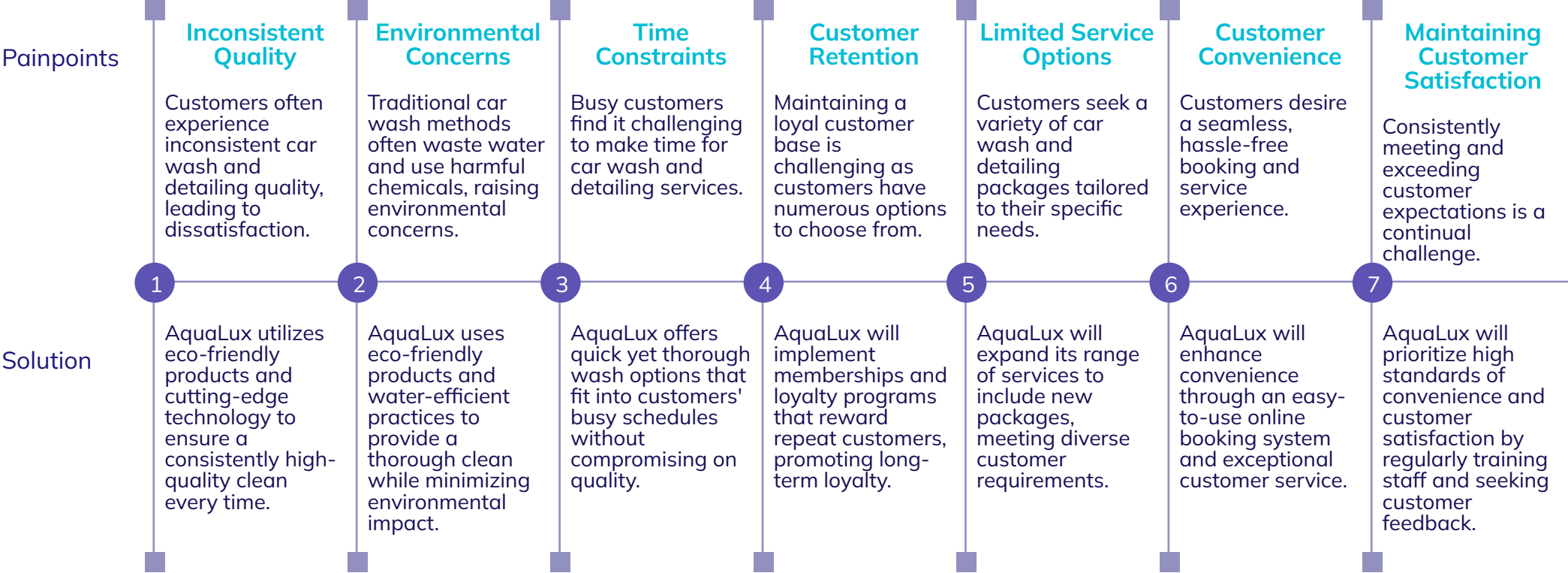
Highlight convenient service options like online booking, express services, and flexible hours to cater to busy customers seeking reliable and quick car care solutions.

Implement and promote loyalty programs offering discounts, membership benefits, and exclusive deals to encourage repeat visits and build a loyal customer base.

Target Groups


	Industries	Description
I	 Daily Commuters	Busy professionals and students who rely on their vehicles for daily travel and seek convenient, quality car wash services to maintain their vehicles in top condition.
II	 Ride-Share and Taxi Drivers	Drivers operating in the ride-share and taxi industry who need regular, reliable cleaning services to keep their vehicles presentable for passengers.
III	 Automobile Enthusiasts	Car lovers and collectors who require premium detailing services to maintain the aesthetic and value of their cherished vehicles.
IV	 Fleet Managers	Businesses managing a fleet of vehicles that require consistent and high-quality maintenance to ensure their operations run smoothly and their fleet remains presentable.
V	 Eco-Conscious Consumers	Individuals who prioritize sustainability and seek out car wash services that use eco-friendly products and practices.
VI	 Local Businesses	Companies looking to form partnerships to provide regular cleaning services for their company vehicles or to add value to their own customer offerings.
VII	 Event Planners	Professionals needing spotless and polished vehicles for special occasions such as weddings, corporate events, and promotional activities.

Solution from Phase I to Phase IV




Strategic Analysis: SWOT

Strength



- Exceptional customer service and satisfaction prioritization.
- Use of eco-friendly products, appealing to environmentally-conscious consumers.
- State-of-the-art technology enhances cleaning efficiency and effectiveness.
- Comprehensive range of services, from quick washes to in-depth detailing.
- Experienced and meticulous team ensures high-quality service.

Weaknesses



- High reliance on consumer discretionary spending, susceptible to economic downturns.
- Requires significant investment in cutting-edge technology and eco-friendly products.
- Potentially high operational costs due to premium service and materials.
- Limited geographical reach unless expansions are planned.
- Dependency on weather conditions which can impact demand for car wash services.

Opportunities









- Expansion to new geographical locations increases market reach.
- Development of membership or loyalty programs to retain customers.
- Partnership with car dealerships for regular maintenance services.
- Introduction of mobile car wash services for convenience.
- Integration of AI and automation for personalized customer experiences.

Threats



- Intense competition from local and national car wash brands.
- Economic downturns reducing discretionary spending on services.
- Volatility in raw material costs for eco-friendly products.
- Technological advancements could necessitate continuous upgrades.
- Regulatory changes impacting operational protocols and environmental compliance.

Pestel: Analysis

 P		 E		 S		 T		 E		 L	
Political	7 / 10	Economic	5 / 10	Social	8 / 10	Technological	8 / 10	Environmental	8 / 10	Legal	6 / 10
<p>Regulations: Compliance with environment and safety policies is mandatory.</p> <p>Government Incentives: Potential benefits from green initiatives and subsidies.</p>		<p>Consumer Spending: Economic downturns can reduce discretionary spending on premium services.</p> <p>Resource Costs: Fluctuations in costs of cleaning products and equipment can impact profitability.</p>		<p>Eco-conscious Trend: Growing public preference for sustainable and eco-friendly services.</p> <p>Customer Expectations: Increased demand for high-quality car care and convenience.</p>		<p>Innovation: Adopting new car wash and detailing technologies can enhance service efficiency.</p> <p>Digital Platforms: Utilizing apps and online booking systems for better customer experience.</p>		<p>Water Usage: Implementing water-saving techniques to minimize environmental impact.</p> <p>Waste Management: Proper disposal of chemicals and waste to comply with eco-friendly standards.</p>		<p>Environmental Laws: Adhering to laws concerning pollution and waste management.</p> <p>Consumer Protection: Ensuring transparency and fair trade practices to avoid legal issues.</p>	

AquaLux must strategically navigate the PESTEL factors to maintain its high service standards and eco-friendly practices while capitalizing on advanced technology and market trends to drive growth and customer satisfaction.

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?

AquaLux's use of eco-friendly products and cutting-edge technology allows the firm to exploit opportunities in environmentally conscious markets.

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

Specialized eco-friendly cleaning solutions and top-tier car detailing services are controlled by only a few firms in the market.

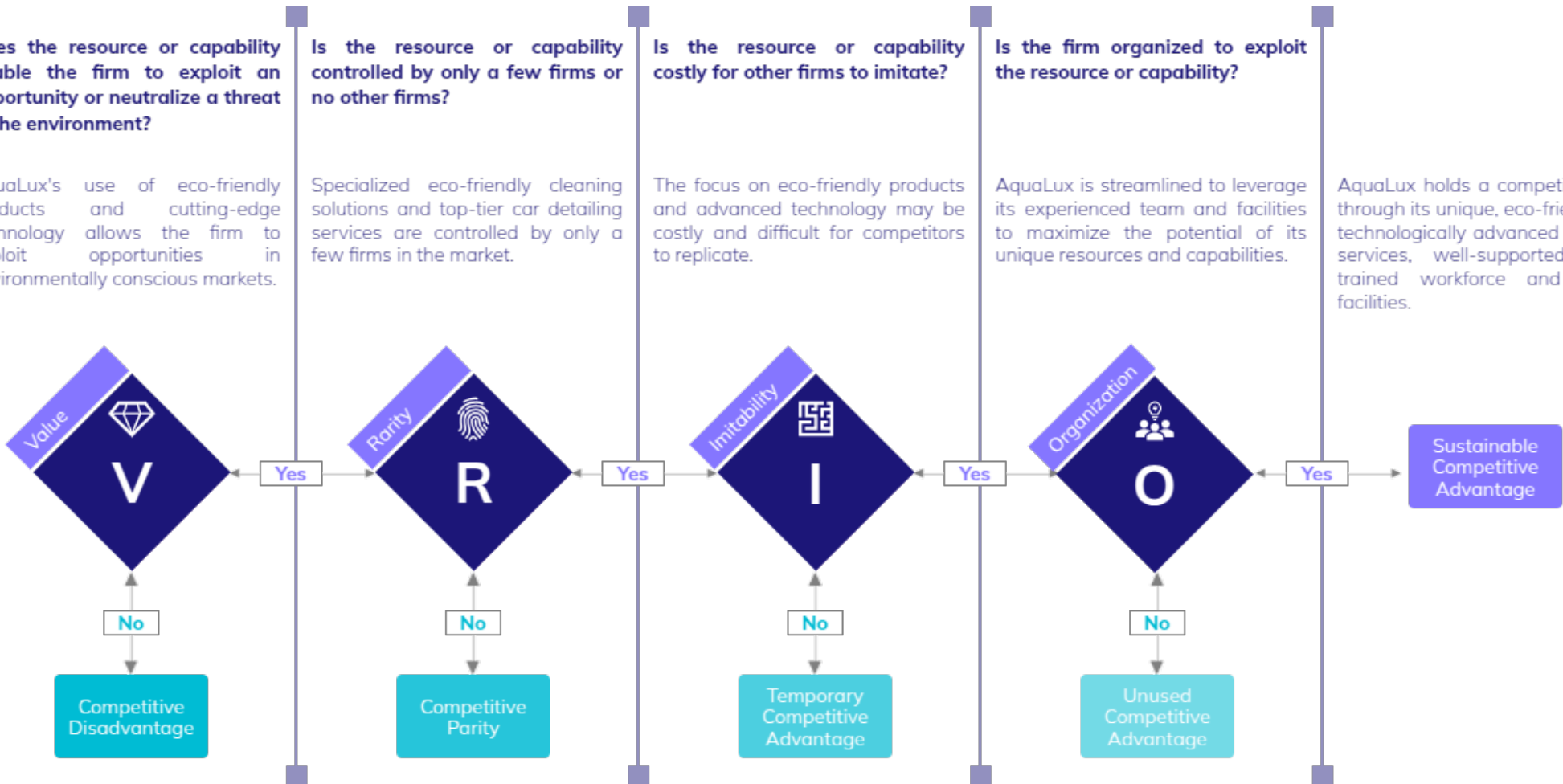
Is the resource or capability costly for other firms to imitate?

The focus on eco-friendly products and advanced technology may be costly and difficult for competitors to replicate.

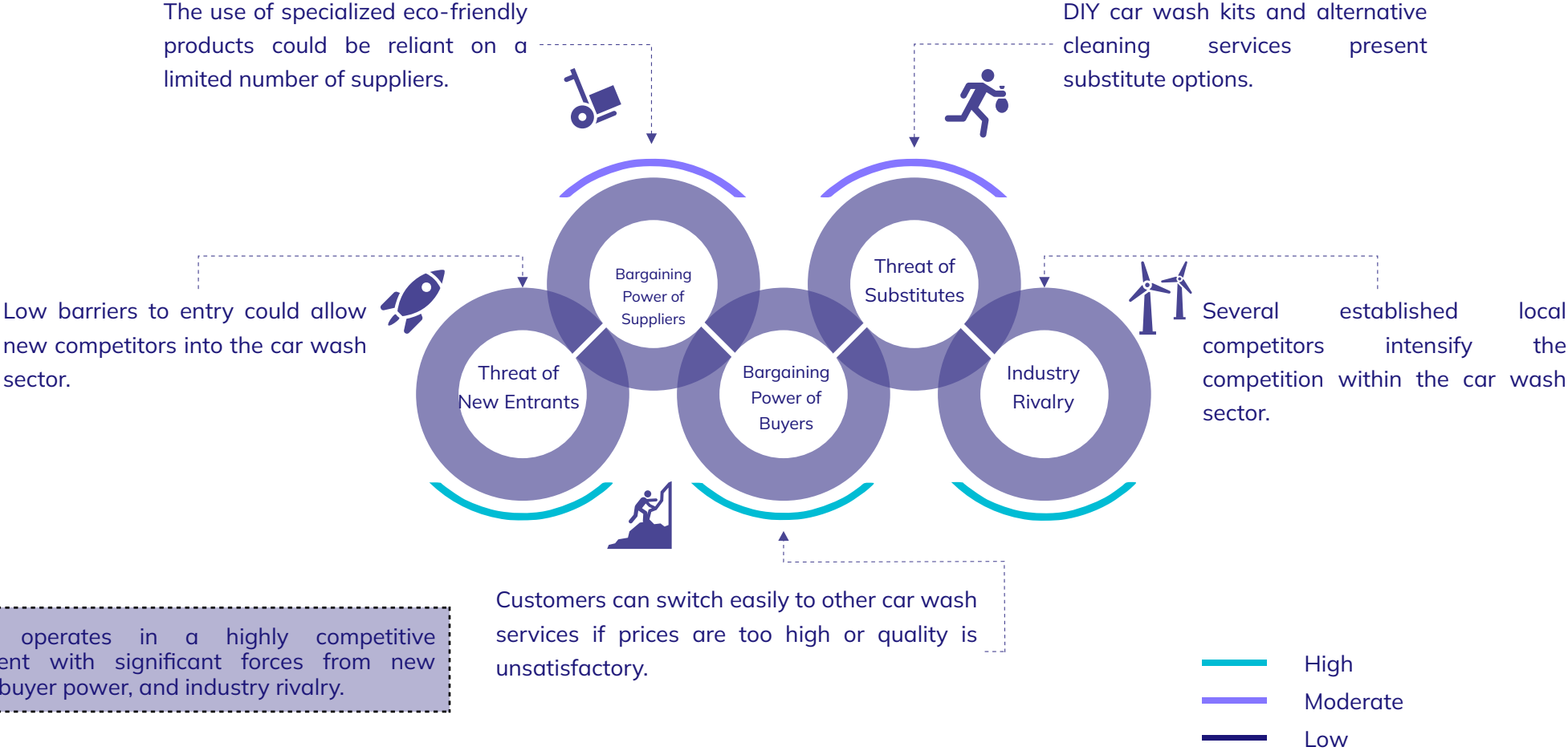
Is the firm organized to exploit the resource or capability?

AquaLux is streamlined to leverage its experienced team and facilities to maximize the potential of its unique resources and capabilities.

AquaLux holds a competitive edge through its unique, eco-friendly, and technologically advanced car wash services, well-supported by its trained workforce and modern facilities.



Porter's Five Forces: Analysis



AquaLux operates in a highly competitive environment with significant forces from new entrants, buyer power, and industry rivalry.

Management Team

Overview

With extensive experience in the automotive industry, Luca leads AquaLux, providing high-quality car wash services with a focus on sustainability.

Luca Romano



Co-Founder & CEO

Giulia Ferrara



Co-Founder & Operations Manager

Overview

Giulia manages day-to-day operations, ensuring efficient service delivery while maintaining the highest standards of cleanliness and customer care.

Overview

Antonio oversees the technical aspects of AquaLux, ensuring the latest car wash technologies are used to deliver exceptional results every time.

Antonio Ricci



Technical Manager

Elena Moretti



Customer Relations Manager

Overview

Elena is dedicated to providing a positive customer experience, managing feedback and ensuring each client leaves satisfied with AquaLux's services.



History & Roadmap



Current Status.

- AquaLux will expand eco-friendly products by Mar 2024.
- The company aims to release a user-friendly mobile app by Jun 2024.
- Premium service offerings will debut by Sep 2024.
- Franchise model to launch by Jan 2025 for broader reach.
- A customer loyalty program will be rolled out by May 2025.
- The company's first international branch will open in Europe by Oct 2025.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Define Company Vision and Mission	●	Not Started	High	CEO 2 weeks
2	Develop Business Plan	●	Not Started	High	CFO 1 month
3	Register the Business	●	Not Started	High	COO 3 weeks
4	Hire Key Personnel	●	Not Started	High	CEO 2 months
5	Secure Initial Funding	●	Not Started	High	CFO 1.5 months
6	Choose Business Location	●	Not Started	High	COO 1.5 months
7	Setup Accounting and Financial Systems	●	Not Started	Medium	CFO 2 months
8	Develop IT Infrastructure	●	Not Started	Medium	CTO 2 months
Marketing					
1	Conduct Market Research and Competitive Analysis	●	Not Started	High	CMO 1 month
2	Develop Brand Identity and Messaging	●	Not Started	High	CMO 2 weeks
3	Establish Social Media Presence	●	Not Started	Medium	CMO 1 month
4	Design and Launch Website	●	Not Started	High	CTO 1.5 months
5	Create Initial Marketing Campaign	●	Not Started	High	CMO 2 months
6	Develop Membership and Loyalty Programs	●	Not Started	Medium	CRO 3 months
7	Form Strategic Partnerships with Local Businesses	●	Not Started	Medium	CRO 3 months
8	Track and Analyze Customer Feedback	●	Not Started	Medium	CPO Ongoing

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
Phase 1 & Technical Set Up for next Phases						
1	Secure initial investment and funding	●	Not Started	High	CFO	2 months
2	Acquire operational licenses and permits	●	Not Started	High	CEO	1 month
3	Select and lease prime location for facility	●	Not Started	High	COO	1.5 months
4	Procure eco-friendly products and equipment	●	Not Started	Medium	CPO	1 month
5	Hire and train initial staff	●	Not Started	High	COO	2 months
6	Develop Minimum Viable Product (MVP)	●	Not Started	Medium	CTO	1.5 months
7	Set up initial technology and software for operations	●	Not Started	Medium	CIO	2 months
8	Implement early-stage feedback collection process	●	Not Started	Low	CSO	1 month
Phase 2						
1	Implement Membership Programs	●	Not Started	High	CPO	2 months
2	Develop Loyalty Programs	●	Not Started	High	CMO	2 months
3	Introduce New Service Packages	●	Not Started	Medium	CPO	3 months
4	Upgrade Booking System for Convenience	●	Not Started	Medium	CTO	3 months
5	Launch Customer Feedback Mechanism	●	Not Started	High	CMO	1 month
6	Optimize Service Workflow for Speed	●	Not Started	Medium	COO	2 months
7	Enhance Facility Aesthetics	●	Not Started	Low	COO	4 months
8	Develop Promotional Campaigns	●	Not Started	High	CRO	1 month

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
Phase 3						
1	Introduce Mobile Car Wash Services	●	Not Started	High	COO	3 months
2	Add Premium Detailing Options	●	Not Started	High	CPO	2 months
3	Form Strategic Partnerships with Local Businesses	●	Not Started	High	CRO	4 months
4	Develop Mobile App for Service Scheduling	●	Not Started	Medium	CTO	5 months
5	Expand Service Areas for Mobile Wash	●	Not Started	Medium	COO	6 months
6	Launch Premium Subscription Packages	●	Not Started	High	CMO	2 months
7	Train Staff for New Premium Services	●	Not Started	Medium	CSO	3 months
8	Implement Customer Feedback Mechanisms for New Services	●	Not Started	Low	CIO	4 months
Phase 4						
1	Develop Smart Car Wash Stations	●	Not Started	High	CTO	6 months
2	Research and Introduce Eco-Friendly Vehicle Accessories	●	Not Started	Medium	CPO	4 months
3	Expand into Electric Vehicle Maintenance	●	Not Started	High	COO	5 months
4	Identify High-Risk, High-Reward Opportunities	●	Not Started	Medium	CRO	2 months
5	Pilot Smart Station in Key Locations	●	Not Started	High	CMO	8 months
6	Form Partnerships for Ecosystem Integration	●	Not Started	High	CBO	7 months
7	Evaluate and Implement Cybersecurity Measures for Smart Stations	●	Not Started	High	CIO	3 months
8	Develop Training Programs for Electric Vehicle Maintenance	●	Not Started	Medium	CSO	4 months

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Equipment malfunction	COO	Implement a routine maintenance schedule and train staff to handle basic repairs to minimize downtime.
2	Supply chain disruptions	CPO	Establish relationships with multiple suppliers and keep a buffer stock of essential materials.
3	Human error	COO	Provide comprehensive training programs and conduct regular performance reviews.
4	Operational inefficiencies	COO	Implement software for task management and workflow optimization.
5	Security breaches	CIO	Invest in advanced security systems and ensure regular security audits.

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Environmental Compliance	CSO	Adopt and track all eco-friendly standards
2	Occupational Safety Regulations	COO	Ensure all safety protocols are rigorously followed
3	Waste Disposal Regulations	COO	Partner with certified waste disposal companies
4	Water Usage Restrictions	CSO	Implement water-saving technologies
5	Consumer Protection Laws	CRO	Regularly review and update service standards

3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market Competition	CEO	Differentiate through eco-friendly and high-tech services.
2	Changing Consumer Preferences	CMO	Regularly update service offerings based on market research.
3	Economic Downturn	CFO	Develop flexible pricing and discount strategies.
4	Technological Advancements	CTO	Continuously invest in new technology.
5	Partnership Failures	CBO	Conduct thorough due diligence before forming partnerships.

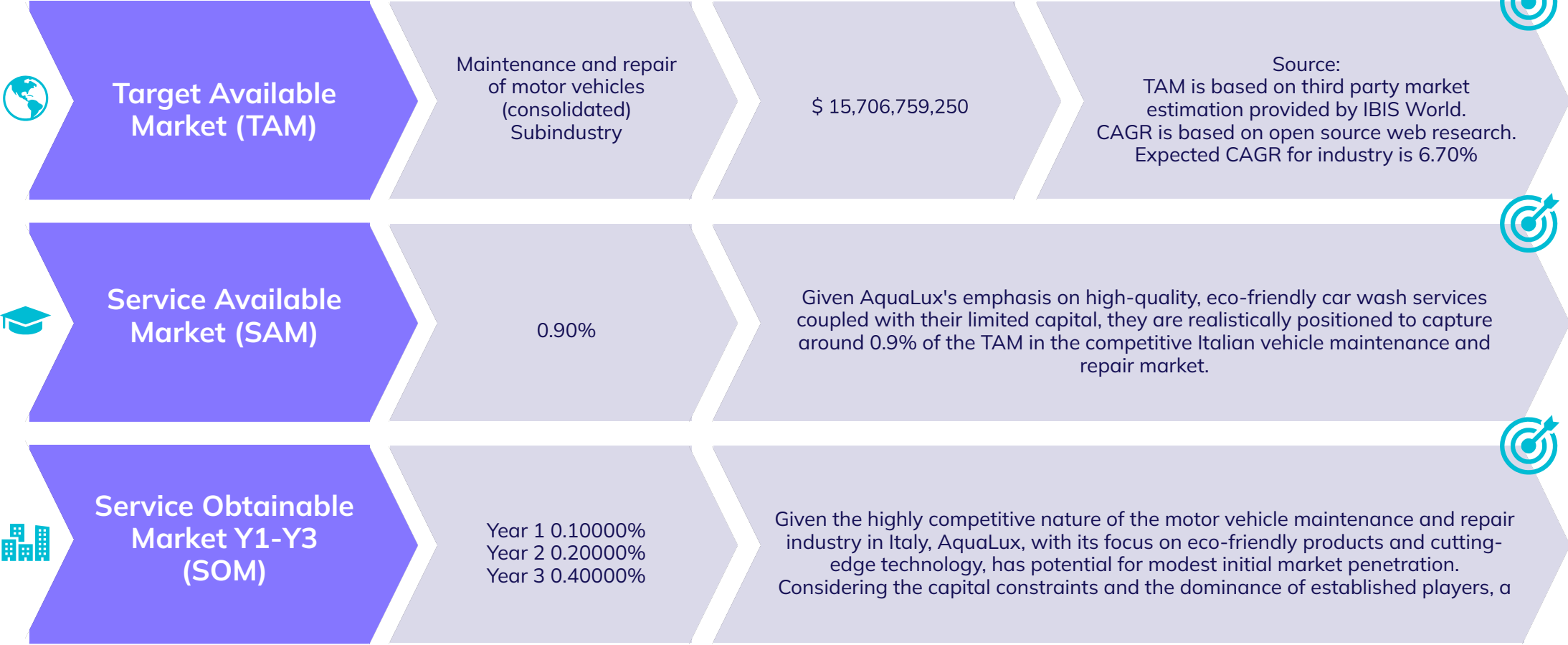
4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash Flow Shortages	CFO	Maintain a cash reserve and monitor cash flow.
2	Capital Allocation	CFO	Prioritize investments and control expenses.
3	Credit Risk	CFO	Perform credit checks on partners.
4	Market Volatility	CRO	Diversify revenue streams and services.
5	Interest Rate Fluctuations	CFO	Secure fixed-rate financing.

5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Market Competition	CMO	Focus on unique selling points.
2	Economic Downturn	CFO	Maintain a strong cash reserve.
3	Customer Service Issues	COO	Implement staff training programs.
4	Brand Reputation	CSO	Actively manage customer feedback.
5	Technological Advances	CTO	Stay updated with industry trends.

Market Overview (TAM, SAM and SOM)



Funding Allocation

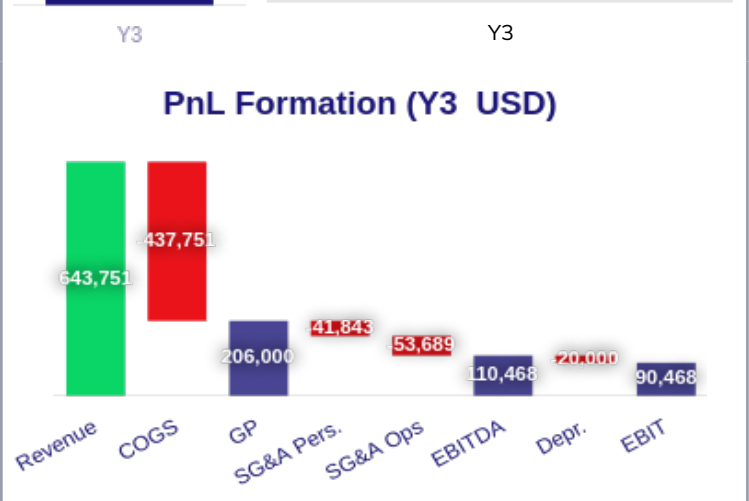
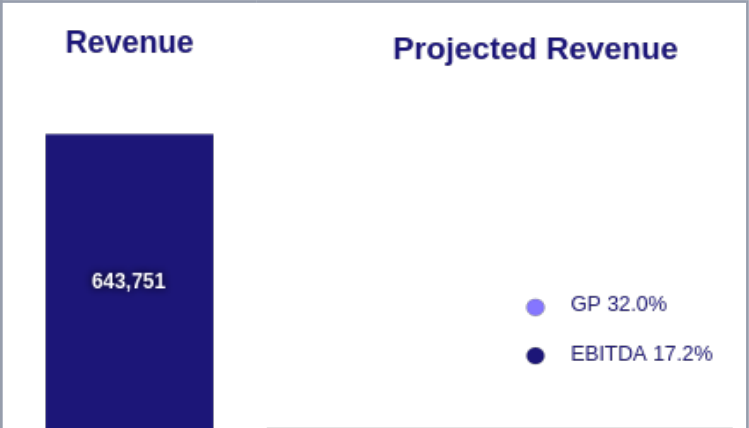
The funding will be used to finance the CAPEX and cash deficit from Year 1 operations, aiming to expedite the development process. In subsequent years the company plans to sustain operations without requiring major additional capital injection. Table below presents the overview of expected inflows and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

The total investment required is \$ 150,000

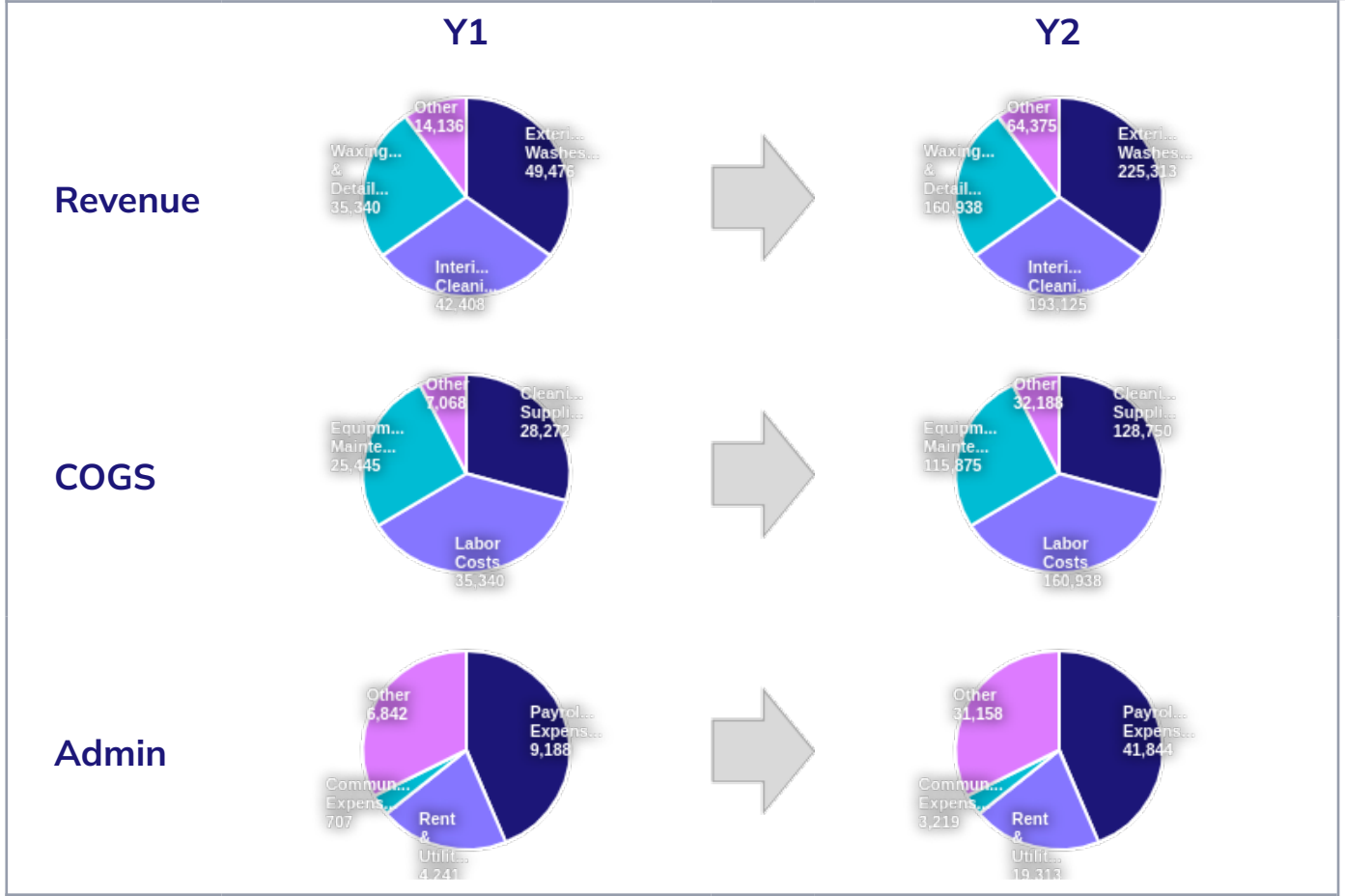
Y1 Cash Flow Stream(USD)	Inflows	Outflows
Gross Profit	45,235	
Payroll Expenses		9,188
Rent & Utilities		4,241
Marketing and Branding		2,827
Training and Development		1,414
Capex		150,000
Representation and Entert.		848
Other Miscellaneous		834
Communication Expenses		707
Legal and Professional Fees		565
Office supplies		353
CAPEX & WC shortage Y1		125,742
Buffer		24,258
Total Required Investment(USD)		150,000



Y3 PL formation and Margins



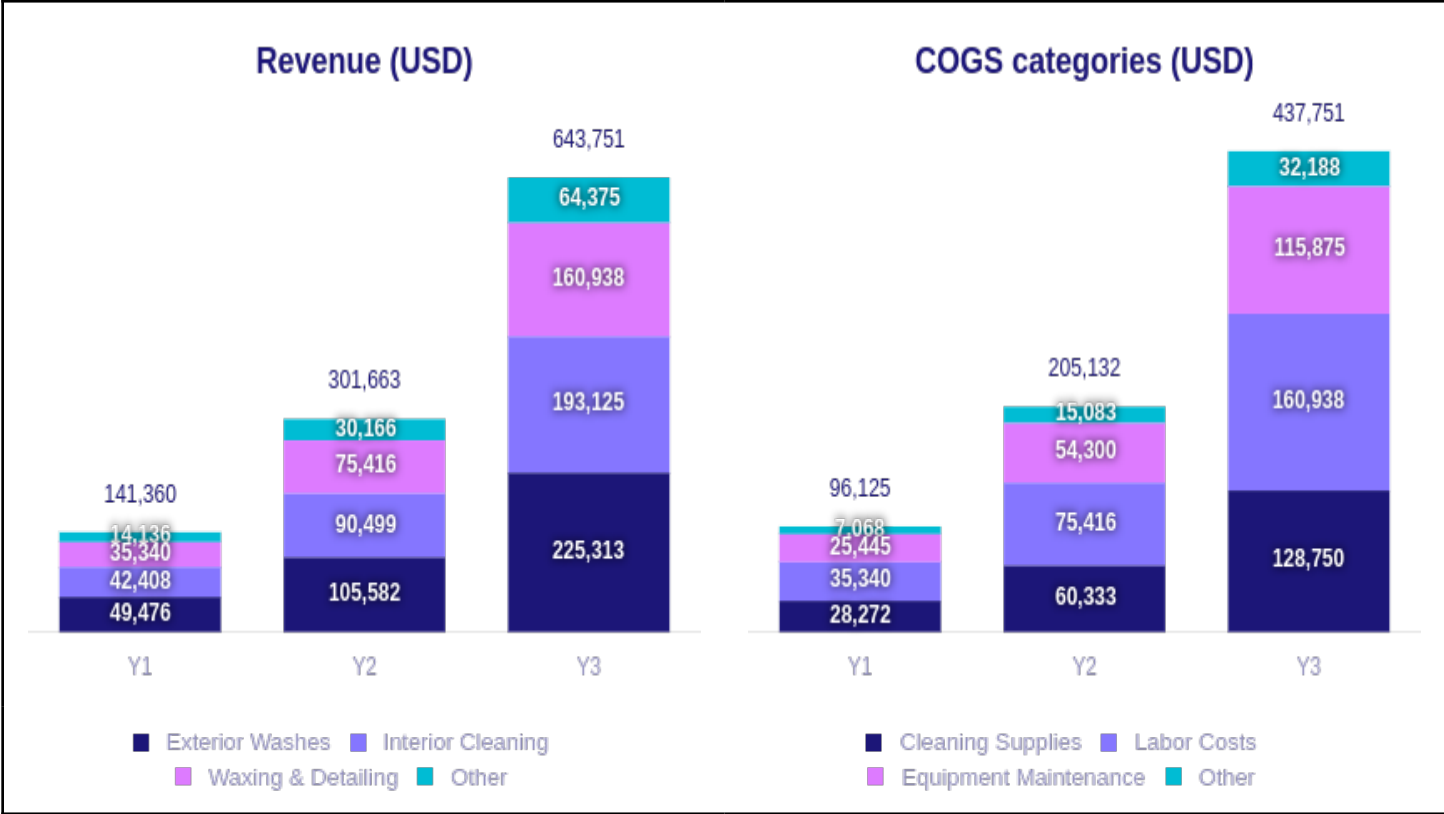
Business Line Breakdown (USD)



Revenue Formation Narrative

AquaLux, a premier car wash service specializing in eco-friendly and technologically advanced vehicle cleaning solutions, is slated for a promising growth trajectory within the 15,706,759,250 USD Total Addressable Market (TAM) of the Italian motor vehicle maintenance and repair sector. Our market analysis projects a realistic capture of 0.90% of this TAM, based on AquaLux's unique service offerings and capital limitations. This Serviceable Addressable Market (SAM) estimation is well-grounded, considering the quality focus and environmental consciousness of our brand. Initially, AquaLux is projected to secure 0.001% of the TAM in Year 1, translating to total revenue of 141,360.833 USD, reflecting a cautious but optimistic entry into the competitive market. As we bolster our presence with sustained marketing efforts and a reputation for excellence, we anticipate an increase in market share to 0.002% in Year 2, resulting in 301,664.018 USD in revenues. By Year 3, a further rise to 0.004% of the TAM is expected, with revenues reaching 643,751.015 USD. Our revenue model is diversified across four main lines of business, with Exterior Washes contributing 35% of total revenue, Interior Cleaning accounting for 30%, Waxing & Detailing making up 25%, and other services comprising the remaining 10%. This multi-faceted approach ensures that AquaLux remains a competitive and sustainable player in the market, leveraging our strengths in quality and eco-friendliness to drive growth.

\$ 643,751 ^{Y3} 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
Exterior Washes	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%
Interior Cleaning	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%
Waxing & Detailing	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%
Other	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%

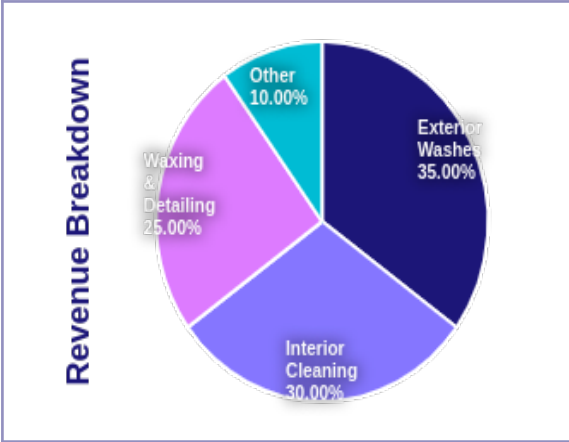
Exterior Washes	3,092	3,092	3,092	3,711	3,711	3,711	4,535	4,535	4,535	5,154	5,154	5,154	49,476	105,582	225,313
Interior Cleaning	2,651	2,651	2,651	3,181	3,181	3,181	3,887	3,887	3,887	4,418	4,418	4,418	42,408	90,499	193,125
Waxing & Detailing	2,209	2,209	2,209	2,651	2,651	2,651	3,240	3,240	3,240	3,681	3,681	3,681	35,340	75,416	160,938
Other	884	884	884	1,060	1,060	1,060	1,296	1,296	1,296	1,473	1,473	1,473	14,136	30,166	64,375

Total Revenue (USD)	8,835	8,835	8,835	10,602	10,602	10,602	12,958	12,958	12,958	14,725	14,725	14,725	141,361	301,664	643,751
---------------------	-------	-------	-------	--------	--------	--------	--------	--------	--------	--------	--------	--------	---------	---------	---------

Total revenue is expected to reach \$ 643,751 by year 3.
 Main revenue driver are:

- Exterior Washes which generates \$ 225,313 by Year 3
- Interior Cleaning which generates \$ 193,125 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 113.40 %



COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Cleaning Supplies	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Labor Costs	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%
Equipment Maintenance	18.00%	18.00%	18.00%	18.00%	18.00%	18.00%	18.00%	18.00%	18.00%	18.00%	18.00%	18.00%	18.00%	18.00%	18.00%
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%

Cleaning Supplies	1,767	1,767	1,767	2,120	2,120	2,120	2,592	2,592	2,592	2,945	2,945	2,945	28,272	60,333	128,750
Labor Costs	2,209	2,209	2,209	2,651	2,651	2,651	3,240	3,240	3,240	3,681	3,681	3,681	35,340	75,416	160,938
Equipment Maintenance	1,590	1,590	1,590	1,908	1,908	1,908	2,332	2,332	2,332	2,651	2,651	2,651	25,445	54,300	115,875
Other	442	442	442	530	530	530	648	648	648	736	736	736	7,068	15,083	32,188

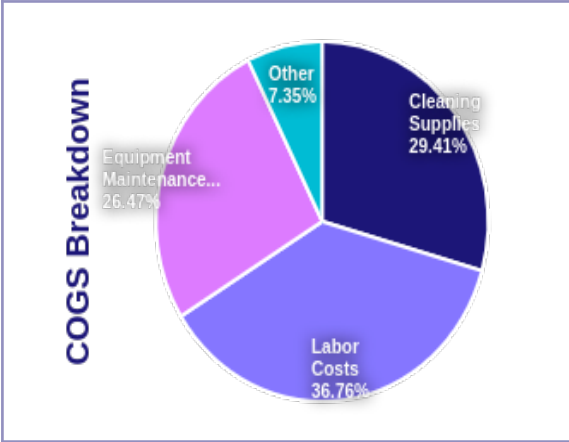
Total COGS (USD)	6,008	6,008	6,008	7,209	7,209	7,209	8,811	8,811	8,811	10,013	10,013	10,013	96,125	205,132	437,751
-------------------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	---------------	---------------	---------------	---------------	----------------	----------------

Total COGS is expected to reach \$ 437,751 by year 3.

Main revenue driver are:

- Labor Costs which generates \$ 160,938 by Year 3
- Cleaning Supplies which generates \$ 128,750 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 113.40 %



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	6.50%	6.50%	6.50%	6.50%	6.50%	6.50%	6.50%	6.50%	6.50%	6.50%	6.50%	6.50%	6.50%	6.50%	6.50%
Rent & Utilities	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%
Communication Expenses	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%
Office supplies	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%
Legal and Professional Fees	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%	0.40%
Marketing and Branding	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%
Representation and Entertainment	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%
Training and Development	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%
Other Miscellaneous	0.59%	0.59%	0.59%	0.59%	0.59%	0.59%	0.59%	0.59%	0.59%	0.59%	0.59%	0.59%	0.59%	0.59%	0.59%

Payroll Expenses	574	574	574	689	689	689	842	842	842	957	957	957	9,188	19,608	41,844
Rent & Utilities	265	265	265	318	318	318	389	389	389	442	442	442	4,241	9,050	19,313
Communication Expenses	44	44	44	53	53	53	65	65	65	74	74	74	707	1,508	3,219
Office supplies	22	22	22	27	27	27	32	32	32	37	37	37	353	754	1,609
Legal and Professional Fees	35	35	35	42	42	42	52	52	52	59	59	59	565	1,207	2,575
Marketing and Branding	177	177	177	212	212	212	259	259	259	295	295	295	2,827	6,033	12,875
Representation and Entertainment	53	53	53	64	64	64	78	78	78	88	88	88	848	1,810	3,863
Training and Development	88	88	88	106	106	106	130	130	130	147	147	147	1,414	3,017	6,438
Other Miscellaneous	52	52	52	63	63	63	76	76	76	87	87	87	834	1,780	3,798

Total SG&A (USD)	1,311	1,311	1,311	1,573	1,573	1,573	1,923	1,923	1,923	2,185	2,185	2,185	20,978	44,767	95,533
-----------------------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	--------------	---------------	---------------	---------------

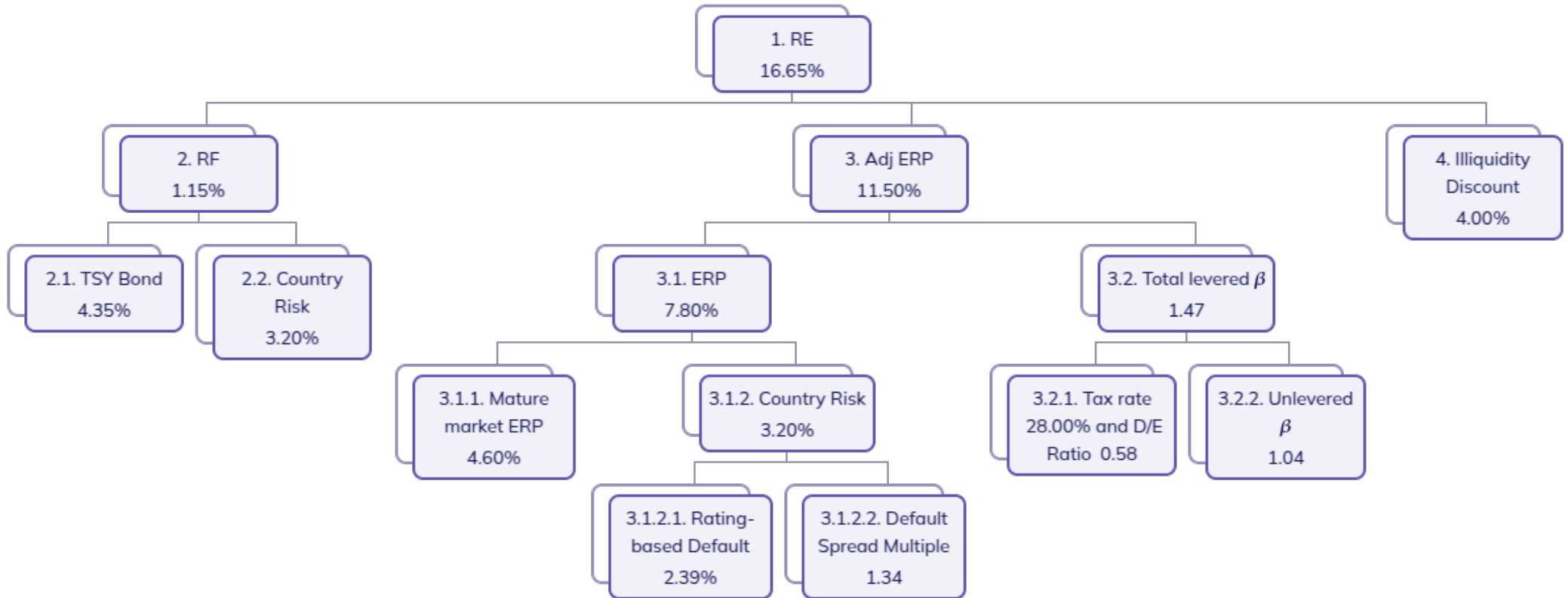
PaT Expectations

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	8,835	8,835	8,835	10,602	10,602	10,602	12,958	12,958	12,958	14,725	14,725	14,725	141,361	301,664	643,751
Exterior Washes	3,092	3,092	3,092	3,711	3,711	3,711	4,535	4,535	4,535	5,154	5,154	5,154	49,476	105,582	225,313
Interior Cleaning	2,651	2,651	2,651	3,181	3,181	3,181	3,887	3,887	3,887	4,418	4,418	4,418	42,408	90,499	193,125
Waxing & Detailing	2,209	2,209	2,209	2,651	2,651	2,651	3,240	3,240	3,240	3,681	3,681	3,681	35,340	75,416	160,938
Other	884	884	884	1,060	1,060	1,060	1,296	1,296	1,296	1,473	1,473	1,473	14,136	30,166	64,375
COGS	-6,008	-6,008	-6,008	-7,209	-7,209	-7,209	-8,811	-8,811	-8,811	-10,013	-10,013	-10,013	-96,125	-205,132	-437,751
Cleaning Supplies	-1,767	-1,767	-1,767	-2,120	-2,120	-2,120	-2,592	-2,592	-2,592	-2,945	-2,945	-2,945	-28,272	-60,333	-128,750
Labor Costs	-2,209	-2,209	-2,209	-2,651	-2,651	-2,651	-3,240	-3,240	-3,240	-3,681	-3,681	-3,681	-35,340	-75,416	-160,938
Equipment Maintenance	-1,590	-1,590	-1,590	-1,908	-1,908	-1,908	-2,332	-2,332	-2,332	-2,651	-2,651	-2,651	-25,445	-54,300	-115,875
Other	-442	-442	-442	-530	-530	-530	-648	-648	-648	-736	-736	-736	-7,068	-15,083	-32,188
Gross Profit	2,827	2,827	2,827	3,393	3,393	3,393	4,147	4,147	4,147	4,712	4,712	4,712	45,235	96,532	206,000
SG&A Personal Expenses	-574	-574	-574	-689	-689	-689	-842	-842	-842	-957	-957	-957	-9,188	-19,608	-41,844
SG&A Operating Expenses	-737	-737	-737	-884	-884	-884	-1,081	-1,081	-1,081	-1,228	-1,228	-1,228	-11,789	-25,159	-53,689
EBITDA	1,516	1,516	1,516	1,819	1,819	1,819	2,224	2,224	2,224	2,527	2,527	2,527	24,258	51,766	110,468
Depreciation	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	1,667	20,000	20,000	20,000
EBIT	-151	-151	-151	153	153	153	557	557	557	860	860	860	4,258	31,766	90,468
Interest Expense	253	253	253	253	253	253	253	253	253	253	253	253	3,032	3,032	3,032
Profit before Tax	-403	-403	-403	-100	-100	-100	304	304	304	607	607	607	1,225	28,733	87,435
Tax	-113	-113	-113	-28	-28	-28	85	85	85	170	170	170	343	8,045	24,482
Profit after Tax (USD)	-290	-290	-290	-72	-72	-72	219	219	219	437	437	437	882	20,688	62,954

Required Return on Equity Derivation



Cost of Capital: CAPM Inputs

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	882	20,688	62,954	67,171	71,672	76,474	81,598
	Growth% Y4-Y7				6.70%	6.70%	6.70%	6.70%
	Growth% Y7 -->				3.50%			
	WACC				16.65%			
	PV Y1-Y7 at Y0	756	15,203	39,660	36,277	33,183	30,352	27,763
	PV Y7 --> Y0				218,500			
	NPV (USD)				401,695			

Average Survival Rate for 3 Years

50%

Final Valuation

\$ 200,847

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 16.65 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 6.70 %, 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	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	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.

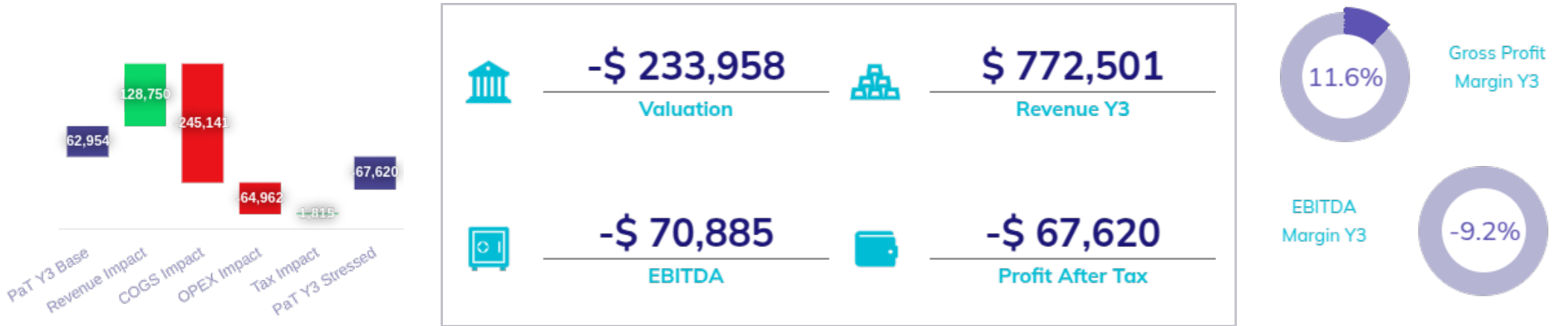
Scenario Analysis		Revenue		COGS		Discount Rate		
	KPIs	Base	Positive	Negative	Positive	Negative	Positive	Negative
Input	Revenue	no impact	15%	-15%	no impact	no impact	no impact	no impact
	COGS	no impact	no impact	no impact	-20%	20%	no impact	no impact
	RoE	no impact	no impact	no impact	no impact	no impact	-10%	10%
	Revenue Y3	\$ 643,751	\$ 740,314	\$ 547,188	\$ 643,751	\$ 643,751	\$ 643,751	\$ 643,751
Output	Gross Profit Y3	\$ 206,000	\$ 236,900	\$ 175,100	\$ 293,550	\$ 118,450	\$ 206,000	\$ 206,000
	GP Margin	32%	32%	32%	46%	18%	32%	32%
	EBITDA Y3	\$ 110,468	\$ 127,038	\$ 93,898	\$ 198,018	\$ 22,918	\$ 110,468	\$ 110,468
	EBITDA Margin	17%	17%	17%	31%	4%	17%	17%
	Net Profit Y3	\$ 62,954	\$ 74,884	\$ 51,023	\$ 125,990	-\$ 83	\$ 62,954	\$ 62,954
	Profit Margin	10%	10%	9%	20%	-0%	10%	10%
	Final Valuation	\$ 200,847	\$ 240,576	\$ 161,119	\$ 410,755	-\$ 9,060	\$ 236,178	\$ 173,684

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	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.	Revenue Higher by 20%	COGS Higher by 30%
		OPEX Higher by 40%	Discount Rate unaffected

Results

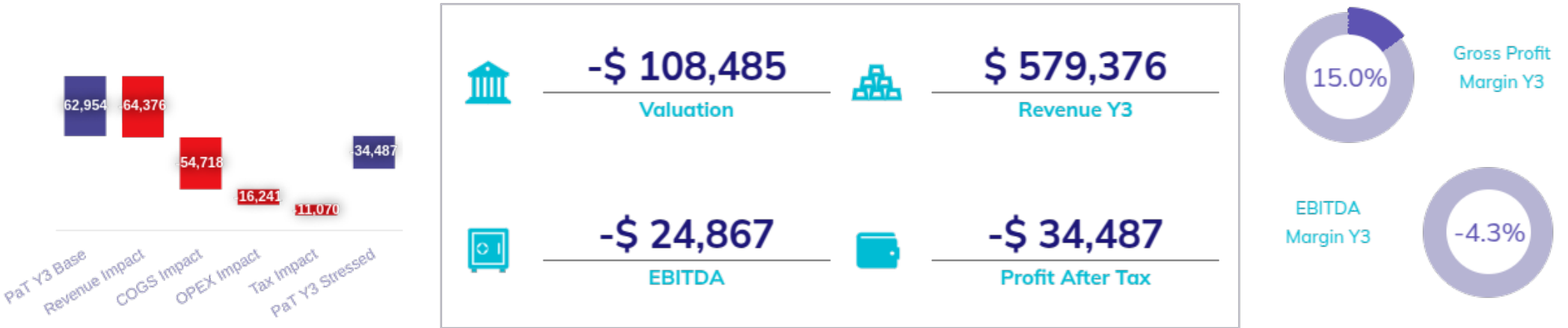


Stress Test: The Perfect Storm

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	
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.	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	\$ 113,089	\$ 127,225	\$ 134,293	\$ 148,429	\$ 155,497	\$ 169,633	\$ 128,638	\$ 132,879	\$ 137,120	\$ 145,602	\$ 149,842	\$ 154,083
	Y2	\$ 241,331	\$ 271,498	\$ 286,581	\$ 316,747	\$ 331,830	\$ 361,997	\$ 274,514	\$ 283,564	\$ 292,614	\$ 310,714	\$ 319,764	\$ 328,814
	Y3	\$ 515,001	\$ 579,376	\$ 611,563	\$ 675,939	\$ 708,126	\$ 772,501	\$ 585,813	\$ 605,126	\$ 624,438	\$ 663,064	\$ 682,376	\$ 701,689
Gross Profit	Y1	\$ 36,188	\$ 40,712	\$ 42,974	\$ 47,497	\$ 49,759	\$ 54,283	\$ 41,164	\$ 42,521	\$ 43,878	\$ 46,593	\$ 47,950	\$ 49,307
	Y2	\$ 77,226	\$ 86,879	\$ 91,706	\$ 101,359	\$ 106,186	\$ 115,839	\$ 87,845	\$ 90,741	\$ 93,637	\$ 99,428	\$ 102,324	\$ 105,220
	Y3	\$ 164,800	\$ 185,400	\$ 195,700	\$ 216,300	\$ 226,600	\$ 247,200	\$ 187,460	\$ 193,640	\$ 199,820	\$ 212,180	\$ 218,360	\$ 224,540
GP Margin	Y1	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
	Y2	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
	Y3	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
EBITDA	Y1	\$ 19,406	\$ 21,832	\$ 23,045	\$ 25,470	\$ 26,683	\$ 29,109	\$ 22,074	\$ 22,802	\$ 23,530	\$ 24,985	\$ 25,713	\$ 26,441
	Y2	\$ 41,412	\$ 46,589	\$ 49,177	\$ 54,354	\$ 56,942	\$ 62,119	\$ 47,107	\$ 48,660	\$ 50,213	\$ 53,319	\$ 54,871	\$ 56,424
	Y3	\$ 88,374	\$ 99,421	\$ 104,944	\$ 115,991	\$ 121,514	\$ 132,561	\$ 100,526	\$ 103,840	\$ 107,154	\$ 113,782	\$ 117,096	\$ 120,410
EBITDA Margin	Y1	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%
	Y2	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%
	Y3	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%
Net Profit	Y1	-\$ 2,611	-\$ 864	\$ 9	\$ 1,756	\$ 2,629	\$ 4,375	-\$ 690	-\$ 166	\$ 358	\$ 1,406	\$ 1,930	\$ 2,454
	Y2	\$ 13,234	\$ 16,961	\$ 18,824	\$ 22,552	\$ 24,415	\$ 28,142	\$ 17,334	\$ 18,452	\$ 19,570	\$ 21,806	\$ 22,924	\$ 24,042
	Y3	\$ 47,046	\$ 55,000	\$ 58,977	\$ 66,930	\$ 70,907	\$ 78,861	\$ 55,795	\$ 58,181	\$ 60,567	\$ 65,340	\$ 67,726	\$ 70,112
Profit Margin	Y1	-2%	-1%	0%	1%	2%	3%	-1%	-0%	0%	1%	1%	2%
	Y2	5%	6%	7%	7%	7%	8%	6%	7%	7%	7%	7%	7%
	Y3	9%	9%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Final Valuation		\$ 147,877	\$ 174,362	\$ 187,605	\$ 214,090	\$ 227,333	\$ 253,818	\$ 177,011	\$ 184,956	\$ 192,902	\$ 208,793	\$ 216,739	\$ 224,684

Financial and Technical

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

Organisational Structure

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

Other

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

Disclaimer

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

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

The valuation does not guarantee future financial performance or the accuracy of the projections. Actual results may differ materially from those presented in this analysis due to numerous factors, including but not limited to changes in economic conditions, market dynamics, competition, regulatory factors, and unforeseen events.

Investors and stakeholders are advised to conduct their own independent research, seek professional advice, and carefully consider their individual investment objectives, risk tolerance, and financial situation before making any investment decisions. The information provided in this presentation should not be relied upon as the sole basis for making investment decisions.

Furthermore, no representation or warranty, express or implied, is made regarding the accuracy, completeness, reliability, or availability of the information and analysis presented in this presentation. We disclaim any liability for any loss or damage, including but not limited to indirect or consequential loss information provided.

Past performance is not indicative of future results. Any historical financial information included in this presentation is provided for reference purposes only and may not reflect the current financial position or performance of the business.

The valuation presentation is intended solely for the recipient's use and may not be reproduced, redistributed, or disclosed, in whole or in part, without the prior written consent of the company.

If you have any questions or concerns about this presentation or its contents, please contact our office at info@aqualux.it or call us at +39 06 123 4567 .