

# Business Plan & Valuation Presentation



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# OUR VISION & MISSION

## Our Mission

Echo exists to deliver exceptional dining experiences by combining innovative and classic dishes crafted from the finest local ingredients in a chic and modern setting. Echo is dedicated to offering a welcoming atmosphere and outstanding service, making each meal memorable. Through eco-friendly practices and support of local farmers, Echo aims to create a sustainable dining environment. Their commitment is to quality, creativity, and sustainability, ensuring guests enjoy a unique and meaningful experience every time.

## Our Vision

Echo envisions becoming a leading name in contemporary dining, recognized for its unique blend of quality, creativity, and sustainability. In twenty years, Echo aims to expand its presence while maintaining its commitment to exceptional service and eco-friendly practices. By fostering a culture of innovation and excellence, Echo aspires to set new standards in the restaurant industry and become a cherished destination for diners seeking extraordinary culinary experiences.



# Summary Financials Dashboard

Key performance indicators  
(Base Scenario Y3)

**\$ 7,229,444**

Revenue

**\$ 2,344,509**

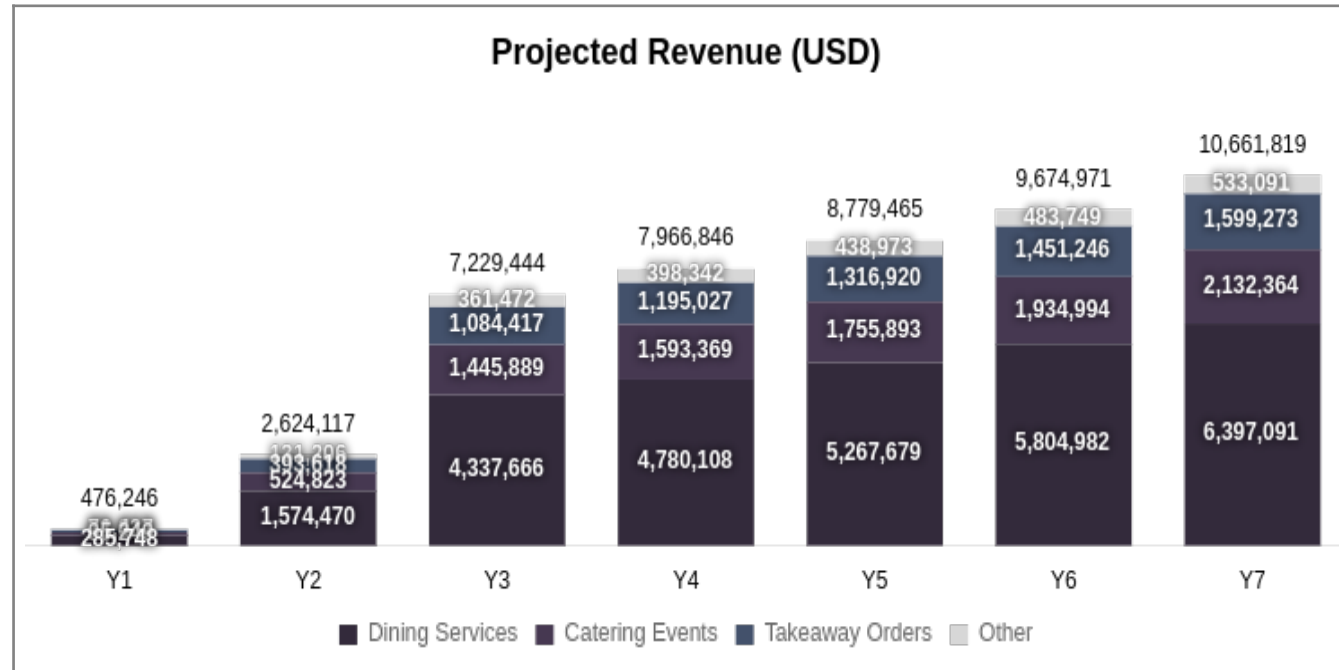
Gross Profit

**\$ 1,503,724**

EBITDA

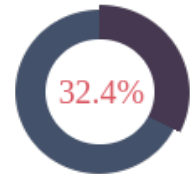
**0.06%**

Target Market Share



Margins  
(Stabilized by Y3)

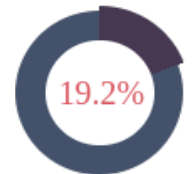
GP Margin



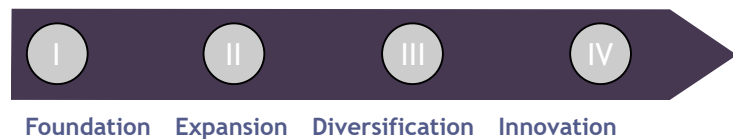
EBITDA Margin



PbT Margin



## Project Phases

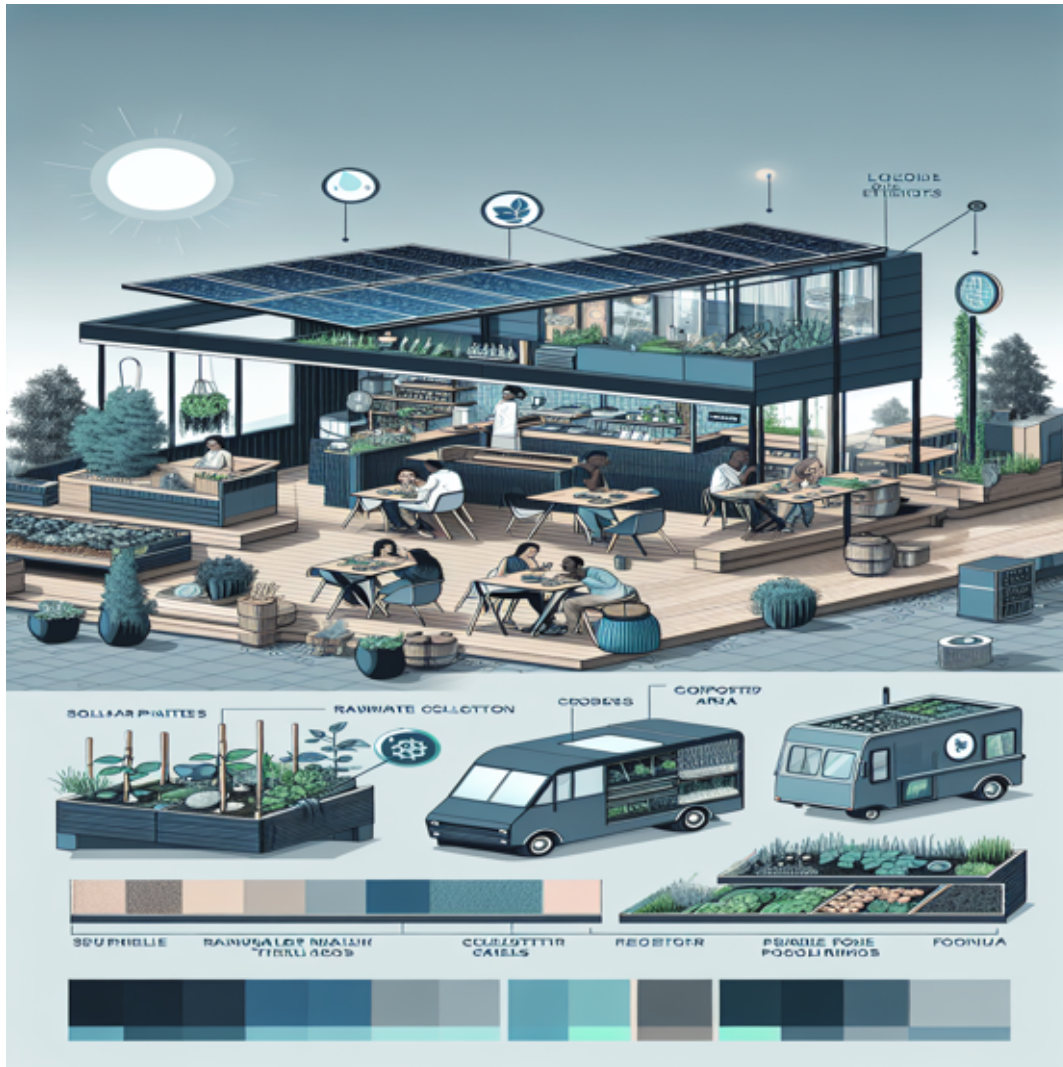


Funding round is aimed to accelerate the development of Phases and create core infrastructure for operations.

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

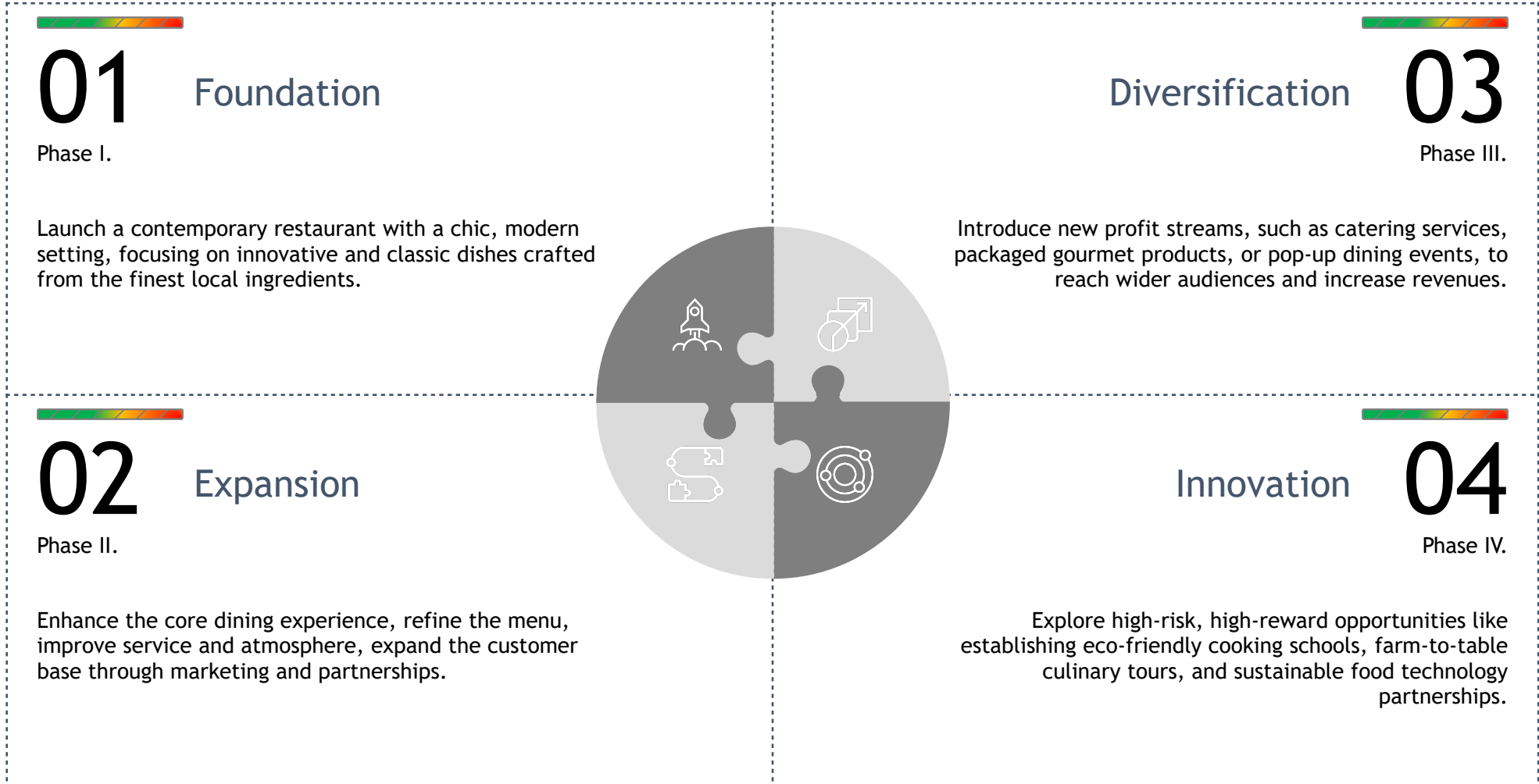


# About the Company: General Overview



Echo is a contemporary restaurant dedicated to delivering exceptional dining experiences in a chic, modern setting. Specializing in the Restaurants and mobile food service activities industries, Echo operates within the Accommodation and food service activities sector. The menu features a blend of innovative and classic dishes crafted from the finest local ingredients. With a focus on providing a welcoming atmosphere and outstanding service, Echo ensures every guest enjoys a memorable meal. Committed to sustainability, the restaurant incorporates eco-friendly practices and supports local farmers. Whether for a special occasion or a casual outing, Echo offers a unique dining experience that celebrates quality and creativity.

# The Main Phases: Projects & Impacts



# Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
<b>Customers</b>	<ol style="list-style-type: none"> <li>1. Enjoy an innovative and high-quality dining experience in a chic, modern setting.</li> <li>2. Access to meals made from the finest local ingredients, promoting better health and taste.</li> <li>3. Benefit from a welcoming atmosphere and outstanding service for memorable dining experiences.</li> </ol>
<b>Local Farmers</b>	<ol style="list-style-type: none"> <li>1. Steady demand for local produce, fostering economic stability and growth.</li> <li>2. Higher visibility and recognition through partnerships with a reputable restaurant.</li> <li>3. Opportunities to collaborate on sustainable farming practices and innovations.</li> </ol>
<b>Employees</b>	<ol style="list-style-type: none"> <li>1. Opportunities for career growth and professional development in a modern restaurant setting.</li> <li>2. A supportive work environment that values creativity and exceptional service.</li> <li>3. Access to training in sustainable practices and innovative cooking techniques.</li> </ol>
<b>Investors</b>	<ol style="list-style-type: none"> <li>1. Potential for high returns through phased growth, from foundation to innovation.</li> <li>2. Reduced risk with diversified profit streams including catering, gourmet products, and pop-up events.</li> <li>3. Opportunity to be part of a venture committed to sustainability and local community support.</li> </ol>
<b>Community</b>	<ol style="list-style-type: none"> <li>1. Enhanced local economy through support of local farmers and suppliers.</li> <li>2. Increased employment opportunities within the community.</li> <li>3. Access to unique dining experiences and community events that foster local culture.</li> </ol>
<b>Suppliers</b>	<ol style="list-style-type: none"> <li>1. Consistent business relationships and demand for high-quality local ingredients.</li> <li>2. Opportunities for collaborative growth and innovation in sustainable practices.</li> <li>3. Increased visibility and market reach through association with a reputable restaurant.</li> </ol>
<b>Environmental Advocates</b>	<ol style="list-style-type: none"> <li>1. Promotion of eco-friendly practices and sustainable food technologies.</li> <li>2. Partnership opportunities to advance environmental goals within the food industry.</li> <li>3. Increased public awareness and support for sustainability initiatives through advocacy and education.</li> </ol>

# Key Performance Components

## Competitive Advantage

### Innovative Menu

Echo offers a blend of innovative and classic dishes crafted from the finest local ingredients, catering to diverse palates and ensuring a unique dining experience.

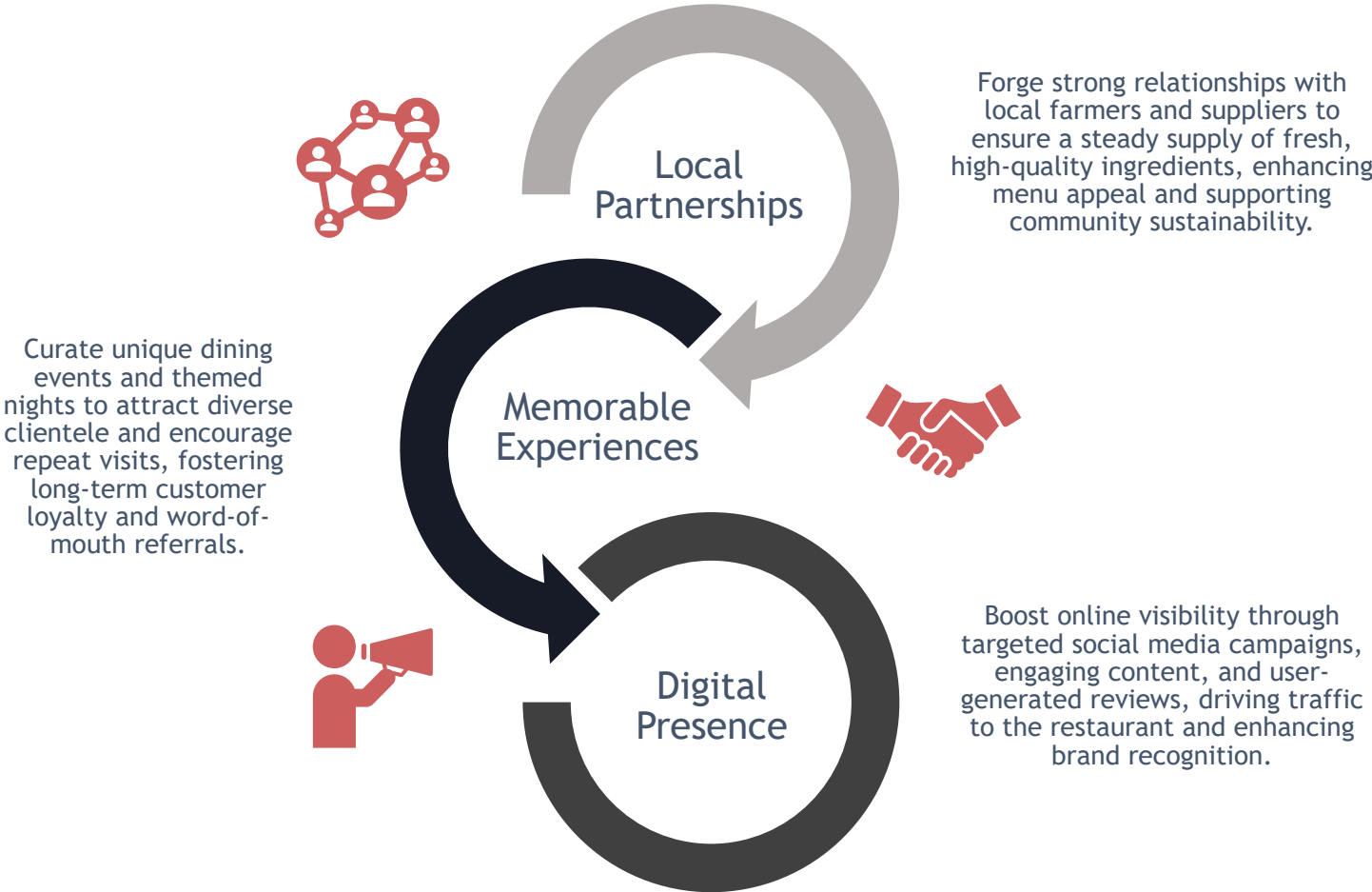
### Exceptional Ambiance

Echo provides a chic, modern setting with a welcoming atmosphere, ensuring that every guest enjoys a comfortable and memorable dining experience.

### Sustainability Focus

Echo is committed to sustainability, incorporating eco-friendly practices and supporting local farmers to promote responsible dining and strengthen community ties.

## Marketing and Growth Strategy

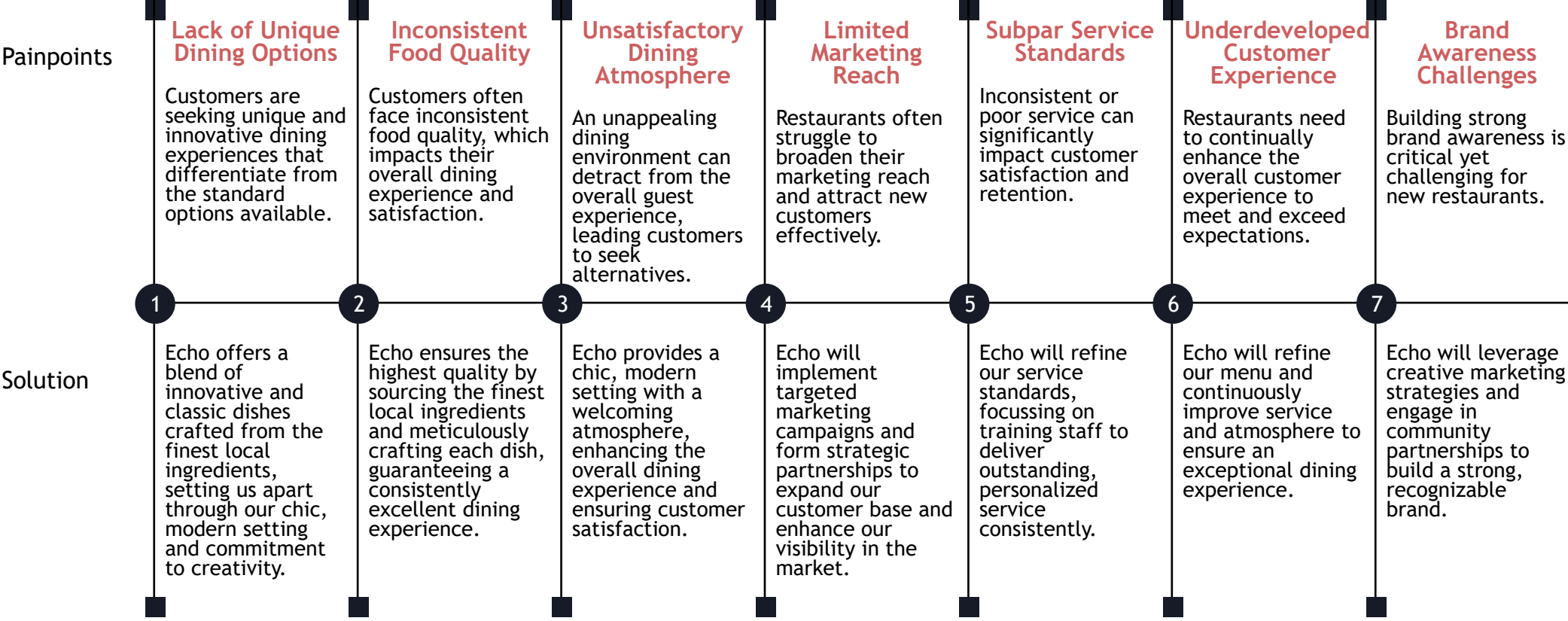




# Target Groups


Industries		Description
I	 Food Enthusiasts	Individuals who are passionate about trying new and innovative dishes and seek unique dining experiences will find Echo a perfect destination.
II	 Local Residents	People living in the nearby area looking for a reliable and high-quality restaurant to enjoy regular meals will appreciate the convenience and excellence at Echo.
III	 Business Professionals	Professionals seeking a sophisticated environment for business lunches, meetings, or after-work dinners can rely on Echo for an impressive culinary experience.
IV	 Tourists and Visitors	Out-of-town guests exploring the region will be drawn to Echo's contemporary setting and exquisite local flavors, providing them with a memorable dining highlight of their trip.
V	 Event Planners	Organizations and individuals planning special events like weddings, corporate gatherings, or celebrations will benefit from Echo's high-quality catering services.
VI	 Health-Conscious Diners	Customers who prioritize healthy eating and sustainable food choices will appreciate Echo's commitment to eco-friendly practices and locally-sourced, fresh ingredients.
VII	 Food Critics and Bloggers	Culinary reviewers and social media influencers seeking the latest and greatest in dining experiences will find Echo's innovative and classic offerings worthy of coverage.

## Solution from Phase I to Phase IV




# Strategic Analysis: SWOT

**Strength**




High-quality, locally sourced ingredients for superior taste. Chic, modern dining ambiance enhances guest experience. Commitment to sustainability attracts eco-conscious diners. Outstanding service ensures memorable dining experiences. Blend of classic and innovative dishes appeals to diverse palates.

**Weaknesses**




Higher pricing may limit customer base. Limited brand recognition compared to established competitors. Dependency on local suppliers may affect consistency. Need for continuous innovation to maintain interest. High operational costs due to premium ingredients and sustainability practices.

**Opportunities**









Expansion into new geographic markets. Introduction of innovative menu items to attract new customers. Collaboration with local events for brand exposure. Leveraging online marketing to reach broader audiences. Development of catering services for additional revenue streams.

**Threats**



Intense competition from other restaurants. Economic downturns reducing dining out frequency. Fluctuations in local ingredient availability. Operational disruptions due to health and safety regulations. Negative reviews can quickly impact reputation.

# Pestel: Analysis

 <b>P</b>	 <b>E</b>	 <b>S</b>	 <b>T</b>	 <b>E</b>	 <b>L</b>						
Political	6 / 10	Economic	8 / 10	Social	8 / 10	Technological	6 / 10	Environmental	7 / 10	Legal	9 / 10
<p><b>Regulations:</b> Changes in food regulations may impact operations and costs.</p> <p><b>Trade Policies:</b> Tariffs and import restrictions can affect access to international ingredients.</p>	<p><b>Consumer Spending:</b> Economic downturns may decrease disposable income affecting dining out frequency.</p> <p><b>Inflation:</b> Rising ingredient costs can impact profitability.</p>	<p><b>Dining Trends:</b> Increasing preference for sustainable and locally-sourced options.</p> <p><b>Health Consciousness:</b> Growing demand for healthier menu options.</p>	<p><b>Food Tech:</b> Adoption of modern technologies like online reservations and digital payments.</p> <p><b>Sustainability Tech:</b> Investing in eco-friendly kitchen technologies can reduce environmental impact.</p>	<p><b>Sustainability:</b> Commitment to eco-friendly practices aligns with growing consumer demand.</p> <p><b>Climate Change:</b> Extreme weather can disrupt supply chains and availability of ingredients.</p>	<p><b>Labor Laws:</b> Changes in labor laws can impact staffing and operational costs.</p> <p><b>Health and Safety:</b> Compliance with health standards is essential for restaurant operations.</p>						

Echo is well-positioned to capitalize on the growing demand for sustainable and innovative dining experiences. By carefully navigating the PESTEL factors, Echo can offer exceptional service while managing potential risks.

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

# VRIO Framework: Analysis

Does the resource or capability enable the firm to exploit an opportunity or neutralize a threat in the environment?

Echo's commitment to sustainability and local sourcing enhances its appeal, differentiating it from competitors and addressing growing consumer demand for eco-friendly practices.

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

Few restaurants offer the combination of innovative dining, commitment to sustainability, and support for local farmers, making Echo's approach distinctive within the industry.

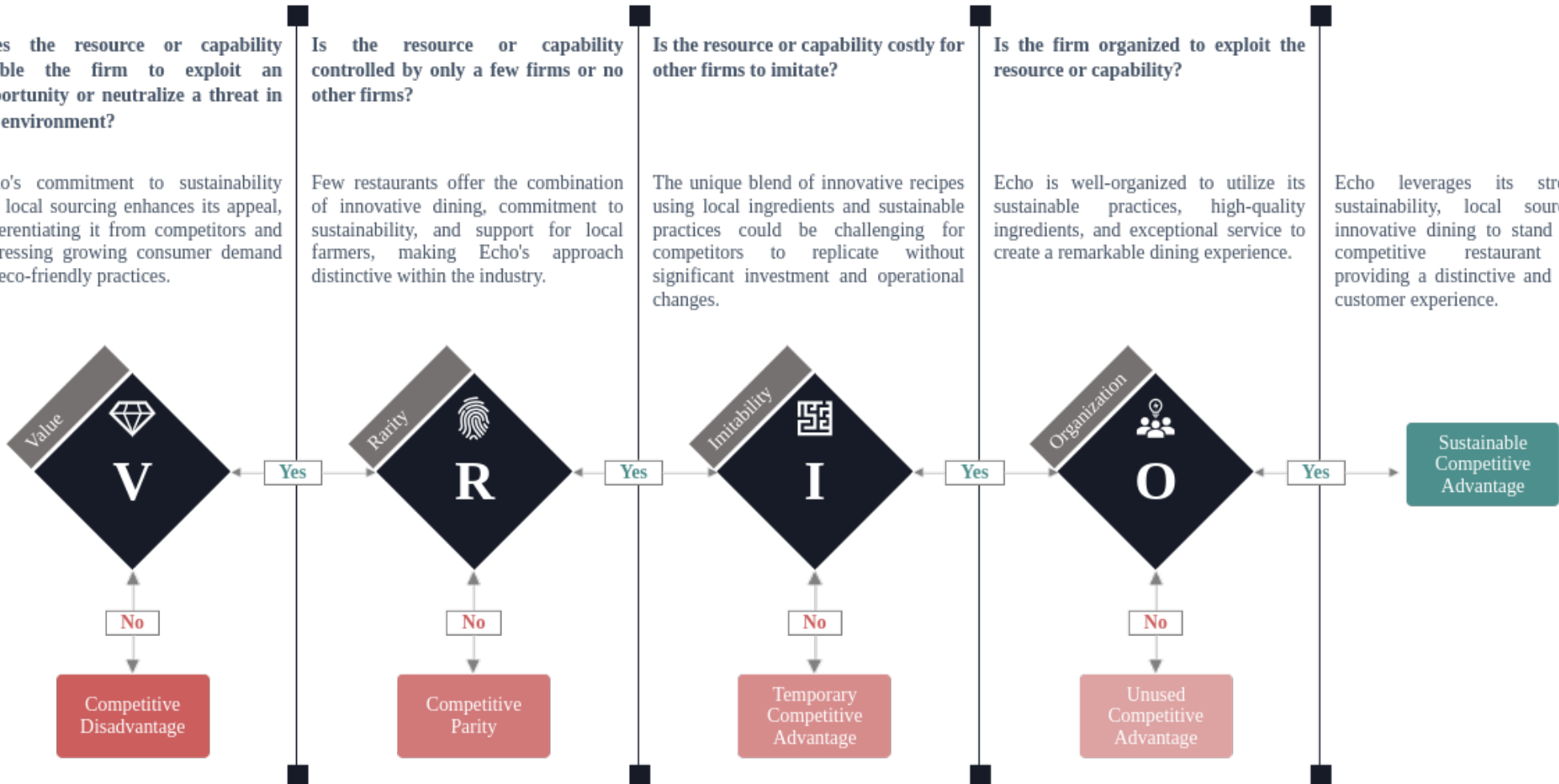
Is the resource or capability costly for other firms to imitate?

The unique blend of innovative recipes using local ingredients and sustainable practices could be challenging for competitors to replicate without significant investment and operational changes.

Is the firm organized to exploit the resource or capability?

Echo is well-organized to utilize its sustainable practices, high-quality ingredients, and exceptional service to create a remarkable dining experience.

Echo leverages its strengths in sustainability, local sourcing, and innovative dining to stand out in the competitive restaurant industry, providing a distinctive and memorable customer experience.



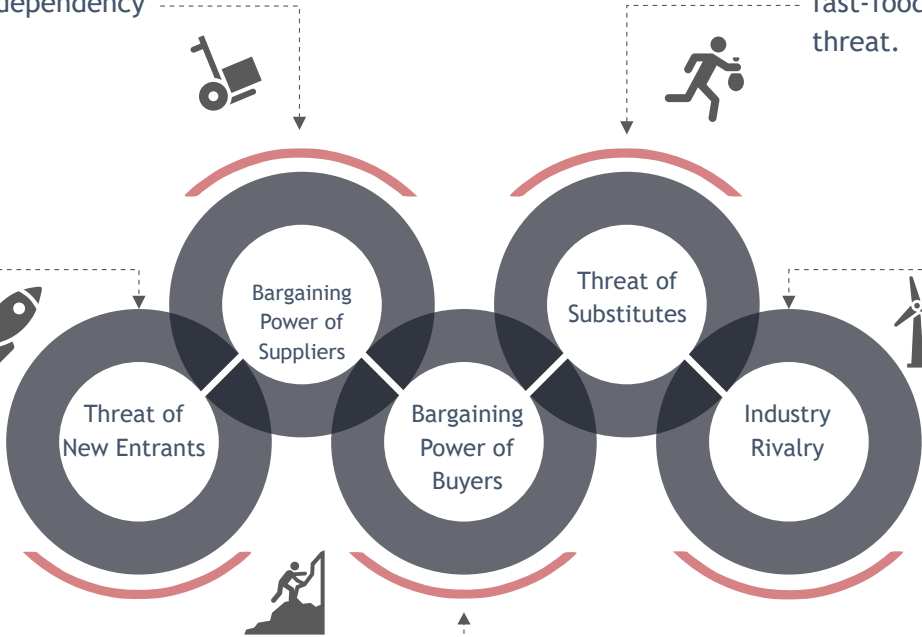
# Porter's Five Forces: Analysis

Reliance on high-quality local ingredients increases dependency on local suppliers.

Availability of varied dining and fast-food options poses substitution threat.

High competition with low entry barriers in the restaurant industry.

High competition among contemporary and innovative dining establishments in a densely populated market.



Customers have numerous dining options, making them highly selective and price-sensitive.

Echo faces a highly competitive market with significant pressure from new entrants, buyers, and industry rivalry. However, the commitment to quality and sustainability provides a unique competitive edge.

- High
- Moderate
- Low

# Management Team

## Overview

With a passion for fine dining, Michael brings over 10 years of experience in the hospitality industry, overseeing Echo's culinary vision



Co-Founder & CEO

## Emma Johnson



Co-Founder & Head Chef

## Overview

Emma, an award-winning chef, designs innovative menus that combine traditional Austrian flavors with modern culinary techniques.

## Overview

David manages day-to-day operations, ensuring Echo provides an exceptional dining experience through impeccable service and attention to detail.



Restaurant Manager

## Sophia Taylor



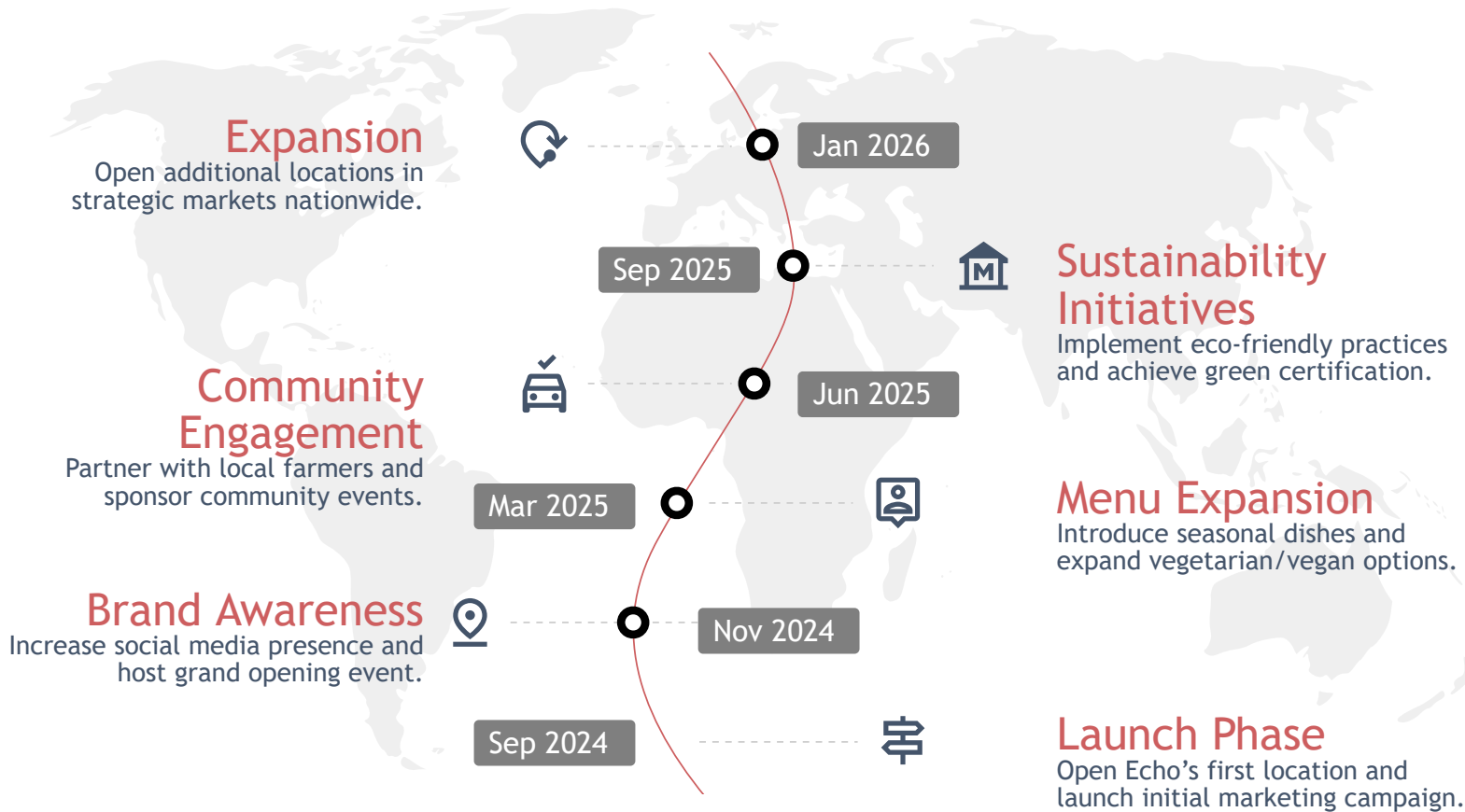
Marketing Manager

## Overview

Sophia leverages her marketing expertise to promote Echo's unique dining experience, developing strategies that attract both locals and tourists.



# History & Roadmap



## Current Status.

- Launching Sep 2024 with the first location.
- Enhancing brand awareness by Nov 2024.
- Expanding menu with new dishes by Mar 2025.
- Engaging with local community by Jun 2025.
- Completing sustainability goals by Sep 2025.
- Expanding into new markets by Jan 2026.



# Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
<b>General Planning and Organization</b>					
1	Define Company Vision and Mission	●	Not Started	High	CEO 2 weeks
2	Develop a Comprehensive Business Plan	●	Not Started	High	CFO 1 month
3	Register Business and Obtain Licenses	●	Not Started	High	COO 3 weeks
4	Create Organizational Structure and Roles	●	Not Started	Medium	CPO 1 month
5	Establish Vendor and Supplier Relationships	●	Not Started	High	CPO 1 month
6	Set Up Financial Accounting Systems	●	Not Started	High	CFO 3 weeks
7	Develop Health and Safety Protocols	●	Not Started	Medium	CSO 2 weeks
8	Implement Technology Infrastructure	●	Not Started	Medium	CTO 1 month
<b>Marketing</b>					
1	Develop Brand Identity	●	Not Started	High	CMO 2 weeks
2	Launch Website and Online Reservation System	●	Not Started	High	CTO 1 month
3	Establish Social Media Presence	●	Not Started	Medium	CMO 1 month
4	Execute Local Advertising Campaigns	●	Not Started	High	CBO 2 months
5	Develop Loyalty and Referral Programs	●	Not Started	Medium	CRO 2 months
6	Host Launch Event and VIP Nights	●	Not Started	High	COO 3 months
7	Create Content for Blog/Newsletter	●	Not Started	Low	CPO 1 month
8	Develop Reviews and Testimonials Strategy	●	Not Started	Medium	CSO 2 months



# Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
<b>Phase 1 &amp; Technical Set Up for next Phases</b>					
1	Secure Location	● Not Started	High	CEO	2 months
2	Finalize Restaurant Design	● Not Started	High	COO	3 months
3	Hire and Train Staff	● Not Started	High	CPO	4 months
4	Establish Supplier Relationships	● Not Started	Medium	CPO	2 months
5	Set Up Accounting and Financial Systems	● Not Started	Medium	CFO	1 month
6	Develop Menu	● Not Started	High	CSO	2 months
7	Implement Eco-Friendly Practices	● Not Started	Medium	CSO	3 months
8	Set Up POS and Technology Infrastructure	● Not Started	Medium	CTO	2 months
<b>Phase 2</b>					
1	Refine and expand menu offerings	● Not Started	High	CPO	2 months
2	Enhance customer service training	● Not Started	High	COO	3 months
3	Upgrade restaurant ambiance	● Not Started	Medium	CBO	4 months
4	Develop strategic marketing campaigns	● Not Started	High	CMO	1 month
5	Form local partnerships for cross-promotions	● Not Started	Medium	CRO	3 months
6	Implement feedback systems for continuous improvement	● Not Started	High	CSO	2 months
7	Optimize supply chain for better ingredient sourcing	● Not Started	Medium	CFO	3 months
8	Launch Loyalty Program	● Not Started	High	CIO	2 months

# Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
<b>Phase 3</b>					
1	Launch Catering Services	●	Not Started	High	COO 3 months
2	Develop Packaged Gourmet Products	●	Not Started	Medium	CPO 4 months
3	Host Pop-Up Dining Events	●	Not Started	High	CMO 6 months
4	Create a Subscription Service for Monthly Meal Kits	●	Not Started	Medium	CIO 5 months
5	Partner with Local Wineries for Exclusive Pairing Menus	●	Not Started	Medium	CRO 3 months
6	Develop an Online Ordering Platform for Gourmet Meals	●	Not Started	High	CTO 4 months
7	Launch Seasonal Outdoor Dining Experiences	●	Not Started	Low	CFO 6 months
8	Introduce a Loyalty Program for Repeat Customers	●	Not Started	Medium	CSO 3 months
<b>Phase 4</b>					
1	Establish eco-friendly cooking schools	●	Not Started	High	CEO 6 months
2	Develop farm-to-table culinary tours	●	Not Started	High	COO 8 months
3	Form partnerships with sustainable food technology firms	●	Not Started	Medium	CSO 5 months
4	Launch an eco-friendly packaging initiative	●	Not Started	High	CPO 3 months
5	Research and implement sustainable cooking methods	●	Not Started	Medium	CTO 4 months
6	Create an eco-conscious marketing campaign	●	Not Started	Medium	CMO 2 months
7	Host sustainable food workshops and events	●	Not Started	Low	CRO 7 months
8	Implement renewable energy solutions in the restaurant	●	Not Started	High	CFO 6 months

# Core Risks & Mitigation Strategies

## 1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Ingredient Supply Chain Disruptions	COO	Secure multiple local suppliers and maintain inventory buffer
2	Equipment Failures	COO	Schedule regular maintenance and have backup equipment
3	Staff Turnover	CPO	Offer competitive wages and career development
4	Food Safety Incidents	COO	Implement strict hygiene protocols
5	Power Outages	CIO	Install backup generators

## 2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Food Safety Regulations	COO	Implement a comprehensive food safety management system and regular staff training on compliance with the latest food safety regulations.
2	Health Code Compliance	COO	Conduct regular health and hygiene audits and ensure all employees are trained in proper sanitation and food handling procedures.
3	Labor Law Compliance	CPO	Stay updated with labor laws and ensure fair and legal employment practices, including proper documentation and adherence to working hours and wage regulations.
4	Alcohol Licensing	CRO	Obtain and regularly renew all required alcohol licenses, train staff in responsible alcohol service, and ensure compliance with local alcohol sales regulations.

### 3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Changing Consumer Preferences	CPO	Regularly update the menu based on market research.
2	Competition from New Entrants	CEO	Focus on differentiating Echo's unique value proposition.
3	Economic Downturns	CFO	Maintain a flexible pricing strategy.
4	Negative Online Reviews	CMO	Quickly address customer complaints and improve service.
5	Supply Chain Disruptions	COO	Diversify suppliers and maintain inventory buffers.

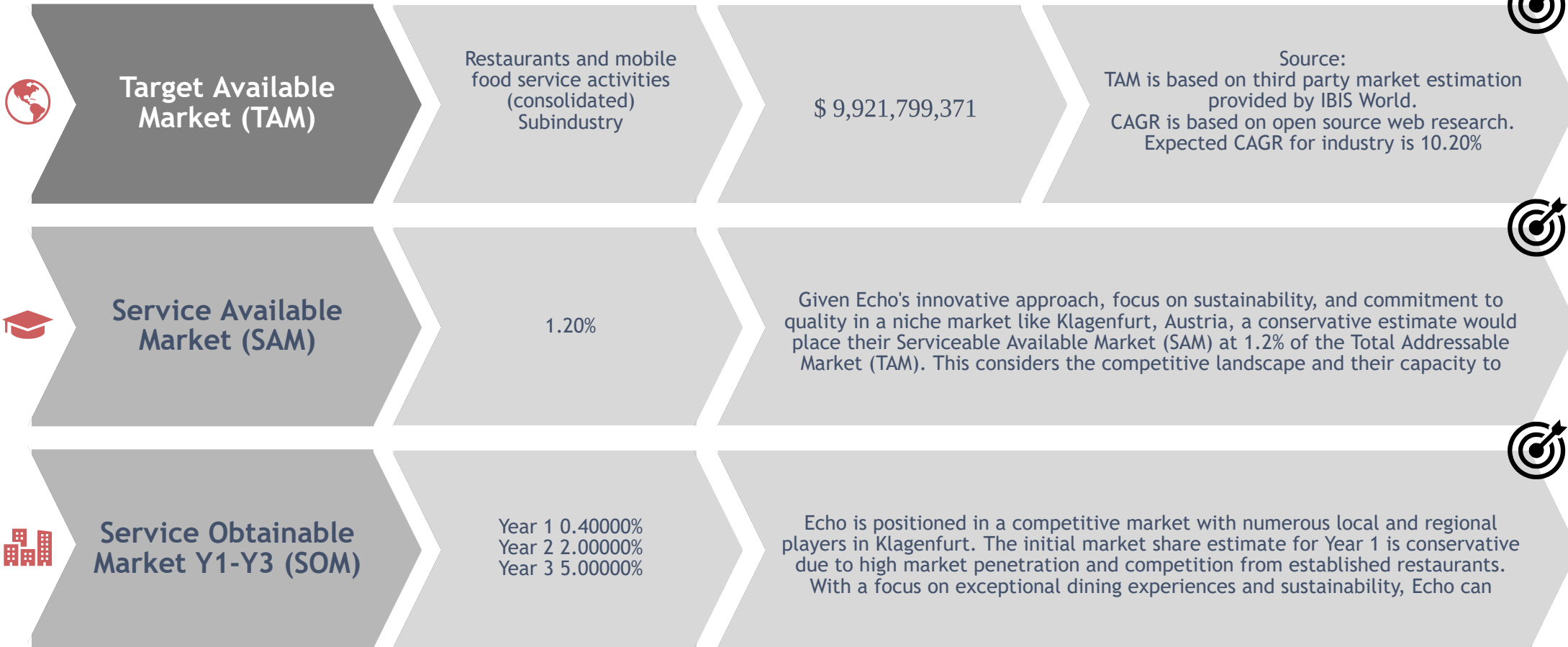
### 4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash Flow Management	CFO	Implement strict budgeting and monitoring
2	Rising Ingredient Costs	CPO	Establish long-term supplier contracts
3	Market Volatility	CBO	Diversify revenue streams
4	High Initial Investment	CFO	Secure varied financing options
5	Seasonal Demand Fluctuations	CMO	Develop seasonal marketing campaigns

### 5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Brand Reputation Damage	CMO	Monitor online reviews and quickly address complaints
2	Supply Chain Disruptions	COO	Establish relationships with multiple suppliers
3	Customer Health and Safety Concerns	CRO	Implement strict health and safety protocols
4	Employee Turnover	COO	Enhance employee training and retention programs
5	Market Competition	CEO	Diversify offerings and innovate continuously

# 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.

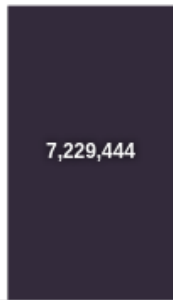
The total investment required is \$ 500,000

Y1 Cash Flow Stream(USD)	Inflows	Outflows
Gross Profit	154,447	
Payroll Expenses		24,431
Rent & Utilities		9,525
Marketing and Branding		5,953
Training and Development		3,572
Capex		500,000
Other Miscellaneous		3,572
Communication Expenses		2,381
Legal and Professional Fees		2,381
Representation and Entert.		2,381
Office supplies		1,191
<b>CAPEX &amp; WC shortage Y1</b>		<b>400,941</b>
<b>Buffer</b>		<b>99,059</b>
<b>Total Required Investment(USD)</b>		<b>500,000</b>



## Y3 PL formation and Margins

### Revenue



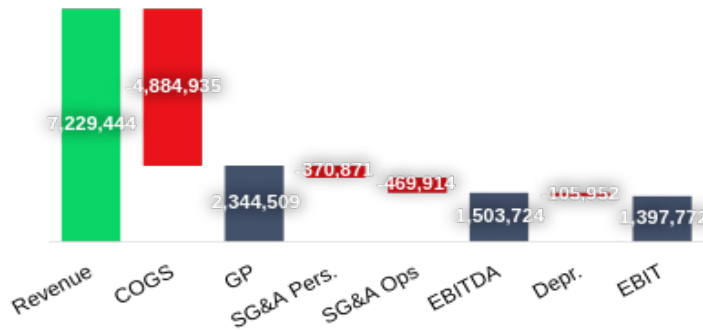
### Projected Revenue

- GP 32.4%
- EBITDA 20.8%

Y3

Y3

### PnL Formation (Y3 USD)

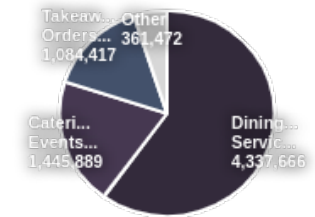
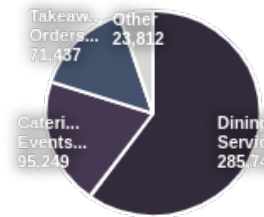


## Business Line Breakdown (USD)

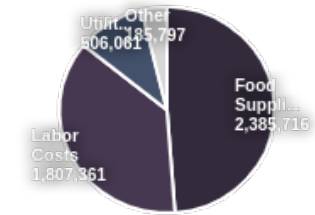
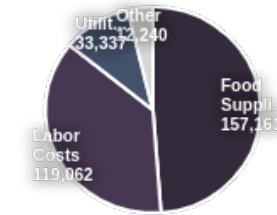
Y1

Y2

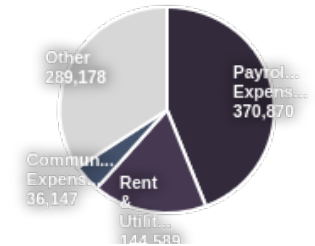
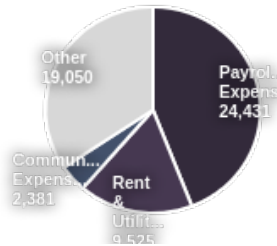
### Revenue



### COGS



### Admin

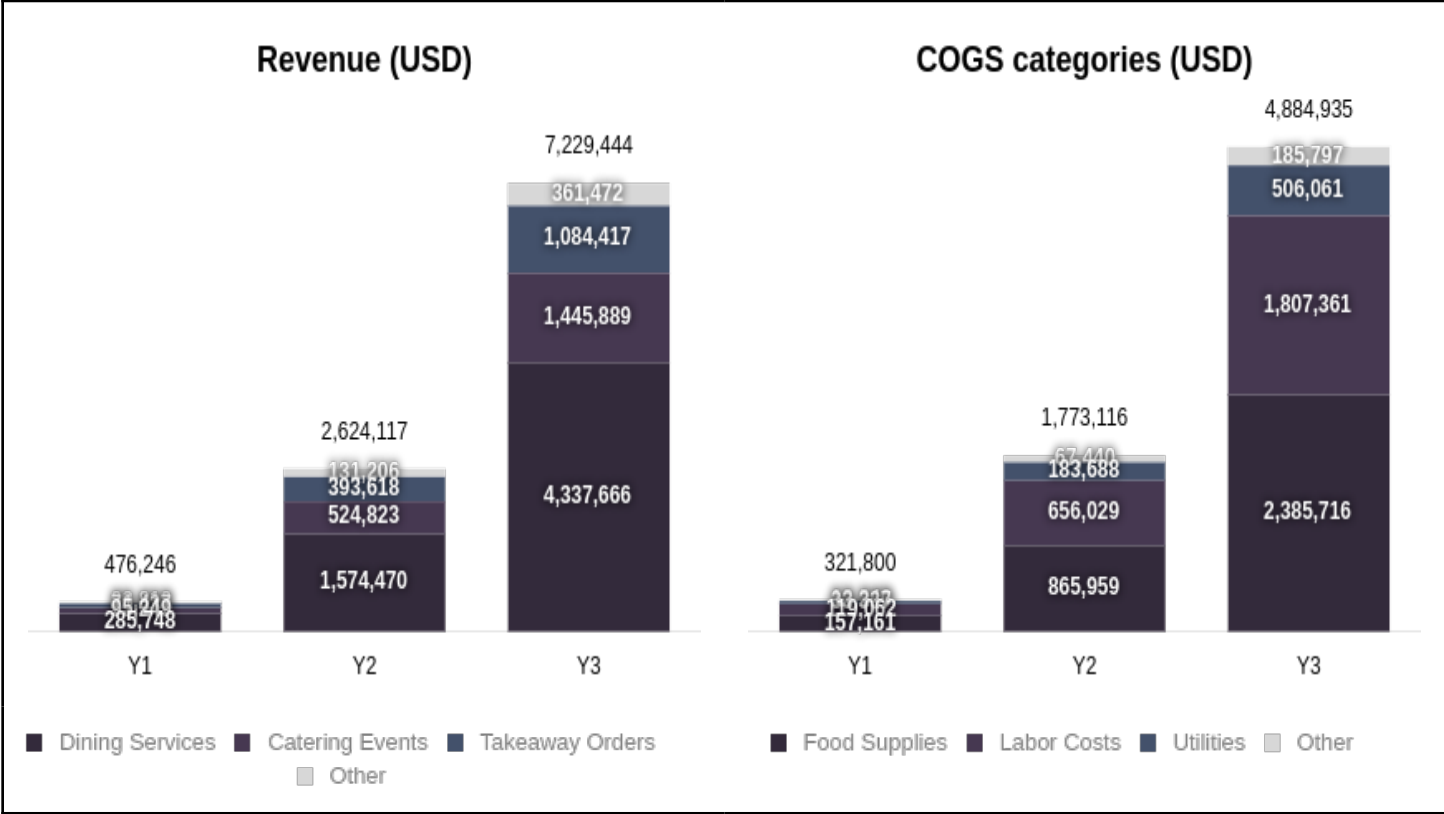




# Revenue Formation Narrative

Echo, a contemporary restaurant dedicated to exceptional dining experiences, has carefully planned its revenue projections based on its detailed market analysis. The Total Addressable Market (TAM) for Echo in Klagenfurt, Austria is estimated to be 9,921,799,371 USD . Given Echo's innovative approach and commitment to sustainability, the estimated Serviceable Available Market (SAM) for the restaurant is 1.2% of the TAM, considering the competitive landscape and Echo's capacity for market penetration. This results in SAM narrative that aligns with Echo's capital and resources. In year 1, Echo expects a Serviceable Obtainable Market (SOM) of 0.40%, translating into a revenue of 476,246 USD . As Echo continues to establish its brand and reputation, the SOM for year 2 is projected at 2.00%, driving revenues to 2,624,117 USD . By year 3, with sustained efforts on outstanding service and eco-friendly practices, Echo anticipates capturing 5.00% of the market, resulting in revenues of 7,229,444 USD . The lines of business contributing to this revenue include Dining Services (60.00% of total revenue), Catering Events (20.00%), Takeaway Orders (15.00%), and Other related services (5.00%). The strategic and gradual increase in market share emphasizes Echo's strong belief in building brand loyalty and customer retention through exceptional service and quality, ensuring long-term growth and sustainability in the dynamic food service industry.

**\$ 7,229,444** <sup>Y3</sup> Projected Revenue      **0.06%** Market share



# Revenue Calculation Details

Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Dining Services	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%	60.00%
Catering Events	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%
Takeaway Orders	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%

Dining Services	17,859	17,859	17,859	21,431	21,431	21,431	26,194	26,194	26,194	29,765	29,765	29,765	285,748	1,574,470	4,337,666
Catering Events	5,953	5,953	5,953	7,144	7,144	7,144	8,731	8,731	8,731	9,922	9,922	9,922	95,249	524,823	1,445,889
Takeaway Orders	4,465	4,465	4,465	5,358	5,358	5,358	6,548	6,548	6,548	7,441	7,441	7,441	71,437	393,618	1,084,417
Other	1,488	1,488	1,488	1,786	1,786	1,786	2,183	2,183	2,183	2,480	2,480	2,480	23,812	131,206	361,472

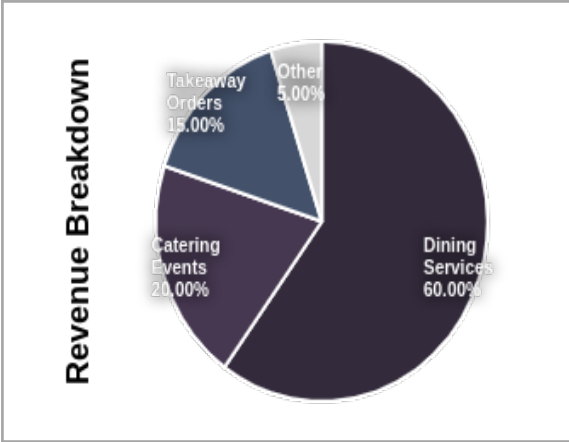
<b>Total Revenue (USD)</b>	<b>29,765</b>	<b>29,765</b>	<b>29,765</b>	<b>35,718</b>	<b>35,718</b>	<b>35,718</b>	<b>43,656</b>	<b>43,656</b>	<b>43,656</b>	<b>49,609</b>	<b>49,609</b>	<b>49,609</b>	<b>476,246</b>	<b>2,624,117</b>	<b>7,229,444</b>
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Total revenue is expected to reach \$ 7,229,444 by year 3.

Main revenue driver are:

- Dining Services which generates \$ 4,337,666 by Year 3
- Catering Events which generates \$ 1,445,889 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 289.62 %



# COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Food Supplies	33.00%	33.00%	33.00%	33.00%	33.00%	33.00%	33.00%	33.00%	33.00%	33.00%	33.00%	33.00%	33.00%	33.00%	33.00%
Labor Costs	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%
Utilities	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%	7.00%
Other	2.57%	2.57%	2.57%	2.57%	2.57%	2.57%	2.57%	2.57%	2.57%	2.57%	2.57%	2.57%	2.57%	2.57%	2.57%

Food Supplies	9,823	9,823	9,823	11,787	11,787	11,787	14,406	14,406	14,406	16,371	16,371	16,371	157,161	865,959	2,385,716
Labor Costs	7,441	7,441	7,441	8,930	8,930	8,930	10,914	10,914	10,914	12,402	12,402	12,402	119,062	656,029	1,807,361
Utilities	2,084	2,084	2,084	2,500	2,500	2,500	3,056	3,056	3,056	3,473	3,473	3,473	33,337	183,688	506,061
Other	765	765	765	918	918	918	1,122	1,122	1,122	1,275	1,275	1,275	12,240	67,440	185,797

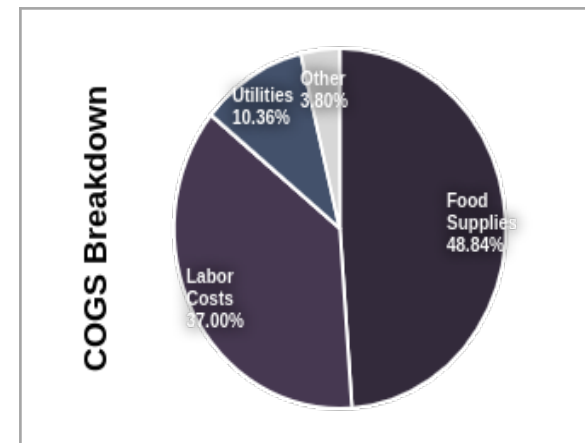
<b>Total COGS (USD)</b>	<b>20,112</b>	<b>20,112</b>	<b>20,112</b>	<b>24,135</b>	<b>24,135</b>	<b>24,135</b>	<b>29,498</b>	<b>29,498</b>	<b>29,498</b>	<b>33,521</b>	<b>33,521</b>	<b>33,521</b>	<b>321,800</b>	<b>1,773,116</b>	<b>4,884,935</b>
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Total COGS is expected to reach \$ 4,884,935 by year 3.

Main revenue driver are:

- Food Supplies which generates \$ 2,385,716 by Year 3
- Labor Costs which generates \$ 1,807,361 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 289.62 %



# SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<i>Payroll Expenses</i>	5.13%	5.13%	5.13%	5.13%	5.13%	5.13%	5.13%	5.13%	5.13%	5.13%	5.13%	5.13%	5.13%	5.13%	5.13%
<i>Rent &amp; Utilities</i>	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%
<i>Communication Expenses</i>	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%
<i>Office supplies</i>	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%	0.25%
<i>Legal and Professional Fees</i>	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%
<i>Marketing and Branding</i>	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%	1.25%
<i>Representation and Entertainment</i>	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%
<i>Training and Development</i>	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%
<i>Other Miscellaneous</i>	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%

<i>Payroll Expenses</i>	1,527	1,527	1,527	1,832	1,832	1,832	2,240	2,240	2,240	2,545	2,545	2,545	24,431	134,617	370,870
<i>Rent &amp; Utilities</i>	595	595	595	714	714	714	873	873	873	992	992	992	9,525	52,482	144,589
<i>Communication Expenses</i>	149	149	149	179	179	179	218	218	218	248	248	248	2,381	13,121	36,147
<i>Office supplies</i>	74	74	74	89	89	89	109	109	109	124	124	124	1,191	6,560	18,074
<i>Legal and Professional Fees</i>	149	149	149	179	179	179	218	218	218	248	248	248	2,381	13,121	36,147
<i>Marketing and Branding</i>	372	372	372	446	446	446	546	546	546	620	620	620	5,953	32,801	90,368
<i>Representation and Entertainment</i>	149	149	149	179	179	179	218	218	218	248	248	248	2,381	13,121	36,147
<i>Training and Development</i>	223	223	223	268	268	268	327	327	327	372	372	372	3,572	19,681	54,221
<i>Other Miscellaneous</i>	223	223	223	268	268	268	327	327	327	372	372	372	3,572	19,681	54,221

<b>Total SG&amp;A (USD)</b>	<b>3,462</b>	<b>3,462</b>	<b>3,462</b>	<b>4,154</b>	<b>4,154</b>	<b>4,154</b>	<b>5,077</b>	<b>5,077</b>	<b>5,077</b>	<b>5,770</b>	<b>5,770</b>	<b>5,770</b>	<b>55,387</b>	<b>305,185</b>	<b>840,784</b>
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# PaT Expectations

1 2 3 4 5 6 7 8

Financial Projection

Income Statement (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<b>Revenue</b>	29,765	29,765	29,765	35,718	35,718	35,718	43,656	43,656	43,656	49,609	49,609	49,609	476,246	2,624,117	7,229,444
Dining Services	17,859	17,859	17,859	21,431	21,431	21,431	26,194	26,194	26,194	29,765	29,765	29,765	285,748	1,574,470	4,337,666
Catering Events	5,953	5,953	5,953	7,144	7,144	7,144	8,731	8,731	8,731	9,922	9,922	9,922	95,249	524,823	1,445,889
Takeaway Orders	4,465	4,465	4,465	5,358	5,358	5,358	6,548	6,548	6,548	7,441	7,441	7,441	71,437	393,618	1,084,417
Other	1,488	1,488	1,488	1,786	1,786	1,786	2,183	2,183	2,183	2,480	2,480	2,480	23,812	131,206	361,472
<b>COGS</b>	-20,112	-20,112	-20,112	-24,135	-24,135	-24,135	-29,498	-29,498	-29,498	-33,521	-33,521	-33,521	-321,800	-1,773,116	-4,884,935
Food Supplies	-9,823	-9,823	-9,823	-11,787	-11,787	-11,787	-14,406	-14,406	-14,406	-16,371	-16,371	-16,371	-157,161	-865,959	-2,385,716
Labor Costs	-7,441	-7,441	-7,441	-8,930	-8,930	-8,930	-10,914	-10,914	-10,914	-12,402	-12,402	-12,402	-119,062	-656,029	-1,807,361
Utilities	-2,084	-2,084	-2,084	-2,500	-2,500	-2,500	-3,056	-3,056	-3,056	-3,473	-3,473	-3,473	-33,337	-183,688	-506,061
Other	-765	-765	-765	-918	-918	-918	-1,122	-1,122	-1,122	-1,275	-1,275	-1,275	-12,240	-67,440	-185,797
<b>Gross Profit</b>	9,653	9,653	9,653	11,584	11,584	11,584	14,158	14,158	14,158	16,088	16,088	16,088	154,447	851,001	2,344,509
<b>SG&amp;A Personal Expenses</b>	-1,527	-1,527	-1,527	-1,832	-1,832	-1,832	-2,240	-2,240	-2,240	-2,545	-2,545	-2,545	-24,431	-134,617	-370,870
<b>SG&amp;A Operating Expenses</b>	-1,935	-1,935	-1,935	-2,322	-2,322	-2,322	-2,838	-2,838	-2,838	-3,225	-3,225	-3,225	-30,956	-170,568	-469,914
<b>EBITDA</b>	6,191	6,191	6,191	7,429	7,429	7,429	9,080	9,080	9,080	10,319	10,319	10,319	99,059	545,816	1,503,724
<b>Depreciation</b>	-8,829	-8,829	-8,829	-8,829	-8,829	-8,829	-8,829	-8,829	-8,829	-8,829	-8,829	-8,829	-105,952	-105,952	-105,952
<b>EBIT</b>	-2,638	-2,638	-2,638	-1,400	-1,400	-1,400	251	251	251	1,489	1,489	1,489	-6,893	439,864	1,397,772
<b>Interest Expense</b>	-536	-536	-536	-536	-536	-536	-536	-536	-536	-536	-536	-536	-6,436	-6,436	-6,436
<b>Profit before Tax</b>	-3,174	-3,174	-3,174	-1,936	-1,936	-1,936	-285	-285	-285	953	953	953	-13,329	433,428	1,391,336
<b>Tax</b>	794	794	794	484	484	484	71	71	71	-238	-238	-238	3,332	-108,357	-347,834
<b>Profit after Tax (USD)</b>	-2,381	-2,381	-2,381	-1,452	-1,452	-1,452	-214	-214	-214	715	715	715	-9,997	325,071	1,043,502

# Balance Sheet Statement

1 2 3 4 5 6 7 8

Financial Projection

Balance Sheet (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Cash & Cash Equivalents	36,763	42,418	43,857	44,991	51,884	53,155	54,020	62,564	66,892	70,915	80,697	9,463	9,463	58,535	720,007
Accounts Receivable	29,765	29,765	29,765	35,718	35,718	35,718	43,656	43,656	43,656	49,609	49,609	49,609	49,609	273,346	753,067
Inventory	20,112	20,112	24,135	24,135	24,135	29,498	29,498	29,498	33,521	33,521	33,521	110,820	110,820	305,308	508,847
Prepaid Expenses	967	967	1,161	1,161	1,161	1,419	1,419	1,419	1,612	1,612	1,612	5,330	5,330	14,685	24,475
Deferred Tax Assets	794	1,587	2,381	2,865	3,349	3,833	3,904	3,976	4,047	3,809	3,571	3,332	3,332	-	-
<b>Current Assets</b>	<b>88,402</b>	<b>94,851</b>	<b>101,299</b>	<b>108,870</b>	<b>116,247</b>	<b>123,624</b>	<b>132,497</b>	<b>141,113</b>	<b>149,728</b>	<b>159,466</b>	<b>169,010</b>	<b>178,554</b>	<b>178,554</b>	<b>651,874</b>	<b>2,006,396</b>
CAPEX 1	177,857	175,714	173,571	171,429	169,286	167,143	165,000	162,857	160,714	158,571	156,429	154,286	154,286	128,571	102,857
CAPEX 2	197,619	195,238	192,857	190,476	188,095	185,714	183,333	180,952	178,571	176,190	173,810	171,429	171,429	142,857	114,286
CAPEX 3	48,611	47,222	45,833	44,444	43,056	41,667	40,278	38,889	37,500	36,111	34,722	33,333	33,333	16,667	50,000
CAPEX 4	67,083	64,167	61,250	58,333	55,417	52,500	49,583	46,667	43,750	40,833	37,917	35,000	35,000	70,000	35,000
<b>Non-Current Assets</b>	<b>491,171</b>	<b>482,341</b>	<b>473,512</b>	<b>464,683</b>	<b>455,853</b>	<b>447,024</b>	<b>438,194</b>	<b>429,365</b>	<b>420,536</b>	<b>411,706</b>	<b>402,877</b>	<b>394,048</b>	<b>394,048</b>	<b>358,095</b>	<b>302,143</b>
<b>Total Assets</b>	<b>579,573</b>	<b>577,192</b>	<b>574,811</b>	<b>573,552</b>	<b>572,100</b>	<b>570,648</b>	<b>570,692</b>	<b>570,478</b>	<b>570,264</b>	<b>571,172</b>	<b>571,887</b>	<b>572,602</b>	<b>572,602</b>	<b>1,009,969</b>	<b>2,308,539</b>
Accounts Payable	967	967	967	1,161	1,161	1,161	1,419	1,419	1,419	1,612	1,612	1,612	1,612	8,884	24,475
Short-Term Loans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accrued Interest Expenses	536	536	536	536	536	536	536	536	536	536	536	536	536	536	536
Deferred Tax Liabilities	-	-	-	-	-	-	-	-	-	-	-	-	-	105,025	344,502
<b>Current Liabilities</b>	<b>1,504</b>	<b>1,504</b>	<b>1,504</b>	<b>1,697</b>	<b>1,697</b>	<b>1,697</b>	<b>1,955</b>	<b>1,955</b>	<b>1,955</b>	<b>2,149</b>	<b>2,149</b>	<b>2,149</b>	<b>2,149</b>	<b>114,445</b>	<b>369,513</b>
Loans and other borrowings	80,450	80,450	80,450	80,450	80,450	80,450	80,450	80,450	80,450	80,450	80,450	80,450	80,450	80,450	80,450
<b>Non-Current Liabilities</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>	<b>80,450</b>
<b>Total Liabilities</b>	<b>81,954</b>	<b>81,954</b>	<b>81,954</b>	<b>82,147</b>	<b>82,147</b>	<b>82,147</b>	<b>82,405</b>	<b>82,405</b>	<b>82,405</b>	<b>82,599</b>	<b>82,599</b>	<b>82,599</b>	<b>82,599</b>	<b>194,895</b>	<b>449,963</b>
Paid-In Capital	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
Retained Earnings	-	-	-	-	-	-	-	-	-	-	-	-	-	-9,997	315,074
Current Period Earnings	-2,381	-4,762	-7,143	-8,595	-10,047	-11,499	-11,713	-11,927	-12,141	-11,426	-10,712	-9,997	-9,997	325,071	1,043,502
<b>Total Equity</b>	<b>497,619</b>	<b>495,238</b>	<b>492,857</b>	<b>491,405</b>	<b>489,953</b>	<b>488,501</b>	<b>488,287</b>	<b>488,073</b>	<b>487,859</b>	<b>488,574</b>	<b>489,288</b>	<b>490,003</b>	<b>490,003</b>	<b>815,074</b>	<b>1,858,576</b>

# Cash Flow Statement - Direct

Cash Flow Statement - Direct (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<b>Initial Balance</b>	-	36,763	42,418	43,857	44,991	51,884	53,155	54,020	62,564	66,892	70,915	80,697	-	9,463	58,535
Cash from sales of goods/services	-	29,765	29,765	29,765	35,718	35,718	35,718	43,656	43,656	43,656	49,609	49,609	426,637	2,400,381	6,749,722
Payments to employees/vendors	-22,607	-23,574	-27,597	-28,096	-28,289	-33,652	-34,318	-34,575	-38,598	-39,097	-39,290	-116,589	-486,395	-2,265,518	-5,913,667
Advances paid/received	-	-	-193	-	-	-258	-	-	-193	-	-	-3,718	-5,330	-9,355	-9,790
Taxes paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-108,357
Interest paid	-	-536	-536	-536	-536	-536	-536	-536	-536	-536	-536	-536	-5,900	-6,436	-6,436
<b>CF from Operating Activities</b>	-22,607	5,655	1,439	1,134	6,893	1,272	865	8,544	4,328	-4,023	9,782	-71,235	-70,987	119,072	711,472
Acquisition of															
CAPEX 1	-	-	-	-	-	-	-	-	-	-	-	-	-180,000	-	-
CAPEX 2	-	-	-	-	-	-	-	-	-	-	-	-	-200,000	-	-
CAPEX 3	-	-	-	-	-	-	-	-	-	-	-	-	-50,000	-	-50,000
CAPEX 4	-	-	-	-	-	-	-	-	-	-	-	-	-70,000	-70,000	-
<b>CF from Investing Activities</b>	-	-	-	-	-	-	-	-	-	-	-	-	-500,000	-70,000	-50,000
Loans received / paid	-	-	-	-	-	-	-	-	-	-	-	-	80,450	-	-
Investments received / paid	-	-	-	-	-	-	-	-	-	-	-	-	500,000	-	-
<b>CF from Financing activities</b>	-	-	-	-	-	-	-	-	-	-	-	-	580,450	-	-
<b>Ending Balance</b>	36,763	42,418	43,857	44,991	51,884	53,155	54,020	62,564	66,892	70,915	80,697	9,463	9,463	58,535	720,007

## Assumptions:

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

# Cash Flow Statement - Indirect

1 2 3 4 5 6 7 8

Financial Projection

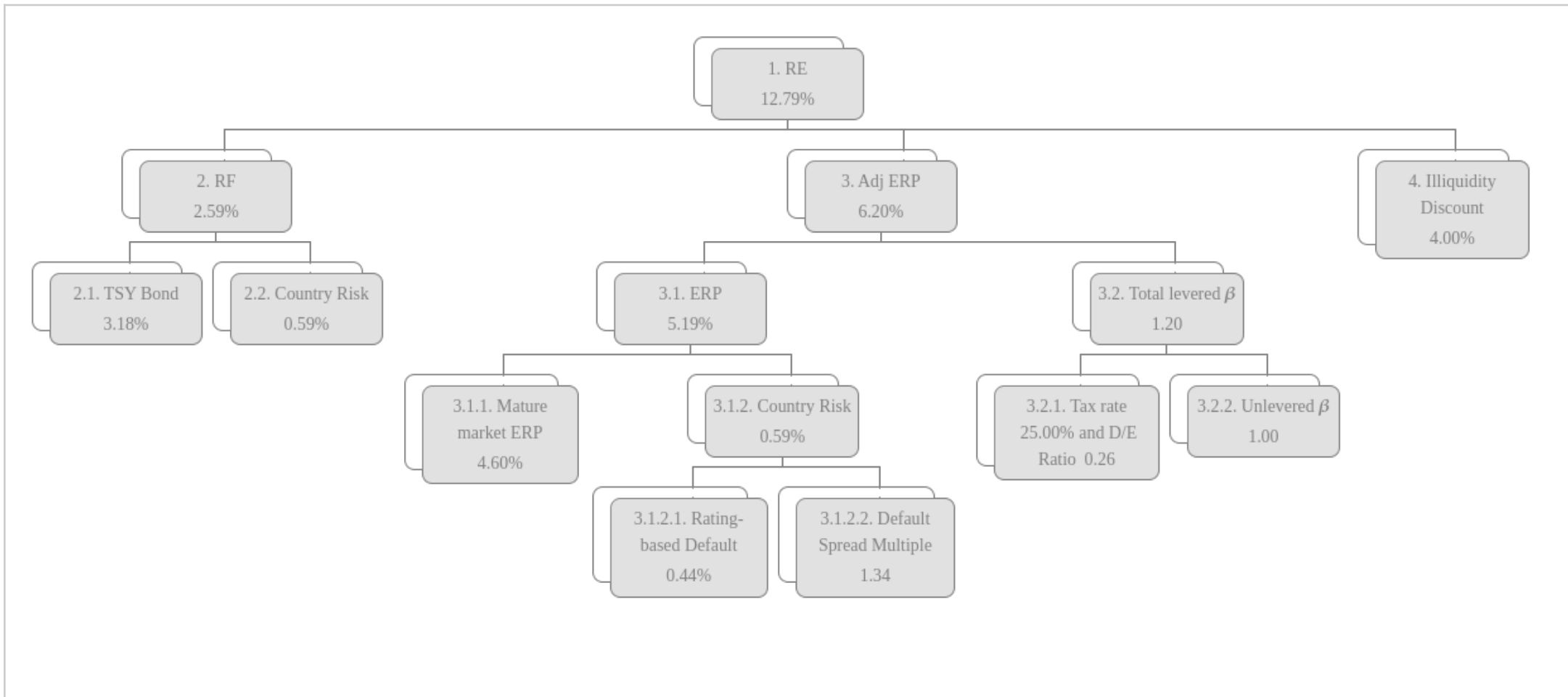
Cash Flow Statement - Indirect (USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<b>Initial Balance</b>	-	36,763	42,418	43,857	44,991	51,884	53,155	54,020	62,564	66,892	70,915	80,697	-	9,463	58,535
EBIT	-2,638	-2,638	-2,638	-1,400	-1,400	-1,400	251	251	251	1,489	1,489	1,489	-6,893	439,864	1,397,772
Δ Receivables & Prepaids	-29,765	-	-193	-5,953	-	-258	-7,937	-	-193	-5,953	-	-3,718	-54,939	-233,091	-489,511
Δ Payables	967	-	-	193	-	-	258	-	-	193	-	-	1,612	7,271	15,591
Δ Inventory	-	-	-4,022	-	-	-5,363	-	-	-4,022	-	-	-77,299	-110,820	-194,489	-203,539
Δ Depreciation	8,829	8,829	8,829	8,829	8,829	8,829	8,829	8,829	8,829	8,829	8,829	8,829	105,952	105,952	105,952
Tax Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-108,357
Interest Expenses	-	-536	-536	-536	-536	-536	-536	-536	-536	-536	-536	-536	-5,900	-6,436	-6,436
<b>CF from Operating Activities</b>	<b>-22,607</b>	<b>5,655</b>	<b>1,439</b>	<b>1,134</b>	<b>6,893</b>	<b>1,272</b>	<b>865</b>	<b>8,544</b>	<b>4,328</b>	<b>4,023</b>	<b>9,782</b>	<b>-71,235</b>	<b>-70,987</b>	<b>119,072</b>	<b>711,472</b>
Acquisition of															
CAPEX 1	-	-	-	-	-	-	-	-	-	-	-	-	-180,000	-	-
CAPEX 2	-	-	-	-	-	-	-	-	-	-	-	-	-200,000	-	-
CAPEX 3	-	-	-	-	-	-	-	-	-	-	-	-	-50,000	-	-50,000
CAPEX 4	-	-	-	-	-	-	-	-	-	-	-	-	-70,000	-70,000	-
<b>CF from Investing Activities</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-500,000</b>	<b>-70,000</b>	<b>-50,000</b>
Loans received / paid	-	-	-	-	-	-	-	-	-	-	-	-	80,450	-	-
Investments received / paid	-	-	-	-	-	-	-	-	-	-	-	-	500,000	-	-
<b>CF from Financing activities</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>580,450</b>	<b>-</b>	<b>-</b>
<b>Ending Balance</b>	<b>36,763</b>	<b>42,418</b>	<b>43,857</b>	<b>44,991</b>	<b>51,884</b>	<b>53,155</b>	<b>54,020</b>	<b>62,564</b>	<b>66,892</b>	<b>70,915</b>	<b>80,697</b>	<b>9,463</b>	<b>9,463</b>	<b>58,535</b>	<b>720,007</b>

## Assumptions:

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



## 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 ( $\beta$ ) is average equity betas of corresponding industries. Despite the company has no debt, the unlevered beta was levered with industry average figures to reflect the long-term D/E ration in the capital structure. Additionally, Illiquidity Risk 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

	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](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	-9,997	325,071	1,043,502	1,149,939	1,267,233	1,396,491	1,538,933
	Growth% Y4-Y7				10.20%	10.20%	10.20%	10.20%
	Growth% Y7 -->				3.50%			
	WACC				12.79%			
	PV Y1-Y7 at Y0	-8,863	255,518	727,208	710,497	694,169	678,217	662,632
	PV Y7 --> Y0				7,380,823			
	<b>NPV (USD)</b>				<b>11,100,201</b>			

Average Survival Rate for 3 Years 50%

**Final Valuation \$ 5,550,101**

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 12.79 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 10.20 %, which is consistent with the market Compound Annual Growth Rate (CAGR) trend. Beyond year 7, the cash flows are assumed to grow at a long-term growth rate of 3.50 %.

To account for the inherent risks associated with a start-up venture, the Firm Value is adjusted using the historical survival rate of newly established firms. As indicated by the study conducted by Aswath Damodaran, there was approximately 50% probability of survival for Information sector companies. This adjustment allows to incorporate the risk profile of the business and provide a more comprehensive assessment of its value.

It is important to note that if the company can successfully navigate through its initial three years of operation, it is expected to have a significantly higher likelihood of becoming a going concern. This underscores the importance of demonstrating resilience and establishing a solid foundation during the critical early stages of the business.

# Scenario Analysis: Narrative

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

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

# Scenario Analysis: Results

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

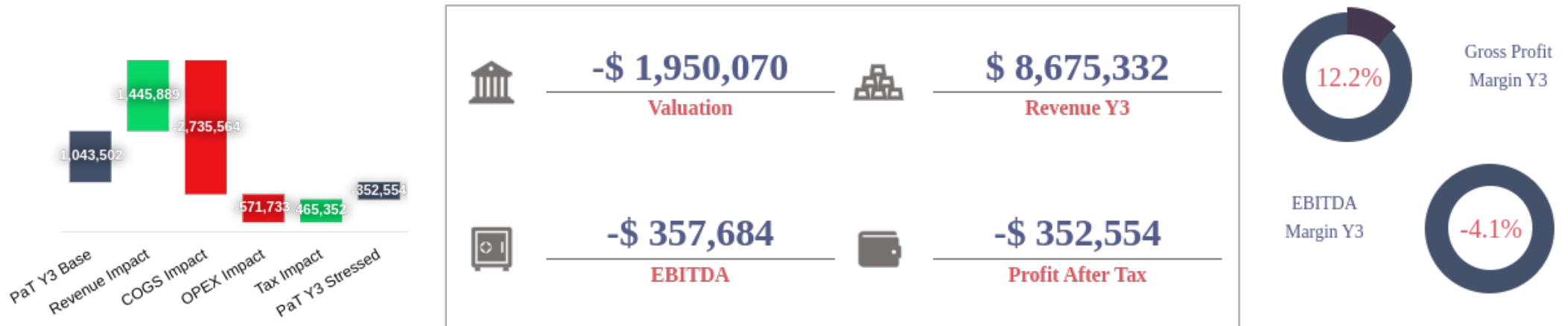
Scenario Analysis		Revenue		COGS		Discount Rate		
KPIs	Base	Positive	Negative	Positive	Negative	Positive	Negative	
Input	Revenue	no impact	15%	-15%	no impact	no impact	no impact	no impact
	COGS	no impact	no impact	no impact	-20%	20%	no impact	no impact
	RoE	no impact	no impact	no impact	no impact	no impact	-10%	10%
Output	Revenue Y3	\$ 7,229,444	\$ 8,313,860	\$ 6,145,027	\$ 7,229,444	\$ 7,229,444	\$ 7,229,444	\$ 7,229,444
	Gross Profit Y3	\$ 2,344,509	\$ 2,696,185	\$ 1,992,832	\$ 3,321,496	\$ 1,367,522	\$ 2,344,509	\$ 2,344,509
	GP Margin	32%	32%	32%	46%	19%	32%	32%
	EBITDA Y3	\$ 1,503,724	\$ 1,729,283	\$ 1,278,166	\$ 2,480,711	\$ 526,737	\$ 1,503,724	\$ 1,503,724
	EBITDA Margin	21%	21%	21%	34%	7%	21%	21%
	Net Profit Y3	\$ 1,043,502	\$ 1,212,671	\$ 874,333	\$ 1,776,242	\$ 310,762	\$ 1,043,502	\$ 1,043,502
	Profit Margin	14%	15%	14%	25%	4%	14%	14%
Final Valuation	\$ 5,550,101	\$ 6,458,944	\$ 4,641,257	\$ 9,486,673	\$ 1,613,528	\$ 6,599,020	\$ 4,760,374	

# 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	
<b>Growth Under Pressure</b>	This scenario explores the challenges of managing rapid growth while dealing with operational bottlenecks. A surge in demand and revenue places significant strain on supply chains and internal processes. Despite achieving higher sales volumes, inefficiencies in scaling lead to increased costs and a heightened risk perception, keeping the discount rate elevated. 'Growth Under Pressure' examines how businesses can balance seizing growth opportunities while investing in infrastructure, talent, and systems to support scalability.	<b>Revenue</b> Higher by 20%	<b>COGS</b> Higher by 30%
		<b>OPEX</b> Higher by 40%	<b>Discount Rate</b> unaffected

## Results



# Stress Test: The Perfect Storm

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

## Scenario Name

## Story

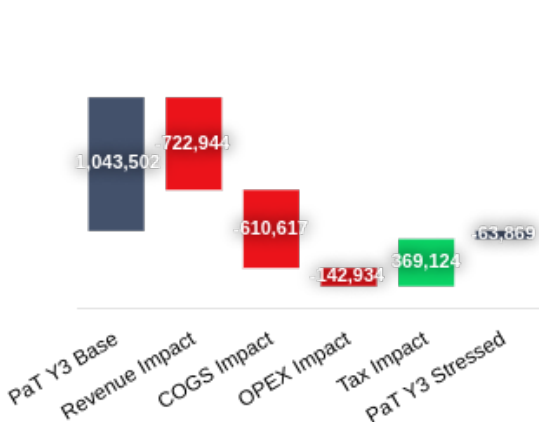
## KPIs impact

# The Perfect Storm

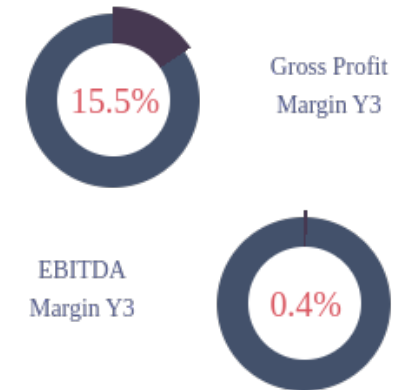
This scenario simulates the convergence of adverse market conditions and rising operational challenges. A sharp downturn in market demand coincides with increased costs due to inflation and supply chain disruptions. The combination results in a dual hit to both top-line revenue and operational margins.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

<b>Revenue</b> Lower by 10%	<b>COGS</b> Higher by 25%
<b>OPEX</b> Higher by 30%	<b>Discount Rate</b> Higher by 10%

## Results



	<b>-\$ 349,886</b> Valuation		<b>\$ 6,506,499</b> Revenue Y3
	<b>\$ 27,230</b> EBITDA		<b>-\$ 63,869</b> Profit After Tax



# Sensitivity Analysis: SAM & SOM

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

		SAM						SOM					
		-20%	-10%	-5%	5%	10%	20%	-9%	-6%	-3%	3%	6%	9%
Revenue	Y1	\$ 380,997	\$ 428,622	\$ 452,434	\$ 500,059	\$ 523,871	\$ 571,496	\$ 433,384	\$ 447,672	\$ 461,959	\$ 490,534	\$ 504,821	\$ 519,109
	Y2	\$ 2,099,294	\$ 2,361,706	\$ 2,492,912	\$ 2,755,323	\$ 2,886,529	\$ 3,148,941	\$ 2,387,947	\$ 2,466,670	\$ 2,545,394	\$ 2,702,841	\$ 2,781,565	\$ 2,860,288
	Y3	\$ 5,783,555	\$ 6,506,499	\$ 6,867,972	\$ 7,590,916	\$ 7,952,388	\$ 8,675,332	\$ 6,578,794	\$ 6,795,677	\$ 7,012,560	\$ 7,446,327	\$ 7,663,210	\$ 7,880,094
Gross Profit	Y1	\$ 123,557	\$ 139,002	\$ 146,724	\$ 162,169	\$ 169,891	\$ 185,336	\$ 140,546	\$ 145,180	\$ 149,813	\$ 159,080	\$ 163,713	\$ 168,347
	Y2	\$ 680,801	\$ 765,901	\$ 808,451	\$ 893,551	\$ 936,101	\$ 1,021,202	\$ 774,411	\$ 799,941	\$ 825,471	\$ 876,531	\$ 902,061	\$ 927,591
	Y3	\$ 1,875,607	\$ 2,110,058	\$ 2,227,283	\$ 2,461,734	\$ 2,578,959	\$ 2,813,410	\$ 2,133,503	\$ 2,203,838	\$ 2,274,173	\$ 2,414,844	\$ 2,485,179	\$ 2,555,514
GP Margin	Y1	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
	Y2	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
	Y3	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
EBITDA	Y1	\$ 79,247	\$ 89,153	\$ 94,106	\$ 104,012	\$ 108,965	\$ 118,871	\$ 90,144	\$ 93,116	\$ 96,087	\$ 102,031	\$ 105,003	\$ 107,975
	Y2	\$ 436,653	\$ 491,235	\$ 518,526	\$ 573,107	\$ 600,398	\$ 654,980	\$ 496,693	\$ 513,067	\$ 529,442	\$ 562,191	\$ 578,565	\$ 594,940
	Y3	\$ 1,202,979	\$ 1,353,352	\$ 1,428,538	\$ 1,578,911	\$ 1,654,097	\$ 1,804,469	\$ 1,368,389	\$ 1,413,501	\$ 1,458,613	\$ 1,548,836	\$ 1,593,948	\$ 1,639,059
EBITDA Margin	Y1	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
	Y2	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
	Y3	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
Net Profit	Y1	-\$ 24,856	-\$ 17,426	-\$ 13,712	-\$ 6,282	-\$ 2,567	\$ 4,862	-\$ 16,683	-\$ 14,455	-\$ 12,226	-\$ 7,768	-\$ 5,539	-\$ 3,310
	Y2	\$ 243,199	\$ 284,135	\$ 304,603	\$ 345,539	\$ 366,007	\$ 406,944	\$ 288,228	\$ 300,509	\$ 312,790	\$ 337,352	\$ 349,633	\$ 361,914
	Y3	\$ 817,943	\$ 930,723	\$ 987,112	\$ 1,099,892	\$ 1,156,281	\$ 1,269,061	\$ 942,001	\$ 975,834	\$ 1,009,668	\$ 1,077,336	\$ 1,111,170	\$ 1,145,003
Profit Margin	Y1	-7%	-4%	-3%	-1%	-0%	1%	-4%	-3%	-3%	-2%	-1%	-1%
	Y2	12%	12%	12%	13%	13%	13%	12%	12%	12%	12%	13%	13%
	Y3	14%	14%	14%	14%	15%	15%	14%	14%	14%	14%	15%	15%
Final Valuation		\$ 4,338,310	\$ 4,944,205	\$ 5,247,153	\$ 5,853,048	\$ 6,155,996	\$ 6,761,892	\$ 5,004,795	\$ 5,186,563	\$ 5,368,332	\$ 5,731,869	\$ 5,913,638	\$ 6,095,407



## 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

# Disclaimer

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

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

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