

# Business Plan & Valuation Presentation



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# OUR VISION & MISSION

## Our Mission

EventHorizon exists to transform visions into reality by meticulously planning and innovatively designing unforgettable events. Specializing in conventions and trade shows, we strive to exceed client expectations through comprehensive event management services, including venue selection, theme development, logistics coordination, and on-site execution. Our dedicated team blends creativity with attention to detail, making a difference by ensuring that every event, whether a corporate function or personal celebration, is seamlessly executed and memorable, reinforcing our commitment to exceptional service and flawless execution.

## Our Vision

EventHorizon envisions becoming the global leader in event planning and management, renowned for transforming client aspirations into extraordinary realities. We aim to set the industry standard for excellence, innovation, and creativity. Our vision is to expand our reach, creating impactful and memorable events worldwide. We aspire to be the first choice for organizations and individuals seeking unparalleled event experiences, continually pushing the boundaries of what is possible and leaving a lasting legacy of extraordinary events that inspire and captivate.



# Summary Financials Dashboard

Key performance indicators  
(Base Scenario Y3)

**\$ 137,205**

Revenue

**\$ 61,742**

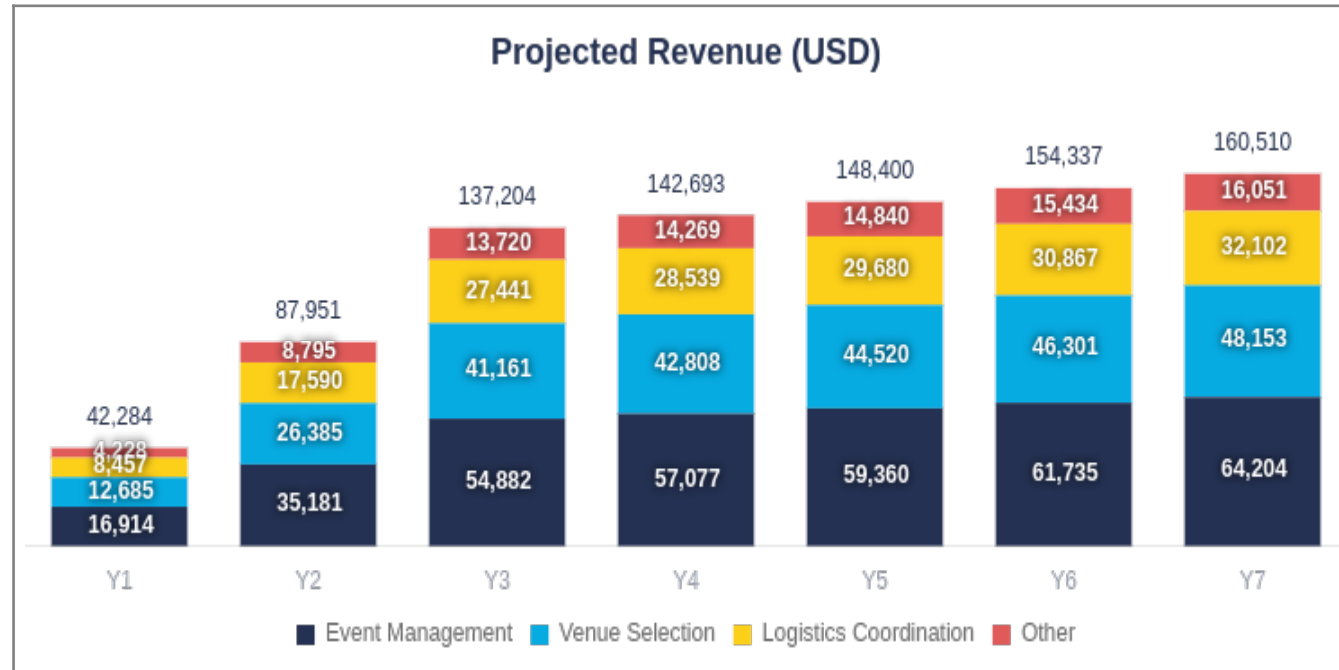
Gross Profit

**\$ 35,920**

EBITDA

**0.01%**

Target Market Share

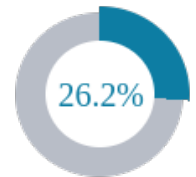


Margins  
(Stabilized by Y3)

GP Margin



EBITDA Margin



PbT Margin



## Project Phases



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

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



# About the Company: General Overview



EventHorizon is a premier event planning company specializing in creating unforgettable experiences through meticulous planning and innovative design. The company operates in the Administrative and support service activities sector. EventHorizon offers comprehensive event management services, including venue selection, theme development, logistics coordination, and on-site execution, tailored to meet the unique needs of each client. Their dedicated team combines creativity with attention to detail to ensure every event, from corporate functions to personal celebrations, is seamlessly executed and memorable. With a focus on exceptional service and flawless execution, EventHorizon transforms visions into reality and delivers extraordinary events that exceed expectations.

# The Main Phases: Projects & Impacts



# Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
<b>Clients</b>	<ol style="list-style-type: none"> <li>1. Enhanced satisfaction through personalized event management services tailored to their specific needs.</li> <li>2. Increased value with innovative and memorable event experiences that align with their goals.</li> <li>3. Reliable and stress-free event execution allowing clients to focus on their core activities.</li> </ol>
<b>Employees</b>	<ol style="list-style-type: none"> <li>1. Professional growth opportunities through training and engagement in diverse and innovative event projects.</li> <li>2. Enhanced job satisfaction from being part of a creative and dynamic work environment.</li> <li>3. Competitive compensation and recognition programs for excellence in service delivery.</li> </ol>
<b>Vendors</b>	<ol style="list-style-type: none"> <li>1. Long-term partnerships with a reliable and reputable event planning company.</li> <li>2. Increased business opportunities through frequent and varied event collaborations.</li> <li>3. Streamlined and efficient coordination reducing logistical challenges and ensuring smooth operations.</li> </ol>
<b>Investors</b>	<ol style="list-style-type: none"> <li>1. Steady revenue growth from a well-established, expanding service offering.</li> <li>2. Diversification benefits as the company explores new markets and services.</li> <li>3. Potential for high returns through strategic innovation and market expansion.</li> </ol>
<b>Community</b>	<ol style="list-style-type: none"> <li>1. Economic benefits from local spending on event-related services and accommodations.</li> <li>2. Enhanced community engagement through culturally enriching and high-profile events.</li> <li>3. Job creation and volunteer opportunities contributing to local economic development.</li> </ol>
<b>Industry Partners</b>	<ol style="list-style-type: none"> <li>1. Strengthened industry ties through collaborative event planning and execution.</li> <li>2. Shared knowledge and resources fostering innovation in event management practices.</li> <li>3. Mutual growth and visibility from co-hosting and partnership in high-profile events.</li> </ol>
<b>Attendees</b>	<ol style="list-style-type: none"> <li>1. Superior event experiences through meticulous planning and innovative designs that leave lasting impressions.</li> <li>2. Opportunities to engage and network in well-organized and seamless events.</li> <li>3. Enjoyment of unique and memorable event experiences tailored to their interests and preferences.</li> </ol>



# Key Performance Components

## Competitive Advantage

### Meticulous Planning

EventHorizon ensures every detail is accounted for, delivering flawless and memorable experiences tailored to each client's unique needs.

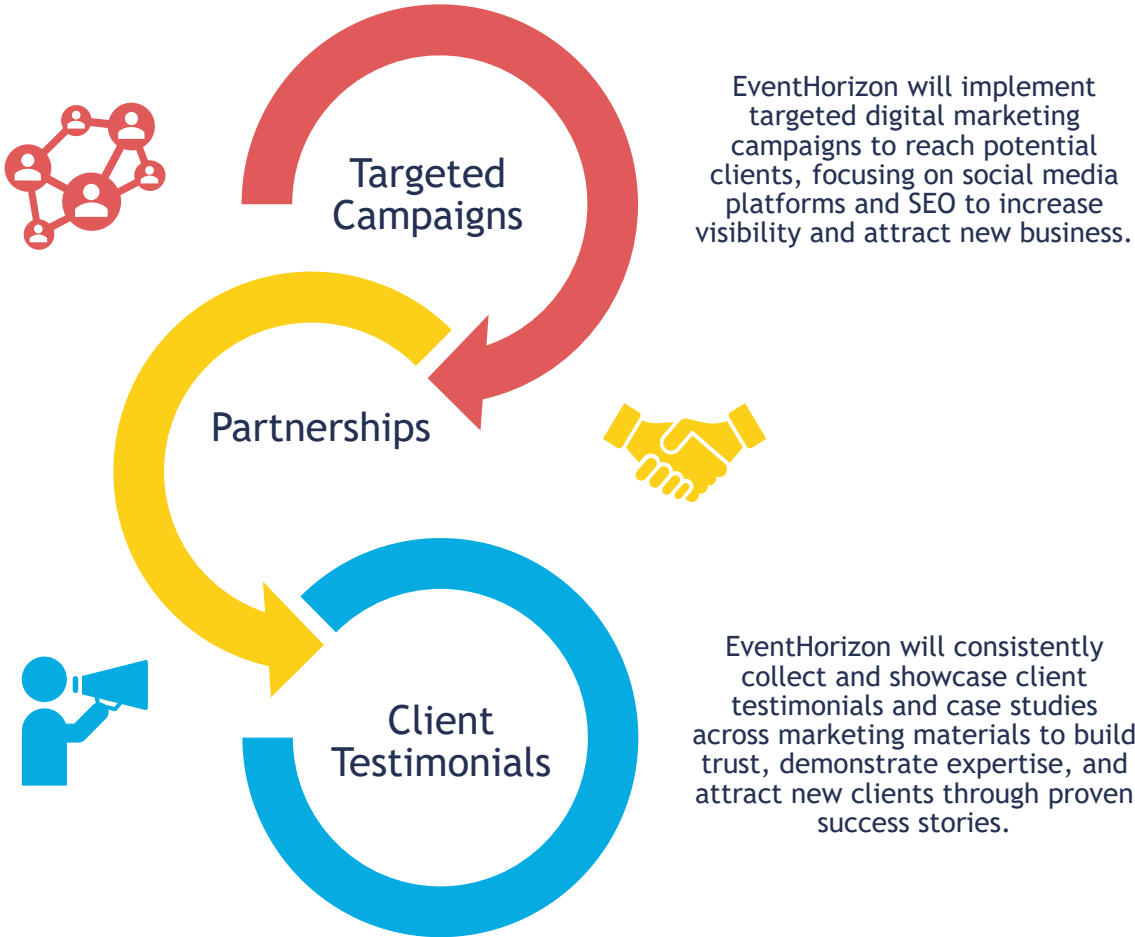
### Innovative Design

Combining creativity with practicality, EventHorizon creates unique themes and designs, setting their events apart from the competition.

### Exceptional Service








With a dedicated team focused on flawless execution and client satisfaction, EventHorizon consistently exceeds expectations in event management.

## Marketing and Growth Strategy

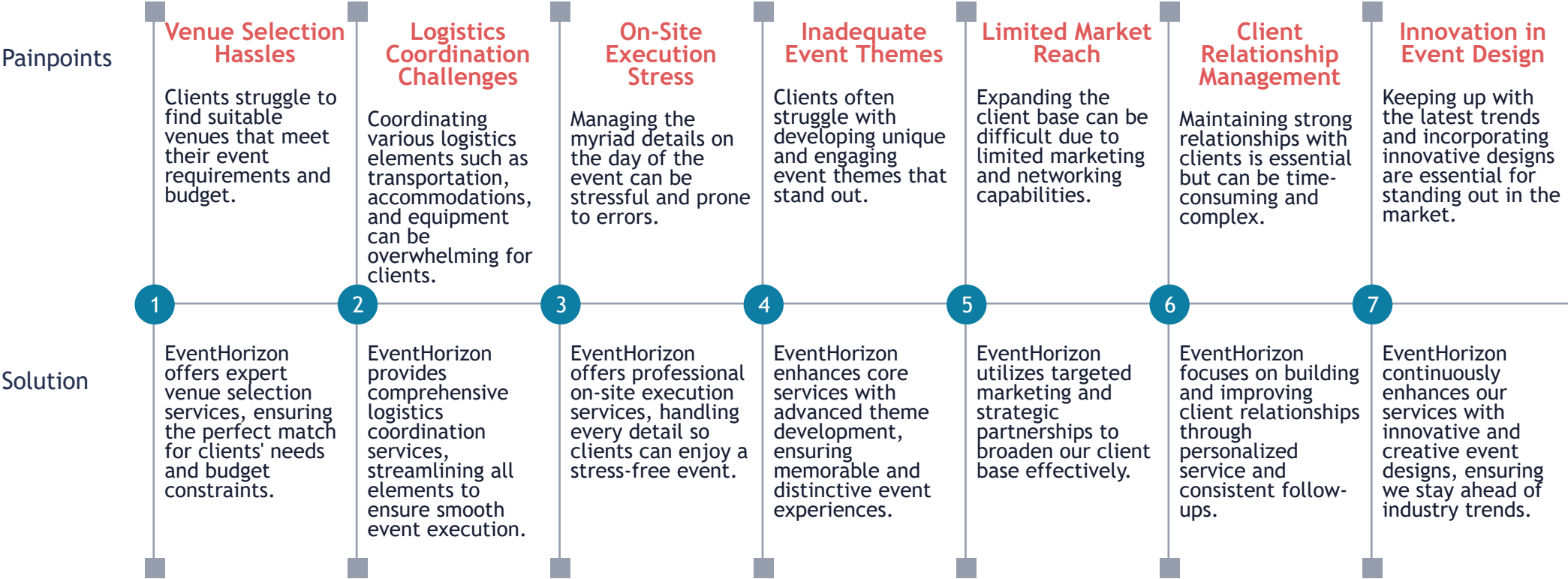




# Target Groups


Industries		Description
I	 Corporate Clients	Large and small businesses seeking to organize conferences, product launches, and corporate retreats to enhance brand image and foster employee engagement.
II	 Trade Associations	Industry-specific organizations that require meticulous planning for trade shows and conventions, aiming to connect members and showcase industry advancements.
III	 Non-Profit Organizations	Charities and non-profits needing expertly managed fundraising galas, awareness campaigns, and community events to maximize outreach and donor engagement.
IV	 Educational Institutions	Schools, colleges, and universities looking to host academic conferences, graduation ceremonies, and workshops with professional coordination and innovative flair.
V	 Wedding Planners	Couples and wedding planners seeking personalized and memorable wedding experiences with meticulous attention to detail, from venue selection to on-site execution.
VI	 Tech Companies	Technology firms needing to host innovative product launches, tech expos, and network-building events to highlight new technologies and foster industry connections.
VII	 Healthcare Providers	Hospitals, clinics, and healthcare organizations planning medical conferences, health fairs, and symposiums to disseminate knowledge and promote health initiatives.

## Solution from Phase I to Phase IV




# Strategic Analysis: SWOT

**Strength**



Strong reputation for creating unforgettable experiences. Highly skilled and creative event planning team. Comprehensive suite of event management services. Attention to detail and tailored client solutions. Proven record of seamless and memorable event execution.

**Weaknesses**




High dependency on key personnel. Seasonal fluctuations impacting revenue. High operational costs due to meticulous planning. Limited diversification in service offerings. Vulnerability to economic downturns affecting event budgets.

**Opportunities**



Expansion into new geographic markets. Leveraging technology for virtual and hybrid events. Establishing partnerships with venues and vendors. Developing specialized event packages for niche markets. Increasing demand for personalized event experiences.

**Threats**



Intense competition from other event management companies. Economic instability affecting corporate event budgets. Shifts in consumer preferences post-pandemic. Reliance on third-party vendors for critical services. Potential for negative impact due to unforeseen circumstances (e.g., natural disasters).

# Management Team

## Overview

John leads EventHorizon with over a decade of experience in event planning, ensuring seamless execution of high-profile events.



Co-Founder & CEO

## Emily Williams



Co-Founder & COO

## Overview

Emily oversees daily operations, managing logistics and vendor relations to deliver flawless events every time.

## Overview

Michael drives the creative vision at EventHorizon, designing unique and memorable experiences tailored to client needs.



Creative Director

## Sarah Taylor



Client Relations Manager

## Overview

Sarah ensures excellent client service, managing communications and fostering strong relationships with all EventHorizon clients.



# History & Roadmap



**Current Status.**

- Conduct comprehensive industry and client needs analysis.
- Introduce new services based on research findings.
- Implement advanced event management software.
- Launch targeted marketing campaigns for service awareness.
- Expand services to new regions and cities.
- Form strategic partnerships with key industry players.

# Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
<b>General Planning and Organization</b>					
1	Define Company Mission and Vision	●	Not Started	High	CEO 2 weeks
2	Develop Business Plan	●	Not Started	High	CEO 1 month
3	Set Up Legal Structure	●	Not Started	High	CFO 1 month
4	Open Business Bank Account	●	Not Started	Medium	CFO 2 weeks
5	Design Company Logo and Branding	●	Not Started	Medium	CMO 1 month
6	Secure Office Space	●	Not Started	Medium	COO 2 months
7	Implement Financial Management System	●	Not Started	High	CFO 1 month
8	Hire and Train Core Team	●	Not Started	High	COO 3 months
<b>Marketing</b>					
1	Develop Comprehensive Marketing Strategy	●	Not Started	High	CMO 2 months
2	Create Brand Identity and Guidelines	●	Not Started	High	CMO 1 month
3	Establish Social Media Presence	●	Not Started	Medium	CMO 1 month
4	Develop Website and Optimize for SEO	●	Not Started	High	CTO 2 months
5	Launch Targeted Marketing Campaigns	●	Not Started	High	CRO 3 months
6	Initiate Email Marketing Campaigns	●	Not Started	Medium	CMO 1 month
7	Develop Partnerships with Industry Influencers	●	Not Started	Medium	CRO 4 months
8	Participate in Trade Shows and Networking Events	●	Not Started	Medium	COO 6 months

# Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
<b>Phase 1 &amp; Technical Set Up for next Phases</b>						
1	Select appropriate venues for initial events	●	Not Started	High	CPO	2 weeks
2	Develop logistics coordination plans	●	Not Started	High	COO	3 weeks
3	Recruit and train on-site event teams	●	Not Started	High	COO	4 weeks
4	Establish vendor partnerships for event services	●	Not Started	Medium	CPO	1 month
5	Create initial event service packages	●	Not Started	High	CPO	2 weeks
6	Develop on-site execution protocols	●	Not Started	High	COO	3 weeks
7	Design standard operating procedures for event management	●	Not Started	Medium	COO	1 month
8	Create client feedback system to improve services	●	Not Started	Medium	CSO	2 weeks
<b>Phase 2</b>						
1	Enhance Core Services with Advanced Theme Development	●	Not Started	High	CPO	2 months
2	Expand Marketing Campaigns to Target New Client Segments	●	Not Started	High	CMO	3 months
3	Form Strategic Partnerships with Key Industry Players	●	Not Started	High	COO	4 months
4	Improve Client Relationship Management Processes	●	Not Started	Medium	CRO	2 months
5	Develop New Service Packages to Attract Different Market Segments	●	Not Started	Medium	CPO	3 months
6	Introduce Innovative Event Design Techniques	●	Not Started	Medium	CTO	3 months
7	Conduct Market Research to Identify New Opportunities	●	Not Started	Low	CSO	2 months
8	Upgrade Event Management Software for Better Efficiency	●	Not Started	Low	CIO	1 month

# Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
<b>Phase 3</b>						
1	Develop Virtual Event Service Offerings	●	Not Started	High	CTO	3 months
2	Launch Consulting Services for Event Planning	●	Not Started	High	CPO	4 months
3	Investigate Advanced Event Tech (AR/VR)	●	Not Started	Medium	CTO	6 months
4	Create Partnerships with Related Vendors	●	Not Started	High	COO	2 months
5	Implement New Event Management Software	●	Not Started	Medium	CIO	3 months
6	Establish Revenue Tracking for New Services	●	Not Started	High	CFO	1 month
7	Explore New Market Segments for Events	●	Not Started	Medium	CMO	5 months
8	Introduce Interactive Event Experiences	●	Not Started	Medium	CPO	4 months
<b>Phase 4</b>						
1	Explore International Market Opportunities	●	Not Started	High	CEO	6 months
2	Experiment with Immersive Reality Experiences	●	Not Started	High	CTO	8 months
3	Develop Strategic Partnerships with International Vendors	●	Not Started	High	COO	6 months
4	Invest in Research and Development for Cutting-edge Technologies	●	Not Started	Medium	CFO	12 months
5	Assess and Establish Market Feasibility in Target Countries	●	Not Started	High	CSO	4 months
6	Pilot Test Immersive Reality Experience in Local Market	●	Not Started	Medium	CPO	5 months
7	Secure Funding for International Expansion	●	Not Started	High	CFO	3 months
8	Identify Trends and Future Opportunities in Event Technologies	●	Not Started	Medium	CIO	6 months



# Core Risks & Mitigation Strategies

## 1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Vendor reliability issues	COO	Establish strong relationships with multiple reliable vendors and have contingency plans for replacements if needed.
2	Logistical challenges	COO	Implement detailed planning and scheduling processes, and continuously monitor logistics to manage any disruptions efficiently.
3	Staffing shortages	CPO	Develop a robust staffing plan including cross-training employees and maintaining a pool of on-call staff.
4	Failure of on-site execution	COO	Conduct thorough pre-event rehearsals and ensure the presence of experienced on-site managers to oversee critical tasks.
5	Technology failures	CTO	Implement robust and redundant technology infrastructure to ensure seamless operations during events.

## 2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Compliance with Local Regulations	COO	Regularly review and update compliance procedures.
2	Data Privacy Laws	CIO	Implement strict data handling protocols.
3	Intellectual Property Infringement	CLO	Conduct IP audits and use licensing agreements.
4	Labor Law Violations	COO	Ensure compliance with labor regulations.
5	Contract Disputes	CLO	Use clear, vetted contracts.

### 3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market Competition	CEO	Focus on unique value propositions and innovation
2	Changing Client Preferences	CMO	Conduct regular market research
3	Economic Downturn	CFO	Diversify service offerings
4	Technological Disruption	CTO	Invest in emerging technologies
5	International Market Entry	COO	Develop strategic partnerships

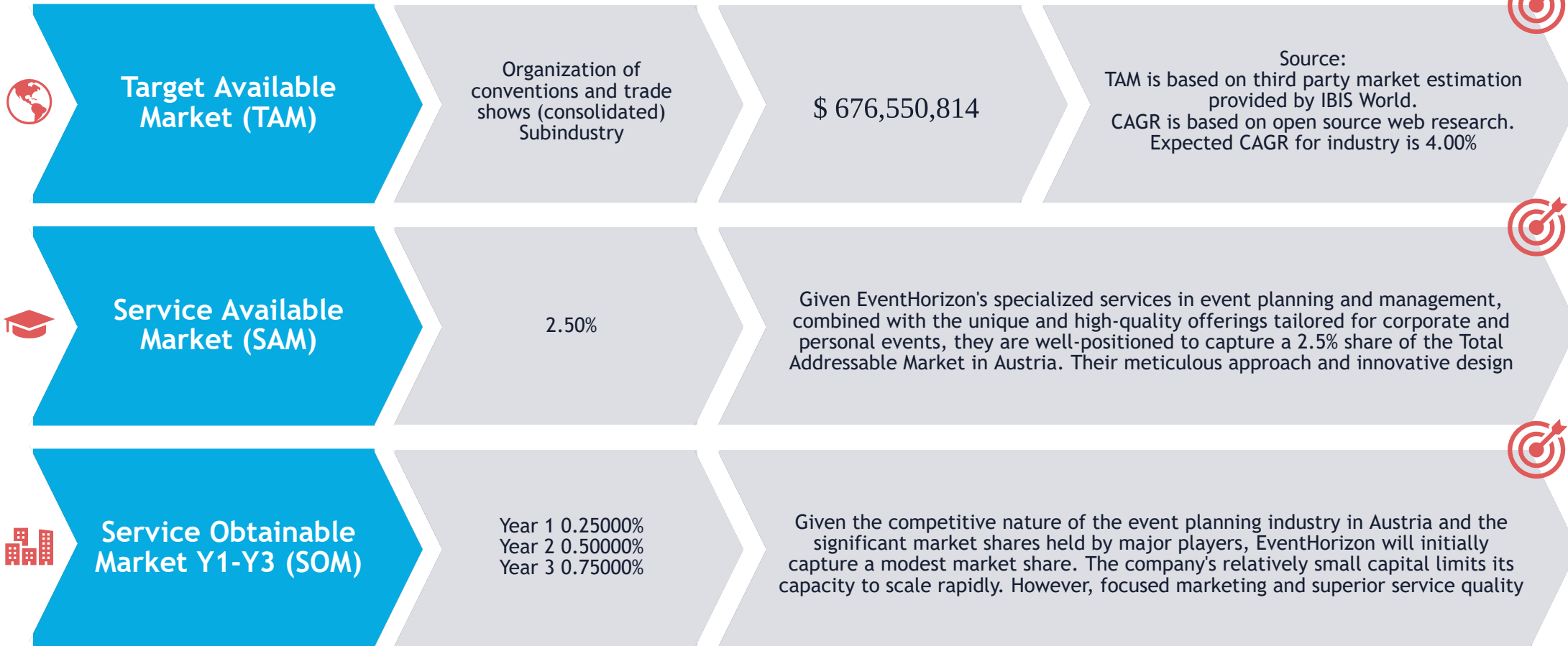
### 4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash Flow Shortages	CFO	Maintain a cash reserve and monitor cash flow closely.
2	Client Payment Delays	CFO	Enforce strict payment terms and follow up promptly on overdue payments.
3	Overbudgeting	COO	Implement rigorous budgeting controls and regular financial reviews.
4	Economic Downturn	CSO	Diversify revenue streams and adjust business plans swiftly.
5	High Operational Costs	COO	Regularly audit expenses and negotiate supplier contracts.

### 5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Innovation stagnation	CPO	Encourage continuous R&D
2	Client dissatisfaction	CMO	Adopt proactive client feedback systems
3	Brand reputation damage	CSO	Implement strong PR strategies
4	Employee burnout	COO	Promote work-life balance
5	Market competition	CEO	Focus on unique value propositions

# 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 \$ 100,000

Y1 Cash Flow Stream(USD)	Inflows	Outflows
Gross Profit	19,028	
Payroll Expenses		2,537
Rent & Utilities		1,691
Marketing and Branding		1,057
Legal and Professional Fees		846
Capex		90,000
Communication Expenses		634
Training and Development		423
Other Miscellaneous		423
Office Supplies		211
Representation and Entert.		135
<b>CAPEX &amp; WC shortage Y1</b>		<b>78,930</b>
<b>Buffer</b>		<b>21,070</b>
<b>Total Required Investment(USD)</b>		<b>100,000</b>



# Financials Dashboard

## Y3 PL formation and Margins

### Revenue



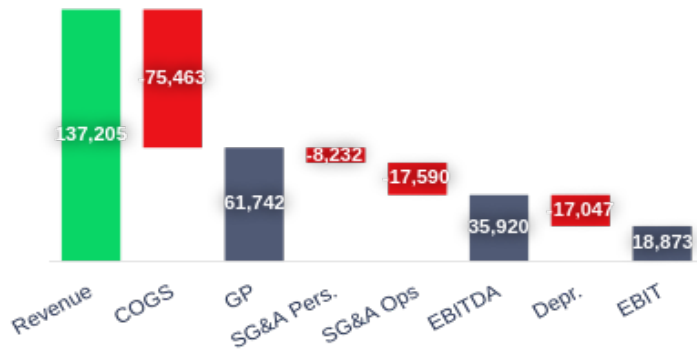
### Projected Revenue

- GP 45.0%
- EBITDA 26.2%

Y3

Y3

### PnL Formation (Y3 USD)

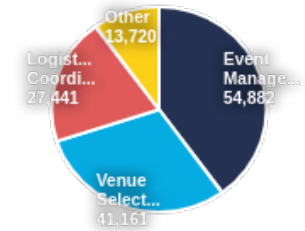
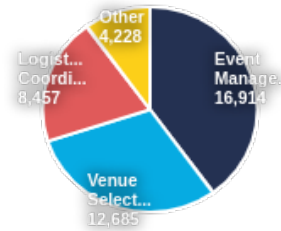


## Business Line Breakdown (USD)

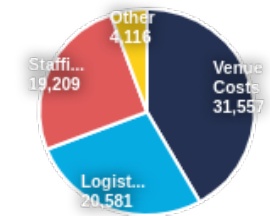
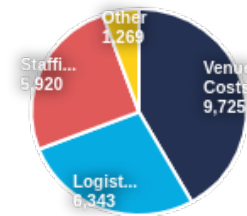
Y1

Y2

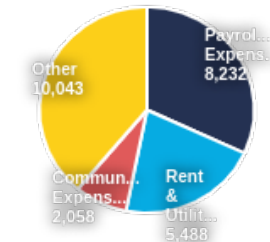
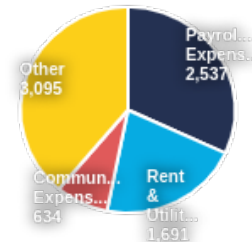
### Revenue



### COGS



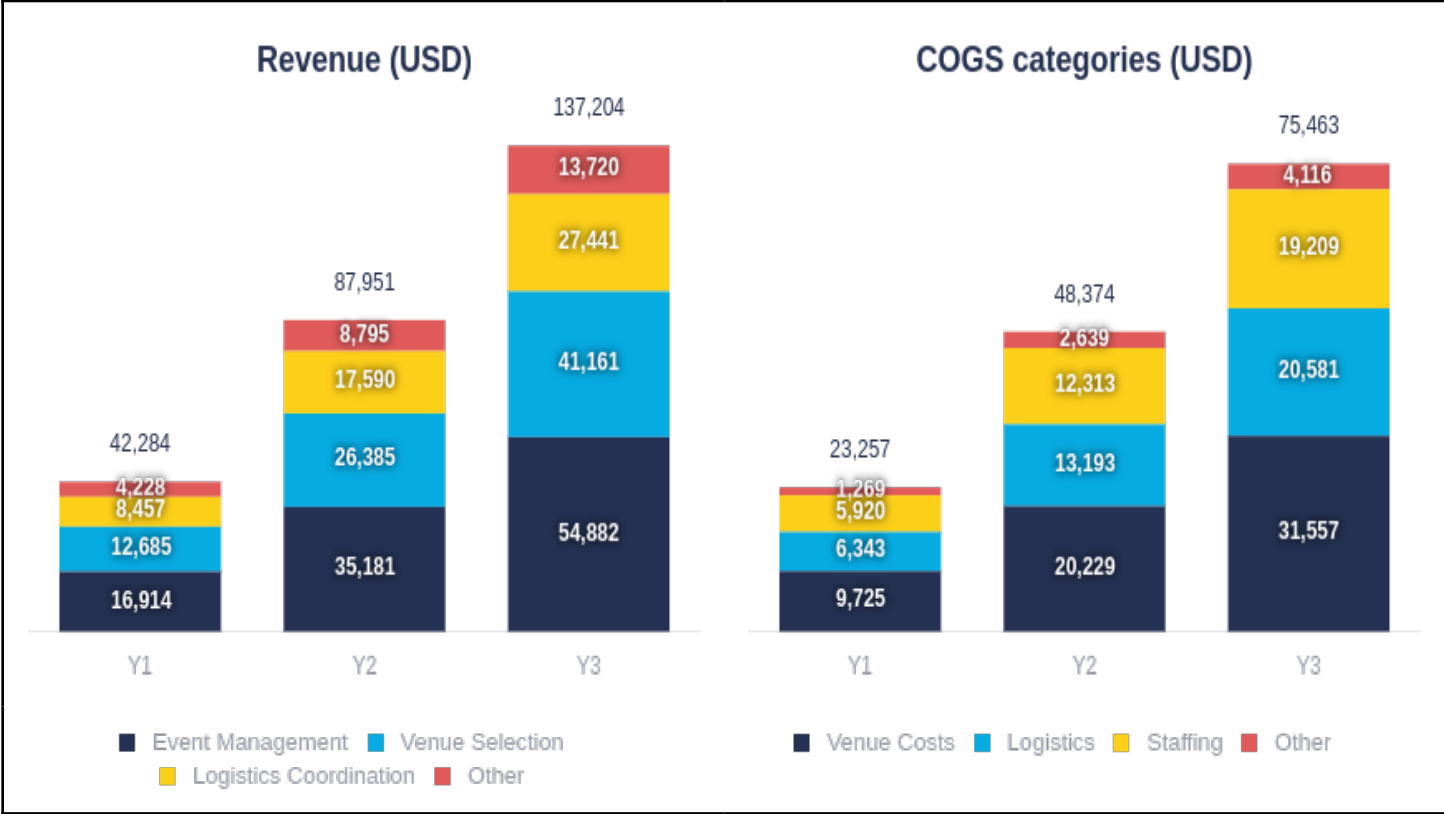
### Admin



# Revenue Formation Narrative

EventHorizon is positioned to leverage its unique and comprehensive event planning services to capture a significant share of the market within Austria. With access to a Total Addressable Market (TAM) of 676,550,814 USD, our Serviceable Addressable Market (SAM) estimation at 2.5% highlights our ability to distinguish ourselves through quality service and innovation. The SAM narrative supports this, pointing to our tailored offerings and focus on top-tier event solutions as key differentiators against competitors. Nevertheless, the highly competitive landscape and our current capital constraints necessitate a cautious approach to market entry. Consequently, our Serviceable Obtainable Market (SOM) estimation projects modest initial gains. For Year 1, we anticipate capturing 0.0025% of the market, translating to 42,284.426 USD in revenue. Projected growth in Year 2 to 0.005% and in Year 3 to 0.0075% is expected as we build brand recognition and expand our client base, corresponding to revenues of 87,951.606 USD and 137,204.505 USD, respectively. Our revenue streams are primarily derived from four key lines of business: Event Management (40%), Venue Selection (30%), Logistics Coordination (20%), and Other (10%). These distinct services diversify our revenue potential and strengthen our market positioning, ensuring we can meet varied client needs while scaling our operations strategically over the next three years.

**\$ 137,205** <sup>Y3</sup> Projected Revenue      **0.01%** Market share



# Revenue Calculation Details

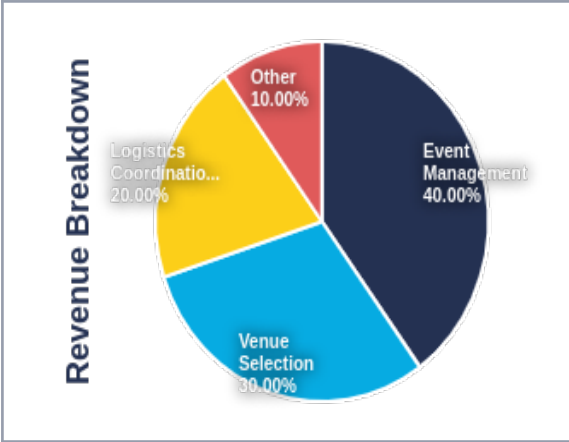
Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Event Management	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%
Venue Selection	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%	30.00%
Logistics Coordination	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	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%

Event Management	1,057	1,057	1,057	1,269	1,269	1,269	1,550	1,550	1,550	1,762	1,762	1,762	16,914	35,181	54,882
Venue Selection	793	793	793	951	951	951	1,163	1,163	1,163	1,321	1,321	1,321	12,685	26,385	41,161
Logistics Coordination	529	529	529	634	634	634	775	775	775	881	881	881	8,457	17,590	27,441
Other	264	264	264	317	317	317	388	388	388	440	440	440	4,228	8,795	13,720
<b>Total Revenue (USD)</b>	<b>2,643</b>	<b>2,643</b>	<b>2,643</b>	<b>3,171</b>	<b>3,171</b>	<b>3,171</b>	<b>3,876</b>	<b>3,876</b>	<b>3,876</b>	<b>4,405</b>	<b>4,405</b>	<b>4,405</b>	<b>42,284</b>	<b>87,952</b>	<b>137,205</b>

Total revenue is expected to reach \$ 137,205 by year 3.  
 Main revenue driver are:

- Event Management which generates \$ 54,882 by Year 3
- Venue Selection which generates \$ 41,161 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 80.13 %



# COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Venue Costs	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%
Logistics	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%
Staffing	14.00%	14.00%	14.00%	14.00%	14.00%	14.00%	14.00%	14.00%	14.00%	14.00%	14.00%	14.00%	14.00%	14.00%	14.00%
Other	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%

Venue Costs	608	608	608	729	729	729	891	891	891	1,013	1,013	1,013	9,725	20,229	31,557
Logistics	396	396	396	476	476	476	581	581	581	661	661	661	6,343	13,193	20,581
Staffing	370	370	370	444	444	444	543	543	543	617	617	617	5,920	12,313	19,209
Other	79	79	79	95	95	95	116	116	116	132	132	132	1,269	2,639	4,116

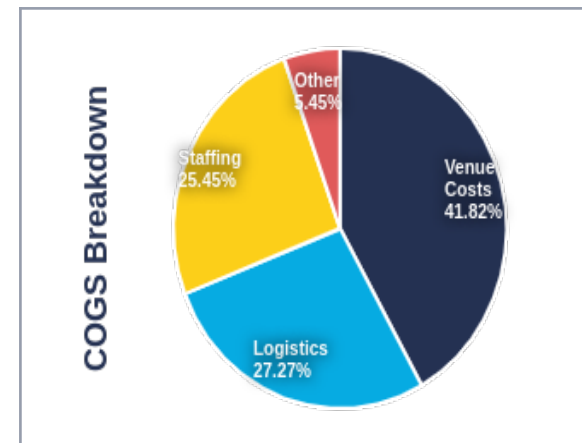
<b>Total COGS (USD)</b>	<b>1,454</b>	<b>1,454</b>	<b>1,454</b>	<b>1,744</b>	<b>1,744</b>	<b>1,744</b>	<b>2,132</b>	<b>2,132</b>	<b>2,132</b>	<b>2,423</b>	<b>2,423</b>	<b>2,423</b>	<b>23,256</b>	<b>48,373</b>	<b>75,462</b>
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Total COGS is expected to reach \$ 75,462 by year 3.

Main revenue driver are:

- Venue Costs which generates \$ 31,557 by Year 3
- Logistics which generates \$ 20,581 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 80.13 %





# SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%
Rent & Utilities	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%
Communication Expenses	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%
Office Supplies	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%	0.50%
Legal and Professional Fees	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%
Marketing and Branding	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
Representation and Entertainment	0.32%	0.32%	0.32%	0.32%	0.32%	0.32%	0.32%	0.32%	0.32%	0.32%	0.32%	0.32%	0.32%	0.32%	0.32%
Training and Development	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Other Miscellaneous	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%

Payroll Expenses	159	159	159	190	190	190	233	233	233	264	264	264	2,537	5,277	8,232
Rent & Utilities	106	106	106	127	127	127	155	155	155	176	176	176	1,691	3,518	5,488
Communication Expenses	40	40	40	48	48	48	58	58	58	66	66	66	634	1,319	2,058
Office Supplies	13	13	13	16	16	16	19	19	19	22	22	22	211	440	686
Legal and Professional Fees	53	53	53	63	63	63	78	78	78	88	88	88	846	1,759	2,744
Marketing and Branding	66	66	66	79	79	79	97	97	97	110	110	110	1,057	2,199	3,430
Representation and Entertainment	8	8	8	10	10	10	12	12	12	14	14	14	135	281	439
Training and Development	26	26	26	32	32	32	39	39	39	44	44	44	423	880	1,372
Other Miscellaneous	26	26	26	32	32	32	39	39	39	44	44	44	423	880	1,372

<b>Total SG&amp;A (USD)</b>	<b>497</b>	<b>497</b>	<b>497</b>	<b>597</b>	<b>597</b>	<b>597</b>	<b>729</b>	<b>729</b>	<b>729</b>	<b>829</b>	<b>829</b>	<b>829</b>	<b>7,958</b>	<b>16,552</b>	<b>25,822</b>
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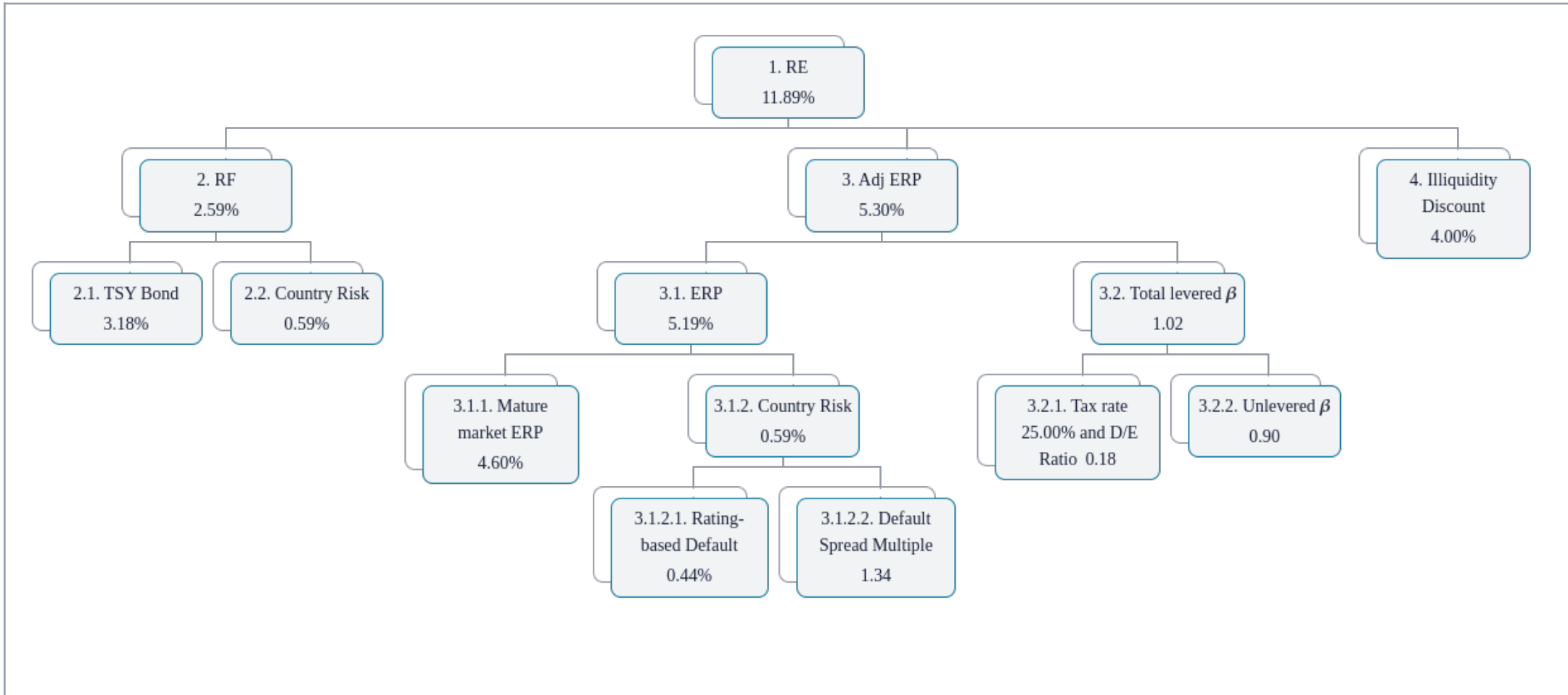
# PaT Expectations

1 2 3 4 5 6 7

Financial Projection

Income Statement (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<b>Revenue</b>	2,643	2,643	2,643	3,171	3,171	3,171	3,876	3,876	3,876	4,405	4,405	4,405	42,284	87,952	137,205
Event Management	1,057	1,057	1,057	1,269	1,269	1,269	1,550	1,550	1,550	1,762	1,762	1,762	16,914	35,181	54,882
Venue Selection	793	793	793	951	951	951	1,163	1,163	1,163	1,321	1,321	1,321	12,685	26,385	41,161
Logistics Coordination	529	529	529	634	634	634	775	775	775	881	881	881	8,457	17,590	27,441
Other	264	264	264	317	317	317	388	388	388	440	440	440	4,228	8,795	13,720
<b>COGS</b>	-1,454	-1,454	-1,454	-1,744	-1,744	-1,744	-2,132	-2,132	-2,132	-2,423	-2,423	-2,423	-23,256	-48,373	-75,462
Venue Costs	-608	-608	-608	-729	-729	-729	-891	-891	-891	-1,013	-1,013	-1,013	-9,725	-20,229	-31,557
Logistics	-396	-396	-396	-476	-476	-476	-581	-581	-581	-661	-661	-661	-6,343	-13,193	-20,581
Staffing	-370	-370	-370	-444	-444	-444	-543	-543	-543	-617	-617	-617	-5,920	-12,313	-19,209
Other	-79	-79	-79	-95	-95	-95	-116	-116	-116	-132	-132	-132	-1,269	-2,639	-4,116
<b>Gross Profit</b>	1,189	1,189	1,189	1,427	1,427	1,427	1,744	1,744	1,744	1,982	1,982	1,982	19,028	39,578	61,742
<b>SG&amp;A Personal Expenses</b>	-159	-159	-159	-190	-190	-190	-233	-233	-233	-264	-264	-264	-2,537	-5,277	-8,232
<b>SG&amp;A Operating Expenses</b>	-339	-339	-339	-407	-407	-407	-497	-497	-497	-565	-565	-565	-5,421	-11,275	-17,590
<b>EBITDA</b>	692	692	692	830	830	830	1,015	1,015	1,015	1,153	1,153	1,153	11,070	23,026	35,920
<b>Depreciation</b>	1,421	1,421	1,421	1,421	1,421	1,421	1,421	1,421	1,421	1,421	1,421	1,421	17,048	17,048	17,048
<b>EBIT</b>	-729	-729	-729	-590	-590	-590	-406	-406	-406	-268	-268	-268	-5,978	5,978	18,873
<b>Interest Expense</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Profit before Tax</b>	-729	-729	-729	-590	-590	-590	-406	-406	-406	-268	-268	-268	-5,978	5,978	18,873
<b>Tax</b>	-182	-182	-182	-148	-148	-148	-101	-101	-101	-67	-67	-67	-1,494	1,495	4,718
<b>Profit after Tax (USD)</b>	-547	-547	-547	-443	-443	-443	-304	-304	-304	-201	-201	-201	-4,483	4,484	14,154

## 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	-4,483	4,484	14,154	14,721	15,309	15,922	16,559
	Growth% Y4-Y7				4.00%	4.00%	4.00%	4.00%
	Growth% Y7 -->				3.50%			
	WACC				11.89%			
	PV Y1-Y7 at Y0	-4,007	3,581	10,104	9,391	8,729	8,113	7,541
	PV Y7 --> Y0				93,012			
	NPV (USD)				136,466			

Average Survival Rate for 3 Years 50%

**Final Valuation** \$ 68,233

The valuation is conducted using the Discounted Cash Flow (DCF) method. In this method, the projected cash flows for a period of 7 years, along with a terminal value, are discounted at a rate of 11.89 % to determine the Firm Value.

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

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

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

## Financial and Technical

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

## Organisational Structure

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

## Other

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

# Disclaimer

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

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