

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

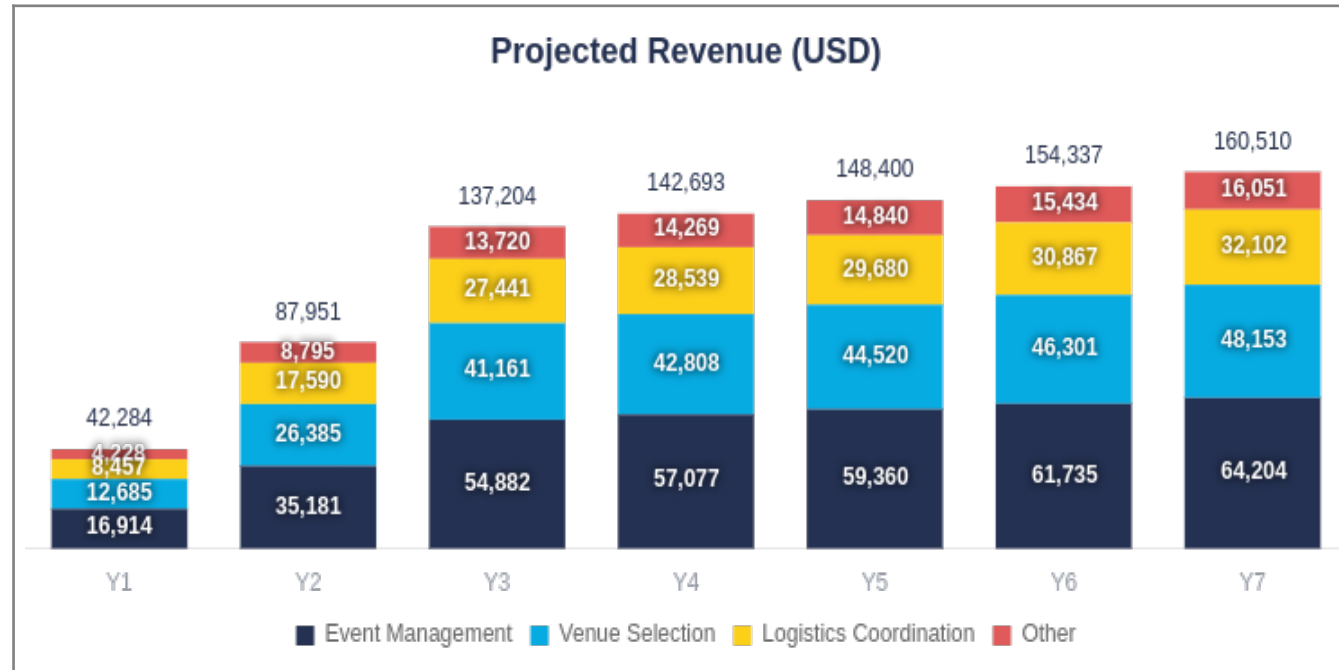
Gross Profit

\$ 35,920

EBITDA

0.02%

Target Market Share

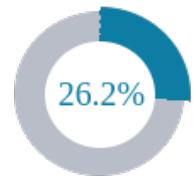


Margins
(Stabilized by Y3)

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



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










EventHorizon will implement targeted digital marketing campaigns to reach potential clients, focusing on social media platforms and SEO to increase visibility and attract new business.

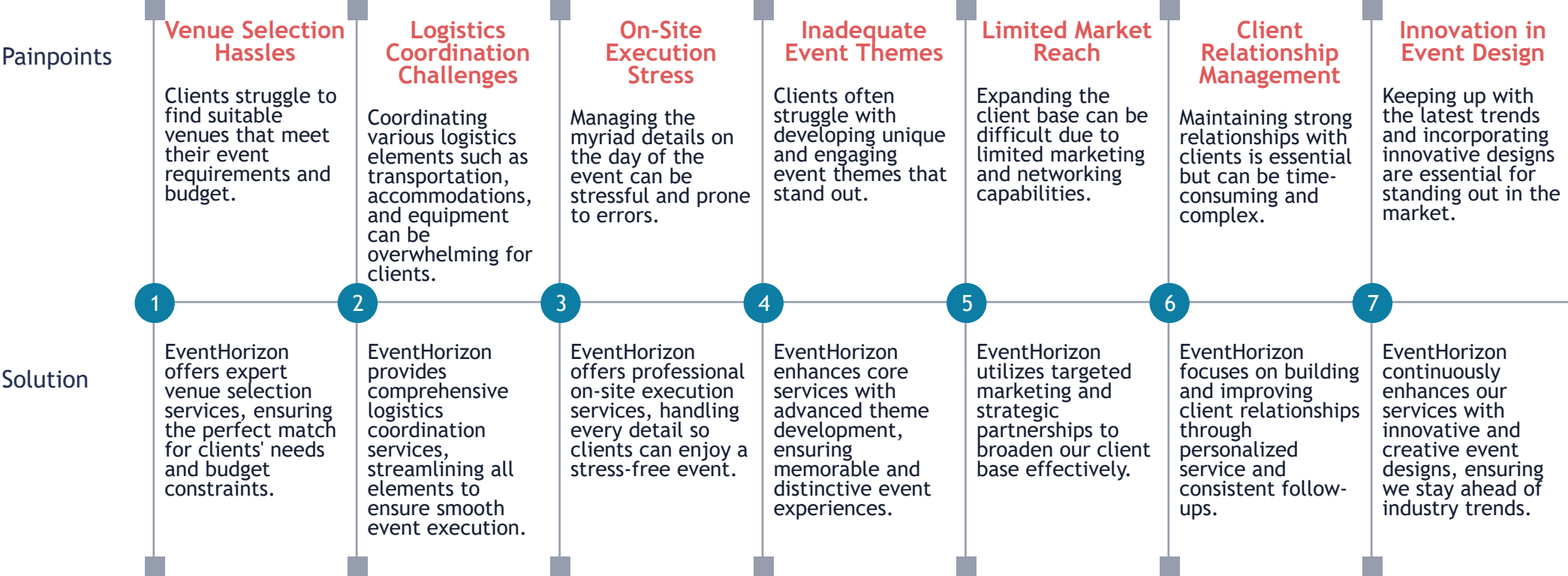
EventHorizon will form strategic partnerships with venues, suppliers, and local businesses to expand its network, offering exclusive deals and ensuring seamless coordination for events.

EventHorizon will consistently collect and showcase client testimonials and case studies across marketing materials to build trust, demonstrate expertise, and attract new clients through proven success stories.

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).

Pestel: Analysis

|  P |  E |  S |  T |  E |  L | | | | | | |
|--|--|--|--|--|---|---------------|--------|---------------|--------|-------|--------|
| Political | 7 / 10 | Economic | 8 / 10 | Social | 7 / 10 | Technological | 9 / 10 | Environmental | 7 / 10 | Legal | 6 / 10 |
| <p>Regulation: Changes in event management regulations</p> <p>Stability: Political stability impacts event permits</p> | <p>Funding: Economic downturn affects corporate event budgets</p> <p>Inflation: Rising costs for venues and supplies</p> | <p>Trends: Growing demand for unique event experiences</p> <p>Demographics: Changing attendee demographics and preferences</p> | <p>Innovation: Advances in event management technology</p> <p>Virtual Events: Increasing adoption of virtual and hybrid events</p> | <p>Sustainability: Demand for eco-friendly event practices</p> <p>Climate Change: Impact of climate change on event planning</p> | <p>Compliance: Adherence to health and safety regulations</p> <p>Intellectual Property: Protection of creative event concepts</p> | | | | | | |

EventHorizon, by continuously monitoring and adapting to PESTEL factors, can ensure a competitive edge in providing premium event management services and create unmatched event experiences despite potential business environment challenges.

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?

EventHorizon's meticulous planning and innovative design enable the firm to exploit opportunities and neutralize threats in the event planning environment.

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

The combination of creativity, attention to detail, and flawless execution is controlled by only a few firms in the event management industry.

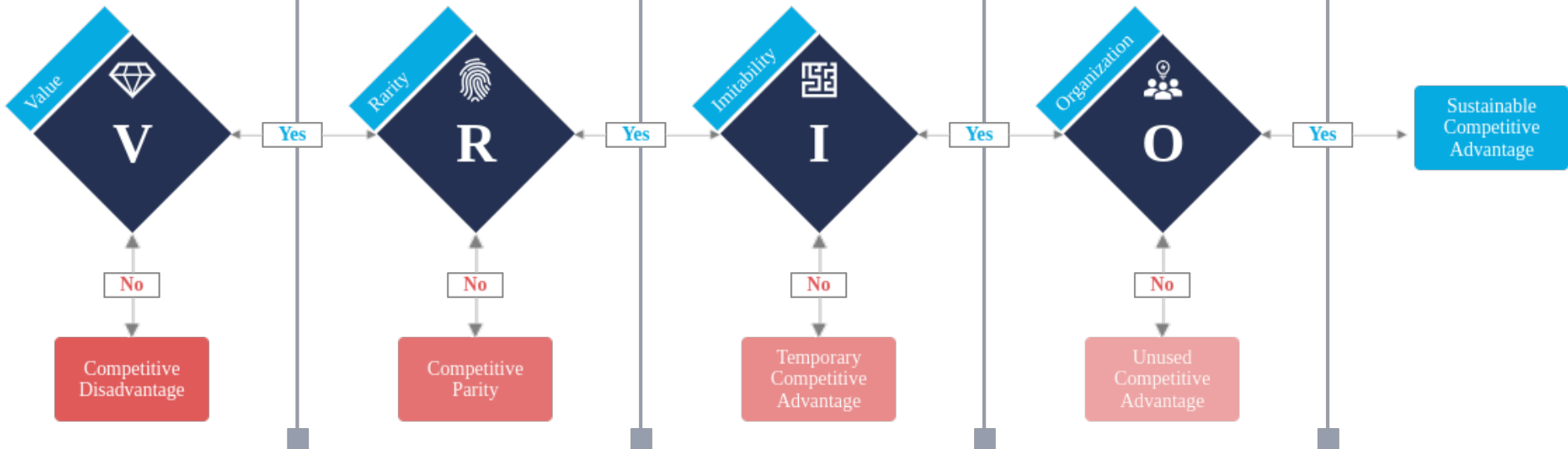
Is the resource or capability costly for other firms to imitate?

EventHorizon's comprehensive event management services, backed by a dedicated and creative team, are costly and challenging for other firms to imitate.

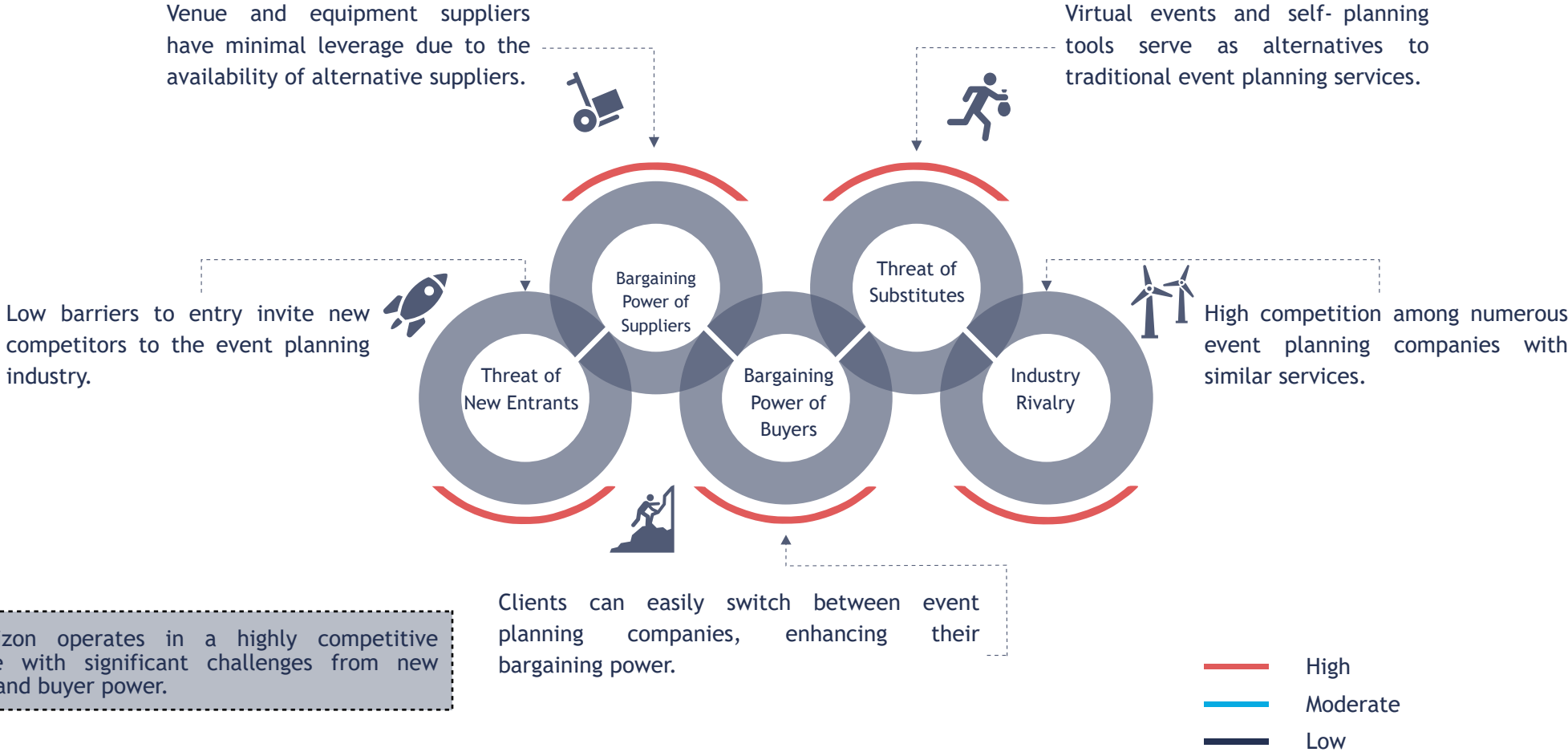
Is the firm organized to exploit the resource or capability?

EventHorizon is well-organized to exploit its comprehensive event management services, ensuring a seamless execution of extraordinary events that exceed client expectations.

EventHorizon possesses valuable, rare, and costly-to-imitate resources, and is organized to leverage these capabilities to deliver unique and memorable events.



Porter's Five Forces: Analysis



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.

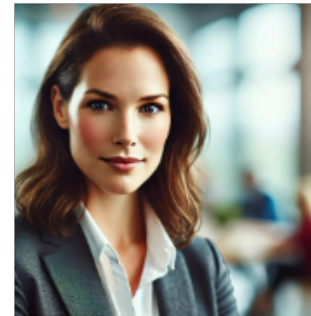
Overview

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



Creative Director

Sarah Taylor



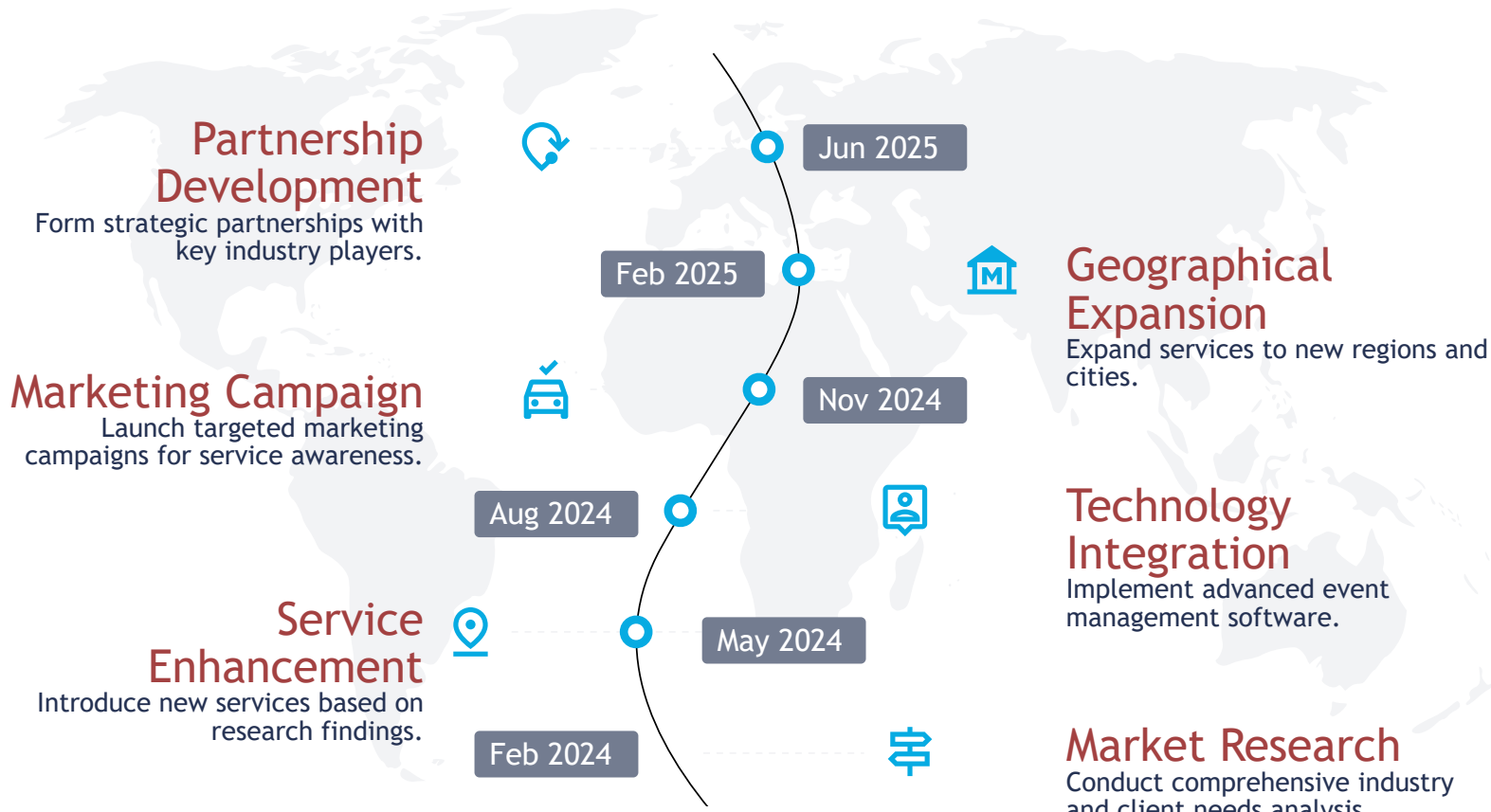
Client Relations Manager

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 |
|--|--|--------|-------------|--------|-----------------|
| General Planning and Organization | | | | | |
| 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 |
| Marketing | | | | | |
| 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 |
|---|---|--------|-------------|--------|-----------------|
| Phase 1 & Technical Set Up for next Phases | | | | | |
| 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 |
| Phase 2 | | | | | |
| 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 | |
|----------------|--|--------|-------------|--------|-----|-----------|
| Phase 3 | | | | | | |
| 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 |
| Phase 4 | | | | | | |
| 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 |

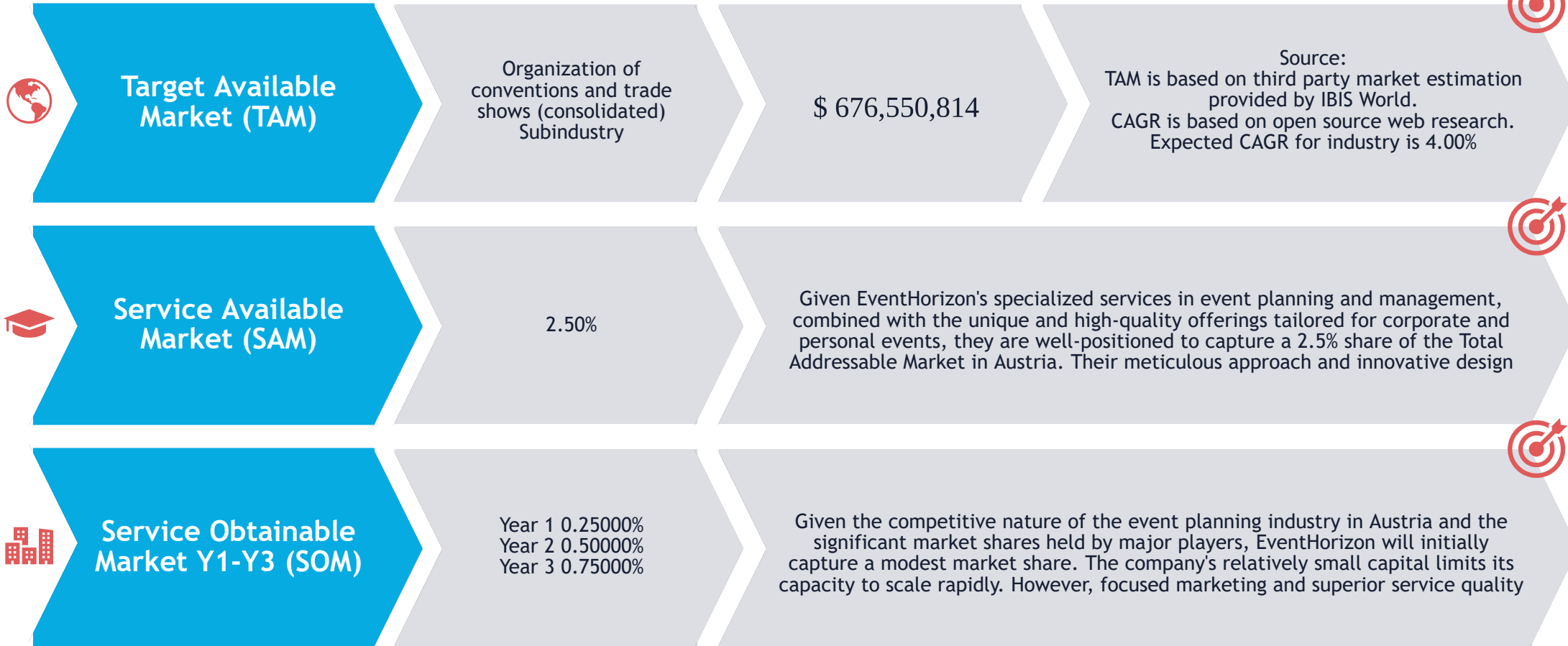
4. Finance risk

| # | 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

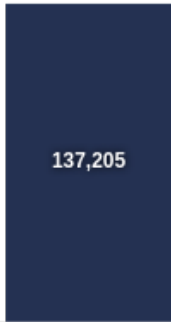
| Y1 Cash Flow Stream(USD) | Inflows | Outflows |
|---------------------------------------|---------|----------------|
| Gross Profit | 19,028 | |
| Payroll Expenses | | 2,537 |
| Rent & Utilities | | 1,691 |
| Marketing and Branding | | 1,057 |
| Legal and Professional Fees | | 846 |
| Capex | | 90,000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



Financials Dashboard

Y3 PL formation and Margins

Revenue



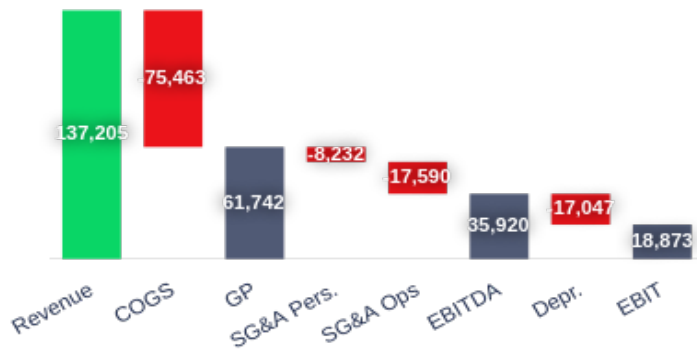
Projected Revenue

- GP 45.0%
- EBITDA 26.2%

Y3

Y3

PnL Formation (Y3 USD)

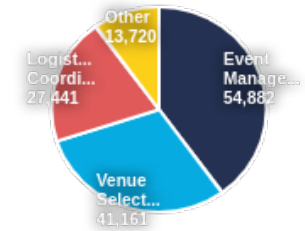
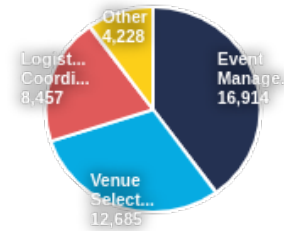


Business Line Breakdown (USD)

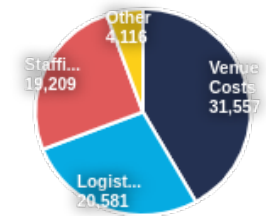
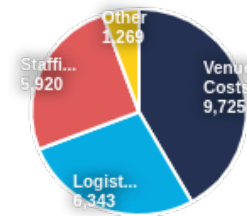
Y1

Y2

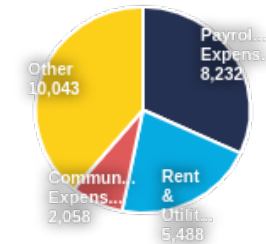
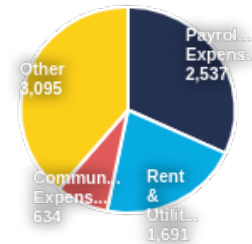
Revenue



COGS



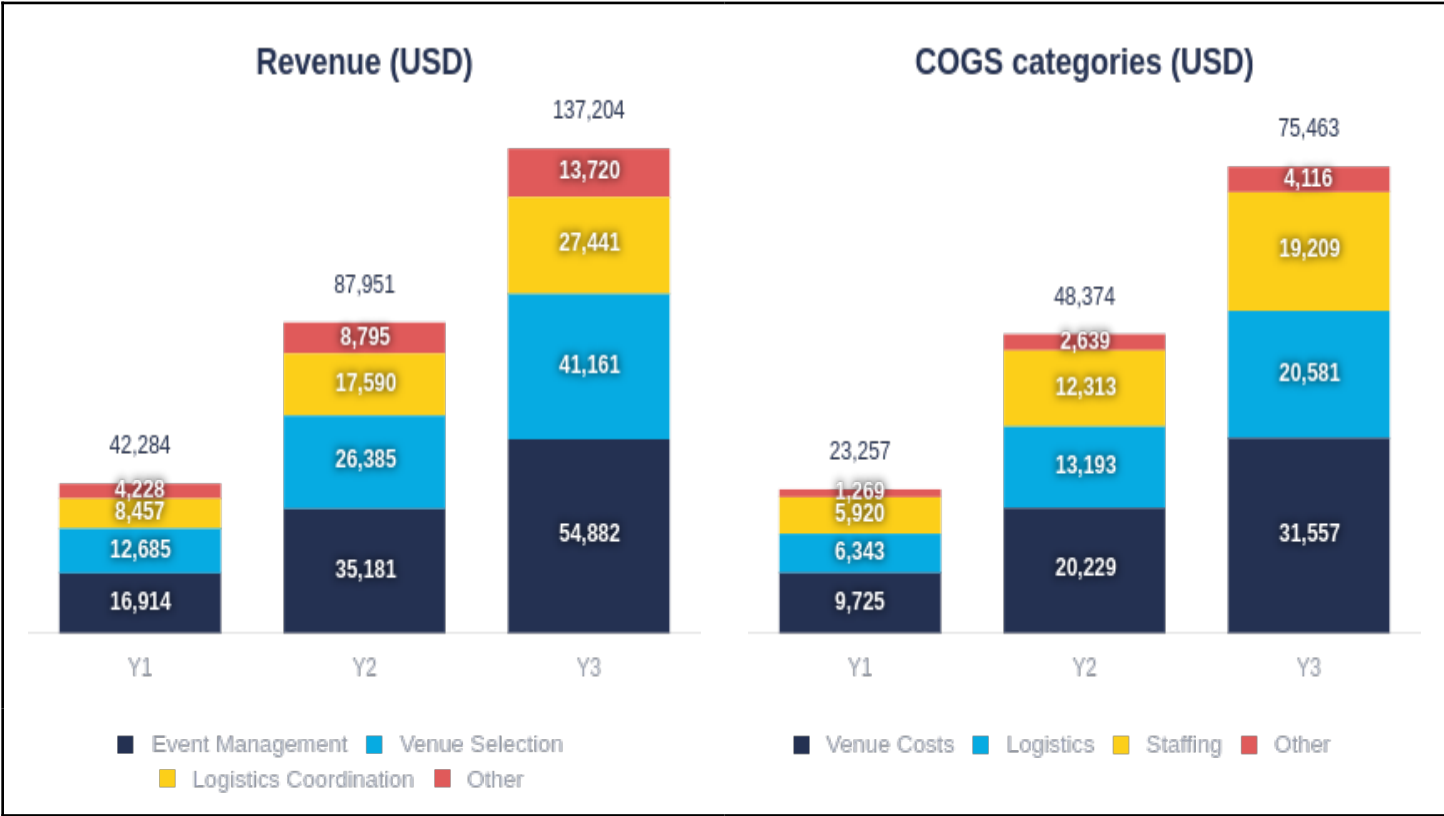
Admin



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 ^{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 |
|------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 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% |

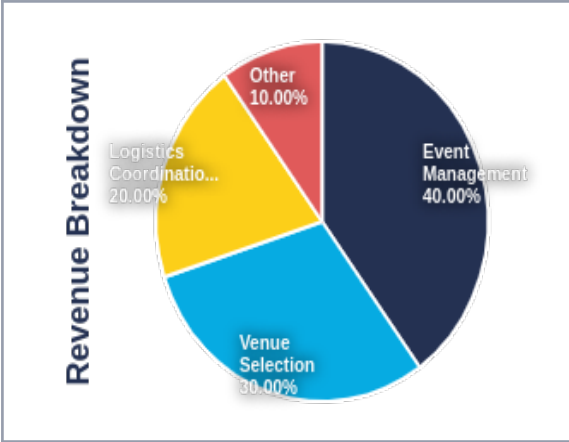
| | | | | | | | | | | | | | | | |
|------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|
| Event Management | 1,057 | 1,057 | 1,057 | 1,269 | 1,269 | 1,269 | 1,550 | 1,550 | 1,550 | 1,762 | 1,762 | 1,762 | 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 |

| | | | | | | | | | | | | | | | |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|----------------|
| Total Revenue (USD) | 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 |
|----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|----------------|

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% |

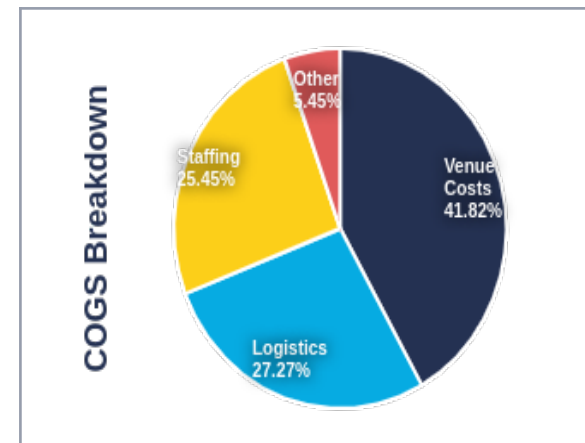
| | | | | | | | | | | | | | | | |
|-------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|
| Venue Costs | 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 |
| Total COGS (USD) | 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 |

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 |

| | | | | | | | | | | | | | | | |
|-----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|---------------|---------------|
| Total SG&A (USD) | 497 | 497 | 497 | 597 | 597 | 597 | 729 | 729 | 729 | 829 | 829 | 829 | 7,958 | 16,552 | 25,822 |
|-----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|---------------|---------------|

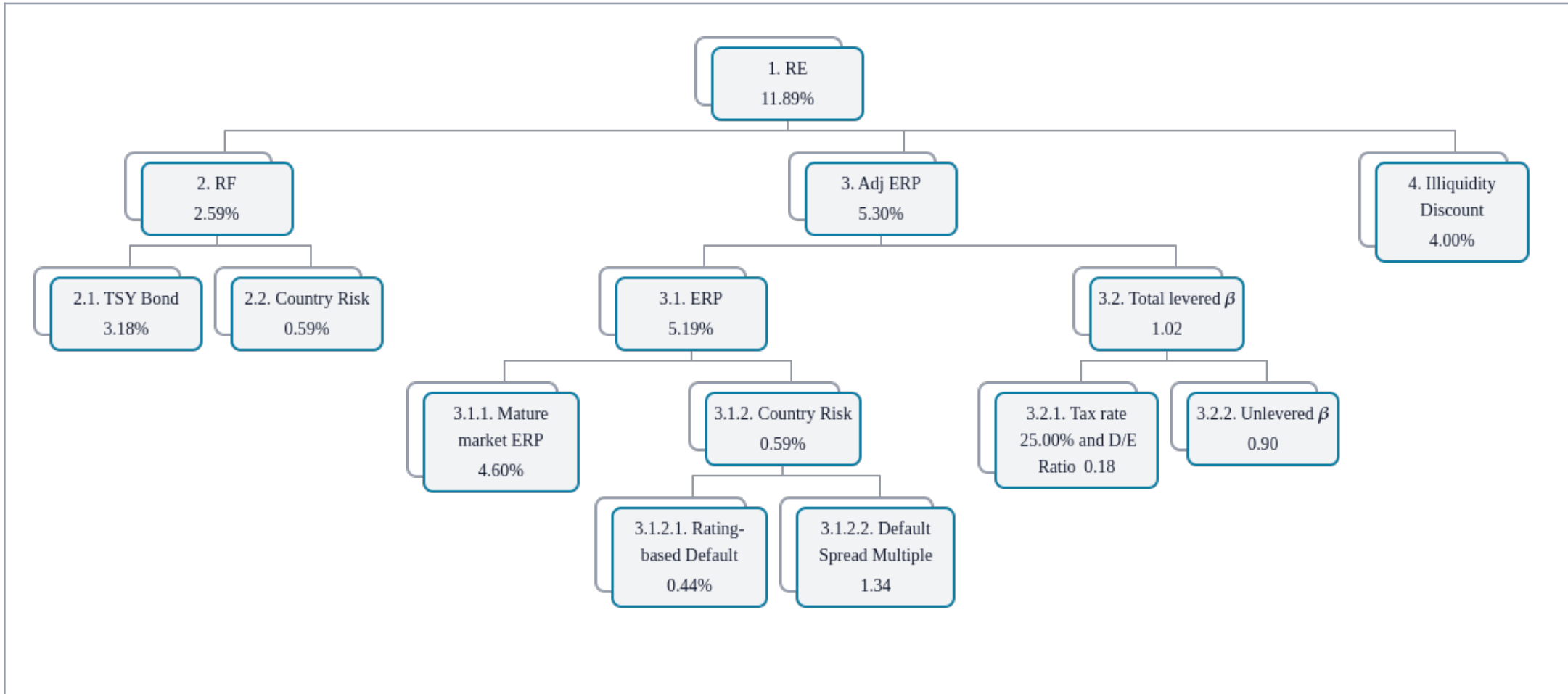
PaT Expectations

1 2 3 4 5 6 7 8

Financial Projection

| Income Statement (USD) | M1 | M2 | M3 | M4 | M5 | M6 | M7 | M8 | M9 | M10 | M11 | M12 | Y1 | Y2 | Y3 |
|------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|
| Revenue | 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 |
| COGS | -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 |
| Gross Profit | 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 |
| SG&A Personal Expenses | -159 | -159 | -159 | -190 | -190 | -190 | -233 | -233 | -233 | -264 | -264 | -264 | -2,537 | -5,277 | -8,232 |
| SG&A Operating Expenses | -339 | -339 | -339 | -407 | -407 | -407 | -497 | -497 | -497 | -565 | -565 | -565 | -5,421 | -11,275 | -17,590 |
| EBITDA | 692 | 692 | 692 | 830 | 830 | 830 | 1,015 | 1,015 | 1,015 | 1,153 | 1,153 | 1,153 | 11,070 | 23,026 | 35,920 |
| Depreciation | 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 |
| EBIT | -729 | -729 | -729 | -590 | -590 | -590 | -406 | -406 | -406 | -268 | -268 | -268 | -5,978 | 5,978 | 18,873 |
| Interest Expense | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Profit before Tax | -729 | -729 | -729 | -590 | -590 | -590 | -406 | -406 | -406 | -268 | -268 | -268 | -5,978 | 5,978 | 18,873 |
| Tax | -182 | -182 | -182 | -148 | -148 | -148 | -101 | -101 | -101 | -67 | -67 | -67 | -1,494 | 1,495 | 4,718 |
| Profit after Tax (USD) | -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 (β) is average equity betas of corresponding industries. Despite the company has no debt, the unlevered beta was levered with industry average figures to reflect the long-term D/E ration in the capital structure. Additionally, Illiquidity Risk Premium of 4% is added to the estimated Return on Equity to reflect risk associated with firm being Privately Held vs Publicly Traded Companies.

Additional Assumptions

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

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

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

Survival of new establishments founded in 1998

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

http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/ctryprem.html

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

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

Business Valuation

| | (USD) | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 |
|-----|------------------|--------|-------|--------|---------|--------|--------|--------|
| DCF | Profit after Tax | -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.

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.

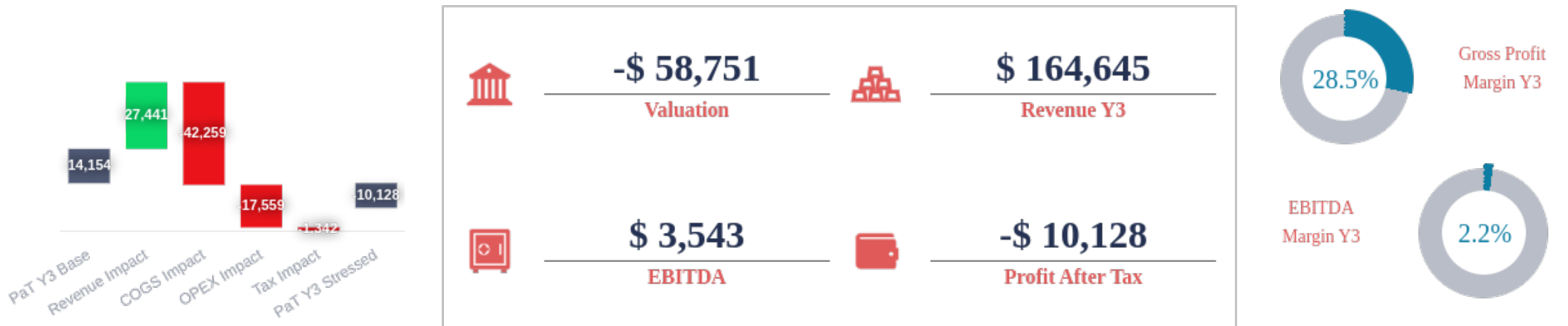
| Scenario Analysis | | Revenue | | COGS | | Discount Rate | | |
|-------------------|-----------------|------------|------------|------------|------------|---------------|------------|------------|
| | KPIs | Base | Positive | Negative | Positive | Negative | Positive | Negative |
| Input | Revenue | no impact | 15% | -15% | no impact | no impact | no impact | no impact |
| | COGS | no impact | no impact | no impact | -20% | 20% | no impact | no impact |
| | RoE | no impact | no impact | no impact | no impact | no impact | -10% | 10% |
| | Revenue Y3 | \$ 137,205 | \$ 157,785 | \$ 116,624 | \$ 137,205 | \$ 137,205 | \$ 137,205 | \$ 137,205 |
| Output | Gross Profit Y3 | \$ 61,742 | \$ 71,003 | \$ 52,481 | \$ 76,835 | \$ 46,650 | \$ 61,742 | \$ 61,742 |
| | GP Margin | 45% | 45% | 45% | 56% | 34% | 45% | 45% |
| | EBITDA Y3 | \$ 35,920 | \$ 41,308 | \$ 30,532 | \$ 51,013 | \$ 20,828 | \$ 35,920 | \$ 35,920 |
| | EBITDA Margin | 26% | 26% | 26% | 37% | 15% | 26% | 26% |
| | Net Profit Y3 | \$ 14,154 | \$ 18,195 | \$ 10,113 | \$ 25,474 | \$ 2,835 | \$ 14,154 | \$ 14,154 |
| | Profit Margin | 10% | 12% | 9% | 19% | 2% | 10% | 10% |
| | Final Valuation | \$ 68,233 | \$ 89,365 | \$ 47,101 | \$ 127,426 | \$ 9,040 | \$ 81,307 | \$ 58,444 |

Stress Test: Growth Under Pressure

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

| Scenario Name | Story | KPIs impact | |
|------------------------------|---|---------------------------------|------------------------------------|
| Growth Under Pressure | This scenario explores the challenges of managing rapid growth while dealing with operational bottlenecks. A surge in demand and revenue places significant strain on supply chains and internal processes. Despite achieving higher sales volumes, inefficiencies in scaling lead to increased costs and a heightened risk perception, keeping the discount rate elevated. 'Growth Under Pressure' examines how businesses can balance seizing growth opportunities while investing in infrastructure, talent, and systems to support scalability. | Revenue Higher by 20% | COGS Higher by 30% |
| | | OPEX Higher by 40% | Discount Rate unaffected |

Results



Stress Test: The Perfect Storm

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

Scenario Name

Story

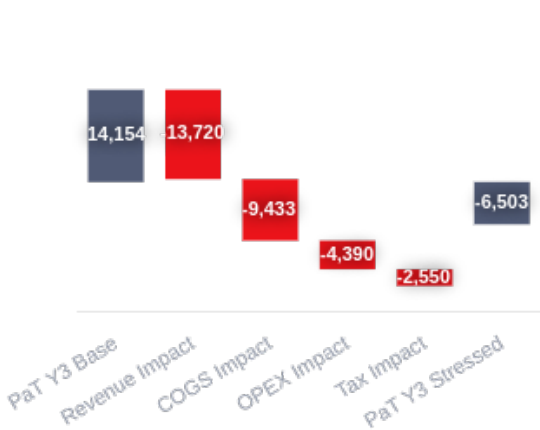
KPIs impact

The Perfect Storm

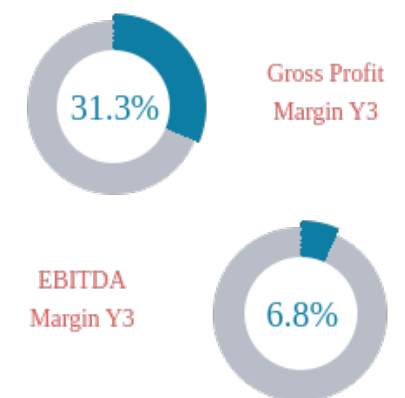
This scenario simulates the convergence of adverse market conditions and rising operational challenges. A sharp downturn in market demand coincides with increased costs due to inflation and supply chain disruptions. The combination results in a dual hit to both top-line revenue and operational margins.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

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

Results



| | | | |
|--|--------------------------------|--|--------------------------------------|
| | -\$ 35,177 Valuation | | \$ 123,484 Revenue Y3 |
| | \$ 8,377 EBITDA | | -\$ 6,503 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 | \$ 33,828 | \$ 38,056 | \$ 40,170 | \$ 44,399 | \$ 46,513 | \$ 50,741 | \$ 38,479 | \$ 39,747 | \$ 41,016 | \$ 43,553 | \$ 44,821 | \$ 46,090 |
| | Y2 | \$ 70,361 | \$ 79,156 | \$ 83,554 | \$ 92,349 | \$ 96,747 | \$ 105,542 | \$ 80,036 | \$ 82,675 | \$ 85,313 | \$ 90,590 | \$ 93,229 | \$ 95,867 |
| | Y3 | \$ 109,764 | \$ 123,484 | \$ 130,344 | \$ 144,065 | \$ 150,925 | \$ 164,645 | \$ 124,856 | \$ 128,972 | \$ 133,088 | \$ 141,321 | \$ 145,437 | \$ 149,553 |
| Gross Profit | Y1 | \$ 15,222 | \$ 17,125 | \$ 18,077 | \$ 19,979 | \$ 20,931 | \$ 22,834 | \$ 17,315 | \$ 17,886 | \$ 18,457 | \$ 19,599 | \$ 20,170 | \$ 20,741 |
| | Y2 | \$ 31,663 | \$ 35,620 | \$ 37,599 | \$ 41,557 | \$ 43,536 | \$ 47,494 | \$ 36,016 | \$ 37,204 | \$ 38,391 | \$ 40,766 | \$ 41,953 | \$ 43,140 |
| | Y3 | \$ 49,394 | \$ 55,568 | \$ 58,655 | \$ 64,829 | \$ 67,916 | \$ 74,090 | \$ 56,185 | \$ 58,038 | \$ 59,890 | \$ 63,594 | \$ 65,447 | \$ 67,299 |
| GP Margin | Y1 | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| | Y2 | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| | Y3 | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| EBITDA | Y1 | \$ 8,856 | \$ 9,963 | \$ 10,517 | \$ 11,624 | \$ 12,177 | \$ 13,284 | \$ 10,074 | \$ 10,406 | \$ 10,738 | \$ 11,402 | \$ 11,734 | \$ 12,066 |
| | Y2 | \$ 18,421 | \$ 20,723 | \$ 21,874 | \$ 24,177 | \$ 25,328 | \$ 27,631 | \$ 20,953 | \$ 21,644 | \$ 22,335 | \$ 23,717 | \$ 24,407 | \$ 25,098 |
| | Y3 | \$ 28,736 | \$ 32,328 | \$ 34,124 | \$ 37,716 | \$ 39,512 | \$ 43,104 | \$ 32,687 | \$ 33,765 | \$ 34,843 | \$ 36,998 | \$ 38,075 | \$ 39,153 |
| EBITDA Margin | Y1 | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% |
| | Y2 | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% |
| | Y3 | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% | 26% |
| Net Profit | Y1 | -\$ 6,144 | -\$ 5,313 | -\$ 4,898 | -\$ 4,068 | -\$ 3,653 | -\$ 2,823 | -\$ 5,230 | -\$ 4,981 | -\$ 4,732 | -\$ 4,234 | -\$ 3,985 | -\$ 3,736 |
| | Y2 | \$ 1,030 | \$ 2,757 | \$ 3,620 | \$ 5,347 | \$ 6,211 | \$ 7,937 | \$ 2,929 | \$ 3,447 | \$ 3,966 | \$ 5,002 | \$ 5,520 | \$ 6,038 |
| | Y3 | \$ 8,766 | \$ 11,460 | \$ 12,807 | \$ 15,501 | \$ 16,848 | \$ 19,542 | \$ 11,730 | \$ 12,538 | \$ 13,346 | \$ 14,963 | \$ 15,771 | \$ 16,579 |
| Profit Margin | Y1 | -18% | -14% | -12% | -9% | -8% | -6% | -14% | -13% | -12% | -10% | -9% | -8% |
| | Y2 | 1% | 3% | 4% | 6% | 6% | 8% | 4% | 4% | 5% | 6% | 6% | 6% |
| | Y3 | 8% | 9% | 10% | 11% | 11% | 12% | 9% | 10% | 10% | 11% | 11% | 11% |
| Final Valuation | | \$ 40,057 | \$ 54,145 | \$ 61,189 | \$ 75,277 | \$ 82,321 | \$ 96,409 | \$ 55,554 | \$ 59,780 | \$ 64,007 | \$ 72,459 | \$ 76,686 | \$ 80,912 |

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

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