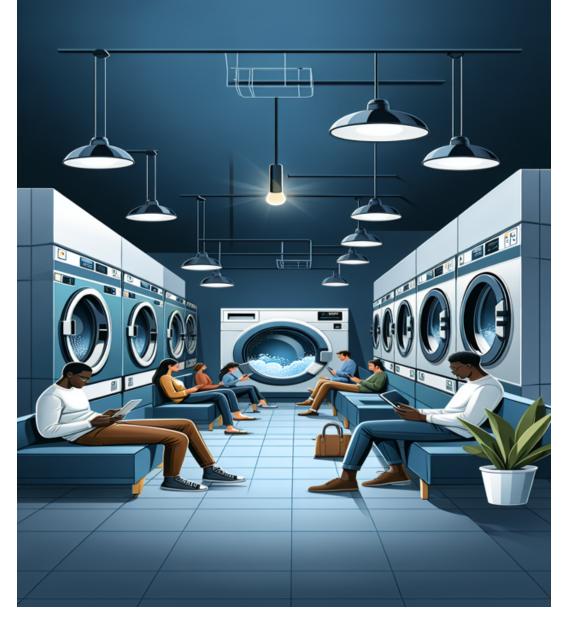


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OUR VISION & MISSION

Our Mission

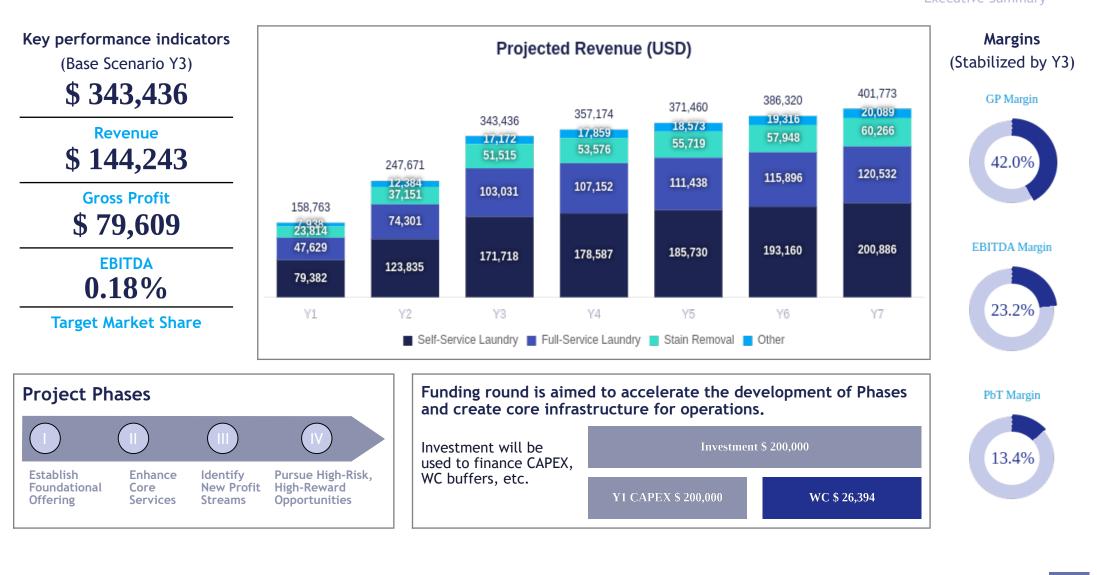
CleanCloud aims to revolutionize the laundry experience by offering a convenient, efficient, and high-quality service. By providing state-of-the-art machinery, a range of additional services including folding, ironing, and stain removal, and prioritizing cleanliness and customer comfort, we make a significant 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

1 2 3 4 5 6 7 8 Executive Summary



Sources: Company's Prop Planning

September 2024

Executive Summary

Bulgaria

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About the Company: General Overview

1 2 3 4 5 6 7 8 General Overview

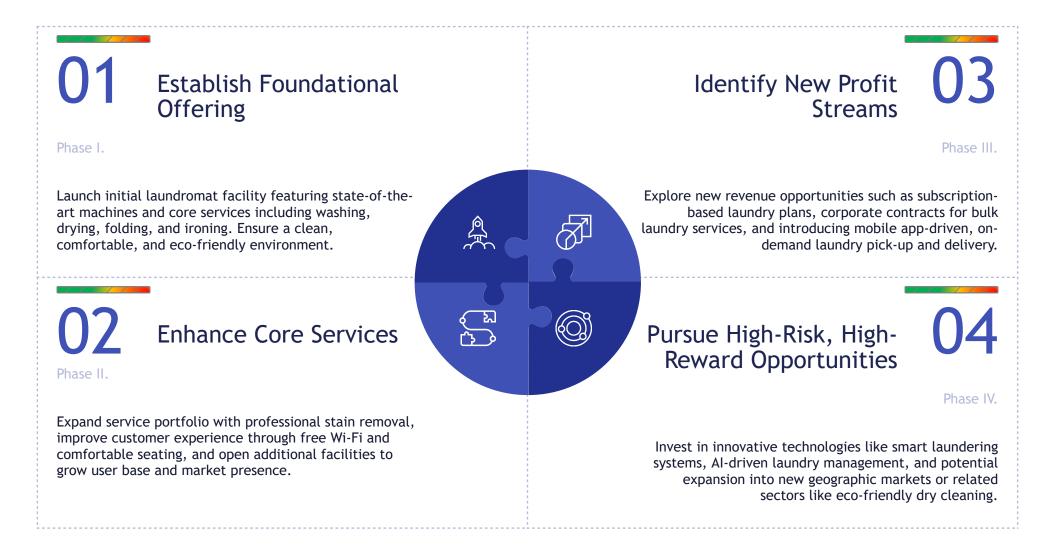


CleanCloud is a modern laundromat designed to provide a convenient, efficient, and high- quality laundry experience. Specializing in the renting and leasing of machinery, equipment, and other tangible goods, CleanCloud operates within the Administrative and Support Service Activities sector. The facility 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.

Overview

The Main Phases: Projects & Impacts

1 2 3 4 5 6 7 8 General Overview



September 2024

Core Phases of the Project

Bulgaria

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Product Impact on Core Stakeholders



Company & Product

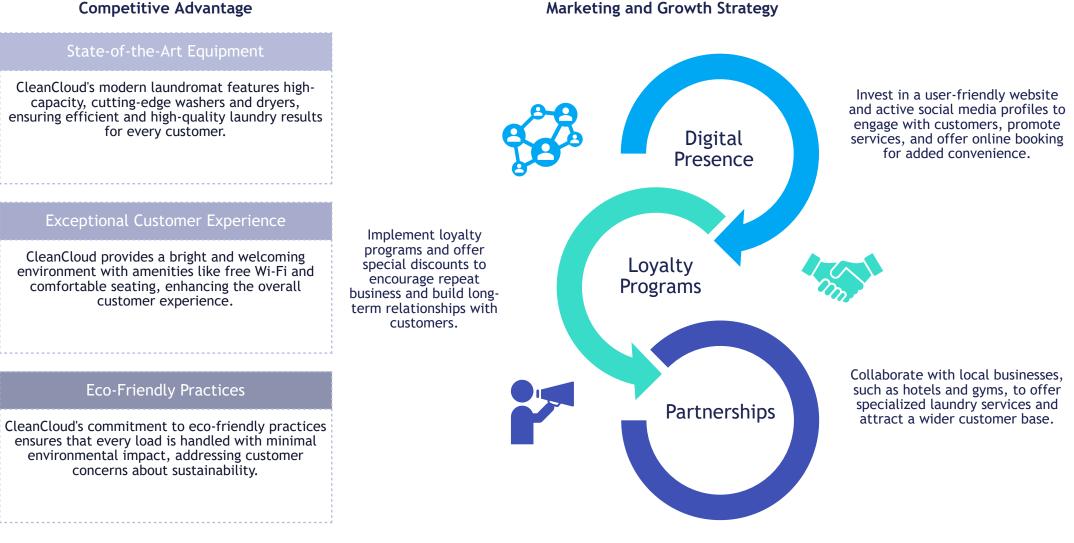
Main Stakeholder	Product Benefits
Customers	 Enjoy a clean, comfortable, and efficient laundry experience with state-of-the-art machines and eco-friendly practices. Benefit from additional services like folding, ironing, and professional stain removal for added convenience. Access a welcoming environment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

September 2024

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Key Performance Components





Marketing and Growth Strategy

September 2024

Key Performance Drivers

Target Groups

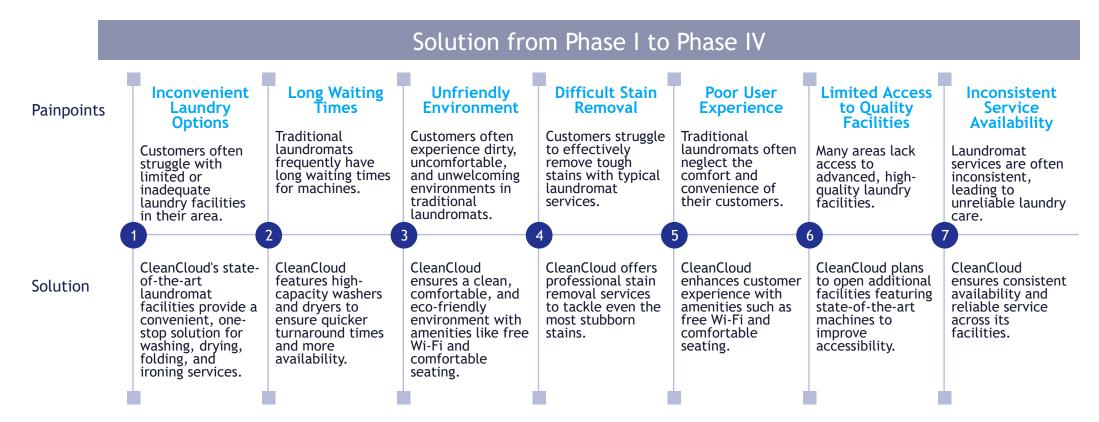
1 2 3 4 5 6 7 8 Company & Product

		Industries	Description
1	÷.	Busy Professionals	Individuals with demanding work schedules who need convenient and reliable laundry services to save time.
П		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	25	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	Ř	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.

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Painpoints & Solutions





September 2024

Core Features of Phase I - II

10

Strategic Analysis: SWOT

1 2 3 4 5 6 7 8 Company & Product

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

Threats

The second

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. 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

September 2024

SWOT Analysis

Adherence to industry regulations and safety standards

Political

Regulatory Compliance:

Pestel: Analysis

D

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Economic

Economic Cycles:

Effects of economic

discretionary spending

fluctuations on

ШП

Government Policies:	Energy Costs:	Urbanization:	Automation:	Resource Management:	Employment Laws:
Impact of government policies on sustainable practices	Variation in energy prices affecting operational costs	Increasing urban populations fueling demand for laundromats	Integration of automated processes for efficiency	Efficient use of water and energy resources	Adherence to labor laws and fair employment practices

Technological

Adoption of advanced

laundry technologies and

Innovation:

systems

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.

9 9-9

services

S

Social

Lifestyle Changes:

towards convenience

Shifts in consumer habits

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

Impact of External Factors

F

Eco-Friendly Practices:

Sustainability initiatives in

8 / 10

Environmental

laundry operations



Legal

Compliance with

protection laws

consumer rights and

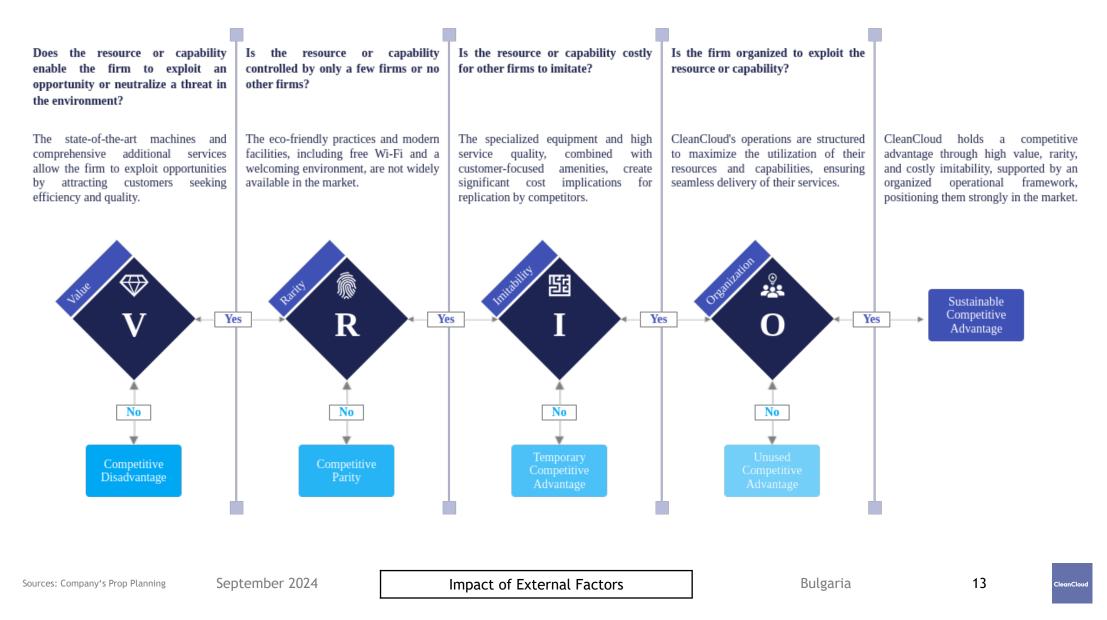
Consumer Protection:

6 / 10

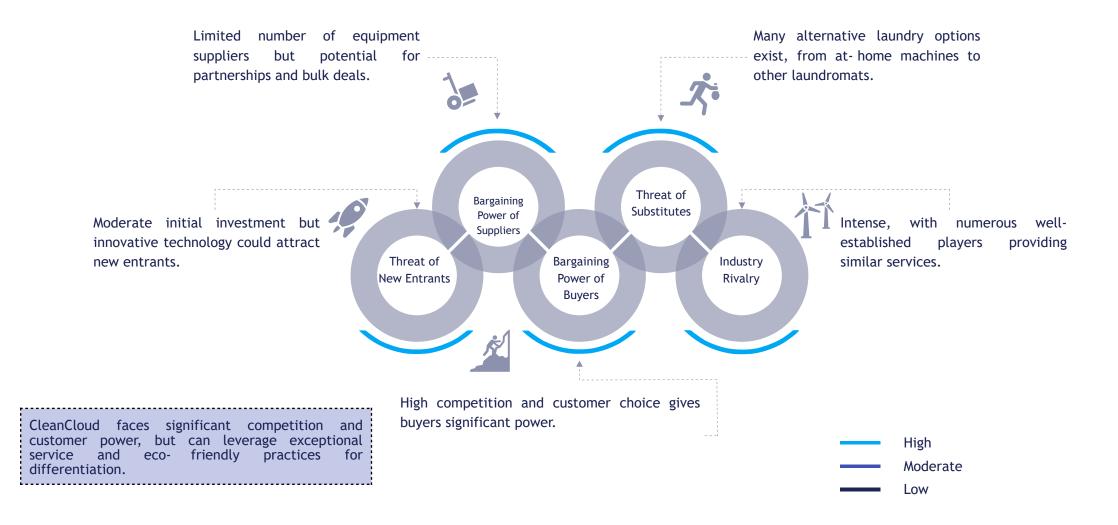
VRIO Framework: Analysis

1 2 3 4 5 6 7 8

Company & Product

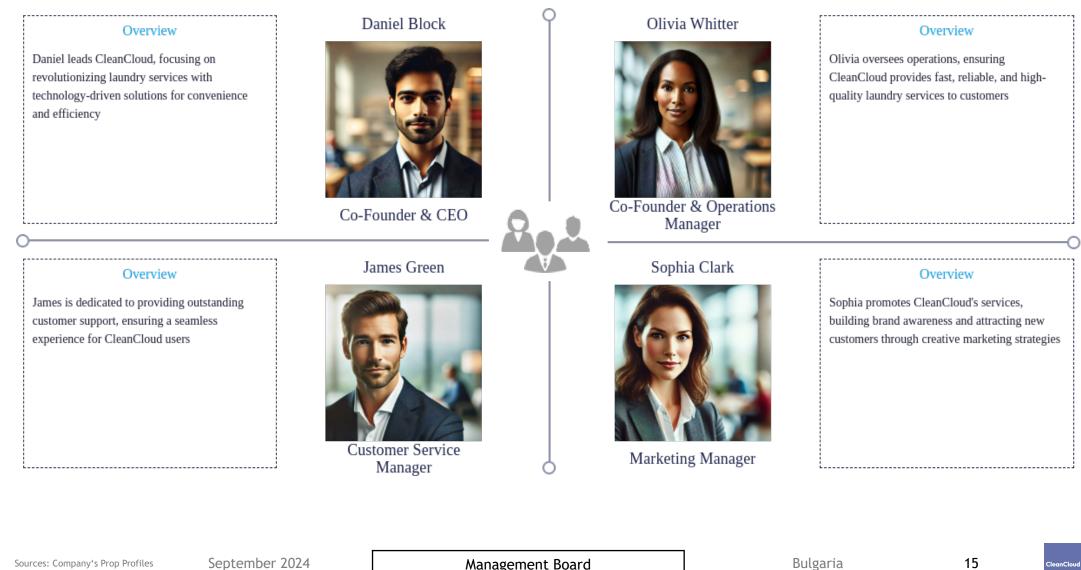


Porter's Five Forces: Analysis



Management Team

1 2 3 4 5 6 7 8 **Company & Product**



Management Board

History & Roadmap

1 2 3 4 5 6 7 8 Check List & Risk

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.



Sources: Company's Prop Vision



Organizational and Marketing Tasks

1 2 3 4 5 6 7 8

Check List & Risk

#	Check List Item	Status	Priority	Area	ETA		
Gene	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	C00	1.5 months		
6	Procure Equipment and Supplies	Not Started	High	СТО	1.5 months		
7	Recruit Key Staff	Not Started	High	СРО	2 months		
8	Set Up IT Infrastructure	Not Started	Medium	CIO	1 month		
Mark	eting						
1	Develop Brand Identity and Logo	Not Started	High	СМО	2 weeks		
2	Create Website with Online Booking Features	Not Started	High	СТО	1 month		
3	Establish Social Media Presence	Not Started	Medium	СМО	1 month		
4	Design and Distribute Marketing Brochures	Not Started	Medium	СРО	3 months		
5	Implement Local SEO Strategy	Not Started	High	СМО	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	C00	2 months		
8	Gather and Showcase Customer Testimonials	Not Started	Low	CSO	3 months		



Overview of Phases

1 2 3 4 5 6 7 8

Check List & Risk

#	Check List Item	Status	Priority	Area	ETA		
Phase	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	C00	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	C00	4 months		
7	Ensure Compliance with Regulations	Not Started	High	CSO	2 months		
8	Launch Initial Facility	Not Started	High	CEO	5 months		
Phase	e 2						
1	Implement Professional Stain Removal Service	Not Started	High	CPO	2 months		
2	Install Free Wi-Fi for Customers	Not Started	Medium	СТО	1 month		
3	Upgrade Customer Seating Area	Not Started	High	C00	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	C00	2 months		
7	Promote Enhanced Services via Social Media	Not Started	Medium	СМО	1 month		
8	Hire Additional Staff for New Services	Not Started	High	C00	2 months		



Overview of Phases

1 2 3 4 5 6 7 8

Check List & Risk

#	Check List Item	Status	Priority	Area	ETA
Phase	e 3				
1	Develop Subscription-Based Laundry Plans	Not Started	High	СРО	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	СТО	4 months
4	pilot On-Demand Pickup & Delivery Service	Not Started	Medium	C00	5 months
5	Offer Trial Periods for Subscription Plans	Not Started	Medium	СМО	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	СМО	2 months
8	Analyze Customer Feedback for Profit Stream Adjustment	Not Started	Medium	CSO	4 months
Phase	e 4				
1	Research and Invest in Smart Laundering Systems	Not Started	High	СТО	6 months
2	Explore AI-driven Laundry Management	Not Started	High	СТО	9 months
3	Evaluate Potential Geographic Markets for Expansion	Not Started	Medium	СВО	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	C00	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	СРО	8 months



Core Risks & Mitigation Strategies



Check List & Risk

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Equipment Malfunctions	C00	Implement routine maintenance schedules and ensure quick access to repair services for rapid issue resolution.
2	Supply Chain Disruptions	СРО	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	C00	Establish stringent cleaning protocols and conduct regular inspections to uphold high standards of hygiene and cleanliness.
5	Staffing Challenges	СРО	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	C00	Ensure compliance with eco-friendly practices.
2	Occupational safety standards	C00	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	СРО	Comply with labor regulations.



Core Risks & Mitigation Strategies

3. S	3. Strategic/Market Risk						
#	Risk Type	Area	Mitigation Strategy				
1	Market Competition	СМО	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	СТО	Invest in robust backup systems				
5	Shifting Consumer Preferences	СРО	Regularly update services based on feedback				
4. F	ïnance 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	C00	Regular cost audits				
5. C)ther general risk						
#	Risk Type	Area	Mitigation Strategy				
1	Customer Satisfaction Issues	СРО	Regularly collect feedback and adjust services to meet customer needs				
2	Technology Failures	СТО	Implement redundant technology infrastructure				
3	Unsustainable Eco-Practices	CSO	Ensure adherence to sustainable practices and eco-friendly certifications				
4	Brand Reputation Damage	СМО	Monitor public perception and address concerns promptly				
5	Talent Retention	C00	Implement employee engagement and retention programs				



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2 3

4 5 Check List & Risk

Market Overview (TAM, SAM and SOM)

Users, Market & Inv.

1 2 3 4 5 6 7 8

Target Available Market (TAM)	Renting and leasing of other machinery, equipment and tangible goods (consolidated) Subindustry	\$ 176,403,401 \$ 176,403,400 \$ 176,403,400 \$ 176,403,400 \$ 176,403,400 \$ 176,
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



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



1 2 3 4 5 6 7 8

Total Required Investment(USD)

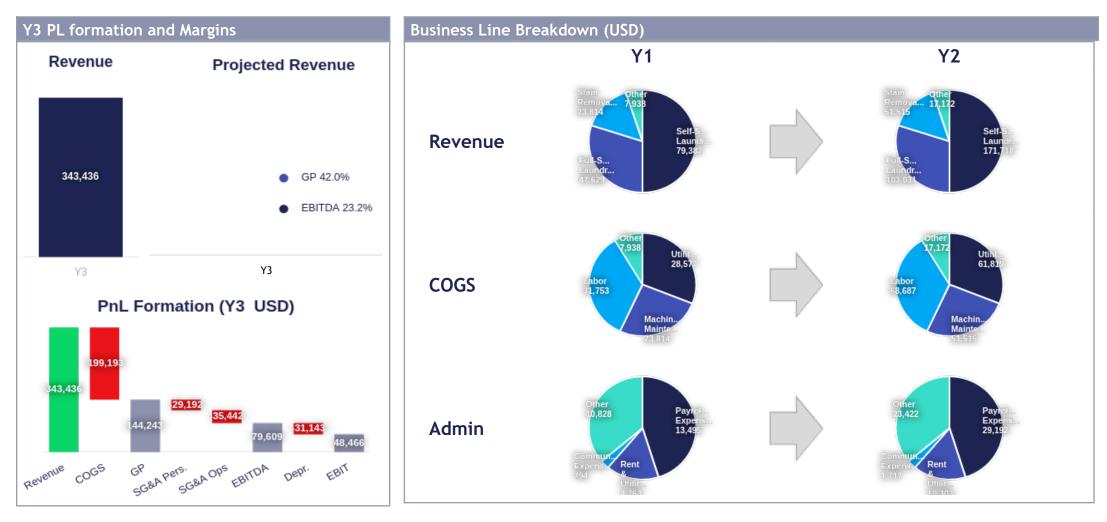
Investment Utilization

200.000



Financials **Dashboard**





September 2024

Summery Financials

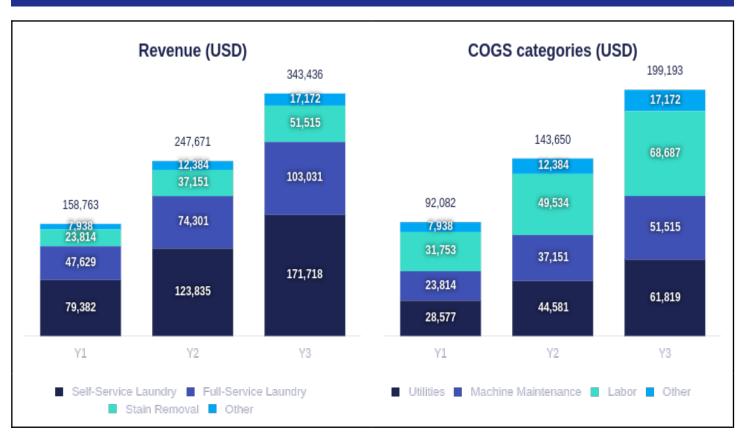
Bulgaria

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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 vears.

\$ 343,436 Y3 Projected Revenue



Revenue at Glance

1 2 3 4 5 6 7 8

Financial Projection

0.18% Market share



Revenue Calculation Details

1 2 3 4 5 6 7 8

Financial Projection

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

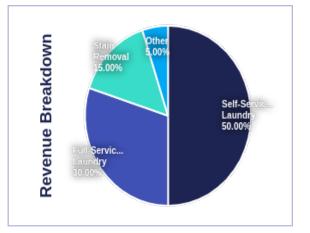
Total revenue is expected to reach \$ 343,436 by year 3.

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 %



Revenue at Glance

COGS Calculation Details

1 2 3 4 5 6 7 8

Financial Projection

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

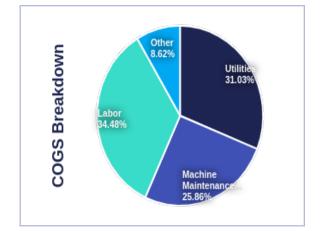
Total COGS is expected to reach \$ 199,193 by year 3.

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 at Glance



SG&A Calculation Details

1 2 3 4 5 6 7 8

Financial Projection

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%				
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%				
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

SG&A at Glance



PaT Expectations

1	2	3	4	5	6	7	8
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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
Тах	-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

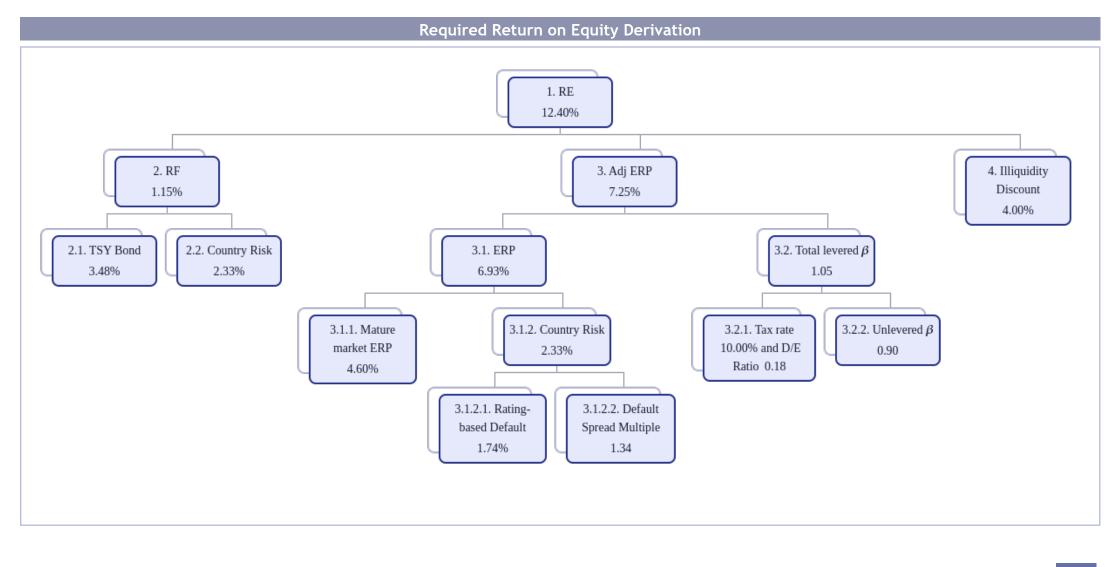
Profit after Tax

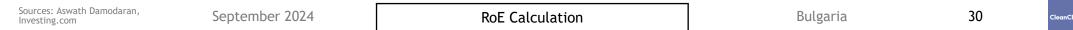


Cost of Capital Estimation

1 2 3 4 5 6 7 8

Business Valuation





Cost of Capital: CAPM Inputs

1 2 3 4 5 6 7 8 Business Valuation

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 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

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

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

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

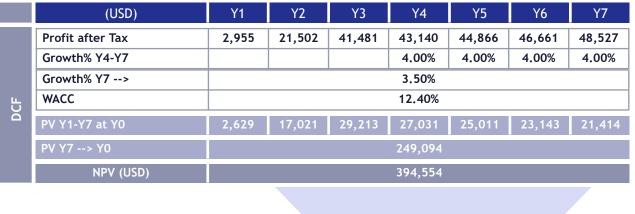
Sources: Aswath Damodaran, Investing.com

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RoE Calculation



Business Valuation





1 2 3 4 5 6 7 8 Business Valuation

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.

КРІ	Scenario	Narrative	KPI affected by
Dovonuo	Positive	This scenario reflects a favorable market environment or a strategic breakthrough, leading to higher projected revenue. It showcases the potential rewards of scaling and innovative approaches.	higher by 15%
Revenue	Negative	This scenario accounts for challenging conditions such as economic downturns or market disruptions, forecasting a potential revenue decrease. It emphasizes the importance of adaptability and risk management.	lower by 15%
	Positive	This scenario demonstrates the benefits of operational efficiency or cost-saving strategies, resulting in reduced COGS. It highlights the value of innovation in supply chain and operations.	lower by 20%
COGS	Negative	This scenario addresses rising costs due to external pressures, resulting in an increase in COGS. It underlines the need for proactive cost- control measures.	higher by 20%
Discount	Positive	This scenario assumes a decrease in the discount rate (RoE) due to improved market conditions, lower perceived risk, or favorable macroeconomic factors. A lower discount rate increases the present value of future cash flows, enhancing the company's valuation.	lower by 10%
Rate (RoE)	Negative	This scenario models an increase in the discount rate (RoE) driven by higher market risk, macroeconomic instability, or industry-specific challenges. A higher discount rate reduces the present value of future cash flows, decreasing the company's valuation.	higher by 10%

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Scenario Analysis

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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 Analy	ysis	盘 Rev	enue	CO CO	GS	🏦 Discou	nt Rate
∆t∆	KPIs	Base	Positive	Negative	Positive	Negative	Positive	Negative
t	Revenue	no impact	15%	-15%	no impact	no impact	no impact	no impact
Input	COGS	no impact	no impact	no impact	-20%	20%	no impact	no impact
1	RoE	no impact	-10%	10%				
	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%
Output	EBITDA Y3	\$ 79,609	\$ 91,550	\$ 67,667	\$ 119,447	\$ 39,770	\$ 79,609	\$ 79,609
Out	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	KPIs impact	
Growth Under	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	Revenue Higher by 20%	COGS Higher by 30%
Pressure	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.	OPEX Higher by 40%	Discount Rate unaffected

Results



Sources: Company's Prop Information September 2024 Stress Tests Bulgaria 35 Clear

Stress Test: The Perfect Storm



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

Scenario Name	Story]	KPIs impact		
The Perfect	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		Revenue Lower by 10%	COGS Higher by 25%	
Storm	cash flows. Businesses facing 'The Perfect Storm' must focus on resilience through diversified revenue streams, cost-control measures, and contingency planning.		OPEX Higher by 30%	Discount Rate Higher by 10%	

Results



Sensitivity Analysis: SAM & SOM

		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	
	¥3	\$ 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	
PIOIII	¥3	\$ 115,395	\$ 129,819	\$ 137,031	\$ 151,455	\$ 158,668	\$ 173,092	\$ 131,261	\$ 135,589	\$ 139,916	\$ 148,571	\$ 152,898	\$ 157,225	
	Y1	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	
GP Margin	Y2	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	42%	
	¥3	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	
	¥3	\$ 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	Y1	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	
Margin	Y2	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	
wargin	¥3	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	23%	
	Y1	-\$ 3,670	-\$ 357	\$ 1,299	\$ 4,611	\$ 6,267	\$ 9,579	-\$ 26	\$ 967	\$ 1,961	\$ 3,948	\$ 4,942	\$ 5,936	
Net Profit	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	
	¥3	\$ 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	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%	
Margin	¥3	10%	11%	12%	12%	13%	14%	11%	12%	12%	12%	13%	13%	
Final V	/aluation	\$ 125,486	\$ 161,381	\$ 179,329	\$ 215,225	\$ 233,173	\$ 269,069	\$ 164,971	\$ 175,740	\$ 186,508	\$ 208,046	\$ 218,815	\$ 229,583	

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.

Sources: Company's Prop Information

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Sensitivity Analysis

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Glossary

1 2 3 4 5 6 7 8

Glossary & Disclaimer

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

The following information and valuation analysis are provided for informational purposes only and do not constitute financial or investment advice. This presentation is based on assumptions, projections, and historical data, which are subject to inherent uncertainties and risks.

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

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