
Business Plan
& Valuation Presentation
JavaBlend

Contents

OUR
VISION & MISSION

Our Mission

JavaBlend aims to deliver exceptional coffee experiences through expertly brewed beverages and fresh pastries, all made with high-quality, ethically sourced beans. By creating a cozy and inviting atmosphere, we provide a welcoming environment where customers can relax, work, or connect with friends. Our commitment to sustainability and supporting local businesses differentiates us, making JavaBlend the ultimate destination for a perfect cup of coffee and a pleasant escape from the everyday hustle.

Our Vision

JavaBlend envisions becoming the leading coffee destination renowned for its exceptional coffee experiences and community-driven values. In twenty years, we aspire to be a nationwide network of cozy coffee shops that serve as welcoming retreats for individuals seeking a perfect cup of coffee and a moment of tranquility. Our goal is to inspire other businesses to adopt sustainable practices and to strengthen local communities through our dedication to excellence and social responsibility.

Summary Financials Dashboard

Key performance indicators
(Base Scenario Y3)

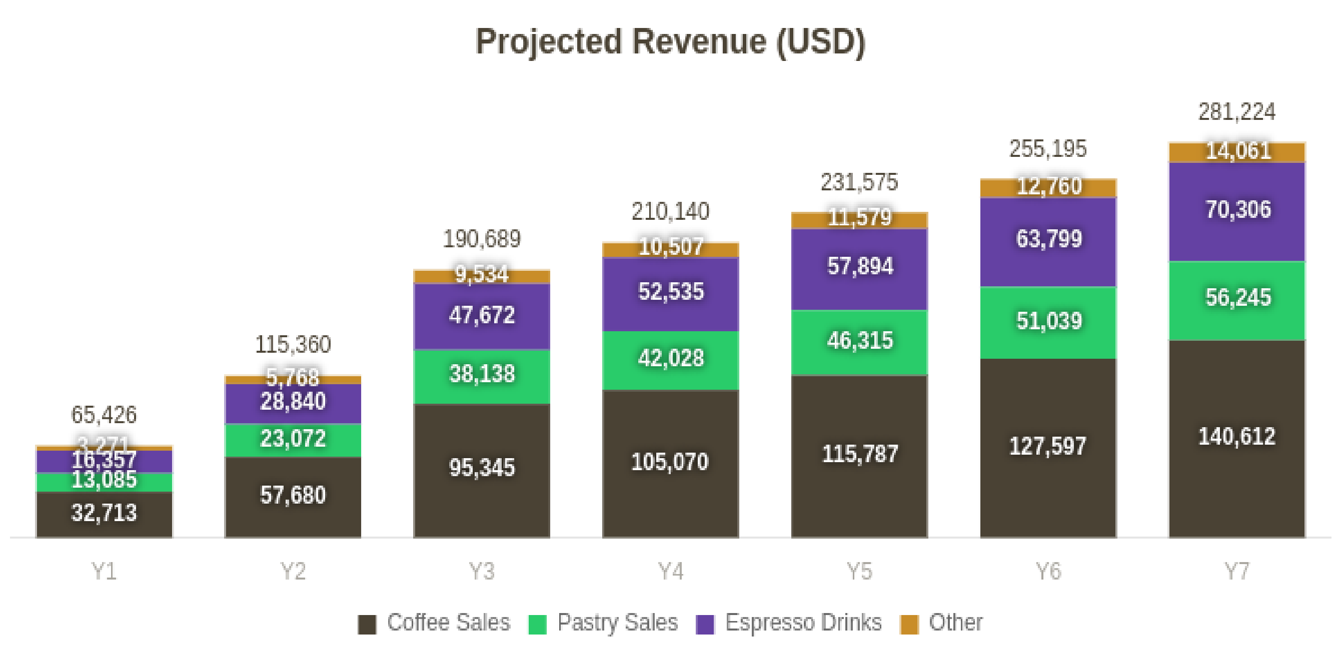
$ 190,690

Revenue
$ 72,462

Gross Profit
$ 51,486

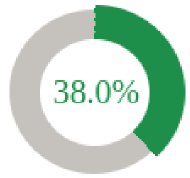
EBITDA
0.02%

Target Market Share

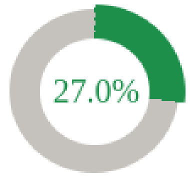


Margins
(Stabilized by Y3)

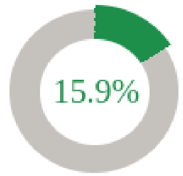
GP Margin



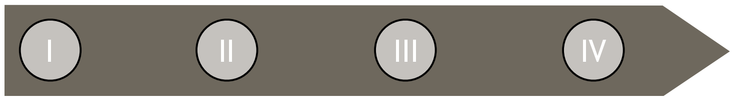
EBITDA Margin



PbT Margin



Project Phases



Foundation Enhancement Diversification Innovation

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

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

Investment $ 125,000

Y1 CAPEX $ 60,000

WC $ 10,959

About the Company: General Overview

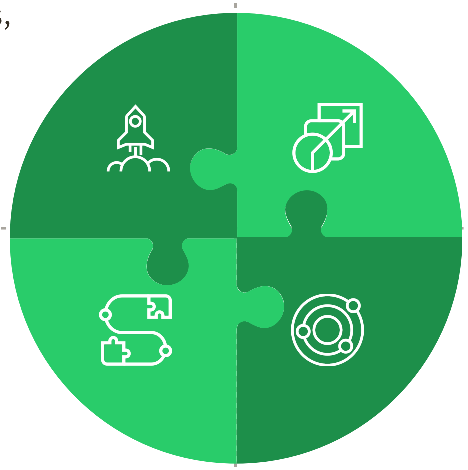
JavaBlend is a cozy coffee shop dedicated to delivering exceptional coffee experiences in a warm, inviting atmosphere. The company operates in the Beverage serving activities industries within the Accommodation and food service activities sector. JavaBlend's menu features a range of expertly brewed coffees, artisanal espresso drinks, and fresh pastries, all made with high- quality, ethically sourced beans. At JavaBlend, the focus is on creating a welcoming environment where customers can relax, work, or catch up with friends. With a commitment to sustainability and community, JavaBlend uses eco-friendly practices and supports local businesses. This coffee shop serves as the go-to destination for a perfect cup of coffee and provides a pleasant escape from the everyday hustle.

The Main Phases: Projects & Impacts

01 Foundation

Phase I.

Launch JavaBlend café, serving expertly brewed coffees, artisanal espresso drinks, and fresh pastries in a cozy, welcoming atmosphere using high-quality, ethically sourced beans.



02 Enhancement

Phase II.

Expand menu with seasonal offerings and special editions, enhance customer experience through loyalty programs, and grow user base by opening additional locations in strategic neighborhoods.

03 Diversification

Phase III.

Introduce new revenue streams such as coffee subscription services, branded merchandise, and partnerships with local businesses to feature exclusive, co-branded products and community events.

04 Innovation

Phase IV.

Explore high-risk ventures like franchising globally, developing a proprietary app for custom orders, and experimenting with innovative beverage technologies and sustainable practices to stay ahead in the market.

Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Customers	1. Enjoy high-quality, ethically sourced coffee and beverages in a cozy atmosphere. 2. Benefit from a loyalty program offering rewards and exclusive offers. 3. Experience community through events and collaborations with local businesses.
Employees	1. Gain stable employment with opportunities for growth and development. 2. Work in a supportive and inclusive environment that values their contributions. 3. Receive training in high-quality coffee preparation and customer service.
Local Suppliers	1. Opportunities for increased business and growth through partnerships. 2. Collaboration in promoting sustainable and ethical sourcing practices. 3. Increased exposure and brand recognition through co-branded products.
Investors	1. Potential for financial returns through growth and expansion phases. 2. Increased brand value through community engagement and sustainability initiatives. 3. Access to new revenue streams such as subscriptions and merchandise.
Community	1. Enhanced neighborhood experiences through welcoming social spaces. 2. Support for local economy and businesses through JavaBlend's partnerships. 3. Access to community events and initiatives promoting local culture and values.
Environmental Groups	1. Support for eco-friendly practices in the coffee industry. 2. Collaboration on sustainability projects and reducing environmental impact. 3. Promotion of ethical sourcing and fair trade partnerships.
Franchisees	1. Opportunity to capitalize on a strong, established brand with a loyal customer base. 2. Access to a comprehensive support system including training, marketing, and operations. 3. Potential for high financial returns through innovative business models and expansion.

Sources: Company's Prop Assessment

Key Performance Components

Competitive Advantage

Exceptional Coffee Quality

JavaBlend ensures every cup is crafted from high-quality, ethically sourced beans, providing customers with an unrivaled coffee experience.

Inviting Atmosphere

The cozy, warm environment at JavaBlend makes it an ideal spot for relaxation, work, or socializing, enhancing customer satisfaction and loyalty.

Sustainability Focus

JavaBlend's commitment to eco-friendly practices and local business support sets it apart, attracting environmentally conscious and community-minded customers.

Marketing and Growth Strategy

Collaborates with local vendors and artists to create mutually beneficial relationships, enhancing community ties and driving foot traffic.

Implements a customer loyalty program offering rewards and discounts to foster repeat visits and increase customer retention.

Engages with customers on social media platforms through regular posts, promotions, and community events to increase brand visibility and customer engagement.

Target Groups

	Industries	Description
I	Local Coffee Enthusiasts	Individuals who are passionate about quality coffee and enjoy exploring new flavors and brewing techniques.
II	Remote Workers and Students	People looking for a cozy and quiet place to work or study, offering complimentary Wi-Fi and plentiful seating.
III	Health-Conscious Consumers	Customers who seek out ethically sourced and fresh ingredients, and are interested in sustainable and eco-friendly practices.
IV	Busy Professionals	Individuals seeking a quick but high-quality coffee fix during their commutes or work breaks.
V	Social Gatherers	Groups of friends or family looking for a comfortable and welcoming place to catch up and enjoy great beverages.
VI	Tourists and Visitors	Travelers interested in experiencing local coffee culture and seeking a pleasant, relaxing environment during their trips.
VII	Event Planners	Organizers seeking a unique venue for hosting intimate events, meetings, or community gatherings in a cozy coffee shop setting.

Sources: Company's Prop Assessment

Painpoints & Solutions

Solution from Phase I to Phase IV

	1	2	3	4	5	6	7
Painpoints	**Inconsistent Coffee Quality** Many coffee shops struggle with maintaining consistency in the quality and flavor of their coffee.	**Lack of Welcoming Atmosphere** Customers often find it difficult to locate a coffee shop that provides a cozy and welcoming environment to relax in.	**Limited Food Options** Coffee shops frequently offer a limited selection of fresh and high-quality pastries and snacks.	**Lack of Seasonal Variety** A stagnant menu can make it difficult to retain customer interest over time.	**Customer Retention Challenges** Maintaining a loyal customer base in a competitive market can be challenging without incentives.	**Geographic Limitations** Relying on a single location can limit customer reach and business growth.	**Crowded and Noisy Environment** Customers often find it difficult to enjoy their coffee due to noisy and overcrowded seating areas.
Solution	JavaBlend will use high-quality, ethically sourced beans and train baristas rigorously to ensure every cup meets our exacting standards.	JavaBlend will create a warm and inviting atmosphere with comfortable seating, soft lighting, and pleasant decor so that customers can feel at home.	JavaBlend will complement its coffee offerings with a range of freshly baked pastries and snacks to provide a full café experience.	JavaBlend will introduce seasonal offerings and special editions to keep the menu fresh and exciting for customers.	JavaBlend will implement loyalty programs to reward repeat customers and encourage ongoing patronage.	JavaBlend will strategically open additional locations in neighborhoods that align with our target demographic to expand our reach.	JavaBlend will design its layout to optimize space and acoustics, ensuring a tranquil environment where customers can relax, work, or have conversations without disturbance.

Strategic Analysis: SWOT

Strength	High-quality, ethically sourced beans ensure superior taste and sustainability. Expertly brewed coffees and artisanal drinks attract discerning customers. Inviting atmosphere fosters relaxation and socialization. Commitment to eco-friendly practices enhances brand reputation. Support for local businesses builds strong community ties.
Weaknesses	Limited scalability due to emphasis on a cozy, intimate setting. High-quality ingredients and eco-friendly practices drive up operational costs. Dependence on a single location limits market reach. Seasonal variations affect specialty drink sales. Higher price point might deter cost-conscious customers.
Opportunities	Potential to open new locations in high-traffic areas. Collaborations with local artists and events to increase foot traffic. Expansion of online presence and delivery services. Introduction of seasonal and specialty beverages to attract new customers. Partnership with local suppliers for exclusive offerings.
Threats	Intense competition from other local and chain coffee shops. Economic downturns could reduce discretionary spending on premium beverages. Supply chain disruptions may affect bean availability. Increasing operational costs could squeeze profit margins. Consumer preferences may shift towards ready-to-drink coffee products.

Sources: Company's Prop Assessment

Pestel: Analysis

P	E	S	T	E	L
Political 7 / 10	Economic 7 / 10	Social 7 / 10	Technological 8 / 10	Environmental 7 / 10	Legal 6 / 10
Regulations: Compliance with food safety, health, and environmental regulations is critical.	**Economic Stability:** Economic downturns can reduce discretionary spending on premium coffee.	**Coffee Culture:** Growing coffee culture increases demand for high-quality coffee experiences.	**Digital Payments:** Adoption of digital payment systems enhances customer satisfaction and operational efficiency.	**Sustainable Practices:** Commitment to eco-friendly practices attracts environmentally conscious customers.	**Labor Laws:** Adhering to labor laws ensures compliance and employee satisfaction.
Trade Policies: Tariffs or trade policies affecting coffee bean importation can impact costs.	**Inflation:** Rising prices of goods, including coffee beans, could affect profit margins.	**Health Consciousness:** Shift towards healthier beverages may influence menu diversification.	**Online Marketing:** Leveraging social media and online platforms for marketing can attract more customers.	**Climate Impact:** Climate change poses risks to coffee bean supply and quality.	**Intellectual Property:** Protecting brand and product names strengthens market position.

JavaBlend is well-positioned to capitalize on the thriving coffee culture and increasing demand for quality coffee. By addressing the relevant PESTEL factors, JavaBlend can navigate potential challenges and seize growth opportunities.

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?

JavaBlend enables the firm to exploit the opportunity of a growing market for high-quality, ethical coffee, while neutralizing the threat of a competitive coffee market.

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

JavaBlend's combination of a cozy atmosphere, sustainable practices, and locally supported products is controlled by only a few other firms.

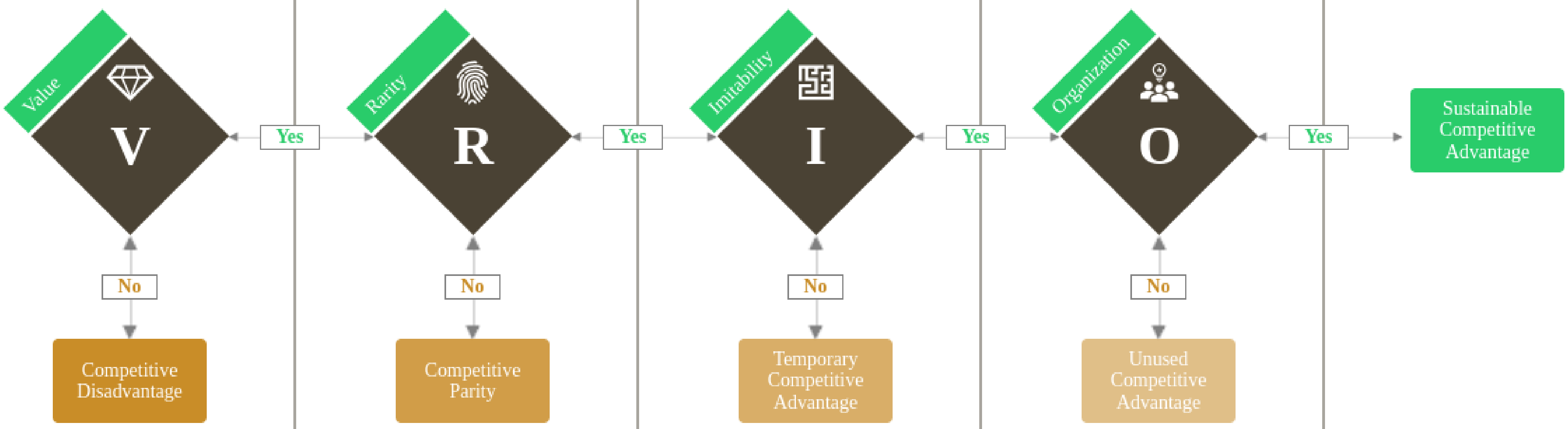
Is the resource or capability costly for other firms to imitate?

The high-quality, ethical sourcing of beans and the creation of a warm, inviting environment can be costly and challenging for other firms to replicate.

Is the firm organized to exploit the resource or capability?

JavaBlend is organized to fully exploit its resources and capabilities through its dedicated focus on quality, sustainability, and community engagement.

JavaBlend's resources and capabilities are valuable, rare, challenging to imitate, and the firm is organized to leverage them, providing a sustainable competitive advantage.



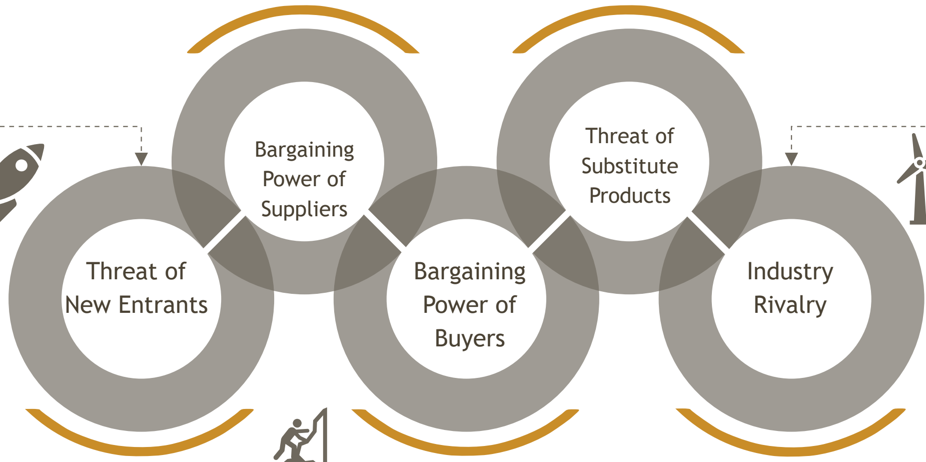
Sources: Company's Prop Planning

Porter's Five Forces: Analysis

Ethically sourced beans provide leverage for suppliers, but JavaBlend's commitment to sustainability mitigates supplier power.

Numerous beverage alternatives exist, from teas to energy drinks, making substitutive threats significant.

Barriers to entry in coffee shop market are low, resulting in the high potential for new competitors entering the market.



The coffee shop market is highly competitive with established brands and local cafes vying for market share.

JavaBlend operates in an intensely competitive market, with high threat levels from new entrants, substitutes, and buyer influence.

With many alternatives available, customers have significant influence over their choice for coffee establishments.

High
Moderate
Low

Management Team

Anders Nielsen

Co-Founder & CEO

Overview

Anders drives JavaBlend's mission, focusing on high-quality coffee and an exceptional customer experience, making each visit memorable for every guest

Katrine Sørensen

Co-Founder & Head Barista

Overview

Katrine brings her expertise in crafting the perfect cup of coffee, ensuring that JavaBlend's beverages consistently delight customers.

Mikkel Jensen

Operations Manager

Overview

Mikkel manages the daily operations, overseeing staff, inventory, and ensuring a seamless and efficient coffee shop experience

Anna Petersen

Customer Experience Manager

Overview

Anna focuses on enhancing the customer experience, ensuring that each visit to JavaBlend is enjoyable, welcoming, and unique

Sources: Company's Prop Profiles

History & Roadmap

Feb 2024 — **Market Research**
Conduct in-depth customer and market research.

Jun 2024 — **Menu Expansion**
Introduce new seasonal drinks and bakery items.

Sep 2024 — **Digital Marketing**
Launch a comprehensive digital marketing campaign.

Jan 2025 — **Eco-friendly Initiatives**
Implement additional sustainability practices.

May 2025 — **Community Events**
Host local events to build stronger community ties.

Sep 2025 — **Second Location**
Open a second coffee shop location.

Current Status.

JavaBlend's roadmap focuses on achieving key milestones from early 2024 to late 2025. They will start with in-depth market research in February 2024, ensuring a solid understanding of customer preferences. By June 2024, they plan to expand their menu with new seasonal offerings. A comprehensive digital marketing campaign will boost their brand presence by September 2024. In January 2025, JavaBlend commits to more eco-friendly initiatives. By May of the same year, they will host community events to strengthen local ties. Finally, in September 2025, JavaBlend aims to open a second location, furthering their reach and providing more cozy coffee spots for customers.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Draft initial business plan	Not Started	High	CEO	2 weeks
2	Secure initial funding	Not Started	High	CFO	1 month
3	Form legal entity	Not Started	High	COO	3 weeks
4	Set up accounting system	Not Started	Medium	CFO	2 weeks
5	Select and procure initial equipment	Not Started	High	COO	1 month
6	Hire key staff	Not Started	High	CPO	1 month
7	Create company website	Not Started	Medium	CIO	1 month
8	Develop operational procedures	Not Started	High	COO	6 weeks
Marketing					
1	Develop Brand Identity and Guidelines	Not Started	High	CBO	2 weeks
2	Create and Launch Website	Not Started	High	CTO	1 month
3	Establish Social Media Presence	Not Started	Medium	CMO	3 weeks
4	Design Loyalty Program	Not Started	High	CPO	1 month
5	Launch Initial Marketing Campaign	Not Started	High	CMO	2 months
6	Establish Press and Media Relationships	Not Started	Medium	CMO	1 month
7	SEO Optimization for Online Presence	Not Started	Medium	CIO	1 month
8	Develop Community Engagement Strategies	Not Started	High	CRO	2 months

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 1 & Technical Set Up for next Phases					
1	Secure initial funding	Not Started	High	CFO	1 month
2	Select and lease location	Not Started	High	COO	2 months
3	Set up supply chain and sourcing agreements	Not Started	High	CPO	1.5 months
4	Hire initial staff	Not Started	High	COO	2 months
5	Develop menu and recipes	Not Started	Medium	CPO	2 months
6	Set up POS system	Not Started	Medium	CTO	1 month
7	Design and renovate interior	Not Started	Medium	COO	3 months
8	Obtain necessary permits and licenses	Not Started	High	CFO	2 months
Phase 2					
1	Expand seasonal menu offerings	Not Started	High	CMO	2 months
2	Implement loyalty programs	Not Started	High	CRO	3 months
3	Identify and secure additional locations	Not Started	High	COO	4 months
4	Train staff on new menu items	Not Started	Medium	CPO	2 months
5	Develop marketing campaigns for new locations	Not Started	Medium	CMO	3 months
6	Upgrade customer feedback systems	Not Started	Medium	CIO	2 months
7	Partnership outreach for co-branded events	Not Started	Low	CSO	5 months
8	Monitor performance and feedback of new locations	Not Started	High	CEO	5 months

Sources: Company's Prop Planning

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 3					
1	Launch Coffee Subscription Service	Not Started	High	CRO	3 months
2	Develop Branded Merchandise Line	Not Started	Medium	CBO	4 months
3	Form Partnerships with Local Businesses	Not Started	High	CEO	2 months
4	Host Community Events	Not Started	Medium	CMO	5 months
5	Create Co-Branded Products with Local Artisans	Not Started	High	CPO	3 months
6	Set Up E-Commerce Platform for Merchandise	Not Started	High	CTO	3 months
7	Develop Marketing Campaign for Subscription Service	Not Started	Medium	CMO	2 months
8	Integrate Coffee Subscription Service with Mobile App	Not Started	High	CIO	4 months
Phase 4					
1	Explore franchising opportunities globally	Not Started	High	CEO	6 months
2	Develop proprietary app for custom orders	Not Started	High	CTO	4 months
3	Experiment with innovative beverage technologies	Not Started	Medium	CPO	5 months
4	Implement sustainable practices across all locations	Not Started	High	COO	3 months
5	Conduct market research for emerging coffee trends	Not Started	Medium	CRO	2 months
6	Develop a franchising model and guidelines	Not Started	High	CFO	6 months
7	Pilot test app and gather user feedback	Not Started	High	CTO	1 month
8	Initiate partnerships for innovative and sustainable coffee equipment	Not Started	Medium	CSO	3 months

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Supply Chain Disruptions	COO	Develop multiple suppliers
2	Equipment Failures	CTO	Schedule regular maintenance
3	Staff Shortages	COO	Implement cross-training
4	Quality Control Issues	CPO	Standardize procedures
5	Inventory Management	CFO	Use inventory software

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Health Code Violations	COO	Regular staff training and inspections
2	Labor Law Compliance	CFO	Regularly review labor laws with legal counsel
3	Licensing Issues	CBO	Timely renewals and compliance checks
4	Food Safety Standards	COO	Implement strict food safety protocols
5	Environmental Regulations	CSO	Adopt eco-friendly practices

Sources: Company's Prop Assessment

Core Risks & Mitigation Strategies

3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Intense competition	CRO	Differentiate with unique offerings and superior service.
2	Changing consumer preferences	CPO	Continuously adapt menu and ambiance to current trends.
3	Economic downturn	CFO	Maintain flexible pricing and cost control strategies.
4	Market saturation	CEO	Focus on niche markets and innovative expansion.
5	Brand reputation	CMO	Engage in strong community relations and quality assurance.

4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash Flow Shortages	CFO	Maintain a cash reserve and monitor cash flow regularly.
2	High Initial Costs	CFO	Secure funding well in advance and manage capital expenses carefully.
3	Credit Risk	CRO	Perform credit checks on partners and establish clear credit terms.
4	Interest Rate Fluctuations	CFO	Use fixed-rate loans and hedge interest rate exposure.
5	Revenue Variability	CSO	Diversify revenue streams and adjust pricing strategies.

5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Brand Reputation Damage	CMO	Proactively manage PR and monitor social media
2	Economic Downturn	CFO	Diversify revenue sources
3	Customer Preference Shifts	CPO	Continuously innovate menu offerings
4	Supply Chain Interruptions	COO	Establish multiple supplier relationships
5	Talent Retention	CEO	Implement competitive benefits

Market Overview (TAM, SAM and SOM)

Target Available Market (TAM)	Beverage serving activities (consolidated) Subindustry	$ 872,350,809	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 10.20%
Service Available Market (SAM)	1.50%	Given JavaBlend's cozy setup, exceptional coffee quality, and focus on community, it has strong potential in the niche beverage serving market within Farum, Denmark. However, as an SME with limited capital, its ability to capture market share is moderate. Therefore, a 1.5% of TAM is a realistic and	
Service Obtainable Market Y1-Y3 (SOM)	Year 1 0.50000% Year 2 0.80000% Year 3 1.20000%	JavaBlend operates in a competitive market dominated by established coffee shop chains. With initial capital of $125,000 and a focus on quality and sustainability, gaining traction will be gradual. The first year's market share will be modest as JavaBlend establishes its brand. Growth will continue in the	

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 Streem(USD)	Inflows	Outlows
Gross Profit	24,862	
Payroll Expenses		3,271
Rent & Utilities		1,309
Marketing and Branding		981
Communication Expenses		393
Capex		60,000
Representation and Entert.		393
Legal and Professional Fees		262
Office supplies		196
Training and Development		196
Other Miscellaneous		196
CAPEX & WC shortage Y1		42,335
Buffer		82,665
Total Required Investment(USD)		125,000

Payroll Expenses
4.87%

Rent & Utilities
1.95%

Marketing and Branding
1.46%

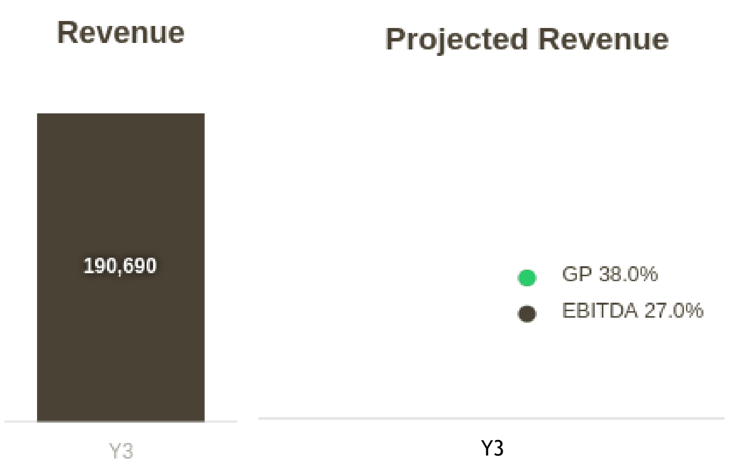
Communication Expenses
0.58%

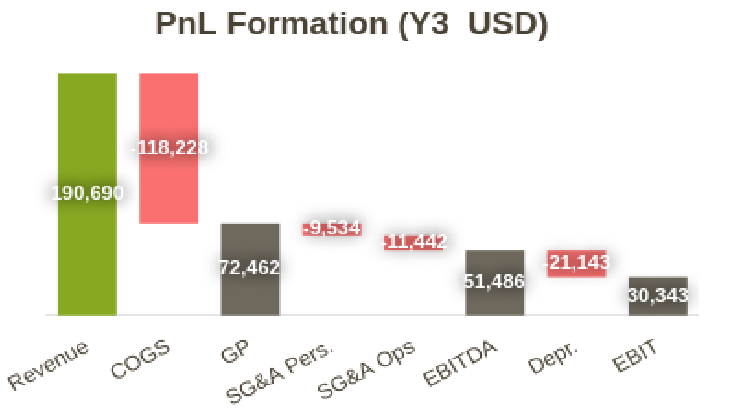
Capex
89.29%

Other
1.85%

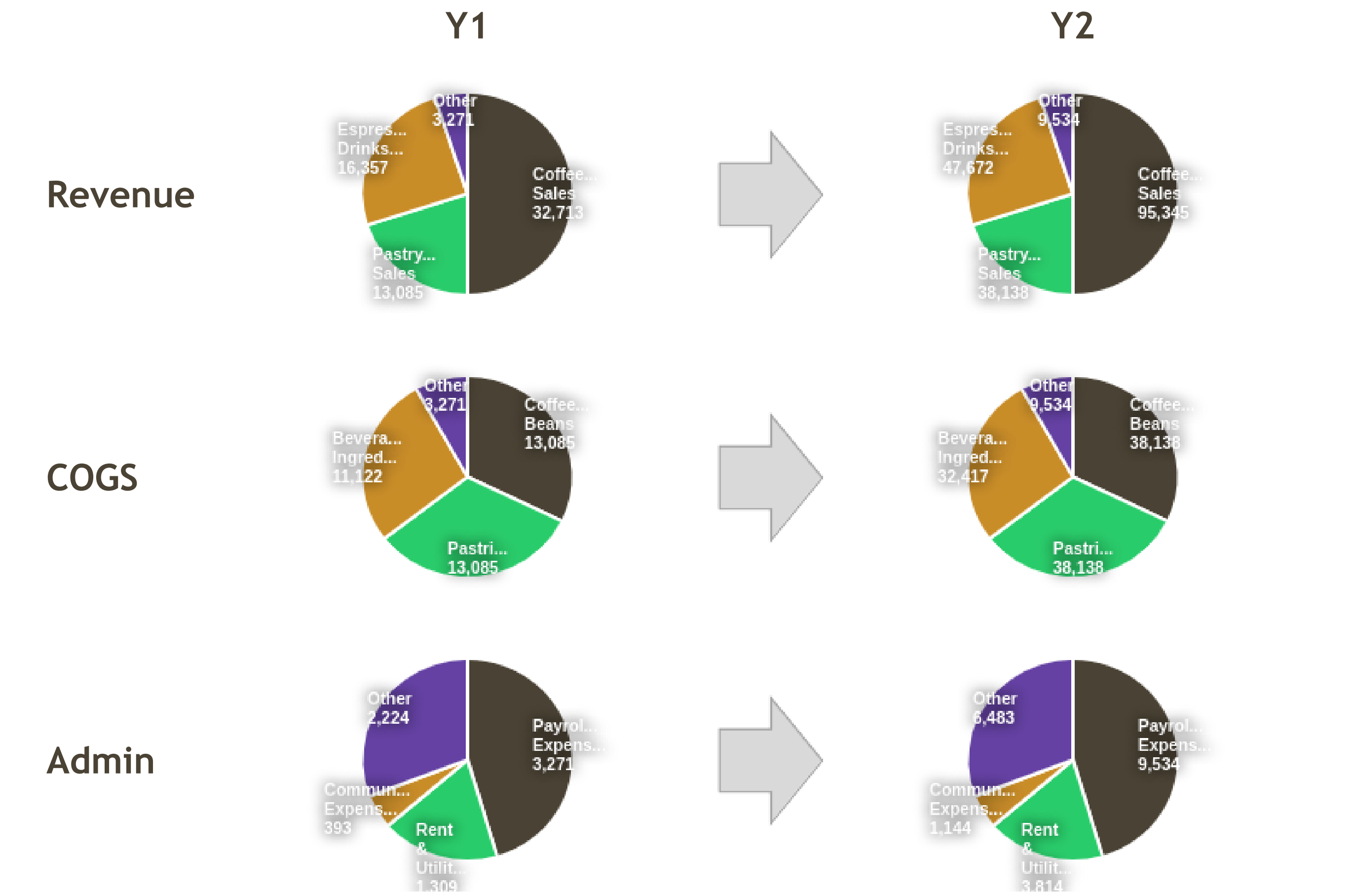
Financials Dashboard

Y3 PL formation and Margins





Business Line Breakdown (USD)

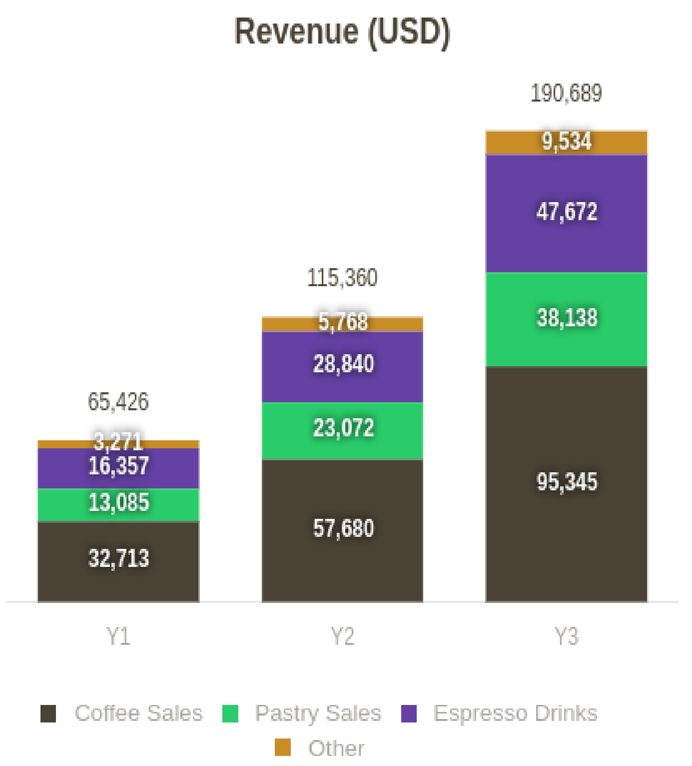


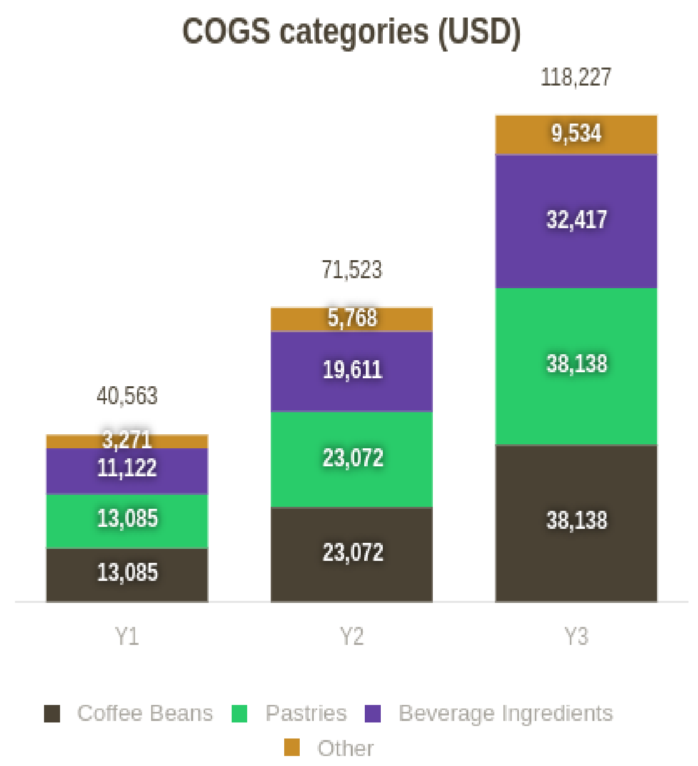
Revenue Formation Narrative

JavaBlend operates within the beverage serving activities industry, catering specifically to coffee enthusiasts in Farum, Denmark. With a Total Addressable Market (TAM) valued at 872,350,809 USD , JavaBlend is poised to carve out a niche segment by focusing on exceptional quality and community engagement. Our estimated Serviceable Available Market (SAM) is 1.5%, a realistic and conservative estimate given JavaBlend's cozy setup, superior coffee quality, and community-centric approach. As a small and medium-sized enterprise (SME) with limited capital, achieving this percentage is achievable yet ambitious in a competitive landscape. For Year 1, JavaBlend aims to capture 0.005% of the obtainable market, resulting in projected revenues of 65,426.31 USD . This modest beginning allows for gradual establishment and brand recognition. By Year 2, as brand loyalty grows and community engagement deepens, a market share of 0.008% is expected, translating to revenues of 115,359.67 USD . In Year 3, leveraging increased customer loyalty and sustained efforts to enrich the customer experience, JavaBlend anticipates capturing 0.012% of the obtainable market, equating to 190,689.54 USD in revenue. JavaBlend's revenue streams are diversified across four main lines of business: Coffee Sales (50.00% of Total Revenue), Pastry Sales (20.00%), Espresso Drinks (25.00%), and Other (5.00%). This diversified revenue strategy is designed to mitigate risk and capitalize on varied consumer preferences, ensuring steady growth and sustainability in the competitive coffee shop market.

$ 190,690 Y3 Projected Revenue

0.02% Market share





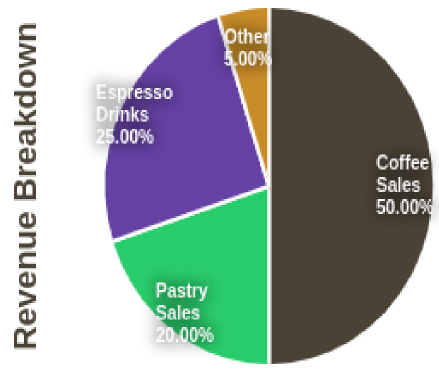
Revenue Calculation Details

Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Coffee Sales	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%
Pastry Sales	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%
Espresso Drinks	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	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%
Coffee Sales	2,045	2,045	2,045	2,453	2,453	2,453	2,999	2,999	2,999	3,408	3,408	3,408	32,713	57,680	95,345
Pastry Sales	818	818	818	981	981	981	1,199	1,199	1,199	1,363	1,363	1,363	13,085	23,072	38,138
Espresso Drinks	1,022	1,022	1,022	1,227	1,227	1,227	1,499	1,499	1,499	1,704	1,704	1,704	16,357	28,840	47,672
Other	204	204	204	245	245	245	300	300	300	341	341	341	3,271	5,768	9,534
Total Revenue (USD)	4,089	4,089	4,089	4,907	4,907	4,907	5,997	5,997	5,997	6,815	6,815	6,815	65,426	115,360	190,690

Total revenue is expected to reach $ 190,690 by year 3.
Main revenue driver are:

• Coffee Sales which generates $ 95,345 by Year 3
• Espresso Drinks which generates $ 47,672 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 70.72 %



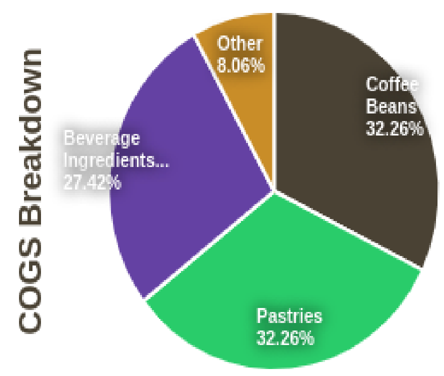
COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Coffee Beans	*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%*
Pastries	*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%*
Beverage Ingredients	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*	*17.00%*
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%*
Coffee Beans	818	818	818	981	981	981	1,199	1,199	1,199	1,363	1,363	1,363	13,085	23,072	38,138
Pastries	818	818	818	981	981	981	1,199	1,199	1,199	1,363	1,363	1,363	13,085	23,072	38,138
Beverage Ingredients	695	695	695	834	834	834	1,020	1,020	1,020	1,159	1,159	1,159	11,122	19,611	32,417
Other	204	204	204	245	245	245	300	300	300	341	341	341	3,271	5,768	9,534
Total COGS (USD)	2,535	2,535	2,535	3,042	3,042	3,042	3,718	3,718	3,718	4,225	4,225	4,225	40,564	71,523	118,228

Total COGS is expected to reach $ 118,228 by year 3.
Main revenue driver are:

- Coffee Beans which generates $ 38,138 by Year 3
- Pastries which generates $ 38,138 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 70.72 %



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	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%
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	0.60%	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%
Office supplies	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%
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	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	0.60%	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	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%
Other Miscellaneous	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%

Payroll Expenses	204	204	204	245	245	245	300	300	300	341	341	341	3,271	5,768	9,534
Rent & Utilities	82	82	82	98	98	98	120	120	120	136	136	136	1,309	2,307	3,814
Communication Expenses	25	25	25	29	29	29	36	36	36	41	41	41	393	692	1,144
Office supplies	12	12	12	15	15	15	18	18	18	20	20	20	196	346	572
Legal and Professional Fees	16	16	16	20	20	20	24	24	24	27	27	27	262	461	763
Marketing and Branding	61	61	61	74	74	74	90	90	90	102	102	102	981	1,730	2,860
Representation and Entertainment	25	25	25	29	29	29	36	36	36	41	41	41	393	692	1,144
Training and Development	12	12	12	15	15	15	18	18	18	20	20	20	196	346	572
Other Miscellaneous	12	12	12	15	15	15	18	18	18	20	20	20	196	346	572
Total SG&A (USD)	**450**	**450**	**450**	**540**	**540**	**540**	**660**	**660**	**660**	**750**	**750**	**750**	**7,197**	**12,690**	**20,976**

PaT Expectations

Income Statement (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	4,089	4,089	4,089	4,907	4,907	4,907	5,997	5,997	5,997	6,815	6,815	6,815	65,426	115,360	190,690
Coffee Sales	2,045	2,045	2,045	2,453	2,453	2,453	2,999	2,999	2,999	3,408	3,408	3,408	32,713	57,680	95,345
Pastry Sales	818	818	818	981	981	981	1,199	1,199	1,199	1,363	1,363	1,363	13,085	23,072	38,138
Espresso Drinks	1,022	1,022	1,022	1,227	1,227	1,227	1,499	1,499	1,499	1,704	1,704	1,704	16,357	28,840	47,672
Other	204	204	204	245	245	245	300	300	300	341	341	341	3,271	5,768	9,534
COGS	-2,535	-2,535	-2,535	-3,042	-3,042	-3,042	-3,718	-3,718	-3,718	-4,225	-4,225	-4,225	-40,564	-71,523	-118,228
Coffee Beans	-818	-818	-818	-981	-981	-981	-1,199	-1,199	-1,199	-1,363	-1,363	-1,363	-13,085	-23,072	-38,138
Pastries	-818	-818	-818	-981	-981	-981	-1,199	-1,199	-1,199	-1,363	-1,363	-1,363	-13,085	-23,072	-38,138
Beverage Ingredients	-695	-695	-695	-834	-834	-834	-1,020	-1,020	-1,020	-1,159	-1,159	-1,159	-11,122	-19,611	-32,417
Other	-204	-204	-204	-245	-245	-245	-300	-300	-300	-341	-341	-341	-3,271	-5,768	-9,534
Gross Profit	1,554	1,554	1,554	1,865	1,865	1,865	2,279	2,279	2,279	2,590	2,590	2,590	24,862	43,837	72,462
SG&A Personal Expenses	-204	-204	-204	-245	-245	-245	-300	-300	-300	-341	-341	-341	-3,271	-5,768	-9,534
SG&A Operating Expenses	-245	-245	-245	-294	-294	-294	-360	-360	-360	-409	-409	-409	-3,926	-6,922	-11,441
EBITDA	1,104	1,104	1,104	1,325	1,325	1,325	1,619	1,619	1,619	1,840	1,840	1,840	17,665	31,147	51,486
Depreciation	-1,762	-1,762	-1,762	-1,762	-1,762	-1,762	-1,762	-1,762	-1,762	-1,762	-1,762	-1,762	-21,143	-21,143	-21,143
EBIT	-658	-658	-658	-437	-437	-437	-143	-143	-143	78	78	78	-3,478	10,004	30,343
Interest Expense	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Profit before Tax	-658	-658	-658	-437	-437	-437	-143	-143	-143	78	78	78	-3,478	10,004	30,343
Tax	145	145	145	96	96	96	31	31	31	-17	-17	-17	765	-2,201	-6,676
Profit after Tax (USD)	-513	-513	-513	-341	-341	-341	-111	-111	-111	61	61	61	-2,713	7,803	23,668

Balance Sheet Statement

Balance Sheet (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Cash & Cash Equivalents	59,480	60,584	61,156	61,688	63,013	63,629	64,190	65,810	66,897	67,944	69,784	61,368	61,368	74,409	85,919
Accounts Receivable	4,089	4,089	4,089	4,907	4,907	4,907	5,997	5,997	5,997	6,815	6,815	6,815	6,815	12,017	19,863
Inventory	2,535	2,535	3,042	3,042	3,042	3,718	3,718	3,718	4,225	4,225	4,225	4,470	4,470	7,389	12,315
Prepaid Expenses	123	123	147	147	147	180	180	180	204	204	204	216	216	358	596
Deferred Tax Assets	145	289	434	530	626	723	754	785	817	800	782	765	765	-	-
Current Assets	66,371	67,620	68,869	70,315	71,736	73,157	74,840	76,491	78,141	79,989	81,812	73,635	73,635	94,173	118,693
Coffee Brewing Equipment	19,667	19,333	19,000	18,667	18,333	18,000	17,667	17,333	17,000	16,667	16,333	16,000	16,000	12,000	8,000
Furniture and Interior Decor	14,821	14,643	14,464	14,286	14,107	13,929	13,750	13,571	13,393	13,214	13,036	12,857	12,857	10,714	8,571
Point of Sale System	14,583	14,167	13,750	13,333	12,917	12,500	12,083	11,667	11,250	10,833	10,417	10,000	10,000	5,000	15,000
Initial Inventory and Supplies	9,167	8,333	7,500	6,667	5,833	5,000	4,167	3,333	2,500	1,667	833	10,000	10,000	10,000	10,000
Non-Current Assets	58,238	56,476	54,714	52,952	51,190	49,429	47,667	45,905	44,143	42,381	40,619	48,857	48,857	37,714	41,571
Total Assets	124,610	124,096	123,583	123,267	122,926	122,585	122,507	122,395	122,284	122,370	122,431	122,492	122,492	131,887	160,265
Accounts Payable	123	123	123	147	147	147	180	180	180	204	204	204	204	360	596
Short-Term Loans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accrued Interest Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Deferred Tax Liabilities	-	-	-	-	-	-	-	-	-	-	-	-	-	1,436	5,910
Current Liabilities	123	123	123	147	147	147	180	180	180	204	204	204	204	1,796	6,506
Loans and other borrowings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Non-Current Liabilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Liabilities	123	123	123	147	147	147	180	180	180	204	204	204	204	1,796	6,506
Paid-In Capital	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000	125,000
Retained Earnings	-	-	-	-	-	-	-	-	-	-	-	-	-	-2,713	5,091
Current Period Earnings	-513	-1,026	-1,539	-1,880	-2,221	-2,562	-2,673	-2,784	-2,896	-2,835	-2,774	-2,713	-2,713	7,803	23,668
Total Equity	124,487	123,974	123,461	123,120	122,779	122,438	122,327	122,216	122,104	122,165	122,226	122,287	122,287	130,091	153,758

Cash Flow Statement - Direct

Cash Flow Statement - Direct (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Initial Balance	62,342	59,480	60,584	61,156	61,688	63,013	63,629	64,190	65,810	66,897	67,944	69,784	-	61,368	74,409
Cash from sales of goods/services	-	4,089	4,089	4,089	4,907	4,907	4,907	5,997	5,997	5,997	6,815	6,815	58,611	110,158	182,843
Payments to employees/vendors	-2,862	-2,985	-3,492	-3,558	-3,582	-4,258	-4,345	-4,378	-4,885	-4,951	-4,975	-5,220	-52,027	-86,976	-143,894
Advances paid/received	-	-	-25	-	-	-33	-	-	-25	-	-	-12	-216	-141	-238
Taxes paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-2,201
Interest paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CF from Operating Activities	-2,862	1,104	572	532	1,325	616	562	1,619	1,088	1,047	1,840	1,584	6,368	23,041	36,509
Acquisition of															
Coffee Brewing Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-20,000	-	-
Furniture and Interior Decor	-	-	-	-	-	-	-	-	-	-	-	-	-15,000	-	-
Point of Sale System	-	-	-	-	-	-	-	-	-	-	-	-	-15,000	-	-15,000
Initial Inventory and Supplies	-	-	-	-	-	-	-	-	-	-	-	-10,000	-20,000	-10,000	-10,000
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-10,000	-70,000	-10,000	-25,000
Loans received / paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Investments received / paid	-	-	-	-	-	-	-	-	-	-	-	-	125,000	-	-
CF from Financing activities	-	-	-	-	-	-	-	-	-	-	-	-	125,000	-	-
Ending Balance	59,480	60,584	61,156	61,688	63,013	63,629	64,190	65,810	66,897	67,944	69,784	61,368	61,368	74,409	85,919

Assumptions:

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

Cash Flow Statement - Indirect

Cash Flow Statement - Indirect (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Initial Balance	62,342	59,480	60,584	61,156	61,688	63,013	63,629	64,190	65,810	66,897	67,944	69,784	-	61,368	74,409
EBIT	-658	-658	-658	-437	-437	-437	-143	-143	-143	78	78	78	-3,478	10,004	30,343
Δ Receivables & Prepaids	-4,089	-	-25	-818	-	-33	-1,090	-	-25	-818	-	-12	-7,032	-5,343	-8,085
Δ Payables	123	-	-	25	-	-	33	-	-	25	-	-	204	156	235
Δ Inventory	-	-	-507	-	-	-676	-	-	-507	-	-	-245	-4,470	-2,919	-4,926
Δ Depreciation	1,762	1,762	1,762	1,762	1,762	1,762	1,762	1,762	1,762	1,762	1,762	1,762	21,143	21,143	21,143
Tax Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-2,201
Interest Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CF from Operating Activities	-2,862	1,104	572	532	1,325	616	562	1,619	1,088	1,047	1,840	1,584	6,368	23,041	36,509
Acquisition of															
Coffee Brewing Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-20,000	-	-
Furniture and Interior Decor	-	-	-	-	-	-	-	-	-	-	-	-	-15,000	-	-
Point of Sale System	-	-	-	-	-	-	-	-	-	-	-	-	-15,000	-	-15,000
Initial Inventory and Supplies	-	-	-	-	-	-	-	-	-	-	-	-10,000	-20,000	-10,000	-10,000
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-10,000	-70,000	-10,000	-25,000
Loans received / paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Investments received / paid	-	-	-	-	-	-	-	-	-	-	-	-	125,000	-	-
CF from Financing activities	-	-	-	-	-	-	-	-	-	-	-	-	125,000	-	-
Ending Balance	59,480	60,584	61,156	61,688	63,013	63,629	64,190	65,810	66,897	67,944	69,784	61,368	61,368	74,409	85,919

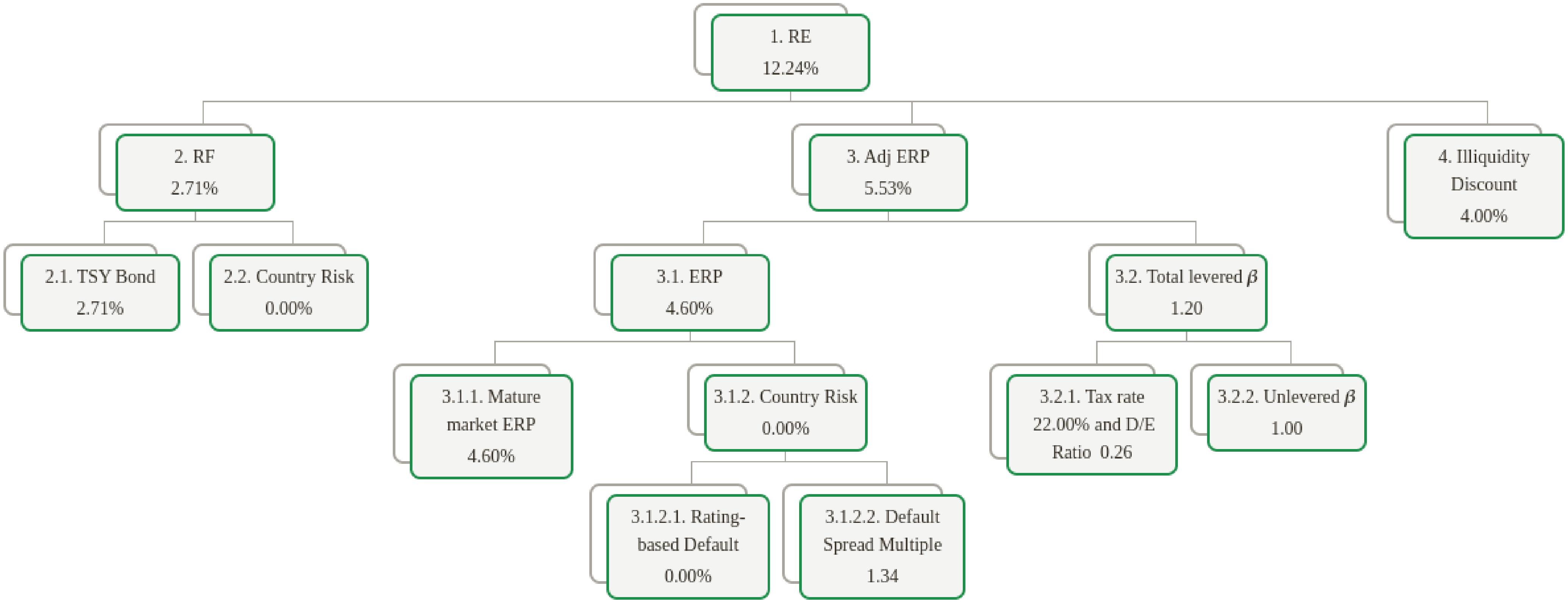
Assumptions:

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

Sources: Company's Prop Planning

Cost of Capital Estimation

Required Return on Equity Derivation



Sources: Aswath Damodaran, Investing.com

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)+β * (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 correspondingindustries. 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 Premiumof 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/

Sources: Aswath Damodaran, Investing.com

Business Valuation

DCF	(USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
	Profit after Tax	-2,713	7,803	23,668	26,082	28,742	31,674	34,905
	Growth% Y4-Y7				10.20%	10.20%	10.20%	10.20%
	Growth% Y7 -->	3.50%						
	WACC	12.24%						
	PV Y1-Y7 at Y0	-2,417	6,194	16,737	16,433	16,133	15,840	15,552
	PV Y7 --> Y0	184,102						
	NPV (USD)	268,573						

Average Survival Rate for 3 Years	50%

Final Valuation	**$ 134,287**

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 12.24 % 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%

Sources: Company's Prop Information

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%
Output	Revenue Y3	$ 190,690	$ 219,293	$ 162,086	$ 190,690	$ 190,690	$ 190,690	$ 190,690
	Gross Profit Y3	$ 72,462	$ 83,331	$ 61,593	$ 96,108	$ 48,817	$ 72,462	$ 72,462
	GP Margin	38%	38%	38%	50%	26%	38%	38%
	EBITDA Y3	$ 51,486	$ 59,209	$ 43,763	$ 75,132	$ 27,841	$ 51,486	$ 51,486
	EBITDA Margin	27%	27%	27%	39%	15%	27%	27%
	Net Profit Y3	$ 23,668	$ 29,692	$ 17,644	$ 42,111	$ 5,224	$ 23,668	$ 23,668
	Profit Margin	12%	14%	11%	22%	3%	12%	12%
	Final Valuation	$ 134,287	$ 170,351	$ 98,222	$ 244,707	$ 23,866	$ 160,135	$ 114,911

Stress Test: Growth Under Pressure

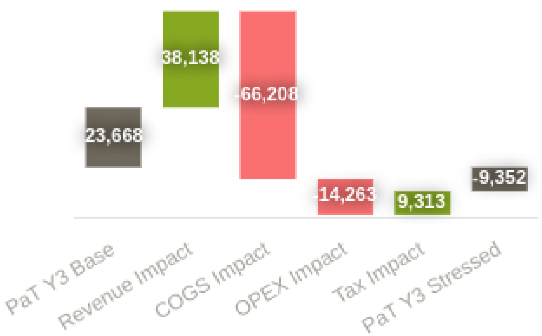
Stress tests provide a comprehensive view of how businesses might perform under extreme conditions, enabling better preparation for the uncertainties of real-world challenges.

Scenario Name	Story
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.

KPIs impact

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

Results

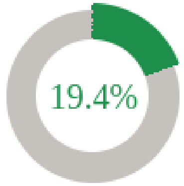


-$ 63,401
Valuation

$ 228,827
Revenue Y3

$ 9,153
EBITDA

-$ 9,352
Profit After Tax



Gross Profit Margin Y3

EBITDA Margin Y3

Sources: Company's Prop Information

Stress Test: The Perfect Storm

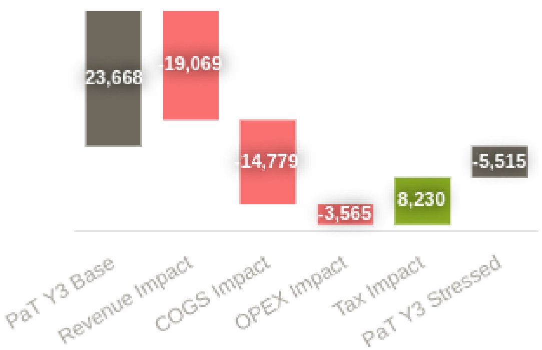
Stress tests provide a comprehensive view of how businesses might perform under extreme conditions, enabling better preparation for the uncertainties of real-world challenges.

Scenario Name	Story
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.

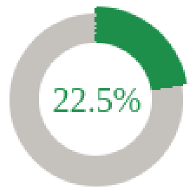
KPIs impact

Revenue Lower by 10%	**COGS** Higher by 25%
OPEX Higher by 30%	**Discount Rate** Higher by 10%

Results

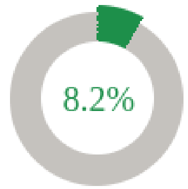


-$ 35,780 Valuation	**$ 171,621** Revenue Y3
$ 14,073 EBITDA	**-$ 5,515** Profit After Tax



Gross Profit Margin Y3

EBITDA Margin Y3



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	$ 52,341	$ 58,884	$ 62,155	$ 68,698	$ 71,969	$ 78,512	$ 59,538	$ 61,501	$ 63,464	$ 67,389	$ 69,352	$ 71,315
	Y2	$ 92,288	$ 103,824	$ 109,592	$ 121,128	$ 126,896	$ 138,432	$ 104,977	$ 108,438	$ 111,899	$ 118,820	$ 122,281	$ 125,742
	Y3	$ 152,552	$ 171,621	$ 181,155	$ 200,224	$ 209,758	$ 228,827	$ 173,527	$ 179,248	$ 184,969	$ 196,410	$ 202,131	$ 207,852
Gross Profit	Y1	$ 19,890	$ 22,376	$ 23,619	$ 26,105	$ 27,348	$ 29,834	$ 22,624	$ 23,370	$ 24,116	$ 25,608	$ 26,354	$ 27,100
	Y2	$ 35,069	$ 39,453	$ 41,645	$ 46,029	$ 48,220	$ 52,604	$ 39,891	$ 41,206	$ 42,522	$ 45,152	$ 46,467	$ 47,782
	Y3	$ 57,970	$ 65,216	$ 68,839	$ 76,085	$ 79,708	$ 86,954	$ 65,940	$ 68,114	$ 70,288	$ 74,636	$ 76,810	$ 78,984
GP Margin	Y1	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%
	Y2	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%
	Y3	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%
EBITDA	Y1	$ 14,132	$ 15,899	$ 16,782	$ 18,548	$ 19,432	$ 21,198	$ 16,075	$ 16,605	$ 17,135	$ 18,195	$ 18,725	$ 19,255
	Y2	$ 24,918	$ 28,032	$ 29,590	$ 32,704	$ 34,262	$ 37,377	$ 28,344	$ 29,278	$ 30,213	$ 32,082	$ 33,016	$ 33,950
	Y3	$ 41,189	$ 46,338	$ 48,912	$ 54,060	$ 56,635	$ 61,783	$ 46,852	$ 48,397	$ 49,942	$ 53,031	$ 54,575	$ 56,120
EBITDA Margin	Y1	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%
	Y2	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%
	Y3	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%	27%
Net Profit	Y1	-$ 5,468	-$ 4,091	-$ 3,402	-$ 2,024	-$ 1,335	$ 43	-$ 3,953	-$ 3,539	-$ 3,126	-$ 2,299	-$ 1,886	-$ 1,473
	Y2	$ 2,944	$ 5,374	$ 6,589	$ 9,018	$ 10,233	$ 12,662	$ 5,617	$ 6,346	$ 7,074	$ 8,532	$ 9,261	$ 9,990
	Y3	$ 15,636	$ 19,652	$ 21,660	$ 25,676	$ 27,684	$ 31,700	$ 20,053	$ 21,258	$ 22,463	$ 24,873	$ 26,077	$ 27,282
Profit Margin	Y1	-10%	-7%	-5%	-3%	-2%	0%	-7%	-6%	-5%	-3%	-3%	-2%
	Y2	3%	5%	6%	7%	8%	9%	5%	6%	6%	7%	8%	8%
	Y3	10%	11%	12%	13%	13%	14%	12%	12%	12%	13%	13%	13%
Final Valuation		$ 86,200	$ 110,244	$ 122,265	$ 146,308	$ 158,330	$ 182,373	$ 112,648	$ 119,861	$ 127,074	$ 141,500	$ 148,713	$ 155,926

Sources: Company's Prop Information

Glossary

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 oods sold
DCF - Discounted cash flow
Depr. - Depreciation
EBIT - Earnings before interest and taxes
EBITDA - Earnings before nterest, axes, depreciation, and amortization
EBT - Earnings Before Tax
ERP - Equity Risk Premium
ETA - Estimated Time of Arrival
EV - nterprise Value
FA (Tangible and Intangible) - Fixed assets (tangible and intangible)
FX - Foreign Exchange
FY - Fiscal year
GP - ross profit
k $ - Thousands of $
LLM - Large Language Model
LFY - Last fiscal year
m $ - Millions of $
MTD - Month-to-date
MVP - inimum Viable Product
NFT - Non-Fungible Token
NPV - Net present value
OPEX - Operating Expense
P&L - A profit and loss (P&L) tatement
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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