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OUR VISION & MISSION

Our Mission

ZenClean's mission is to elevate the standards of cleanliness through exceptional residential and commercial cleaning solutions that prioritize efficiency and customer satisfaction. By employing trained professionals, eco-friendly products, and advanced techniques, ZenClean aims to create clean, serene environments that enhance well-being and productivity. Our commitment to reliable and personalized service ensures that every client receives meticulously maintained spaces, reflecting our dedication to a higher quality of living and working environments.

Our Vision

ZenClean envisions a future where every home and workplace enjoys the benefits of pristine cleanliness and a peaceful environment. We aspire to be the leading force in the cleaning service industry, known for our unwavering dedication to quality, sustainability, and customer care. By continuously innovating with eco-friendly products and advanced cleaning techniques, we aim to set new benchmarks in the industry. Our ultimate goal is to elevate the standard of cleanliness, contributing to healthier, happier, and more productive communities globally.



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Summary Financials Dashboard

Key performance indicators
(Base Scenario Y3)

\$ 148,809

Revenue

\$ 65,476

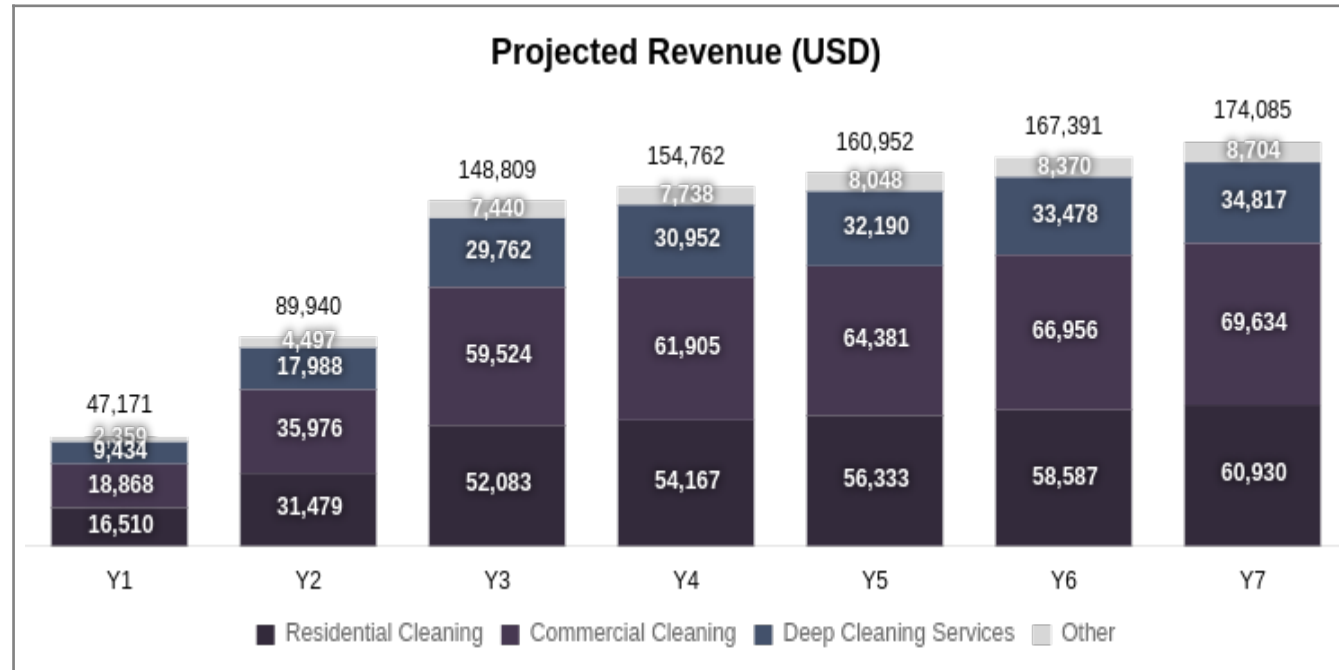
Gross Profit

\$ 37,470

EBITDA

0.01%

Target Market Share

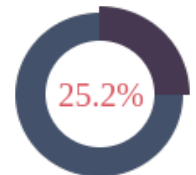


Margins
(Stabilized by Y3)

GP Margin



EBITDA Margin



PbT Margin



Project Phases



Funding round is aimed to accelerate the development of Phases and create core infrastructure for operations.

Investment will be used to finance CAPEX, WC buffers, etc.



About the Company: General Overview



ZenClean is a premium cleaning service dedicated to providing exceptional residential and commercial cleaning solutions with a focus on efficiency and customer satisfaction. Operating within the Administrative and support service activities sector, ZenClean specializes in the Cleaning activities industry. The company’s team of trained professionals uses eco-friendly products and advanced techniques to ensure thorough, consistent, and detail-oriented cleaning for every client. ZenClean prioritizes creating a clean and serene environment that promotes well-being and productivity. Whether it’s routine maintenance or a deep clean, ZenClean’s commitment to reliability and personalized service ensures that each space is impeccably maintained to the highest standards.

The Main Phases: Projects & Impacts



Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Customers	<ol style="list-style-type: none"> 1. Enjoy high-quality cleaning services that improve living and working environments using eco-friendly products. 2. Experience top-notch customer satisfaction through reliable and personalized services. 3. Benefit from advanced cleaning techniques ensuring thorough and consistent results.
Employees	<ol style="list-style-type: none"> 1. Gain employment opportunities with competitive wages and potential for professional growth. 2. Receive comprehensive training and development in advanced cleaning techniques and eco-friendly practices. 3. Work in a supportive and positive environment that prioritizes employee well-being.
Investors	<ol style="list-style-type: none"> 1. Opportunity for significant returns as ZenClean grows and expands both locally and internationally. 2. Secure investment through the introduction of new revenue streams and high-reward innovations. 3. Confidence in long-term growth due to consistent demand for quality cleaning services.
Suppliers	<ol style="list-style-type: none"> 1. Increased business opportunities by providing eco-friendly cleaning products to ZenClean. 2. Establish long-term partnerships with a reliable and growing company. 3. Opportunity to innovate and expand product offerings based on ZenClean’s needs.
Community	<ol style="list-style-type: none"> 1. Access to eco-friendly and high-quality cleaning services that enhance public health and hygiene. 2. Increased employment opportunities for local residents. 3. Contribution to the local economy through business growth and community engagement.
Commercial Real Estate Companies	<ol style="list-style-type: none"> 1. Reliable partnership for move-in/move-out cleaning services, ensuring high property standards. 2. Enhanced property value and appeal through consistent and thorough maintenance. 3. Opportunity to bundle cleaning services as part of property leasing agreements, enhancing tenant satisfaction.
Technology Partners	<ol style="list-style-type: none"> 1. Collaborate on innovative projects, such as robotic cleaning and AI-driven smart solutions. 2. Expand market reach by integrating advanced tech into ZenClean’s services. 3. Leverage shared expertise to develop cutting-edge cleaning technologies and solutions.

Key Performance Components

Competitive Advantage

Eco-Friendly Products

ZenClean uses eco-friendly products, ensuring thorough and safe cleaning while promoting environmental sustainability.

Advanced Techniques

ZenClean employs advanced cleaning techniques to achieve detailed, consistent, and high-quality results for both residential and commercial spaces.








Trained Professionals

ZenClean's team of trained professionals ensures reliable and personalized service, upholding the highest standards of cleanliness and customer satisfaction.

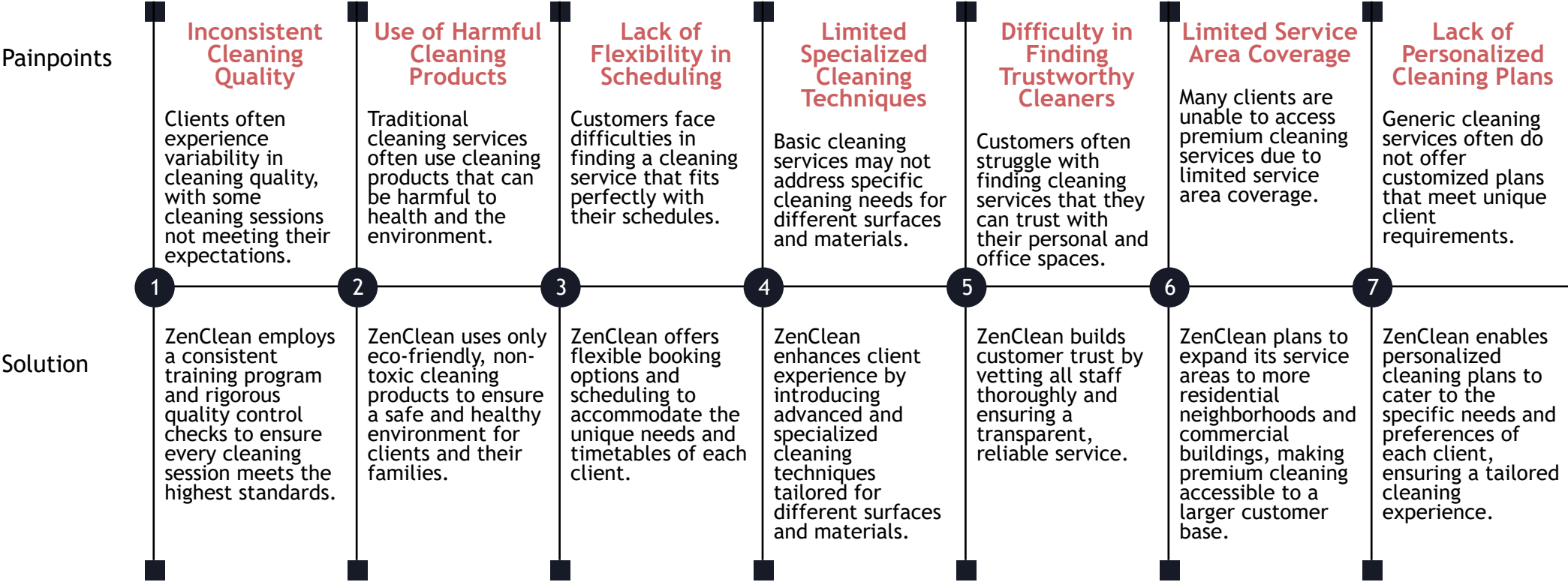
Marketing and Growth Strategy



Target Groups


Industries		Description
I	 Residential Homeowners	Homeowners seeking reliable and eco-friendly cleaning services to maintain a clean and healthy living environment.
II	 Busy Professionals	Individuals with demanding schedules who require efficient and thorough cleaning services to free up their time.
III	 Commercial Office Spaces	Office managers and building owners seeking premium cleaning solutions to maintain professional and pristine work environments.
IV	 Real Estate Companies	Real estate firms that need specialized move-in/move-out cleaning services to prepare properties for new occupants.
V	 Healthcare Facilities	Hospitals and clinics needing meticulous and hygienic cleaning services to meet stringent health and safety standards.
VI	 Educational Institutions	Schools, colleges, and daycare centers looking for reliable cleaning services to maintain a safe and clean educational environment.
VII	 Hospitality Industry	Hotels and vacation rentals requiring consistent and high-quality cleaning to ensure guest satisfaction and positive reviews.

Solution from Phase I to Phase IV




Strategic Analysis: SWOT

Strength



Exceptional customer satisfaction with a high retention rate. Use of eco-friendly products appeals to environmentally conscious clients. Comprehensive training for staff ensures high service quality. Advanced cleaning techniques cater to diverse cleaning needs. Strong reputation for reliability and personalized service.

Weaknesses




Higher operational costs due to premium quality services. Limited scalability without compromising service quality. Dependency on specialized staff increases vulnerability. Eco-friendly products can be more expensive. Potential market perception as a high-cost service.

Opportunities



Growing demand for eco-friendly cleaning solutions. Expanding into new geographic markets. Offering specialized services for niche markets. Increasing partnerships with commercial sectors. Developing subscription-based cleaning packages.

Threats



Intense competition from lower-cost cleaning services. Economic downturns reducing spending on premium services. Regulatory changes impacting operational costs. Rising costs of eco-friendly cleaning products. Staff turnover potentially affecting service consistency.

Management Team

Overview

With a passion for cleanliness and efficiency, Sean leads ZenClean, offering high-quality, eco-friendly cleaning services for homes and businesses.



Co-Founder & CEO

Ciara Murphy



Co-Founder & Operations Manager

Overview

Ciara manages day-to-day operations, ensuring ZenClean's services meet the highest standards and clients are always satisfied with the results.

Overview

Liam is responsible for maintaining ZenClean's quality standards, inspecting every job to ensure top-notch service and customer satisfaction.



Quality Control Manager

Liam Kelly

Aoife Ryan



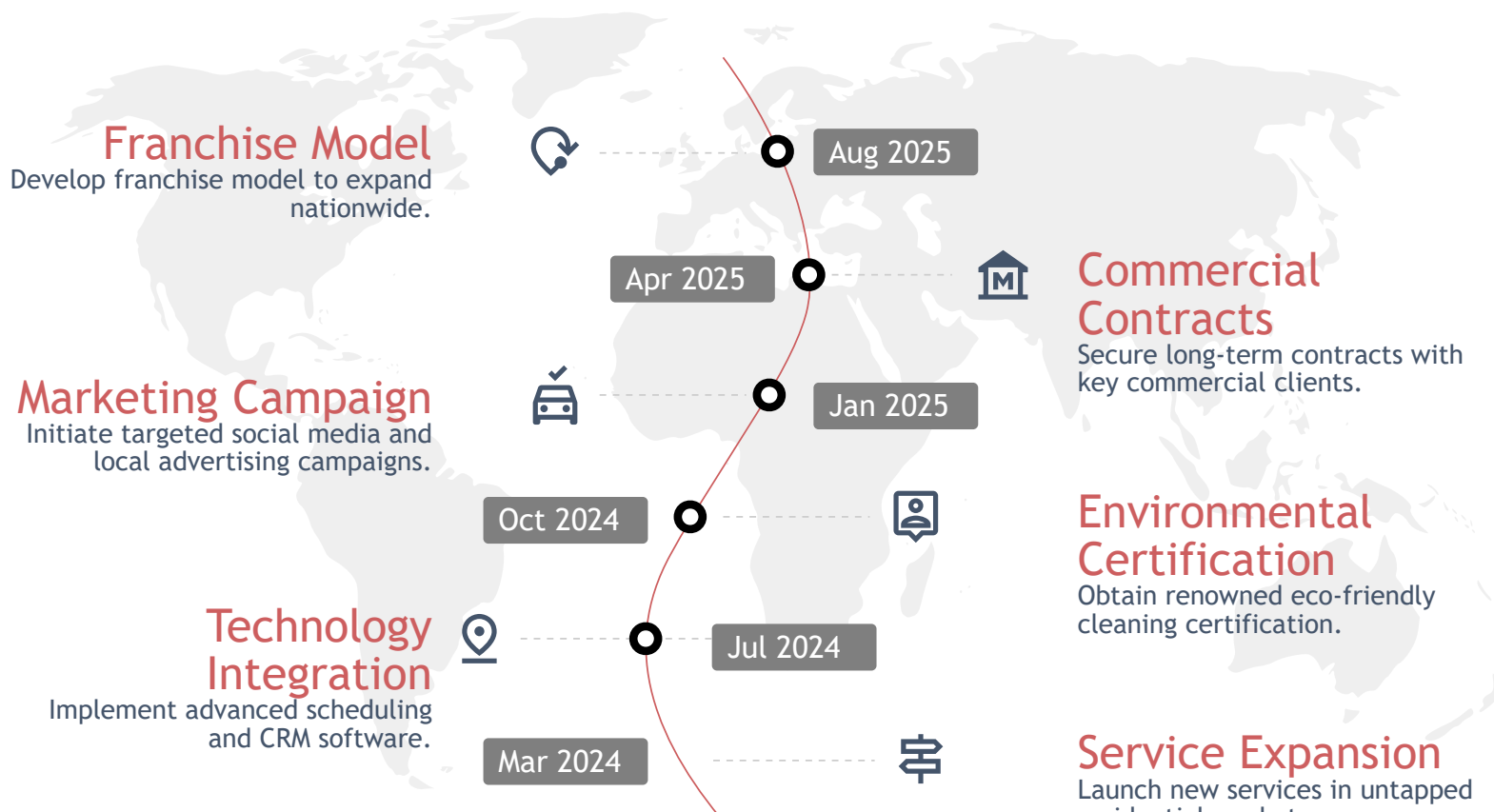
Customer Relations Manager

Overview

Aoife handles client inquiries and feedback, ensuring that every customer's needs are addressed and they receive exceptional service.



History & Roadmap



Current Status.

ZenClean's strategic roadmap outlines six critical development stages. Starting with service expansion in Mar 2024, the company will introduce new cleaning services in untapped residential markets. By Jul 2024, ZenClean plans to integrate advanced scheduling and CRM software for improved efficiency. Achieving renowned eco-friendly certification by Oct 2024 will further enhance its environmental commitment. The Jan 2025 marketing campaign aims to boost brand awareness via targeted social media and local ads. Securing long-term commercial contracts by Apr 2025 will solidify its market presence. Finally, the company will roll out a nationwide franchise model in Aug 2025 to accelerate growth.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA	
General Planning and Organization						
1	Company Registration and Legal Compliance	●	Not Started	High	CEO	2 weeks
2	Develop Business Plan	●	Not Started	High	COO	1 month
3	Establish Financial Systems	●	Not Started	High	CFO	1 month
4	Create Core Team	●	Not Started	High	CTO	3 weeks
5	Setup Office and Operations Base	●	Not Started	Medium	COO	1.5 months
6	Develop Standard Operating Procedures (SOPs)	●	Not Started	High	CPO	1 month
7	Secure Initial Funding	●	Not Started	High	CFO	2 months
8	Implement IT Infrastructure	●	Not Started	Medium	CIO	1.5 months
Marketing						
1	Develop Brand Identity	●	Not Started	High	CMO	2 weeks
2	Create Company Website	●	Not Started	High	CMO	1 month
3	Establish Social Media Presence	●	Not Started	Medium	CMO	1 month
4	Develop Marketing Materials	●	Not Started	Medium	CMO	2 months
5	Run Initial Digital Ad Campaign	●	Not Started	High	CMO	1.5 months
6	Collaborate with Local Businesses for Co-Marketing	●	Not Started	Medium	CRO	3 months
7	Develop Public Relations Strategy	●	Not Started	Medium	CMO	2 months
8	Monitor and Analyze Marketing Metrics	●	Not Started	High	CIO	Ongoing

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
Phase 1 & Technical Set Up for next Phases						
1	Finalize eco-friendly product suppliers	●	Not Started	High	CPO	2 weeks
2	Hire and train initial cleaning staff	●	Not Started	High	COO	4 weeks
3	Develop core cleaning services overview	●	Not Started	High	CPO	3 weeks
4	Set up scheduling and booking system	●	Not Started	Medium	CTO	3 weeks
5	Create quality assurance protocols	●	Not Started	Medium	CSO	2 weeks
6	Establish initial pricing model	●	Not Started	High	CFO	2 weeks
7	Implement customer feedback mechanisms	●	Not Started	Medium	CMO	3 weeks
8	Launch pilot cleaning program	●	Not Started	High	CEO	1 month
Phase 2						
1	Enhance training programs for advanced cleaning techniques	●	Not Started	High	COO	2 months
2	Expand marketing efforts to target new residential areas	●	Not Started	High	CMO	3 months
3	Upgrade service quality protocols	●	Not Started	High	COO	1.5 months
4	Acquire new equipment for advanced cleaning techniques	●	Not Started	Medium	CPO	2 months
5	Establish key performance indicators (KPIs) for enhanced services	●	Not Started	High	CSO	1 month
6	Develop partnerships with suppliers for premium eco-friendly products	●	Not Started	Medium	CBO	4 months
7	Implement customer feedback mechanisms to improve service	●	Not Started	High	CRO	2.5 months
8	Launch pilot program for enhanced commercial cleaning offerings	●	Not Started	High	CEO	3 months

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
Phase 3						
1	Research and Develop Specialized Cleaning Services for Industries	●	Not Started	High	CSO	3 months
2	Launch Subscription-Based Cleaning Models	●	Not Started	High	COO	2 months
3	Form Partnerships with Real Estate Companies	●	Not Started	Medium	CRO	4 months
4	Develop Marketing Strategies for New Services	●	Not Started	High	CMO	1 month
5	Recruit Additional Staff for New Service Offerings	●	Not Started	High	CPO	3 months
6	Implement CRM System to Manage Subscription Services	●	Not Started	Medium	CIO	2 months
7	Conduct Market Analysis to Identify Potential Industry Clients	●	Not Started	High	CFO	1 month
8	Launch Pilot Programs for New Specialized Services	●	Not Started	Medium	CEO	5 months
Phase 4						
1	Research and develop robotic cleaning solutions	●	Not Started	High	CTO	6 months
2	Integrate AI-driven smart cleaning solutions	●	Not Started	High	CTO	8 months
3	Identify and initiate international market entry points	●	Not Started	High	CIO	9 months
4	Develop a comprehensive risk assessment for international expansion	●	Not Started	Medium	CSO	4 months
5	Form strategic partnerships for high-tech cleaning solutions	●	Not Started	Medium	CRO	5 months
6	Secure funding for technological innovations	●	Not Started	High	CFO	3 months
7	Pilot testing of robotic cleaning systems in key markets	●	Not Started	Medium	COO	7 months
8	Develop marketing strategy for tech-forward cleaning solutions	●	Not Started	High	CMO	6 months

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Equipment Failure	COO	Regular maintenance checks and timely replacement of faulty equipment to minimize downtime and ensure continued service efficiency.
2	Workforce Shortages	CHRO	Develop a robust recruitment strategy and offer competitive wages and benefits to attract and retain skilled cleaning professionals.
3	Supply Chain Disruptions	CPO	Establish relationships with multiple suppliers and maintain a buffer stock of essential eco-friendly products and materials.
4	Scheduling Conflicts	COO	Implement advanced scheduling software to efficiently manage appointments and avoid overlaps or missed bookings.
5	Service Quality Consistency	CSO	Regularly train staff on standard operating procedures and conduct random quality checks to ensure high service standards are consistently met.

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Compliance with Environmental Regulations	COO	Ensure all cleaning products meet local and national environmental standards.
2	Worker Safety and Health Regulations	CSO	Implement strict safety protocols and regular training.
3	Data Protection Laws	CIO	Adopt robust data security measures.
4	Employment Law Compliance	CPO	Regularly review and update HR policies.
5	Licensing and Permits	COO	Ensure all operational licenses are up-to-date.

3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market Competition	CEO	Differentiate through superior service and eco-friendly products.
2	Customer Acquisition	CMO	Invest in targeted marketing and referral programs.
3	Economic Downturn	CFO	Diversify client base and offer flexible pricing.
4	Technological Advancements	CTO	Continuously adopt and integrate new technologies.
5	International Expansion Challenges	COO	Conduct thorough market research before expansion.

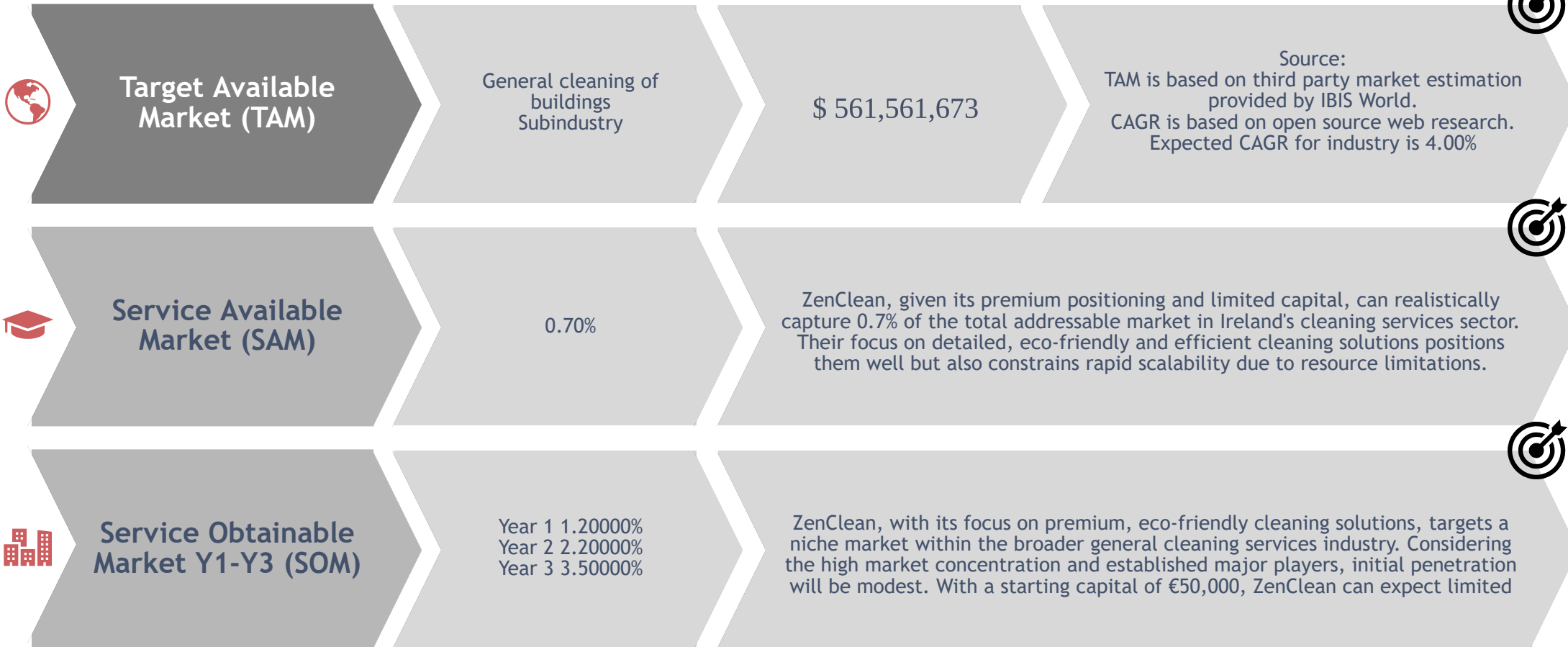
4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash Flow Instability	CFO	Maintain a strong cash reserve and monitor cash flows regularly.
2	High Operational Costs	COO	Optimize resource usage and control costs through regular audits.
3	Credit Risk	CFO	Conduct strict credit assessments and set clear payment terms.
4	Market Volatility	CBO	Diversify the client base to reduce dependency on any single market.
5	Capital Funding Shortages	CEO	Seek multiple funding sources, including investors and loans.

5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Talent Retention	CPO	Offer competitive benefits and growth paths
2	Customer Satisfaction	COO	Implement feedback systems and improve service quality
3	Technology Integration	CTO	Invest in user-friendly and scalable technology
4	Brand Reputation	CMO	Monitor online reviews and address issues quickly
5	Market Competition	CSO	Differentiate services and emphasize unique selling points

Market Overview (TAM, SAM and SOM)



Source:
TAM is based on third party market estimation provided by IBIS World.
CAGR is based on open source web research.
Expected CAGR for industry is 4.00%

ZenClean, given its premium positioning and limited capital, can realistically capture 0.7% of the total addressable market in Ireland's cleaning services sector. Their focus on detailed, eco-friendly and efficient cleaning solutions positions them well but also constrains rapid scalability due to resource limitations.

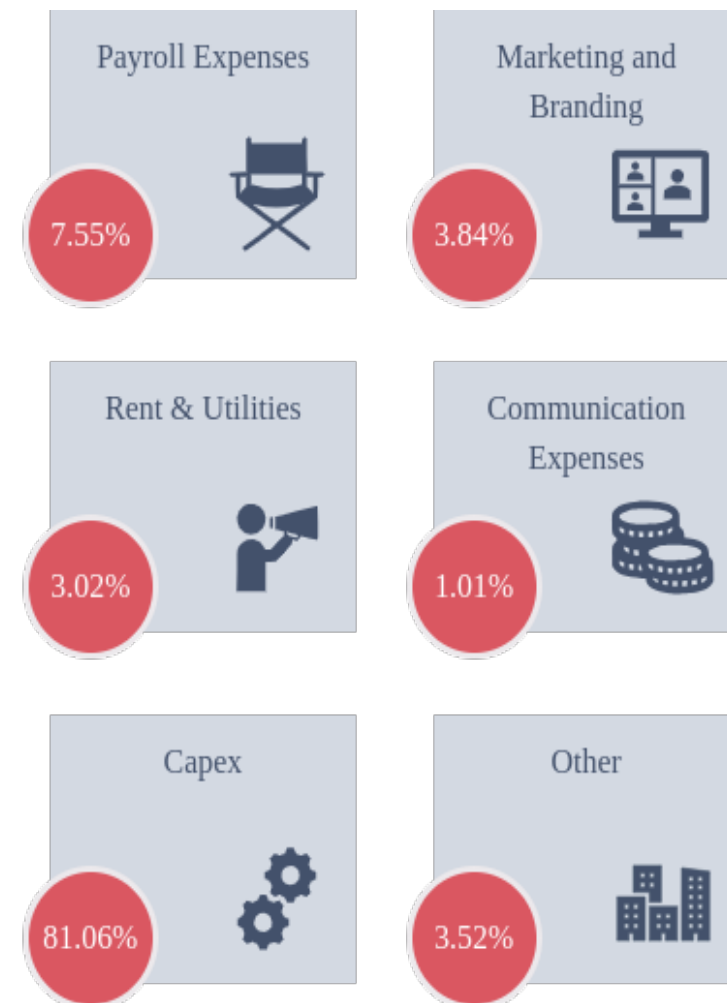
ZenClean, with its focus on premium, eco-friendly cleaning solutions, targets a niche market within the broader general cleaning services industry. Considering the high market concentration and established major players, initial penetration will be modest. With a starting capital of €50,000, ZenClean can expect limited

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.

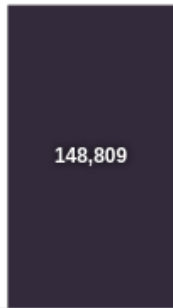
The total investment required is \$ 50,000

Y1 Cash Flow Stream(USD)	Inflows	Outflows
Gross Profit	20,755	
Payroll Expenses		3,538
Marketing and Branding		1,802
Rent & Utilities		1,415
Communication Expenses		472
Capex		38,000
Legal and Professional Fees		472
Other Miscellaneous		472
Office supplies		236
Representation and Entert.		236
Training and Development		236
CAPEX & WC shortage Y1		26,122
Buffer		23,878
Total Required Investment(USD)		50,000



Y3 PL formation and Margins

Revenue



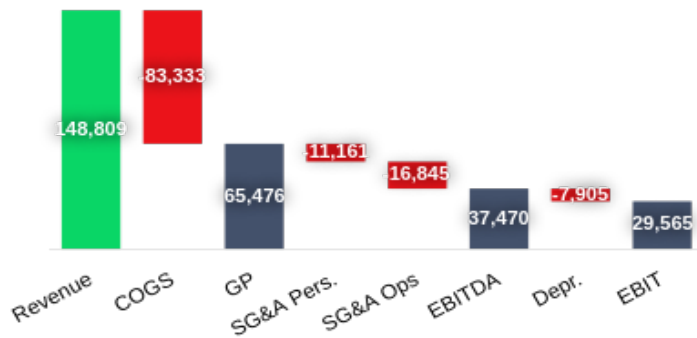
Projected Revenue

- GP 44.0%
- EBITDA 25.2%

Y3

Y3

PnL Formation (Y3 USD)

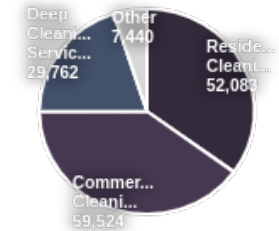
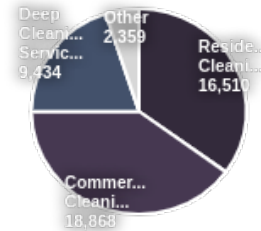


Business Line Breakdown (USD)

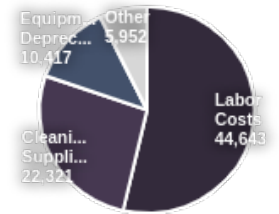
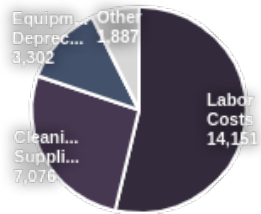
Y1

Y2

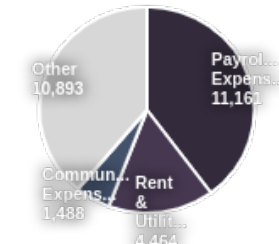
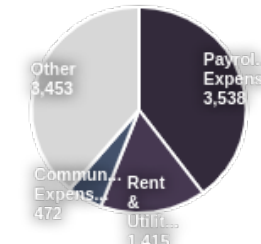
Revenue



COGS



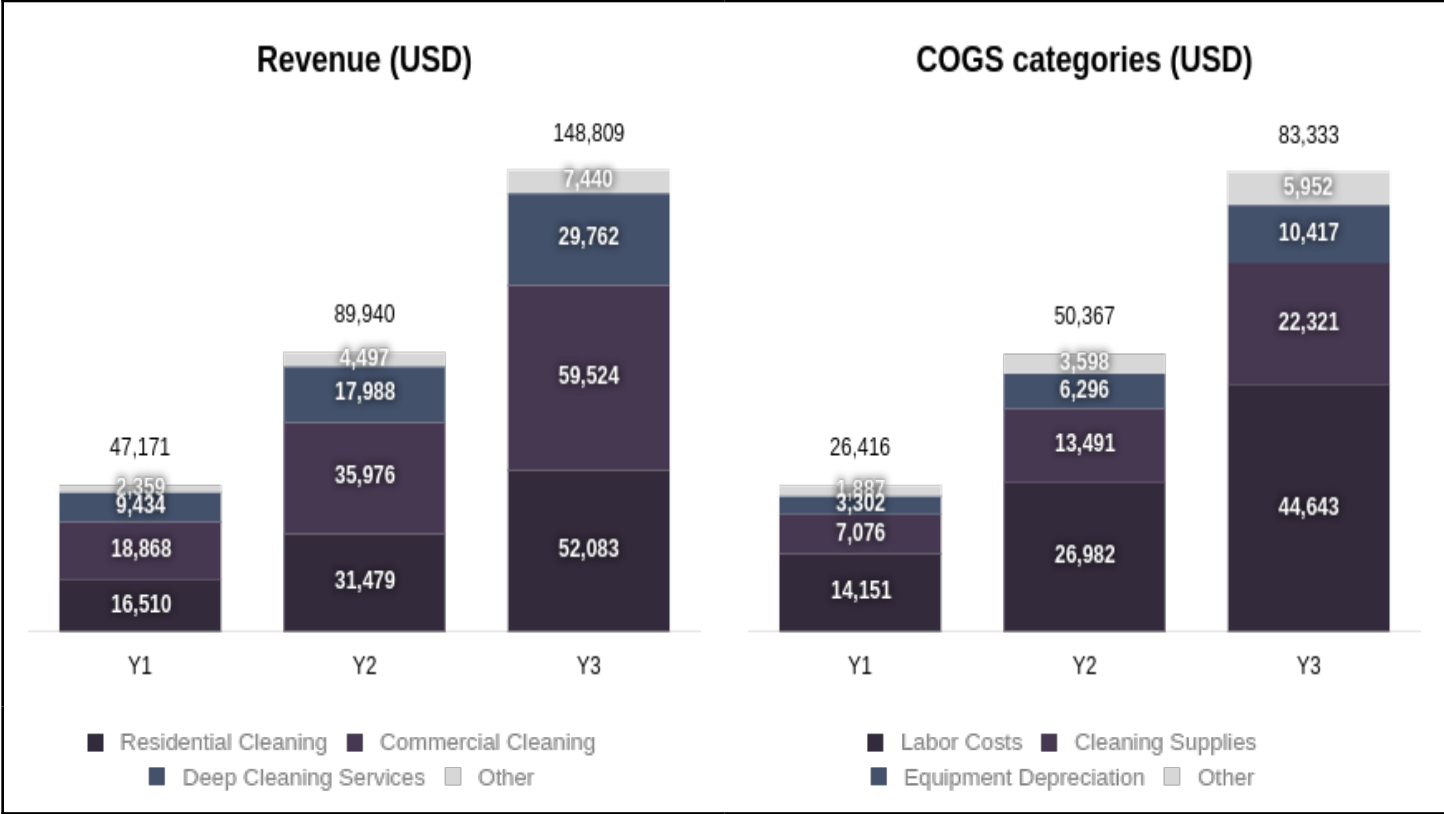
Admin



Revenue Formation Narrative

ZenClean is projected to achieve remarkable growth in its initial three years of operation. Based on our comprehensive market analysis, we estimate a Serviceable Addressable Market (SAM) of 0.70% within the Irish cleaning services sector, which translates to a total addressable market of €561,561,673. ZenClean's unique selling proposition of premium, eco-friendly, and efficient cleaning solution allows us to realistically capture this share, despite limited capital and high competition. For the first year, we anticipate a modest Serviceable Obtainable Market (SOM) penetration of 1.20000%, resulting in revenue of 47,171.18 USD . This cautious projection accounts for initial brand building and customer acquisition efforts, given the market's established players and competitive intensity. In the second year, as ZenClean's customer base and brand recognition expand, we project SOM to increase to 2.20000%, with corresponding revenue reaching 89,939.72 USD . By the third year, we envision further penetration to 3.50000%, driven by continued strategic marketing and improving operational efficiency, leading to projected revenues of 148,809.35 USD . Revenue contributions from our four main lines of business are forecasted as follows: Residential Cleaning (35.00%), Commercial Cleaning (40.00%), Deep Cleaning Services (20.00%), and Other services (5%). These estimates demonstrate a balanced revenue mix that leverages the scalability of our commercial services while maintaining strong performance in our core residential cleaning operations. ZenClean's commitment to delivering high-quality, reliable, and personalized cleaning solutions is expected to foster sustained growth and customer loyalty.

\$ 148,809 ^{Y3} Projected Revenue **0.01%** Market share



Revenue Calculation Details

Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Residential Cleaning	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%
Commercial Cleaning	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%
Deep Cleaning Services	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
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%

Residential Cleaning	1,032	1,032	1,032	1,238	1,238	1,238	1,513	1,513	1,513	1,720	1,720	1,720	16,510	31,479	52,083
Commercial Cleaning	1,179	1,179	1,179	1,415	1,415	1,415	1,730	1,730	1,730	1,965	1,965	1,965	18,868	35,976	59,524
Deep Cleaning Services	590	590	590	708	708	708	865	865	865	983	983	983	9,434	17,988	29,762
Other	147	147	147	177	177	177	216	216	216	246	246	246	2,359	4,497	7,440

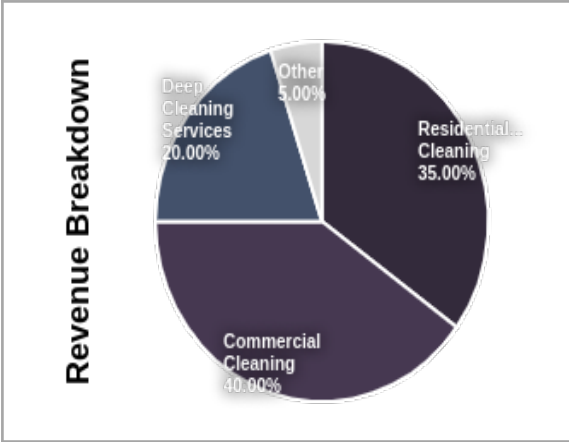
Total Revenue (USD)	2,948	2,948	2,948	3,538	3,538	3,538	4,324	4,324	4,324	4,914	4,914	4,914	47,171	89,940	148,809
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Total revenue is expected to reach \$ 148,809 by year 3.

Main revenue driver are:

- Commercial Cleaning which generates \$ 59,524 by Year 3
- Residential Cleaning which generates \$ 52,083 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 77.61 %



COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Labor Costs	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%
Cleaning Supplies	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%	15.00%
Equipment Depreciation	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%
Other	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%

Labor Costs	884	884	884	1,061	1,061	1,061	1,297	1,297	1,297	1,474	1,474	1,474	14,151	26,982	44,643
Cleaning Supplies	442	442	442	531	531	531	649	649	649	737	737	737	7,076	13,491	22,321
Equipment Depreciation	206	206	206	248	248	248	303	303	303	344	344	344	3,302	6,296	10,417
Other	118	118	118	142	142	142	173	173	173	197	197	197	1,887	3,598	5,952

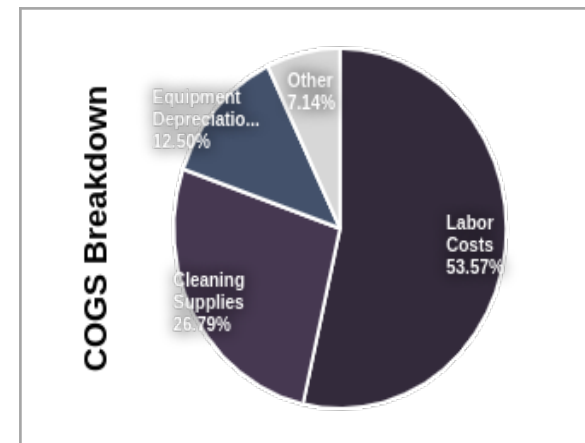
Total COGS (USD)	1,651	1,651	1,651	1,981	1,981	1,981	2,421	2,421	2,421	2,752	2,752	2,752	26,416	50,366	83,333
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Total COGS is expected to reach \$ 83,333 by year 3.

Main revenue driver are:

- Labor Costs which generates \$ 44,643 by Year 3
- Cleaning Supplies which generates \$ 22,321 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 77.61 %



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%	7.50%
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	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%
Office supplies	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%
Legal and Professional Fees	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%
Marketing and Branding	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%	3.82%
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	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%

Payroll Expenses	221	221	221	265	265	265	324	324	324	369	369	369	3,538	6,745	11,161
Rent & Utilities	88	88	88	106	106	106	130	130	130	147	147	147	1,415	2,698	4,464
Communication Expenses	29	29	29	35	35	35	43	43	43	49	49	49	472	899	1,488
Office supplies	15	15	15	18	18	18	22	22	22	25	25	25	236	450	744
Legal and Professional Fees	29	29	29	35	35	35	43	43	43	49	49	49	472	899	1,488
Marketing and Branding	113	113	113	135	135	135	165	165	165	188	188	188	1,802	3,436	5,685
Representation and Entertainment	15	15	15	18	18	18	22	22	22	25	25	25	236	450	744
Training and Development	15	15	15	18	18	18	22	22	22	25	25	25	236	450	744
Other Miscellaneous	29	29	29	35	35	35	43	43	43	49	49	49	472	899	1,488

Total SG&A (USD)	555	555	555	666	666	666	814	814	814	925	925	925	8,878	16,927	28,006
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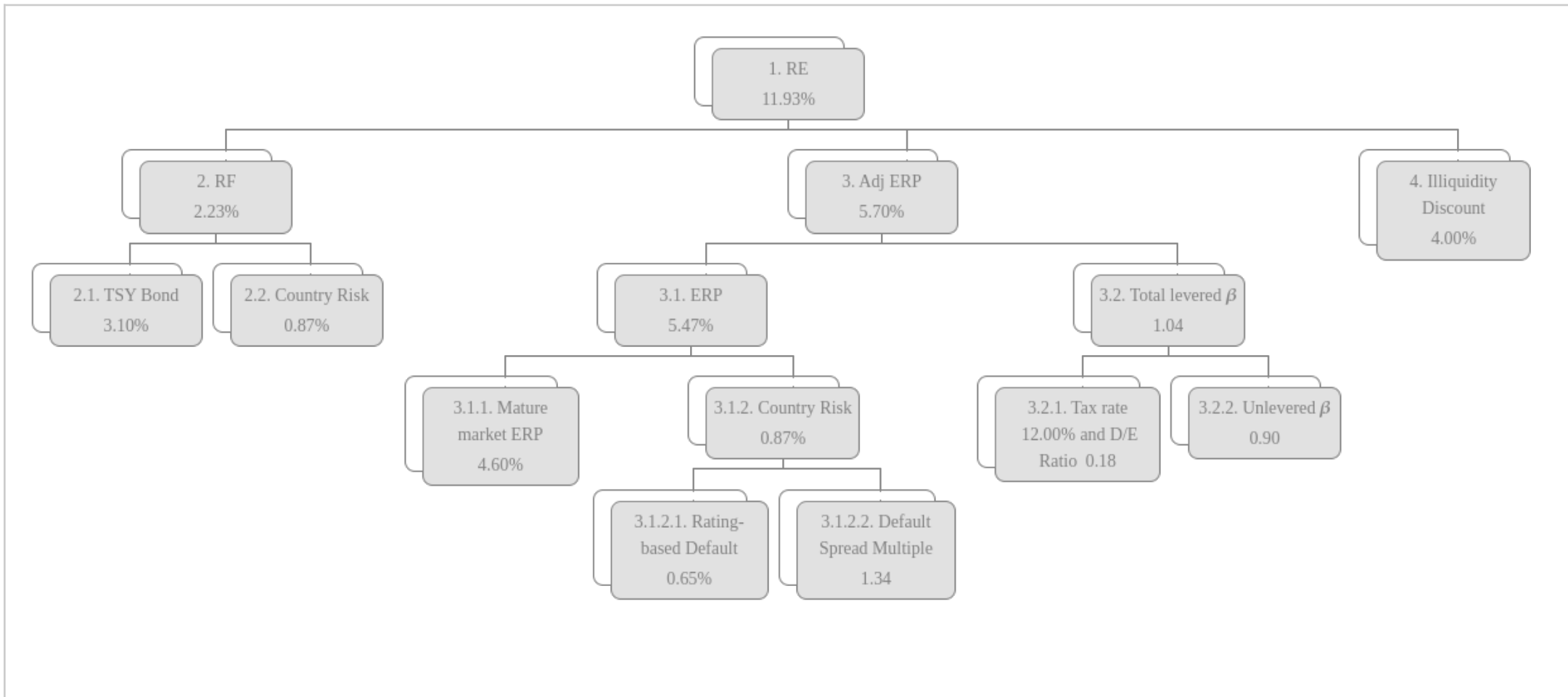
PaT Expectations

1 2 3 4 5 6 7

Financial Projection

Income Statement (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	2,948	2,948	2,948	3,538	3,538	3,538	4,324	4,324	4,324	4,914	4,914	4,914	47,171	89,940	148,809
Residential Cleaning	1,032	1,032	1,032	1,238	1,238	1,238	1,513	1,513	1,513	1,720	1,720	1,720	16,510	31,479	52,083
Commercial Cleaning	1,179	1,179	1,179	1,415	1,415	1,415	1,730	1,730	1,730	1,965	1,965	1,965	18,868	35,976	59,524
Deep Cleaning Services	590	590	590	708	708	708	865	865	865	983	983	983	9,434	17,988	29,762
Other	147	147	147	177	177	177	216	216	216	246	246	246	2,359	4,497	7,440
COGS	-1,651	-1,651	-1,651	-1,981	-1,981	-1,981	-2,421	-2,421	-2,421	-2,752	-2,752	-2,752	-26,416	-50,366	-83,333
Labor Costs	-884	-884	-884	-1,061	-1,061	-1,061	-1,297	-1,297	-1,297	-1,474	-1,474	-1,474	-14,151	-26,982	-44,643
Cleaning Supplies	-442	-442	-442	-531	-531	-531	-649	-649	-649	-737	-737	-737	-7,076	-13,491	-22,321
Equipment Depreciation	-206	-206	-206	-248	-248	-248	-303	-303	-303	-344	-344	-344	-3,302	-6,296	-10,417
Other	-118	-118	-118	-142	-142	-142	-173	-173	-173	-197	-197	-197	-1,887	-3,598	-5,952
Gross Profit	1,297	1,297	1,297	1,557	1,557	1,557	1,903	1,903	1,903	2,162	2,162	2,162	20,755	39,573	65,476
SG&A Personal Expenses	-221	-221	-221	-265	-265	-265	-324	-324	-324	-369	-369	-369	-3,538	-6,745	-11,161
SG&A Operating Expenses	-334	-334	-334	-400	-400	-400	-489	-489	-489	-556	-556	-556	-5,340	-10,181	-16,845
EBITDA	742	742	742	891	891	891	1,089	1,089	1,089	1,237	1,237	1,237	11,878	22,647	37,470
Depreciation	659	659	659	659	659	659	659	659	659	659	659	659	7,905	7,905	7,905
EBIT	84	84	84	232	232	232	430	430	430	579	579	579	3,973	14,742	29,565
Interest Expense	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Profit before Tax	84	84	84	232	232	232	430	430	430	579	579	579	3,973	14,742	29,565
Tax	10	10	10	28	28	28	52	52	52	69	69	69	477	1,769	3,548
Profit after Tax (USD)	74	74	74	204	204	204	378	378	378	509	509	509	3,496	12,973	26,018

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	3,496	12,973	26,018	27,058	28,141	29,266	30,437
	Growth% Y4-Y7				4.00%	4.00%	4.00%	4.00%
	Growth% Y7 -->	3.50%						
	WACC	11.93%						
	PV Y1-Y7 at Y0	3,123	10,354	18,552	17,237	16,016	14,881	13,826
	PV Y7 --> Y0	169,693						
	NPV (USD)	263,683						

Average Survival Rate for 3 Years

50%

Final Valuation

\$ 131,841

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 11.93 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 4.00 %, which is consistent with the market Compound Annual Growth Rate (CAGR) trend. Beyond year 7, the cash flows are assumed to grow at a long-term growth rate of 3.50 %.

To account for the inherent risks associated with a start-up venture, the Firm Value is adjusted using the historical survival rate of newly established firms. As indicated by the study conducted by Aswath Damodaran, there was approximately 50% probability of survival for Information sector companies. This adjustment allows to incorporate the risk profile of the business and provide a more comprehensive assessment of its value.

It is important to note that if the company can successfully navigate through its initial three years of operation, it is expected to have a significantly higher likelihood of becoming a going concern. This underscores the importance of demonstrating resilience and establishing a solid foundation during the critical early stages of the business.

Financial and Technical

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

Organisational Structure

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

Other

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

Disclaimer

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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.

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