Business Plan
& Valuation Presentation

CleanCloud

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OUR
VISION & MISSION

Our Mission

CleanCloud aims to revolutionize the laundry experience by offering a convenient, efficient, and high-quality service. By providing state-of-the-art machinery, a range of additional services including folding, ironing, and stain removal, and prioritizing cleanliness and customer comfort, we make a significant difference in people's lives. Through our commitment to exceptional service and eco-friendly practices, we ensure that every load is handled with the utmost care and efficiency. CleanCloud exists to take the hassle out of laundry, providing reliable and comprehensive solutions that go beyond expectations.

Our Vision

CleanCloud envisions a future where laundry services are universally synonymous with convenience, quality, and sustainability. In twenty years, we aim to have established a network of modern laundromats globally, setting the standard for eco-friendly operations and exceptional customer service. We aspire to create spaces that not only meet but exceed the expectations of busy individuals and families, ensuring that CleanCloud becomes an integral part of their weekly routines, transforming the chore of laundry into a valued and effortless experience.

Summary Financials Dashboard

Key performance indicators
(Base Scenario Y3)

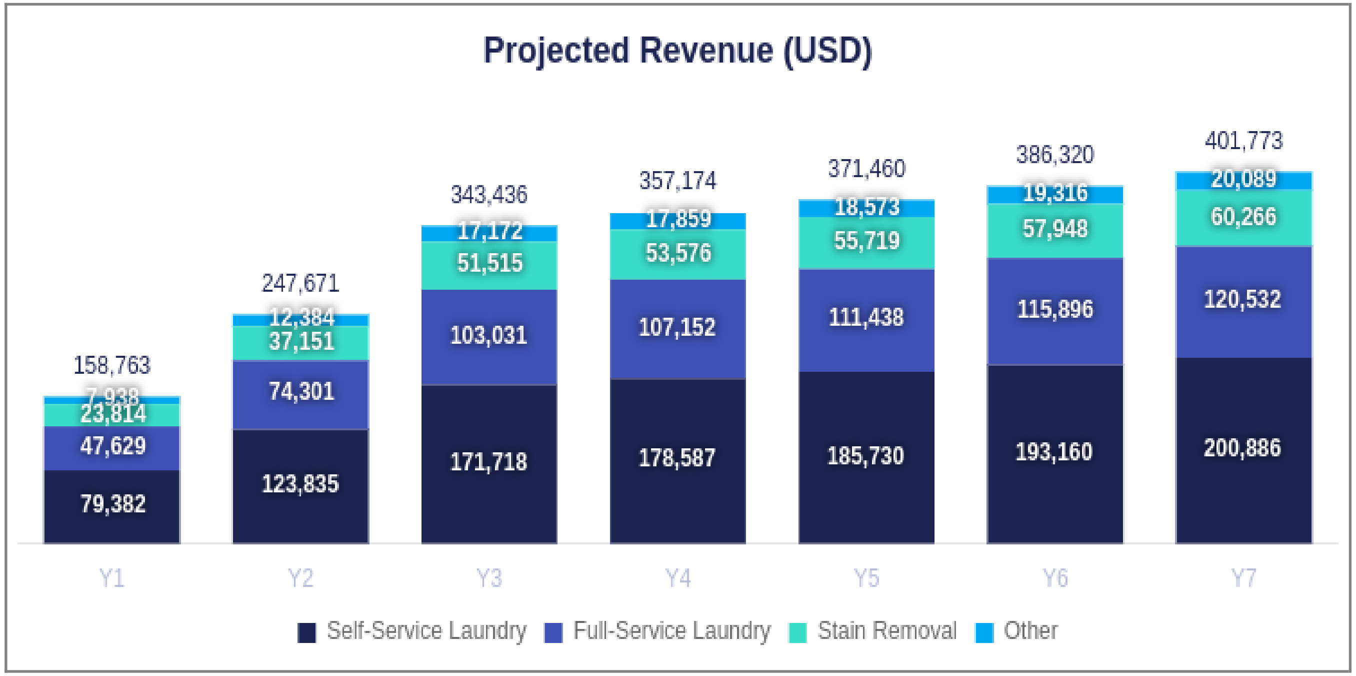
$ 343,436

Revenue
$ 144,243

Gross Profit
$ 79,609

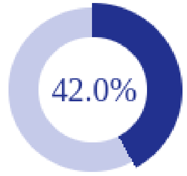
EBITDA
0.18%

Target Market Share

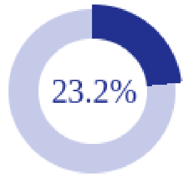


Margins
(Stabilized by Y3)

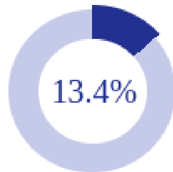
GP Margin



EBITDA Margin



PbT Margin



Project Phases

- I — Establish Foundational Offering
- II — Enhance Core Services
- III — Identify New Profit Streams
- IV — Pursue High-Risk, High-Reward Opportunities

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

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

Investment $ 200,000

Y1 CAPEX $ 200,000

WC $ 26,394

Sources: Company's Prop Planning

About the Company: General Overview

CleanCloud is a modern laundromat designed to provide a convenient, efficient, and high- quality laundry experience. Specializing in the renting and leasing of machinery, equipment, and other tangible goods, CleanCloud operates within the Administrative and Support Service Activities sector. The facility features state-of-the-art machines, including high-capacity washers and dryers, complemented by additional services such as folding, ironing, and professional stain removal. Prioritizing cleanliness and customer comfort, CleanCloud offers a bright and welcoming environment, complete with amenities like free Wi- Fi and comfortable seating. The company's commitment to exceptional service and eco- friendly practices ensures that every load is handled with care and efficiency. Whether for quick self-service or full- service laundry care, CleanCloud is the go- to destination for reliable and hassle-free laundry solutions.

The Main Phases: Projects & Impacts

01 Establish Foundational Offering

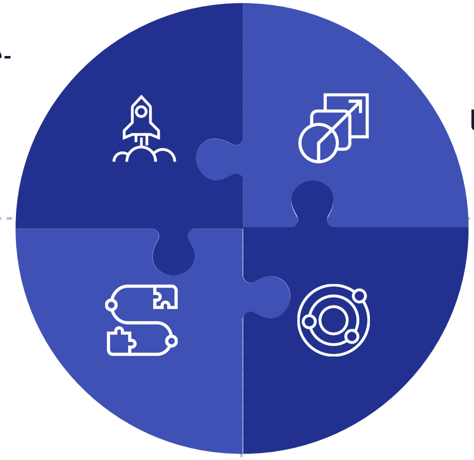
Phase I.

Launch initial laundromat facility featuring state-of-the-art machines and core services including washing, drying, folding, and ironing. Ensure a clean, comfortable, and eco-friendly environment.

03 Identify New Profit Streams

Phase III.

Explore new revenue opportunities such as subscription-based laundry plans, corporate contracts for bulk laundry services, and introducing mobile app-driven, on-demand laundry pick-up and delivery.



02 Enhance Core Services

Phase II.

Expand service portfolio with professional stain removal, improve customer experience through free Wi-Fi and comfortable seating, and open additional facilities to grow user base and market presence.

04 Pursue High-Risk, High-Reward Opportunities

Phase IV.

Invest in innovative technologies like smart laundering systems, AI-driven laundry management, and potential expansion into new geographic markets or related sectors like eco-friendly dry cleaning.

Sources: Company's Prop Vision

Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Customers	1. Enjoy a clean, comfortable, and efficient laundry experience with state-of-the-art machines and eco-friendly practices. 2. Benefit from additional services like folding, ironing, and professional stain removal for added convenience. 3. Access a welcoming environment with amenities like free Wi-Fi and comfortable seating for a better overall experience.
Employees	1. Work in a modern and clean environment that prioritizes employee well-being and satisfaction. 2. Gain opportunities for professional growth and development as the company expands and diversifies its service offerings. 3. Experience job security and stability through the company's exploration of new profit streams and innovative technologies.
Investors	1. Expect potential for robust returns on investment through phased growth and expansion strategies. 2. Benefit from the company's commitment to eco-friendly practices, catering to a growing market of environmentally-conscious consumers. 3. Capitalize on innovative revenue opportunities, such as subscription plans and on-demand services, that can drive long-term profitability.
Local Community	1. Access to a convenient and high-quality laundromat facility that enhances local services. 2. Contribution to local employment opportunities and economic growth. 3. Benefit from the company's eco-friendly initiatives that positively impact the environment and promote sustainable practices.
Suppliers and Partners	1. Develop long-term and mutually beneficial business relationships through consistent demand for high-quality laundry equipment and supplies. 2. Explore collaborative opportunities and partnerships as CleanCloud expands its service portfolio and market presence. 3. Secure steady revenue streams from a growing and reliable customer like CleanCloud.
Corporate Clients	1. Avail bulk laundry services that are reliable, efficient, and meet high-quality standards. 2. Utilize subscription-based laundry plans for cost-effective and streamlined laundry management. 3. Benefit from on-demand laundry pick-up and delivery services to increase operational efficiency and convenience.
Regulatory Bodies	1. Ensure compliance with industry standards and regulations, contributing to a safer and more reliable service sector. 2. Promote eco-friendly and sustainable practices within the community, aligning with regulatory environmental goals. 3. Maintain transparent operations and communications, facilitating smoother regulatory oversight and collaboration.

Sources: Company's Prop Assessment

Key Performance Components

Competitive Advantage

State-of-the-Art Equipment

CleanCloud's modern laundromat features high-capacity, cutting-edge washers and dryers, ensuring efficient and high-quality laundry results for every customer.

Exceptional Customer Experience

CleanCloud provides a bright and welcoming environment with amenities like free Wi-Fi and comfortable seating, enhancing the overall customer experience.

Eco-Friendly Practices

CleanCloud's commitment to eco-friendly practices ensures that every load is handled with minimal environmental impact, addressing customer concerns about sustainability.

Marketing and Growth Strategy

Invest in a user-friendly website and active social media profiles to engage with customers, promote services, and offer online booking for added convenience.

Implement loyalty programs and offer special discounts to encourage repeat business and build long-term relationships with customers.

Collaborate with local businesses, such as hotels and gyms, to offer specialized laundry services and attract a wider customer base.

Target Groups

	Industries	Description
I	Busy Professionals	Individuals with demanding work schedules who need convenient and reliable laundry services to save time.
II	Families	Households that require frequent and bulk laundry services for comfort and hygiene, especially those with children.
III	Students	College and university students living in dorms or shared accommodations who seek affordable and efficient laundry solutions.
IV	Elderly and Disabled Individuals	People who may have mobility issues and need accessible laundry services, including pick-up and delivery.
V	Small Businesses	Local businesses such as salons, gyms, and spas that require regular laundering of towels, uniforms, and other linens.
VI	Corporate Clients	Companies looking for bulk laundry services for employee uniforms, linens, and other materials, potentially through corporate contracts.
VII	Eco-Conscious Consumers	Individuals who prioritize environmentally friendly practices and seek out services that align with their values.

Sources: Company's Prop Assessment

Painpoints & Solutions

Solution from Phase I to Phase IV

	Painpoints	Solution
1	**Inconvenient Laundry Options** Customers often struggle with limited or inadequate laundry facilities in their area.	CleanCloud's state-of-the-art laundromat facilities provide a convenient, one-stop solution for washing, drying, folding, and ironing services.
2	**Long Waiting Times** Traditional laundromats frequently have long waiting times for machines.	CleanCloud features high-capacity washers and dryers to ensure quicker turnaround times and more availability.
3	**Unfriendly Environment** Customers often experience dirty, uncomfortable, and unwelcoming environments in traditional laundromats.	CleanCloud ensures a clean, comfortable, and eco-friendly environment with amenities like free Wi-Fi and comfortable seating.
4	**Difficult Stain Removal** Customers struggle to effectively remove tough stains with typical laundromat services.	CleanCloud offers professional stain removal services to tackle even the most stubborn stains.
5	**Poor User Experience** Traditional laundromats often neglect the comfort and convenience of their customers.	CleanCloud enhances customer experience with amenities such as free Wi-Fi and comfortable seating.
6	**Limited Access to Quality Facilities** Many areas lack access to advanced, high-quality laundry facilities.	CleanCloud plans to open additional facilities featuring state-of-the-art machines to improve accessibility.
7	**Inconsistent Service Availability** Laundromat services are often inconsistent, leading to unreliable laundry care.	CleanCloud ensures consistent availability and reliable service across its facilities.

Sources: Company's Prop Assessment

Strategic Analysis: SWOT

Strength

State-of-the-art machinery provides high efficiency and quality. Commitment to cleanliness enhances customer satisfaction. Eco-friendly practices attract environmentally conscious consumers. Additional services like folding and ironing offer added convenience. Bright, welcoming environment with free Wi-Fi ensures a positive customer experience.

Weaknesses

High operational costs due to modern equipment maintenance. Dependence on a single revenue stream from laundry services. Limited geographical reach constricts market expansion. Potential overreliance on equipment warranties and suppliers. Vulnerable to fluctuations in utility costs affecting profitability.

Opportunities

Expansion into additional geographic markets increases customer base. Introduction of subscription-based services for steady revenue. Leveraging eco-friendly practices for marketing and partnerships. Technological integration for personalized and automated services. Collaboration with local businesses for cross-promotion benefits.

Threats

Intense competition from other laundromats and online services. Economic downturns reduce discretionary spending on premium laundry services. Rising utility costs impact operational expenses. Technological advancements may lead to rapid equipment obsolescence. Shifts in consumer behavior toward at-home laundry solutions.

Sources: Company's Prop Assessment

Pestel: Analysis

P	E	S	T	E	L
Political 7 / 10	Economic 7 / 10	Social 7 / 10	Technological 7 / 10	Environmental 8 / 10	Legal 6 / 10
Regulatory Compliance: Adherence to industry regulations and safety standards	**Economic Cycles:** Effects of economic fluctuations on discretionary spending	**Lifestyle Changes:** Shifts in consumer habits towards convenience services	**Innovation:** Adoption of advanced laundry technologies and systems	**Eco-Friendly Practices:** Sustainability initiatives in laundry operations	**Consumer Protection:** Compliance with consumer rights and protection laws
Government Policies: Impact of government policies on sustainable practices	**Energy Costs:** Variation in energy prices affecting operational costs	**Urbanization:** Increasing urban populations fueling demand for laundromats	**Automation:** Integration of automated processes for efficiency	**Resource Management:** Efficient use of water and energy resources	**Employment Laws:** Adherence to labor laws and fair employment practices

CleanCloud’s commitment to modern conveniences and eco-friendly practices positions it well within the industry. By addressing the relevant PESTEL factors, the company can effectively navigate opportunities and challenges in the laundromat market.

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?

The state-of-the-art machines and comprehensive additional services allow the firm to exploit opportunities by attracting customers seeking efficiency and quality.

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

The eco-friendly practices and modern facilities, including free Wi-Fi and a welcoming environment, are not widely available in the market.

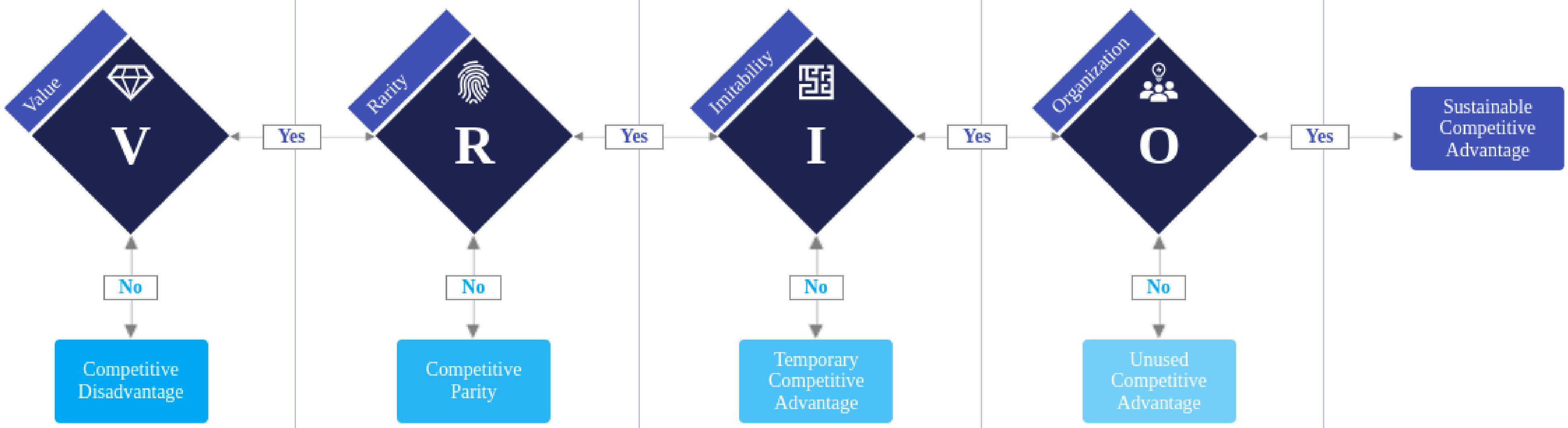
Is the resource or capability costly for other firms to imitate?

The specialized equipment and high service quality, combined with customer-focused amenities, create significant cost implications for replication by competitors.

Is the firm organized to exploit the resource or capability?

CleanCloud's operations are structured to maximize the utilization of their resources and capabilities, ensuring seamless delivery of their services.

CleanCloud holds a competitive advantage through high value, rarity, and costly imitability, supported by an organized operational framework, positioning them strongly in the market.

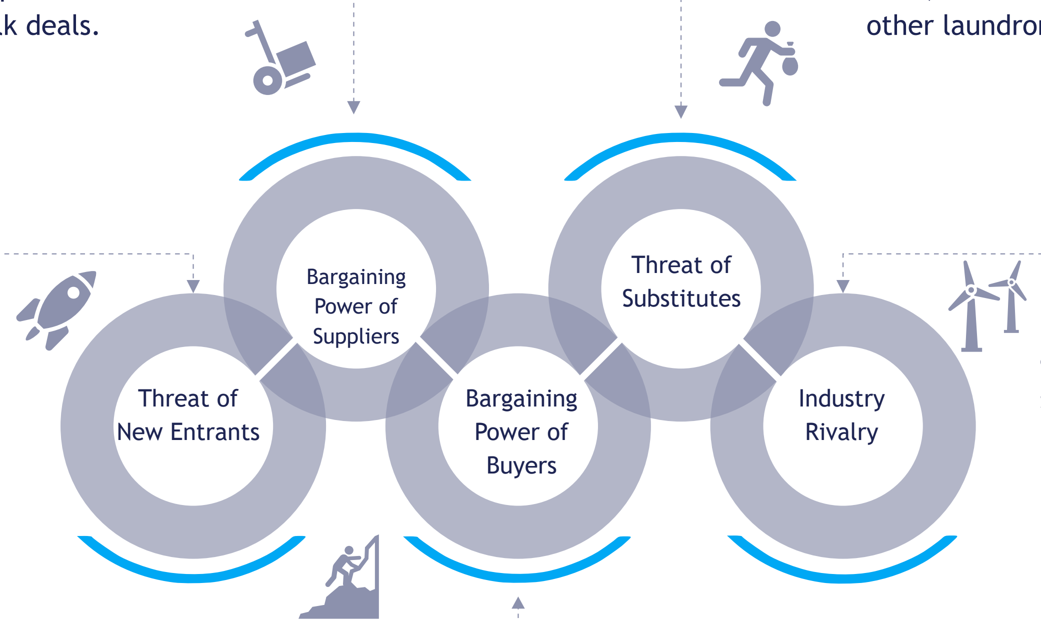


Porter's Five Forces: Analysis

Limited number of equipment suppliers but potential for partnerships and bulk deals.

Many alternative laundry options exist, from at- home machines to other laundromats.

Moderate initial investment but innovative technology could attract new entrants.



Intense, with numerous well-established players providing similar services.

High competition and customer choice gives buyers significant power.

CleanCloud faces significant competition and customer power, but can leverage exceptional service and eco- friendly practices for differentiation.

High
Moderate
Low

Management Team

Daniel Block

Co-Founder & CEO

Overview

Daniel leads CleanCloud, focusing on revolutionizing laundry services with technology-driven solutions for convenience and efficiency

Olivia Whitter

Co-Founder & Operations Manager

Overview

Olivia oversees operations, ensuring CleanCloud provides fast, reliable, and high-quality laundry services to customers

James Green

Customer Service Manager

Overview

James is dedicated to providing outstanding customer support, ensuring a seamless experience for CleanCloud users

Sophia Clark

Marketing Manager

Overview

Sophia promotes CleanCloud's services, building brand awareness and attracting new customers through creative marketing strategies

Sources: Company's Prop Profiles

History & Roadmap

Partnership Development
Partner with hotels and gyms for exclusive laundry services.

Dec 2025

Aug 2025

Geographical Expansion
Open new branches in targeted metropolitan areas.

Technology Integration
Launch mobile app for scheduling and tracking laundry services.

Mar 2025

Nov 2024

Eco-Friendly Initiative
Implement eco-friendly practices and reduce energy consumption.

Service Expansion
Introduce premium and subscription-based laundry services.

Jul 2024

Feb 2024

Initial Marketing Campaign
Launch targeted marketing to create brand awareness.

Current Status.

CleanCloud's development roadmap includes six strategic stages. Initial marketing campaign in Feb 2024 aims to create brand awareness. By Jul 2024, the company will roll out premium and subscription-based services. Eco-friendly initiatives are slated for Nov 2024 to emphasize sustainability. In Mar 2025, CleanCloud plans to integrate technology, launching a mobile app for enhanced user experience. Aug 2025 is set for geographical expansion to reach more customers in metropolitan areas. Finally, by Dec 2025, CleanCloud aims to establish partnerships with hotels and gyms, providing exclusive laundry services. These milestones will collectively enhance CleanCloud's market position, service quality, and operational efficiency.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Develop Business Plan	Not Started	High	CEO	2 weeks
2	Secure Initial Funding	Not Started	High	CFO	1 month
3	Register Company Name and Domain	Not Started	Medium	CEO	1 month
4	Establish Legal and Regulatory Compliance	Not Started	High	CLO	1 month
5	Select and Lease Operating Location	Not Started	High	COO	1.5 months
6	Procure Equipment and Supplies	Not Started	High	CTO	1.5 months
7	Recruit Key Staff	Not Started	High	CPO	2 months
8	Set Up IT Infrastructure	Not Started	Medium	CIO	1 month
Marketing					
1	Develop Brand Identity and Logo	Not Started	High	CMO	2 weeks
2	Create Website with Online Booking Features	Not Started	High	CTO	1 month
3	Establish Social Media Presence	Not Started	Medium	CMO	1 month
4	Design and Distribute Marketing Brochures	Not Started	Medium	CPO	3 months
5	Implement Local SEO Strategy	Not Started	High	CMO	1 month
6	Launch Introductory Promotions and Discounts	Not Started	High	CRO	2 weeks
7	Collaborate with Local Businesses for Cross-Promotions	Not Started	Medium	COO	2 months
8	Gather and Showcase Customer Testimonials	Not Started	Low	CSO	3 months

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 1 & Technical Set Up for next Phases					
1	Secure Facility Location	Not Started	High	CEO	2 months
2	Purchase State-of-the-Art Machines	Not Started	High	CFO	3 months
3	Hire Initial Staff	Not Started	High	COO	2 months
4	Set Up Eco-Friendly Practices	Not Started	Medium	CSO	2 months
5	Design Customer Comfort Features	Not Started	Medium	CPO	3 months
6	Implement Core Services	Not Started	High	COO	4 months
7	Ensure Compliance with Regulations	Not Started	High	CSO	2 months
8	Launch Initial Facility	Not Started	High	CEO	5 months
Phase 2					
1	Implement Professional Stain Removal Service	Not Started	High	CPO	2 months
2	Install Free Wi-Fi for Customers	Not Started	Medium	CTO	1 month
3	Upgrade Customer Seating Area	Not Started	High	COO	2 months
4	Open Additional Laundromat Facility	Not Started	High	CEO	5 months
5	Conduct Market Research for New Locations	Not Started	High	CSO	3 months
6	Enhance Facility Cleanliness Protocols	Not Started	Medium	COO	2 months
7	Promote Enhanced Services via Social Media	Not Started	Medium	CMO	1 month
8	Hire Additional Staff for New Services	Not Started	High	COO	2 months

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 3					
1	Develop Subscription-Based Laundry Plans	Not Started	High	CPO	2 months
2	Secure Corporate Contracts for Bulk Laundry Services	Not Started	High	CRO	3 months
3	Design Mobile App for On-Demand Laundry Pick-Up & Delivery	Not Started	High	CTO	4 months
4	pilot On-Demand Pickup & Delivery Service	Not Started	Medium	COO	5 months
5	Offer Trial Periods for Subscription Plans	Not Started	Medium	CMO	3 months
6	Negotiate Partnerships for Corporate Contracts	Not Started	High	CEO	3 months
7	Develop Marketing Campaign for New Profit Streams	Not Started	Medium	CMO	2 months
8	Analyze Customer Feedback for Profit Stream Adjustment	Not Started	Medium	CSO	4 months
Phase 4					
1	Research and Invest in Smart Laundering Systems	Not Started	High	CTO	6 months
2	Explore AI-driven Laundry Management	Not Started	High	CTO	9 months
3	Evaluate Potential Geographic Markets for Expansion	Not Started	Medium	CBO	4 months
4	Investigate Opportunities in Eco-friendly Dry Cleaning	Not Started	Medium	CSO	5 months
5	Develop a Pilot Program for New Technologies	Not Started	High	COO	3 months
6	Assess Funding Requirements for Tech Innovations	Not Started	High	CFO	2 months
7	Form Strategic Partnerships for Technological Development	Not Started	Medium	CSO	6 months
8	Pilot Test Subscription Options for Eco-friendly Services	Not Started	Low	CPO	8 months

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Equipment Malfunctions	COO	Implement routine maintenance schedules and ensure quick access to repair services for rapid issue resolution.
2	Supply Chain Disruptions	CPO	Establish multiple supplier relationships and maintain a buffer stock of critical supplies to ensure continuous operations.
3	Utilities Downtime	CIO	Invest in backup power solutions and water storage systems to minimize disruptions during utility outages.
4	Hygiene and Cleanliness Standards	COO	Establish stringent cleaning protocols and conduct regular inspections to uphold high standards of hygiene and cleanliness.
5	Staffing Challenges	CPO	Implement comprehensive training programs and create a supportive work environment to retain skilled employees.

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Environmental regulations	COO	Ensure compliance with eco-friendly practices.
2	Occupational safety standards	COO	Strictly adhere to safety protocols.
3	Data privacy laws	CIO	Implement robust data protection measures.
4	Consumer protection laws	CRO	Ensure transparent and fair customer policies.
5	Employment laws	CPO	Comply with labor regulations.

Sources: Company's Prop Assessment

Core Risks & Mitigation Strategies

3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market Competition	CMO	Differentiate with superior service and amenities
2	Customer Adoption	CRO	Offer promotions to attract initial users
3	Economic Downturn	CFO	Maintain a flexible pricing model
4	Technology Disruption	CTO	Invest in robust backup systems
5	Shifting Consumer Preferences	CPO	Regularly update services based on feedback

4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash flow shortages	CFO	Maintain a cash reserve and optimize billing cycles
2	High initial investment	CEO	Secure diverse funding sources
3	Revenue instability	CFO	Implement subscription models
4	Credit risk	CRO	Conduct thorough credit checks
5	High operational costs	COO	Regular cost audits

5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Customer Satisfaction Issues	CPO	Regularly collect feedback and adjust services to meet customer needs
2	Technology Failures	CTO	Implement redundant technology infrastructure
3	Unsustainable Eco-Practices	CSO	Ensure adherence to sustainable practices and eco-friendly certifications
4	Brand Reputation Damage	CMO	Monitor public perception and address concerns promptly
5	Talent Retention	COO	Implement employee engagement and retention programs

Sources: Company's Prop Assessment

Market Overview (TAM, SAM and SOM)

Target Available Market (TAM)	Renting and leasing of other machinery, equipment and tangible goods (consolidated) Subindustry	$ 176,403,401	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 4.00%
Service Available Market (SAM)	1.50%	CleanCloud, operating in the rental and leasing activities industry in Bulgaria, has a focus on providing high-quality laundry services with modern amenities. Given its capital of 200,000 and the competitive market, a realistic estimate for its Serviceable Available Market is positioned at 1.5% of the Total Addressable	
Service Obtainable Market Y1-Y3 (SOM)	Year 1 6.00000% Year 2 9.00000% Year 3 12.00000%	Given CleanCloud's innovative approach and the relatively fragmented market in Bulgaria, initial penetration will be modest due to high competition and the presence of established players. With a strong capital base of $200,000, the company can progressively capture market share through superior service and	

Sources: Company's Prop Assessment

Funding Allocation

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

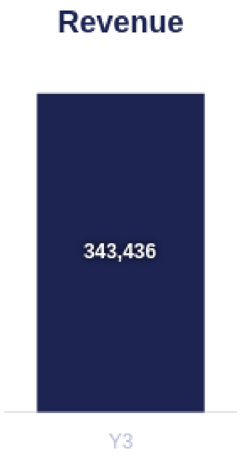
The total investment required is $ 200,000

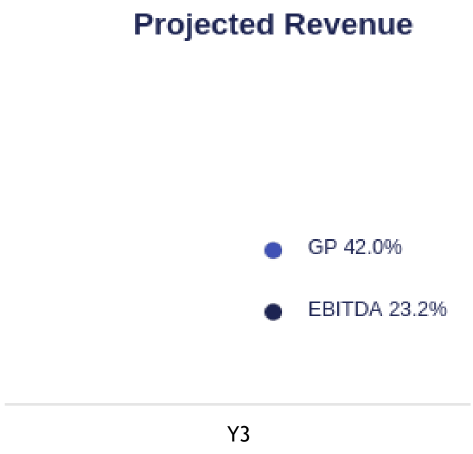
Y1 Cash Flow Streem(USD)	Inflows	Outlows
Gross Profit	66,680	
Payroll Expenses		13,495
Rent & Utilities		4,763
Marketing and Branding		3,969
Other Miscellaneous		2,096
Capex		200,000
Legal and Professional Fees		1,588
Training and Development		1,588
Communication Expenses		794
Office supplies		794
Representation and Entert.		794
CAPEX & WC shortage Y1		163,199
Buffer		36,801
Total Required Investment(USD)		200,000

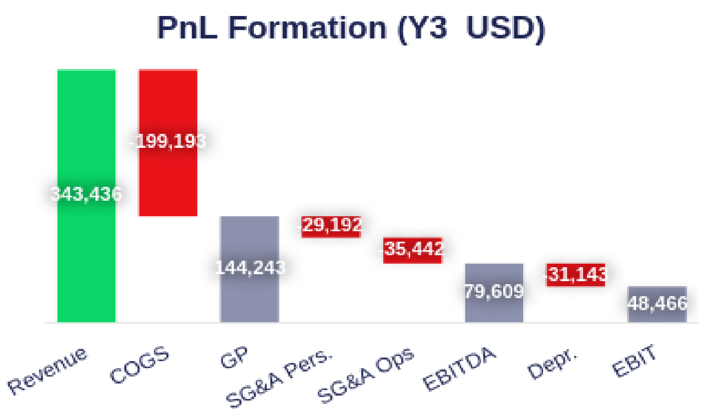
Payroll Expenses	5.87%
Rent & Utilities	2.07%
Marketing and Branding	1.73%
Other Miscellaneous	0.91%
Capex	87.00%
Other	2.42%

Financials Dashboard

Y3 PL formation and Margins







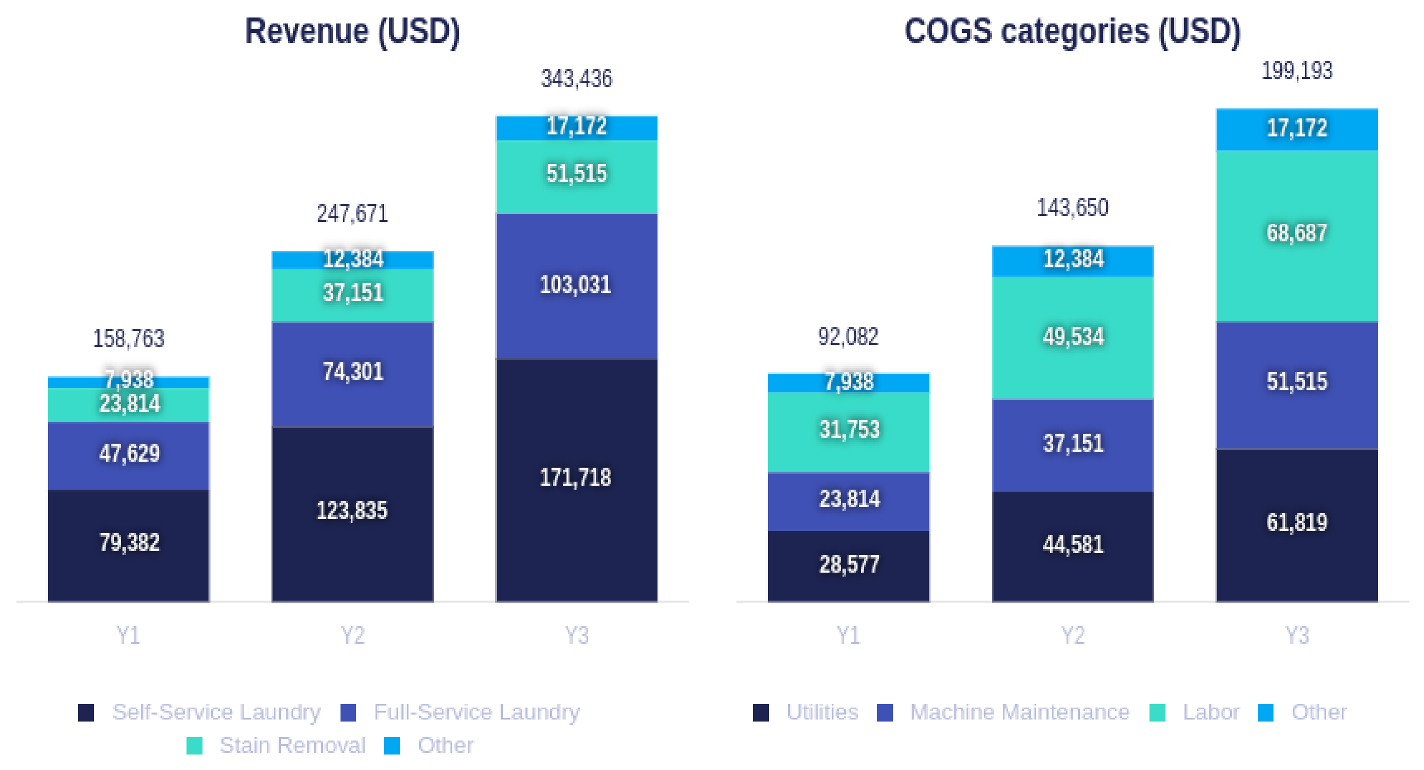
Business Line Breakdown (USD)

Revenue Formation Narrative

CleanCloud, a modern laundromat offering a range of services from self-service laundry to professional stain removal, has structured its revenue estimation based on a thorough analysis of the Bulgarian laundry market. The Total Addressable Market (TAM) stands at 176,403,401 USD . Given CleanCloud's focus on quality and customer comfort, the Serviceable Available Market (SAM) is conservatively estimated at 1.5% of the TAM. This reflects a realistic outlook while considering competitive market dynamics and CleanCloud's capital of 200,000 USD . The Serviceable Obtainable Market (SOM) percentages are projected as follows: 6% for Year 1, 9% for Year 2, and 12% for Year 3. These figures reflect CleanCloud's gradual market penetration through superior service, eco-friendly practices, and strategic capital utilization. Correspondingly, the projected revenues for the first three years are 158,763.061 USD for Year 1, 247,670.375 USD for Year 2, and 343,436.253 USD for Year 3. Revenue generation will be diversified across four main lines of business: Self-Service Laundry (50%), Full-Service Laundry (30%), Stain Removal (15%), and Other (5%). This distribution underscores CleanCloud's balanced approach to service offerings, ensuring multiple revenue streams while prioritizing customer needs and market demands. The strategic roadmap positions CleanCloud to leverage its innovative solutions and eco-friendly approach, ensuring a steady increase in market share and revenue over the coming years.

$ 343,436 Y3 Projected Revenue

0.18% Market share



Revenue Calculation Details

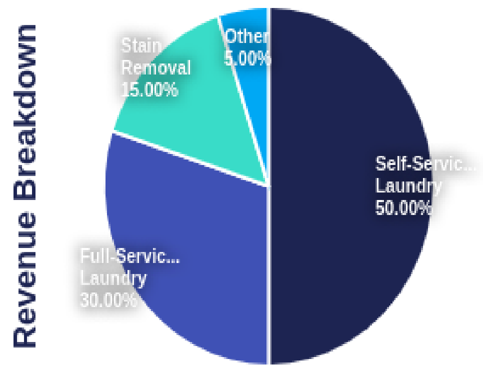
Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Self-Service Laundry	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*	*50.00%*
Full-Service Laundry	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*
Stain Removal	*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%*
Self-Service Laundry	4,961	4,961	4,961	5,954	5,954	5,954	7,277	7,277	7,277	8,269	8,269	8,269	79,382	123,835	171,718
Full-Service Laundry	2,977	2,977	2,977	3,572	3,572	3,572	4,366	4,366	4,366	4,961	4,961	4,961	47,629	74,301	103,031
Stain Removal	1,488	1,488	1,488	1,786	1,786	1,786	2,183	2,183	2,183	2,481	2,481	2,481	23,814	37,151	51,515
Other	496	496	496	595	595	595	728	728	728	827	827	827	7,938	12,384	17,172
Total Revenue (USD)	9,923	9,923	9,923	11,907	11,907	11,907	14,553	14,553	14,553	16,538	16,538	16,538	158,763	247,670	343,436

Total revenue is expected to reach $ 343,436 by year 3.

Main revenue driver are:

- Self-Service Laundry which generates $ 171,718 by Year 3
- Full-Service Laundry which generates $ 103,031 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 47.08 %



COGS Calculation Details

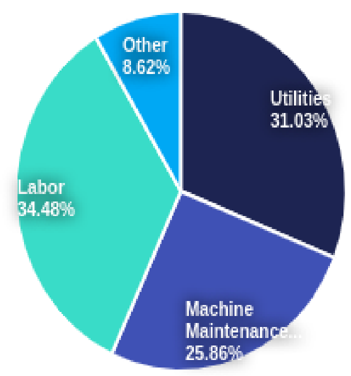
COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Utilities	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*	*18.00%*
Machine Maintenance	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*	*15.00%*
Labor	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*
Other	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*
Utilities	1,786	1,786	1,786	2,143	2,143	2,143	2,620	2,620	2,620	2,977	2,977	2,977	28,577	44,581	61,819
Machine Maintenance	1,488	1,488	1,488	1,786	1,786	1,786	2,183	2,183	2,183	2,481	2,481	2,481	23,814	37,151	51,515
Labor	1,985	1,985	1,985	2,381	2,381	2,381	2,911	2,911	2,911	3,308	3,308	3,308	31,753	49,534	68,687
Other	496	496	496	595	595	595	728	728	728	827	827	827	7,938	12,384	17,172
Total COGS (USD)	5,755	5,755	5,755	6,906	6,906	6,906	8,441	8,441	8,441	9,592	9,592	9,592	92,083	143,649	199,193

Total COGS is expected to reach $ 199,193 by year 3.
Main revenue driver are:

- Labor which generates $ 68,687 by Year 3
- Utilities which generates $ 61,819 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 47.08 %

COGS Breakdown



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*	*8.50%*
Rent & Utilities	*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%*
Communication Expenses	*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%*
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	*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%*
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	*0.50%*	*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%*
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	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*	*1.32%*

Payroll Expenses	843	843	843	1,012	1,012	1,012	1,237	1,237	1,237	1,406	1,406	1,406	13,495	21,052	29,192
Rent & Utilities	298	298	298	357	357	357	437	437	437	496	496	496	4,763	7,430	10,303
Communication Expenses	50	50	50	60	60	60	73	73	73	83	83	83	794	1,238	1,717
Office supplies	50	50	50	60	60	60	73	73	73	83	83	83	794	1,238	1,717
Legal and Professional Fees	99	99	99	119	119	119	146	146	146	165	165	165	1,588	2,477	3,434
Marketing and Branding	248	248	248	298	298	298	364	364	364	413	413	413	3,969	6,192	8,586
Representation and Entertainment	50	50	50	60	60	60	73	73	73	83	83	83	794	1,238	1,717
Training and Development	99	99	99	119	119	119	146	146	146	165	165	165	1,588	2,477	3,434
Other Miscellaneous	131	131	131	157	157	157	192	192	192	218	218	218	2,096	3,269	4,533
Total SG&A (USD)	**1,867**	**1,867**	**1,867**	**2,241**	**2,241**	**2,241**	**2,739**	**2,739**	**2,739**	**3,112**	**3,112**	**3,112**	**29,879**	**46,612**	**64,635**

Sources: Company's Prop Planning

PaT Expectations

Income Statement (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	9,923	9,923	9,923	11,907	11,907	11,907	14,553	14,553	14,553	16,538	16,538	16,538	158,763	247,670	343,436
Self-Service Laundry	4,961	4,961	4,961	5,954	5,954	5,954	7,277	7,277	7,277	8,269	8,269	8,269	79,382	123,835	171,718
Full-Service Laundry	2,977	2,977	2,977	3,572	3,572	3,572	4,366	4,366	4,366	4,961	4,961	4,961	47,629	74,301	103,031
Stain Removal	1,488	1,488	1,488	1,786	1,786	1,786	2,183	2,183	2,183	2,481	2,481	2,481	23,814	37,151	51,515
Other	496	496	496	595	595	595	728	728	728	827	827	827	7,938	12,384	17,172
COGS	-5,755	-5,755	-5,755	-6,906	-6,906	-6,906	-8,441	-8,441	-8,441	-9,592	-9,592	-9,592	-92,083	-143,649	-199,193
Utilities	-1,786	-1,786	-1,786	-2,143	-2,143	-2,143	-2,620	-2,620	-2,620	-2,977	-2,977	-2,977	-28,577	-44,581	-61,819
Machine Maintenance	-1,488	-1,488	-1,488	-1,786	-1,786	-1,786	-2,183	-2,183	-2,183	-2,481	-2,481	-2,481	-23,814	-37,151	-51,515
Labor	-1,985	-1,985	-1,985	-2,381	-2,381	-2,381	-2,911	-2,911	-2,911	-3,308	-3,308	-3,308	-31,753	-49,534	-68,687
Other	-496	-496	-496	-595	-595	-595	-728	-728	-728	-827	-827	-827	-7,938	-12,384	-17,172
Gross Profit	4,168	4,168	4,168	5,001	5,001	5,001	6,112	6,112	6,112	6,946	6,946	6,946	66,680	104,022	144,243
SG&A Personal Expenses	-843	-843	-843	-1,012	-1,012	-1,012	-1,237	-1,237	-1,237	-1,406	-1,406	-1,406	-13,495	-21,052	-29,192
SG&A Operating Expenses	-1,024	-1,024	-1,024	-1,229	-1,229	-1,229	-1,502	-1,502	-1,502	-1,707	-1,707	-1,707	-16,384	-25,560	-35,443
EBITDA	2,300	2,300	2,300	2,760	2,760	2,760	3,373	3,373	3,373	3,833	3,833	3,833	36,801	57,410	79,609
Depreciation	-2,595	-2,595	-2,595	-2,595	-2,595	-2,595	-2,595	-2,595	-2,595	-2,595	-2,595	-2,595	-31,143	-31,143	-31,143
EBIT	-295	-295	-295	165	165	165	778	778	778	1,238	1,238	1,238	5,658	26,267	48,466
Interest Expense	-198	-198	-198	-198	-198	-198	-198	-198	-198	-198	-198	-198	-2,375	-2,375	-2,375
Profit before Tax	-493	-493	-493	-33	-33	-33	580	580	580	1,040	1,040	1,040	3,283	23,892	46,090
Tax	49	49	49	3	3	3	-58	-58	-58	-104	-104	-104	-328	-2,389	-4,609
Profit after Tax (USD)	-444	-444	-444	-30	-30	-30	522	522	522	936	936	936	2,955	21,502	41,481

Balance Sheet Statement

Balance Sheet (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Cash & Cash Equivalents	13,017	15,119	15,967	16,647	19,210	20,100	20,766	23,942	25,864	27,617	31,253	35,557	35,557	77,699	104,044
Accounts Receivable	9,923	9,923	9,923	11,907	11,907	11,907	14,553	14,553	14,553	16,538	16,538	16,538	16,538	25,799	35,775
Inventory	5,755	5,755	6,906	6,906	6,906	8,441	8,441	8,441	9,592	9,592	9,592	8,978	8,978	12,450	20,749
Prepaid Expenses	512	512	614	614	614	751	751	751	853	853	853	799	799	1,108	1,846
Deferred Tax Assets	49	99	148	151	155	158	100	42	-	-	-	-	-	-	-
Current Assets	29,256	31,407	33,559	36,226	38,792	41,357	44,611	47,729	50,863	54,600	58,236	61,871	61,871	117,056	162,414
CAPEX 1	99,167	98,333	97,500	96,667	95,833	95,000	94,167	93,333	92,500	91,667	90,833	90,000	90,000	80,000	70,000
CAPEX 2	49,405	48,810	48,214	47,619	47,024	46,429	45,833	45,238	44,643	44,048	43,452	42,857	42,857	35,714	28,571
CAPEX 3	29,167	28,333	27,500	26,667	25,833	25,000	24,167	23,333	22,500	21,667	20,833	20,000	20,000	10,000	30,000
CAPEX 4	19,667	19,333	19,000	18,667	18,333	18,000	17,667	17,333	17,000	16,667	16,333	16,000	16,000	12,000	8,000
Non-Current Assets	197,405	194,810	192,214	189,619	187,024	184,429	181,833	179,238	176,643	174,048	171,452	168,857	168,857	137,714	136,571
Total Assets	226,661	226,217	225,773	225,846	225,816	225,786	226,445	226,967	227,505	228,648	229,688	230,729	230,729	254,770	298,986
Accounts Payable	512	512	512	614	614	614	751	751	751	853	853	853	853	1,331	1,846
Short-Term Loans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accrued Interest Expenses	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
Deferred Tax Liabilities	-	-	-	-	-	-	-	-	16	120	224	328	328	2,389	4,609
Current Liabilities	710	710	710	812	812	812	949	949	965	1,172	1,276	1,380	1,380	3,918	6,653
Loans and other borrowings	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394
Non-Current Liabilities	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394	26,394
Total Liabilities	27,104	27,104	27,104	27,207	27,207	27,207	27,343	27,343	27,359	27,566	27,670	27,774	27,774	30,313	33,047
Paid-In Capital	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Retained Earnings	-	-	-	-	-	-	-	-	-	-	-	-	-	2,955	24,457
Current Period Earnings	-444	-888	-1,331	-1,361	-1,391	-1,421	-899	-376	146	1,082	2,018	2,955	2,955	21,502	41,481
Total Equity	199,556	199,112	198,669	198,639	198,609	198,579	199,101	199,624	200,146	201,082	202,018	202,955	202,955	224,457	265,938

Sources: Company's Prop Planning

Cash Flow Statement - Direct

Cash Flow Statement - Direct (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Initial Balance	-	13,017	15,119	15,967	16,647	19,210	20,100	20,766	23,942	25,864	27,617	31,253	-	35,557	77,699
Cash from sales of goods/services	-	9,923	9,923	9,923	11,907	11,907	11,907	14,553	14,553	14,553	16,538	16,538	142,225	238,409	333,461
Payments to employees/vendors	-7,111	-7,623	-8,774	-9,045	-9,147	-10,682	-11,043	-11,180	-12,331	-12,602	-12,704	-12,090	-130,086	-193,254	-271,613
Advances paid/received	-	-	-102	-	-	-137	-	-	-102	-	-	55	-799	-309	-738
Taxes paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-328	-2,389
Interest paid	-	-198	-198	-198	-198	-198	-198	-198	-198	-198	-198	-198	-2,178	-2,375	-2,375
CF from Operating Activities	-7,111	2,102	849	680	2,562	891	666	3,175	1,922	1,753	3,636	4,304	9,162	42,143	56,345
Acquisition of															
CAPEX 1	-	-	-	-	-	-	-	-	-	-	-	-	-100,000	-	-
CAPEX 2	-	-	-	-	-	-	-	-	-	-	-	-	-50,000	-	-
CAPEX 3	-	-	-	-	-	-	-	-	-	-	-	-	-30,000	-	-30,000
CAPEX 4	-	-	-	-	-	-	-	-	-	-	-	-	-20,000	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-200,000	-	-30,000
Loans received / paid	-	-	-	-	-	-	-	-	-	-	-	-	26,394	-	-
Investments received / paid	-	-	-	-	-	-	-	-	-	-	-	-	200,000	-	-
CF from Financing activities	-	-	-	-	-	-	-	-	-	-	-	-	226,394	-	-
Ending Balance	13,017	15,119	15,967	16,647	19,210	20,100	20,766	23,942	25,864	27,617	31,253	35,557	35,557	77,699	104,044

Assumptions:

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

Cash Flow Statement - Indirect

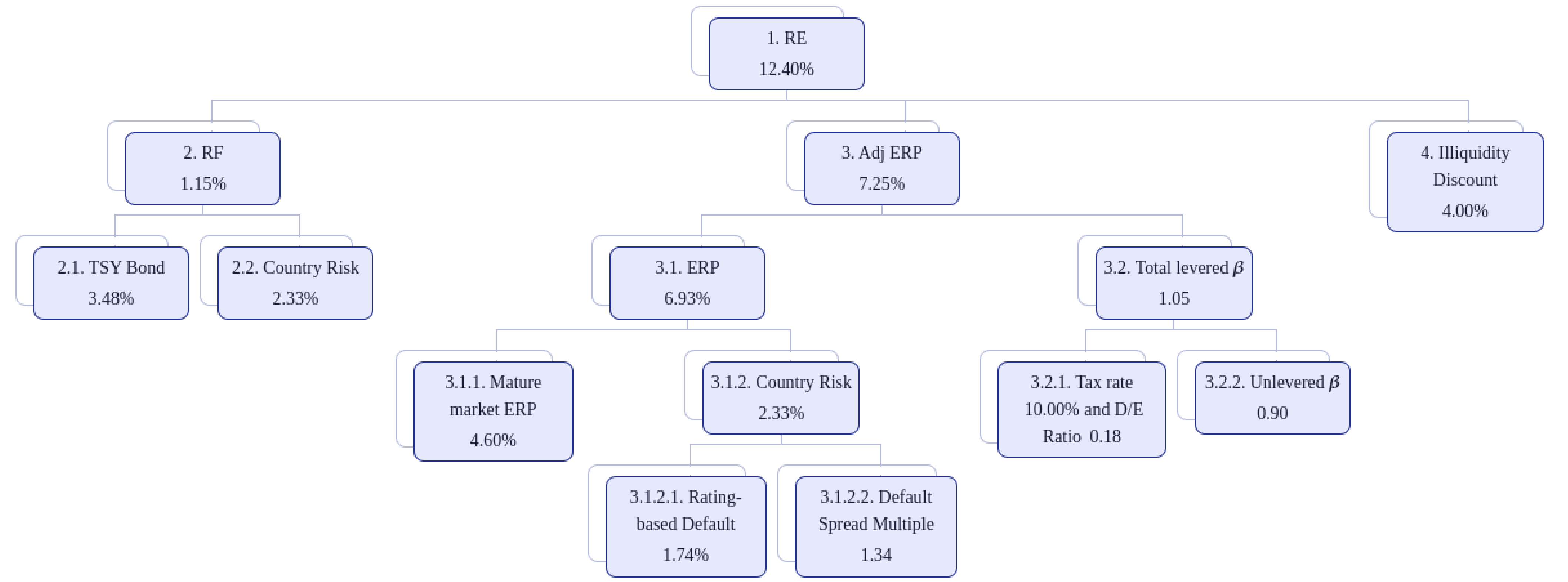
Cash Flow Statement - Indirect (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Initial Balance	-	13,017	15,119	15,967	16,647	19,210	20,100	20,766	23,942	25,864	27,617	31,253	-	35,557	77,699
EBIT	-295	-295	-295	165	165	165	778	778	778	1,238	1,238	1,238	5,658	26,267	48,466
Δ Receivables & Prepaids	-9,923	-	-102	-1,985	-	-137	-2,646	-	-102	-1,985	-	55	-17,337	-9,570	-10,714
Δ Payables	512	-	-	102	-	-	137	-	-	102	-	-	853	478	515
Δ Inventory	-	-	-1,151	-	-	-1,535	-	-	-1,151	-	-	614	-8,978	-3,472	-8,300
Δ Depreciation	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	31,143	31,143	31,143
Tax Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-328	-2,389
Interest Expenses	-	-198	-198	-198	-198	-198	-198	-198	-198	-198	-198	-198	-2,178	-2,375	-2,375
CF from Operating Activities	-7,111	2,102	849	680	2,562	891	666	3,175	1,922	1,753	3,636	4,304	9,162	42,143	56,345
Acquisition of															
CAPEX 1	-	-	-	-	-	-	-	-	-	-	-	-	-100,000	-	-
CAPEX 2	-	-	-	-	-	-	-	-	-	-	-	-	-50,000	-	-
CAPEX 3	-	-	-	-	-	-	-	-	-	-	-	-	-30,000	-	-30,000
CAPEX 4	-	-	-	-	-	-	-	-	-	-	-	-	-20,000	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-200,000	-	-30,000
Loans received / paid	-	-	-	-	-	-	-	-	-	-	-	-	26,394	-	-
Investments received / paid	-	-	-	-	-	-	-	-	-	-	-	-	200,000	-	-
CF from Financing activities	-	-	-	-	-	-	-	-	-	-	-	-	226,394	-	-
Ending Balance	13,017	15,119	15,967	16,647	19,210	20,100	20,766	23,942	25,864	27,617	31,253	35,557	35,557	77,699	104,044

Assumptions:

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

Cost of Capital Estimation

Required Return on Equity Derivation



Sources: Aswath Damodaran, Investing.com

Cost of Capital: CAPM Inputs

Methodology

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

Additional Assumptions

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

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

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

Survival of new establishments founded in 1998

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

http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/ctryprem.html https://pages.stern.nyu.edu/~adamodar/pdfiles/papers/younggrowth.pdf http://pages.stern.nyu.edu/~adamodar/

Business Valuation

DCF

(USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
Profit after Tax	2,955	21,502	41,481	43,140	44,866	46,661	48,527
Growth% Y4-Y7				4.00%	4.00%	4.00%	4.00%
Growth% Y7 -->	3.50%						
WACC	12.40%						
PV Y1-Y7 at Y0	2,629	17,021	29,213	27,031	25,011	23,143	21,414
PV Y7 --> Y0	249,094						
NPV (USD)	394,554						

Average Survival Rate for 3 Years 50%

Final Valuation $ 197,277

The valuation is conducted using the Discounted Cash Flow (DCF) method. In this method, the projected cash flows for a period of 7 years, along with a terminal value, are discounted at a rate of 12.40 % 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%

Sources: Company's Prop Information

Scenario Analysis: Results

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

Scenario Analysis			Revenue		COGS		Discount Rate	
	KPIs	Base	Positive	Negative	Positive	Negative	Positive	Negative
Input	Revenue	no impact	15%	-15%	no impact	no impact	no impact	no impact
	COGS	no impact	no impact	no impact	-20%	20%	no impact	no impact
	RoE	no impact	no impact	no impact	no impact	no impact	-10%	10%
Output	Revenue Y3	$ 343,436	$ 394,952	$ 291,921	$ 343,436	$ 343,436	$ 343,436	$ 343,436
	Gross Profit Y3	$ 144,243	$ 165,880	$ 122,607	$ 184,082	$ 104,405	$ 144,243	$ 144,243
	GP Margin	42%	42%	42%	54%	30%	42%	42%
	EBITDA Y3	$ 79,609	$ 91,550	$ 67,667	$ 119,447	$ 39,770	$ 79,609	$ 79,609
	EBITDA Margin	23%	23%	23%	35%	12%	23%	23%
	Net Profit Y3	$ 41,481	$ 52,228	$ 30,734	$ 77,336	$ 5,626	$ 41,481	$ 41,481
	Profit Margin	12%	13%	11%	23%	2%	12%	12%
	Final Valuation	$ 197,277	$ 251,121	$ 143,433	$ 376,911	$ 17,643	$ 232,810	$ 170,518

Stress Test: Growth Under Pressure

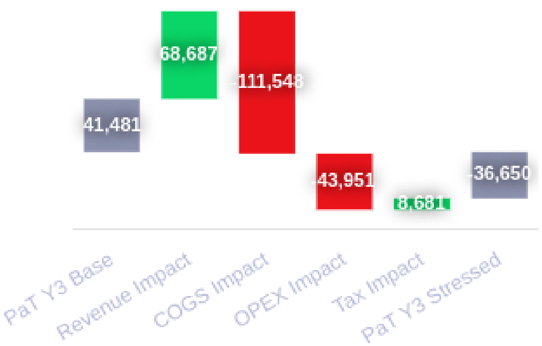
Stress tests provide a comprehensive view of how businesses might perform under extreme conditions, enabling better preparation for the uncertainties of real-world challenges.

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.

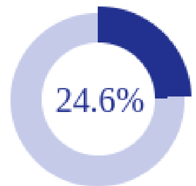
KPIs impact

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

Results

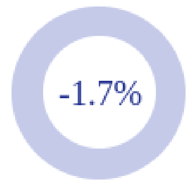


-$ 194,164 Valuation	**$ 412,124** Revenue Y3
-$ 7,204 EBITDA	**-$ 36,650** Profit After Tax



Gross Profit Margin Y3

EBITDA Margin Y3



Stress Test: The Perfect Storm

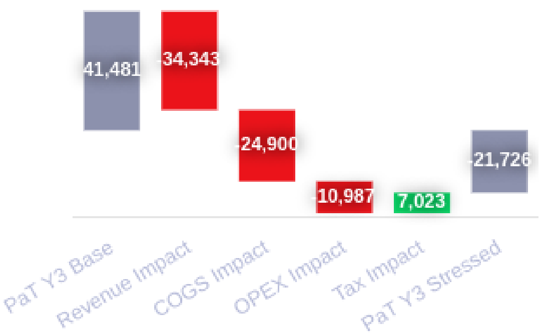
Stress tests provide a comprehensive view of how businesses might perform under extreme conditions, enabling better preparation for the uncertainties of real-world challenges.

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.

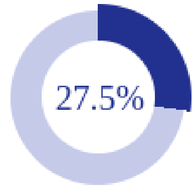
KPIs impact

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

Results

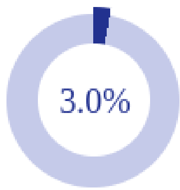


-$ 105,150 Valuation	**$ 309,093** Revenue Y3
$ 9,378 EBITDA	**-$ 21,726** Profit After Tax



Gross Profit Margin Y3

EBITDA Margin Y3



Sensitivity Analysis: SAM & SOM

This sensitivity analysis evaluates the potential impact of changes in Serviceable Addressable Market (SAM) and Serviceable Obtainable Market (SOM) on key financial metrics. By simulating percentage variations in SAM and SOM, this analysis helps identify how shifts in market assumptions affect revenue, profitability, and overall valuation.

		SAM						SOM					
		-20%	-10%	-5%	5%	10%	20%	-9%	-6%	-3%	3%	6%	9%
Revenue	Y1	$ 127,010	$ 142,887	$ 150,825	$ 166,701	$ 174,639	$ 190,516	$ 144,474	$ 149,237	$ 154,000	$ 163,526	$ 168,289	$ 173,052
	Y2	$ 198,136	$ 222,903	$ 235,287	$ 260,054	$ 272,437	$ 297,204	$ 225,380	$ 232,810	$ 240,240	$ 255,100	$ 262,531	$ 269,961
	Y3	$ 274,749	$ 309,093	$ 326,264	$ 360,608	$ 377,780	$ 412,124	$ 312,527	$ 322,830	$ 333,133	$ 353,739	$ 364,042	$ 374,346
Gross Profit	Y1	$ 53,344	$ 60,012	$ 63,346	$ 70,015	$ 73,349	$ 80,017	$ 60,679	$ 62,680	$ 64,680	$ 68,681	$ 70,681	$ 72,682
	Y2	$ 83,217	$ 93,619	$ 98,820	$ 109,223	$ 114,424	$ 124,826	$ 94,660	$ 97,780	$ 100,901	$ 107,142	$ 110,263	$ 113,383
	Y3	$ 115,395	$ 129,819	$ 137,031	$ 151,455	$ 158,668	$ 173,092	$ 131,261	$ 135,589	$ 139,916	$ 148,571	$ 152,898	$ 157,225
GP Margin	Y1	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%
	Y2	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%
	Y3	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%
EBITDA	Y1	$ 29,441	$ 33,121	$ 34,961	$ 38,641	$ 40,481	$ 44,162	$ 33,489	$ 34,593	$ 35,697	$ 37,905	$ 39,009	$ 40,113
	Y2	$ 45,928	$ 51,669	$ 54,539	$ 60,280	$ 63,151	$ 68,892	$ 52,243	$ 53,965	$ 55,688	$ 59,132	$ 60,855	$ 62,577
	Y3	$ 63,687	$ 71,648	$ 75,628	$ 83,589	$ 87,569	$ 95,530	$ 72,444	$ 74,832	$ 77,220	$ 81,997	$ 84,385	$ 86,773
EBITDA Margin	Y1	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%
	Y2	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%
	Y3	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%
Net Profit	Y1	-$ 3,670	-$ 357	$ 1,299	$ 4,611	$ 6,267	$ 9,579	-$ 26	$ 967	$ 1,961	$ 3,948	$ 4,942	$ 5,936
	Y2	$ 11,169	$ 16,336	$ 18,919	$ 24,086	$ 26,669	$ 31,836	$ 16,852	$ 18,402	$ 19,952	$ 23,053	$ 24,603	$ 26,153
	Y3	$ 27,152	$ 34,316	$ 37,899	$ 45,064	$ 48,646	$ 55,811	$ 35,033	$ 37,182	$ 39,332	$ 43,631	$ 45,780	$ 47,929
Profit Margin	Y1	-3%	-0%	1%	3%	4%	5%	-0%	1%	1%	2%	3%	3%
	Y2	6%	7%	8%	9%	10%	11%	7%	8%	8%	9%	9%	10%
	Y3	10%	11%	12%	12%	13%	14%	11%	12%	12%	12%	13%	13%
Final Valuation		$ 125,486	$ 161,381	$ 179,329	$ 215,225	$ 233,173	$ 269,069	$ 164,971	$ 175,740	$ 186,508	$ 208,046	$ 218,815	$ 229,583

Glossary

Financial and Technical

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

Organisational Structure

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

Other

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

Disclaimer

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

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

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