Contents

OUR
VISION & MISSION

Our Mission

ByteLogistics exists to revolutionize the logistics and supply chain industry by providing SMEs with cutting-edge, data-driven solutions that optimize routes, reduce delivery times, and boost transparency. By harnessing the power of advanced analytics, IoT, and machine learning, we aim to make logistics a simple and painless process for businesses, regardless of their scale. Our relentless pursuit of customer satisfaction drives us to consistently redefine the standards of goods transportation, setting new benchmarks for efficiency and reliability across the United States.

Our Vision

ByteLogistics envisions becoming the foremost authority in logistics innovation, leveraging advanced analytics, IoT, and machine learning to set new industry standards. We aspire to create a future where logistics is effortless, seamless, and highly efficient, making us the preferred choice for businesses of all scales. By continually redefining the boundaries of logistics and warehousing, ByteLogistics aims to lead the industry towards a smarter, more connected, and customer-centric future, elevating the standards of goods transportation nationwide.

Summary Financials Dashboard
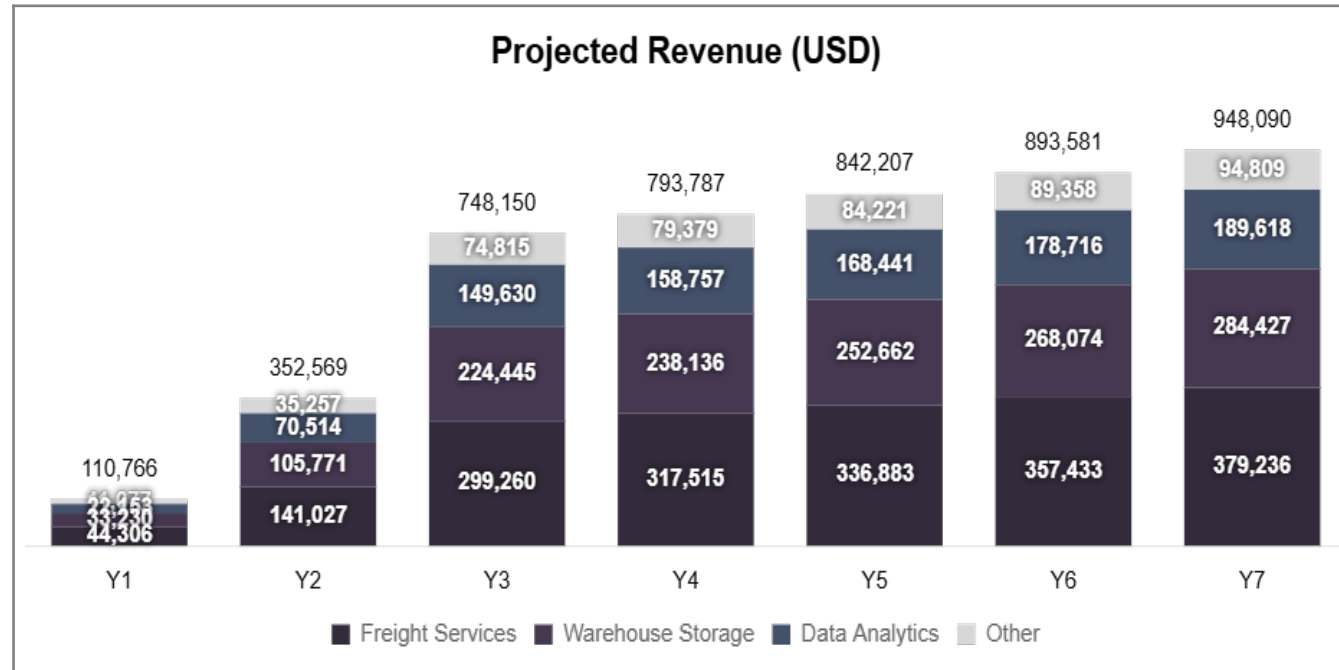
Key performance indicators
(Base Scenario Y3)
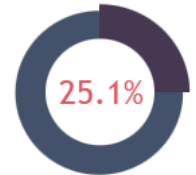
$ 748,150
Revenue

$ 187,935
Gross Profit

$ 153,446
EBITDA

0.06%
Target Market Share

Projected Revenue (USD)

	Y1	Y2	Y3	Y4	Y5	Y6	Y7
Total	110,766	352,569	748,150	793,787	842,207	893,581	948,090
Other	22,253	35,257	74,815	79,379	84,221	89,358	94,809
Data Analytics	33,230	70,514	149,630	158,757	168,441	178,716	189,618
Warehouse Storage		105,771	224,445	238,136	252,662	268,074	284,427
Freight Services	44,306	141,027	299,260	317,515	336,883	357,433	379,236

■ Freight Services ■ Warehouse Storage ■ Data Analytics ▨ Other

Margins
(Stabilized by Y3)

GP Margin
25.1%

EBITDA Margin
20.5%

PbT Margin
16.6%

Project Phases

I II III IV
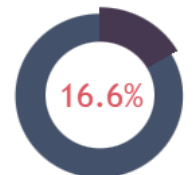
I Foundation Establishment
II Core Enhancement and User Expansion
III New Profit Streams Exploration
IV High-Risk, High-Reward Ventures
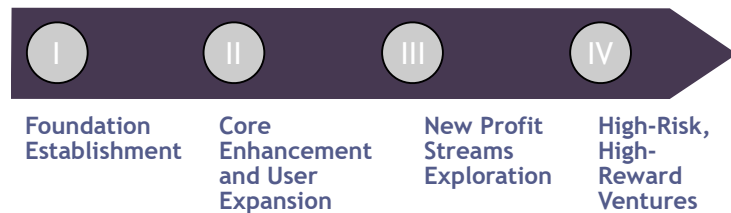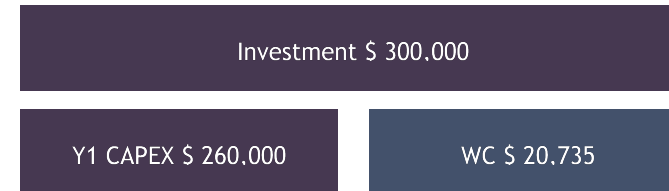
Funding round is aimed to accelerate the development of Phases and create core infrastructure for operations.

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

Investment $ 300,000
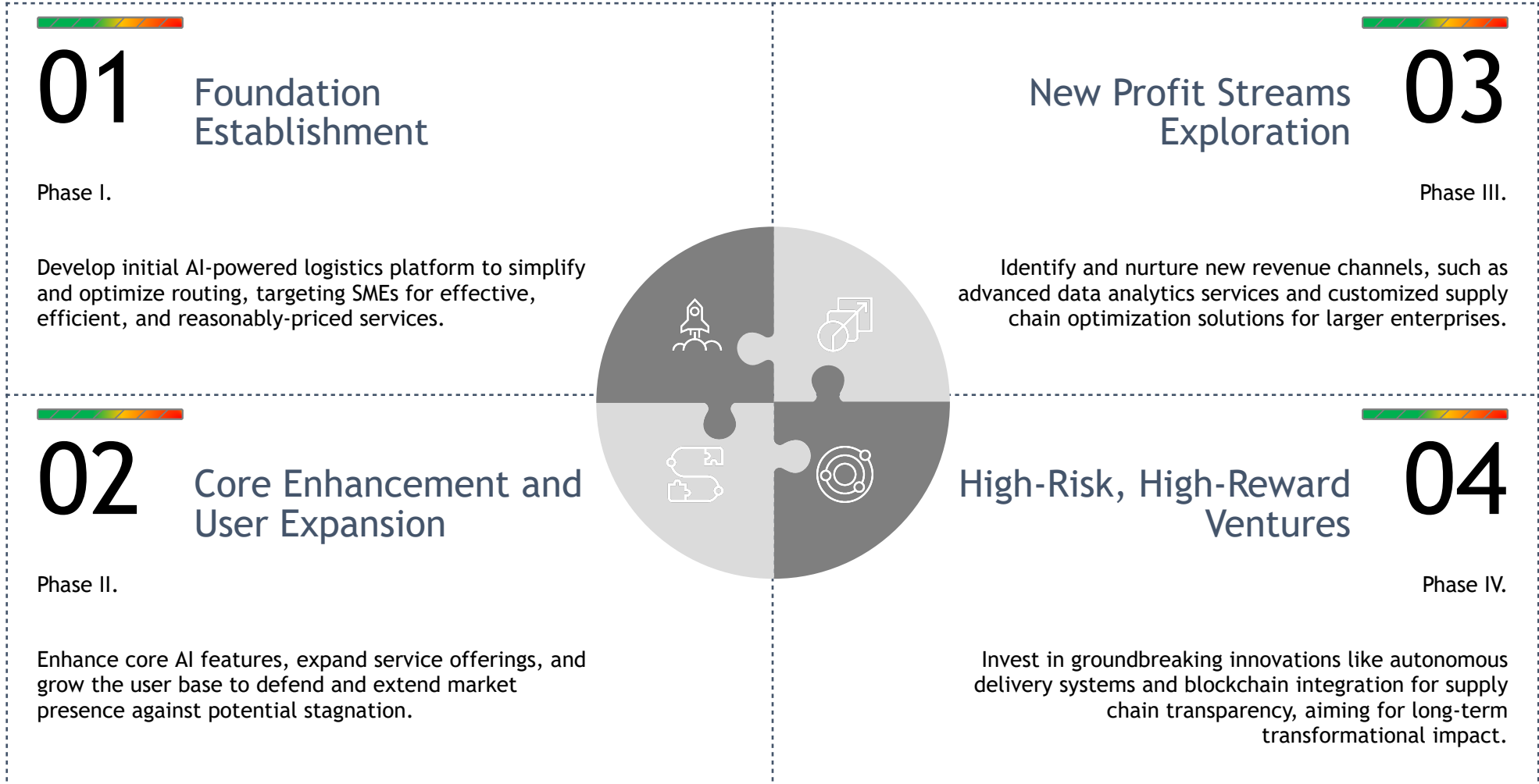
Y1 CAPEX $ 260,000

WC $ 20,735

About the Company: General Overview

ByteLogistics is a leading innovator in the industrials sector, specializing in data processing and outsourced services industries. Based in Atlanta, Georgia, the company is at the forefront of implementing AI and data-driven solutions in the logistics and supply chain industry. ByteLogistics is particularly adept at serving SMEs with effective, efficient, and reasonably-priced logistic services. By harnessing the power of advanced analytics, IoT, and machine learning, the company is able to optimize routes, reduce delivery times, and boost transparency at every stage of the shipping process. A relentless pursuit of customer satisfaction motivates ByteLogistics to consistently redefine the standards of goods transportation across the United States. Their aim is to ensure logistics becomes a simple and painless process for businesses, regardless of their scale. ByteLogistics' innovative approach positions them as a game-changer in their sector, making them an appealing choice for businesses seeking cutting-edge logistics solutions.

The Main Phases: Projects & Impacts

01 Foundation Establishment

Phase I.

Develop initial AI-powered logistics platform to simplify and optimize routing, targeting SMEs for effective, efficient, and reasonably-priced services.

03 New Profit Streams Exploration

Phase III.

Identify and nurture new revenue channels, such as advanced data analytics services and customized supply chain optimization solutions for larger enterprises.

02 Core Enhancement and User Expansion

Phase II.

Enhance core AI features, expand service offerings, and grow the user base to defend and extend market presence against potential stagnation.

04 High-Risk, High-Reward Ventures

Phase IV.

Invest in groundbreaking innovations like autonomous delivery systems and blockchain integration for supply chain transparency, aiming for long-term transformational impact.

Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
SMEs (Small and Medium-sized Enterprises)	1. Access to efficient and cost-effective logistics solutions that simplify their supply chain operations. 2. Enhanced transparency and reliability in goods transportation, leading to increased customer satisfaction. 3. Ability to leverage advanced analytics for better decision-making in logistics.
Large Enterprises	1. Customized supply chain optimization solutions that can scale with their operational needs. 2. Advanced data analytics to identify inefficiencies and improve logistics performance. 3. Future-proofing their logistics through cutting-edge technologies like autonomous delivery systems and blockchain.
Local Communities	1. Reduced traffic congestion and pollution due to optimized routing and delivery times. 2. Potential job creation in tech-enabled logistics roles. 3. Enhanced local business growth through more efficient logistics services.
Investors	1. Strong growth potential through innovative and scalable business models. 2. Opportunities for high returns through investment in groundbreaking logistics technologies. 3. Diversified revenue streams from new profit avenues like advanced data analytics services.
Technology Partners	1. Collaborations on cutting-edge projects like AI-powered logistics and IoT integrations. 2. Shared innovation leading to mutual growth and market expansion. 3. Strengthened market presence through joint ventures and technological synergies.
Employees	1. Opportunities for skill development in AI, machine learning, and advanced analytics. 2. Engaging work environment driven by innovation and customer satisfaction. 3. Potential for career growth in a rapidly expanding tech-driven logistics company.
Customers	1. Faster and more reliable delivery services, enhancing overall customer experience. 2. Increased transparency in the logistics process, leading to greater trust. 3. Competitive pricing on logistics services driven by efficiency and optimization.

Key Performance Components

Competitive Advantage

AI-Driven Solutions

ByteLogistics leverages AI, advanced analytics, and machine learning to optimize routes, reduce delivery times, and enhance transparency, thereby making logistics efficient and reliable.
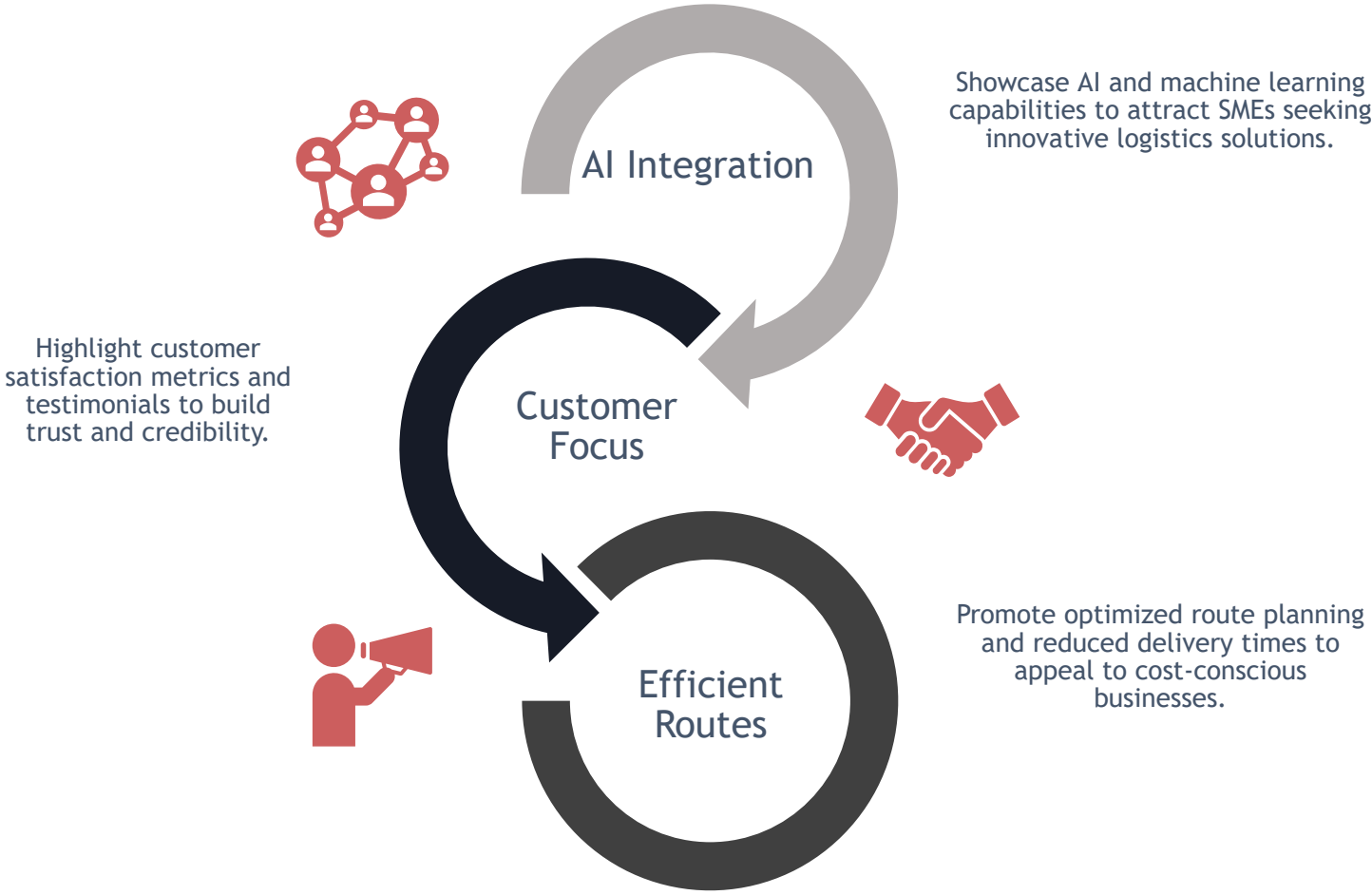
SMEs Focused Services

Specializing in serving small and medium-sized enterprises, ByteLogistics offers cost-effective and efficient logistic services specifically catered to the needs of smaller businesses.

Customer Satisfaction

Driven by a relentless pursuit of customer satisfaction, ByteLogistics continually redefines goods transportation standards to make logistics simple and painless for all businesses.

Marketing and Growth Strategy

AI Integration

Customer Focus

Efficient Routes

Showcase AI and machine learning capabilities to attract SMEs seeking innovative logistics solutions.

Highlight customer satisfaction metrics and testimonials to build trust and credibility.

Promote optimized route planning and reduced delivery times to appeal to cost-conscious businesses.

Target Groups

	Industries	Description
I	SMEs (Small and Medium Enterprises)	Small and medium-sized businesses seeking affordable, efficient, and optimized logistics solutions to streamline their operations.
II	E-commerce Companies	Online retailers needing reliable and efficient supply chain and delivery services to meet consumer demand and ensure timely deliveries.
III	Manufacturers	Manufacturing firms looking for optimized transportation and warehousing services to improve supply chain efficiency and reduce costs.
IV	Retail Chains	Retail businesses requiring seamless inventory management and timely distribution to maintain stock levels and meet consumer needs.
V	Third-Party Logistics (3PL) Providers	3PL companies in need of advanced logistics platforms to enhance their service offerings and operational efficiency.
VI	Food and Beverage Companies	Businesses in the food and beverage sector requiring fast and reliable logistics for perishable goods to ensure freshness and safety.
VII	Pharmaceutical Companies	Pharmaceutical firms needing highly controlled and transparent logistics solutions to manage the supply of sensitive medical products.

Painpoints & Solutions

Solution from Phase I to Phase IV

Painpoints

Inefficient Routing

SMEs often struggle with inefficient routing, causing delays and increased operational costs.

High Operational Costs

Small and medium enterprises face high operational costs due to inefficient logistics and supply chain management.

Lack of Transparency

Businesses struggle with a lack of transparency in the logistics process, leading to mismanagement and lack of trust.

Scalability Issues

SMEs often struggle with scaling their logistics operations as they grow.

Limited Service Offerings

Many logistics service providers offer limited service portfolios, constraining the growth of SMEs.

Market Competition

Businesses face tough competition in the market, requiring efficient logistics to gain a competitive edge.

Technological Adaptation

Adapting to new technologies can be challenging for SMEs with limited resources and expertise.

1 — 2 — 3 — 4 — 5 — 6 — 7

Solution

1. ByteLogistics' AI-powered platform optimizes routing to ensure timely deliveries and reduced costs.

2. ByteLogistics offers a cost-effective AI-driven solution, reducing overhead by optimizing various logistics processes.

3. The platform enhances transparency with real-time tracking and data analytics, improving trust and management oversight.

4. ByteLogistics' enhanced AI features allow easy scalability of logistics operations without significant investments.

5. The platform expands service offerings to cover more logistics needs, supporting diverse business requirements.

6. Enhanced AI features improve efficiency and speed, giving businesses a competitive advantage in their market.

7. ByteLogistics offers user-friendly, AI-driven solutions that require minimal expertise to implement effectively.

Strategic Analysis: SWOT

Strength

Leading innovator in AI and data-driven logistics solutions. Strong focus on customer satisfaction. Expertise in serving SMEs. Advanced analytics, IoT, and machine learning integration. Based in a strategic location, Atlanta, Georgia.

Weaknesses

Limited international presence. High dependency on technology may lead to vulnerabilities. Market competition from established logistics companies. Potential resource allocation strains due to rapid growth. Need for constant technological updates.

Opportunities

Expansion into international markets. Partnerships with tech firms for advanced solution development. Growing demand for AI and IoT in logistics. Increasing need for SME logistic solutions. Opportunity to set industry standards.

Threats

Rapid technological changes. Cybersecurity risks. Competitive market pressure. Economic downturn impacts. Regulatory changes affecting logistics services.

History & Roadmap

Green Logistics Initiative
Implement eco-friendly solutions across all operations.

Dec 2025

Jun 2025

Expand SME Services
Introduce new logistics packages tailored for SMEs.

New Hub in Midwest
Open a major distribution hub in the Midwest region.

Jan 2025

Aug 2024

Customer Portal Launch
Launch user-friendly customer portal for real-time tracking.

Expand IoT Network
Deploy IoT devices in all warehouse facilities.

May 2024

Feb 2024

AI Integration
Integrate AI for predictive maintenance and route optimization.

Current Status.

- Integrating AI by Feb 2024
- IoT network expansion by May 2024
- New customer portal by Aug 2024
- Midwest hub open by Jan 2025
- Enhanced SME services by Jun 2025
- Green initiatives by Dec 2025.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Establish Legal Entity and Company Structure	🔴 Not Started	High	CEO	1 month
2	Secure Initial Funding and Investment	🔴 Not Started	High	CFO	2 months
3	Develop Comprehensive Business Plan	🔴 Not Started	High	COO	1 month
4	Recruit and Onboard Key Team Members	🔴 Not Started	High	CPO	3 months
5	Set Up Offices and Operational Facilities	🔴 Not Started	Medium	COO	2 months
6	Implement Financial Management Systems	🔴 Not Started	Medium	CFO	1 month
7	Create Risk Management and Compliance Plan	🔴 Not Started	High	CSO	2 months
8	Establish IT Infrastructure and Security Measures	🔴 Not Started	High	CIO	2 months
Marketing					
1	Develop Comprehensive Marketing Strategy	🔴 Not Started	High	CMO	2 weeks
2	Define Brand Identity and Messaging	🔴 Not Started	High	CMO	3 weeks
3	Establish Social Media Presence	🔴 Not Started	Medium	CMO	1 month
4	Create SEO and SEM Strategy for Website	🔴 Not Started	High	CIO	1 month
5	Develop Customer Referral Program	🔴 Not Started	Medium	CRO	2 months
6	Launch Initial Advertising Campaign	🔴 Not Started	High	CMO	6 weeks
7	Collaborate with Industry Influencers	🔴 Not Started	Medium	CBO	3 months
8	Set Up Analytics to Track Marketing Performance	🔴 Not Started	High	CIO	1 month

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 1 & Technical Set Up for next Phases					
1	Develop AI algorithm for route optimization	🔴 Not Started	High	CTO	3 months
2	Set up initial server infrastructure	🔴 Not Started	High	CIO	2 months
3	Hire core talent for AI and logistics	🔴 Not Started	High	CEO	1 month
4	Define initial service pricing models	🔴 Not Started	Medium	CFO	1 month
5	Acquire initial customers	🔴 Not Started	High	CRO	4 months
6	Set up legal and regulatory compliance	🔴 Not Started	High	COO	2 months
7	Develop a basic user interface and dashboard	🔴 Not Started	Medium	CPO	3 months
8	Conduct initial user testing and feedback	🔴 Not Started	Medium	CSO	3.5 months
Phase 2					
1	Enhance AI algorithm for better route optimization	🔴 Not Started	High	CTO	3 months
2	Expand service coverage to new geographic areas	🔴 Not Started	High	COO	4 months
3	Increase marketing efforts to attract more SMEs	🔴 Not Started	High	CMO	2 months
4	Develop partnership programs with complementary service providers	🔴 Not Started	Medium	CBO	5 months
5	Introduce premium features for enhanced user experience	🔴 Not Started	Medium	CPO	4 months
6	Implement dynamic pricing models based on demand forecasting	🔴 Not Started	High	CFO	3 months
7	Enhance customer support infrastructure	🔴 Not Started	Medium	COO	3 months
8	Expand analytics capabilities for improved performance tracking	🔴 Not Started	High	CIO	2 months

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 3					
1	Identify Key New Clients for Data Analytics Services	🔴 Not Started	High	CEO	3 months
2	Develop Customized Supply Chain Solutions	🔴 Not Started	High	CPO	4 months
3	Conduct Market Research on Large Enterprises	🔴 Not Started	Medium	CRO	2 months
4	Build Advanced Data Analytics Platform	🔴 Not Started	High	CTO	6 months
5	Create Tailored Marketing Campaigns for New Revenue Channels	🔴 Not Started	Medium	CMO	3 months
6	Hire Experts in Advanced Analytics	🔴 Not Started	High	COO	5 months
7	Develop Pricing Model for Customized Solutions	🔴 Not Started	Medium	CFO	2 months
8	Establish Partnerships with Key Industry Players	🔴 Not Started	High	CSO	4 months
Phase 4					
1	Research Autonomous Delivery Systems	🔴 Not Started	High	CTO	3 months
2	Develop Blockchain Integration Plan	🔴 Not Started	High	CIO	2 months
3	Pilot Autonomous Delivery Vehicles	🔴 Not Started	High	CTO	6 months
4	Engage Regulatory Authorities for Compliance	🔴 Not Started	Medium	CSO	4 months
5	Form Strategic Partnerships for Innovations	🔴 Not Started	High	CEO	5 months
6	Develop Smart Contracts for Blockchain	🔴 Not Started	Medium	CIO	3 months
7	Conduct Market Analysis for Risk Assessment	🔴 Not Started	Medium	CFO	2 months
8	Launch Blockchain Transparency Features	🔴 Not Started	High	CPO	6 months

Core Risks & Migration Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	System Downtime	CTO	Implement robust backup and recovery procedures.
2	Data Security Breaches	CISO	Regular security audits and advanced encryption protocols.
3	Supply Chain Disruptions	COO	Develop contingency plans and diversify suppliers.
4	Operational Inefficiencies	COO	Continuous process monitoring and workflow optimization.
5	High Maintenance Costs	CFO	Implement cost-effective maintenance schedules and predictive analytics.

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Data Privacy Violations	CIO	Ensure strict compliance with data privacy regulations like GDPR
2	AI Regulation Compliance	CTO	Regularly update AI systems to adhere to evolving regulations
3	Intellectual Property Infringement	CLO	Establish comprehensive IP protection and monitoring strategies
4	Antitrust Regulations	CEO	Engage in thorough antitrust compliance training and audits
5	Labor Laws Compliance	COO	Ensure all labor practices meet federal and state legal standards

Core Risks & Migration Strategies

3. Strategic/Market Risk

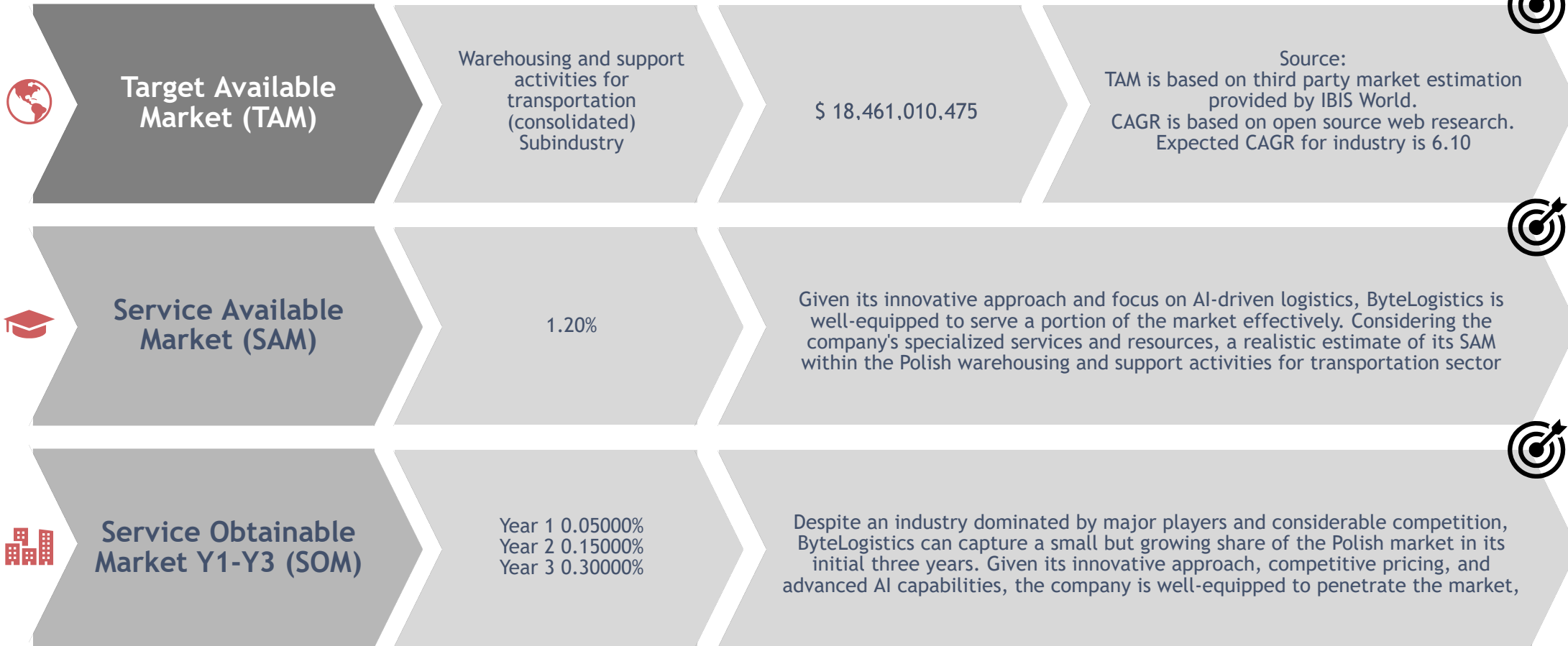| #	Risk Type	Area	Mitigation Strategy
1	Market Competition	CEO	Continuously innovate and enhance product offerings to maintain competitiveness
2	Customer Acquisition and Retention	CMO	Develop targeted marketing campaigns and maintain exceptional customer support
3	Changing Market Demands	CPO	Regularly gather customer feedback and adjust services accordingly
4	Technological Advancements	CTO	Invest in R&D and stay updated on the latest tech trends
5	Global Economic Changes	CFO	Diversify investments and maintain a robust financial strategy

4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Insufficient Funding	CFO	Secure diverse funding sources and maintain reserve capital
2	Cash Flow Issues	CFO	Implement strict cash flow management and timely invoicing practices
3	High Operating Costs	COO	Optimize operations and negotiate cost-effective supplier contracts
4	Revenue Volatility	CRO	Diversify revenue streams and establish long-term contracts
5	Economic Downturns	CEO	Develop contingency plans and build financial resilience

5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Technology obsolescence	CTO	Invest continuously in the latest technology and R&D
2	Competitive pressure	CPO	Continuously innovate and diversify product offerings
3	Data security breaches	CISO	Implement robust cybersecurity measures and regular audits
4	Market demand fluctuations	CRO	Develop flexible business models to adapt to market dynamics
5	Customer satisfaction decline	CMO	Maintain high engagement and address customer feedback promptly

Market Overview (TAM, SAM and SOM)

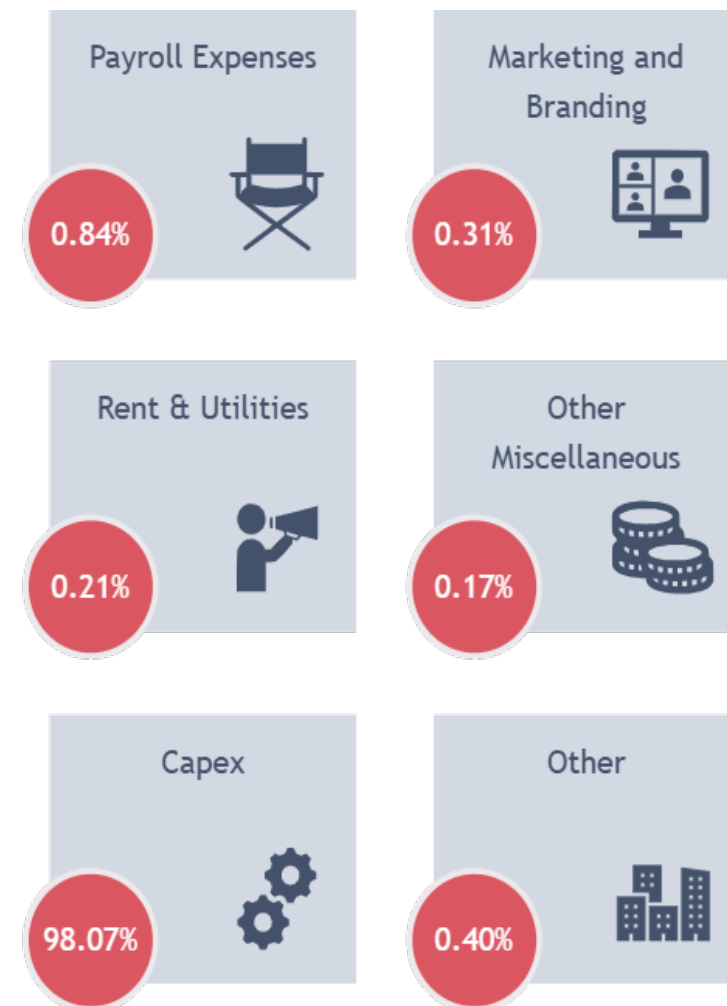| Target Available Market (TAM)	Warehousing and support activities for transportation (consolidated) Subindustry	$ 18,461,010,475	Source: TAM is based on third party market estimation provided by IBIS World. CAGR is based on open source web research. Expected CAGR for industry is 6.10
Service Available Market (SAM)	1.20%		Given its innovative approach and focus on AI-driven logistics, ByteLogistics is well-equipped to serve a portion of the market effectively. Considering the company's specialized services and resources, a realistic estimate of its SAM within the Polish warehousing and support activities for transportation sector
Service Obtainable Market Y1-Y3 (SOM)	Year 1 0.05000% Year 2 0.15000% Year 3 0.30000%		Despite an industry dominated by major players and considerable competition, ByteLogistics can capture a small but growing share of the Polish market in its initial three years. Given its innovative approach, competitive pricing, and advanced AI capabilities, the company is well-equipped to penetrate the market,

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.
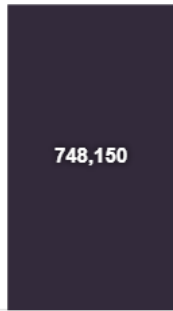
The total investment required is $ 300,000

Y1 Cash Flow Stream(USD)	Inflows	Outlows
Gross Profit	27,824	
Payroll Expenses		2,215
Marketing and Branding		831
Rent & Utilities		554
Other Miscellaneous		454
Capex		260,000
Legal and Professional Fees		332
Representation and Entert.		332
Communication Expenses		166
Office supplies		111
Training and Development		111
CAPEX & WC shortage Y1		237,282
Buffer		62,718
Total Required Investment(USD)		300,000

Payroll Expenses
0.84%

Marketing and Branding
0.31%

Rent & Utilities
0.21%

Other Miscellaneous
0.17%

Capex
98.07%

Other
0.40%

Financials Dashboard

Y3 PL formation and Margins

Revenue

Projected Revenue

748,150

GP 25.1%
EBITDA 20.5%

Y3

Y3

PnL Formation (Y3 USD)

748,150   -560,215   187,935   -14,963   -19,526   153,446   -29,515   123,931
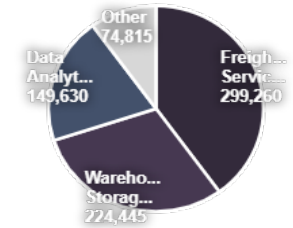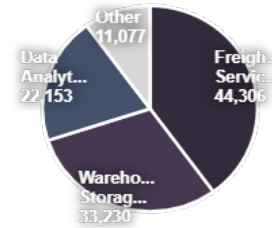
Revenue   COGS   GP   SG&A Pers.   SG&A Ops   EBITDA   Depr.   EBIT
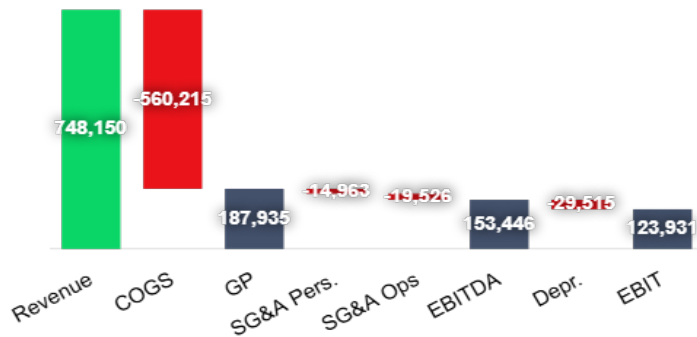
Business Line Breakdown (USD)

Y1

Y2

Revenue

Y1: Other 11,077; Data Analyt... 22,153; Freight Service 44,306; Wareho... Storag... 33,230

Y2: Other 74,815; Data Analyt... 149,630; Freight Service 299,260; Wareho... Storag... 224,445

COGS

Y1: Other 2,082; Transp... 25,476; Person... 33,230; Techno... 22,153

Y2: Other 14,065; Transp... 172,075; Person 224,445; Techno... 149,630

Admin

Y1: Other 2,171; Payrol... Expens... 2,215; Commu... Expens... 166; Rent & Utilit... 554

Y2: Other 14,664; Payrol... Expens... 14,963; Commu... Expens... 1,122; Rent & Utilit... 3,741
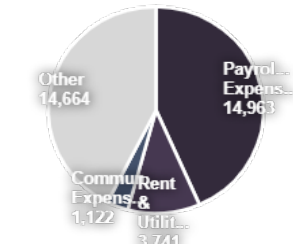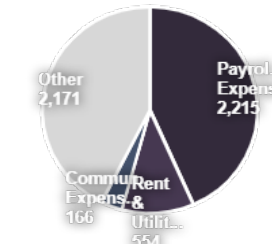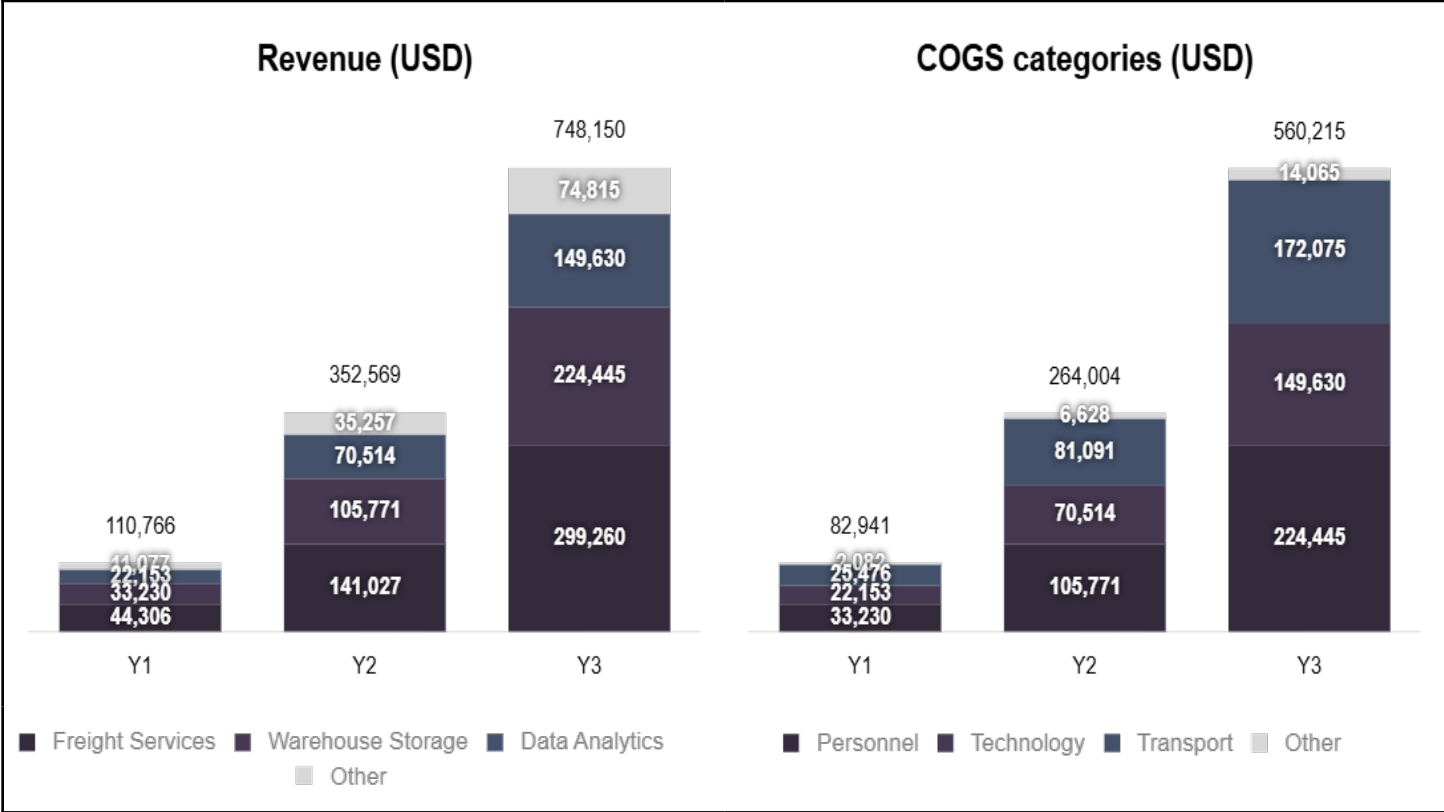
Revenue Formation Narrative

ByteLogistics, based in Atlanta, Georgia, is a forefront innovator in the industrial sector specializing in the data processing and outsourced services industries. With a focus on AI and data-driven solutions for logistics and supply chain management, ByteLogistics targets SMEs by optimizing routes, reducing delivery times, and improving transparency using advanced analytics, IoT, and machine learning. ByteLogistics aims to redefine the standards of goods transportation across the United States, making logistics simple and efficient for businesses of various scales. ByteLogistics' approach uniquely positions the company as a game-changer within its sector. The company's Total Addressable Market (TAM) stands at 18,461,010,475.08 USD . Given its AI-driven logistics solutions, the Serviceable Addressable Market (SAM) is estimated to be 1.20% of the TAM. In Year 1, ByteLogistics projects capturing 0.05% of the market, generating a revenue of 110,766.063 USD . By Year 2, this value is expected to grow to 352,568.378 USD as the company gains traction, increasing the market share to 0.15%. In Year 3, market share is anticipated to expand further to 0.30%, translating into revenue of 748,150.098 USD . ByteLogistics' revenue streams are diversified across four main lines of business: Freight Services (40%), Warehouse Storage (30%), Data Analytics (20%), and Other services (10%). Despite the competitive landscape, ByteLogistics' innovative approach and commitment to customer satisfaction are projected to drive sustained growth and solidify its market presence over the first three years.

$ 748,150 Y3 Projected Revenue   0.06% Market share

Revenue (USD)

748,150
74,815
149,630
224,445
352,569
35,257
70,514
105,771
110,766
41,077
22,153
33,230
44,306
141,027
299,260

Y1   Y2   Y3

■ Freight Services ■ Warehouse Storage ■ Data Analytics
■ Other

COGS categories (USD)

560,215
14,065
172,075
149,630
264,004
6,628
81,091
70,514
82,941
2,082
25,476
22,153
33,230
105,771
224,445

Y1   Y2   Y3

■ Personnel ■ Technology ■ Transport ■ Other

Revenue Calculation Details

Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Freight Services	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %	40 %
Warehouse Storage	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %
Data Analytics	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %	20 %
Other	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %	10 %

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Freight Services	2,769	2,769	2,769	3,323	3,323	3,323	4,061	4,061	4,061	4,615	4,615	4,615	44,306	141,027	299,260
storeRevenueLOB.value?.res2?.name	2,077	2,077	2,077	2,492	2,492	2,492	3,046	3,046	3,046	3,461	3,461	3,461	33,230	105,771	224,445
Data Analytics	1,385	1,385	1,385	1,661	1,661	1,661	2,031	2,031	2,031	2,308	2,308	2,308	22,153	70,514	149,630
Other	692	692	692	831	831	831	1,015	1,015	1,015	1,154	1,154	1,154	11,077	35,257	74,815
Total Revenue (USD)	6,923	6,923	6,923	8,307	8,307	8,307	10,154	10,154	10,154	11,538	11,538	11,538	110,766	352,568	748,150

Total revenue is expected to reach $ 748,150 by year 3.

Main revenue driver are:

• Freight Services which generates $ 299,260 by Year 3

• Warehouse Storage which generates $ 224,445 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 159.89 %

Revenue Breakdown pie chart:
- Freight Services 40.00%
- Warehouse Storage 30.00%
- Data Analytics 20.00%
- Other 10.00%
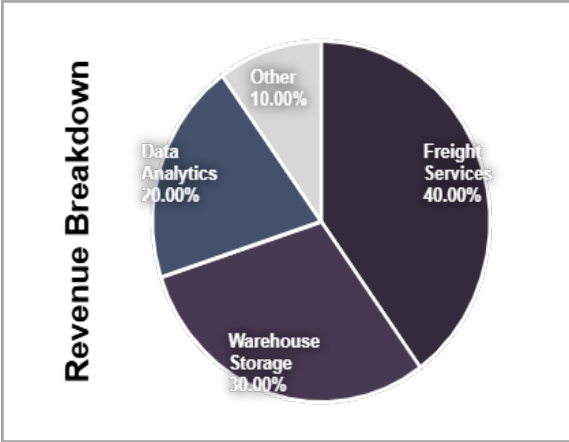
COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Personnel	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%
Technology	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%
Transport	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%	23.00%
Other	1.88%	1.88%	1.88%	1.88%	1.88%	1.88%	1.88%	1.88%	1.88%	1.88%	1.88%	1.88%	1.88%	1.88%	1.88%

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Personnel	2,077	2,077	2,077	2,492	2,492	2,492	3,046	3,046	3,046	3,461	3,461	3,461	33,230	105,771	224,445
Technology	1,385	1,385	1,385	1,661	1,661	1,661	2,031	2,031	2,031	2,308	2,308	2,308	22,153	70,514	149,630
Transport	1,592	1,592	1,592	1,911	1,911	1,911	2,335	2,335	2,335	2,654	2,654	2,654	25,476	81,091	172,075
Other	130	130	130	156	156	156	191	191	191	217	217	217	2,082	6,628	14,065
Total COGS (USD)	5,184	5,184	5,184	6,221	6,221	6,221	7,603	7,603	7,603	8,640	8,640	8,640	82,942	264,003	560,215

Total COGS is expected to reach $ 560,215 by year 3.
Main revenue driver are:
- Personnel which generates $ 224,445 by Year 3
- Transport which generates $ 172,075 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 159.89 %

COGS Breakdown

- Other 2.51%
- Transport 30.72%
- Personnel 40.06%
- Technology 26.71%
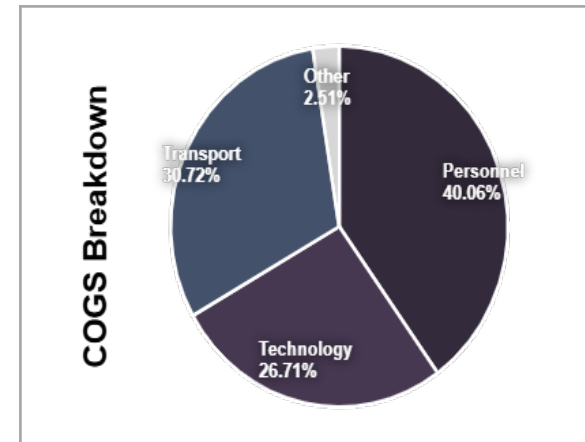
SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%
Rent & Utilities	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%
Communication Expenses	0.15%	0.15%	0.15%	0.15%	0.15%	0.15%	0.15%	0.15%	0.15%	0.15%	0.15%	0.15%	0.15%	0.15%	0.15%
Office supplies	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%
Legal and Professional Fees	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%
Marketing and Branding	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%	0.75%
Representation and Entertainment	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%	0.30%
Training and Development	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%
Other Miscellaneous	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%	0.41%

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	138	138	138	166	166	166	203	203	203	231	231	231	2,215	7,051	14,963
Rent & Utilities	35	35	35	42	42	42	51	51	51	58	58	58	554	1,763	3,741
Communication Expenses	10	10	10	12	12	12	15	15	15	17	17	17	166	529	1,122
Office supplies	7	7	7	8	8	8	10	10	10	12	12	12	111	353	748
Legal and Professional Fees	21	21	21	25	25	25	30	30	30	35	35	35	332	1,058	2,244
Marketing and Branding	52	52	52	62	62	62	76	76	76	87	87	87	831	2,644	5,611
Representation and Entertainment	21	21	21	25	25	25	30	30	30	35	35	35	332	1,058	2,244
Training and Development	7	7	7	8	8	8	10	10	10	12	12	12	111	353	748
Other Miscellaneous	28	28	28	34	34	34	42	42	42	47	47	47	454	1,446	3,067
Total SG&A (USD)	**319**	**319**	**319**	**383**	**383**	**383**	**468**	**468**	**468**	**532**	**532**	**532**	**5,106**	**16,253**	**34,490**

PaT Expectations

Income Statement (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	6,923	6,923	6,923	8,307	8,307	8,307	10,154	10,154	10,154	11,538	11,538	11,538	110,766	352,568	748,150
Freight Services	2,769	2,769	2,769	3,323	3,323	3,323	4,061	4,061	4,061	4,615	4,615	4,615	44,306	141,027	299,260
Warehouse Storage	2,077	2,077	2,077	2,492	2,492	2,492	3,046	3,046	3,046	3,461	3,461	3,461	33,230	105,771	224,445
Data Analytics	1,385	1,385	1,385	1,661	1,661	1,661	2,031	2,031	2,031	2,308	2,308	2,308	22,153	70,514	149,630
Other	692	692	692	831	831	831	1,015	1,015	1,015	1,154	1,154	1,154	11,077	35,257	74,815
COGS	-5,184	-5,184	-5,184	-6,221	-6,221	-6,221	-7,603	-7,603	-7,603	-8,640	-8,640	-8,640	-82,942	-264,003	-560,215
Personnel	-2,077	-2,077	-2,077	-2,492	-2,492	-2,492	-3,046	-3,046	-3,046	-3,461	-3,461	-3,461	-33,230	-105,771	-224,445
Technology	-1,385	-1,385	-1,385	-1,661	-1,661	-1,661	-2,031	-2,031	-2,031	-2,308	-2,308	-2,308	-22,153	-70,514	-149,630
Transport	-1,592	-1,592	-1,592	-1,911	-1,911	-1,911	-2,335	-2,335	-2,335	-2,654	-2,654	-2,654	-25,476	-81,091	-172,075
Other	-130	-130	-130	-156	-156	-156	-191	-191	-191	-217	-217	-217	-2,082	-6,628	-14,065
Gross Profit	1,739	1,739	1,739	2,087	2,087	2,087	2,551	2,551	2,551	2,898	2,898	2,898	27,824	88,565	187,935
SG&A Personal Expenses	-138	-138	-138	-166	-166	-166	-203	-203	-203	-231	-231	-231	-2,215	-7,051	-14,963
SG&A Operating Expenses	-181	-181	-181	-217	-217	-217	-265	-265	-265	-301	-301	-301	-2,891	-9,202	-19,527
EBITDA	1,420	1,420	1,420	1,704	1,704	1,704	2,082	2,082	2,082	2,366	2,366	2,366	22,718	72,312	153,446
Depreciation	-2,460	-2,460	-2,460	-2,460	-2,460	-2,460	-2,460	-2,460	-2,460	-2,460	-2,460	-2,460	-29,514	-29,514	-29,514
EBIT	-1,040	-1,040	-1,040	-756	-756	-756	-377	-377	-377	-93	-93	-93	-6,796	42,797	123,931
Interest Expense	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Profit before Tax	-1,040	-1,040	-1,040	-756	-756	-756	-377	-377	-377	-93	-93	-93	-6,796	42,797	123,931
Tax	198	198	198	144	144	144	72	72	72	18	18	18	1,291	-8,132	-23,547
Profit after Tax (USD)	-842	-842	-842	-612	-612	-612	-305	-305	-305	-75	-75	-75	-5,505	34,666	100,384

Required Return on Equity Derivation

```
                          1. RE
                          16.00
         ┌──────────────────┼──────────────────────┐
      2. RF              3. Adj ERP            4. Illiquidity
      4.49                 7.51                  Discount
   ┌─────┴─────┐      ┌──────┴──────┐              4.00%
2.1. TSY   2.2. Country   3.1. ERP      3.2. Total levered β
Bond        Risk          5.83                1.29
5.72        1.23      ┌─────┴─────┐       ┌─────┴──────┐
                  3.1.1. Mature  3.1.2. Country  3.2.1. Tax rate  3.2.2. Unlevered
                  market ERP      Risk            19.00% and D/E       β
                  4.60%           1.23            Ratio 0.34         1.01
                             ┌──────┴──────┐
                        3.1.2.1. Rating-  3.1.2.2. Default
                        based Default     Spread Multiple
                        0.92%             1.34
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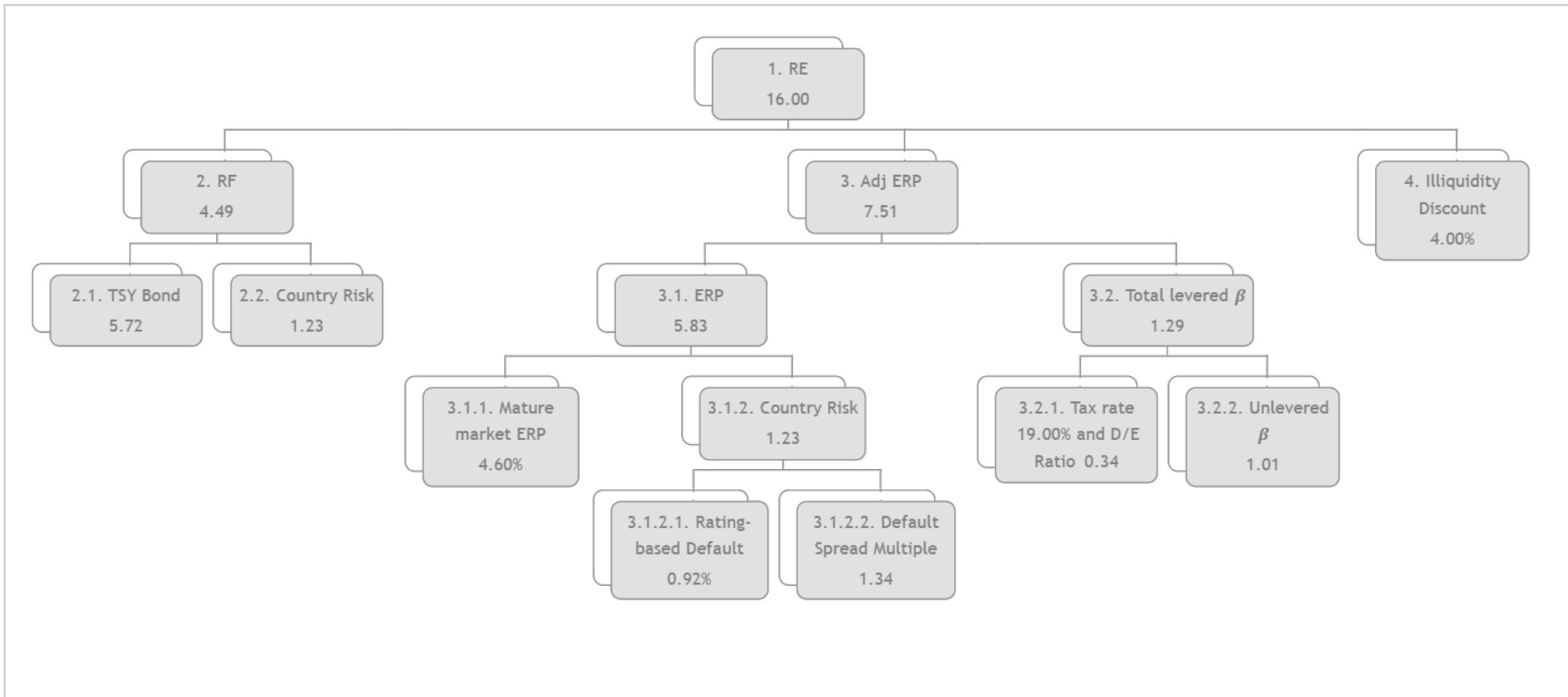
Cost of Capital: CAPM Inputs

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)+ß * (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 (ß) 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

	(USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
DCF	Profit after Tax	-5,505	34,666	100,384	106,508	113,005	119,898	127,212
	Growth% Y4-Y7				6.10%	6.10%	6.10%	6.10%
	Growth% Y7 -->	3.50%						
	WACC	16.00%						
	PV Y1-Y7 at Y0	-4,746	25,762	64,311	58,822	53,801	49,209	45,009
	PV Y7 --> Y0	372,655						
	NPV (USD)	664,824						

Average Survival Rate for 3 Years	50%

Final Valuation	**$ 332,412**

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 16.00 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 6.10 %, 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.

Glossary

Financial and Technical

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

Organisational Structure

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

Other

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

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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.

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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