

Business Plan & Valuation Presentation



Contents



Part 1 Executive Summary

3 - 4



Company & Product Overview

5 - 11



Check List & Risk Overview

12 - 17



Users, Market & Investment

18 - 19



Part 2 Financial Projection

20 - 25



Business Valuation

26 - 28



Glossary & Disclaimer

29 - 30

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

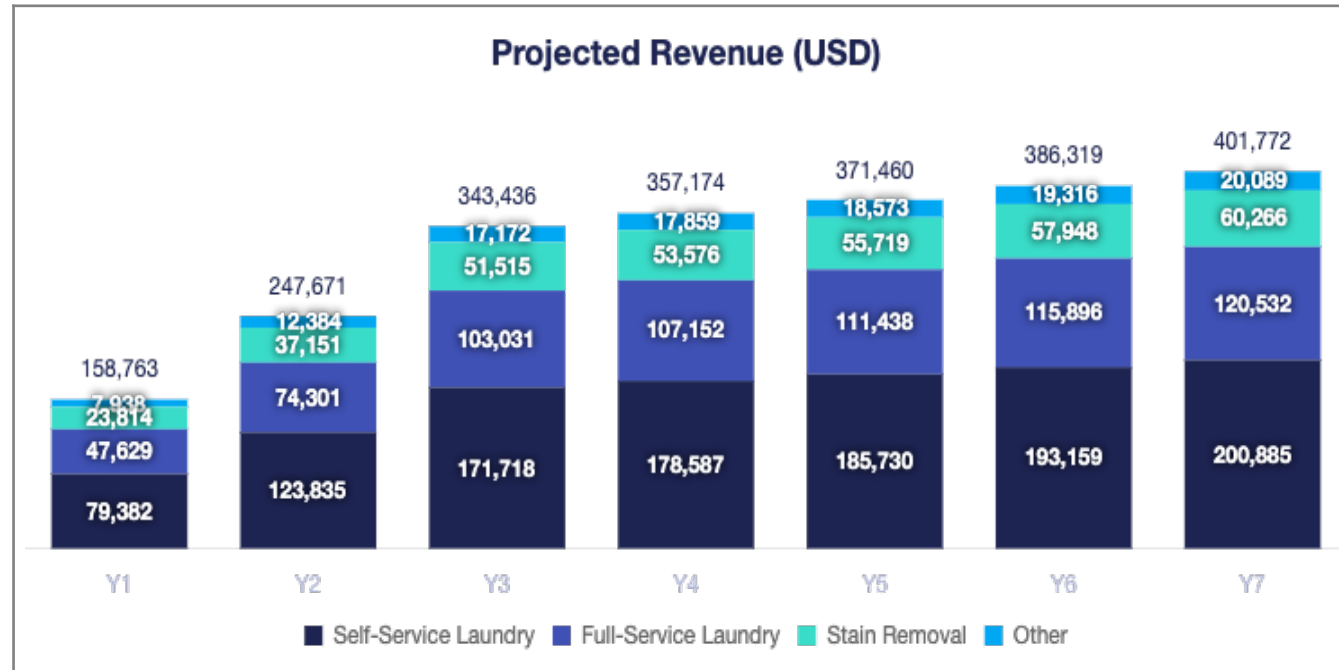
Gross Profit

\$ 79,609

EBITDA

9.00%

Target Market Share

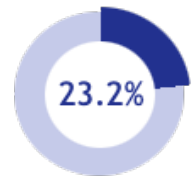


Margins (Stabilized by Y3)

GP Margin



EBITDA Margin



PbT Margin

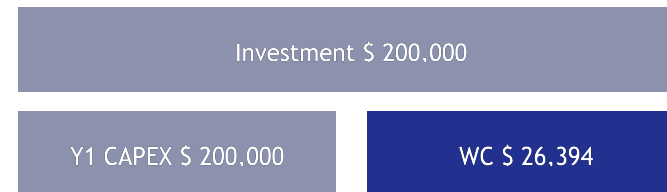


Project Phases



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

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

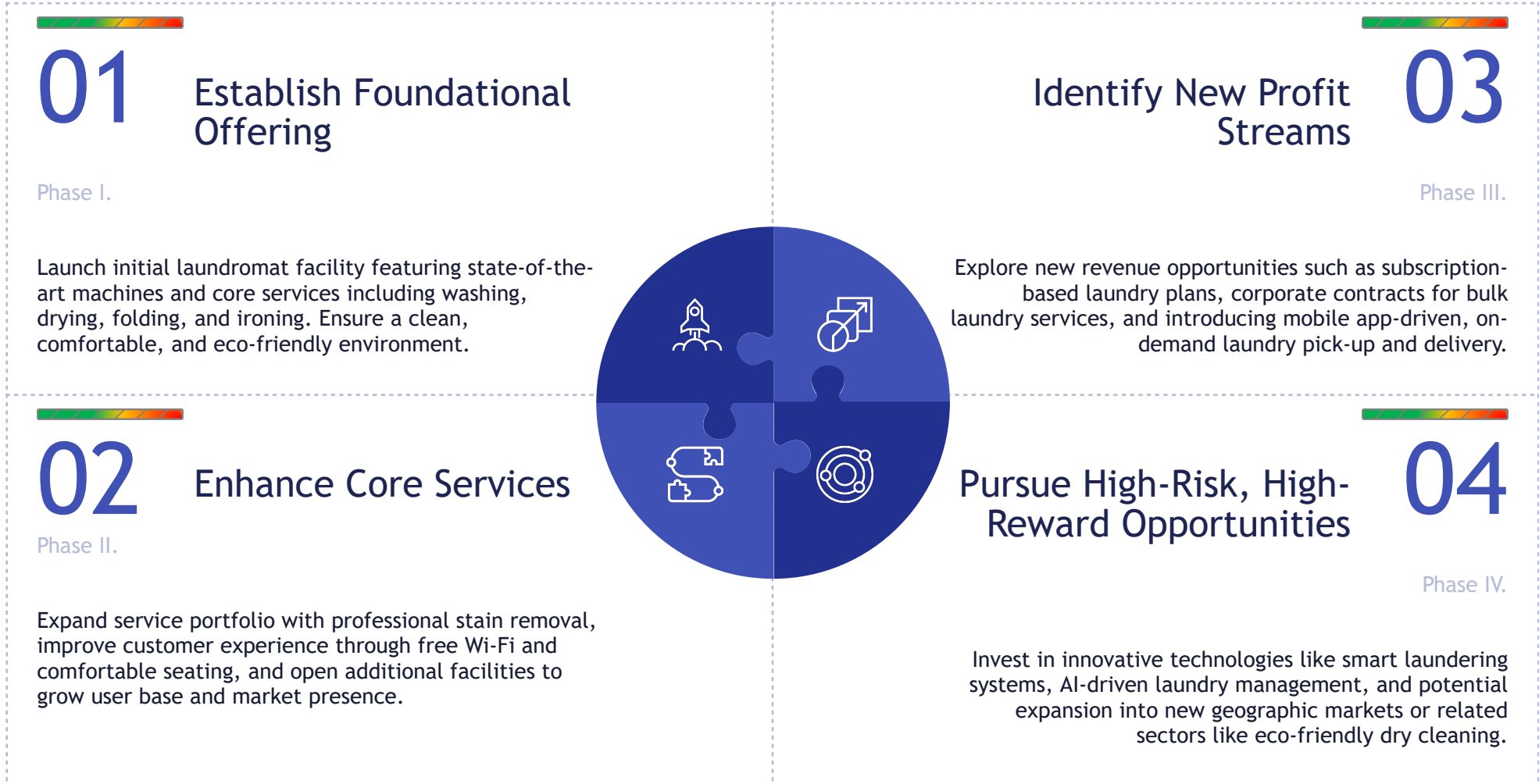


About the Company: General Overview



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



Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Customers	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 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.

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.

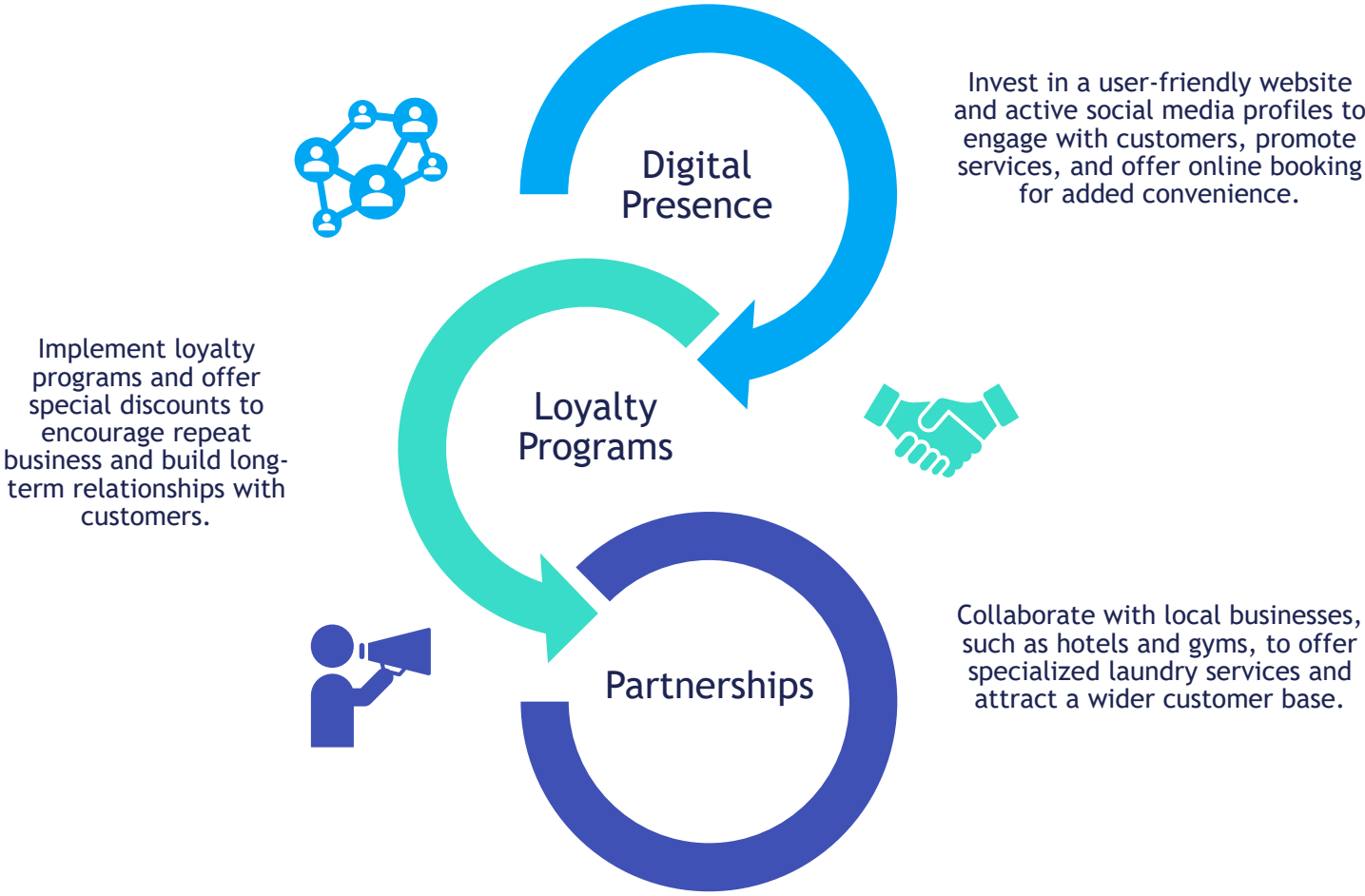
Exceptional Customer Experience

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.

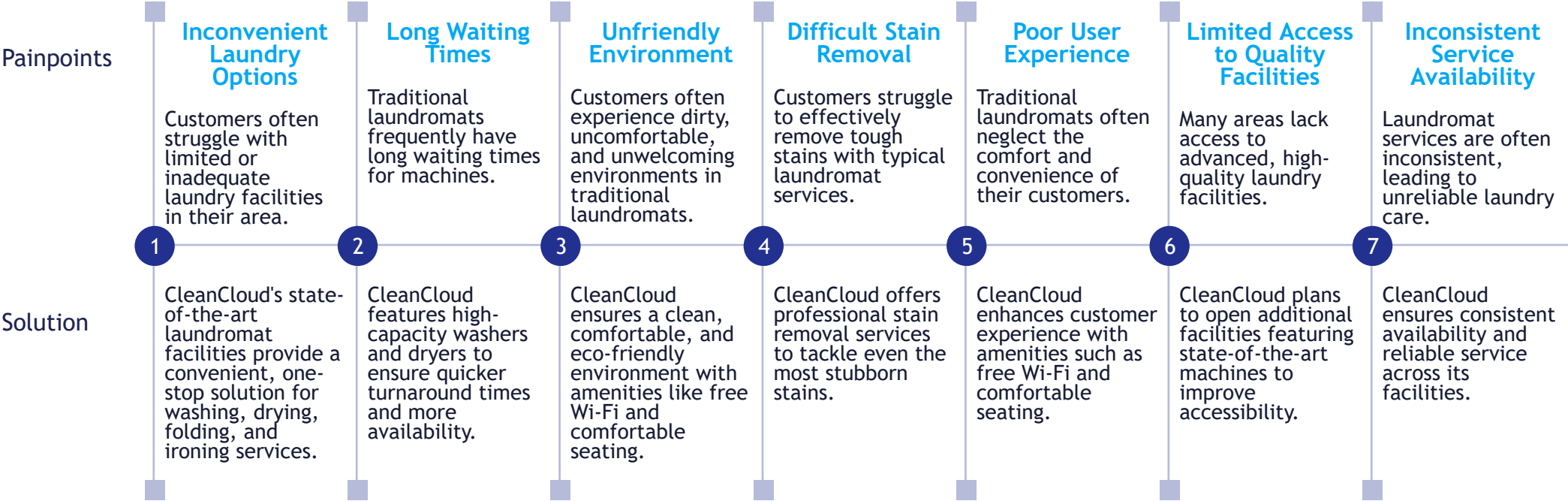
Marketing and Growth Strategy



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.

Solution from Phase I to Phase IV




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.

History & Roadmap



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 & Migration 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.

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

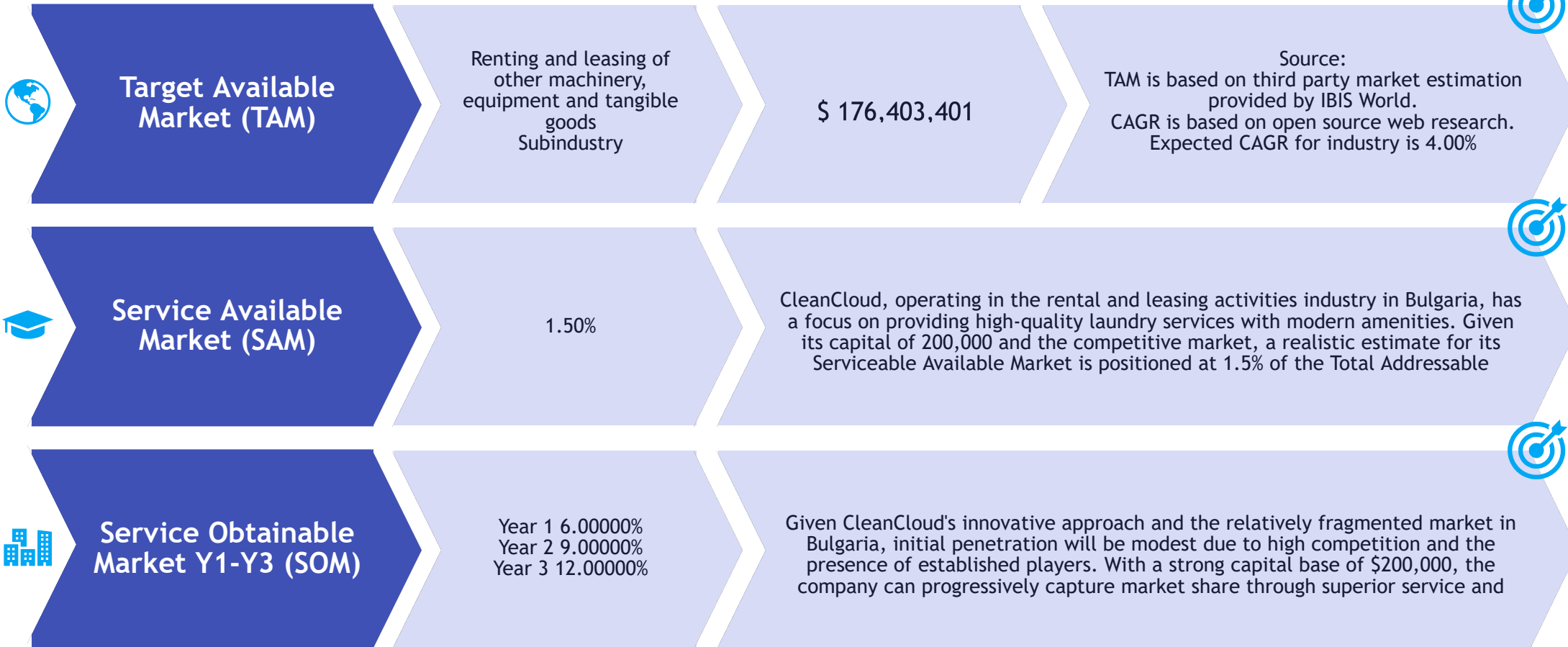
4. Finance risk

#	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

Market Overview (TAM, SAM and SOM)

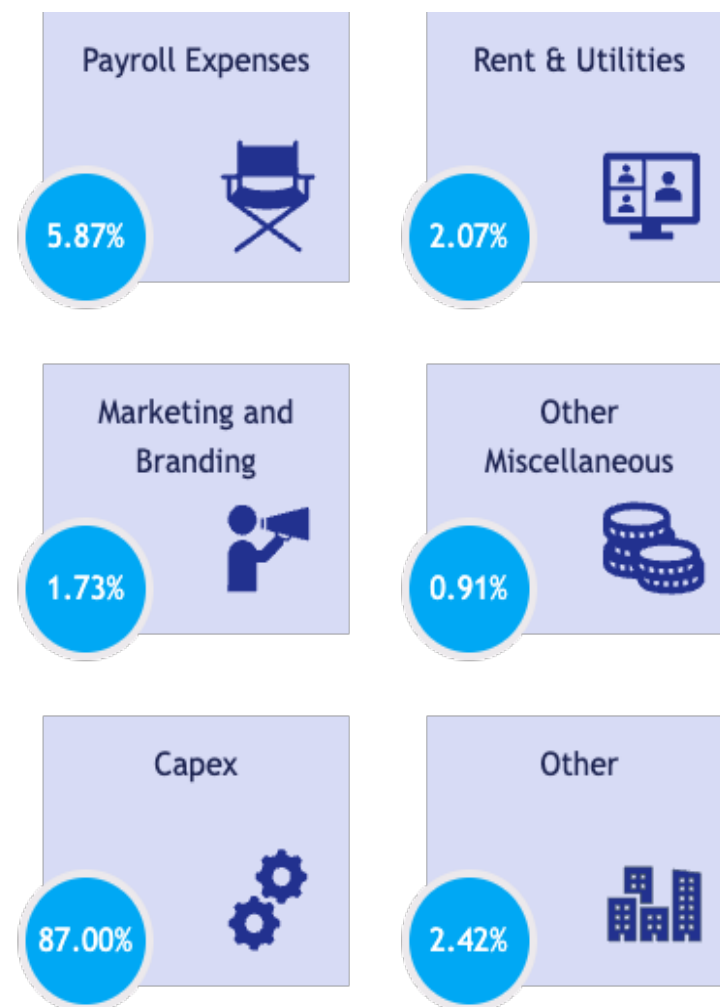


Funding Allocation

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

The total investment required is \$ 200,000

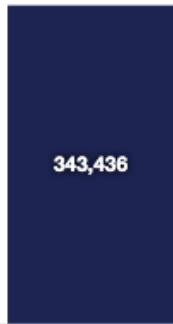
Y1 Cash Flow Stream(USD)	Inflows	Outflows
Gross Profit	66,680	
Payroll Expenses		13,495
Rent & Utilities		4,763
Marketing and Branding		3,969
Other Miscellaneous		2,096
Capex		200,000
Legal and Professional Fees		1,588
Training and Development		1,588
Communication Expenses		794
Office supplies		794
Representation and Entert.		794
CAPEX & WC shortage Y1		163,201
Buffer		36,799
Total Required Investment(USD)		200,000



Financials Dashboard

Y3 PL formation and Margins

Revenue



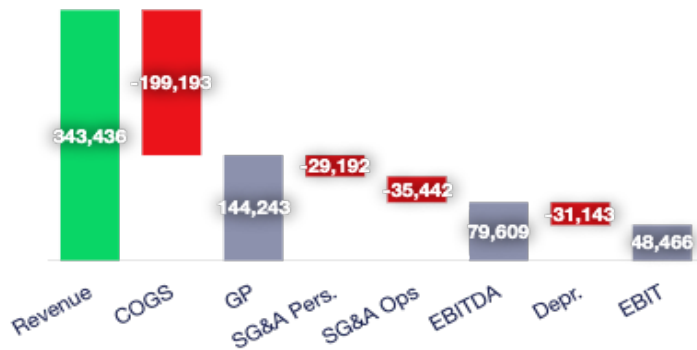
Projected Revenue

- GP 42.0%
- EBITDA 23.2%

Y3

Y3

PnL Formation (Y3 USD)

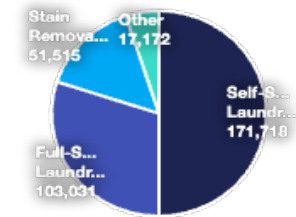
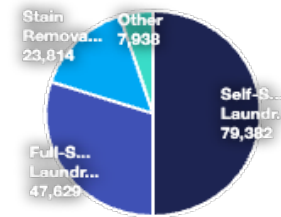


Business Line Breakdown (USD)

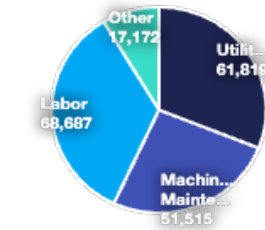
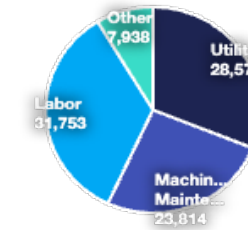
Y1

Y2

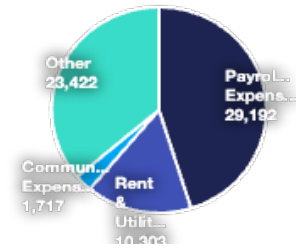
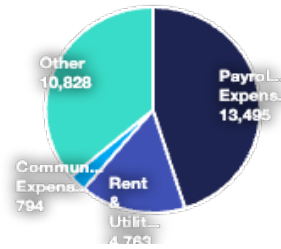
Revenue



COGS



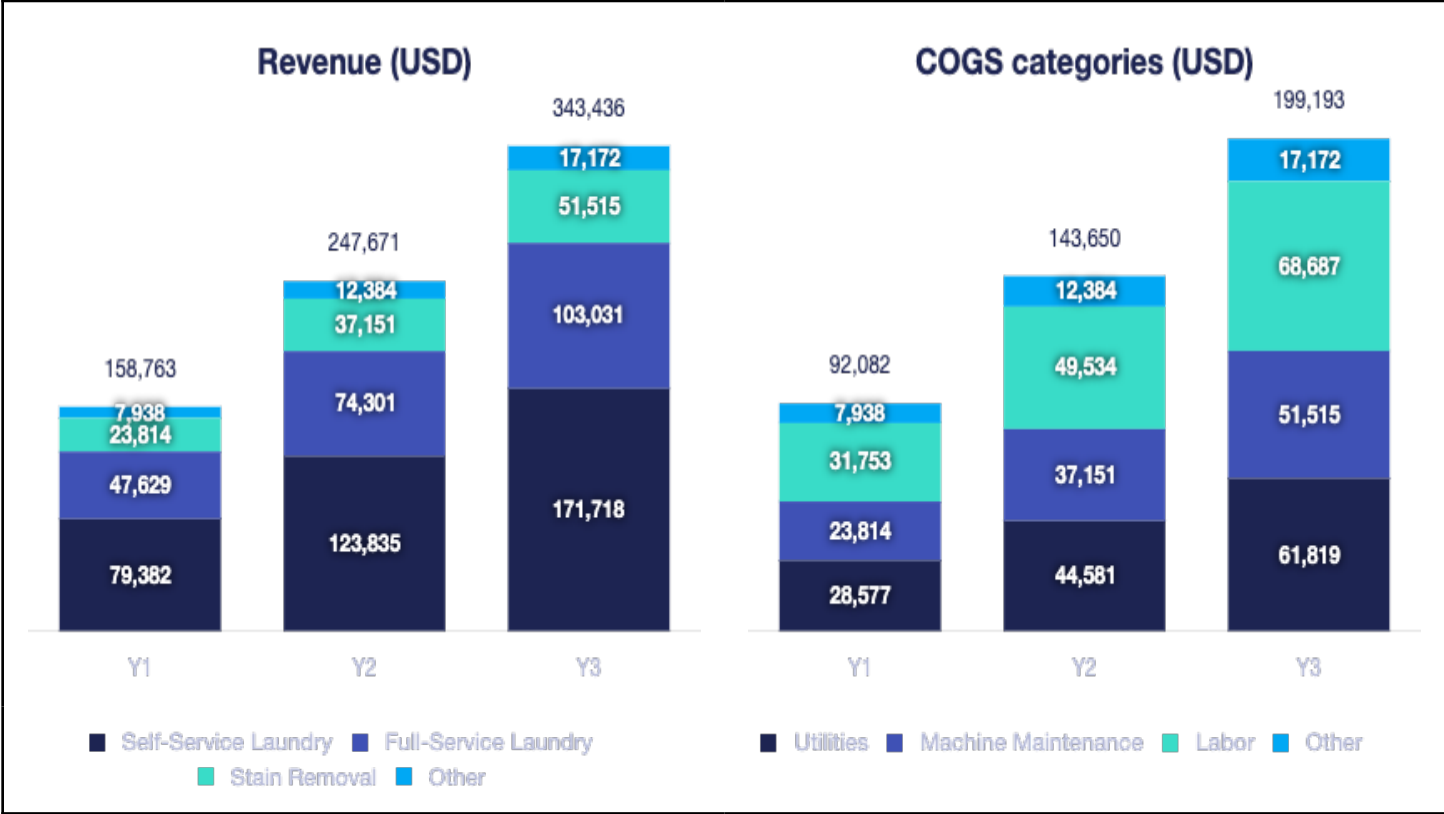
Admin



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 **9.00%** 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 %	50 %	50 %	50 %	50 %	50 %	50 %	50 %	50 %	50 %	50 %	50 %	50 %	50 %	50 %
Full-Service Laundry	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %
Stain Removal	15 %	15 %	15 %	15 %	15 %	15 %	15 %	15 %	15 %	15 %	15 %	15 %	15 %	15 %	15 %
Other	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %	5 %

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
storeRevenueLOB.value?.res2?.name	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

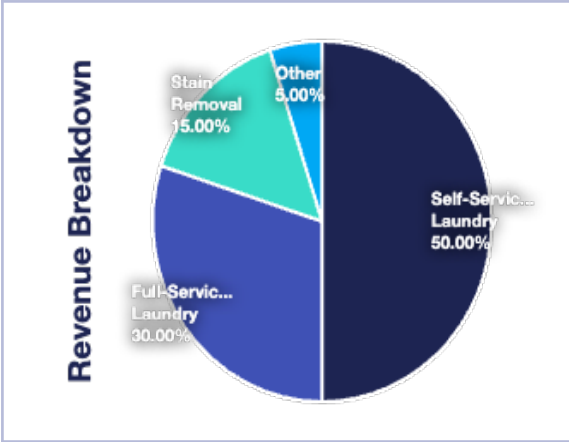
Total Revenue (USD)	9,923	9,923	9,923	11,907	11,907	11,907	14,553	14,553	14,553	16,538	16,538	16,538	158,763	247,670	343,436
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Total revenue is expected to reach \$ 343,436 by year 3.

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

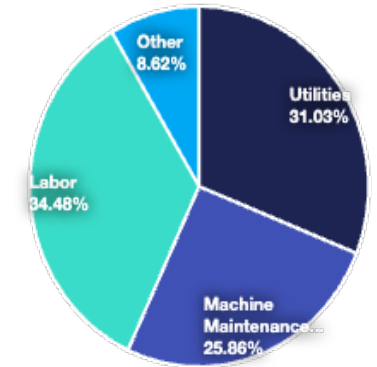
Total COGS is expected to reach \$ 199,193 by year 3.

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
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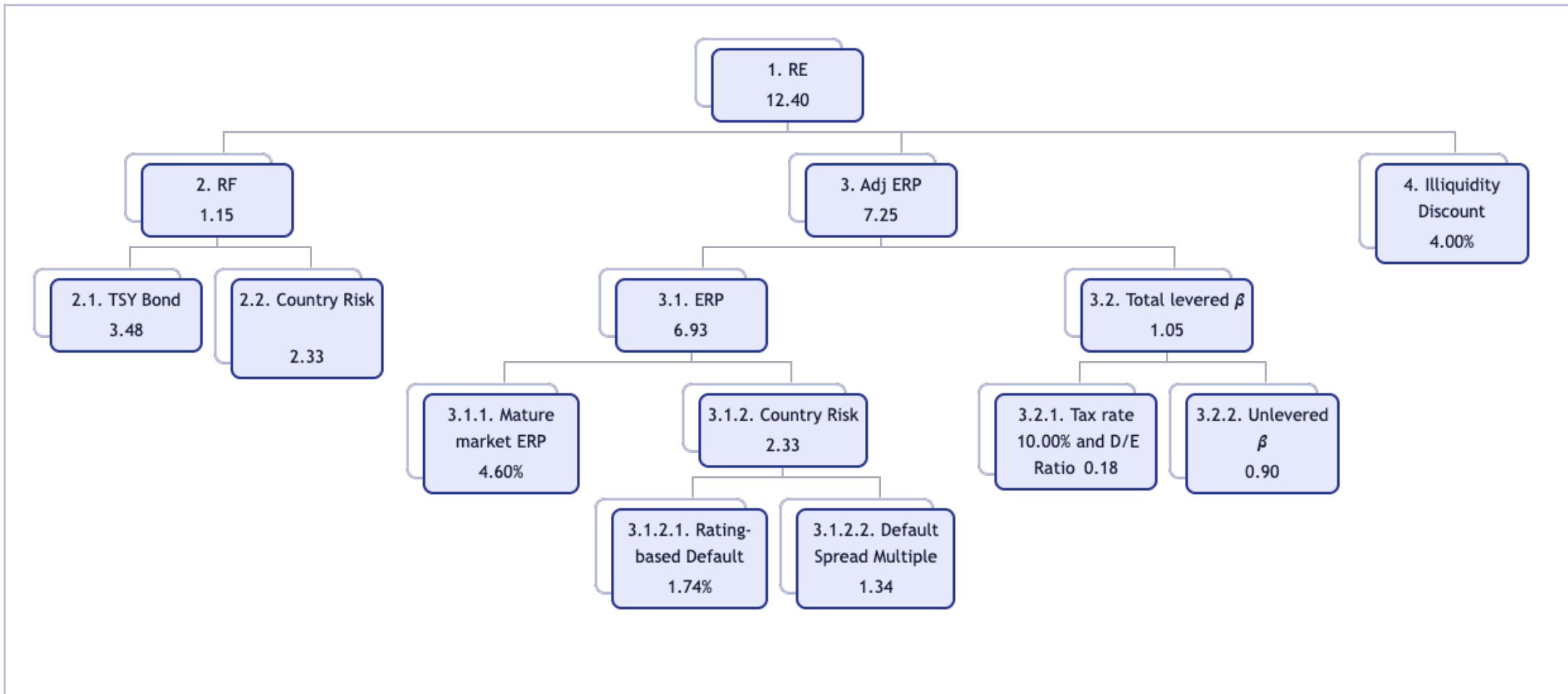
PaT Expectations

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Financial Projection

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

Required Return on Equity Derivation



Methodology

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

Additional Assumptions

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

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

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

Survival of new establishments founded in 1998

	<i>Proportion of firms that were started in 1998 that survived through</i>						
	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>Year 4</i>	<i>Year 5</i>	<i>Year 6</i>	<i>Year 7</i>
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%

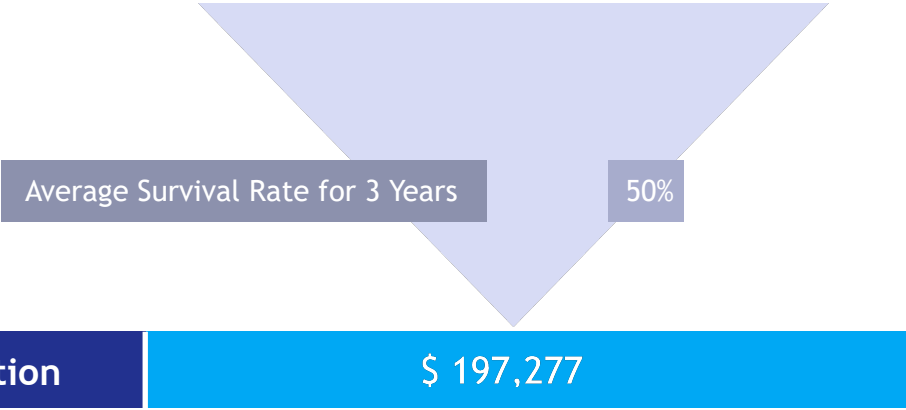
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Business Valuation

	(USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
DCF	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			



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.

Financial and Technical

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

Organisational Structure

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

Other

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

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