

# Business Plan & Valuation Presentation



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# OUR VISION & MISSION

## Our Mission

IronWall's mission is to provide exceptional private security solutions that ensure the highest level of protection and peace of mind for our clients. By leveraging state-of-the-art surveillance systems, alarm monitoring, access control, and highly trained on-site security personnel, IronWall is dedicated to safeguarding both residential and commercial properties. We are committed to excellence and the customization of security plans, delivering proactive and effective solutions that enhance safety and secure our clients' assets and lives.

## Our Vision

IronWall aims to become the global leader in private security, renowned for innovation, reliability, and excellence. In the next twenty years, IronWall envisions a world where every community and business can experience unparalleled safety through cutting-edge technology and superior service. We strive to set the standard for security solutions, earning the trust and confidence of clients worldwide. By continuously improving and adapting, IronWall will create a future where our name becomes synonymous with security and peace of mind.



# Summary Financials Dashboard

## Key performance indicators

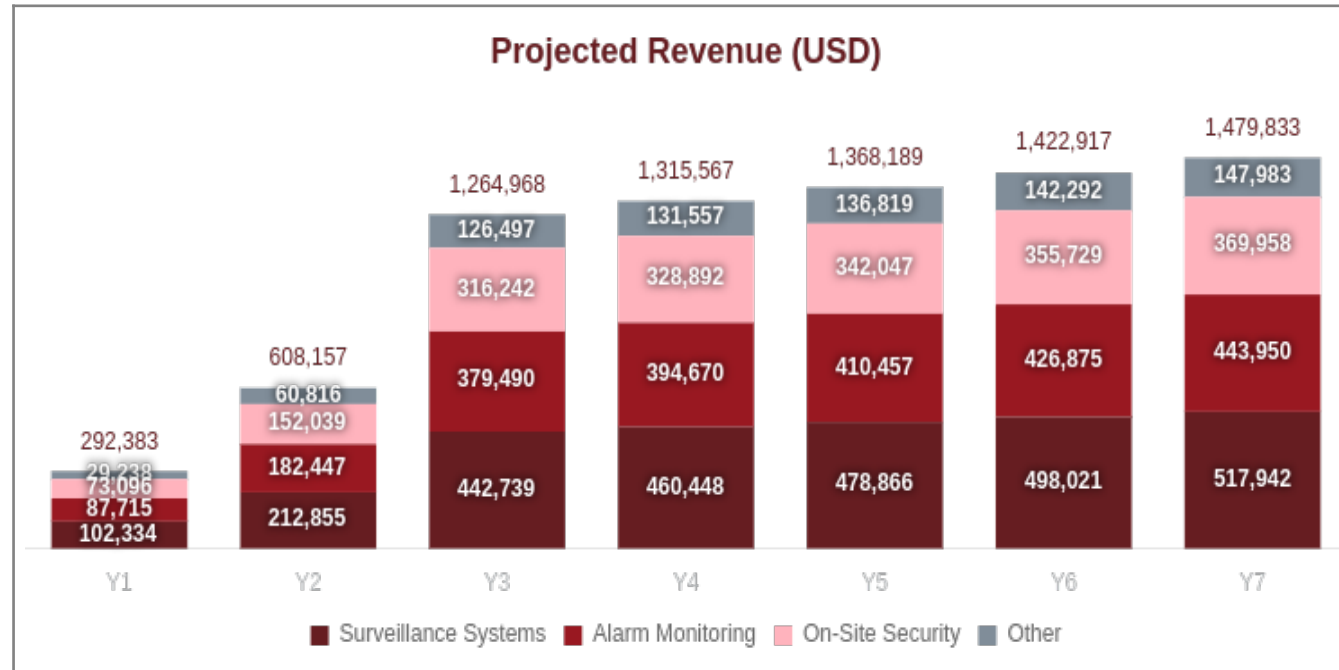
(Base Scenario Y3)  
**\$ 1,264,968**

Revenue  
**\$ 423,764**

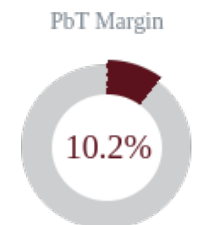
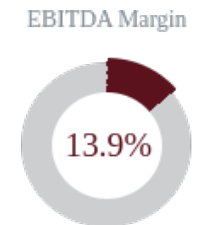
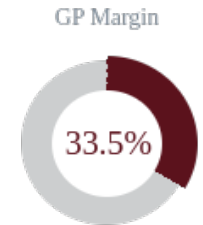
Gross Profit  
**\$ 175,831**

EBITDA  
**0.08%**

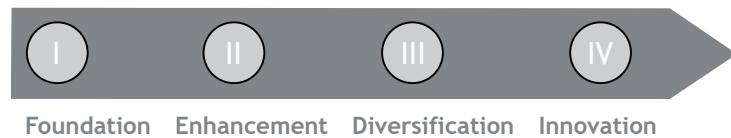
Target Market Share



## Margins (Stabilized by Y3)

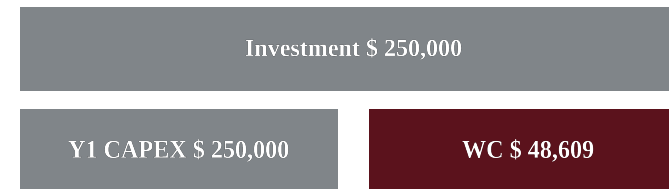


## Project Phases



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.

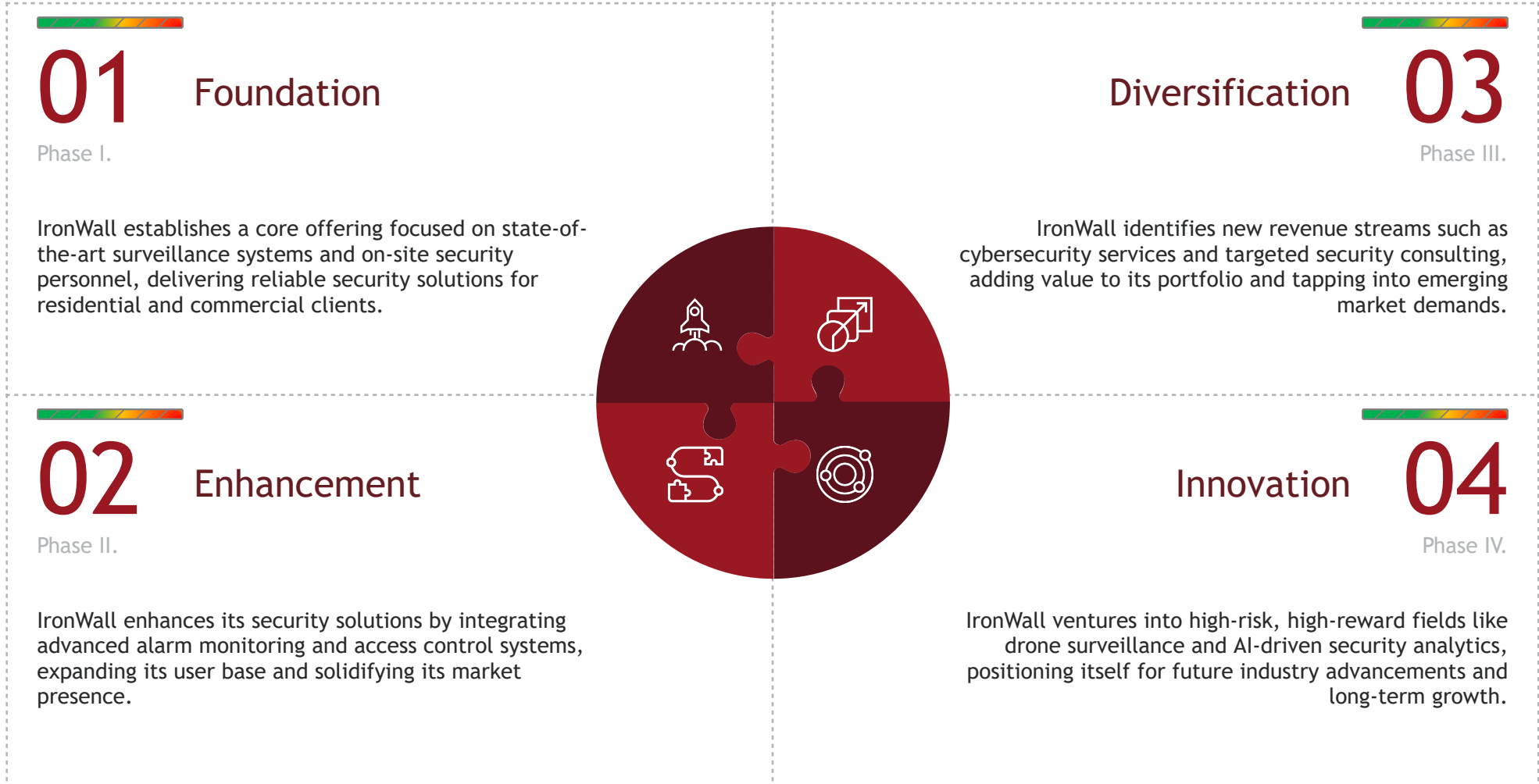


# About the Company: General Overview



IronWall is a leading security company dedicated to providing comprehensive and reliable security solutions for both residential and commercial clients. Specializing in private security activities, IronWall operates within the administrative and support service activities sector. The company offers a wide range of services, including state-of-the-art surveillance systems, alarm monitoring, access control, and on-site security personnel. Utilizing advanced technology and employing highly trained professionals, IronWall ensures the highest level of protection and peace of mind for its clients. With a strong commitment to excellence and the development of customized security plans, IronWall delivers proactive and effective solutions that safeguard properties and enhance overall safety.

# The Main Phases: Projects & Impacts



# Product Impact on Core Stakeholders

| Main Stakeholder                        | Product Benefits   |
|---|--|
| <b>Residential Clients</b>              | <ol style="list-style-type: none"> <li>1. Enhanced safety and peace of mind through advanced surveillance systems and on-site security personnel.</li> <li>2. Customized security plans tailored to individual needs, providing flexible and reliable solutions.</li> <li>3. Quick response to emergencies and potential threats, ensuring ongoing protection and security.</li> </ol> |
| <b>Commercial Clients</b>               | <ol style="list-style-type: none"> <li>1. Increased protection of assets and sensitive information through high-tech monitoring and access control systems.</li> <li>2. Improved business continuity and reduced risk of security breaches and incidents.</li> <li>3. Cost savings by preventing theft, vandalism, and other security-related losses.</li> </ol>                       |
| <b>Security Personnel</b>               | <ol style="list-style-type: none"> <li>1. Opportunities for career advancement through continuous training and professional development programs.</li> <li>2. Enhanced job security in a growing and evolving industry.</li> <li>3. A safe and supportive working environment with state-of-the-art tools and technology.</li> </ol>   |
| <b>Technology Partners</b>              | <ol style="list-style-type: none"> <li>1. Strong business partnerships leading to increased sales and technological development opportunities.</li> <li>2. Collaborative innovation efforts to stay ahead in the rapidly evolving security industry.</li> <li>3. Long-term contracts and steady revenue streams through ongoing service agreements.</li> </ol>                         |
| <b>Investors</b>                        | <ol style="list-style-type: none"> <li>1. High growth potential through diverse revenue streams and expanding market presence.</li> <li>2. Attractive returns on investment due to innovative and scalable solutions.</li> <li>3. Reduced risk with a company committed to excellence and continuous improvement.</li> </ol>   |
| <b>Community</b>                        | <ol style="list-style-type: none"> <li>1. Enhanced overall community safety and reduced crime rates through reliable security services.</li> <li>2. Creation of local jobs and economic growth through business expansion.</li> <li>3. Contributions to local initiatives and partnerships that strengthen community safety.</li> </ol>  |
| <b>Government and Regulatory Bodies</b> | <ol style="list-style-type: none"> <li>1. Improved compliance with safety and security regulations through advanced and reliable systems.</li> <li>2. Enhanced public safety and reduced burden on law enforcement agencies.</li> <li>3. Collaborative efforts to develop and implement efficient security policies and standards.</li> </ol>  |

# Key Performance Components

## Competitive Advantage

### Advanced Technology

IronWall leverages cutting-edge technology in surveillance systems, alarm monitoring, and access control to provide superior security solutions for clients.

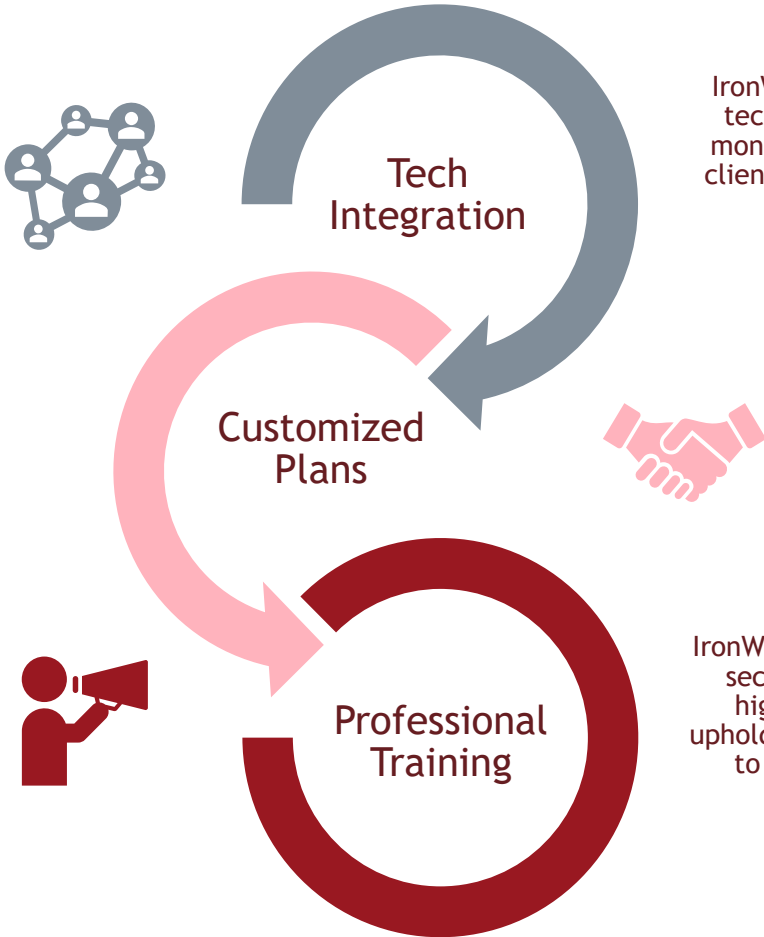
### Highly Trained Personnel

Employing highly trained security professionals, IronWall ensures expert handling of security operations, guaranteeing top-notch service and safety.

### Customized Security Plans

IronWall offers tailored security plans, ensuring that each client receives a personalized approach that precisely meets their unique safety needs.

## Marketing and Growth Strategy










IronWall offers personalized security plans to meet the specific needs of residential and commercial clients, ensuring tailored and effective protection.

IronWall integrates cutting-edge technology in surveillance and monitoring to attract tech-savvy clients seeking advanced security solutions.

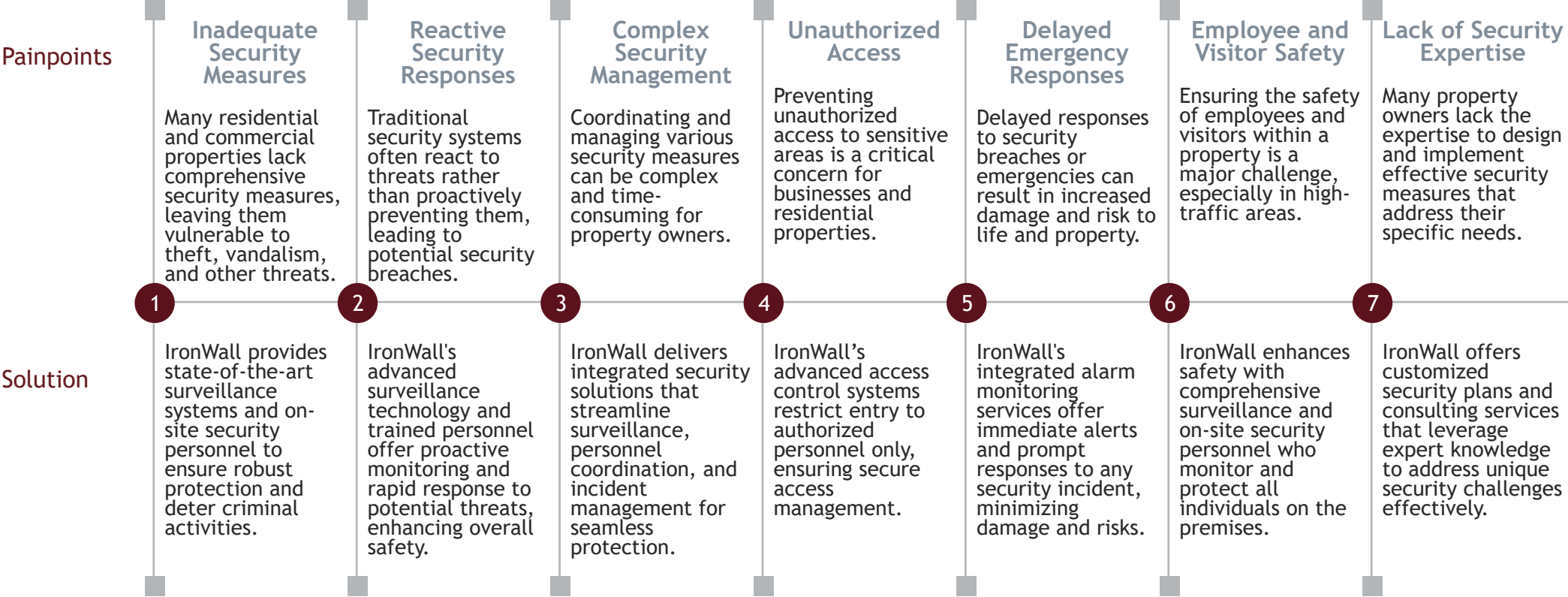
IronWall emphasizes training for its security personnel, ensuring a highly skilled workforce that upholds the company's commitment to excellence and reliability.



# Target Groups

| Industries |   | Description   |
|------------|---|---|
| I          |  Residential Homeowners        | Homeowners seeking reliable surveillance and protection solutions to ensure the safety and security of their properties and families.             |
| II         |  Commercial Businesses         | Businesses needing comprehensive security systems to protect assets, monitor premises, and ensure a safe environment for employees and customers. |
| III        |  Property Management Companies | Property managers looking for integrated security solutions to maintain the safety and security of multiple residential or commercial properties. |
| IV         |  Construction Sites            | Construction companies requiring robust security to guard equipment, materials, and site workers from theft and vandalism.                        |
| V          |  Retail Stores                 | Retailers in need of advanced security systems to prevent theft, monitor customer activity, and safeguard inventory.                              |
| VI         |  Educational Institutions     | Schools and universities seeking to implement thorough security measures to protect students, staff, and campus facilities.                       |
| VII        |  Government Facilities       | Government entities that require high-level security solutions to protect sensitive information, personnel, and infrastructure.                   |

## Solution from Phase I to Phase IV




# Strategic Analysis: SWOT

**Strength**



Leader in security solutions with advanced technology. Highly trained security personnel ensure effective protection. Comprehensive range of services, including surveillance and alarm monitoring. Strong reputation for reliability and trustworthiness. Customized security plans tailored to clients' needs.

**Weaknesses**




High operational costs due to advanced technology and training. Dependency on technology, vulnerable to cyber threats. Limited market share beyond current regions. Potential difficulty in scaling personalized services. High staff turnover due to industry nature.

**Opportunities**









Increasing demand for residential and commercial security. Expansion into new geographic markets. Integration of AI and IoT for smarter security solutions. Partnership opportunities with tech firms. Growing need for cybersecurity in physical security services.

**Threats**



Intense competition within the private security sector. Rapid technological advancements require continuous investment. Economic downturns may impact client budgets. Regulatory changes in security industry standards. Potential risks from cybersecurity breaches.

# Pestel: Analysis

|  <b>P</b>  |  <b>E</b>  |  <b>S</b>  |  <b>T</b>   |  <b>E</b>  |  <b>L</b>   |               |        |               |        |       |        |
|--|---|---|--|---|--|---------------|--------|---------------|--------|-------|--------|
| Political  | 7 / 10  | Economic  | 7 / 10   | Social  | 7 / 10   | Technological | 8 / 10 | Environmental | 6 / 10 | Legal | 7 / 10 |
| <p><b>Regulations:</b><br/>Compliance with security industry standards and government regulations.</p> <p><b>Policy Changes:</b><br/>Impact of new policies on security measures and operations.</p> | <p><b>Market Demand:</b><br/>Fluctuation in client demand influenced by economic conditions.</p> <p><b>Costs:</b><br/>Rising operational and technological costs.</p> | <p><b>Crime Rates:</b><br/>Rising crime rates increase demand for security services.</p> <p><b>Awareness:</b><br/>Growing societal emphasis on safety and security awareness.</p> | <p><b>Innovation:</b><br/>Adoption of advanced surveillance and monitoring technologies.</p> <p><b>Cybersecurity:</b><br/>Protection against increasing cyber threats.</p> | <p><b>Sustainability:</b><br/>Use of eco-friendly security technologies and practices.</p> <p><b>Energy Efficiency:</b><br/>Energy-efficient security systems to reduce environmental impact.</p> | <p><b>Compliance:</b><br/>Adherence to local, regional, and international security laws.</p> <p><b>Liability:</b><br/>Mitigation of legal risks and liabilities.</p> |               |        |               |        |       |        |

IronWall is strategically positioned to navigate the security industry by leveraging advanced technology and adapting to changes in the PESTEL factors. This ensures sustained growth and the highest protection standards.

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?

IronWall's resources and capabilities enable the firm to offer customized security solutions, effectively neutralizing contemporary threats and exploiting market opportunities in residential and commercial security.

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

The combination of advanced technology and highly trained professionals is controlled by a limited number of firms, making IronWall's offering rare.

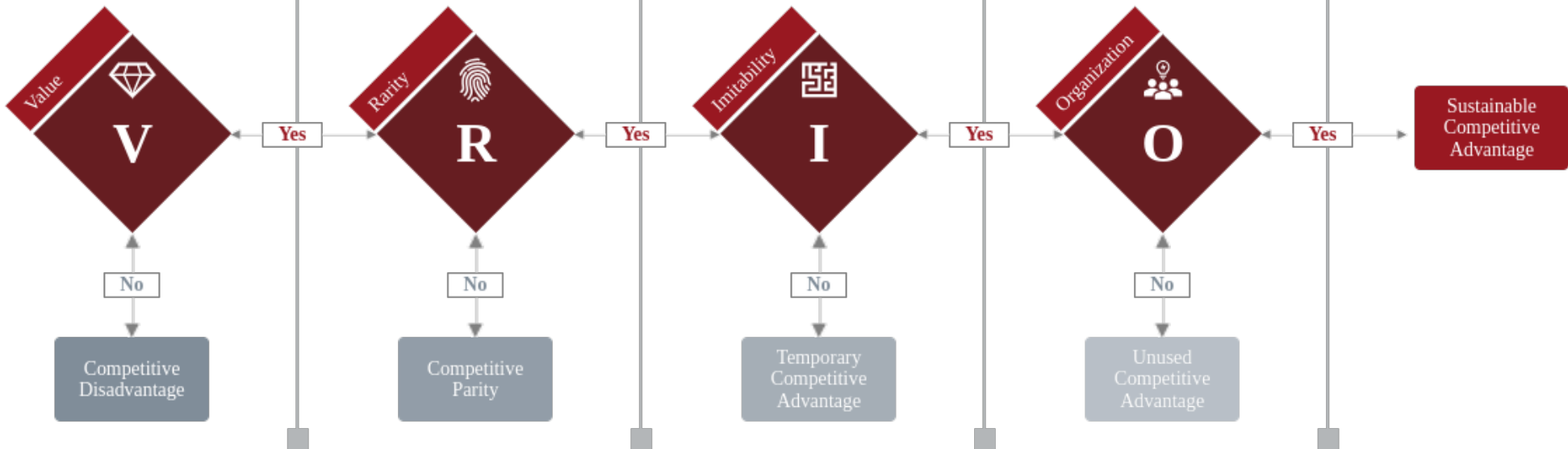
Is the resource or capability costly for other firms to imitate?

IronWall's blend of customized security plans, advanced surveillance systems, and skilled personnel is costly and difficult for competitors to replicate.

Is the firm organized to exploit the resource or capability?

IronWall is structured to maximize the efficiency and effectiveness of its resources, ensuring optimal deployment of technology and personnel.

IronWall's integrated use of cutting-edge technology and trained personnel provides a valuable, rare, and hard-to-imitate competitive advantage, supported by an organized operational framework.



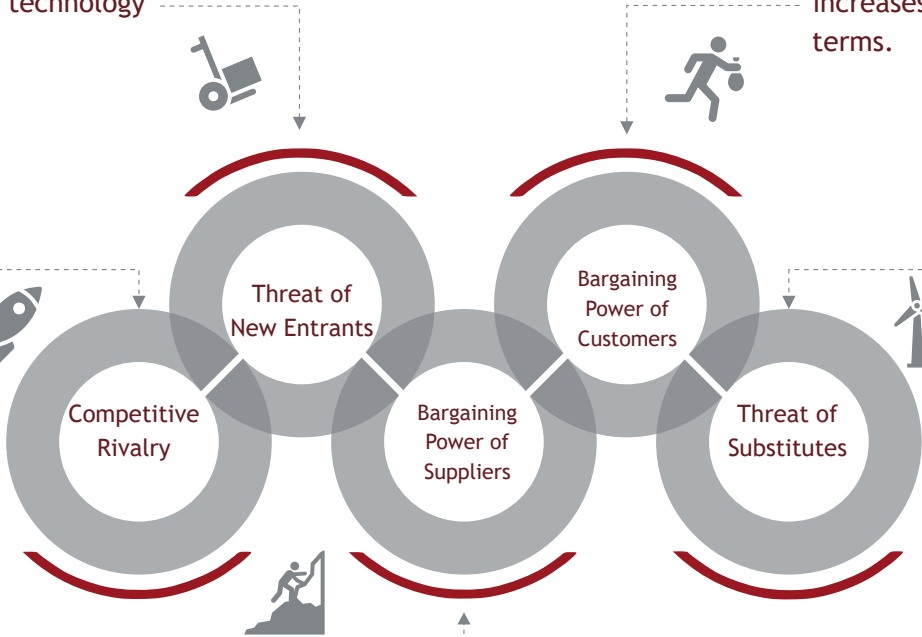
# Porter's Five Forces: Analysis

High barriers to entry due to capital investment in technology and training.

Clients have many options which increases their power to negotiate terms.

High number of security firms competing on technology and service quality.

Emerging security software solutions can replace traditional on-site services.



Dependence on specialized technology providers can give suppliers more bargaining power.

IronWall operates in a highly competitive security market with significant customer bargaining power and moderate supplier influence.

- High
- Moderate
- Low

# Management Team

## Overview

David leads IronWall, focusing on providing innovative security solutions to protect businesses and individuals with cutting-edge technology.



Co-Founder & CEO

## Lena Svensson



Co-Founder & Operations Manager

## Overview

Lena oversees daily operations, ensuring IronWall's security services are delivered efficiently and effectively to all clients.

## Overview

Erik designs tailored security systems, combining advanced technology with expertise to meet the unique needs of each client.



Security Solutions Director

## Mia Nilsson



Customer Relations Manager

## Overview

Mia builds and maintains strong relationships with clients, ensuring their satisfaction and the effectiveness of IronWall's security services.



# History & Roadmap



### Current Status.

- IronWall will integrate AI and advanced analytics by Mar 2024.
- Expand into new locations by Aug 2024 to broaden service radius.
- Forge partnerships with tech companies by Dec 2024 for cutting-edge solutions.
- Enhance training programs for staff by May 2025, focusing on new certifications.
- Implement client acquisition strategies by Oct 2025 for growth.
- By Feb 2026, launch innovative security solutions to stay ahead in the market.



# 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<br>2 weeks    |
| 2  | Register the Company Name                    | ●      | Not Started | High   | CEO<br>3 weeks    |
| 3  | Formulate Business Plan                      | ●      | Not Started | High   | COO<br>1 month    |
| 4  | Secure Initial Funding                       | ●      | Not Started | High   | CFO<br>2 months   |
| 5  | Hire Key Executive Team                      | ●      | Not Started | High   | CPO<br>1.5 months |
| 6  | Set Up Office Space                          | ●      | Not Started | Medium | COO<br>1 month    |
| 7  | Implement IT Infrastructure                  | ●      | Not Started | Medium | CTO<br>2 months   |
| 8  | Create Initial Organizational Structure      | ●      | Not Started | High   | CPO<br>3 weeks    |
| <b>Marketing</b>                         |  |        |             |        |                   |
| 1  | Develop Brand Identity and Core Messaging    | ●      | Not Started | High   | CMO<br>2 weeks    |
| 2  | Launch Initial Marketing Campaign            | ●      | Not Started | High   | CMO<br>1 month    |
| 3  | Establish Social Media Presence              | ●      | Not Started | Medium | CMO<br>1 month    |
| 4  | Build and Optimize Company Website           | ●      | Not Started | High   | CMO<br>2 months   |
| 5  | Develop Content Marketing Strategy           | ●      | Not Started | Medium | CMO<br>6 weeks    |
| 6  | Initiate SEO and SEM Campaigns               | ●      | Not Started | Medium | CMO<br>3 months   |
| 7  | Forge Partnerships with Industry Influencers | ●      | Not Started | Medium | CRO<br>2 months   |
| 8  | Develop Customer Referral Program            | ●      | Not Started | Low    | CSO<br>4 months   |

# Overview of Phases

| #   | Check List Item  | Status | Priority    | Area   | ETA               |
|---|--|--------|-------------|--------|-------------------|
| <b>Phase 1 &amp; Technical Set Up for next Phases</b> |  |        |             |        |                   |
| 1   | Develop core surveillance system                             | ●      | Not Started | High   | CTO<br>3 months   |
| 2   | Hire and train on-site security personnel                    | ●      | Not Started | High   | COO<br>2 months   |
| 3   | Secure partnerships with key suppliers                       | ●      | Not Started | Medium | CPO<br>1.5 months |
| 4   | Set pricing model for core services                          | ●      | Not Started | High   | CFO<br>1 month    |
| 5   | Implement client management system                           | ●      | Not Started | Medium | CIO<br>2 months   |
| 6   | Obtain necessary licenses and permits                        | ●      | Not Started | High   | CSO<br>2 months   |
| 7   | Design and test surveillance system prototype                | ●      | Not Started | High   | CTO<br>3 months   |
| 8   | Develop client service and support protocols                 | ●      | Not Started | Medium | COO<br>1.5 months |
| <b>Phase 2</b>  |  |        |             |        |                   |
| 1   | Develop advanced alarm monitoring service                    | ●      | Not Started | High   | CTO<br>2 months   |
| 2   | Expand access control system offerings                       | ●      | Not Started | High   | CPO<br>3 months   |
| 3   | Upgrade existing client systems                              | ●      | Not Started | Medium | COO<br>4 months   |
| 4   | Market new enhancements to existing clients                  | ●      | Not Started | High   | CMO<br>1 month    |
| 5   | Partner with leading alarm manufacturers                     | ●      | Not Started | Medium | CRO<br>2 months   |
| 6   | Conduct training sessions for new systems                    | ●      | Not Started | Medium | CSO<br>3 months   |
| 7   | Develop user-friendly interface for system management        | ●      | Not Started | High   | CIO<br>2 months   |
| 8   | Launch targeted advertising campaigns for new alarm services | ●      | Not Started | Medium | CMO<br>3 months   |

# Overview of Phases

| #              | Check List Item  | Status | Priority    | Area   | ETA |          |
|----------------|--|--------|-------------|--------|-----|----------|
| <b>Phase 3</b> |  |        |             |        |     |          |
| 1              | Conduct Market Analysis for Cybersecurity Services     | ●      | Not Started | High   | CRO | 2 months |
| 2              | Develop Cybersecurity Service Offerings                | ●      | Not Started | High   | CTO | 3 months |
| 3              | Hire Cybersecurity Experts                             | ●      | Not Started | High   | CPO | 4 months |
| 4              | Create Targeted Security Consulting Packages           | ●      | Not Started | Medium | COO | 3 months |
| 5              | Establish Strategic Partnerships in Cybersecurity      | ●      | Not Started | Medium | CSO | 4 months |
| 6              | Train Current Staff in Cybersecurity Skills            | ●      | Not Started | Medium | CFO | 5 months |
| 7              | Develop Cybersecurity Marketing Strategy               | ●      | Not Started | High   | CMO | 2 months |
| 8              | Launch Cybersecurity Services                          | ●      | Not Started | High   | CEO | 6 months |
| <b>Phase 4</b> |  |        |             |        |     |          |
| 1              | Implement Drone Surveillance Technology                | ●      | Not Started | High   | CTO | 6 months |
| 2              | Develop AI-Driven Security Analytics                   | ●      | Not Started | High   | CIO | 8 months |
| 3              | Form Strategic Partnerships with Tech Innovators       | ●      | Not Started | Medium | CBO | 4 months |
| 4              | Pilot Program for AI-Enhanced Surveillance             | ●      | Not Started | High   | CSO | 3 months |
| 5              | Acquire IP for New Security Technologies               | ●      | Not Started | Medium | CFO | 5 months |
| 6              | Train Staff on New Technologies                        | ●      | Not Started | High   | COO | 2 months |
| 7              | Launch Marketing Campaign for Innovative Services      | ●      | Not Started | Medium | CMO | 3 months |
| 8              | Evaluate Legal and Regulatory Compliance for Drone Use | ●      | Not Started | High   | CPO | 3 months |

# Core Risks & Mitigation Strategies

## 1. Operation and maintenance risks

| # | Risk Type                   | Area | Mitigation Strategy  |
|---|-----------------------------|------|--|
| 1 | Equipment failure           | COO  | Implement regular maintenance schedules and quick response protocols for equipment repairs.              |
| 2 | Staff training deficiencies | CSO  | Establish ongoing training programs and mandatory certification requirements for all security personnel. |
| 3 | Supply chain disruptions    | CPO  | Develop multiple suppliers and maintain a stockpile of critical components and equipment.                |
| 4 | Communication breakdowns    | CIO  | Ensure robust and redundant communication systems and protocols are in place.                            |
| 5 | Technology malfunctions     | CTO  | Implement robust and redundant technology infrastructure and conduct regular system audits.              |

## 2. Regulatory and legal risks

| # | Risk Type                                  | Area | Mitigation Strategy                        |
|---|--|------|--|
| 1 | Compliance with Local Security Regulations | CRO  | Regularly review and adhere to local laws. |
| 2 | Data Privacy Laws                          | CIO  | Implement strong data protection measures. |
| 3 | Labor Law Violations                       | COO  | Ensure HR policies align with labor laws.  |
| 4 | Environmental Regulations                  | COO  | Adopt eco-friendly practices.              |
| 5 | Intellectual Property Infringement         | CSO  | Secure IP rights and monitor misuse.       |

### 3. Strategic/Market Risk

| # | Risk Type                  | Area | Mitigation Strategy                |
|---|----------------------------|------|------------------------------------|
| 1 | Market Competition         | CBO  | Differentiate with unique services |
| 2 | Technological Advancements | CTO  | Invest in R&D                      |
| 3 | Customer Retention         | CSO  | Boost customer engagement          |
| 4 | Market Demand Fluctuations | CRO  | Diversify service offerings        |
| 5 | Cybersecurity Threats      | CIO  | Strengthen IT security             |

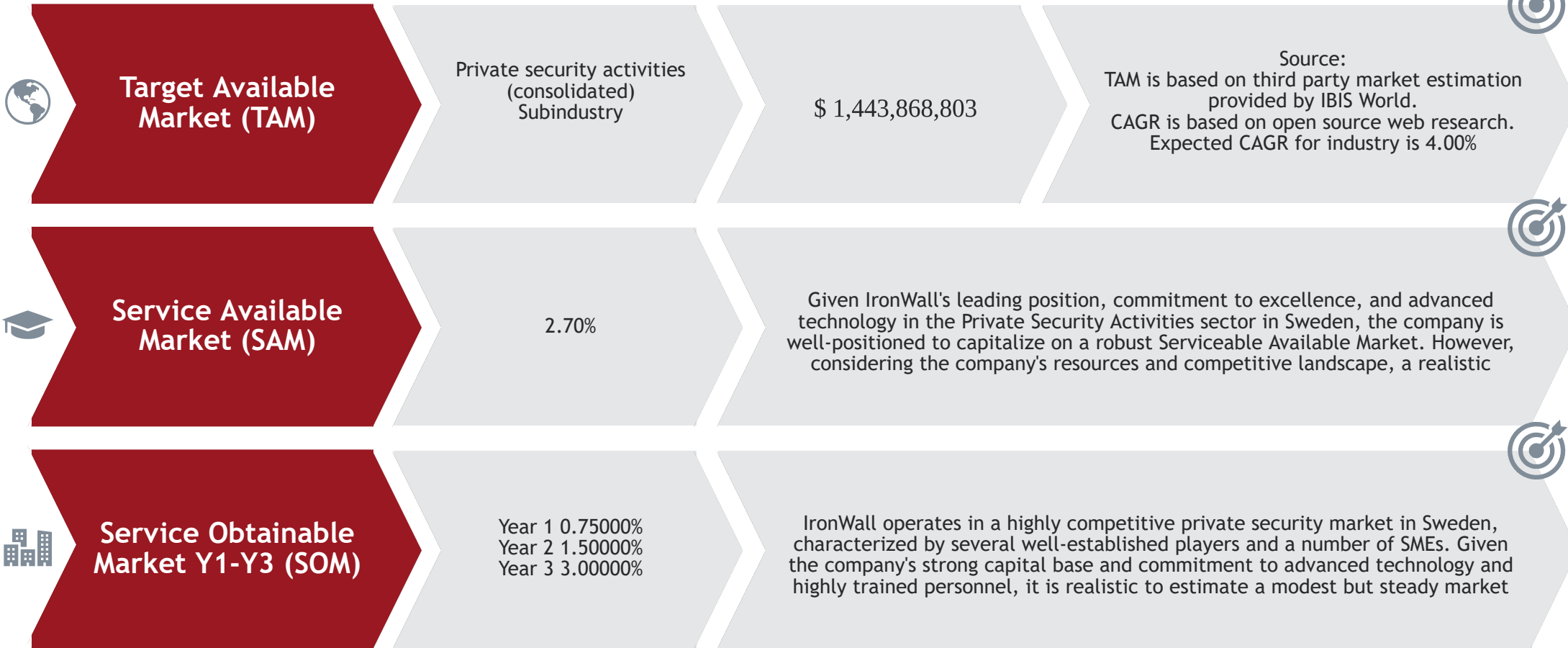
### 4. Finance risk

| # | Risk Type                | Area | Mitigation Strategy                |
|---|--------------------------|------|------------------------------------|
| 1 | Cash Flow Shortages      | CFO  | Maintain an emergency fund         |
| 2 | Large Initial Investment | CFO  | Secure diversified funding sources |
| 3 | Revenue Dependency       | CRO  | Diversify client portfolio         |
| 4 | Market Volatility        | CFO  | Hedge against market risks         |
| 5 | High R&D Costs           | CTO  | Prioritize funding efficiency      |

### 5. Other general risk

| # | Risk Type                  | Area | Mitigation Strategy                                 |
|---|----------------------------|------|---|
| 1 | Market competition         | CEO  | Continuously innovate and adapt service offerings   |
| 2 | Customer satisfaction      | COO  | Ensure high-quality service and quick response      |
| 3 | Brand reputation           | CMO  | Maintain transparent communication and effective PR |
| 4 | Technological advancements | CTO  | Invest in cutting-edge technology and R&D           |
| 5 | Employee retention         | CPO  | Offer competitive benefits and career growth        |

# Market Overview (TAM, SAM and SOM)

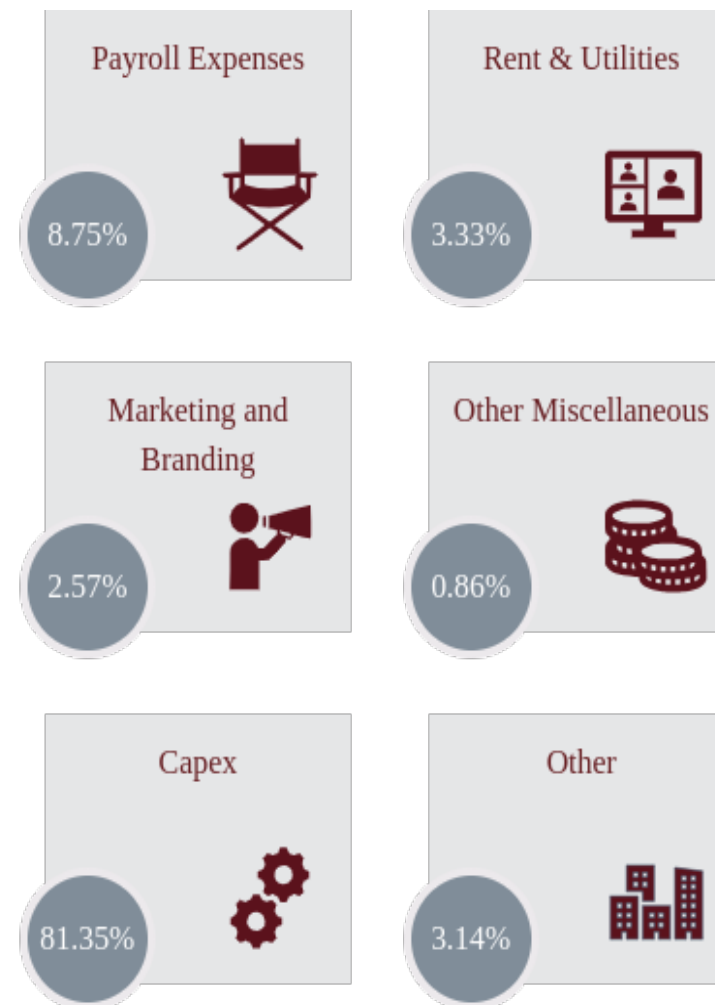


# Funding Allocation

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 \$ 250,000

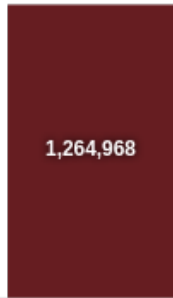
| Y1 Cash Flow Stream(USD)              | Inflows | Outflows       |
|---------------------------------------|---------|----------------|
| Gross Profit                          | 97,948  |                |
| Payroll Expenses                      |         | 26,899         |
| Rent & Utilities                      |         | 10,233         |
| Marketing and Branding                |         | 7,894          |
| Other Miscellaneous                   |         | 2,631          |
| Capex                                 |         | 250,000        |
| Communication Expenses                |         | 2,339          |
| Legal and Professional Fees           |         | 2,047          |
| Training and Development              |         | 2,047          |
| Representation and Entert.            |         | 1,754          |
| Office supplies                       |         | 1,462          |
| <b>CAPEX &amp; WC shortage Y1</b>     |         | <b>209,359</b> |
| <b>Buffer</b>                         |         | <b>40,641</b>  |
| <b>Total Required Investment(USD)</b> |         | <b>250,000</b> |



# Financials Dashboard

## Y3 PL formation and Margins

### Revenue



### Projected Revenue

- GP 33.5%
- EBITDA 13.9%

Y3

Y3

### PnL Formation (Y3 USD)

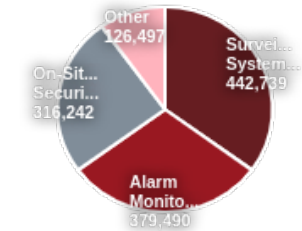
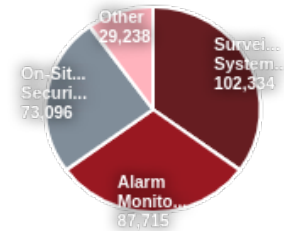


## Business Line Breakdown (USD)

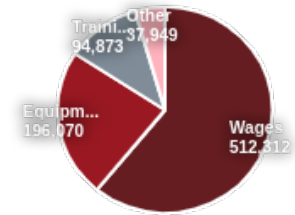
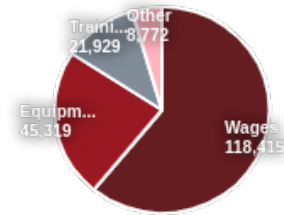
### Y1

### Y2

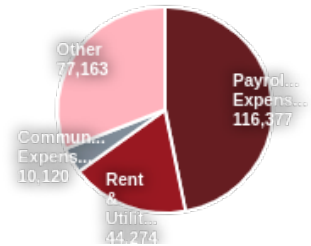
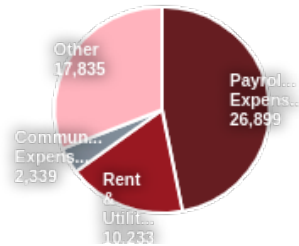
### Revenue



### COGS



### Admin

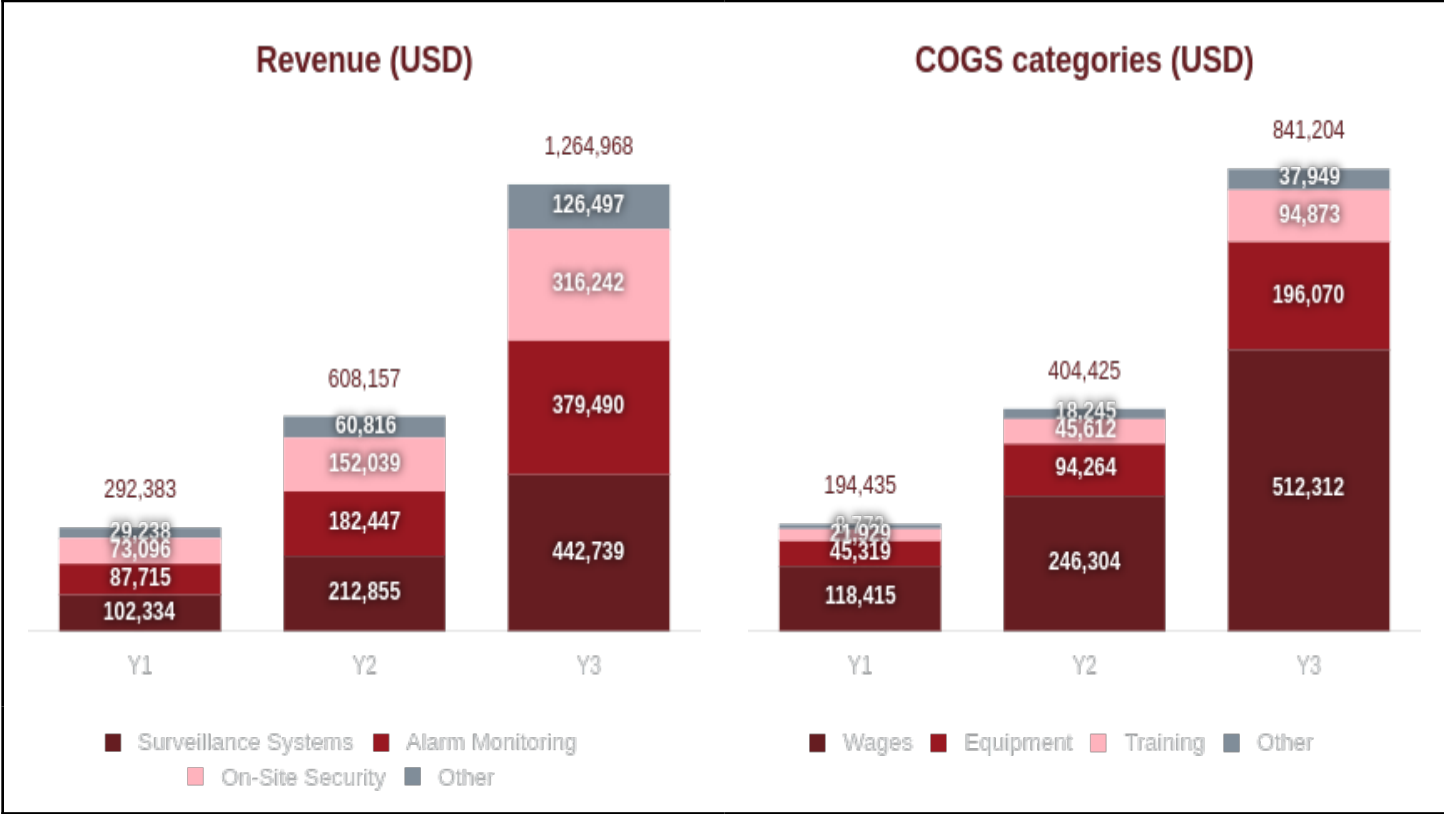




# Revenue Formation Narrative

IronWall specializes in providing top-tier security solutions for diverse needs, from residential to commercial. Operating in the Private Security Activities sector, IronWall targets the comprehensive Total Addressable Market (TAM) in Sweden, valued at 1,443,868,803 USD. With our cutting-edge technology and customizable security services, we aim to capture a Serviceable Available Market (SAM) of 2.7%, reflective of our robust offerings and market strengths. This positions us to serve an estimated SAM valued at 39,984,417.68 USD. Our Serviceable Obtainable Market (SOM) projections exhibit a strategic, phased growth over the first three years: starting at 0.75% in Year 1, escalating to 1.5% in Year 2, and reaching 3% by Year 3. Year-on-year revenue projections are 292,383.43 USD for Year 1, 608,157.54 USD for Year 2, and 1,264,967.68 USD for Year 3. IronWall's well-balanced revenue stream is distributed across four primary lines of business: Surveillance Systems (35%), Alarm Monitoring (30%), On-Site Security (25%), and Other services (10%). These strategically diversified revenue channels are designed to optimize performance and resilience across market fluctuations. By continuously innovating and exceeding client expectations, IronWall is set to expand its market share and solidify its presence as a leader in private security.

**\$ 1,264,968** Y3 Projected Revenue      **0.08%** Market share



# Revenue Calculation Details

| Revenue Formation    | M1     | M2     | M3     | M4     | M5     | M6     | M7     | M8     | M9     | M10    | M11    | M12    | Y1     | Y2     | Y3     |
|----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Surveillance Systems | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% | 35.00% |
| Alarm Monitoring     | 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% |
| On-Site Security     | 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% |
| Other                | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% | 10.00% |

|                      |       |       |       |       |       |       |       |       |       |        |        |        |         |         |         |
|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|---------|---------|---------|
| Surveillance Systems | 6,396 | 6,396 | 6,396 | 7,675 | 7,675 | 7,675 | 9,381 | 9,381 | 9,381 | 10,660 | 10,660 | 10,660 | 102,334 | 212,855 | 442,739 |
| Alarm Monitoring     | 5,482 | 5,482 | 5,482 | 6,579 | 6,579 | 6,579 | 8,041 | 8,041 | 8,041 | 9,137  | 9,137  | 9,137  | 87,715  | 182,447 | 379,490 |
| On-Site Security     | 4,568 | 4,568 | 4,568 | 5,482 | 5,482 | 5,482 | 6,700 | 6,700 | 6,700 | 7,614  | 7,614  | 7,614  | 73,096  | 152,039 | 316,242 |
| Other                | 1,827 | 1,827 | 1,827 | 2,193 | 2,193 | 2,193 | 2,680 | 2,680 | 2,680 | 3,046  | 3,046  | 3,046  | 29,238  | 60,816  | 126,497 |

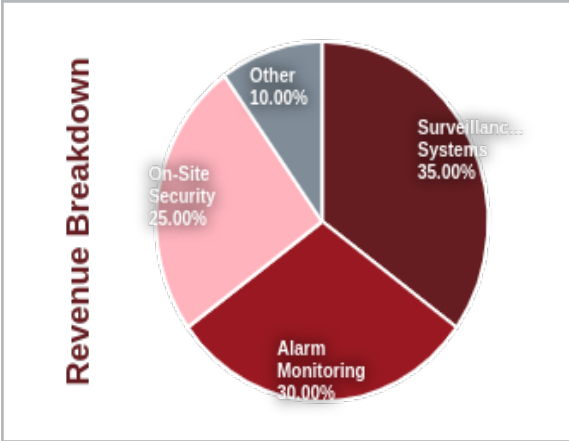
|                            |        |        |        |        |        |        |        |        |        |        |        |        |         |         |           |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|-----------|
| <b>Total Revenue (USD)</b> | 18,274 | 18,274 | 18,274 | 21,929 | 21,929 | 21,929 | 26,802 | 26,802 | 26,802 | 30,457 | 30,457 | 30,457 | 292,383 | 608,158 | 1,264,968 |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|-----------|

Total revenue is expected to reach \$ 1,264,968 by year 3.

Main revenue driver are:

- Surveillance Systems which generates \$ 442,739 by Year 3
- Alarm Monitoring which generates \$ 379,490 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 108.00 %



# COGS Calculation Details

| COGS Formation | M1     | M2     | M3     | M4     | M5     | M6     | M7     | M8     | M9     | M10    | M11    | M12    | Y1     | Y2     | Y3     |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Wages          | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% | 40.50% |
| Equipment      | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% | 15.50% |
| Training       | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  | 7.50%  |
| Other          | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  | 3.00%  |

|           |       |       |       |       |       |       |        |        |        |        |        |        |         |         |         |
|-----------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|---------|---------|---------|
| Wages     | 7,401 | 7,401 | 7,401 | 8,881 | 8,881 | 8,881 | 10,855 | 10,855 | 10,855 | 12,335 | 12,335 | 12,335 | 118,415 | 246,304 | 512,312 |
| Equipment | 2,832 | 2,832 | 2,832 | 3,399 | 3,399 | 3,399 | 4,154  | 4,154  | 4,154  | 4,721  | 4,721  | 4,721  | 45,319  | 94,264  | 196,070 |
| Training  | 1,371 | 1,371 | 1,371 | 1,645 | 1,645 | 1,645 | 2,010  | 2,010  | 2,010  | 2,284  | 2,284  | 2,284  | 21,929  | 45,612  | 94,873  |
| Other     | 548   | 548   | 548   | 658   | 658   | 658   | 804    | 804    | 804    | 914    | 914    | 914    | 8,772   | 18,245  | 37,949  |

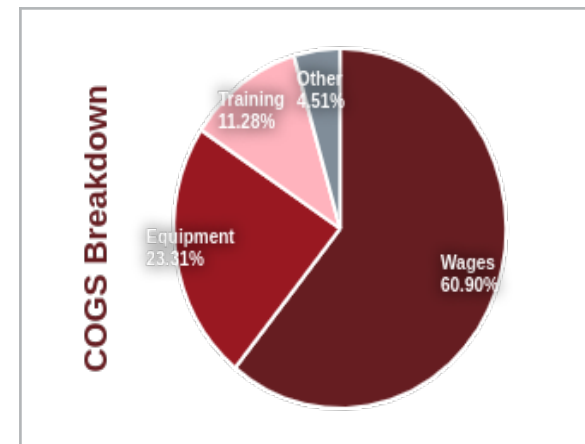
|                         |               |               |               |               |               |               |               |               |               |               |               |               |                |                |                |
|-------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|
| <b>Total COGS (USD)</b> | <b>12,152</b> | <b>12,152</b> | <b>12,152</b> | <b>14,583</b> | <b>14,583</b> | <b>14,583</b> | <b>17,823</b> | <b>17,823</b> | <b>17,823</b> | <b>20,254</b> | <b>20,254</b> | <b>20,254</b> | <b>194,435</b> | <b>404,425</b> | <b>841,204</b> |
|-------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|

Total COGS is expected to reach \$ 841,204 by year 3.

Main revenue driver are:

- Wages which generates \$ 512,312 by Year 3
- Equipment which generates \$ 196,070 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 108.00 %



# SG&A Calculation Details

| OPEX Formation                   | M1    | M2    | M3    | M4    | M5    | M6    | M7    | M8    | M9    | M10   | M11   | M12   | Y1    | Y2    | Y3    |
|----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Payroll Expenses                 | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% | 9.20% |
| Rent & Utilities                 | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% | 3.50% |
| Communication Expenses           | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% | 0.80% |
| Office supplies                  | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% | 0.50% |
| Legal and Professional Fees      | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% |
| Marketing and Branding           | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% | 2.70% |
| Representation and Entertainment | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% | 0.60% |
| Training and Development         | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% | 0.70% |
| Other Miscellaneous              | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% | 0.90% |

|                                  |              |              |              |              |              |              |              |              |              |              |              |              |               |                |                |
|----------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|----------------|----------------|
| Payroll Expenses                 | 1,681        | 1,681        | 1,681        | 2,017        | 2,017        | 2,017        | 2,466        | 2,466        | 2,466        | 2,802        | 2,802        | 2,802        | 26,899        | 55,950         | 116,377        |
| Rent & Utilities                 | 640          | 640          | 640          | 768          | 768          | 768          | 938          | 938          | 938          | 1,066        | 1,066        | 1,066        | 10,233        | 21,286         | 44,274         |
| Communication Expenses           | 146          | 146          | 146          | 175          | 175          | 175          | 214          | 214          | 214          | 244          | 244          | 244          | 2,339         | 4,865          | 10,120         |
| Office supplies                  | 91           | 91           | 91           | 110          | 110          | 110          | 134          | 134          | 134          | 152          | 152          | 152          | 1,462         | 3,041          | 6,325          |
| Legal and Professional Fees      | 128          | 128          | 128          | 154          | 154          | 154          | 188          | 188          | 188          | 213          | 213          | 213          | 2,047         | 4,257          | 8,855          |
| Marketing and Branding           | 493          | 493          | 493          | 592          | 592          | 592          | 724          | 724          | 724          | 822          | 822          | 822          | 7,894         | 16,420         | 34,154         |
| Representation and Entertainment | 110          | 110          | 110          | 132          | 132          | 132          | 161          | 161          | 161          | 183          | 183          | 183          | 1,754         | 3,649          | 7,590          |
| Training and Development         | 128          | 128          | 128          | 154          | 154          | 154          | 188          | 188          | 188          | 213          | 213          | 213          | 2,047         | 4,257          | 8,855          |
| Other Miscellaneous              | 164          | 164          | 164          | 197          | 197          | 197          | 241          | 241          | 241          | 274          | 274          | 274          | 2,631         | 5,473          | 11,385         |
| <b>Total SG&amp;A (USD)</b>      | <b>3,582</b> | <b>3,582</b> | <b>3,582</b> | <b>4,298</b> | <b>4,298</b> | <b>4,298</b> | <b>5,253</b> | <b>5,253</b> | <b>5,253</b> | <b>5,969</b> | <b>5,969</b> | <b>5,969</b> | <b>57,307</b> | <b>119,199</b> | <b>247,934</b> |

# 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>                     | 18,274  | 18,274  | 18,274  | 21,929  | 21,929  | 21,929  | 26,802  | 26,802  | 26,802  | 30,457  | 30,457  | 30,457  | 292,383  | 608,158  | 1,264,968 |
| Surveillance Systems               | 6,396   | 6,396   | 6,396   | 7,675   | 7,675   | 7,675   | 9,381   | 9,381   | 9,381   | 10,660  | 10,660  | 10,660  | 102,334  | 212,855  | 442,739   |
| Alarm Monitoring                   | 5,482   | 5,482   | 5,482   | 6,579   | 6,579   | 6,579   | 8,041   | 8,041   | 8,041   | 9,137   | 9,137   | 9,137   | 87,715   | 182,447  | 379,490   |
| On-Site Security                   | 4,568   | 4,568   | 4,568   | 5,482   | 5,482   | 5,482   | 6,700   | 6,700   | 6,700   | 7,614   | 7,614   | 7,614   | 73,096   | 152,039  | 316,242   |
| Other                              | 1,827   | 1,827   | 1,827   | 2,193   | 2,193   | 2,193   | 2,680   | 2,680   | 2,680   | 3,046   | 3,046   | 3,046   | 29,238   | 60,816   | 126,497   |
| <b>COGS</b>                        | -12,152 | -12,152 | -12,152 | -14,583 | -14,583 | -14,583 | -17,823 | -17,823 | -17,823 | -20,254 | -20,254 | -20,254 | -194,435 | -404,425 | -841,204  |
| Wages                              | -7,401  | -7,401  | -7,401  | -8,881  | -8,881  | -8,881  | -10,855 | -10,855 | -10,855 | -12,335 | -12,335 | -12,335 | -118,415 | -246,304 | -512,312  |
| Equipment                          | -2,832  | -2,832  | -2,832  | -3,399  | -3,399  | -3,399  | -4,154  | -4,154  | -4,154  | -4,721  | -4,721  | -4,721  | -45,319  | -94,264  | -196,070  |
| Training                           | -1,371  | -1,371  | -1,371  | -1,645  | -1,645  | -1,645  | -2,010  | -2,010  | -2,010  | -2,284  | -2,284  | -2,284  | -21,929  | -45,612  | -94,873   |
| Other                              | -548    | -548    | -548    | -658    | -658    | -658    | -804    | -804    | -804    | -914    | -914    | -914    | -8,772   | -18,245  | -37,949   |
| <b>Gross Profit</b>                | 6,122   | 6,122   | 6,122   | 7,346   | 7,346   | 7,346   | 8,979   | 8,979   | 8,979   | 10,203  | 10,203  | 10,203  | 97,948   | 203,733  | 423,764   |
| <b>SG&amp;A Personal Expenses</b>  | -1,681  | -1,681  | -1,681  | -2,017  | -2,017  | -2,017  | -2,466  | -2,466  | -2,466  | -2,802  | -2,802  | -2,802  | -26,899  | -55,950  | -116,377  |
| <b>SG&amp;A Operating Expenses</b> | -1,900  | -1,900  | -1,900  | -2,281  | -2,281  | -2,281  | -2,787  | -2,787  | -2,787  | -3,167  | -3,167  | -3,167  | -30,408  | -63,248  | -131,557  |
| <b>EBITDA</b>                      | 2,540   | 2,540   | 2,540   | 3,048   | 3,048   | 3,048   | 3,725   | 3,725   | 3,725   | 4,233   | 4,233   | 4,233   | 40,641   | 84,534   | 175,831   |
| <b>Depreciation</b>                | -3,667  | -3,667  | -3,667  | -3,667  | -3,667  | -3,667  | -3,667  | -3,667  | -3,667  | -3,667  | -3,667  | -3,667  | -44,000  | -44,000  | -44,000   |
| <b>EBIT</b>                        | -1,127  | -1,127  | -1,127  | -619    | -619    | -619    | 59      | 59      | 59      | 567     | 567     | 567     | -3,359   | 40,534   | 131,831   |
| <b>Interest Expense</b>            | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -3,403   | -3,403   | -3,403    |
| <b>Profit before Tax</b>           | -1,410  | -1,410  | -1,410  | -902    | -902    | -902    | -225    | -225    | -225    | 283     | 283     | 283     | -6,761   | 37,131   | 128,428   |
| <b>Tax</b>                         | 296     | 296     | 296     | 189     | 189     | 189     | 47      | 47      | 47      | -59     | -59     | -59     | 1,420    | -7,798   | -26,970   |
| <b>Profit after Tax (USD)</b>      | -1,114  | -1,114  | -1,114  | -713    | -713    | -713    | -178    | -178    | -178    | 224     | 224     | 224     | -5,341   | 29,334   | 101,458   |

# 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           | 20,723         | 22,979         | 22,615         | 21,915         | 24,680         | 23,950         | 22,772         | 26,214         | 27,036         | 27,521         | 31,471         | 30,005         | 30,005         | 50,520         | 112,500        |
| Accounts Receivable               | 18,274         | 18,274         | 18,274         | 21,929         | 21,929         | 21,929         | 26,802         | 26,802         | 26,802         | 30,457         | 30,457         | 30,457         | 30,457         | 63,350         | 131,767        |
| Inventory                         | 12,152         | 12,152         | 14,583         | 14,583         | 14,583         | 17,823         | 17,823         | 17,823         | 20,254         | 20,254         | 20,254         | 25,277         | 25,277         | 52,575         | 87,625         |
| Prepaid Expenses                  | 950            | 950            | 1,140          | 1,140          | 1,140          | 1,394          | 1,394          | 1,394          | 1,584          | 1,584          | 1,584          | 1,977          | 1,977          | 4,111          | 6,852          |
| Deferred Tax Assets               | 296            | 592            | 888            | 1,078          | 1,267          | 1,457          | 1,504          | 1,551          | 1,598          | 1,539          | 1,479          | 1,420          | 1,420          | -              | -              |
| <b>Current Assets</b>             | <b>52,395</b>  | <b>54,948</b>  | <b>57,501</b>  | <b>60,645</b>  | <b>63,599</b>  | <b>66,553</b>  | <b>70,295</b>  | <b>73,784</b>  | <b>77,273</b>  | <b>81,354</b>  | <b>85,244</b>  | <b>89,135</b>  | <b>89,135</b>  | <b>170,556</b> | <b>338,745</b> |
| Surveillance Systems Equipment    | 78,667         | 77,333         | 76,000         | 74,667         | 73,333         | 72,000         | 70,667         | 69,333         | 68,000         | 66,667         | 65,333         | 64,000         | 64,000         | 48,000         | 32,000         |
| Alarm Monitoring Hardware         | 49,167         | 48,333         | 47,500         | 46,667         | 45,833         | 45,000         | 44,167         | 43,333         | 42,500         | 41,667         | 40,833         | 40,000         | 40,000         | 30,000         | 20,000         |
| Access Control Systems            | 59,000         | 58,000         | 57,000         | 56,000         | 55,000         | 54,000         | 53,000         | 52,000         | 51,000         | 50,000         | 49,000         | 48,000         | 48,000         | 36,000         | 24,000         |
| Training Facilities and Equipment | 59,500         | 59,000         | 58,500         | 58,000         | 57,500         | 57,000         | 56,500         | 56,000         | 55,500         | 55,000         | 54,500         | 54,000         | 54,000         | 48,000         | 42,000         |
| <b>Non-Current Assets</b>         | <b>246,333</b> | <b>242,667</b> | <b>239,000</b> | <b>235,333</b> | <b>231,667</b> | <b>228,000</b> | <b>224,333</b> | <b>220,667</b> | <b>217,000</b> | <b>213,333</b> | <b>209,667</b> | <b>206,000</b> | <b>206,000</b> | <b>162,000</b> | <b>118,000</b> |
| <b>Total Assets</b>               | <b>298,729</b> | <b>297,615</b> | <b>296,501</b> | <b>295,978</b> | <b>295,265</b> | <b>294,553</b> | <b>294,628</b> | <b>294,451</b> | <b>294,273</b> | <b>294,687</b> | <b>294,911</b> | <b>295,135</b> | <b>295,135</b> | <b>332,556</b> | <b>456,745</b> |
| Accounts Payable                  | 950            | 950            | 950            | 1,140          | 1,140          | 1,140          | 1,394          | 1,394          | 1,394          | 1,584          | 1,584          | 1,584          | 1,584          | 3,294          | 6,852          |
| Short-Term Loans                  | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              |
| Accrued Interest Expenses         | 284            | 284            | 284            | 284            | 284            | 284            | 284            | 284            | 284            | 284            | 284            | 284            | 284            | 284            | 284            |
| Deferred Tax Liabilities          | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | 6,378          | 25,550         |
| <b>Current Liabilities</b>        | <b>1,234</b>   | <b>1,234</b>   | <b>1,234</b>   | <b>1,424</b>   | <b>1,424</b>   | <b>1,424</b>   | <b>1,677</b>   | <b>1,677</b>   | <b>1,677</b>   | <b>1,867</b>   | <b>1,867</b>   | <b>1,867</b>   | <b>1,867</b>   | <b>9,955</b>   | <b>32,685</b>  |
| Loans and other borrowings        | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         | 48,609         |
| <b>Non-Current Liabilities</b>    | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  | <b>48,609</b>  |
| <b>Total Liabilities</b>          | <b>49,843</b>  | <b>49,843</b>  | <b>49,843</b>  | <b>50,033</b>  | <b>50,033</b>  | <b>50,033</b>  | <b>50,286</b>  | <b>50,286</b>  | <b>50,286</b>  | <b>50,476</b>  | <b>50,476</b>  | <b>50,476</b>  | <b>50,476</b>  | <b>58,564</b>  | <b>81,294</b>  |
| Paid-In Capital                   | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        | 250,000        |
| Retained Earnings                 | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -              | -5,341         | 23,992         |
| Current Period Earnings           | -1,114         | -2,228         | -3,342         | -4,055         | -4,767         | -5,480         | -5,658         | -5,835         | -6,013         | -5,789         | -5,565         | -5,341         | -5,341         | 29,334         | 101,458        |
| <b>Total Equity</b>               | <b>248,886</b> | <b>247,772</b> | <b>246,658</b> | <b>245,945</b> | <b>245,233</b> | <b>244,520</b> | <b>244,342</b> | <b>244,165</b> | <b>243,987</b> | <b>244,211</b> | <b>244,435</b> | <b>244,659</b> | <b>244,659</b> | <b>273,992</b> | <b>375,450</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>                   | -       | 20,723  | 22,979  | 22,615  | 21,915  | 24,680  | 23,950  | 22,772  | 26,214  | 27,036  | 27,521  | 31,471  | -        | 30,005   | 50,520     |
| <b>Cash from sales of goods/services</b> | -       | 18,274  | 18,274  | 18,274  | 21,929  | 21,929  | 21,929  | 26,802  | 26,802  | 26,802  | 30,457  | 30,457  | 261,927  | 575,264  | 1,196,550  |
| <b>Payments to employees/vendors</b>     | -14,784 | -15,734 | -18,164 | -18,691 | -18,881 | -22,121 | -22,823 | -23,076 | -25,507 | -26,033 | -26,223 | -31,246 | -275,435 | -549,212 | -1,120,630 |
| <b>Advances paid/received</b>            | -       | -       | -190    | -       | -       | -253    | -       | -       | -190    | -       | -       | -393    | -1,977   | -2,135   | -2,741     |
| <b>Taxes paid</b>                        | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -        | -        | -7,798     |
| <b>Interest paid</b>                     | -       | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -284    | -3,119   | -3,403   | -3,403     |
| <b>CF from Operating Activities</b>      | -14,784 | 2,257   | -364    | -700    | 2,765   | -729    | -1,178  | 3,442   | 821     | 485     | 3,950   | -1,466  | -18,604  | 20,515   | 61,979     |
| <b>Acquisition of</b>                    |         |         |         |         |         |         |         |         |         |         |         |         |          |          |            |
| <b>Surveillance Systems Equipment</b>    | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -80,000  | -        | -          |
| <b>Alarm Monitoring Hardware</b>         | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -50,000  | -        | -          |
| <b>Access Control Systems</b>            | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -60,000  | -        | -          |
| <b>Training Facilities and Equipment</b> | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -60,000  | -        | -          |
| <b>CF from Investing Activities</b>      | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -250,000 | -        | -          |
| <b>Loans received / paid</b>             | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | 48,609   | -        | -          |
| <b>Investments received / paid</b>       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | 250,000  | -        | -          |
| <b>CF from Financing activities</b>      | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | -       | 298,609  | -        | -          |
| <b>Ending Balance</b>                    | 20,723  | 22,979  | 22,615  | 21,915  | 24,680  | 23,950  | 22,772  | 26,214  | 27,036  | 27,521  | 31,471  | 30,005  | 30,005   | 50,520   | 112,500    |

## 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

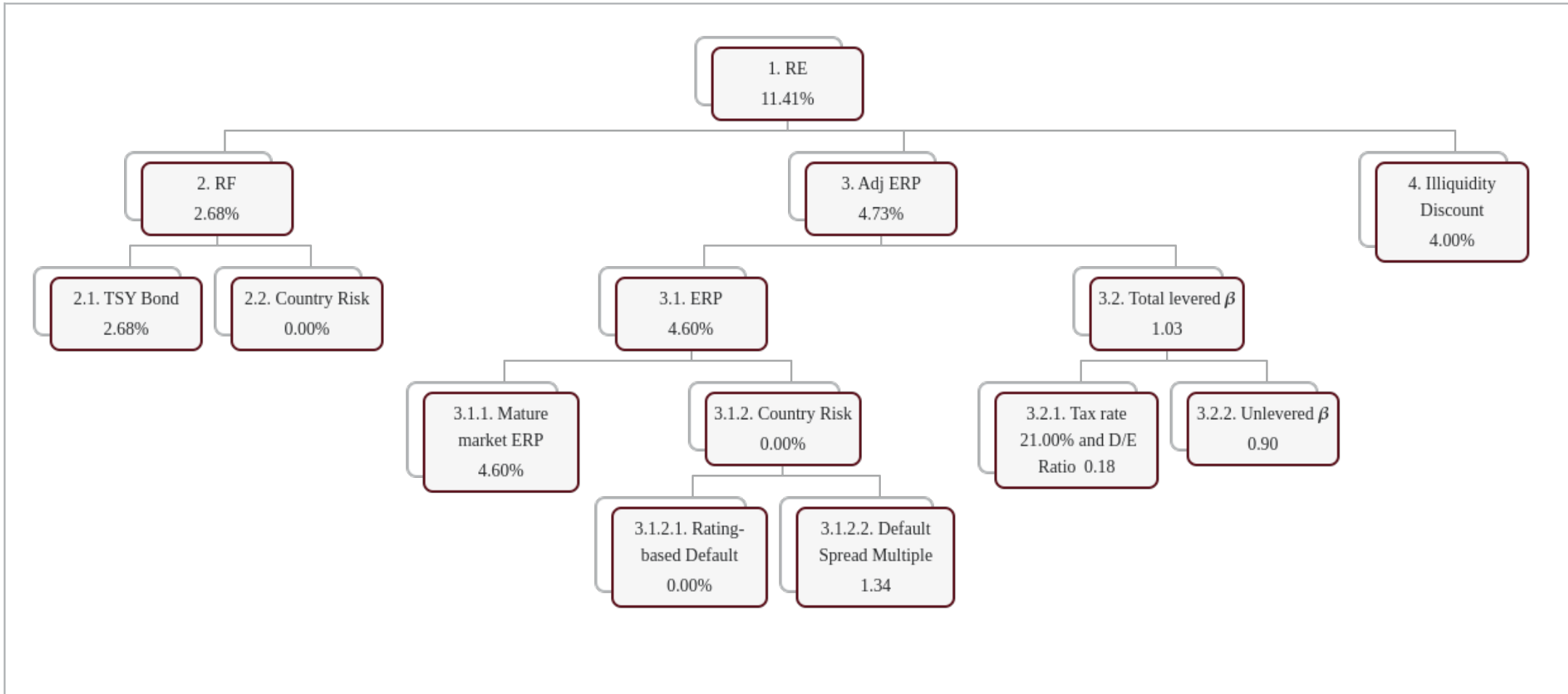
| Cash Flow Statement - Indirect (USD) | M1             | M2            | M3            | M4            | M5            | M6            | M7            | M8            | M9            | M10           | M11           | M12           | Y1              | Y2            | Y3             |
|--------------------------------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-----------------|---------------|----------------|
| Initial Balance                      | -              | 20,723        | 22,979        | 22,615        | 21,915        | 24,680        | 23,950        | 22,772        | 26,214        | 27,036        | 27,521        | 31,471        | -               | 30,005        | 50,520         |
| EBIT                                 | -1,127         | -1,127        | -1,127        | -619          | -619          | -619          | 59            | 59            | 59            | 567           | 567           | 567           | -3,359          | 40,534        | 131,831        |
| Δ Receivables & Prepaids             | -18,274        | -             | -190          | -3,655        | -             | -253          | -4,873        | -             | -190          | -3,655        | -             | -393          | -32,433         | -35,028       | -71,158        |
| Δ Payables                           | 950            | -             | -             | 190           | -             | -             | 253           | -             | -             | 190           | -             | -             | 1,584           | 1,710         | 3,558          |
| Δ Inventory                          | -              | -             | -2,430        | -             | -             | -3,241        | -             | -             | -2,430        | -             | -             | -5,023        | -25,277         | -27,299       | -35,050        |
| Δ Depreciation                       | 3,667          | 3,667         | 3,667         | 3,667         | 3,667         | 3,667         | 3,667         | 3,667         | 3,667         | 3,667         | 3,667         | 3,667         | 44,000          | 44,000        | 44,000         |
| Tax Paid                             | -              | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -               | -             | -7,798         |
| Interest Expenses                    | -              | -284          | -284          | -284          | -284          | -284          | -284          | -284          | -284          | -284          | -284          | -284          | -3,119          | -3,403        | -3,403         |
| <b>CF from Operating Activities</b>  | <b>-14,784</b> | <b>2,257</b>  | <b>-364</b>   | <b>-700</b>   | <b>2,765</b>  | <b>-729</b>   | <b>-1,178</b> | <b>3,442</b>  | <b>821</b>    | <b>485</b>    | <b>3,950</b>  | <b>-1,466</b> | <b>-18,604</b>  | <b>20,515</b> | <b>61,979</b>  |
| Acquisition of                       |                |               |               |               |               |               |               |               |               |               |               |               |                 |               |                |
| Surveillance Systems Equipment       | -              | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -80,000         | -             | -              |
| Alarm Monitoring Hardware            | -              | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -50,000         | -             | -              |
| Access Control Systems               | -              | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -60,000         | -             | -              |
| Training Facilities and Equipment    | -              | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -60,000         | -             | -              |
| <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>-250,000</b> | <b>-</b>      | <b>-</b>       |
| Loans received / paid                | -              | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | 48,609          | -             | -              |
| Investments received / paid          | -              | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | -             | 250,000         | -             | -              |
| <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>298,609</b>  | <b>-</b>      | <b>-</b>       |
| <b>Ending Balance</b>                | <b>20,723</b>  | <b>22,979</b> | <b>22,615</b> | <b>21,915</b> | <b>24,680</b> | <b>23,950</b> | <b>22,772</b> | <b>26,214</b> | <b>27,036</b> | <b>27,521</b> | <b>31,471</b> | <b>30,005</b> | <b>30,005</b>   | <b>50,520</b> | <b>112,500</b> |

## Assumptions:

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



## Required Return on Equity Derivation



# 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  $R(E) = R(F) + \beta * (ERP)$ , 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 | -5,341 | 29,334 | 101,458 | 105,516   | 109,737 | 114,126 | 118,692 |
|     | Growth% Y4-Y7    |        |        |         | 4.00%     | 4.00%   | 4.00%   | 4.00%   |
|     | Growth% Y7 -->   |        |        |         | 3.50%     |         |         |         |
|     | WACC             |        |        |         | 11.41%    |         |         |         |
|     | PV Y1-Y7 at Y0   | -4,794 | 23,634 | 73,372  | 68,493    | 63,938  | 59,686  | 55,717  |
|     | PV Y7 --> Y0     |        |        |         | 729,156   |         |         |         |
|     | NPV (USD)        |        |        |         | 1,069,200 |         |         |         |

Average Survival Rate for 3 Years 50%

**Final Valuation** \$ 534,600

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 11.41 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 4.00 %, which is consistent with the market Compound Annual Growth Rate (CAGR) trend. Beyond year 7, the cash flows are assumed to grow at a long-term growth rate of 3.50 %.

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

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

# Scenario Analysis: Narrative

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

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

# 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.

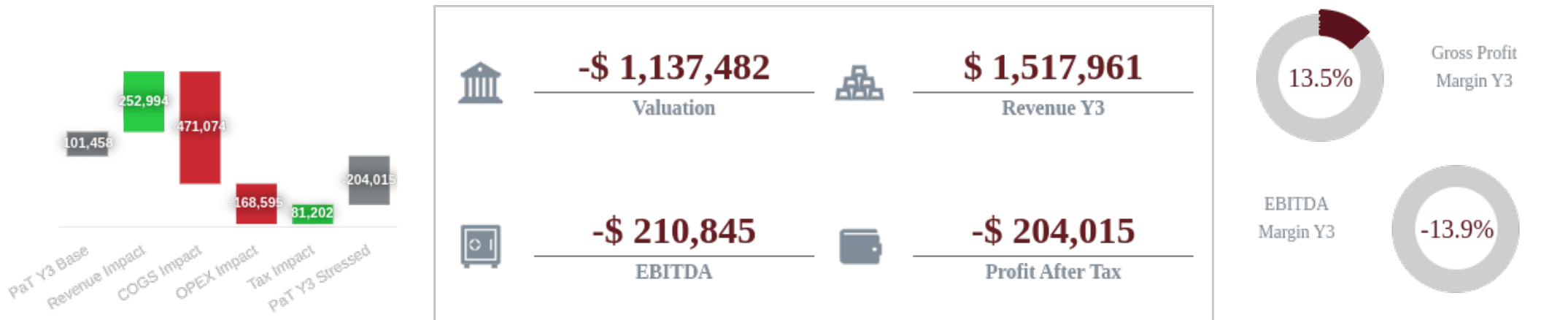
| Scenario Analysis |                 | Revenue      |              | COGS         |              | Discount Rate |              |              |
|-------------------|-----------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|
|                   | 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%          |
|                   | Revenue Y3      | \$ 1,264,968 | \$ 1,454,713 | \$ 1,075,223 | \$ 1,264,968 | \$ 1,264,968  | \$ 1,264,968 | \$ 1,264,968 |
| Output            | Gross Profit Y3 | \$ 423,764   | \$ 487,329   | \$ 360,200   | \$ 592,005   | \$ 255,523    | \$ 423,764   | \$ 423,764   |
|                   | GP Margin       | 34%          | 34%          | 34%          | 47%          | 20%           | 34%          | 34%          |
|                   | EBITDA Y3       | \$ 175,831   | \$ 202,205   | \$ 149,456   | \$ 344,071   | \$ 7,590      | \$ 175,831   | \$ 175,831   |
|                   | EBITDA Margin   | 14%          | 14%          | 14%          | 27%          | 1%            | 14%          | 14%          |
|                   | Net Profit Y3   | \$ 101,458   | \$ 122,294   | \$ 80,622    | \$ 234,368   | -\$ 31,452    | \$ 101,458   | \$ 101,458   |
|                   | Profit Margin   | 8%           | 8%           | 7%           | 19%          | -2%           | 8%           | 8%           |
|                   | Final Valuation | \$ 534,600   | \$ 648,650   | \$ 420,550   | \$ 1,262,116 | -\$ 192,916   | \$ 636,370   | \$ 458,745   |

# 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. | <table border="1"> <tr> <td><b>Revenue</b><br/>Higher by 20%</td> <td><b>COGS</b><br/>Higher by 30%</td> </tr> <tr> <td><b>OPEX</b><br/>Higher by 40%</td> <td><b>Discount Rate</b><br/>unaffected</td> </tr> </table> | <b>Revenue</b><br>Higher by 20% | <b>COGS</b><br>Higher by 30% | <b>OPEX</b><br>Higher by 40% | <b>Discount Rate</b><br>unaffected |
| <b>Revenue</b><br>Higher by 20% | <b>COGS</b><br>Higher by 30%  |  |                                 |                              |                              |                                    |
| <b>OPEX</b><br>Higher by 40%    | <b>Discount Rate</b><br>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

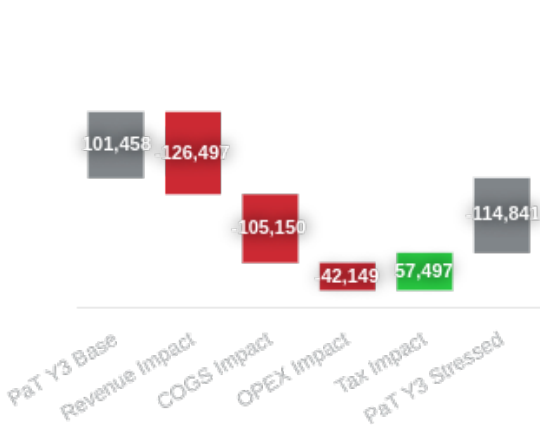
## KPIs impact

# The Perfect Storm

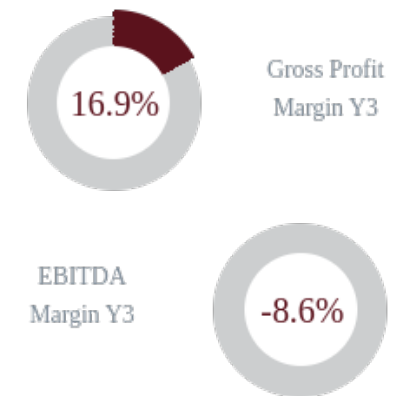
This scenario simulates the convergence of adverse market conditions and rising operational challenges. A sharp downturn in market demand coincides with increased costs due to inflation and supply chain disruptions. The combination results in a dual hit to both top-line revenue and operational margins. 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><br>Lower by 10% | <b>COGS</b><br>Higher by 25%          |
| <b>OPEX</b><br>Higher by 30%   | <b>Discount Rate</b><br>Higher by 10% |

## Results



|  |                                 |  |  |
|--|---------------------------------|--|--|
|  | <b>-\$ 562,887</b><br>Valuation |  | <b>\$ 1,138,471</b><br>Revenue Y3      |
|  | <b>-\$ 97,965</b><br>EBITDA     |  | <b>-\$ 114,841</b><br>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 | \$ 233,907   | \$ 263,145   | \$ 277,764   | \$ 307,003   | \$ 321,622   | \$ 350,860   | \$ 266,069   | \$ 274,840   | \$ 283,612   | \$ 301,155   | \$ 309,926   | \$ 318,698   |
|                 | Y2 | \$ 486,526   | \$ 547,342   | \$ 577,750   | \$ 638,565   | \$ 668,973   | \$ 729,789   | \$ 553,423   | \$ 571,668   | \$ 589,913   | \$ 626,402   | \$ 644,647   | \$ 662,892   |
|                 | Y3 | \$ 1,011,974 | \$ 1,138,471 | \$ 1,201,719 | \$ 1,328,216 | \$ 1,391,464 | \$ 1,517,961 | \$ 1,151,121 | \$ 1,189,070 | \$ 1,227,019 | \$ 1,302,917 | \$ 1,340,866 | \$ 1,378,815 |
| Gross Profit    | Y1 | \$ 78,359    | \$ 88,154    | \$ 93,051    | \$ 102,846   | \$ 107,743   | \$ 117,538   | \$ 89,133    | \$ 92,072    | \$ 95,010    | \$ 100,887   | \$ 103,825   | \$ 106,764   |
|                 | Y2 | \$ 162,986   | \$ 183,359   | \$ 193,546   | \$ 213,919   | \$ 224,106   | \$ 244,479   | \$ 185,397   | \$ 191,509   | \$ 197,621   | \$ 209,845   | \$ 215,957   | \$ 222,069   |
|                 | Y3 | \$ 339,011   | \$ 381,388   | \$ 402,576   | \$ 444,952   | \$ 466,141   | \$ 508,517   | \$ 385,625   | \$ 398,338   | \$ 411,051   | \$ 436,477   | \$ 449,190   | \$ 461,903   |
| GP Margin       | Y1 | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          | 33%          | 34%          | 34%          | 34%          | 33%          |
|                 | Y2 | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          |
|                 | Y3 | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          | 34%          | 33%          | 34%          | 33%          | 34%          | 34%          |
| EBITDA          | Y1 | \$ 32,513    | \$ 36,577    | \$ 38,609    | \$ 42,673    | \$ 44,705    | \$ 48,770    | \$ 36,984    | \$ 38,203    | \$ 39,422    | \$ 41,861    | \$ 43,080    | \$ 44,299    |
|                 | Y2 | \$ 67,627    | \$ 76,081    | \$ 80,307    | \$ 88,761    | \$ 92,987    | \$ 101,441   | \$ 76,926    | \$ 79,462    | \$ 81,998    | \$ 87,070    | \$ 89,606    | \$ 92,142    |
|                 | Y3 | \$ 140,664   | \$ 158,247   | \$ 167,039   | \$ 184,622   | \$ 193,414   | \$ 210,997   | \$ 160,006   | \$ 165,281   | \$ 170,556   | \$ 181,105   | \$ 186,380   | \$ 191,655   |
| EBITDA Margin   | Y1 | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          |
|                 | Y2 | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          |
|                 | Y3 | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          | 14%          |
| Net Profit      | Y1 | -\$ 11,763   | -\$ 8,552    | -\$ 6,947    | -\$ 3,736    | -\$ 2,131    | \$ 1,080     | -\$ 8,231    | -\$ 7,268    | -\$ 6,305    | -\$ 4,378    | -\$ 3,415    | -\$ 2,452    |
|                 | Y2 | \$ 15,977    | \$ 22,656    | \$ 25,995    | \$ 32,673    | \$ 36,012    | \$ 42,690    | \$ 23,323    | \$ 25,327    | \$ 27,330    | \$ 31,337    | \$ 33,341    | \$ 35,344    |
|                 | Y3 | \$ 73,677    | \$ 87,567    | \$ 94,513    | \$ 108,403   | \$ 115,349   | \$ 129,239   | \$ 88,956    | \$ 93,124    | \$ 97,291    | \$ 105,625   | \$ 109,792   | \$ 113,960   |
| Profit Margin   | Y1 | -5%          | -3%          | -3%          | -1%          | -1%          | 0%           | -3%          | -3%          | -2%          | -1%          | -1%          | -1%          |
|                 | Y2 | 3%           | 4%           | 4%           | 5%           | 5%           | 6%           | 4%           | 4%           | 5%           | 5%           | 5%           | 5%           |
|                 | Y3 | 7%           | 8%           | 8%           | 8%           | 8%           | 9%           | 8%           | 8%           | 8%           | 8%           | 8%           | 8%           |
| Final Valuation |    | \$ 382,533   | \$ 458,566   | \$ 496,583   | \$ 572,617   | \$ 610,634   | \$ 686,667   | \$ 466,170   | \$ 488,980   | \$ 511,790   | \$ 557,410   | \$ 580,220   | \$ 603,030   |



## 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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