

# Business Plan & Valuation Presentation



# Contents

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

# OUR VISION & MISSION

## Our Mission

JobLink Pros is dedicated to bridging the gap between talented professionals and outstanding career opportunities through comprehensive recruitment services. By utilizing advanced technology and industry expertise, we streamline the hiring process and deliver customized solutions that cater to the unique needs of job seekers and employers. Our mission is to foster career growth and organizational success by providing personalized service and building strong, lasting relationships.

## Our Vision

JobLink Pros envisions becoming the most trusted and innovative employment agency, recognized for its excellence in matching talent with opportunities. Our aspiration is to be the go-to platform for both job seekers and employers, optimizing career paths and organizational growth through cutting-edge technology and meaningful partnerships. In twenty years, we aim to have transformed the recruitment landscape by setting new standards in service quality and success rates, making impactful contributions to the workforce and economy at large.



# Summary Financials Dashboard

Key performance indicators  
(Base Scenario Y3)

**\$ 261,871**

Revenue

**\$ 138,792**

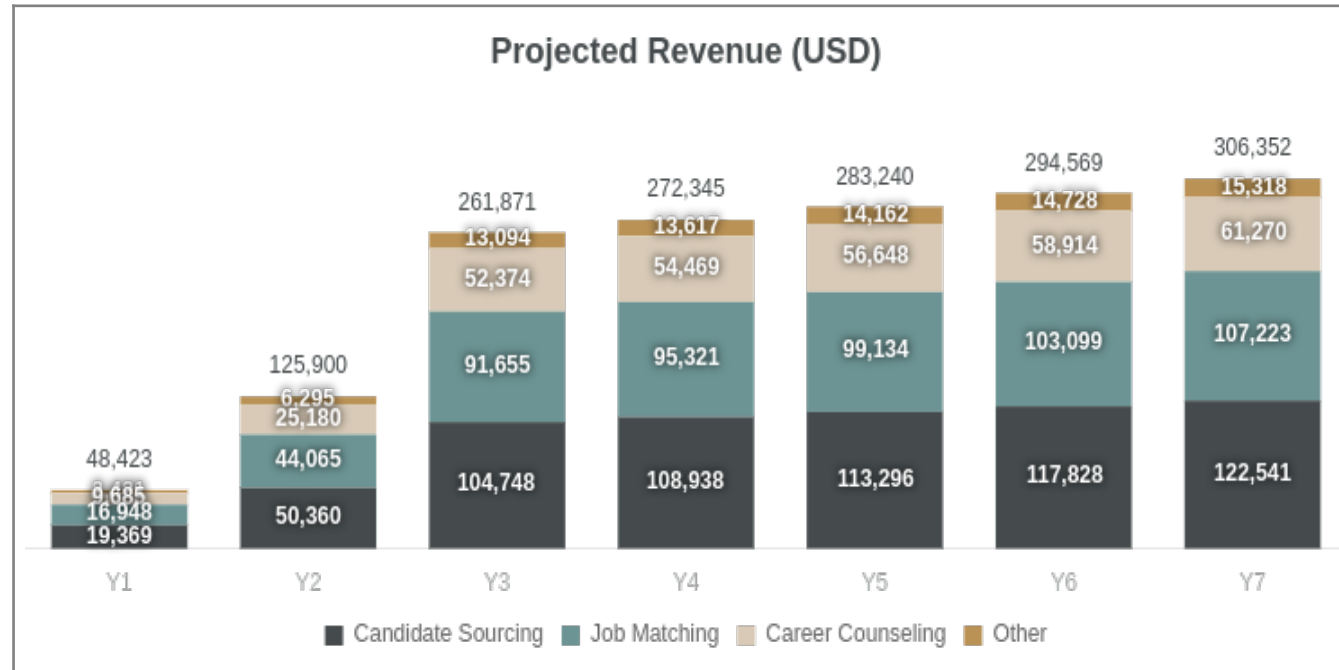
Gross Profit

**\$ 89,560**

EBITDA

**2.50%**

Target Market Share

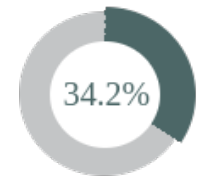


Margins  
(Stabilized by Y3)

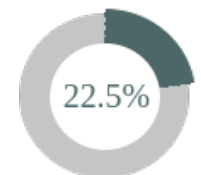
GP Margin



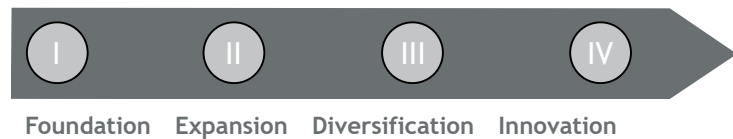
EBITDA Margin



PbT Margin

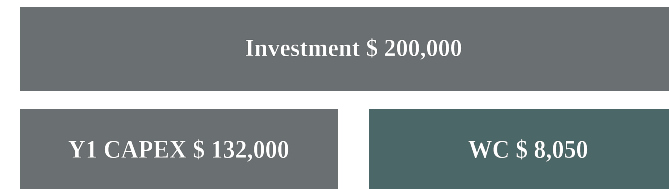


## Project Phases



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.

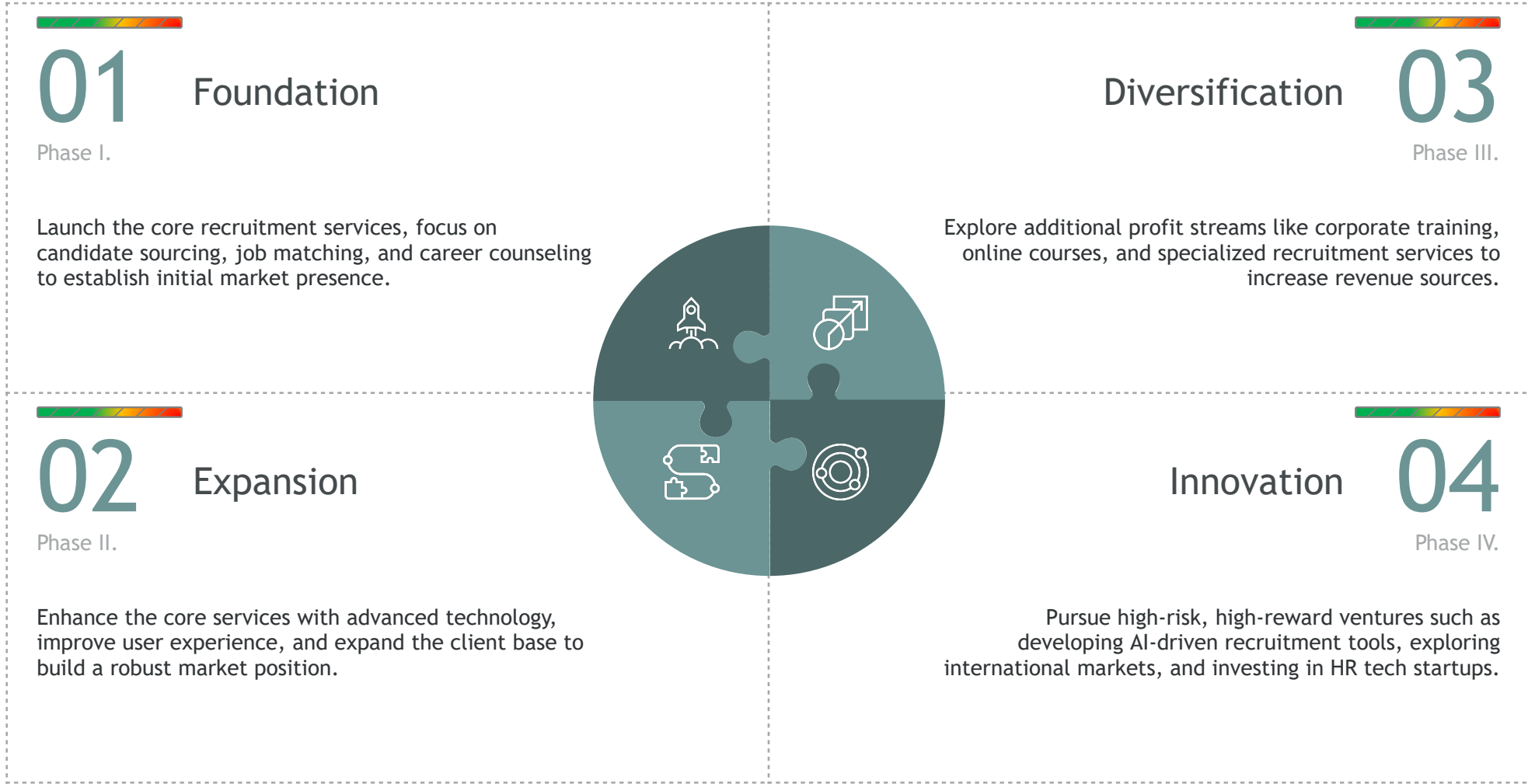


# About the Company: General Overview



JobLink Pros is a leading employment agency dedicated to connecting top talent with outstanding career opportunities across various industries. Specializing in the activities of employment placement agencies, JobLink Pros operates within the administrative and support service activities sector. The company provides comprehensive recruitment services, including candidate sourcing, job matching, and career counseling, all tailored to meet the unique needs of both job seekers and employers. The experienced team of recruiters at JobLink Pros utilizes advanced technology and industry expertise to streamline the hiring process and ensure exceptional results. With a focus on personalized service and building strong relationships, JobLink Pros is committed to delivering best-fit solutions for career growth and organizational success.

# The Main Phases: Projects & Impacts



# Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
<b>Job Seekers</b>	<ol style="list-style-type: none"> <li>1. Access to tailored career counseling and guidance to find the right job fit.</li> <li>2. Improved job matching with potential employers using advanced technology.</li> <li>3. Enhanced opportunities for career growth and skill development through additional services like online courses.</li> </ol>
<b>Employers</b>	<ol style="list-style-type: none"> <li>1. Efficient and effective candidate sourcing to meet specific organizational needs.</li> <li>2. Access to a pool of top talent, ensuring the right fit for various roles.</li> <li>3. Streamlined hiring process through the use of advanced technology and industry expertise.</li> </ol>
<b>Recruiters</b>	<ol style="list-style-type: none"> <li>1. Enhanced tools and resources for more effective candidate sourcing and job matching.</li> <li>2. Opportunities for professional development through training and skill-building initiatives.</li> <li>3. Ability to build stronger relationships with both job seekers and employers, enhancing their reputation and success.</li> </ol>
<b>Investors</b>	<ol style="list-style-type: none"> <li>1. Potential for high returns through diversified profit streams and innovative ventures.</li> <li>2. Confidence in a business with a growing market presence and robust position.</li> <li>3. Opportunities to invest in cutting-edge technologies and international markets.</li> </ol>
<b>Training Providers</b>	<ol style="list-style-type: none"> <li>1. Enhanced collaborations for offering various online courses and corporate training programs.</li> <li>2. Increased demand for specialized training services from job seekers and employers.</li> <li>3. Opportunities for long-term partnerships and growth.</li> </ol>
<b>Technology Partners</b>	<ol style="list-style-type: none"> <li>1. Opportunity to develop and implement advanced recruitment technologies.</li> <li>2. Collaborations on innovative projects such as AI-driven recruitment tools.</li> <li>3. Long-term partnerships through mutual business growth and technological advancements.</li> </ol>
<b>Local Communities</b>	<ol style="list-style-type: none"> <li>1. Economic growth through increased employment opportunities.</li> <li>2. Support for local talent leading to community development.</li> <li>3. Enhanced quality of life from successful career placements and development programs.</li> </ol>

# Key Performance Components

## Competitive Advantage

### Advanced Technology

JobLink Pros utilizes cutting-edge technology to streamline the hiring process, enhancing efficiency and effectiveness in candidate sourcing and job matching.

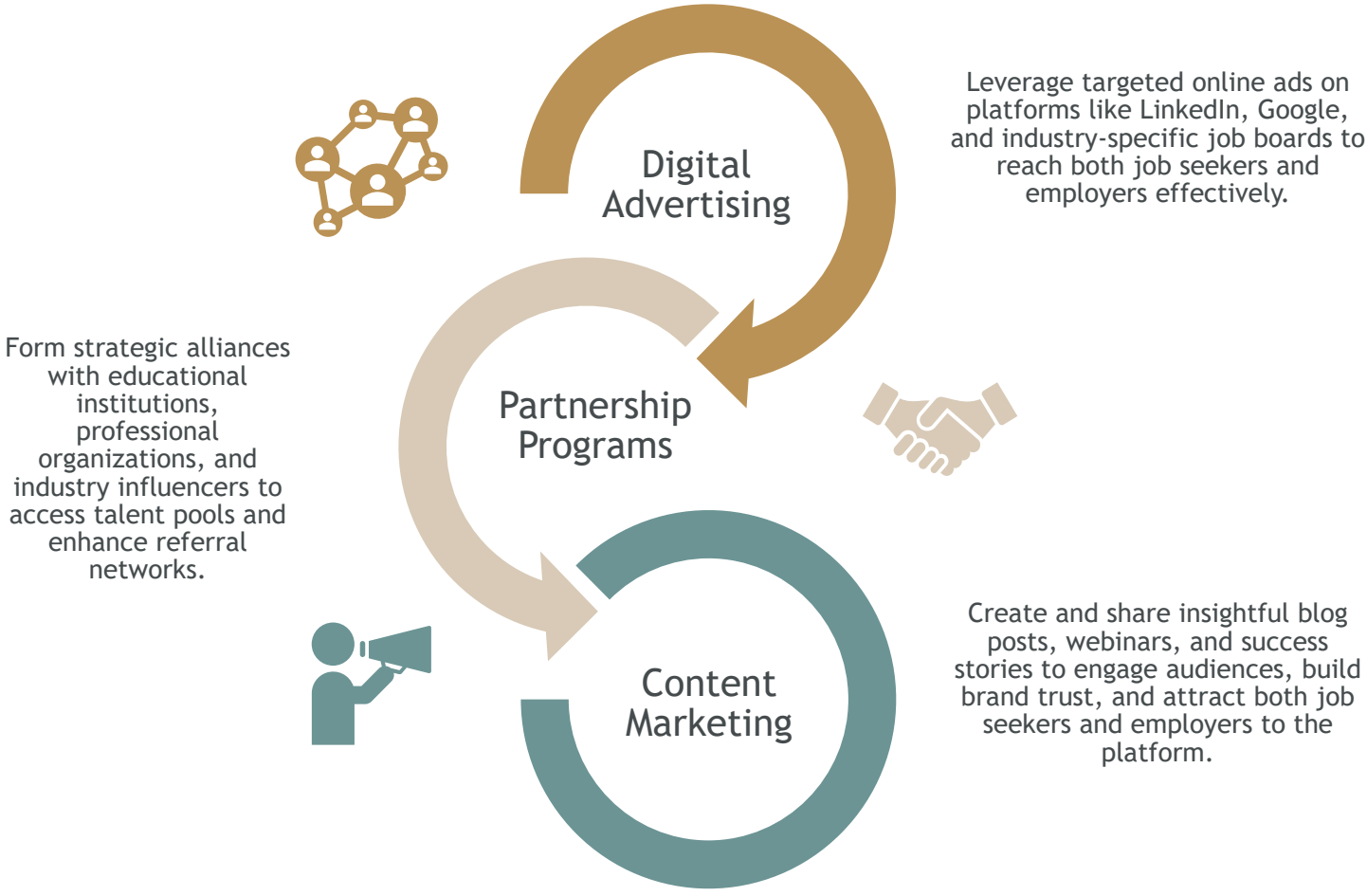
### Experienced Recruiters

Their team of experienced recruiters brings deep industry expertise and personalized service, ensuring the best-fit solutions for both job seekers and employers.

### Strong Relationships








JobLink Pros focuses on building strong, lasting relationships with clients and candidates, which drives their ability to deliver tailored recruitment solutions and exceptional career opportunities.

## Marketing and Growth Strategy

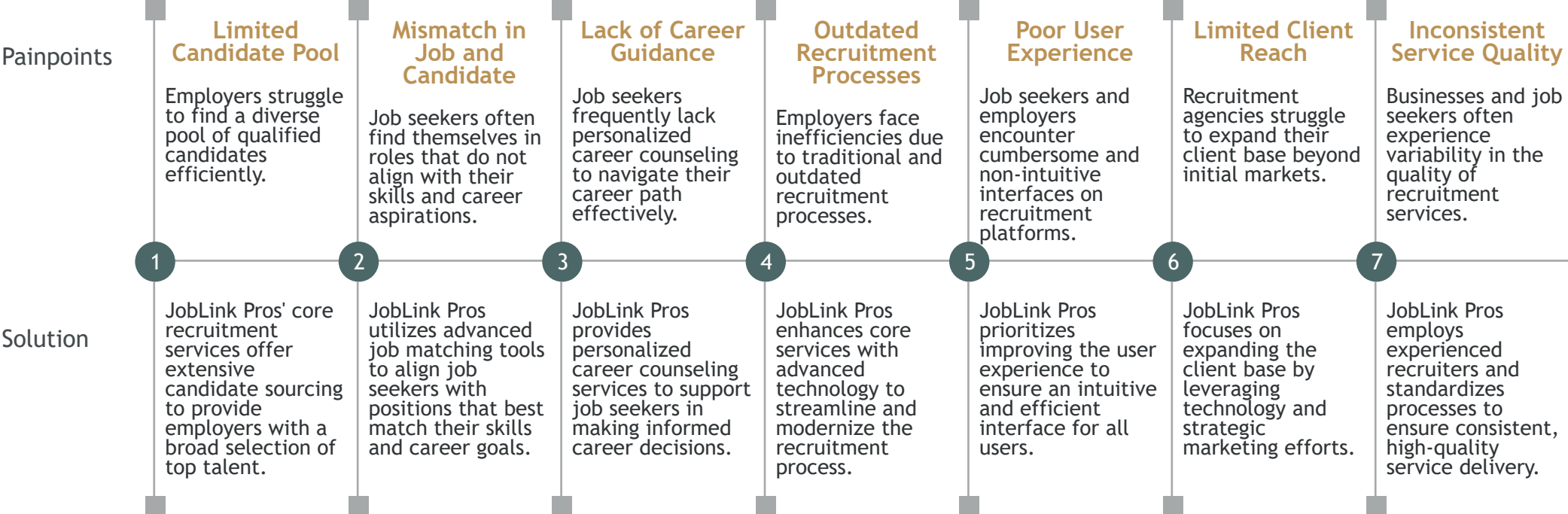




# Target Groups

	Industries	Description
I	 Job Seekers	Individuals looking for new job opportunities can benefit from JobLink Pros' extensive network and career counseling services.
II	 Small and Medium Enterprises (SMEs)	SMEs can leverage JobLink Pros to efficiently source and hire qualified candidates without the overhead of maintaining an internal HR department.
III	 Large Corporations	Large corporations can optimize their recruitment processes by utilizing JobLink Pros for specialized talent acquisition and bulk hiring needs.
IV	 Educational Institutions	Colleges and universities can partner with JobLink Pros to provide career placement services and job matching for graduating students.
V	 Industry-Specific Recruiters	Sector-focused recruiters can expand their candidate pool and improve job matching by integrating JobLink Pros' advanced technology and industry expertise.
VI	 Freelancers and Contractors	Freelancers and contract workers can find project-based or temporary positions through JobLink Pros' extensive listings and employer connections.
VII	 HR Departments	In-house HR departments can enhance their recruitment strategies by utilizing JobLink Pros' tools for candidate sourcing, job matching, and career development.

## Solution from Phase I to Phase IV




# Strategic Analysis: SWOT

**Strength**




Leading position in employment placement industry. Comprehensive recruitment services. Experienced team of recruiters. Advanced technology in hiring processes. Strong relationships with clients.

**Weaknesses**




High dependency on economic conditions. Intense competition from other agencies. Limited presence in rural areas. Fluctuating demand for recruitment services. Potential challenges in scaling personalized service.

**Opportunities**









Expansion into new geographic markets. Increased demand for specialized talent. Growth in remote job placements. Rising need for career counseling. Partnership opportunities with educational institutions.

**Threats**



Economic downturns affecting employment rates. Technological advances by competitors. Changes in labor laws and regulations. Shifts in job market trends. Cybersecurity risks compromising data integrity.

# Pestel: Analysis

 <b>P</b>	 <b>E</b>	 <b>S</b>	 <b>T</b>	 <b>E</b>	 <b>L</b>
Political <span>7 / 10</span>	Economic <span>8 / 10</span>	Social <span>7 / 10</span>	Technological <span>8 / 10</span>	Environmental <span>6 / 10</span>	Legal <span>8 / 10</span>
<p><b>Regulations:</b> Impact of employment laws and regulations on recruitment practices.</p> <p><b>Government Stability:</b> Stable political environment supports business operations and growth.</p>	<p><b>Economic Cycles:</b> Job market fluctuates with economic conditions affecting demand for placement services.</p> <p><b>Unemployment Rates:</b> Higher unemployment rates can increase demand for job placement services.</p>	<p><b>Demographic Changes:</b> Aging population affects the availability of skill sets in the job market.</p> <p><b>Cultural Shifts:</b> Changing work preferences influence recruitment and job matching strategies.</p>	<p><b>AI and Automation:</b> Innovative technologies streamline recruitment processes and enhance matching accuracy.</p> <p><b>Digital Platforms:</b> Utilization of digital tools for efficient candidate sourcing and communication.</p>	<p><b>Sustainability Practices:</b> Adopting eco-friendly office practices enhances corporate reputation.</p> <p><b>Remote Work Impact:</b> Remote work trends reduce office space needs and environmental footprint.</p>	<p><b>Employment Laws:</b> Compliance with labor laws ensures smooth recruitment operations and client relations.</p> <p><b>Data Protection:</b> Adherence to data privacy regulations boosts trust with job seekers and employers.</p>

JobLink Pros operates in a dynamic industry where economic, technological, and legal factors are significantly influential. By leveraging advanced recruitment technologies and adapting to market conditions, JobLink Pros can maintain its position as a leading employment agency.

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?

JobLink Pros' advanced technology and industry expertise enable it to streamline hiring processes, addressing both job seekers' and employers' needs effectively.

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

Few firms have the same combination of personalized service, experienced recruiters, and sophisticated technology that JobLink Pros offers.

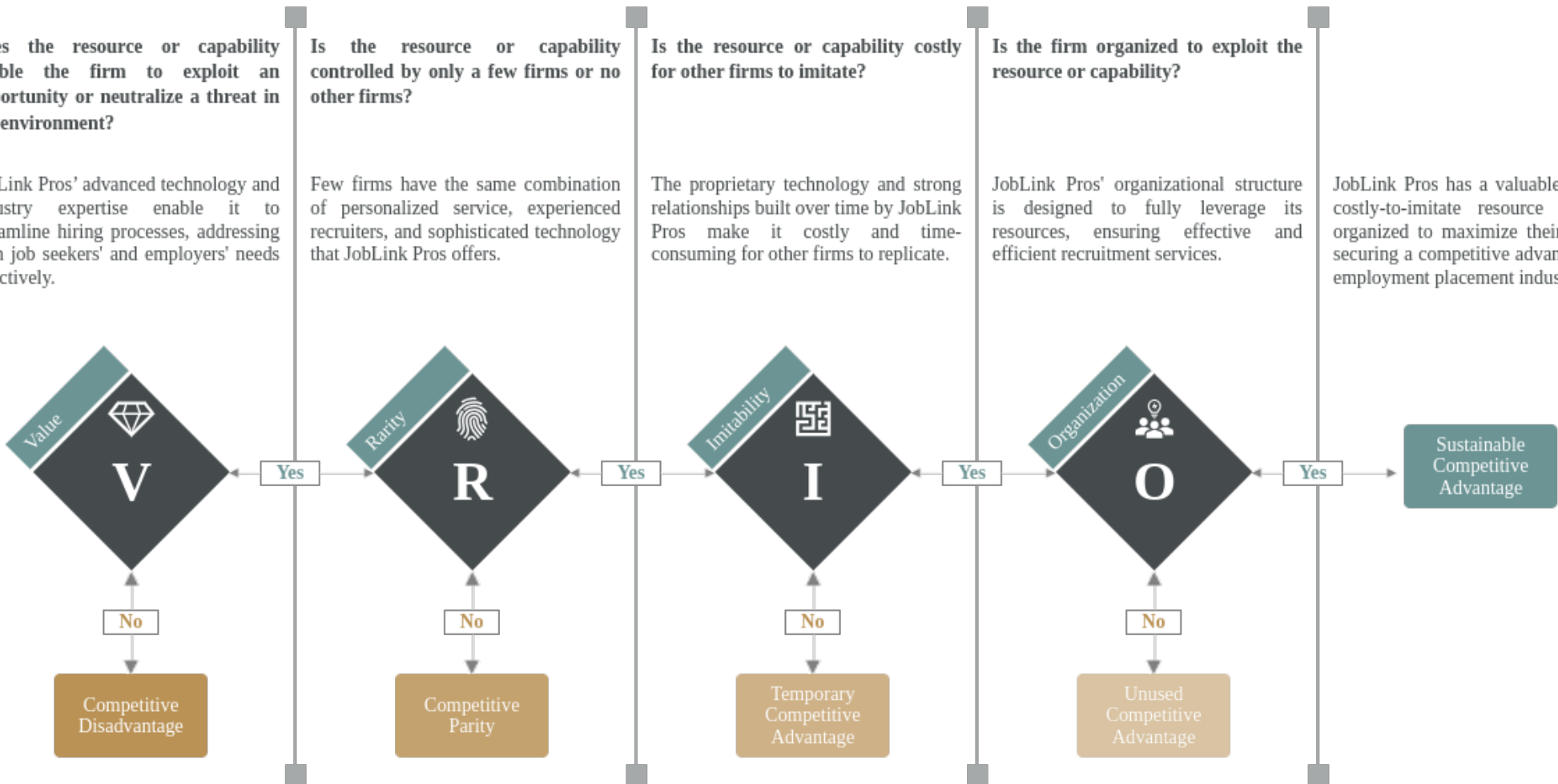
Is the resource or capability costly for other firms to imitate?

The proprietary technology and strong relationships built over time by JobLink Pros make it costly and time-consuming for other firms to replicate.

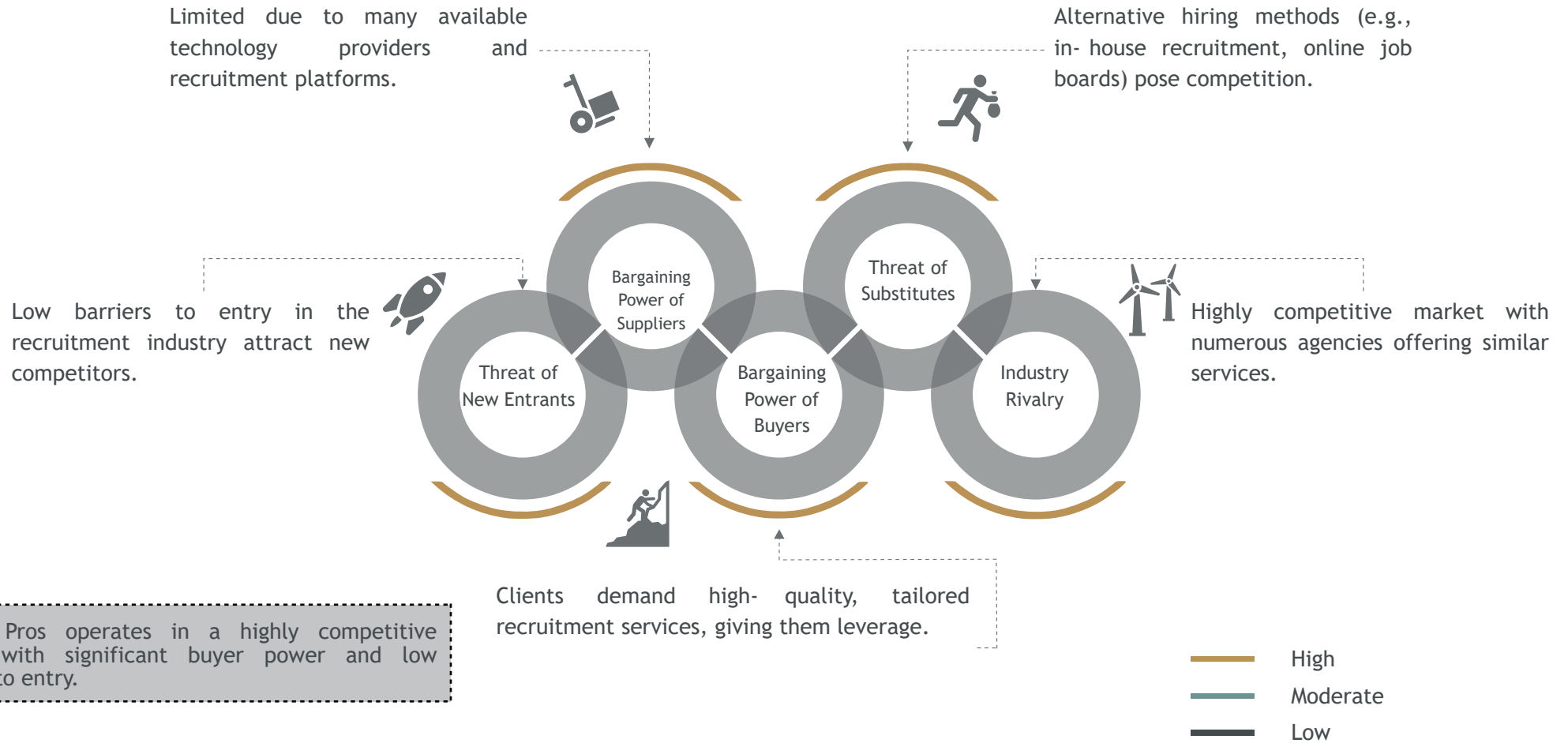
Is the firm organized to exploit the resource or capability?

JobLink Pros' organizational structure is designed to fully leverage its resources, ensuring effective and efficient recruitment services.

JobLink Pros has a valuable, rare, and costly-to-imitate resource set, well-organized to maximize their potential, securing a competitive advantage in the employment placement industry.



# Porter's Five Forces: Analysis



# Management Team

## Overview

Michael drives JobLink Pros, connecting talented candidates with top employers and helping individuals advance their careers.

Michael Thompson



Co-Founder & CEO

Sophia Martinez



Co-Founder & Recruitment Director

## Overview

Sophia oversees recruitment processes, ensuring the agency matches the best candidates with clients' hiring needs

## Overview

David builds and maintains strong relationships with clients, ensuring their hiring requirements are met with top talent.

David Clark



Client Relations Manager

Laura Taylor



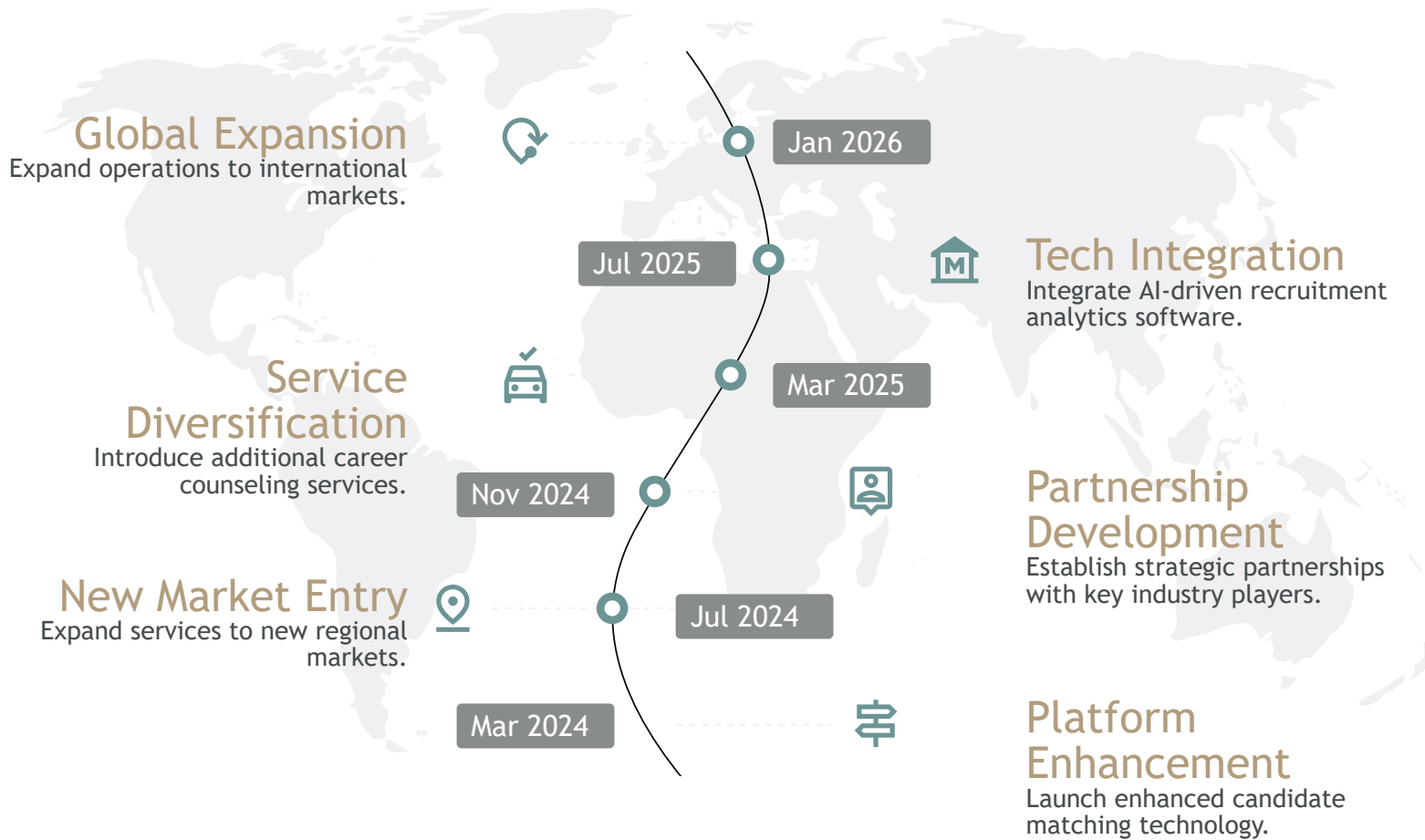
Talent Acquisition Manager

## Overview

Laura sources, interviews, and selects candidates, ensuring the agency delivers highly qualified professionals to its clients



# History & Roadmap



## Current Status.

- Mar 2024: Launch enhanced candidate matching technology.
- Jul 2024: Expand services to new regional markets.
- Nov 2024: Establish strategic partnerships with key industry players.
- Mar 2025: Introduce additional career counseling services.
- Jul 2025: Integrate AI-driven recruitment analytics software.
- Jan 2026: Expand operations to international markets.



# Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
<b>General Planning and Organization</b>					
1	Finalize Business Plan	●	Not Started	High	CEO 2 weeks
2	Secure Initial Funding	●	Not Started	High	CFO 1 month
3	Register Business Name	●	Not Started	High	COO 2 weeks
4	Lease Office Space	●	Not Started	Medium	COO 1 month
5	Develop Company Website	●	Not Started	High	CTO 1 month
6	Set Up Legal and Regulatory Compliance	●	Not Started	High	CFO 2 months
7	Establish Banking and Finance Operations	●	Not Started	High	CFO 1 month
8	Hire Initial Team	●	Not Started	High	CPO 1.5 months
<b>Marketing</b>					
1	Develop Comprehensive Marketing Plan	●	Not Started	High	CMO 2 weeks
2	Create Brand Identity and Guidelines	●	Not Started	High	CBO 4 weeks
3	Establish Social Media Presence	●	Not Started	Medium	CMO 1 month
4	Launch Company Website	●	Not Started	High	CTO 1 month
5	Design and Execute Digital Marketing Campaigns	●	Not Started	High	CMO 1-2 months
6	Develop Content Marketing Strategy	●	Not Started	Medium	CBO 2 months
7	Implement SEO and SEM Strategies	●	Not Started	High	CMO 3 months
8	Establish Partnerships with Industry Influencers	●	Not Started	Medium	CRO 3 months

# Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
<b>Phase 1 &amp; Technical Set Up for next Phases</b>					
1	Develop core recruitment service framework	●	Not Started	High	CEO 2 weeks
2	Hire and onboard initial recruitment team	●	Not Started	High	COO 1 month
3	Establish candidate sourcing channels	●	Not Started	High	CRO 3 weeks
4	Set up job matching algorithms	●	Not Started	Medium	CTO 4 weeks
5	Design and deploy career counseling programs	●	Not Started	Medium	CPO 3 weeks
6	Create partnerships with educational institutions	●	Not Started	Low	CBO 6 weeks
7	Develop initial marketing materials for recruitment services	●	Not Started	Medium	CMO 2 weeks
8	Implement feedback loop for continuous improvement	●	Not Started	Low	CSO 1 month
<b>Phase 2</b>					
1	Implement advanced job matching algorithms	●	Not Started	High	CTO 2 months
2	Expand client outreach program	●	Not Started	High	CMO 3 months
3	Improve user interface and experience	●	Not Started	Medium	CPO 2.5 months
4	Upgrade candidate sourcing tools	●	Not Started	Medium	CTO 2 months
5	Increase digital marketing efforts	●	Not Started	High	CMO 1.5 months
6	Conduct market analysis for expansion	●	Not Started	Medium	CSO 3 months
7	Onboard new client accounts	●	Not Started	High	CRO 4 months
8	Optimize placement tracking system	●	Not Started	Low	CIO 2.5 months

# Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
<b>Phase 3</b>						
1	Launch Corporate Training Programs	●	Not Started	High	COO	3 months
2	Develop Online Courses Platform	●	Not Started	High	CTO	4 months
3	Create Specialized Recruitment Services	●	Not Started	Medium	CPO	2 months
4	Hire Trainers and Course Developers	●	Not Started	High	CHRO	1 month
5	Conduct Market Research for Training Needs	●	Not Started	Medium	CRO	1 month
6	Set Pricing Strategy for New Services	●	Not Started	High	CFO	2 weeks
7	Build Partnership with Learning Management Systems	●	Not Started	Medium	CMO	3 months
8	Design Marketing Campaigns for New Services	●	Not Started	Medium	CMO	2 months
<b>Phase 4</b>						
1	Develop AI-driven recruitment tools	●	Not Started	High	CTO	6 months
2	Identify and explore international markets	●	Not Started	High	CRO	8 months
3	Form joint ventures with HR tech startups	●	Not Started	Medium	CBO	9 months
4	Secure funding for innovative projects	●	Not Started	High	CFO	4 months
5	Create pilot programs for AI tools	●	Not Started	Medium	COO	5 months
6	Design a feedback loop for AI tool performance	●	Not Started	Medium	CIO	7 months
7	Launch marketing campaigns for new tech offerings	●	Not Started	Medium	CMO	3 months
8	Assess legal and regulatory compliance for international markets	●	Not Started	High	CSO	6 months

# Core Risks & Mitigation Strategies

## 1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Candidate Matching Errors	CPO	Implement robust validation checks and continuous training for algorithms and human recruiters to ensure accurate job matching.
2	System Downtime	CTO	Install redundant server systems and implement a responsive IT support team to minimize downtime.
3	Data Breaches	CSO	Enhance security protocols, conduct regular audits, and educate employees on cybersecurity best practices.
4	High Recruiter Turnover	COO	Develop engaging employee retention programs and offer competitive compensation packages.
5	Poor User Experience	CPO	Regularly gather user feedback and continuously iterate on platform design and features for enhancement.

## 2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Data Privacy Regulations	CPO	Implement strict data protection policies and regular audits.
2	Labor Laws Compliance	COO	Regularly update practices to match current labor laws.
3	Cross-Border Hiring Regulations	CRO	Employ specialized legal experts to ensure compliance.
4	Anti-Discrimination Laws	CMO	Ensure inclusive hiring practices and mandatory training.
5	Intellectual Property Rights	CIO	Maintain robust IP protocols and legal agreements.

### 3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market Competition	CMO	Differentiate services through innovative tech and superior customer service.
2	Customer Retention	CRO	Enhance customer experience and offer loyalty programs.
3	Economic Downturn	CFO	Diversify revenue streams and control costs.
4	Technological Advancements	CTO	Invest in latest technologies and continuous R&D.
5	Brand Perception	CBO	Implement strong PR campaigns and monitor social media.

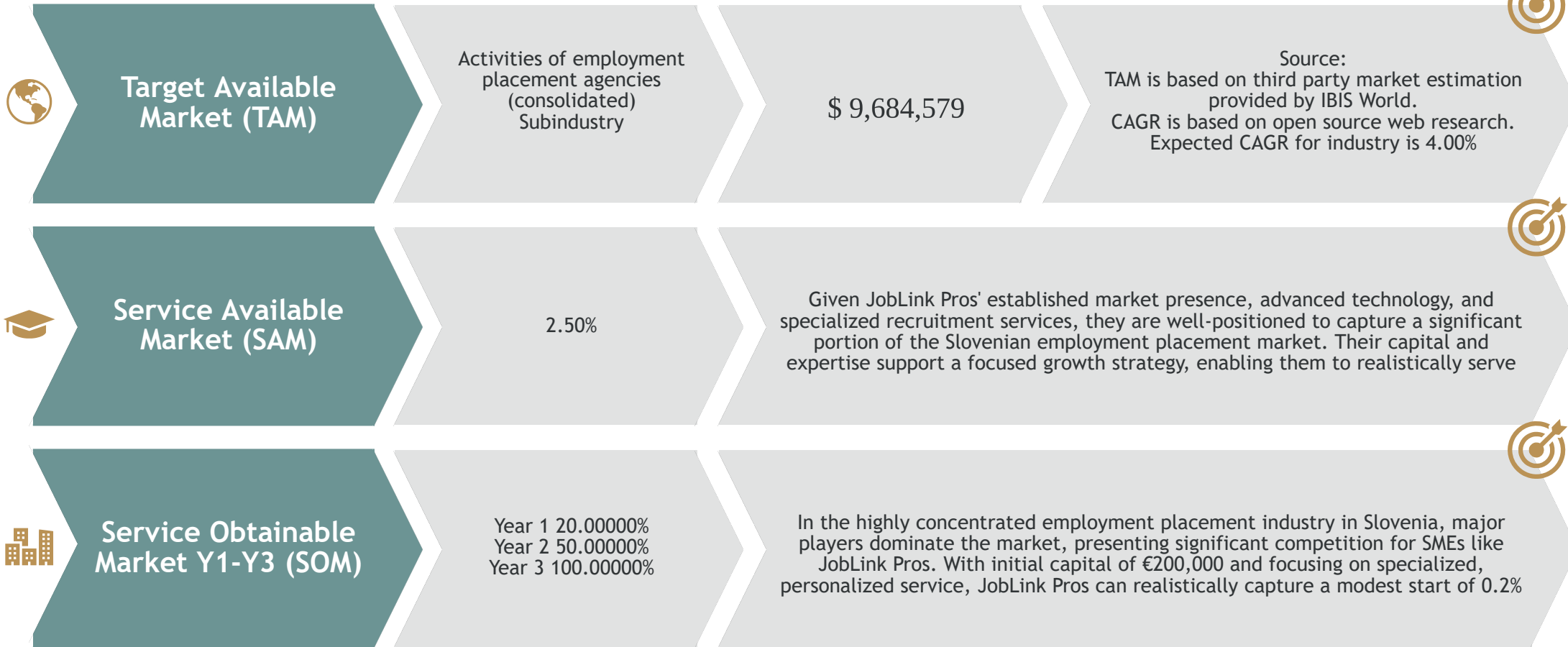
### 4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Revenue volatility	CFO	Diversify client portfolio
2	Funding shortfalls	CEO	Secure diverse funding sources
3	Cost overruns	COO	Implement strict budget controls
4	Client payment delays	CFO	Enforce payment terms
5	Economic downturn	CSO	Develop recession-proof strategies

### 5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Brand Reputation	CMO	Maintain high service standards and active PR.
2	Technology Adoption	CIO	Invest in user-friendly technology training.
3	Client Retention	CRO	Regularly update services based on feedback.
4	Market Competition	CSO	Innovate continuously and offer unique services.
5	Talent Attraction	CPO	Build a strong employer value proposition.

# Market Overview (TAM, SAM and SOM)



# Funding Allocation

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

The total investment required is \$ 200,000

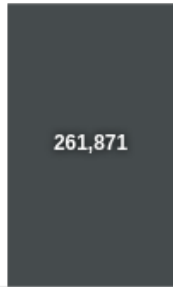
Y1 Cash Flow Stream(USD)	Inflows	Outflows
Gross Profit	25,664	
Payroll Expenses		3,535
Rent & Utilities		1,743
Marketing and Branding		1,259
Legal and Professional Fees		629
Capex		132,000
Communication Expenses		581
Office supplies		436
Other Miscellaneous		387
Training and Development		339
Representation and Entert.		194
<b>CAPEX &amp; WC shortage Y1</b>		<b>115,439</b>
<b>Buffer</b>		<b>84,561</b>
<b>Total Required Investment(USD)</b>		<b>200,000</b>



# Financials Dashboard

## Y3 PL formation and Margins

### Revenue



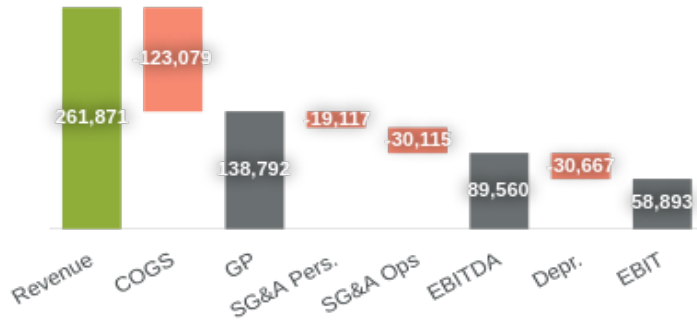
### Projected Revenue

- GP 53.0%
- EBITDA 34.2%

Y3

Y3

### PnL Formation (Y3 USD)

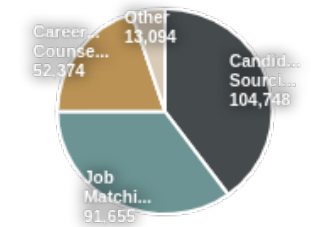
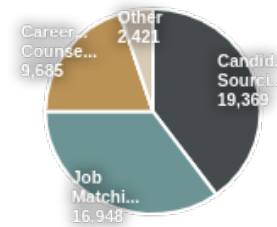


## Business Line Breakdown (USD)

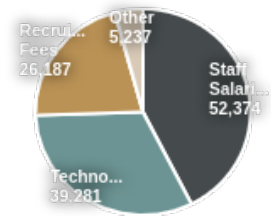
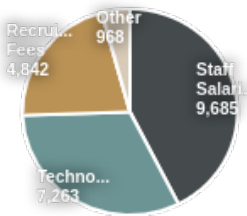
Y1

Y2

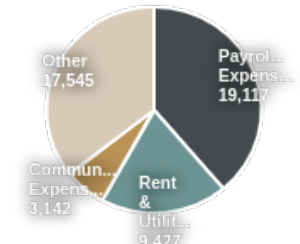
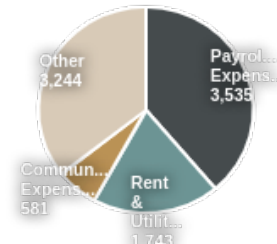
### Revenue



### COGS



### Admin

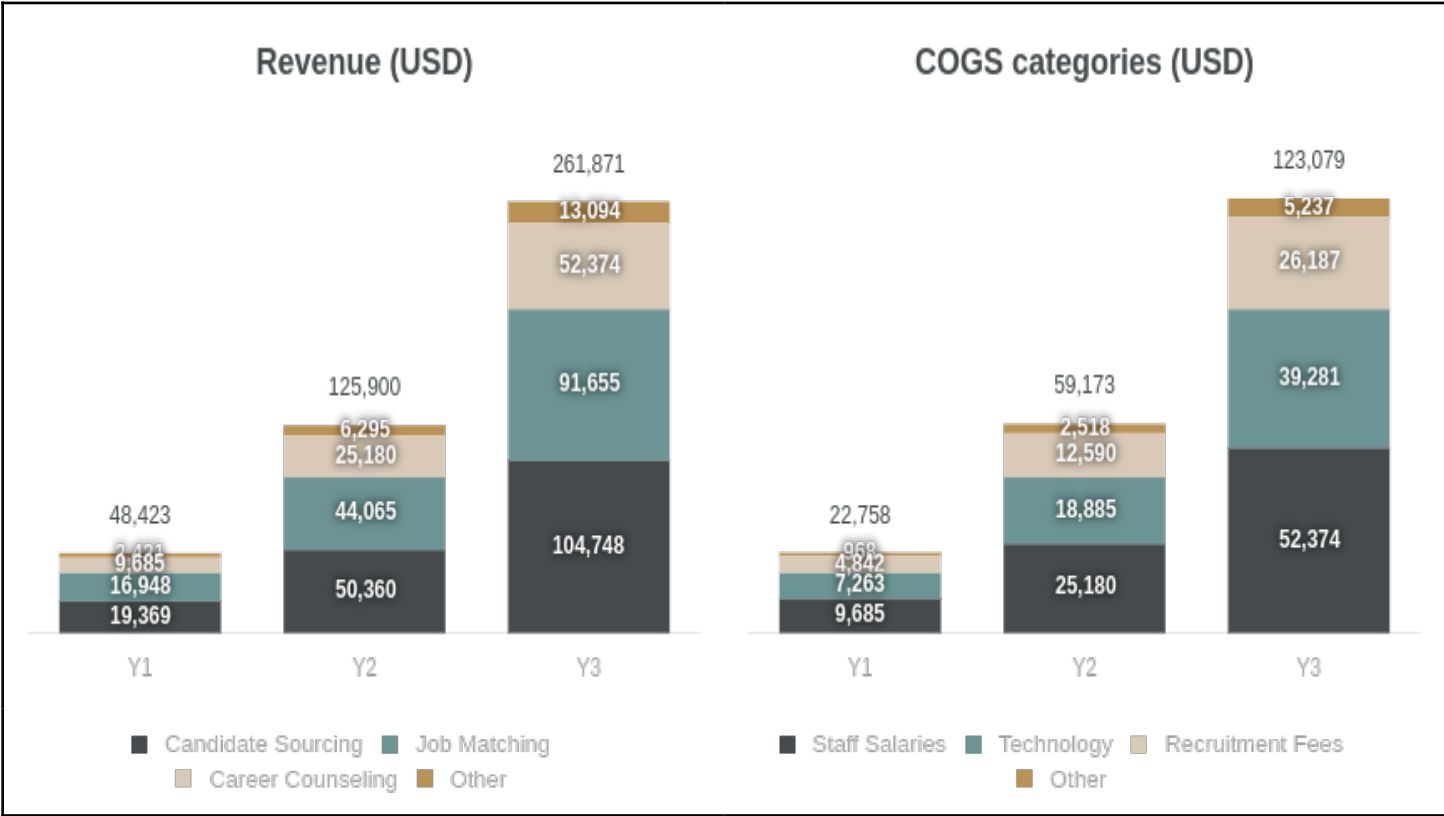




# Revenue Formation Narrative

JobLink Pros aims to capitalize on a sizeable opportunity in the Slovenian employment placement market, with a Total Addressable Market (TAM) of 9,684,579 USD . Leveraging advanced technology and specialized recruitment services, JobLink Pros is well-positioned to serve approximately 2.5% of the TAM, valued at around 242,114.475 USD , as outlined in our Serviceable Addressable Market (SAM) estimation. This optimistic projection is grounded in our competitive strengths, including an experienced team and a commitment to personalized service. However, given the highly competitive landscape dominated by major players, we anticipate a more gradual capture of market share. In the first year, we expect to capture 0.2% of the market, totaling 48,422.895 USD in revenues. This initial modest market share reflects our realistic approach amid intense competition. By the second year, our reputation and strategic market penetration efforts should enable us to capture 0.5%, reaching 125,899.527 USD in revenues. In the third year, leveraging further growth initiatives and technology, we project reaching a 1.0% market share, generating 261,871.016 USD in revenues. Our revenue distribution will focus on four main lines of business: Candidate Sourcing, contributing 40% of total revenue; Job Matching, accounting for 35%; Career Counseling, at 20%; and Other services, making up 5%. These projections underscore our strategic and calculated approach to capturing a significant share of the market while providing valuable services to both job seekers and employers.

**\$ 261,871** <sup>Y3</sup> Projected Revenue      **2.50%** Market share



# Revenue Calculation Details

Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Candidate Sourcing	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%
Job Matching	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%
Career Counseling	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%

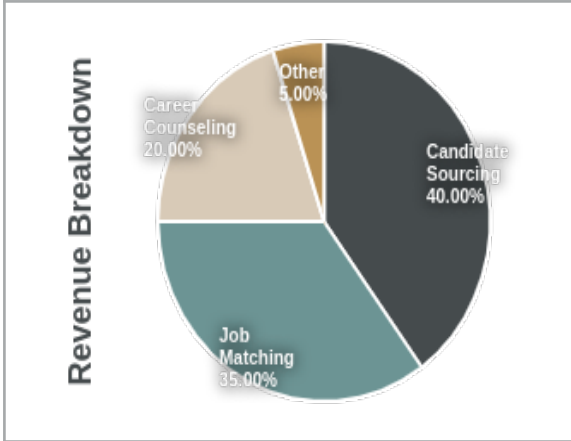
Candidate Sourcing	1,211	1,211	1,211	1,453	1,453	1,453	1,776	1,776	1,776	2,018	2,018	2,018	19,369	50,360	104,748
Job Matching	1,059	1,059	1,059	1,271	1,271	1,271	1,554	1,554	1,554	1,765	1,765	1,765	16,948	44,065	91,655
Career Counseling	605	605	605	726	726	726	888	888	888	1,009	1,009	1,009	9,685	25,180	52,374
Other	151	151	151	182	182	182	222	222	222	252	252	252	2,421	6,295	13,094
<b>Total Revenue (USD)</b>	<b>3,026</b>	<b>3,026</b>	<b>3,026</b>	<b>3,632</b>	<b>3,632</b>	<b>3,632</b>	<b>4,439</b>	<b>4,439</b>	<b>4,439</b>	<b>5,044</b>	<b>5,044</b>	<b>5,044</b>	<b>48,423</b>	<b>125,900</b>	<b>261,871</b>

Total revenue is expected to reach \$ 261,871 by year 3.

Main revenue driver are:

- Candidate Sourcing which generates \$ 104,748 by Year 3
- Job Matching which generates \$ 91,655 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 132.55 %



# COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Staff Salaries	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%
Technology	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%
Recruitment Fees	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
Other	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%

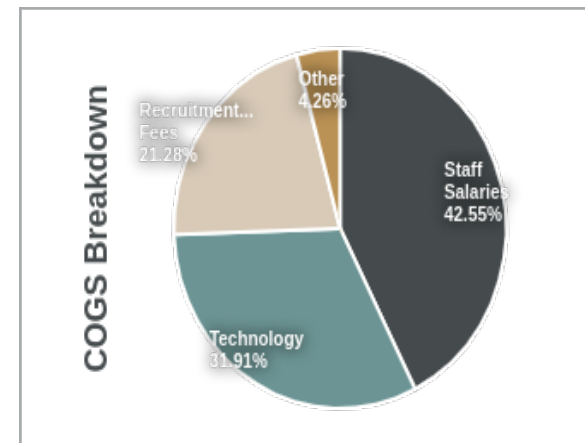
Staff Salaries	605	605	605	726	726	726	888	888	888	1,009	1,009	1,009	9,685	25,180	52,374
Technology	454	454	454	545	545	545	666	666	666	757	757	757	7,263	18,885	39,281
Recruitment Fees	303	303	303	363	363	363	444	444	444	504	504	504	4,842	12,590	26,187
Other	61	61	61	73	73	73	89	89	89	101	101	101	968	2,518	5,237
<b>Total COGS (USD)</b>	<b>1,422</b>	<b>1,422</b>	<b>1,422</b>	<b>1,707</b>	<b>1,707</b>	<b>1,707</b>	<b>2,086</b>	<b>2,086</b>	<b>2,086</b>	<b>2,371</b>	<b>2,371</b>	<b>2,371</b>	<b>22,759</b>	<b>59,173</b>	<b>123,079</b>

Total COGS is expected to reach \$ 123,079 by year 3.

Main revenue driver are:

- Staff Salaries which generates \$ 52,374 by Year 3
- Technology which generates \$ 39,281 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 132.55 %



# SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	7.30%	7.30%	7.30%	7.30%	7.30%	7.30%	7.30%	7.30%	7.30%	7.30%	7.30%	7.30%	7.30%	7.30%	7.30%
Rent & Utilities	3.60%	3.60%	3.60%	3.60%	3.60%	3.60%	3.60%	3.60%	3.60%	3.60%	3.60%	3.60%	3.60%	3.60%	3.60%
Communication Expenses	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%
Office supplies	0.90%	0.90%	0.90%	0.90%	0.90%	0.90%	0.90%	0.90%	0.90%	0.90%	0.90%	0.90%	0.90%	0.90%	0.90%
Legal and Professional Fees	1.30%	1.30%	1.30%	1.30%	1.30%	1.30%	1.30%	1.30%	1.30%	1.30%	1.30%	1.30%	1.30%	1.30%	1.30%
Marketing and Branding	2.60%	2.60%	2.60%	2.60%	2.60%	2.60%	2.60%	2.60%	2.60%	2.60%	2.60%	2.60%	2.60%	2.60%	2.60%
Representation and Entertainment	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%
Training and Development	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%	0.70%
Other Miscellaneous	0.80%	0.80%	0.80%	0.80%	0.80%	0.80%	0.80%	0.80%	0.80%	0.80%	0.80%	0.80%	0.80%	0.80%	0.80%

Payroll Expenses	221	221	221	265	265	265	324	324	324	368	368	368	3,535	9,191	19,117
Rent & Utilities	109	109	109	131	131	131	160	160	160	182	182	182	1,743	4,532	9,427
Communication Expenses	36	36	36	44	44	44	53	53	53	61	61	61	581	1,511	3,142
Office supplies	27	27	27	33	33	33	40	40	40	45	45	45	436	1,133	2,357
Legal and Professional Fees	39	39	39	47	47	47	58	58	58	66	66	66	629	1,637	3,404
Marketing and Branding	79	79	79	94	94	94	115	115	115	131	131	131	1,259	3,273	6,809
Representation and Entertainment	12	12	12	15	15	15	18	18	18	20	20	20	194	504	1,047
Training and Development	21	21	21	25	25	25	31	31	31	35	35	35	339	881	1,833
Other Miscellaneous	24	24	24	29	29	29	36	36	36	40	40	40	387	1,007	2,095

<b>Total SG&amp;A (USD)</b>	<b>569</b>	<b>569</b>	<b>569</b>	<b>683</b>	<b>683</b>	<b>683</b>	<b>834</b>	<b>834</b>	<b>834</b>	<b>948</b>	<b>948</b>	<b>948</b>	<b>9,104</b>	<b>23,669</b>	<b>49,232</b>
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# PaT Expectations

1 2 3 4 5 6 7 8

Financial Projection

Income Statement (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<b>Revenue</b>	3,026	3,026	3,026	3,632	3,632	3,632	4,439	4,439	4,439	5,044	5,044	5,044	48,423	125,900	261,871
Candidate Sourcing	1,211	1,211	1,211	1,453	1,453	1,453	1,776	1,776	1,776	2,018	2,018	2,018	19,369	50,360	104,748
Job Matching	1,059	1,059	1,059	1,271	1,271	1,271	1,554	1,554	1,554	1,765	1,765	1,765	16,948	44,065	91,655
Career Counseling	605	605	605	726	726	726	888	888	888	1,009	1,009	1,009	9,685	25,180	52,374
Other	151	151	151	182	182	182	222	222	222	252	252	252	2,421	6,295	13,094
<b>COGS</b>	-1,422	-1,422	-1,422	-1,707	-1,707	-1,707	-2,086	-2,086	-2,086	-2,371	-2,371	-2,371	-22,759	-59,173	-123,079
Staff Salaries	-605	-605	-605	-726	-726	-726	-888	-888	-888	-1,009	-1,009	-1,009	-9,685	-25,180	-52,374
Technology	-454	-454	-454	-545	-545	-545	-666	-666	-666	-757	-757	-757	-7,263	-18,885	-39,281
Recruitment Fees	-303	-303	-303	-363	-363	-363	-444	-444	-444	-504	-504	-504	-4,842	-12,590	-26,187
Other	-61	-61	-61	-73	-73	-73	-89	-89	-89	-101	-101	-101	-968	-2,518	-5,237
<b>Gross Profit</b>	1,604	1,604	1,604	1,925	1,925	1,925	2,353	2,353	2,353	2,673	2,673	2,673	25,664	66,727	138,792
<b>SG&amp;A Personal Expenses</b>	-221	-221	-221	-265	-265	-265	-324	-324	-324	-368	-368	-368	-3,535	-9,191	-19,117
<b>SG&amp;A Operating Expenses</b>	-348	-348	-348	-418	-418	-418	-510	-510	-510	-580	-580	-580	-5,569	-14,478	-30,115
<b>EBITDA</b>	1,035	1,035	1,035	1,242	1,242	1,242	1,518	1,518	1,518	1,725	1,725	1,725	16,561	43,058	89,560
<b>Depreciation</b>	-2,556	-2,556	-2,556	-2,556	-2,556	-2,556	-2,556	-2,556	-2,556	-2,556	-2,556	-2,556	-30,667	-30,667	-30,667
<b>EBIT</b>	-1,521	-1,521	-1,521	-1,314	-1,314	-1,314	-1,037	-1,037	-1,037	-830	-830	-830	-14,106	12,391	58,893
<b>Interest Expense</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Profit before Tax</b>	-1,521	-1,521	-1,521	-1,314	-1,314	-1,314	-1,037	-1,037	-1,037	-830	-830	-830	-14,106	12,391	58,893
<b>Tax</b>	289	289	289	250	250	250	197	197	197	158	158	158	2,680	-2,354	-11,190
<b>Profit after Tax (USD)</b>	-1,232	-1,232	-1,232	-1,064	-1,064	-1,064	-840	-840	-840	-673	-673	-673	-11,426	10,037	47,704

# Balance Sheet Statement

Balance Sheet (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Cash & Cash Equivalents	64,586	65,621	66,337	67,009	68,251	69,067	69,824	71,342	72,541	73,696	75,421	75,656	75,656	106,624	112,725
Accounts Receivable	3,026	3,026	3,026	3,632	3,632	3,632	4,439	4,439	4,439	5,044	5,044	5,044	5,044	13,115	27,278
Inventory	1,422	1,422	1,707	1,707	1,707	2,086	2,086	2,086	2,371	2,371	2,371	3,698	3,698	7,692	12,821
Prepaid Expenses	174	174	209	209	209	255	255	255	290	290	290	452	452	941	1,568
Deferred Tax Assets	289	578	867	1,116	1,366	1,615	1,813	2,010	2,207	2,365	2,522	2,680	2,680	326	-
<b>Current Assets</b>	<b>69,498</b>	<b>70,822</b>	<b>72,146</b>	<b>73,672</b>	<b>75,164</b>	<b>76,655</b>	<b>78,417</b>	<b>80,132</b>	<b>81,847</b>	<b>83,765</b>	<b>85,648</b>	<b>87,531</b>	<b>87,531</b>	<b>128,698</b>	<b>154,392</b>
Office Space and Renovation	39,667	39,333	39,000	38,667	38,333	38,000	37,667	37,333	37,000	36,667	36,333	36,000	36,000	32,000	28,000
Technology Infrastructure	29,167	28,333	27,500	26,667	25,833	25,000	24,167	23,333	22,500	21,667	20,833	20,000	20,000	10,000	30,000
Recruitment Software	31,111	30,222	29,333	28,444	27,556	26,667	25,778	24,889	24,000	23,111	22,222	21,333	21,333	10,667	32,000
Marketing and Branding	29,500	29,000	28,500	28,000	27,500	27,000	26,500	26,000	25,500	25,000	24,500	24,000	24,000	18,000	12,000
<b>Non-Current Assets</b>	<b>129,444</b>	<b>126,889</b>	<b>124,333</b>	<b>121,778</b>	<b>119,222</b>	<b>116,667</b>	<b>114,111</b>	<b>111,556</b>	<b>109,000</b>	<b>106,444</b>	<b>103,889</b>	<b>101,333</b>	<b>101,333</b>	<b>70,667</b>	<b>102,000</b>
<b>Total Assets</b>	<b>198,942</b>	<b>197,711</b>	<b>196,479</b>	<b>195,450</b>	<b>194,386</b>	<b>193,322</b>	<b>192,528</b>	<b>191,688</b>	<b>190,847</b>	<b>190,210</b>	<b>189,537</b>	<b>188,864</b>	<b>188,864</b>	<b>199,365</b>	<b>256,392</b>
Accounts Payable	174	174	174	209	209	209	255	255	255	290	290	290	290	754	1,568
Short-Term Loans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accrued Interest Expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Deferred Tax Liabilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8,510
<b>Current Liabilities</b>	<b>174</b>	<b>174</b>	<b>174</b>	<b>209</b>	<b>209</b>	<b>209</b>	<b>255</b>	<b>255</b>	<b>255</b>	<b>290</b>	<b>290</b>	<b>290</b>	<b>290</b>	<b>754</b>	<b>10,078</b>
Loans and other borrowings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Non-Current Liabilities</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total Liabilities</b>	<b>174</b>	<b>174</b>	<b>174</b>	<b>209</b>	<b>209</b>	<b>209</b>	<b>255</b>	<b>255</b>	<b>255</b>	<b>290</b>	<b>290</b>	<b>290</b>	<b>290</b>	<b>754</b>	<b>10,078</b>
Paid-In Capital	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Retained Earnings	-	-	-	-	-	-	-	-	-	-	-	-	-	-11,426	-1,389
Current Period Earnings	-1,232	-2,463	-3,695	-4,759	-5,823	-6,887	-7,727	-8,567	-9,408	-10,080	-10,753	-11,426	-11,426	10,037	47,704
<b>Total Equity</b>	<b>198,768</b>	<b>197,537</b>	<b>196,305</b>	<b>195,241</b>	<b>194,177</b>	<b>193,113</b>	<b>192,273</b>	<b>191,433</b>	<b>190,592</b>	<b>189,920</b>	<b>189,247</b>	<b>188,574</b>	<b>188,574</b>	<b>198,611</b>	<b>246,314</b>

# Cash Flow Statement - Direct

Cash Flow Statement - Direct (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<b>Initial Balance</b>	66,404	64,586	65,621	66,337	67,009	68,251	69,067	69,824	71,342	72,541	73,696	75,421	-	75,656	106,624
Cash from sales of goods/services	-	3,026	3,026	3,026	3,632	3,632	3,632	4,439	4,439	4,439	5,044	5,044	43,379	117,829	247,707
Payments to employees/vendors	-1,817	-1,991	-2,276	-2,355	-2,390	-2,769	-2,874	-2,921	-3,205	-3,284	-3,319	-4,647	-35,271	-86,372	-176,625
Advances paid/received	-	-	-35	-	-	-46	-	-	-35	-	-	-162	-452	-489	-627
Taxes paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-2,354
Interest paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>CF from Operating Activities</b>	-1,817	1,035	716	672	1,242	816	757	1,518	1,199	1,155	1,725	235	7,656	30,968	68,101
Acquisition of															
Office Space and Renovation	-	-	-	-	-	-	-	-	-	-	-	-	-40,000	-	-
Technology Infrastructure	-	-	-	-	-	-	-	-	-	-	-	-	-30,000	-	-30,000
Recruitment Software	-	-	-	-	-	-	-	-	-	-	-	-	-32,000	-	-32,000
Marketing and Branding	-	-	-	-	-	-	-	-	-	-	-	-	-30,000	-	-
<b>CF from Investing Activities</b>	-	-	-	-	-	-	-	-	-	-	-	-	-132,000	-	-62,000
Loans received / paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Investments received / paid	-	-	-	-	-	-	-	-	-	-	-	-	200,000	-	-
<b>CF from Financing activities</b>	-	-	-	-	-	-	-	-	-	-	-	-	200,000	-	-
<b>Ending Balance</b>	64,586	65,621	66,337	67,009	68,251	69,067	69,824	71,342	72,541	73,696	75,421	75,656	75,656	106,624	112,725

## Assumptions:

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

# Cash Flow Statement - Indirect

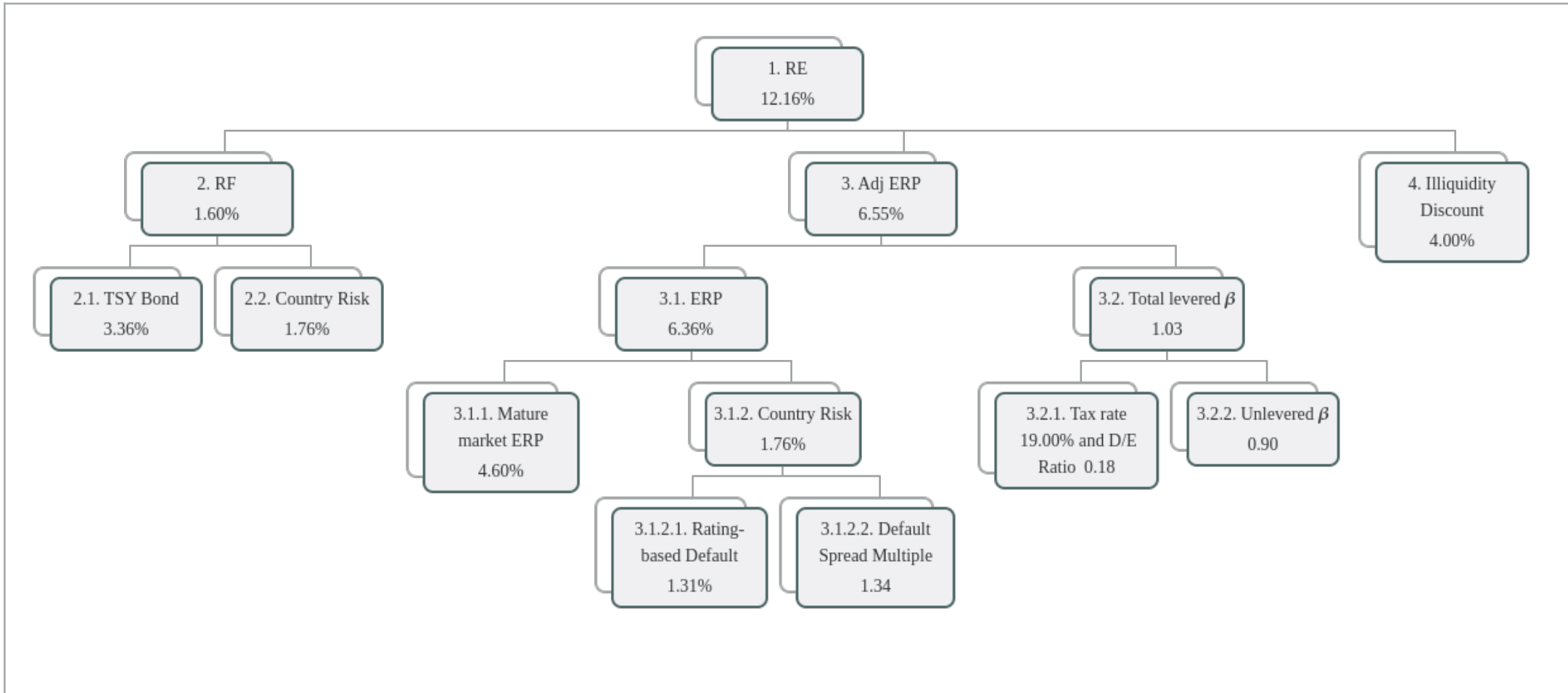
Cash Flow Statement - Indirect (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<b>Initial Balance</b>	66,404	64,586	65,621	66,337	67,009	68,251	69,067	69,824	71,342	72,541	73,696	75,421	-	75,656	106,624
<b>EBIT</b>	-1,521	-1,521	-1,521	-1,314	-1,314	-1,314	-1,037	-1,037	-1,037	-830	-830	-830	-14,106	12,391	58,893
<b>Δ Receivables &amp; Prepaids</b>	-3,026	-	-35	-605	-	-46	-807	-	-35	-605	-	-162	-5,497	-8,559	-14,791
<b>Δ Payables</b>	174	-	-	35	-	-	46	-	-	35	-	-	290	464	814
<b>Δ Inventory</b>	-	-	-284	-	-	-379	-	-	-284	-	-	-1,328	-3,698	-3,994	-5,128
<b>Δ Depreciation</b>	2,556	2,556	2,556	2,556	2,556	2,556	2,556	2,556	2,556	2,556	2,556	2,556	30,667	30,667	30,667
<b>Tax Paid</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-2,354
<b>Interest Expenses</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>CF from Operating Activities</b>	-1,817	1,035	716	672	1,242	816	757	1,518	1,199	1,155	1,725	235	7,656	30,968	68,101
<b>Acquisition of</b>															
Office Space and Renovation	-	-	-	-	-	-	-	-	-	-	-	-	-40,000	-	-
Technology Infrastructure	-	-	-	-	-	-	-	-	-	-	-	-	-30,000	-	-30,000
Recruitment Software	-	-	-	-	-	-	-	-	-	-	-	-	-32,000	-	-32,000
Marketing and Branding	-	-	-	-	-	-	-	-	-	-	-	-	-30,000	-	-
<b>CF from Investing Activities</b>	-	-	-	-	-	-	-	-	-	-	-	-	-132,000	-	-62,000
<b>Loans received / paid</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Investments received / paid</b>	-	-	-	-	-	-	-	-	-	-	-	-	200,000	-	-
<b>CF from Financing activities</b>	-	-	-	-	-	-	-	-	-	-	-	-	200,000	-	-
<b>Ending Balance</b>	64,586	65,621	66,337	67,009	68,251	69,067	69,824	71,342	72,541	73,696	75,421	75,656	75,656	106,624	112,725

## Assumptions:

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



## Required Return on Equity Derivation



## Methodology

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

## Additional Assumptions

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

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

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

## Survival of new establishments founded in 1998

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

[http://pages.stern.nyu.edu/~adamodar/New\\_Home\\_Page/datafile/ctryprem.html](http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/ctryprem.html)

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

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

# Business Valuation

	(USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
DCF	Profit after Tax	-11,426	10,037	47,704	49,612	51,596	53,660	55,806
	Growth% Y4-Y7				4.00%	4.00%	4.00%	4.00%
	Growth% Y7 -->	3.50%						
	WACC	12.16%						
	PV Y1-Y7 at Y0	-10,187	7,979	33,811	31,351	29,071	26,956	24,995
	PV Y7 --> Y0	298,788						
	NPV (USD)	442,764						

Average Survival Rate for 3 Years 50%

**Final Valuation** \$ 221,382

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 12.16 % 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.

# Scenario Analysis: Narrative

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

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

# Scenario Analysis: Results

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

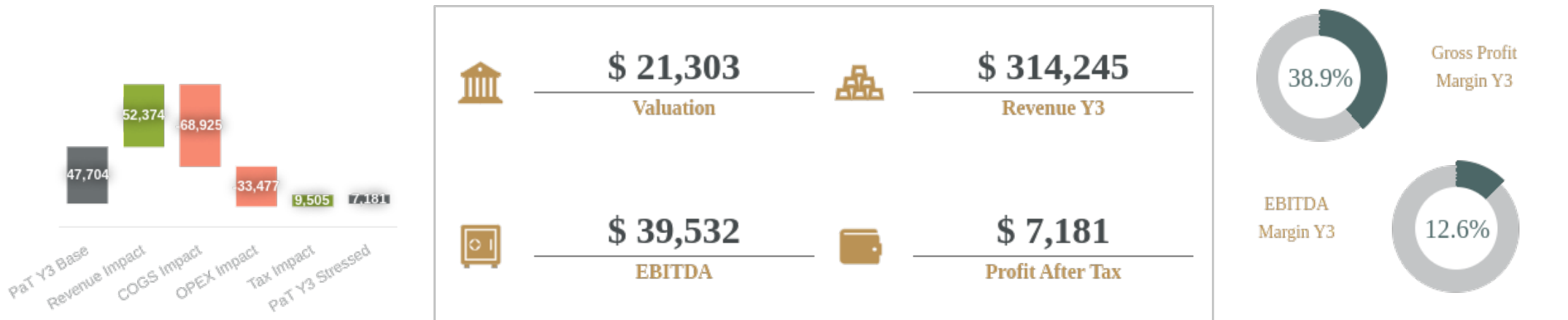
Scenario Analysis		Revenue		COGS		Discount Rate	
	Base	Positive	Negative	Positive	Negative	Positive	Negative
Input	KPIs						
	Revenue	no impact	15%	-15%	no impact	no impact	no impact
	COGS	no impact	no impact	no impact	-20%	20%	no impact
	RoE	no impact	no impact	no impact	no impact	no impact	-10%
Output	Revenue Y3	\$ 261,871	\$ 301,152	\$ 222,590	\$ 261,871	\$ 261,871	\$ 261,871
	Gross Profit Y3	\$ 138,792	\$ 159,610	\$ 117,973	\$ 163,408	\$ 114,176	\$ 138,792
	GP Margin	53%	53%	53%	62%	44%	53%
	EBITDA Y3	\$ 89,560	\$ 102,994	\$ 76,126	\$ 114,176	\$ 64,944	\$ 89,560
	EBITDA Margin	34%	34%	34%	44%	25%	34%
	Net Profit Y3	\$ 47,704	\$ 58,585	\$ 36,822	\$ 67,642	\$ 27,765	\$ 47,704
	Profit Margin	18%	19%	17%	26%	11%	18%
	Final Valuation	\$ 221,382	\$ 275,109	\$ 167,655	\$ 319,829	\$ 122,934	\$ 263,575

# Stress Test: Growth Under Pressure

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

Scenario Name	Story	KPIs impact				
<b>Growth Under Pressure</b>	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.	<table border="1"> <tr> <td><b>Revenue</b> Higher by 20%</td> <td><b>COGS</b> Higher by 30%</td> </tr> <tr> <td><b>OPEX</b> Higher by 40%</td> <td><b>Discount Rate</b> unaffected</td> </tr> </table>	<b>Revenue</b> Higher by 20%	<b>COGS</b> Higher by 30%	<b>OPEX</b> Higher by 40%	<b>Discount Rate</b> unaffected
<b>Revenue</b> Higher by 20%	<b>COGS</b> Higher by 30%					
<b>OPEX</b> Higher by 40%	<b>Discount Rate</b> unaffected					

## Results



# Stress Test: The Perfect Storm

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

## Scenario Name

## Story

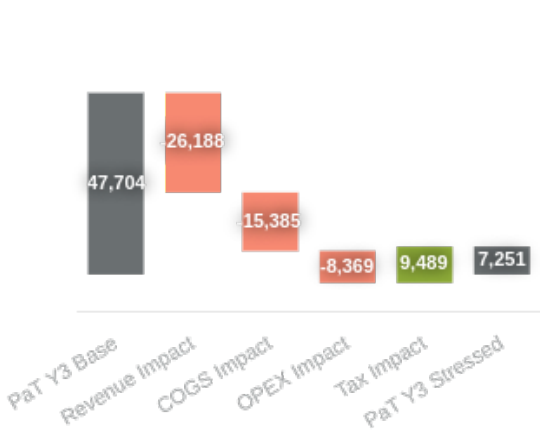
## KPIs impact

# The Perfect Storm

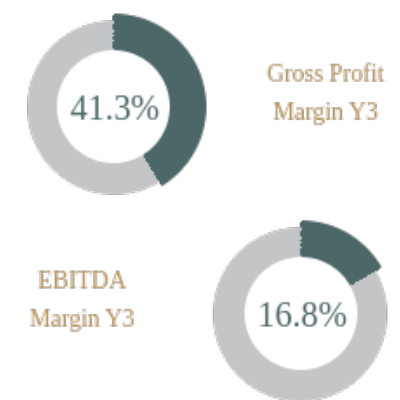
This scenario simulates the convergence of adverse market conditions and rising operational challenges. A sharp downturn in market demand coincides with increased costs due to inflation and supply chain disruptions. The combination results in a dual hit to both top-line revenue and operational margins. Additionally, external factors such as economic instability elevate the discount rate, amplifying the pressure on future cash flows. Businesses facing 'The Perfect Storm' must focus on resilience through diversified revenue streams, cost-control measures, and contingency planning.

<b>Revenue</b> Lower by 10%	<b>COGS</b> Higher by 25%
<b>OPEX</b> Higher by 30%	<b>Discount Rate</b> Higher by 10%

## Results



	<b>\$ 17,011</b> Valuation		<b>\$ 235,684</b> Revenue Y3
	<b>\$ 39,618</b> EBITDA		<b>\$ 7,251</b> Profit After Tax



# 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	\$ 38,738	\$ 43,581	\$ 46,002	\$ 50,844	\$ 53,265	\$ 58,107	\$ 44,065	\$ 45,518	\$ 46,970	\$ 49,876	\$ 51,328	\$ 52,781
	Y2	\$ 100,720	\$ 113,310	\$ 119,605	\$ 132,195	\$ 138,489	\$ 151,079	\$ 114,569	\$ 118,346	\$ 122,123	\$ 129,677	\$ 133,453	\$ 137,230
	Y3	\$ 209,497	\$ 235,684	\$ 248,777	\$ 274,965	\$ 288,058	\$ 314,245	\$ 238,303	\$ 246,159	\$ 254,015	\$ 269,727	\$ 277,583	\$ 285,439
Gross Profit	Y1	\$ 20,531	\$ 23,098	\$ 24,381	\$ 26,947	\$ 28,231	\$ 30,797	\$ 23,354	\$ 24,124	\$ 24,894	\$ 26,434	\$ 27,204	\$ 27,974
	Y2	\$ 53,381	\$ 60,054	\$ 63,390	\$ 70,063	\$ 73,399	\$ 80,072	\$ 60,721	\$ 62,723	\$ 64,725	\$ 68,729	\$ 70,730	\$ 72,732
	Y3	\$ 111,033	\$ 124,912	\$ 131,852	\$ 145,731	\$ 152,671	\$ 166,550	\$ 126,300	\$ 130,464	\$ 134,628	\$ 142,955	\$ 147,119	\$ 151,283
GP Margin	Y1	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%
	Y2	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%
	Y3	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%	53%
EBITDA	Y1	\$ 13,249	\$ 14,905	\$ 15,733	\$ 17,389	\$ 18,217	\$ 19,873	\$ 15,070	\$ 15,567	\$ 16,064	\$ 17,057	\$ 17,554	\$ 18,051
	Y2	\$ 34,446	\$ 38,752	\$ 40,905	\$ 45,211	\$ 47,363	\$ 51,669	\$ 39,182	\$ 40,474	\$ 41,766	\$ 44,349	\$ 45,641	\$ 46,933
	Y3	\$ 71,648	\$ 80,604	\$ 85,082	\$ 94,038	\$ 98,516	\$ 107,472	\$ 81,499	\$ 84,186	\$ 86,873	\$ 92,247	\$ 94,933	\$ 97,620
EBITDA Margin	Y1	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%
	Y2	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%
	Y3	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%	34%
Net Profit	Y1	-\$ 14,109	-\$ 12,767	-\$ 12,097	-\$ 10,755	-\$ 10,084	-\$ 8,743	-\$ 12,633	-\$ 12,231	-\$ 11,828	-\$ 11,023	-\$ 10,621	-\$ 10,219
	Y2	\$ 3,061	\$ 6,549	\$ 8,293	\$ 11,781	\$ 13,524	\$ 17,012	\$ 6,898	\$ 7,944	\$ 8,990	\$ 11,083	\$ 12,129	\$ 13,176
	Y3	\$ 33,195	\$ 40,449	\$ 44,076	\$ 51,331	\$ 54,958	\$ 62,212	\$ 41,175	\$ 43,351	\$ 45,527	\$ 49,880	\$ 52,056	\$ 54,232
Profit Margin	Y1	-36%	-29%	-26%	-21%	-19%	-15%	-29%	-27%	-25%	-22%	-21%	-19%
	Y2	3%	6%	7%	9%	10%	11%	6%	7%	7%	9%	9%	10%
	Y3	16%	17%	18%	19%	19%	20%	17%	18%	18%	18%	19%	19%
Final Valuation		\$ 149,746	\$ 185,564	\$ 203,473	\$ 239,291	\$ 257,200	\$ 293,018	\$ 189,145	\$ 199,891	\$ 210,636	\$ 232,127	\$ 242,873	\$ 253,618



## Financial and Technical

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

## Organisational Structure

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

## Other

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

# Disclaimer

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

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

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

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