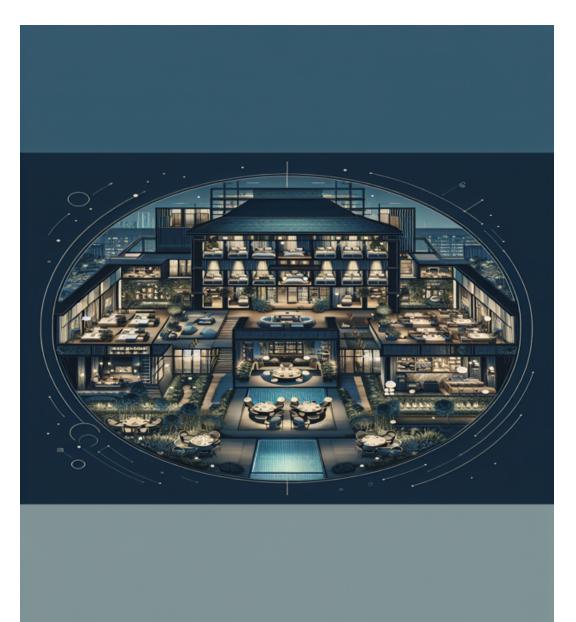


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# OUR VISION & MISSION

#### **Our Mission**

Nexus Haven's mission is to provide an exceptional and memorable guest experience through personalized service, luxurious accommodations, and refined dining options. We aim to create a sophisticated and relaxing retreat for travelers by offering state-of-the-art facilities and modern amenities, all while maintaining a commitment to sustainability and engaging with the local community. By prioritizing comfort and elegance, we make a significant difference in the travel experience, ensuring every stay supports eco-friendly practices and regional businesses.

#### **Our Vision**

Nexus Haven envisions becoming the preeminent choice for discerning travelers seeking a blend of luxury and sustainability. Over the next twenty years, we aspire to expand our footprint, creating havens of elegance and comfort around the globe, while continually elevating our standards of service and environmental stewardship. We aim to be recognized as leaders in the hospitality industry for our innovative approach to sustainable luxury and our unwavering commitment to enriching the communities we serve.

### Summary Financials Dashboard



**Margins** 

(Stabilized by Y3)

GP Margin

EBITDA Margin

### Key performance indicators

(Base Scenario Y3)

\$ 2,549,882

Revenue

\$ 1,517,690

**Gross Profit** 

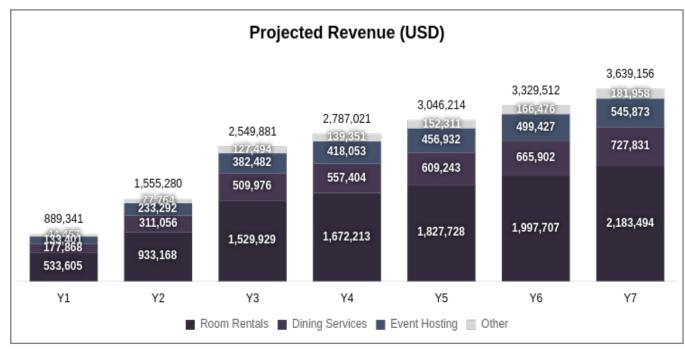
\$ 782,049

**EBITDA** 

0.18%

**Target Market Share** 

Sources: Company's Prop Planning







Nexus Hav

# About the Company: General Overview





Overview

Nexus Haven is an elegant hotel designed to provide a sophisticated and relaxing retreat for travelers seeking comfort and exceptional service. Operating within the Short term accommodation activities industry and part of the Accommodation and food service activities sector, Nexus Haven offers a range of luxurious accommodations, from spacious suites to cozy rooms, all equipped with modern amenities and stylish decor. The hotel is committed to delivering a memorable guest experience through personalized service, refined dining options, and state- of- the- art facilities. Emphasizing sustainability and local community engagement, Nexus Haven ensures that each stay supports eco-friendly practices and regional businesses. Whether for business or leisure, Nexus Haven stands as a premier destination for comfort and elegance.

Mohács, Hungary 5

# The Main Phases: Projects & Impacts

Establish Foundational Offering

Phase I.

Nexus Haven launches with a minimum viable product, offering elegant and comfortable accommodations complemented by personalized service and modern amenities.

**Enhance Core Offering** and Expand User Base

Phase II.

Nexus Haven refines its accommodations, dining options, and guest services while expanding market presence through targeted marketing campaigns and strategic partnerships.

**Identify New Profit Streams** 

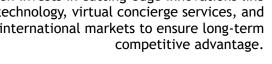
Phase III.

Nexus Haven explores ancillary revenue opportunities, such as event hosting, wellness packages, eco-friendly initiatives, and loyalty programs to diversify income sources.

Pursue High-Risk, High-Reward Opportunities

Phase IV.

Nexus Haven invests in cutting-edge innovations like smart room technology, virtual concierge services, and ventures into international markets to ensure long-term



# Product Impact on Core Stakeholders



Main Stakeholder	Product Benefits
Guests	<ol> <li>Guests benefit from high-quality accommodations and personalized service tailored to their specific needs.</li> <li>Access to modern amenities and elegant decor enhances the overall stay experience.</li> <li>Commitment to sustainability provides eco-friendly options and peace of mind during the stay.</li> </ol>
Local Community	<ol> <li>Local businesses benefit through partnerships and sourcing of regional goods and services.</li> <li>Job creation within the local economy supports community growth and development.</li> <li>Eco-friendly initiatives and community engagement enhance the area's environmental and social health.</li> </ol>
Employees	<ol> <li>Employees receive training and development opportunities to enhance their skills and career growth.</li> <li>A supportive work environment fosters job satisfaction and retention.</li> <li>Competitive compensation and benefits packages attract and maintain a high-quality workforce.</li> </ol>
Investors	<ol> <li>Investors can expect steady returns from a well-managed and profitable business model.</li> <li>Diversifying income streams through new profit opportunities mitigates risk and enhances revenue potential.</li> <li>Expansion into international markets offers opportunities for significant growth and higher yields.</li> </ol>
Environment  1. Sustainable practices reduce the hotel's carbon footprint and environmental impact. 2. Promoting eco-friendly initiatives encourages environmental responsibility among guests and staff. 3. Active participation in conservation and sustainability projects supports broader environmental goals.	
Local Suppliers  1. Increased business opportunities through Nexus Haven's commitment to sourcing local products and serving 2. Long-term partnerships foster financial stability and growth for local suppliers.  3. Promotion of regional products enhances their reputation and market reach.	
Business Partners	<ol> <li>Strategic partnerships with Nexus Haven offer collaborative growth and innovation opportunities.</li> <li>Co-marketing efforts enhance brand visibility and market reach for both parties.</li> <li>Shared resources and expertise lead to improved operational efficiencies and customer satisfaction.</li> </ol>



Sources: Company's Prop Assessment

### **Key Performance Components**



### **Competitive Advantage**

#### Luxurious Accommodations

Nexus Haven offers a range of luxurious accommodations, from spacious suites to cozy rooms, equipped with modern amenities and stylish decor, ensuring a comfortable and sophisticated stay for guests.

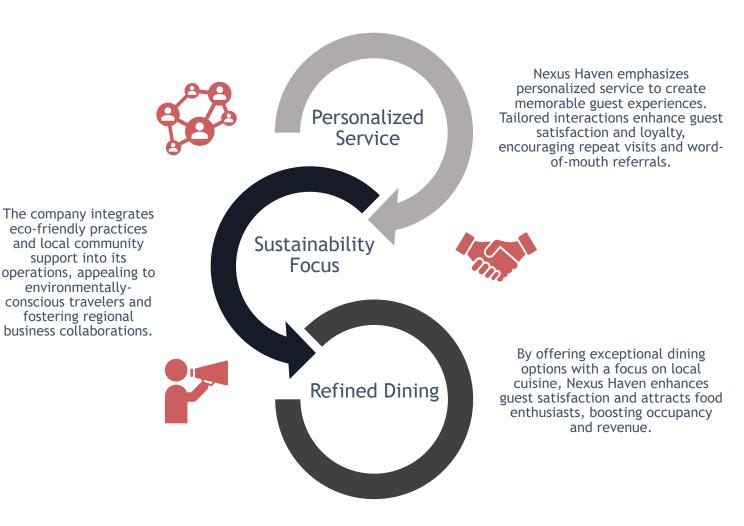
#### Personalized Service

Nexus Haven focuses on delivering a memorable guest experience through personalized service, catering to individual needs and preferences to ensure that every stay is exceptional and tailored uniquely to each guest.

### Sustainability Commitment

Nexus Haven is committed to sustainability and local community engagement, implementing ecofriendly practices and supporting regional businesses, ensuring that each stay contributes positively to the environment and the local economy.

### Marketing and Growth Strategy



# Target Groups

Sources: Company's Prop Assessment



Industries	Description
I Business Travelers	Professionals seeking comfortable and convenient accommodations with amenities that support productive work trips.
II Leisure Travelers	Vacationers looking for luxurious and relaxing stays with personalized services and modern amenities.
III Event Planners	Coordinators organizing conferences, weddings, or social gatherings in need of upscale venues and comprehensive event services.
IV Eco-Conscious Guests	Travelers who prioritize sustainability and prefer accommodations that implement environmentally friendly practices and support local communities.
V — Wellness Seekers	Individuals looking for wellness packages including spa treatments, fitness facilities, and healthy dining options as part of their stay.
VI Corporate Clients	Organizations that require regular accommodations for employees and clients, along with meeting rooms and business facilities.
VII International Tourists	Travelers from abroad requiring high-quality accommodations with services tailored to their cultural and practical needs.



### Painpoints & Solutions

Sources: Company's Prop Assessment



#### Solution from Phase I to Phase IV **Limited Dining** Low Market Limited **Impersonal** Outdated Inconsistent Lack of Visibility Comfort and Service **Amenities Options Guest Services** Community **Painpoints** Sophistication **Engagement Guests** frequently Travelers are often Guests often find Travelers are Achieving experience a lack dissatisfied with that hotels do not sufficient market frustrated by the Travelers often Guests value struggle to find of personalized accommodations offer diverse and presence can be inconsistency and hotels that support attention and difficult for new unreliability of that lack modern, high-quality dining sustainability and accommodations that provide both service during functional experiences. hospitality guest services. local communities luxury and comfort their stays. amenities. ventures. but often find such simultaneously. options lacking. Nexus Haven **Nexus Haven** Nexus Haven Nexus Haven Nexus Haven Nexus Haven Nexus Haven offers luxurious provides offers state-ofenhances its dining expands its market continuously commits to eco-Solution and comfortable personalized the-art facilities options, ensuring a presence through refines guest friendly practices service that caters accommodations, and modern variety of hightargeted services to ensure and regional quality and refined to individual guest consistency and ensuring a amenities to marketing business support, reliability in every sophisticated needs, creating enhance guest culinary campaigns and providing guests memorable and retreat for every comfort and strategic interaction. with a stay that experiences. bespoke convenience. partnerships. aligns with their guest. experiences. values.



### Strategic Analysis: SWOT



Strength

Elegant and luxurious accommodations; High-quality personalized service; Strong focus on guest experience; Refined dining options; State-of-the-art facilities.

Weaknesses

High operational costs; Seasonal demand fluctuations; Competition in the luxury hotel market; Dependency on customer reviews; High staff training requirements.



( Opportunities

Partnerships with local businesses; Increased focus on ecotourism; Expansion in emerging markets; Growing trend for personalized travel experiences; Adoption of new technologies for enhanced services.



Economic downturns affecting travel; Increased competition from alternative accommodations; Changing travel regulations; Technological disruptions in the hospitality industry; Environmental changes impacting operations.





Pestel: Analysis

Sources: Company's Prop Planning



<b>₾</b> P	E	e S	T	€ E	⊀ L
Political 7 / 10	Economic 6 / 10	Social 9 / 10	Technological 7 / 10	Environmental 7 / 10	Legal 9 / 10
Regulations: Government regulations on hospitality industry and environmental standards impacting operations.	Tourism Trends:  Economic factors influencing travel and tourism, affecting hotel occupancy rates.	Consumer Preferences: Increasing demand for luxury and eco-friendly accommodations.	Booking Platforms:  Advancements in online booking technologies impacting customer engagement.	Sustainability: Commitment to eco- friendly practices attracting environmentally conscious guests.	Labor Laws:  Compliance with employment regulations impacting staffing strategies.
Taxation:	Inflation:	Health Consciousness:	Smart Rooms:	Local Sourcing:	Health Standards:
Changes in taxation policies affecting profitability and operational costs.	Rising costs of goods and services impact pricing strategies and profit margins.	Post-pandemic focus on cleanliness and safety impacting guest expectations.	Integration of smart technology in rooms enhancing guest experience.	Engagement with regional businesses supporting local economy and reducing carbon footprint.	Adherence to health and safety regulations in accommodations.

Nexus Haven is poised to thrive by continuously monitoring and adapting to PESTEL factors, ensuring a refined guest experience while upholding sustainability and community engagement.

Scores reflect the relative importance and potential impact of each PESTEL factor on the business



### **VRIO Framework: Analysis**

Competitive

Sources: Company's Prop Planning

Company & Product

Is the resource or capability costly Is the firm organized to exploit the Does the resource or capability Is the resource or capability resource or capability? enable the firm to exploit an controlled by only a few firms or no for other firms to imitate? opportunity or neutralize a threat in other firms? the environment? Replicating the sophisticated ambience Nexus Haven is organized with well-The elegant setting and personalized Few firms match the unique Nexus Haven leverages unique, service enable Nexus Haven to exploit combination of elegant design, refined and personalized service of Nexus trained staff and efficient processes to valuable resources and is organized to premium market opportunities and dining, and exceptional guest service Haven can be costly and challenging exploit luxurious maintain its edge in the luxury its appeal to discerning travelers. offered by Nexus Haven. accommodations and service expertise. accommodation market, for competitors. ensuring sustained competitive advantage. Competitive Yes Yes Yes Yes Advantage

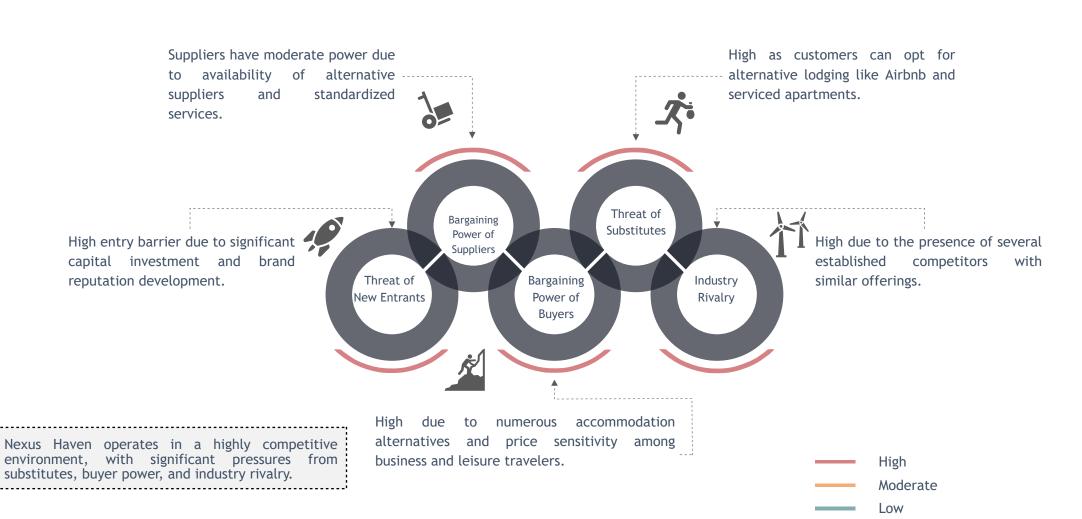
Competitive

Parity

Competitive

### Porter's Five Forces: Analysis





Impact of External Factors

September 2024

### Management Team

#### Overview

John leads Nexus Haven with over 12 years of experience in hospitality, ensuring exceptional guest experiences and hotel management.





Co-Founder & CEO

### **Emily Johnson**



Co-Founder & COO

#### Overview

Emily oversees daily operations, focusing on seamless service delivery and enhancing operational efficiency at Nexus Haven.



Michael ensures personalized guest services, fostering a welcoming atmosphere and ensuring customer satisfaction.

Sources: Company's Prop Profiles

Michael Taylor



Head of Guest Relations



Sophia Brown



Marketing Manager

#### Overview

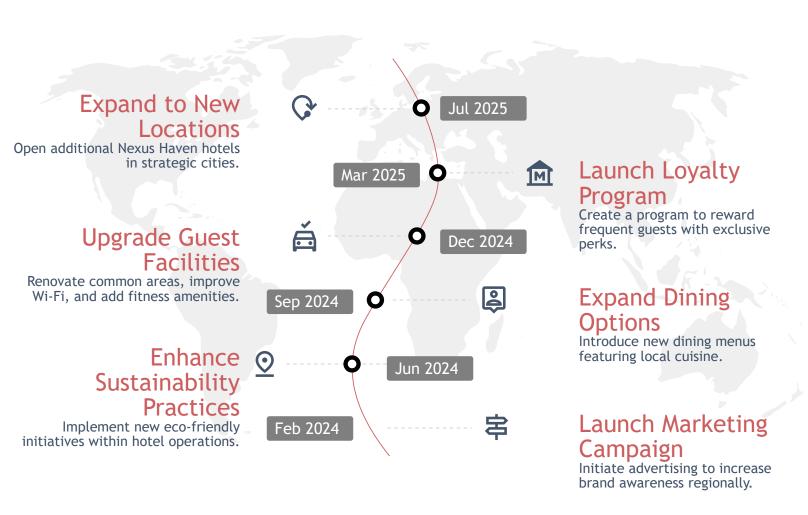
Sophia develops innovative marketing strategies, promoting Nexus Haven as a premier destination for travelers in Hungary.



### History & Roadmap

Sources: Company's Prop Vision





#### **Current Status.**

- Launch Marketing Campaign: Start with regional advertising by Feb 2024.
- Enhance Sustainability Practices: Implement new eco-friendly initiatives by Jun 2024.
- Expand Dining Options: Introduce local cuisine menus by Sep 2024.
- Upgrade Guest Facilities: Renovate common areas and amenities by Dec 2024.
- Launch Loyalty Program: Reward frequent guests with exclusive perks by Mar 2025.
- Expand to New Locations: Open new hotels in strategic cities by Jul 2025.



# Organizational and Marketing Tasks



Check List & Risk

#	Check List Item	Status	Priority	Area	ETA
Gene	eral Planning and Organization				
1	Develop Business Plan	Not Started	High	CEO	2 months
2	Secure Initial Funding	Not Started	High	CFO	3 months
3	Incorporate the Company	Not Started	High	CFO	1 month
4	Hire Key Management Team	Not Started	High	COO	4 months
5	Identify Location for First Property	Not Started	High	СРО	2 months
6	Establish Legal and Compliance Framework	Not Started	Medium	CSO	3 months
7	Setup IT Infrastructure	Not Started	Medium	СТО	2 months
8	Develop Brand Identity and Guidelines	Not Started	High	СМО	2 months
Mark	eting				
1	Develop Comprehensive Marketing Strategy	Not Started	High	CMO	2 months
2	Establish Brand Identity and Positioning	Not Started	High	CMO	1 month
3	Launch Website and Booking Platform	Not Started	High	СТО	2 months
4	Create Social Media Presence	Not Started	Medium	CMO	1 month
5	Develop Content Marketing Strategy	Not Started	Medium	СМО	3 months
6	Identify and Collaborate with Influencers	Not Started	Medium	СМО	3 months
7	Implement Local SEO Strategy	Not Started	High	СТО	1 month
8	Develop Partnerships with Travel Agencies	Not Started	Medium	CRO	3 months



Sources: Company's Prop Planning

# Overview of **Phases**

Sources: Company's Prop Planning



Check List & Risk

#	Check List Item	Status	Priority	Area	ETA
Phase	e 1 & Technical Set Up for next Phases				
1	Secure initial funding	Not Started	High	CFO	2 months
2	Identify and lease property	Not Started	High	C00	3 months
3	Develop minimum viable product (MVP)	Not Started	High	СРО	4 months
4	Hire key initial staff	Not Started	Medium	C00	3 months
5	Implement initial technology infrastructure	Not Started	High	СТО	2 months
6	Set up guest service protocols	Not Started	Medium	coo	3 months
7	Establish partnerships with local suppliers	Not Started	Medium	СВО	4 months
8	Design and furnish rooms	Not Started	Medium	C00	5 months
Phase	e 2				
1	Refine Accommodations	Not Started	High	СРО	3 months
2	Enhance Dining Options	Not Started	High	coo	4 months
3	Improve Guest Services	Not Started	High	CSO	3 months
4	Launch Targeted Marketing Campaigns	Not Started	High	CMO	2 months
5	Form Strategic Partnerships	Not Started	Medium	CRO	6 months
6	Upgrade Booking System	Not Started	Medium	СТО	4 months
7	Expand Online Presence	Not Started	High	CIO	3 months
8	Conduct Customer Feedback Surveys	Not Started	Medium	CSO	2 months



# Overview of Phases



Check List & Risk

#	Check List Item	Status	Priority	Area	ETA
Phase	e 3				
1	Launch Event Hosting Services	Not Started	High	C00	3 months
2	Develop Wellness Packages	Not Started	Medium	CPO	4 months
3	Initiate Eco-Friendly Initiatives	Not Started	High	CSO	2 months
4	Create Loyalty Programs	Not Started	High	CRO	1 month
5	Collaborate with Local Vendors	Not Started	Medium	СВО	3 months
6	Explore Partnerships for Wellness Activities	Not Started	Medium	CMO	4 months
7	Assess Ancillary Revenue Streams	Not Started	Low	CFO	5 months
8	Implement Guest Feedback System	Not Started	High	СРО	2 months
Phase	e 4				
1	Develop Smart Room Technology	Not Started	High	СТО	6 months
2	Implement Virtual Concierge Services	Not Started	High	СТО	5 months
3	Expand into International Markets	Not Started	High	CEO	12 months
4	Pilot Artificial Intelligence for Guest Personalization	Not Started	Medium	CIO	8 months
5	Integrate Blockchain for Secure Transactions	Not Started	Medium	CFO	9 months
6	Launch Augmented Reality Hotel Tours	Not Started	Low	CPO	10 months
7	Research and Develop Eco-Friendly Innovations	Not Started	Medium	CSO	7 months
8	Form Strategic Alliance with International Travel Agencies	Not Started	High	CRO	6 months



# Core Risks & Mitigation Strategies



### 1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Maintenance downtime	C00	Implement a proactive maintenance schedule and employ predictive maintenance technologies to minimize downtime.
2	Technology failures	СТО	Implement robust and redundant technology infrastructure to reduce the impact of technology failures.
3	Supply chain disruptions	СРО	Develop strong relationships with multiple suppliers and maintain an emergency inventory to cope with supply chain disruptions.
4	Staffing shortages	СРО	Create a comprehensive recruitment and training program to quickly onboard new employees and retain existing staff.

### 2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Health and Safety Regulations Compliance	COO	Conduct regular safety audits and ensure all staff are trained on health and safety protocols.
2	Data Privacy Laws	CIO	Implement rigorous data protection measures and ensure compliance with GDPR and other relevant data privacy regulations.
3	Building and Zoning Codes	CFO	Ensure that all new constructions and renovations comply with local building and zoning regulations.
4	Labor Laws Compliance	СРО	Regularly update HR policies to align with current labor laws and provide ongoing training for management on compliance issues.
5	Environmental Regulations	CSO	Adopt eco-friendly practices and technologies to minimize environmental impact, ensuring compliance with relevant environmental regulations.

Risks Overview



# Core Risks & Mitigation Strategies

Sources: Company's Prop Assessment



3. S	3. Strategic/Market Risk				
#	Risk Type	Area	Mitigation Strategy		
1	Market Competition	CMO	Differentiate through unique guest experiences.		
2	Shifting Traveler Preferences	CPO	Continuously update offerings based on market research.		
3	Economic Downturn	CFO	Build financial buffers and diversify revenue streams.		
4	International Expansion Risks	CRO	Conduct thorough market analysis before entry.		
5	Brand Reputation	CEO	Ensure exceptional service and quick issue resolution.		
4. F	4. Finance risk				
#	Risk Type	Area	Mitigation Strategy		
1	Cash Flow Shortages	CFO	Maintain strong cash reserves and optimize cash flow management.		
2	Over-leverage	CFO	Carefully manage debt levels and maintain a balanced capital structure.		
3	Revenue Volatility	CRO	Diversify revenue streams and establish long-term contracts.		
4	Foreign Exchange Risk	CF0	Utilize hedging strategies and monitor exchange rate movements.		
5	Capital Allocation Missteps	CEO	Conduct thorough ROI analyses and prioritize high-impact investments.		
5. O	ther general risk				
#	Risk Type	Area	Mitigation Strategy		
1	Reputation Damage	CMO	Implement a proactive public relations strategy		
2	Customer Preference Shifts	CPO	Continuously adapt offerings based on customer feedback		
3	Supply Chain Disruptions	C00	Diversify supplier base		
4	Talent Retention	CSO	Create competitive employee benefits		
5	Cybersecurity Threats	CIO	Invest in advanced cybersecurity measures		



### Market Overview (TAM, SAM and SOM)



Users, Market & Inv.





Short term
accommodation activities
(consolidated)
Subindustry

\$ 1,185,788,553

Source:

TAM is based on third party market estimation provided by IBIS World.

CAGR is based on open source web research.

Expected CAGR for industry is 9.30%





Service Available Market (SAM)

1.50%

Given its luxurious offerings and commitment to exceptional service, Nexus Haven can realistically capture approximately 1.5% of the TAM in the short-term accommodation activities sector in Hungary, Mohács. This estimate reflects the business's capacity to attract a niche market of travelers seeking high-end,





Service Obtainable Market Y1-Y3 (SOM)

Year 1 5.00000% Year 2 8.00000% Year 3 12.00000% Given the competitive landscape of the short-term accommodation industry and Nexus Haven's initial capital of \$3,000,000, the obtainable market share for the first year is conservatively estimated at 5%. This accounts for the costs associated with high-quality services and personalized experiences. Initial market



### **Funding Allocation**

1 2 3 4 5 6 7 8

Users, Market & Inv.

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 \$ 3,000,000

Y1 Cash Flow Streem(USD)	Inflows	Outlows
Gross Profit	529,336	
Payroll Expenses		106,721
Rent & Utilities		48,914
Marketing and Branding		44,467
Legal and Professional Fees		13,340
Capex		2,300,000
Training and Development		13,340
Communication Expenses		8,893
Representation and Entert.		8,893
Office supplies		6,670
Other Miscellaneous		5,336
CAPEX & WC shortage	Y1	2,027,239
Buffer	972,761	
Total Required Investmen	3,000,000	











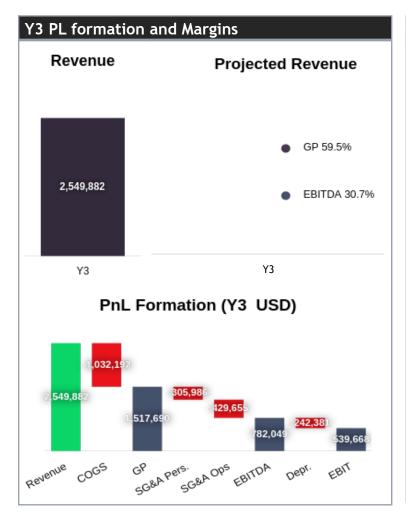


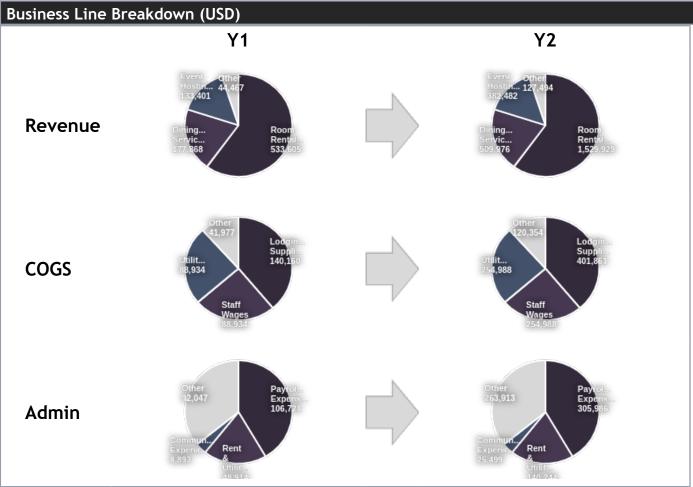
Nexus Haven

### Financials Dashboard

Sources: Company's Prop Planning









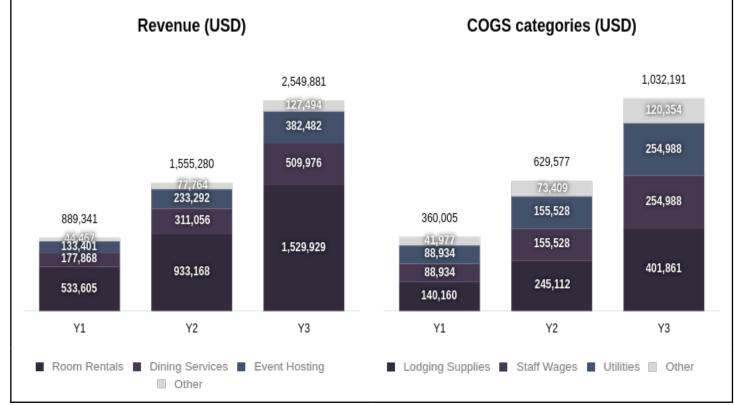
### Revenue Formation Narrative



Nexus Haven projects a robust revenue growth trajectory anchored on its luxurious and personalized offering in the short-term accommodation sector. Our Total Addressable Market (TAM) stands at 1,185,788,553 USD, reflecting the expansive opportunity within Hungary's accommodation and food service activities sector. Given its niche focus on high-end services, Nexus Haven can realistically capture a Serviceable Addressable Market (SAM) of approximately 1.5% of the TAM. This estimate is supported by the hotel's unique value proposition, targeting travelers who prioritize comfort, sustainability, and exceptional service. The estimated Serviceable Obtainable Market (SOM) for the first year is conservatively set at 5%, accounting for initial operational complexities and capital utilization of 3,000,000 USD . In subsequent years, continued emphasis on brand building and customer satisfaction is expected to elevate the SOM to 8% in year 2 and 12% in year 3. The projected revenues align with these growth expectations, with anticipated figures of 889,341.42 USD for year 1, rising to 1,555,280.27 USD by year 2, and reaching 2,549,882 USD in year 3. Nexus Haven's revenue streams are diversified across four main lines of business: Room Rentals (60%), Dining Services (20%), Event Hosting (15%), and Other services (5%). Each line of business is poised to contribute significantly to the overall revenue, ensuring a balanced and sustainable growth model. This strategic focus positions Nexus Haven to thrive in the competitive landscape, delivering refined experiences that foster guest loyalty and drive long-term success.

\$ 2,549,882 Y3 Projected Revenue

0.18% Market share



Sources: Business Valuation September 2024 Revenue at Glance Mohács, Hungary 25



### Revenue Calculation Details



Financial	Projection
-----------	------------

Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	М9	M10	M11	M12	Y1	Y2	Y3
Room Rentals	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%
Dining Services	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%	20.00%
Event Hosting	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%
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%

Other	2,779	2,779	2,779	3,335	3,335	3,335	4,076	4,076	4,076	4,632	4,632	4,632	44,467	77,764	127,494
Event Hosting	8,338	8,338	8,338	10,005	10,005	10,005	12,228	12,228	12,228	13,896	13,896	13,896	133,401	233,292	382,482
Dining Services	11,117	11,117	11,117	13,340	13,340	13,340	16,305	16,305	16,305	18,528	18,528	18,528	177,868	311,056	509,976
Room Rentals	33,350	33,350	33,350	40,020	40,020	40,020	48,914	48,914	48,914	55,584	55,584	55,584	533,605	933,168	1,529,929

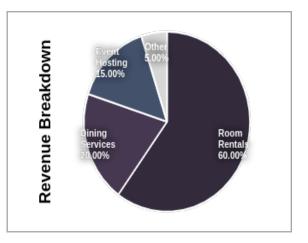
Revenue at Glance

Total revenue is expected to reach \$ 2,549,882 by year 3.

Main revenue driver are:

- Room Rentals which generates \$ 1,529,929 by Year 3
- Dining Services which generates \$ 509,976 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 69.33 %



### **COGS Calculation Details**



COGS Formation	M1	M2	М3	M4	M5	M6	M7	M8	М9	M10	M11	M12	Y1	Y2	Y3
Lodging Supplies	15.76%	15.76%	15.76%	15.76%	15.76%	15.76%	15.76%	15.76%	15.76%	15.76%	15.76%	15.76%	15.76%	15.76%	15.76%
Staff Wages	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%
Utilities	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	4.72%	4.72%	4.72%	4.72%	4.72%	4.72%	4.72%	4.72%	4.72%	4.72%	4.72%	4.72%	4.72%	4.72%	4.72%

Other	2,624	2,624	2,624	3,148	3,148	3,148	3,848	3,848	3,848	4,373	4,373	4,373	41,977	73,409	120,354
Utilities	5,558	5,558	5,558	6,670	6,670	6,670	8,152	8,152	8,152	9,264	9,264	9,264	88,934	155,528	254,988
Staff Wages	5,558	5,558	5,558	6,670	6,670	6,670	8,152	8,152	8,152	9,264	9,264	9,264	88,934	155,528	254,988
Lodging Supplies	8,760	8,760	8,760	10,512	10,512	10,512	12,848	12,848	12,848	14,600	14,600	14,600	140,160	245,112	401,861

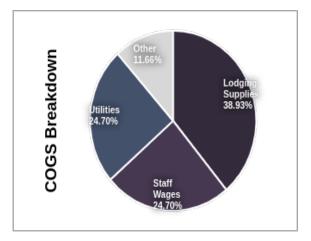
Total COGS is expected to reach \$ 1,032,192 by year 3.

Main revenue driver are:

Sources: Company's Prop Planning

- Lodging Supplies which generates \$ 401,861 by Year 3
- Staff Wages which generates \$ 254,988 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 69.33 %



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### SG&A Calculation Details

Sources: Company's Prop Planning

1	2	3	4	5	6	7	8
	Fi	nan	cial	Proj	ecti	on	

OPEX Formation	M1	M2	М3	M4	M5	M6	M7	8M	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%
Rent & Utilities	5.50%	5.50%	5.50%	5.50%	5.50%	5.50%	5.50%	5.50%	5.50%	5.50%	5.50%	5.50%	5.50%	5.50%	5.50%
Communication Expenses	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Office supplies	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	<b>0.75</b> %
Legal and Professional Fees	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%
Marketing and Branding	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%
Representation and Entertainment	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%
Training and Development	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%
Other Missellensons	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%	0.60%
Other Miscellaneous	0.00%	0.00%													
Other Miscellaneous	0.00%	0.00%													
Payroll Expenses	6,670	6,670	6,670	8,004	8,004	8,004	9,783	9,783	9,783	11,117	11,117	11,117	106,721	186,634	305,986
Payroll Expenses				8,004 3,669	8,004 3,669	8,004 3,669	9,783 4,484	9,783 4,484	9,783 4,484	11,117 5,095	11,117 5,095	11,117 5,095	106,721 48,914	186,634 85,540	
Payroll Expenses Rent & Utilities	6,670	6,670	6,670						,	,					140,24
Payroll Expenses Rent & Utilities Communication Expenses	6,670 3,057	6,670 3,057	6,670 3,057	3,669	3,669	3,669	4,484	4,484	4,484	5,095	5,095	5,095	48,914	85,540	140,244 25,499
	6,670 3,057 556	6,670 3,057 556	6,670 3,057 556	3,669 667	3,669 667	3,669 667	4,484 815	4,484 815	4,484 815	5,095 926	5,095 926	5,095 926	48,914 8,893	85,540 15,553	140,24 <sup>4</sup> 25,499 19,12 <sup>4</sup>
Payroll Expenses Rent & Utilities Communication Expenses Office supplies	6,670 3,057 556 417	6,670 3,057 556 417	6,670 3,057 556 417	3,669 667 500	3,669 667 500	3,669 667 500	4,484 815 611	4,484 815 611	4,484 815 611	5,095 926 695	5,095 926 695	5,095 926 695	48,914 8,893 6,670	85,540 15,553 11,665	140,244 25,499 19,124 38,248
Payroll Expenses Rent & Utilities Communication Expenses Office supplies Legal and Professional Fees	6,670 3,057 556 417 834	6,670 3,057 556 417 834	6,670 3,057 556 417 834	3,669 667 500 1,001	3,669 667 500 1,001	3,669 667 500 1,001	4,484 815 611 1,223	4,484 815 611 1,223	4,484 815 611 1,223	5,095 926 695 1,390	5,095 926 695 1,390	5,095 926 695 1,390	48,914 8,893 6,670 13,340	85,540 15,553 11,665 23,329	305,986 140,244 25,499 19,124 38,248 127,494 25,495
Payroll Expenses Rent & Utilities Communication Expenses Office supplies Legal and Professional Fees Marketing and Branding	6,670 3,057 556 417 834 2,779	6,670 3,057 556 417 834 2,779	6,670 3,057 556 417 834 2,779	3,669 667 500 1,001 3,335	3,669 667 500 1,001 3,335	3,669 667 500 1,001 3,335	4,484 815 611 1,223 4,076	4,484 815 611 1,223 4,076	4,484 815 611 1,223 4,076	5,095 926 695 1,390 4,632	5,095 926 695 1,390 4,632	5,095 926 695 1,390 4,632	48,914 8,893 6,670 13,340 44,467	85,540 15,553 11,665 23,329 77,764	140,244 25,499 19,124 38,248 127,494
Payroll Expenses Rent & Utilities Communication Expenses Office supplies Legal and Professional Fees Marketing and Branding Representation and Entertainment	6,670 3,057 556 417 834 2,779 556	6,670 3,057 556 417 834 2,779 556	6,670 3,057 556 417 834 2,779 556	3,669 667 500 1,001 3,335 667	3,669 667 500 1,001 3,335 667	3,669 667 500 1,001 3,335 667	4,484 815 611 1,223 4,076 815	4,484 815 611 1,223 4,076 815	4,484 815 611 1,223 4,076 815	5,095 926 695 1,390 4,632 926	5,095 926 695 1,390 4,632 926	5,095 926 695 1,390 4,632 926	48,914 8,893 6,670 13,340 44,467 8,893	85,540 15,553 11,665 23,329 77,764 15,553	140,244 25,499 19,124 38,248 127,494 25,499



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# **PaT Expectations**

Sources: Company's Prop Planning

1 2 3 4 5 6 7 8

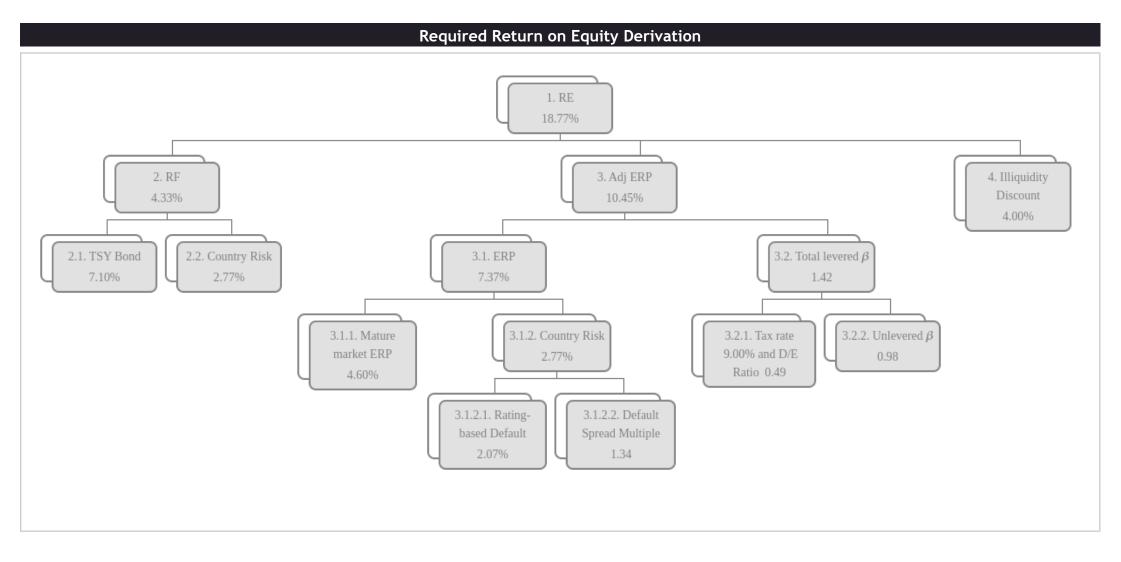
Financial Projection

Income Statement (USD)	M1	M2	М3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	55,584	55,584	55,584	66,701	66,701	66,701	81,523	81,523	81,523	92,640	92,640	92,640	889,341	1,555,280	2,549,882
Room Rentals	33,350	33,350	33,350	40,020	40,020	40,020	48,914	48,914	48,914	55,584	55,584	55,584	533,605	933,168	1,529,929
Dining Services	11,117	11,117	11,117	13,340	13,340	13,340	16,305	16,305	16,305	18,528	18,528	18,528	177,868	311,056	509,976
Event Hosting	8,338	8,338	8,338	10,005	10,005	10,005	12,228	12,228	12,228	13,896	13,896	13,896	133,401	233,292	382,482
Other	2,779	2,779	2,779	3,335	3,335	3,335	4,076	4,076	4,076	4,632	4,632	4,632	44,467	77,764	127,494
COGS	-22,500	-22,500	-22,500	-27,000	-27,000	-27,000	-33,000	-33,000	-33,000	-37,501	-37,501	-37,501	-360,005	-629,577	-1,032,192
Lodging Supplies	-8,760	-8,760	-8,760	-10,512	-10,512	-10,512	-12,848	-12,848	-12,848	-14,600	-14,600	-14,600	-140,160	-245,112	-401,861
Staff Wages	-5,558	-5,558	-5,558	-6,670	-6,670	-6,670	-8,152	-8,152	-8,152	-9,264	-9,264	-9,264	-88,934	-155,528	-254,988
Utilities	-5,558	-5,558	-5,558	-6,670	-6,670	-6,670	-8,152	-8,152	-8,152	-9,264	-9,264	-9,264	-88,934	-155,528	-254,988
Other	-2,624	-2,624	-2,624	-3,148	-3,148	-3,148	-3,848	-3,848	-3,848	-4,373	-4,373	-4,373	-41,977	-73,409	-120,354
Gross Profit	33,084	33,084	33,084	39,700	39,700	39,700	48,522	48,522	48,522	55,139	55,139	55,139	529,336	925,703	1,517,690
SG&A Personal Expenses	-6,670	-6,670	-6,670	-8,004	-8,004	-8,004	-9,783	-9,783	-9,783	-11,117	-11,117	-11,117	-106,721	-186,634	-305,986
SG&A Operating Expenses	-9,366	-9,366	-9,366	-11,239	-11,239	-11,239	-13,737	-13,737	-13,737	-15,610	-15,610	-15,610	-149,854	-262,065	-429,655
EBITDA	17,048	17,048	17,048	20,457	20,457	20,457	25,003	25,003	25,003	28,413	28,413	28,413	272,761	477,004	782,049
Depreciation	20,198	20,198	20,198	20,198	20,198	20,198	20,198	20,198	20,198	20,198	20,198	20,198	242,381	242,381	242,381
EBIT	-3,151	-3,151	-3,151	259	259	259	4,805	4,805	4,805	8,214	8,214	8,214	30,380	234,624	539,668
Interest Expense	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Profit before Tax	-3,151	-3,151	-3,151	259	259	259	4,805	4,805	4,805	8,214	8,214	8,214	30,380	234,624	539,668
Tax	-284	-284	-284	23	23	23	432	432	432	739	739	739	2,734	21,116	48,570
Profit after Tax (USD)	-2,867	-2,867	-2,867	235	235	235	4,372	4,372	4,372	7,475	7,475	7,475	27,646	213,507	491,098



# **Cost of Capital Estimation**







# Cost of Capital: CAPM Inputs

### Methodology

Weighted Average Cost of Capital is calculated using Capital Asset Pricing Model (CAPM). Since the company is purely equity funded the WACC is equal to its Required Return on Equity R(E). The main research inputs used in calculations are based on studies published by professor at Stern School of Business Aswath Damodaran. Return on Equity R(E) is R(E)=R(F)+ $\beta$ \* (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 Premiumof 4% is added to the estimated Return on Equity to reflect risk associated with firm being Privately Held vs Publicly Traded Companies.

### **Additional Assumptions**

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

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

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

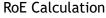
### Survival of new establishments founded in 1998

	Pro	oportion of f	irms that we	re started in	1998 that si	urvived thro	ugh
	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**

Final Valuation

Sources: Business Valuation



	(USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
	Profit after Tax	27,646	213,507	491,098	536,770	586,689	641,252	700,888
	Growth% Y4-Y7				9.30%	9.30%	9.30%	9.30%
	Growth% Y7>				3.50%			
DCF	WACC				18.77%			
۵	PV Y1-Y7 at Y0	23,276	151,344	293,086	269,707	248,192	228,394	210,174
	PV Y7> Y0				1,424,119			
	NPV (USD)				2,848,292			
	A	verage Sur	vival Rate	e for 3 Ye	ars	509	%	

\$ 1,424,146

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 18.77 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 9.30 %, 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.

Nexus Haven

# 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
Davanus	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%
Revenue	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%
COCS	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%
COGS	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	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%
Rate (RoE)	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



# 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 Anal	ysis	盘 Rev	enue	© CO	OGS	<b>m</b> Discou	nt Rate
ΔŢΔ	KPIs	Base	Positive	Negative	Positive	Negative	Positive	Negative
<b>—</b>	Revenue	no impact	15%	-15%	no impact	no impact	no impact	no impact
Input	COGS	no impact	no impact	no impact	-20%	20%	no impact	no impact
	RoE	no impact	-10%	10%				
	Revenue Y3	\$ 2,549,882	\$ 2,932,364	\$ 2,167,400	\$ 2,549,882	\$ 2,549,882	\$ 2,549,882	\$ 2,549,882
	Gross Profit Y3	\$ 1,517,690	\$ 1,745,343	\$ 1,290,036	\$ 1,724,128	\$ 1,311,251	\$ 1,517,690	\$ 1,517,690
	GP Margin	60%	60%	60%	68%	51%	60%	60%
put	EBITDA Y3	\$ 782,049	\$ 899,356	\$ 664,741	\$ 988,487	\$ 575,610	\$ 782,049	\$ 782,049
Output	EBITDA Margin	31%	31%	31%	39%	23%	31%	31%
	Net Profit Y3	\$ 491,098	\$ 597,847	\$ 384,348	\$ 678,957	\$ 303,239	\$ 491,098	\$ 491,098
	Profit Margin	19%	20%	18%	27%	12%	19%	19%
	Final Valuation	\$ 1,424,146	\$ 1,753,484	\$ 1,094,809	\$ 2,003,717	\$ 844,575	\$ 1,672,556	\$ 1,232,279



### Stress Test: Growth Under Pressure



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

#### Scenario Name

#### Story

Growth Under Pressure

This scenario explores the challenges of managing rapid growth while dealing with operational bottlenecks. A surge in demand and revenue places significant strain on supply chains and internal processes. Despite achieving higher sales volumes, inefficiencies in scaling lead to increased costs and a heightened risk perception, keeping the discount rate elevated. 'Growth Under Pressure' examines how businesses can balance seizing growth opportunities while investing in infrastructure, talent, and systems to support scalability.

#### **KPIs** impact

Revenue

Higher by 20%

COGS

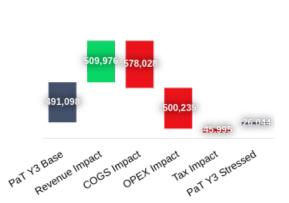
Higher by 30%

OPEX

Higher by 40%

Discount Rate unaffected

#### Results







### Stress Test: The Perfect Storm



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

### Scenario Name

#### Story

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

#### **KPIs** impact

Revenue

Lower by 10%

COGS

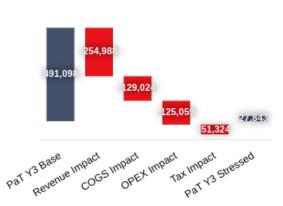
Higher by 25%

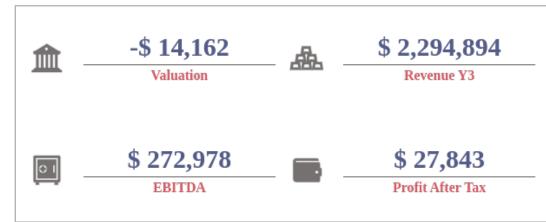
OPEX

Higher by 30%

Discount Rate Higher by 10%

#### Results







# 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	\$ 711,473	\$ 800,407	\$ 844,874	\$ 933,808	\$ 978,276	\$ 1,067,210	\$ 809,301	\$ 835,981	\$ 862,661	\$ 916,022	\$ 942,702	\$ 969,382
	Y2	\$ 1,244,224	\$ 1,399,752	\$ 1,477,516	\$ 1,633,044	\$ 1,710,808	\$ 1,866,336	\$ 1,415,305	\$ 1,461,963	\$ 1,508,622	\$ 1,601,939	\$ 1,648,597	\$ 1,695,255
	Y3	\$ 2,039,906	\$ 2,294,894	\$ 2,422,388	\$ 2,677,376	\$ 2,804,870	\$ 3,059,858	\$ 2,320,393	\$ 2,396,889	\$ 2,473,386	\$ 2,626,378	\$ 2,702,875	\$ 2,779,371
Gross Profit	Y1	\$ 423,469	\$ 476,402	\$ 502,869	\$ 555,803	\$ 582,270	\$ 635,203	\$ 481,696	\$ 497,576	\$ 513,456	\$ 545,216	\$ 561,096	\$ 576,976
	Y2	\$ 740,562	\$ 833,133	\$ 879,418	\$ 971,988	\$ 1,018,273	\$ 1,110,843	\$ 842,390	\$ 870,161	\$ 897,932	\$ 953,474	\$ 981,245	\$ 1,009,016
	Y3	\$ 1,214,152	\$ 1,365,921	\$ 1,441,805	\$ 1,593,574	\$ 1,669,459	\$ 1,821,228	\$ 1,381,098	\$ 1,426,628	\$ 1,472,159	\$ 1,563,220	\$ 1,608,751	\$ 1,654,282
GP Margin	Y1	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%
	Y2	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%
	Y3	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%
EBITDA	Y1	\$ 218,209	\$ 245,485	\$ 259,123	\$ 286,399	\$ 300,037	\$ 327,313	\$ 248,213	\$ 256,395	\$ 264,578	\$ 280,944	\$ 289,127	\$ 297,310
	Y2	\$ 381,604	\$ 429,304	\$ 453,154	\$ 500,855	<b>\$</b> 524,705	\$ 572,405	\$ 434,074	\$ 448,384	\$ 462,694	\$ 491,315	\$ 505,625	\$ 519,935
	Y3	\$ 625,639	\$ 703,844	\$ 742,946	\$ 821,151	\$ 860,254	\$ 938,459	\$ 711,664	\$ 735,126	\$ 758,587	\$ 805,510	\$ 828,972	\$ 852,433
EBITDA Margin	Y1	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%
	Y2	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%
	Y3	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%
Net Profit	Y1	-\$ 21,997	\$ 2,825	\$ 15,235	\$ 40,056	\$ 52,467	\$ 77,288	\$ 5,307	\$ 12,753	\$ 20,199	\$ 35,092	\$ 42,539	\$ 49,985
	Y2	\$ 126,693	\$ 170,100	\$ 191,804	\$ 235,211	\$ 256,915	\$ 300,322	\$ 174,441	\$ 187,463	\$ 200,485	\$ 226,530	\$ 239,552	\$ 252,574
	Y3	\$ 348,765	\$ 419,931	\$ 455,515	\$ 526,681	\$ 562,264	\$ 633,431	\$ 427,048	\$ 448,398	\$ 469,748	\$ 512,448	\$ 533,798	\$ 555,148
Profit Margin	Y1	-3%	0%	2%	4%	5%	7%	1%	2%	2%	4%	5%	5%
	Y2	10%	12%	13%	14%	15%	16%	12%	13%	13%	14%	15%	15%
	Y3	17%	18%	19%	20%	20%	21%	18%	19%	19%	20%	20%	20%
Final Valuation		\$ 985,029	\$ 1,204,588	\$ 1,314,367	<b>\$</b> 1,533,925	\$ 1,643,704	\$ 1,863,263	\$ 1,226,544	\$ 1,292,411	\$ 1,358,279	\$ 1,490,014	\$ 1,555,881	\$ 1,621,749



Sources: Company's Prop Information

### Glossary



#### Financial and Technical

b \$ - Billions of \$

B2B - Business to Business **B2C** - Business to Customer CAPEX - Capital Expenditure

CAPM - Capital Asset Pricing Model COGS - Cost of oods sold

DCF - Discounted cash flow

Depr. - Depreciation

EBIT - Earnings before interest and taxes

EBITDA - Earnings before nterest, axes, depreciation, and amortization

EBT - Earnings Before Tax ERP - Equity Risk Premium ETA - Estimated Time of Arrival

EV - nterprise Value

FA (Tangible and Intangible) - Fixed assets (tangible and intangible)

FX - Foreign Exchange

FY - Fiscal year GP - ross profit

k \$ - Thousands of \$

LLM - Large Language Model

LFY - Last fiscal year m \$ - Millions of \$

MTD - Month-to-date

MVP - inimum Viable Product NFT - Non-Fungible Token

NPV - Net present value OPEX - Operating Expense

P&L - A profit and loss (P&L) tatement

PaT - Profit after Tax POC - Proof of Concept

PPE - Property, plant, and equipment SG&A - Sales, General and Administrative

TSY bond rate - Treasury bond rate

WACC - Weighted average cost of capital

YTD - Year-to-date

#### **Organisational Structure**

CBDO - Chief Business Development Officer

CEO - Chief Executive Officer CPO - Chief Product Officer CFO - Chief Financial Officer CTO Chief Technology Officer

C-level - Chief level

Eng - Engineer Dev - Developer

HR - Human Resources

#### Other

Av - Average

EoP - End of Period

LE - Legal Entity

PE - Private Equity

TOM - Target Operating Model



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