

Business Plan & Valuation Presentation



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OUR VISION & MISSION

Our Mission

JourneyGenie's mission is to transform travel dreams into reality by crafting personalized travel experiences that cater to the unique preferences of each client. Through customized itineraries for exotic vacations, business trips, and special occasions, JourneyGenie ensures that every journey is seamless and unforgettable. Leveraging extensive industry knowledge and exclusive partnerships, our expert travel advisors provide tailored recommendations, competitive pricing, and exceptional customer service. Our attention to detail and personalized care guarantee expertly planned and executed trips, making travel an unparalleled experience for all our clients.

Our Vision

JourneyGenie envisions becoming the premier global travel agency renowned for transforming travel dreams into reality. By continually innovating and leveraging exclusive industry partnerships, they aspire to set the standard for personalized travel experiences worldwide. JourneyGenie aims to create a future where every client embarks on seamless and unforgettable journeys, characterized by meticulously planned itineraries and exceptional service. Their ultimate goal is to inspire and delight travelers, setting new benchmarks in the travel industry for bespoke and extraordinary experiences.



Summary Financials Dashboard

Key performance indicators
(Base Scenario Y3)

\$ 777,300

Revenue

\$ 260,395

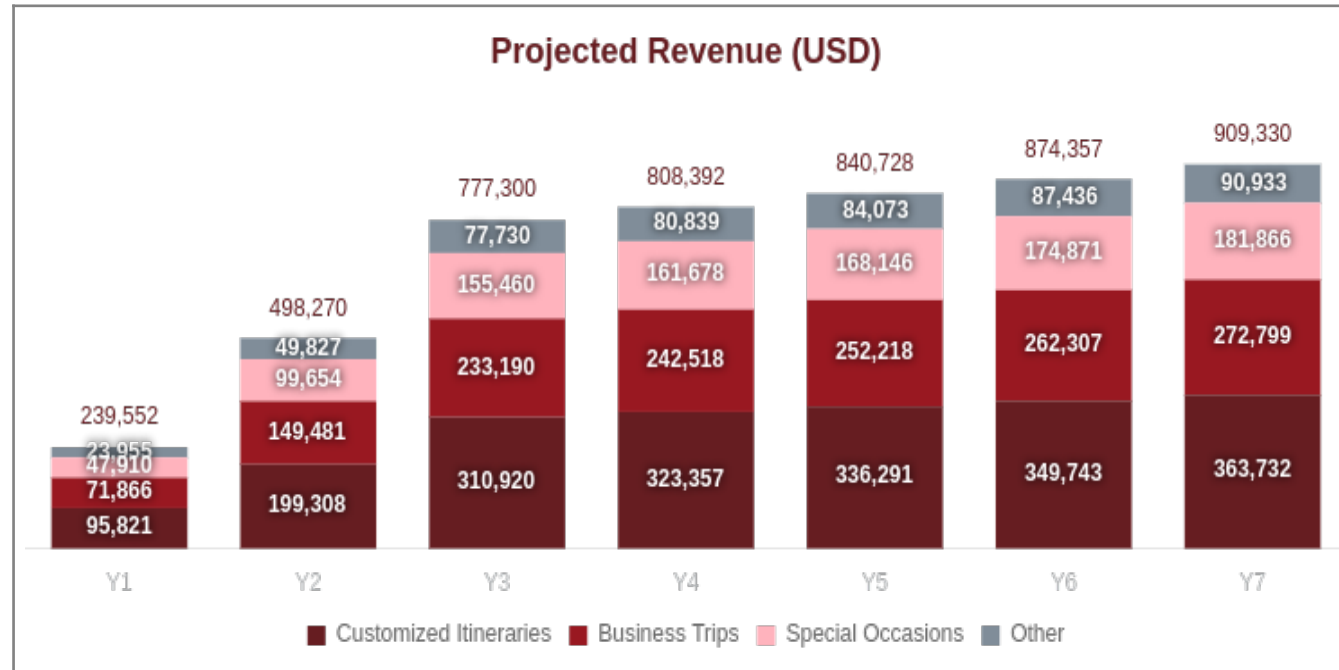
Gross Profit

\$ 114,108

EBITDA

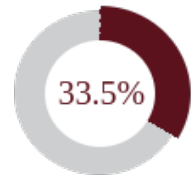
0.02%

Target Market Share

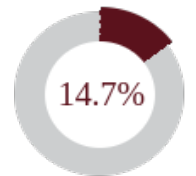


Margins
(Stabilized by Y3)

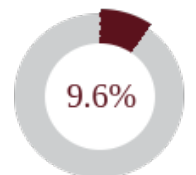
GP Margin



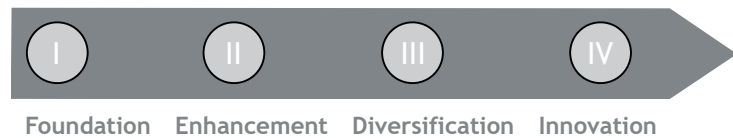
EBITDA Margin



PbT Margin

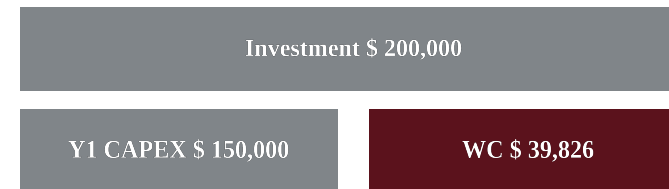


Project Phases



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



JourneyGenie is a premier travel agency dedicated to crafting personalized travel experiences tailored to the unique preferences of each client. Specializing in Travel agency and tour operator activities, the company operates within the Administrative and support service activities sector. JourneyGenie excels in designing customized itineraries, encompassing exotic vacations, business trips, and special occasions, ensuring every journey is seamless and unforgettable. At JourneyGenie, expert travel advisors leverage extensive industry knowledge and exclusive partnerships to deliver tailored recommendations, competitive pricing, and exceptional customer service. The company's commitment to attention to detail and personalized care guarantees that every trip is expertly planned and executed. Let JourneyGenie turn your travel dreams into reality with bespoke solutions that cater to your every need.

The Main Phases: Projects & Impacts

01 Foundation

Phase I.

Establish a foundational offering with personalized travel plans, focusing on creating unique, tailor-made experiences for individual clients to serve as the core service of JourneyGenie.

Diversification 03

Phase III.

Develop new profit streams such as exclusive partnerships with luxury resorts, corporate travel solutions, or launching signature tour packages to enhance revenue and market presence.

02 Enhancement

Phase II.

Enhance core offerings and scale operations by expanding the customer base through targeted marketing strategies, partnerships, and optimizing service delivery to ensure a seamless travel experience.

Innovation 04

Phase IV.

Explore high-risk, high-reward opportunities like using AI-driven travel planning tools, virtual reality travel previews, or stepping into untapped markets, aiming for breakthrough future growth.



Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Clients	<ol style="list-style-type: none"> 1. Personalized travel plans tailored to their unique preferences. 2. Seamless and unforgettable travel experiences with expert planning and execution. 3. Competitive pricing and exceptional customer service ensuring value for money.
Employees	<ol style="list-style-type: none"> 1. Opportunities for professional growth in a dynamic and expanding industry. 2. A supportive work environment that values attention to detail and personalized care. 3. Access to travel perks and exclusive industry partnerships for personal enjoyment.
Partners (e.g., Hotels, Tour Operators)	<ol style="list-style-type: none"> 1. Increased business through exclusive collaborations and marketing strategies. 2. Enhanced brand visibility and reputation by being associated with a premier travel agency. 3. Reliable and consistent flow of high-quality, affluent clientele.
Investors	<ol style="list-style-type: none"> 1. Potential for high returns with strategic market expansion and diversification. 2. Assurance of a scalable business model with innovative future growth plans. 3. Transparency and confidence provided by a well-structured development phase plan.
Local Communities	<ol style="list-style-type: none"> 1. Boost in local economies through increased tourism and spending. 2. Enhanced global visibility and cultural exchange brought by international travelers. 3. Job creation and business opportunities for local enterprises and artisans.
Corporate Clients	<ol style="list-style-type: none"> 1. Streamlined and efficient business travel solutions tailored to corporate needs. 2. Value-added services such as bespoke corporate retreat planning and luxury partnerships. 3. Seamless integration of travel planning with corporate requirements and schedules.
Technology Providers	<ol style="list-style-type: none"> 1. Opportunities for integration and innovation in travel planning technologies. 2. Potential for long-term strategic partnerships with a forward-thinking travel agency. 3. Value from collaborative development of AI-driven tools and virtual experiences for the travel industry.

Key Performance Components

Competitive Advantage

Personalized Travel Experiences

JourneyGenie excels in crafting tailor-made travel itineraries, ensuring that each trip is uniquely suited to the client's preferences and requirements, resulting in unforgettable journeys.

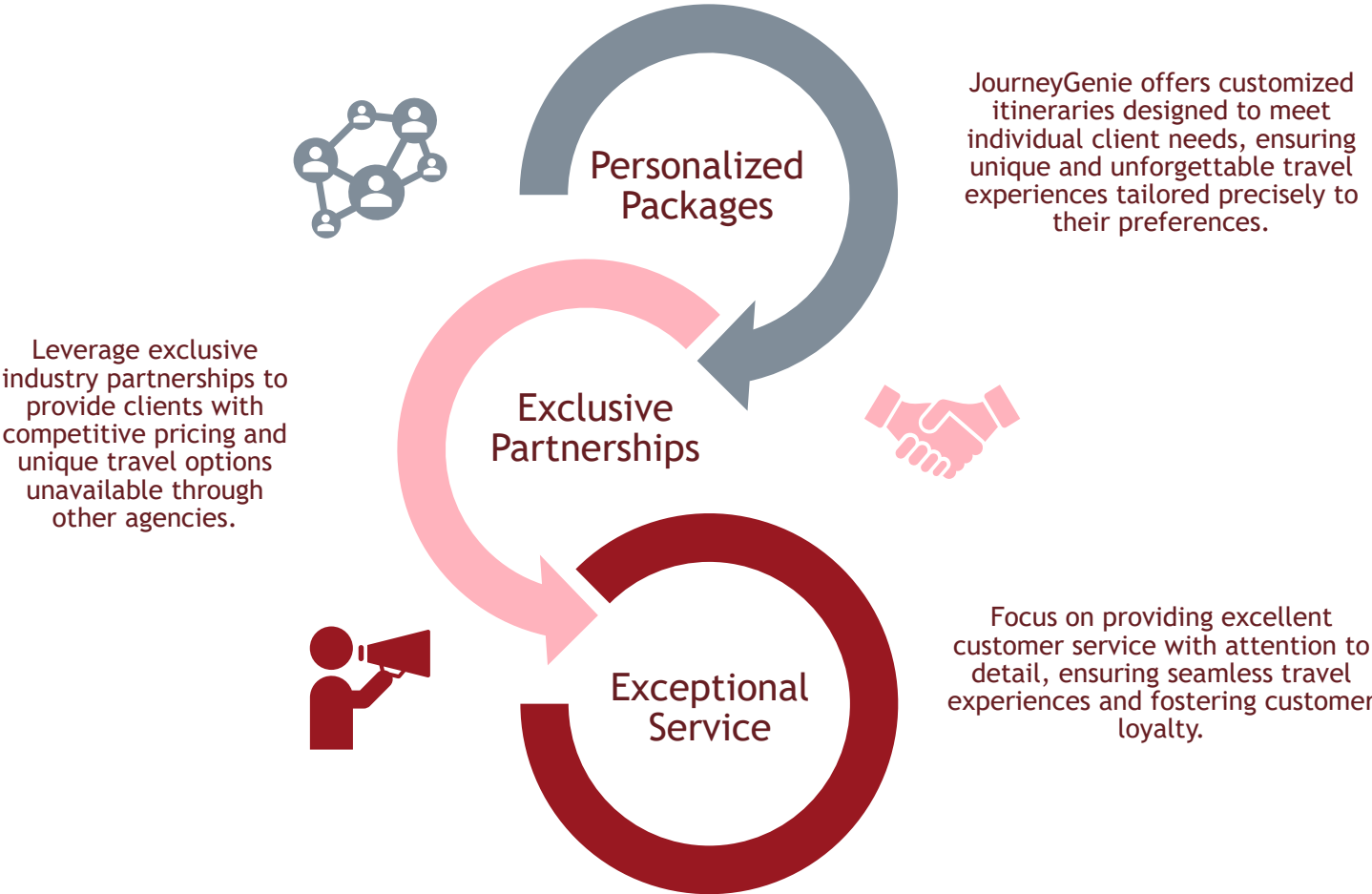
Exclusive Partnerships

The company leverages extensive industry connections to offer clients highly competitive pricing, exclusive deals, and premium services not available through standard travel agencies.

Expert Travel Advisors

JourneyGenie's team of experienced travel advisors provides exceptional customer service and in-depth industry knowledge, guaranteeing meticulous attention to detail for every trip planned.

Marketing and Growth Strategy

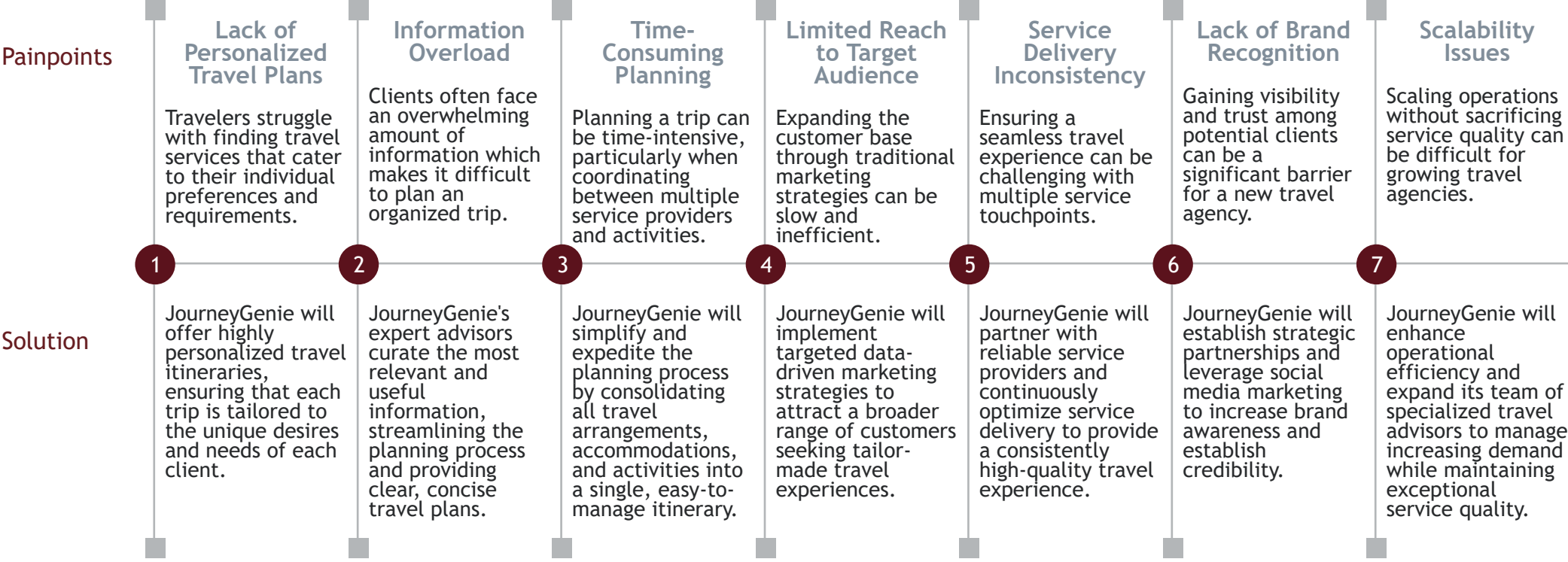


Target Groups

Industries		Description
I	 Luxury Travelers	Affluent clients seeking high-end, customized travel experiences with exclusive amenities and personalized services.
II	 Business Travelers	Corporate clients requiring efficient, stress-free travel arrangements for meetings, conferences, and business trips.
III	 Adventure Seekers	Individuals or groups interested in unique, adrenaline-filled travel experiences such as trekking, diving, or safaris.
IV	 Family Vacationers	Families looking for well-planned, enjoyable vacations that cater to both adults and children, ensuring a memorable experience for all.
V	 Romantic Getaways	Couples planning honeymoons, anniversaries, or romantic escapes looking for bespoke itineraries and intimate experiences.
VI	 Solo Travelers	Independent travelers seeking customized itineraries that provide both safety and the excitement of exploring destinations alone.
VII	 Special Occasion Travelers	Clients celebrating milestones such as weddings, birthday trips, or retirements requiring unique destination arrangements and special touches.


Painpoints & Solutions

Solution from Phase I to Phase IV




Strategic Analysis: SWOT

Strength




Expert travel advisors with extensive industry knowledge. High commitment to personalized customer service. Tailored travel experiences and itineraries. Strong exclusive partnerships with travel providers. Competitive pricing offering value for money.

Weaknesses




Dependence on partner reliability and consistency. Potential challenges in scaling personalized services. High competition in the travel agency market. Vulnerability to changes in travel trends. Possible operational inefficiencies during peak seasons.

Opportunities









Growth in experiential and themed travel market. Technological advancements in travel planning tools. Expansion into new geographic markets. Development of exclusive travel packages. Increasing demand for sustainable and ethical travel options.

Threats



Disruptions due to global pandemics. Economic downturns impacting travel spending. Increased competition from online travel platforms. Cybersecurity risks affecting customer data. Regulatory changes affecting travel and tourism.

Pestel: Analysis

 P	 E	 S	 T	 E	 L						
Political	7 / 10	Economic	6 / 10	Social	7 / 10	Technological	7 / 10	Environmental	6 / 10	Legal	7 / 10
<p>Regulations: Travel agency operations are heavily regulated, impacting compliance and operational flexibility.</p> <p>International Policies: Changes in international visa, security, and travel policies can affect business operations.</p>	<p>Economic Stability: The overall economic health directly impacts discretionary spending on travel.</p> <p>Exchange Rates: Fluctuations in currency exchange rates can affect travel costs and consumer behavior.</p>	<p>Travel Trends: Shifts in social trends and preferences towards unique travel experiences.</p> <p>Demographics: Changing demographics influence travel preferences and demand.</p>	<p>Digital Platforms: Advancements in digital booking platforms streamline customer experience.</p> <p>AI & Data Analysis: Leveraging AI for personalized travel recommendations improves service quality.</p>	<p>Sustainable Travel: Growing demand for eco-friendly travel options affects service offerings.</p> <p>Climate Change: Climate change impacts travel patterns and destination viability.</p>	<p>Consumer Protection: Strict consumer protection laws impact service standards and liability.</p> <p>Privacy Laws: Compliance with GDPR and other privacy regulations is crucial.</p>						

JourneyGenie needs to continuously adapt to regulatory changes, economic conditions, and technological advancements to maintain its competitive edge. Focusing on sustainable and personalized travel will meet evolving consumer demands and optimize market position.

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?

The firm's tailored travel experiences and personalized itineraries enable it to exploit opportunities by attracting clients seeking unique, customized trips.

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

The combination of extensive industry knowledge, exclusive partnerships, and personalized service is controlled by only a few firms.

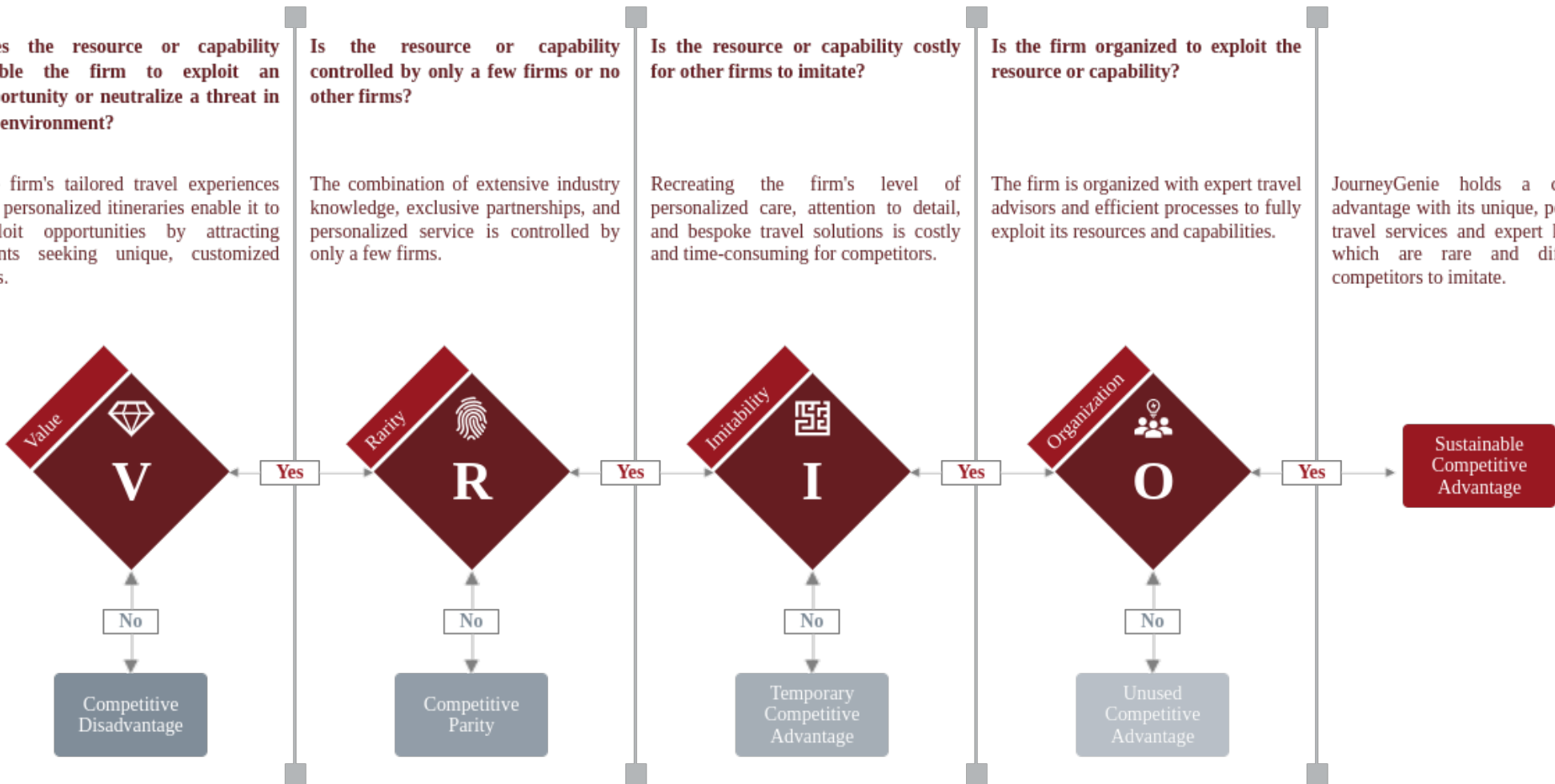
Is the resource or capability costly for other firms to imitate?

Recreating the firm's level of personalized care, attention to detail, and bespoke travel solutions is costly and time-consuming for competitors.

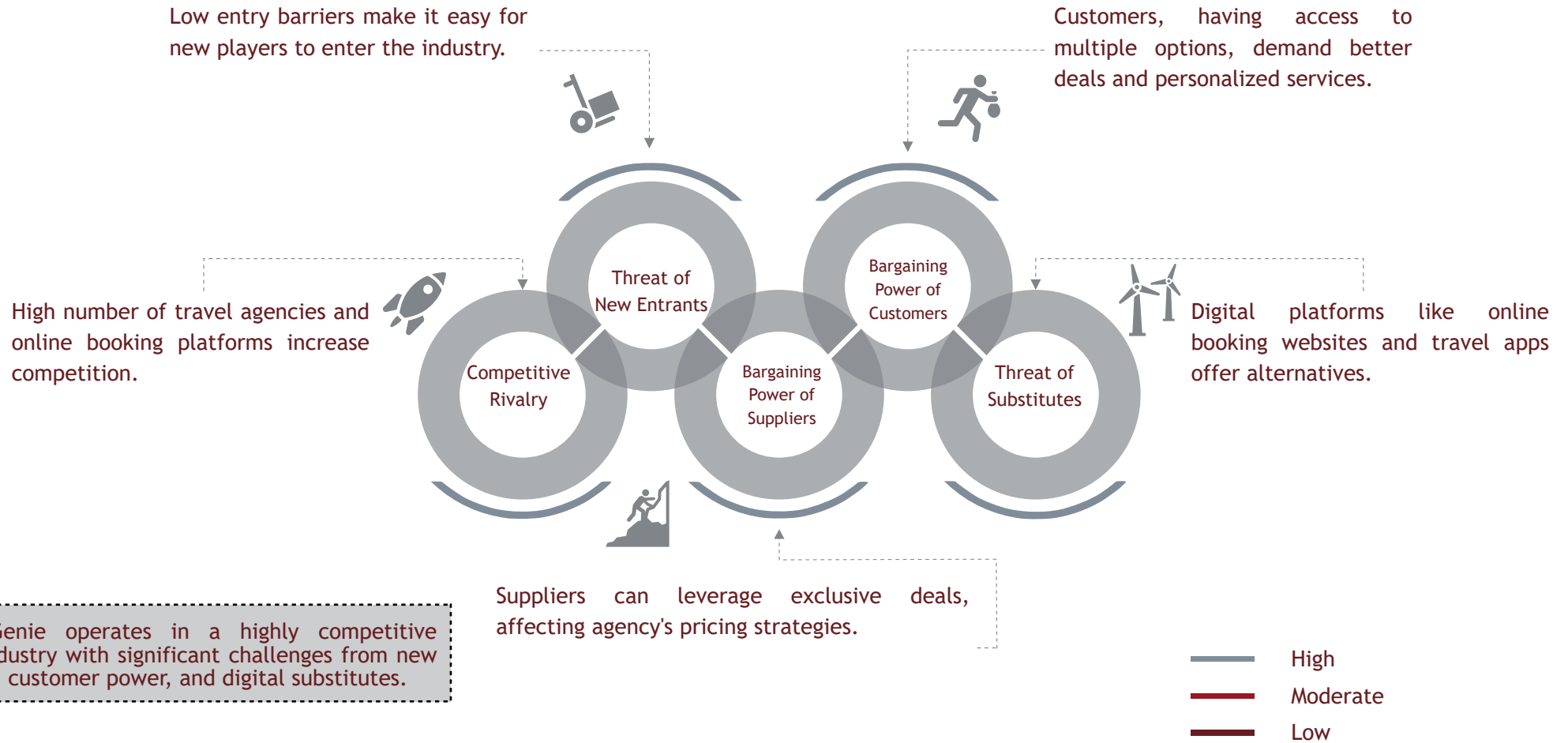
Is the firm organized to exploit the resource or capability?

The firm is organized with expert travel advisors and efficient processes to fully exploit its resources and capabilities.

JourneyGenie holds a competitive advantage with its unique, personalized travel services and expert knowledge, which are rare and difficult for competitors to imitate.



Porter's Five Forces: Analysis



Management Team

Overview

10+ years in the travel industry, specializing in customer experience and creating personalized vacation packages.



Sophia Carter

Co-Founder & CEO

Ethan Clark



Co-Founder & COO

Overview

Expert in operational management, focused on optimizing processes and expanding the agency's reach internationally.

Overview

Passionate about global travel trends, with expertise in digital marketing and building strategic partnerships in the tourism sector.



Isabella Martinez

Head of Sales & Marketing

Lucas Davis



Chief Travel Expert

Overview

A seasoned travel consultant with a deep understanding of international destinations and crafting unforgettable travel experiences.



History & Roadmap



Current Status.

- JourneyGenie begins with comprehensive market research in Mar 2024.
- Enhancements to the digital platform will enhance user experience by Jul 2024.
- By Nov 2024, key partnerships expand the global network.
- New travel packages launch in Apr 2025 for varied client needs.
- Customer service optimization with AI chatbots happens in Sep 2025.
- Sustainability initiatives start by Jan 2026, promoting eco-friendly travel.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Develop Business Plan	●	Not Started	High	CEO 2 weeks
2	Secure Initial Funding	●	Not Started	High	CFO 1 month
3	Register the Company	●	Not Started	High	COO 1 week
4	Formulate Legal Structure	●	Not Started	High	CLO 2 weeks
5	Develop Company Website	●	Not Started	Medium	CTO 1 month
6	Establish Office Location	●	Not Started	Medium	COO 3 weeks
7	Hire Initial Team	●	Not Started	High	CPO 1 month
8	Create Internal Policies and Procedures	●	Not Started	Medium	CSO 1 month
Marketing					
1	Define Unique Selling Proposition (USP)	●	Not Started	High	CMO 2 weeks
2	Conduct Market Research	●	Not Started	High	CMO 1 month
3	Develop Brand Identity	●	Not Started	High	CMO 3 weeks
4	Create Initial Marketing Campaign	●	Not Started	High	CMO 1.5 months
5	Establish Presence on Social Media Platforms	●	Not Started	Medium	CMO 1 month
6	Develop Content Marketing Strategy	●	Not Started	Medium	CMO 2 months
7	Form Partnership with Influencers	●	Not Started	Medium	CMO 2.5 months
8	Launch Email Marketing Campaigns	●	Not Started	Low	CMO 3 months

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
Phase 1 & Technical Set Up for next Phases						
1	Develop core service offerings	●	Not Started	High	CPO	2 weeks
2	Recruit expert travel advisors	●	Not Started	High	COO	1 month
3	Formulate client onboarding process	●	Not Started	Medium	COO	1 month
4	Build strategic partnerships	●	Not Started	High	CRO	3 months
5	Implement booking and CRM systems	●	Not Started	High	CTO	2 months
6	Set up customer service protocols	●	Not Started	Medium	CSO	1.5 months
7	Define personalized travel planning procedures	●	Not Started	High	CPO	2 months
8	Conduct market research	●	Not Started	Medium	CIO	1 month
Phase 2						
1	Expand Customer Base through Targeted Marketing	●	Not Started	High	CMO	3 months
2	Form Partnerships with Hotel Chains	●	Not Started	High	CRO	6 months
3	Optimize Service Delivery Systems	●	Not Started	Medium	COO	4 months
4	Implement Customer Feedback Mechanisms	●	Not Started	Medium	CSO	2 months
5	Enhance Website and Mobile App Usability	●	Not Started	High	CTO	3 months
6	Develop Loyalty Programs	●	Not Started	Medium	CMO	5 months
7	Integrate Advanced Booking Systems	●	Not Started	High	CTO	3 months
8	Expand Customer Service Team	●	Not Started	Medium	COO	4 months

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA	
Phase 3						
1	Identify Luxury Resort Partners	●	Not Started	High	COO	2 months
2	Launch Corporate Travel Package Offerings	●	Not Started	High	CPO	3 months
3	Develop Signature Tour Packages	●	Not Started	Medium	CPO	4 months
4	Negotiate Exclusive Deals with Luxury Venues	●	Not Started	High	CRO	2 months
5	Train Staff on New Corporate Solutions	●	Not Started	Medium	COO	2 months
6	Set Up Tracking System for New Revenue Streams	●	Not Started	High	CFO	1 month
7	Monitor Customer Feedback on New Services	●	Not Started	Medium	CSO	4 months
8	Expand Customer Service Team for Corporate Clients	●	Not Started	Medium	COO	3 months
Phase 4						
1	Develop AI-driven travel planning tools	●	Not Started	High	CTO	6 months
2	Integrate virtual reality travel previews	●	Not Started	High	CTO	8 months
3	Identify and explore untapped markets	●	Not Started	Medium	CSO	3 months
4	Scout and establish new business partnerships	●	Not Started	High	CBO	4 months
5	Develop pilot programs for high-risk, high-reward opportunities	●	Not Started	Medium	CIO	5 months
6	Launch futuristic technology integrations for seamless travel experiences	●	Not Started	Medium	COO	7 months
7	Conduct market research to validate new concepts	●	Not Started	High	CMO	2 months
8	Create and promote innovative travel packages through digital channels	●	Not Started	Medium	CRO	6 months

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Supplier reliability	CPO	Establish strong relationships with reliable suppliers and have backup options in place to ensure seamless service.
2	Technology failures	CTO	Implement robust and redundant technology infrastructure to minimize downtime and ensure continuity of service.
3	Service consistency	COO	Develop and enforce comprehensive standard operating procedures and conduct regular training for staff to maintain high-quality service standards.
4	Customer service issues	CMO	Implement a responsive customer feedback system and invest in training programs to enhance customer service skills and address issues promptly.
5	Data management	CIO	Adopt robust data management practices including secure storage, regular backups, and compliance with data protection regulations to safeguard client information.

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Compliance with international travel laws	CEO	Regular legal reviews and updates to ensure compliance.
2	Data protection breaches	CIO	Implement robust cybersecurity measures.
3	Consumer protection regulations	COO	Ensure compliance through regular audits and training.
4	Misleading advertising claims	CMO	Create a strict review process for marketing content.
5	Tax compliance issues	CFO	Regular tax audits and consultations with tax experts.

3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market Competition	CEO	Focus on unique value propositions and superior service quality.
2	Changing Travel Trends	CMO	Continuously monitor trends and adjust offerings accordingly.
3	Economic Downturns	CFO	Diversify revenue streams to mitigate impact.
4	Customer Retention	COO	Implement loyalty programs and high customer service standards.
5	Brand Reputation	CRO	Proactively manage client feedback and public relations.

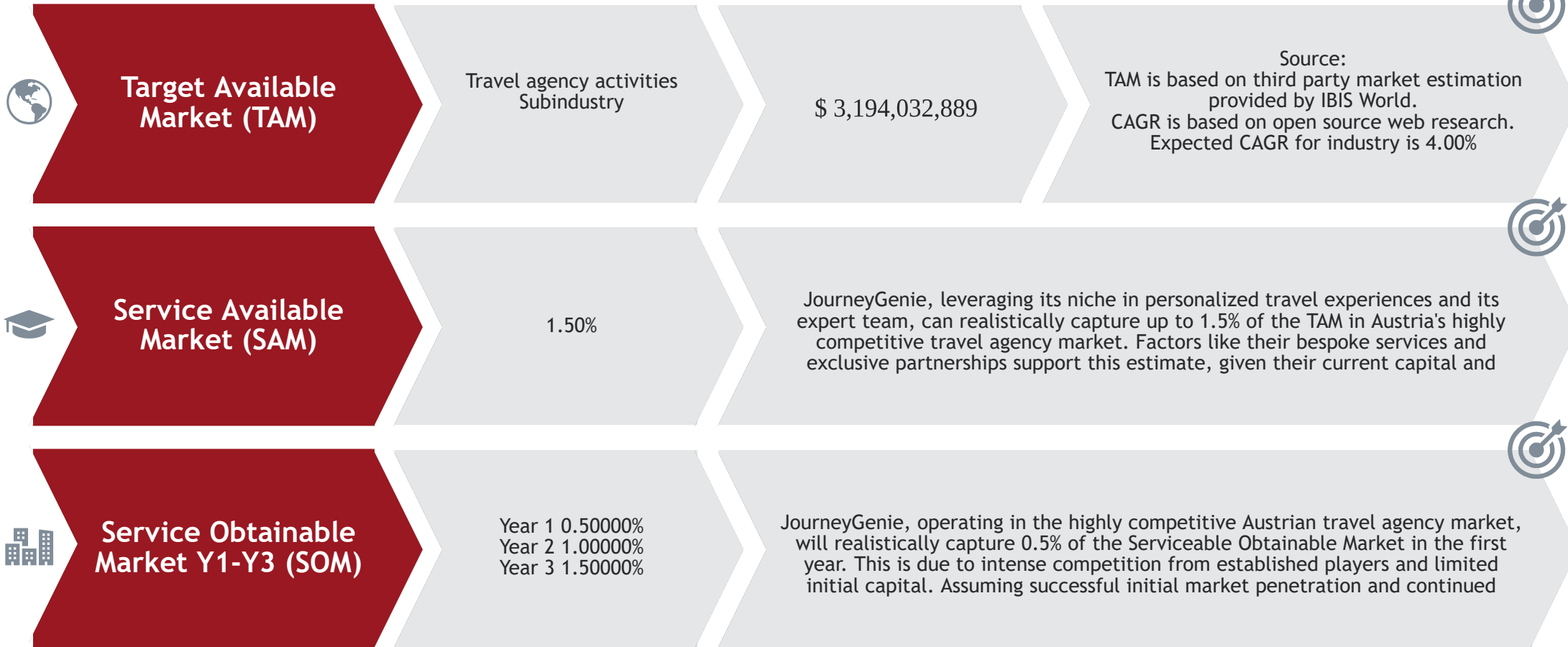
4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash Flow Management	CFO	Maintain a robust cash flow forecast and reserve fund.
2	Revenue Variability	CFO	Diversify revenue streams and maintain dynamic pricing models.
3	Credit Risks	CFO	Implement stringent credit evaluation and monitoring procedures.
4	Cost Overruns	COO	Enforce strict budget controls and regular cost monitoring.
5	Funding Challenges	CFO	Explore diversified funding sources and maintain strong investor relations.

5. Other general risk

#	Risk Type	Area	Mitigation Strategy
1	Client dissatisfaction	CMO	Regularly gather and act on customer feedback
2	Cybersecurity threats	CISO	Implement robust cybersecurity measures
3	Talent retention	COO	Foster positive work culture and competitive benefits
4	Reputation management	CRO	Actively monitor and manage online presence
5	Market competition	CSO	Continuously innovate and adapt services

Market Overview (TAM, SAM and SOM)

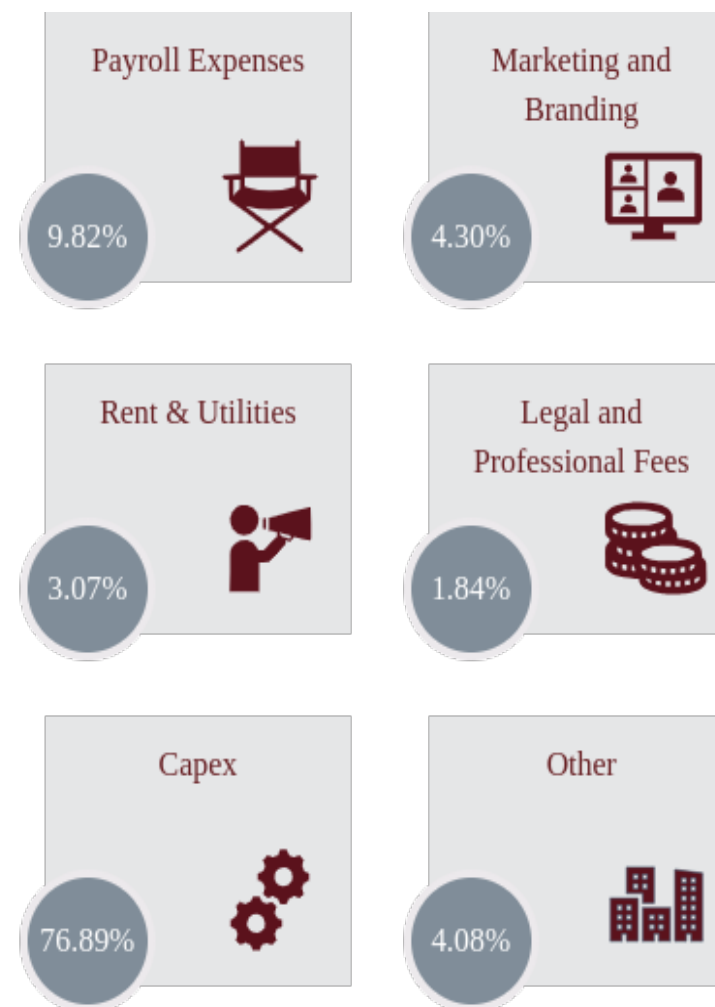


Funding Allocation

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

The total investment required is \$ 200,000

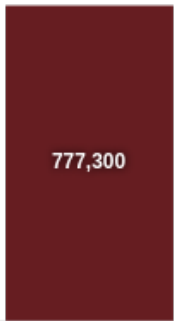
Y1 Cash Flow Stream(USD)	Inflows	Outflows
Gross Profit	80,250	
Payroll Expenses		19,164
Marketing and Branding		8,384
Rent & Utilities		5,989
Legal and Professional Fees		3,593
Capex		150,000
Communication Expenses		2,396
Office supplies		2,396
Representation and Entert.		1,964
Training and Development		1,198
Other Miscellaneous		0
CAPEX & WC shortage Y1		114,834
Buffer		85,166
Total Required Investment(USD)		200,000



Financials Dashboard

Y3 PL formation and Margins

Revenue



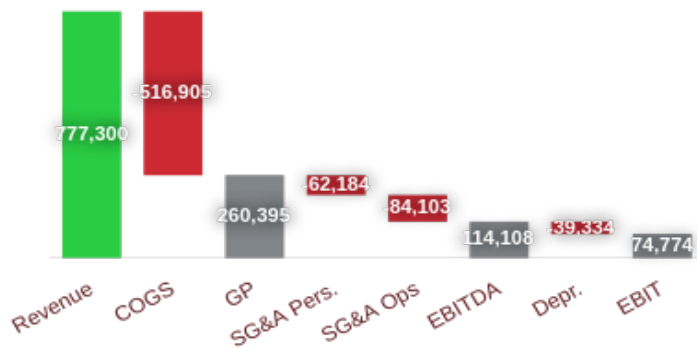
Projected Revenue

- GP 33.5%
- EBITDA 14.7%

Y3

Y3

PnL Formation (Y3 USD)

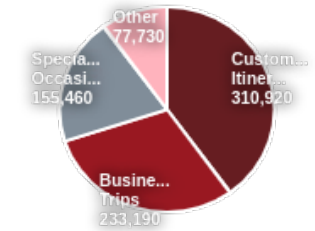
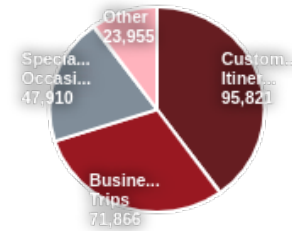


Business Line Breakdown (USD)

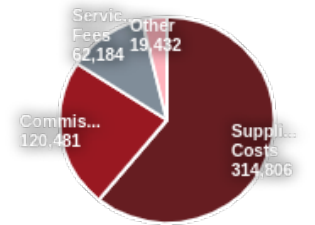
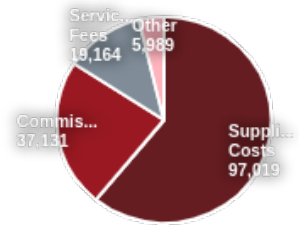
Y1

Y2

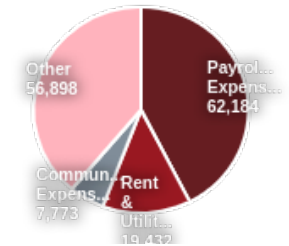
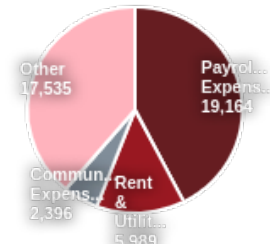
Revenue



COGS



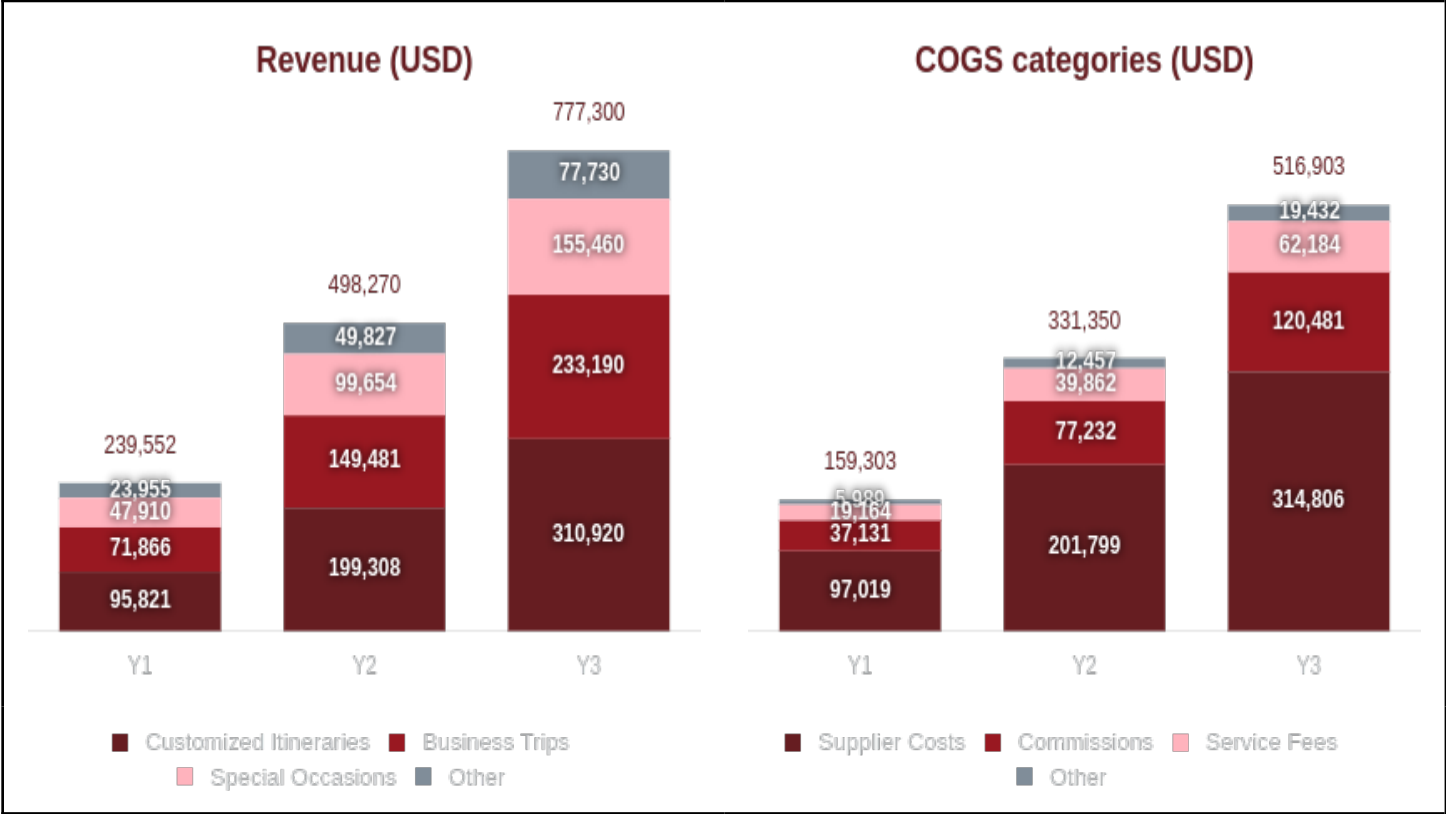
Admin



Revenue Formation Narrative

JourneyGenie, a premier travel agency specializing in customized itineraries and expert travel advice, anticipates significant growth in its initial years within Austria's competitive market. Based on our Total Addressable Market (TAM) of 3,194,032,889 USD, we project capturing 1.5% of this market, translating to substantial revenue potential. In the first year, due to intense competition and limited initial capital, we estimate a Serviceable Obtainable Market (SOM) of 0.5%, yielding total revenues of 239,552.467 USD. Leveraging our bespoke services and exclusive partnerships, our market penetration is expected to grow, reaching 1.0% SOM in the second year with revenues climbing to 498,269.131 USD. By the third year, we project a SOM of 1.5%, resulting in total revenues of 777,299.844 USD. Our four main lines of business contribute as follows: Customized Itineraries account for 40% of total revenues, Business Trips for 30%, Special Occasions for 20%, and Other services for 10%. These revenue streams reflect our commitment to delivering tailored travel solutions and exceptional customer service. Through strategic growth and market penetration, JourneyGenie aims to make significant strides within the travel agency industry, turning our ambitious financial projections into reality.

\$ 777,300 Y3 Projected Revenue **0.02%** Market share



Revenue Calculation Details

Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
<i>Customized Itineraries</i>	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%
<i>Business Trips</i>	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%
<i>Special Occasions</i>	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%
<i>Other</i>	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%

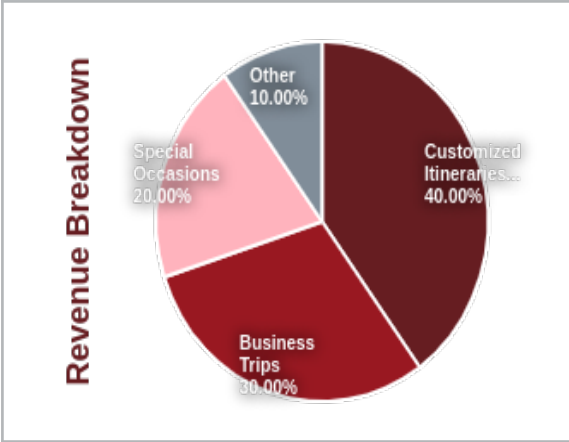
<i>Customized Itineraries</i>	5,989	5,989	5,989	7,187	7,187	7,187	8,784	8,784	8,784	9,981	9,981	9,981	95,821	199,308	310,920
<i>Business Trips</i>	4,492	4,492	4,492	5,390	5,390	5,390	6,588	6,588	6,588	7,486	7,486	7,486	71,866	149,481	233,190
<i>Special Occasions</i>	2,994	2,994	2,994	3,593	3,593	3,593	4,392	4,392	4,392	4,991	4,991	4,991	47,910	99,654	155,460
<i>Other</i>	1,497	1,497	1,497	1,797	1,797	1,797	2,196	2,196	2,196	2,495	2,495	2,495	23,955	49,827	77,730
Total Revenue (USD)	14,972	14,972	14,972	17,966	17,966	17,966	21,959	21,959	21,959	24,953	24,953	24,953	239,552	498,269	777,300

Total revenue is expected to reach \$ 777,300 by year 3.

Main revenue driver are:

- Customized Itineraries which generates \$ 310,920 by Year 3
- Business Trips which generates \$ 233,190 by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 80.13 %



COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Supplier Costs	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%
Commissions	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%
Service Fees	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%
Other	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%

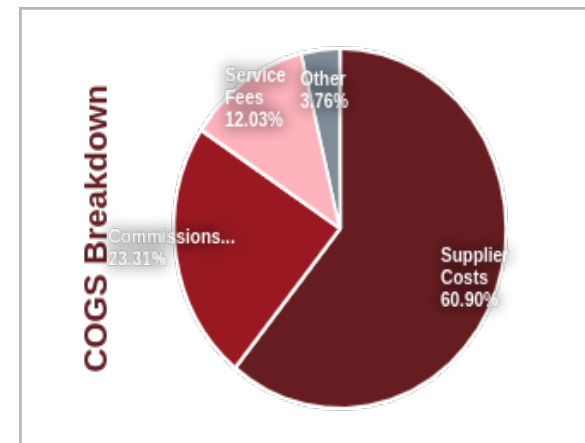
Supplier Costs	6,064	6,064	6,064	7,276	7,276	7,276	8,893	8,893	8,893	10,106	10,106	10,106	97,019	201,799	314,806
Commissions	2,321	2,321	2,321	2,785	2,785	2,785	3,404	3,404	3,404	3,868	3,868	3,868	37,131	77,232	120,481
Service Fees	1,198	1,198	1,198	1,437	1,437	1,437	1,757	1,757	1,757	1,996	1,996	1,996	19,164	39,862	62,184
Other	374	374	374	449	449	449	549	549	549	624	624	624	5,989	12,457	19,432
Total COGS (USD)	9,956	9,956	9,956	11,948	11,948	11,948	14,603	14,603	14,603	16,594	16,594	16,594	159,302	331,349	516,904

Total COGS is expected to reach \$ 516,904 by year 3.

Main revenue driver are:

- Supplier Costs which generates \$ 314,806 by Year 3
- Commissions which generates \$ 120,481 by Year 3

Expected CAGR for total COGS in Y1-Y3 is 80.13 %



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%	8.00%
Rent & Utilities	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
Communication Expenses	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Office supplies	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Legal and Professional Fees	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%
Marketing and Branding	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%
Representation and Entertainment	0.82%	0.82%	0.82%	0.82%	0.82%	0.82%	0.82%	0.82%	0.82%	0.82%	0.82%	0.82%	0.82%	0.82%	0.82%
Training and Development	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%
Other Miscellaneous	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Payroll Expenses	1,198	1,198	1,198	1,437	1,437	1,437	1,757	1,757	1,757	1,996	1,996	1,996	19,164	39,862	62,184
Rent & Utilities	374	374	374	449	449	449	549	549	549	624	624	624	5,989	12,457	19,432
Communication Expenses	150	150	150	180	180	180	220	220	220	250	250	250	2,396	4,983	7,773
Office supplies	150	150	150	180	180	180	220	220	220	250	250	250	2,396	4,983	7,773
Legal and Professional Fees	225	225	225	269	269	269	329	329	329	374	374	374	3,593	7,474	11,659
Marketing and Branding	524	524	524	629	629	629	769	769	769	873	873	873	8,384	17,439	27,205
Representation and Entertainment	123	123	123	147	147	147	180	180	180	205	205	205	1,964	4,086	6,374
Training and Development	75	75	75	90	90	90	110	110	110	125	125	125	1,198	2,491	3,886
Other Miscellaneous	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Total SG&A (USD)	2,818	2,818	2,818	3,381	3,381	3,381	4,133	4,133	4,133	4,696	4,696	4,696	45,084	93,774	146,288
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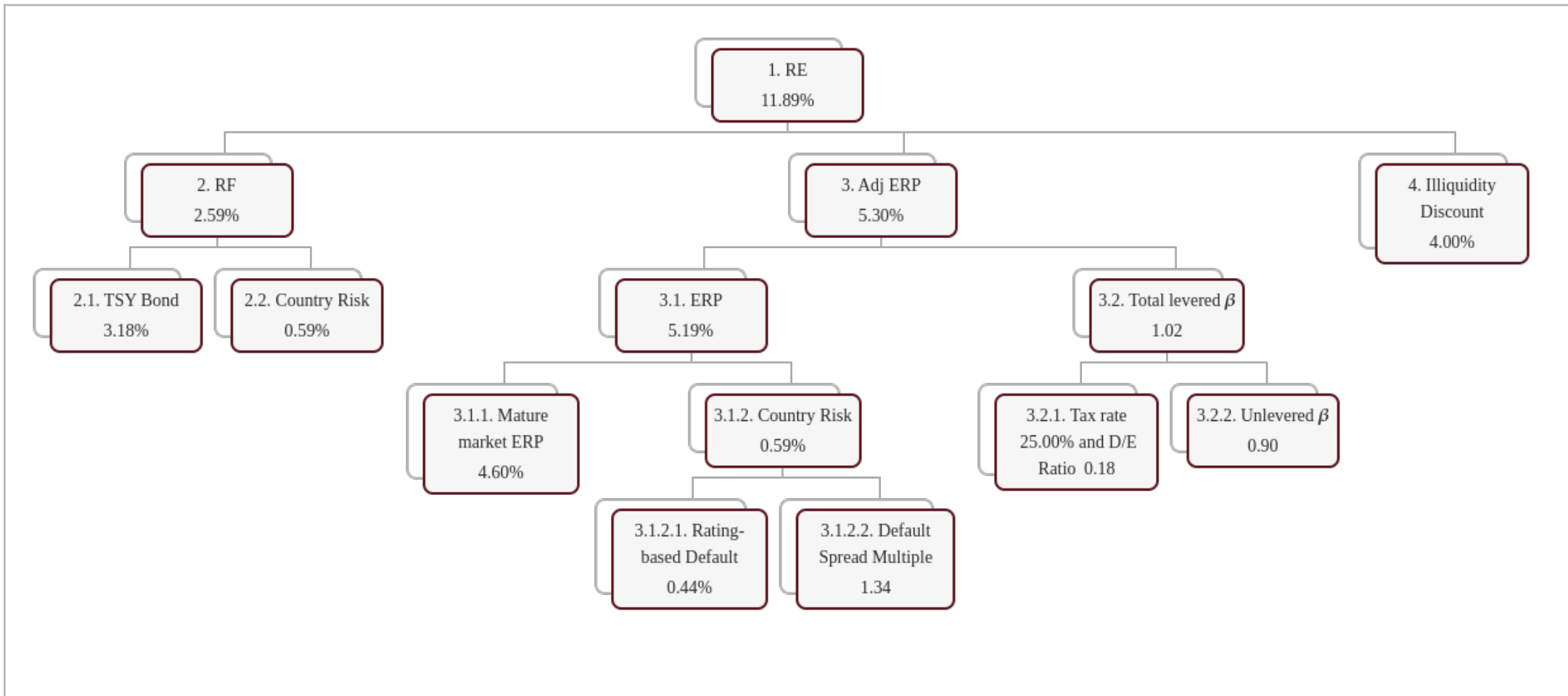
PaT Expectations

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
Revenue	14,972	14,972	14,972	17,966	17,966	17,966	21,959	21,959	21,959	24,953	24,953	24,953	239,552	498,269	777,300
Customized Itineraries	5,989	5,989	5,989	7,187	7,187	7,187	8,784	8,784	8,784	9,981	9,981	9,981	95,821	199,308	310,920
Business Trips	4,492	4,492	4,492	5,390	5,390	5,390	6,588	6,588	6,588	7,486	7,486	7,486	71,866	149,481	233,190
Special Occasions	2,994	2,994	2,994	3,593	3,593	3,593	4,392	4,392	4,392	4,991	4,991	4,991	47,910	99,654	155,460
Other	1,497	1,497	1,497	1,797	1,797	1,797	2,196	2,196	2,196	2,495	2,495	2,495	23,955	49,827	77,730
COGS	-9,956	-9,956	-9,956	-11,948	-11,948	-11,948	-14,603	-14,603	-14,603	-16,594	-16,594	-16,594	-159,302	-331,349	-516,904
Supplier Costs	-6,064	-6,064	-6,064	-7,276	-7,276	-7,276	-8,893	-8,893	-8,893	-10,106	-10,106	-10,106	-97,019	-201,799	-314,806
Commissions	-2,321	-2,321	-2,321	-2,785	-2,785	-2,785	-3,404	-3,404	-3,404	-3,868	-3,868	-3,868	-37,131	-77,232	-120,481
Service Fees	-1,198	-1,198	-1,198	-1,437	-1,437	-1,437	-1,757	-1,757	-1,757	-1,996	-1,996	-1,996	-19,164	-39,862	-62,184
Other	-374	-374	-374	-449	-449	-449	-549	-549	-549	-624	-624	-624	-5,989	-12,457	-19,432
Gross Profit	5,016	5,016	5,016	6,019	6,019	6,019	7,356	7,356	7,356	8,359	8,359	8,359	80,250	166,920	260,395
SG&A Personal Expenses	-1,198	-1,198	-1,198	-1,437	-1,437	-1,437	-1,757	-1,757	-1,757	-1,996	-1,996	-1,996	-19,164	-39,862	-62,184
SG&A Operating Expenses	-1,620	-1,620	-1,620	-1,944	-1,944	-1,944	-2,376	-2,376	-2,376	-2,700	-2,700	-2,700	-25,920	-53,913	-84,104
EBITDA	2,198	2,198	2,198	2,637	2,637	2,637	3,224	3,224	3,224	3,663	3,663	3,663	35,166	73,146	114,108
Depreciation	3,278	3,278	3,278	3,278	3,278	3,278	3,278	3,278	3,278	3,278	3,278	3,278	39,333	39,333	39,333
EBIT	-1,080	-1,080	-1,080	-640	-640	-640	-54	-54	-54	385	385	385	-4,167	33,813	74,774
Interest Expense	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Profit before Tax	-1,080	-1,080	-1,080	-640	-640	-640	-54	-54	-54	385	385	385	-4,167	33,813	74,774
Tax	-270	-270	-270	-160	-160	-160	-14	-14	-14	96	96	96	-1,042	8,453	18,694
Profit after Tax (USD)	-810	-810	-810	-480	-480	-480	-41	-41	-41	289	289	289	-3,125	25,359	56,081

Required Return on Equity Derivation



Methodology

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

Additional Assumptions

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

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

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

Survival of new establishments founded in 1998

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

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

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

<http://pages.stern.nyu.edu/~adamodar/>

Business Valuation

	(USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
DCF	Profit after Tax	-3,125	25,359	56,081	58,324	60,657	63,083	65,607
	Growth% Y4-Y7				4.00%	4.00%	4.00%	4.00%
	Growth% Y7 -->				3.50%			
	WACC				11.89%			
	PV Y1-Y7 at Y0	-2,793	20,256	40,033	37,210	34,585	32,146	29,879
	PV Y7 --> Y0				368,521			
	NPV (USD)				559,837			

Average Survival Rate for 3 Years 50%

Final Valuation \$ 279,918

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 11.89 % 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.

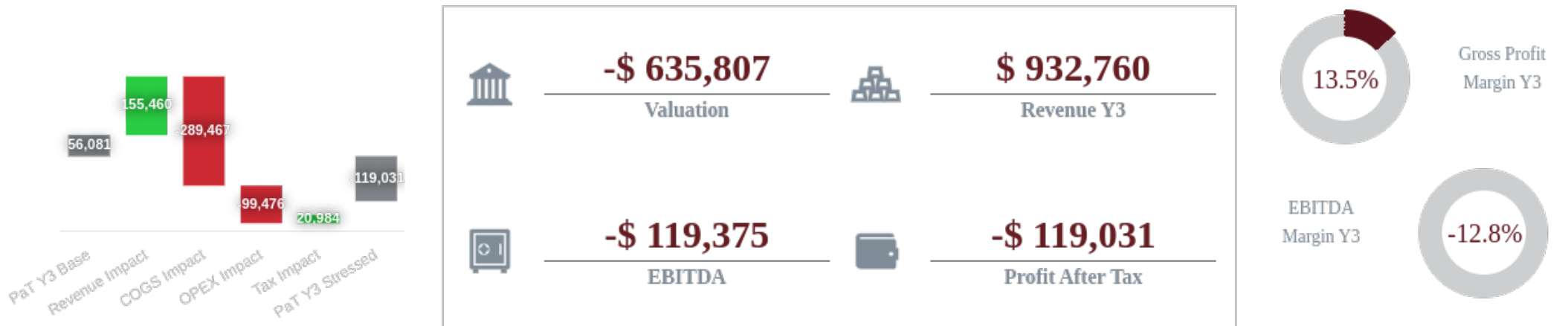
Scenario Analysis		Revenue		COGS		Discount Rate	
	Base	Positive	Negative	Positive	Negative	Positive	Negative
Input	KPIs						
	Revenue	no impact	15%	-15%	no impact	no impact	no impact
	COGS	no impact	no impact	no impact	-20%	20%	no impact
	RoE	no impact	no impact	no impact	no impact	no impact	-10%
Output	Revenue Y3	\$ 777,300	\$ 893,895	\$ 660,705	\$ 777,300	\$ 777,300	\$ 777,300
	Gross Profit Y3	\$ 260,395	\$ 299,455	\$ 221,336	\$ 363,776	\$ 157,015	\$ 260,395
	GP Margin	34%	33%	34%	47%	20%	34%
	EBITDA Y3	\$ 114,108	\$ 131,224	\$ 96,991	\$ 217,488	\$ 10,727	\$ 114,108
	EBITDA Margin	15%	15%	15%	28%	1%	15%
	Net Profit Y3	\$ 56,081	\$ 68,918	\$ 43,244	\$ 133,616	-\$ 21,455	\$ 56,081
	Profit Margin	7%	8%	7%	17%	-3%	7%
	Final Valuation	\$ 279,918	\$ 347,049	\$ 212,788	\$ 685,382	-\$ 125,545	\$ 331,855

Stress Test: Growth Under Pressure

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

Scenario Name	Story	KPIs impact	
Growth Under Pressure	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.	Revenue Higher by 20%	COGS Higher by 30%
		OPEX Higher by 40%	Discount Rate unaffected

Results

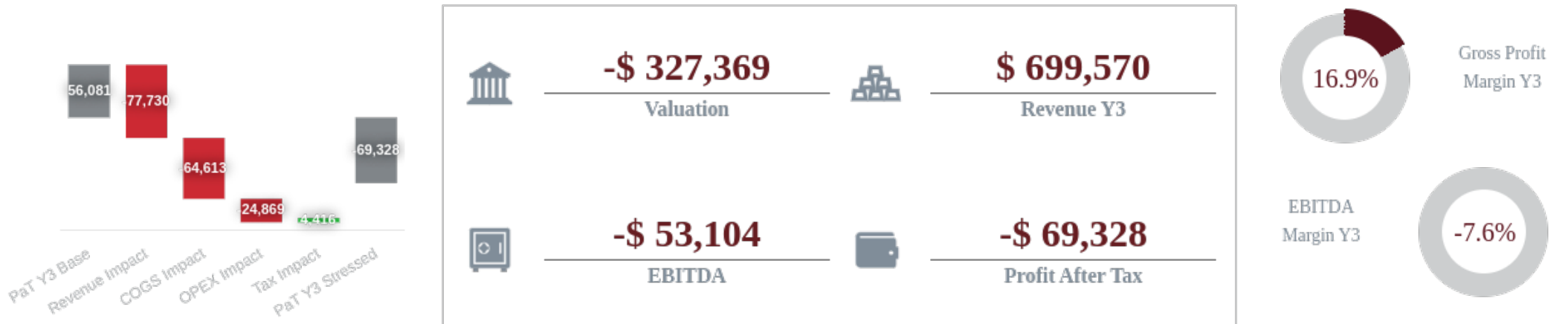


Stress Test: The Perfect Storm

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.	<table border="1"> <tr> <td>Revenue Lower by 10%</td> <td>COGS Higher by 25%</td> </tr> <tr> <td>OPEX Higher by 30%</td> <td>Discount Rate Higher by 10%</td> </tr> </table>	Revenue Lower by 10%	COGS Higher by 25%	OPEX Higher by 30%	Discount Rate Higher by 10%
Revenue Lower by 10%	COGS Higher by 25%					
OPEX Higher by 30%	Discount Rate Higher by 10%					

Results



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	\$ 191,642	\$ 215,597	\$ 227,575	\$ 251,530	\$ 263,508	\$ 287,463	\$ 217,993	\$ 225,179	\$ 232,366	\$ 246,739	\$ 253,926	\$ 261,112
	Y2	\$ 398,615	\$ 448,442	\$ 473,356	\$ 523,183	\$ 548,096	\$ 597,923	\$ 453,425	\$ 468,373	\$ 483,321	\$ 513,217	\$ 528,165	\$ 543,113
	Y3	\$ 621,840	\$ 699,570	\$ 738,435	\$ 816,165	\$ 855,030	\$ 932,760	\$ 707,343	\$ 730,662	\$ 753,981	\$ 800,619	\$ 823,938	\$ 847,257
Gross Profit	Y1	\$ 64,200	\$ 72,225	\$ 76,238	\$ 84,263	\$ 88,275	\$ 96,300	\$ 73,028	\$ 75,435	\$ 77,843	\$ 82,658	\$ 85,065	\$ 87,473
	Y2	\$ 133,536	\$ 150,228	\$ 158,574	\$ 175,266	\$ 183,612	\$ 200,304	\$ 151,897	\$ 156,905	\$ 161,913	\$ 171,928	\$ 176,935	\$ 181,943
	Y3	\$ 208,316	\$ 234,356	\$ 247,376	\$ 273,415	\$ 286,435	\$ 312,475	\$ 236,960	\$ 244,772	\$ 252,584	\$ 268,207	\$ 276,019	\$ 283,831
GP Margin	Y1	34%	34%	33%	34%	33%	34%	33%	34%	33%	34%	34%	34%
	Y2	34%	34%	34%	34%	34%	34%	33%	33%	34%	34%	34%	34%
	Y3	33%	34%	34%	34%	33%	33%	34%	34%	34%	34%	34%	34%
EBITDA	Y1	\$ 28,133	\$ 31,650	\$ 33,408	\$ 36,925	\$ 38,683	\$ 42,200	\$ 32,001	\$ 33,056	\$ 34,111	\$ 36,221	\$ 37,276	\$ 38,331
	Y2	\$ 58,517	\$ 65,831	\$ 69,489	\$ 76,803	\$ 80,460	\$ 87,775	\$ 66,563	\$ 68,757	\$ 70,952	\$ 75,340	\$ 77,535	\$ 79,729
	Y3	\$ 91,286	\$ 102,697	\$ 108,402	\$ 119,813	\$ 125,518	\$ 136,929	\$ 103,838	\$ 107,261	\$ 110,684	\$ 117,531	\$ 120,954	\$ 124,377
EBITDA Margin	Y1	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
	Y2	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
	Y3	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%	15%
Net Profit	Y1	-\$ 8,400	-\$ 5,763	-\$ 4,444	-\$ 1,807	-\$ 488	\$ 2,150	-\$ 5,499	-\$ 4,708	-\$ 3,917	-\$ 2,334	-\$ 1,543	-\$ 752
	Y2	\$ 14,388	\$ 19,873	\$ 22,616	\$ 28,102	\$ 30,845	\$ 36,331	\$ 20,422	\$ 22,068	\$ 23,714	\$ 27,005	\$ 28,651	\$ 30,297
	Y3	\$ 38,965	\$ 47,523	\$ 51,802	\$ 60,360	\$ 64,639	\$ 73,197	\$ 48,378	\$ 50,946	\$ 53,513	\$ 58,648	\$ 61,216	\$ 63,783
Profit Margin	Y1	-4%	-3%	-2%	-1%	-0%	1%	-3%	-2%	-2%	-1%	-1%	-0%
	Y2	4%	4%	5%	5%	6%	6%	5%	5%	5%	5%	5%	6%
	Y3	6%	7%	7%	7%	8%	8%	7%	7%	7%	7%	7%	8%
Final Valuation		\$ 190,412	\$ 235,165	\$ 257,542	\$ 302,295	\$ 324,672	\$ 369,425	\$ 239,640	\$ 253,066	\$ 266,492	\$ 293,344	\$ 306,770	\$ 320,196

Financial and Technical

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

Organisational Structure

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

Other

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

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