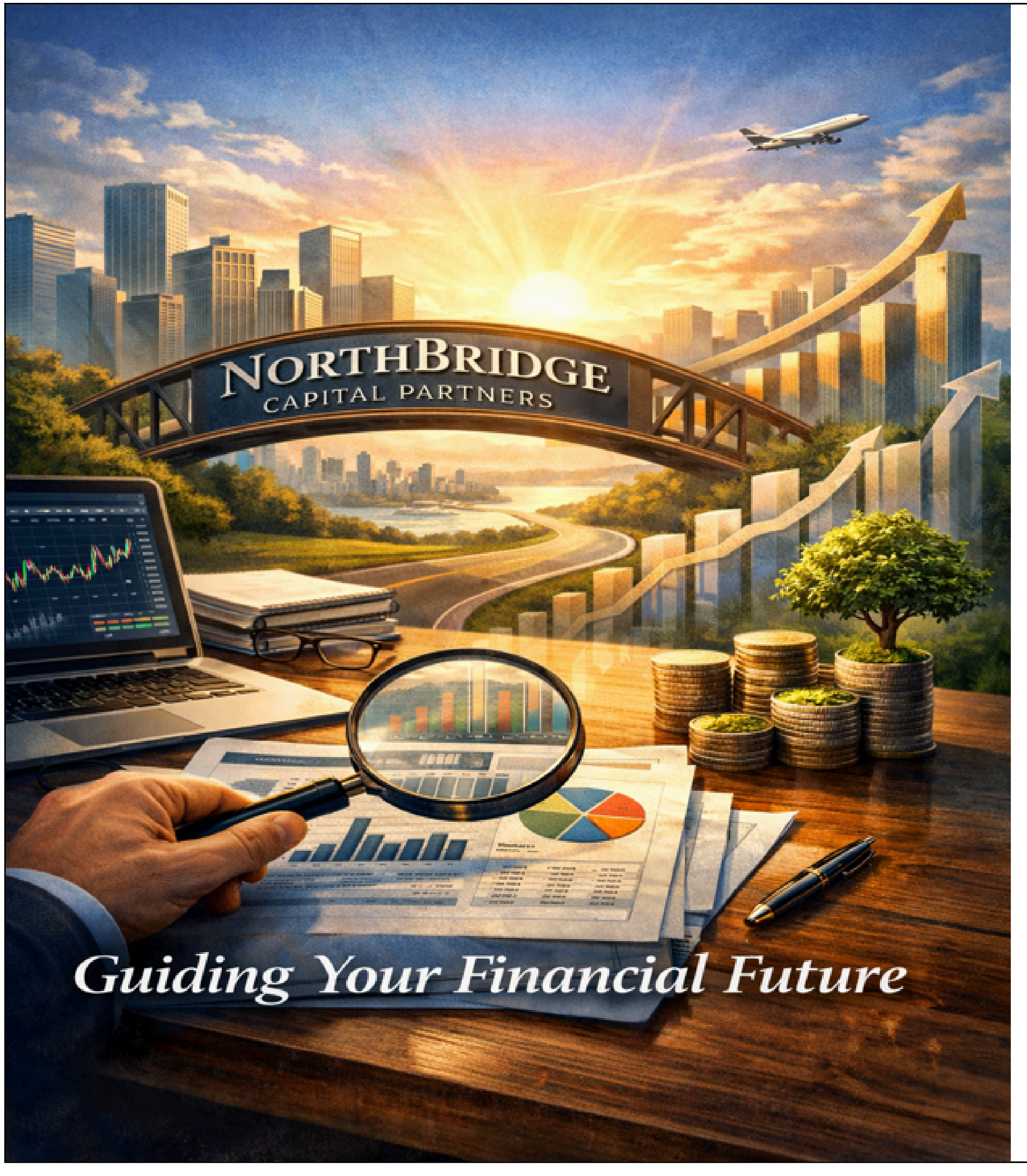
Business Plan
& Valuation Presentation

Contents



OUR VISION & MISSION

Our Mission

NorthBridge Capital Partners exists to safeguard and grow clients' wealth by thoughtfully selecting stocks, bonds, funds, and private investments. The firm analyzes market conditions, business performance, and risks to deliver clear, actionable guidance and regular reporting, helping individuals, business owners, and private companies achieve their long-term financial goals. The mission centers on trusted stewardship, transparent communication, and disciplined, research-driven decision making that prioritizes clients' financial well-being and sustainable outcomes.

Our Vision

In twenty years, NorthBridge Capital Partners aims to be recognized as the premier partner for disciplined, intelligent investing—empowering clients to navigate complex markets with confidence. The firm aspires to set the standard for transparent practice, measurable performance, and enduring client relationships, helping investors grow wealth responsibly while supporting stable economic progress across the communities it serves.

Summary Financials Dashboard

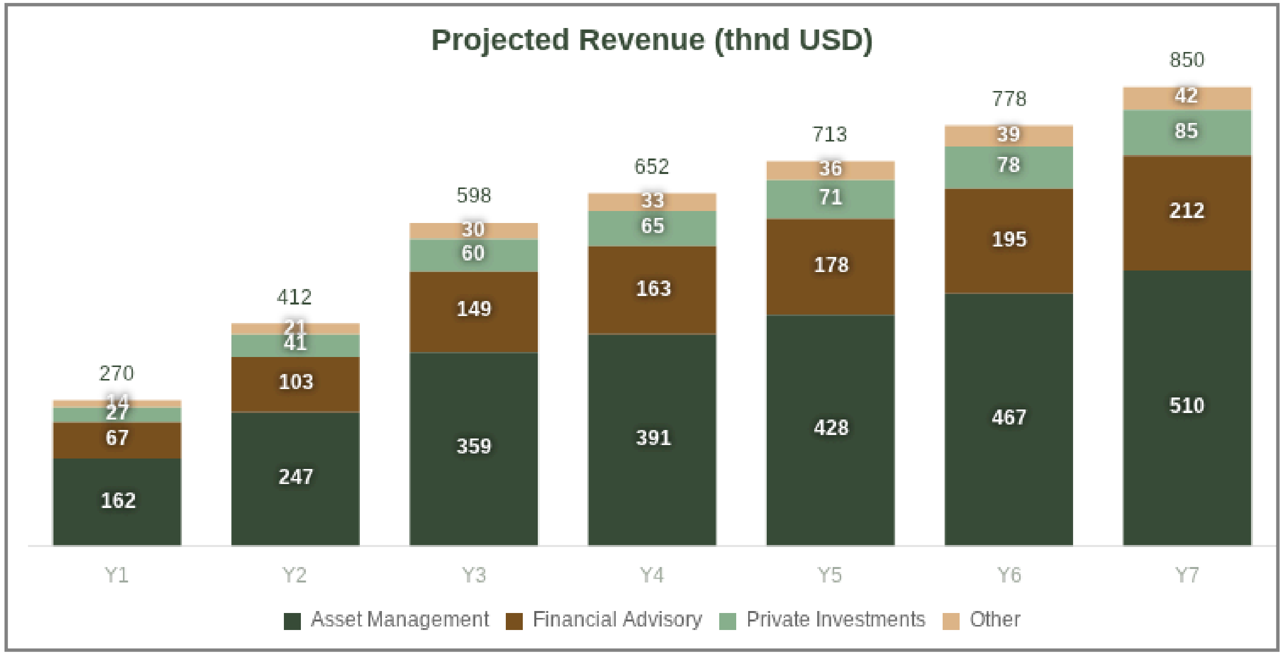
Key performance indicators
(Base Scenario Y3)

$ 598k
Revenue

$ 374k
Gross Profit

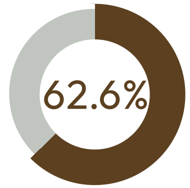
$ 198k
EBITDA

0.00%
Target Market Share

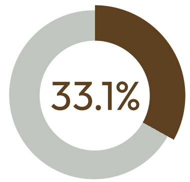


Margins
(Stabilized by Y3)

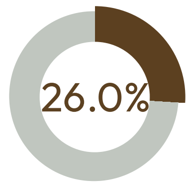
GP Margin



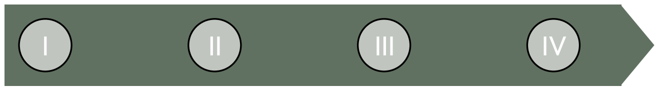
EBITDA Margin



PbT Margin



Project Phases



Phase 1: Foundational

Phase 2: Core Expansion and

Phase 3: New

Phase 4: High-Ruture

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

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

Investment $ 216k	
Y1 CAPEX $ 204k	WC $ 34k

About the Company: General Overview

General Overview

NorthBridge Capital Partners is a wealth management and investment advisory firm that serves individuals, business owners, and private companies. Focused on long-term growth, the company constructs diversified portfolios through carefully chosen stocks, bonds, funds, and private investments. Its experienced team conducts in-depth analyses of market conditions, corporate performance, and financial risks to inform strategic investment decisions. The firm emphasizes prudent risk management and disciplined due diligence, seeking to balance growth potential with capital preservation. Clients benefit from transparent, regulatorily aligned guidance and regular reporting that tracks performance against clearly defined financial goals. NorthBridge Capital Partners aims to build lasting relationships by delivering personalized investment strategies, ongoing education, and proactive communication, helping clients navigate market developments and changing economic landscapes. Operating within Securities and Commodity Contracts Intermediation and Brokerage, the firm leverages its expertise to provide informed recommendations, monitor portfolio risk, and adjust allocations as needed. The company positions itself at the intersection of finance and insurance, offering financial planning support that aligns with clients' evolving needs and long-term objectives, while maintaining a client-centric, fiduciary approach.

The Main Phases: Projects & Impacts

01 Phase 1: Foundational Offering

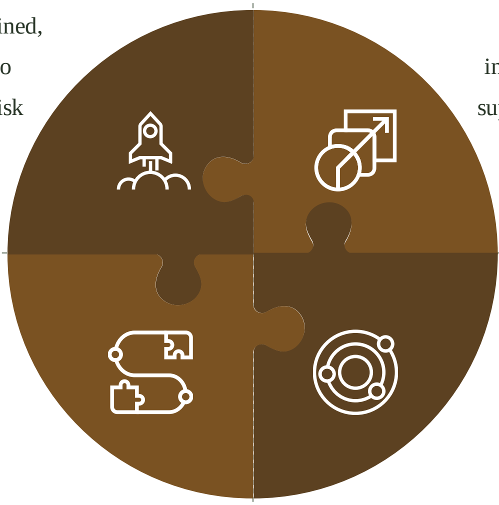
Phase I.

NorthBridge Capital Partners establishes a foundation with a disciplined, research-driven offering: a diversified, low-risk to balanced portfolio strategy tailored to client goals, focusing on transparent reporting, risk assessment, and steady long-term growth.

Phase 3: New Profit Streams 03

Phase III

NorthBridge identifies new profit streams via strategic private investments, alternative funds, and enhanced reporting tools, cultivating supplementary revenue while maintaining risk discipline and client trust.



02 Phase 2: Core Expansion and Defense

Phase II

The firm expands core solutions, elevates client onboarding, enhances portfolio construction, and broadens the client base through refined advisory services and performance insight, aiming to defend market position and generate sustainable returns.

Phase 4: High-Ruture Opportunity Exploration 04

Phase IV.

The firm explores high-risk, high-reward opportunities in emerging markets and innovative financial products, pursuing long-horizon bets that could redefine growth trajectory and unlock transformative value.

Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Clients (Individuals and Business Owners)	Investors who entrust capital to NorthBridge Capital Partners for long-term growth across stocks, bonds, funds, and private investments.
Private Companies (Portfolio Companies)	Businesses within the fund's network that may receive strategic support, capital, and guidance to enhance performance and growth.
Investors in Private Investments	Clients seeking access to exclusive investment opportunities and diversified risk controls within private markets.
Regulators and Compliance Bodies	Authorities ensuring adherence to securities laws, fiduciary standards, and transparent reporting practices.
Employees and Investment Team	Professionals delivering research, portfolio construction, risk assessment, and client advisory services.
Custodians and Service Partners	Banks, custodians, and vendors supporting trade execution, settlement, reporting, and technology platforms.
Industry and Community Stakeholders	Broader financial industry participants, peers, and local communities affected by liquidity, employment, and investment flows.

Sources: Company's Proprietary Assessment

Key Performance Components

Competitive Advantage

Strategic Investment Selection

NorthBridge Capital Partners leverages rigorous research across market conditions, business performance, and risk factors to select stocks, bonds, funds, and private investments aligned with clients' long-term growth goals, delivering informed outcomes.

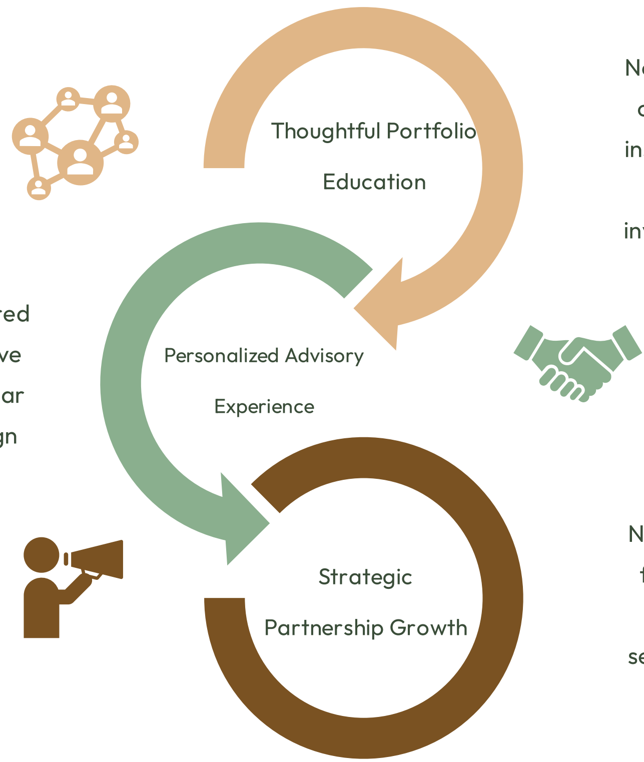
Tailored Client Guidance

The firm provides personalized reporting and ongoing guidance, ensuring investors receive insights that align with individual financial objectives and risk tolerance, strengthening trust and engagement.

Integrated Risk Management

A comprehensive risk framework analyzes market and credit risks, enabling proactive diversification and protective strategies that safeguard wealth while pursuing sustainable returns.

Marketing and Growth Strategy



NorthBridge Capital Partners strengthens client trust by delivering clear, recurring insights on market conditions, risk factors, and performance drivers, helping investors understand long-term strategies and value propositions.

The firm emphasizes tailored investment plans, proactive communication, and regular progress reporting to align portfolios with clients' financial goals and risk tolerances.

NorthBridge seeks alliances with advisory firms and affluent networks, expanding reach through co-branded insights, seminars, and referrals while showcasing disciplined research and transparent governance.

Target Groups

	Industries	Description
I	Retirees and Pre-Raders	Individuals seeking long-term capital preservation and steady growth to fund retirement or future milestones through diversified, transparent portfolios.
II	High-Net-Worth Individuals (HNWIs)	Affluent clients requiring tailored, risk-aware strategies, comprehensive reporting, and access to private investments and bespoke advisory services.
III	Small and Medium-Sized Enterprises (SMEs)	Owner-managed businesses seeking disciplined investment of excess cash, risk-managed growth, and performance insights aligned with corporate goals.
IV	Family Offices	Family-operated investment entities needing cohesive long-term planning, intergenerational strategies, and transparent governance and reporting.
V	Private Company Executives and Founders	Leadership teams aiming to optimize liquidity events, diversify portfolios, and access private investments with risk controls.
VI	Professional Investors and Financial Advisors	Advisors and institutions seeking a research-driven, scalable platform to supplement client portfolios with clear reporting and performance metrics.
VII	Impact and ESG-focused Investors	Clients prioritizing environmental, social, and governance factors alongside financial return within a disciplined investment framework.

Sources: Company's Proprietary Assessment

Painpoints & Solutions

Solution from Phase I to Phase IV

	1	2	3	4	5	6	7
Painpoints	Complexity of Investment Planning	Lack of Transparent Reporting	Risk Management and Disclosure Gaps	Onboarding Friction and Accessibility	Portfolio Construction Inefficiencies	Performance Insight Gaps	Defending Position in Competitive Market
	Clients struggle to translate diverse financial goals into a coherent, investable plan that aligns with risk tolerance and time horizons.	Clients experience opaque performance data, hidden risks, and infrequent updates, reducing trust and engagement.	There is concern about unmitigated risks, liquidity constraints, and potential drawdowns impacting long-term goals.	New clients face cumbersome onboarding, documentation delays, and slow access to their portfolios and insights.	Building diversified, balanced portfolios can be time-consuming and prone to suboptimal asset allocation.	Clients want deeper understanding of performance drivers, attribution, and how investments align with market conditions.	Competition for high-quality clients and assets creates pressure to differentiate and sustain growth.
Solution	Provide a structured, goal-based planning framework with transparent scenarios and milestones to align portfolios with individual client objectives.	Deliver clear, regular reporting with actionable insights, risk dashboards, and easily understandable performance metrics.	Implement robust risk assessment processes, stress testing, and transparent risk disclosures with defined limits and mitigation actions.	Offer streamlined digital onboarding, secure e-signatures, and instant access to personalized dashboards and reports.	Provide a disciplined, research-driven portfolio construction engine with pre-built models tailored to client goals and continuous optimization.	Deliver detailed performance analytics, attribution reports, and educational content that connects market conditions to portfolio outcomes.	Strengthen the value proposition with transparent reporting, disciplined risk control, and proactive client engagement through advisory services and performance insights.

Strategic Analysis: SWOT

Strength

Strong client-centric approach with tailored investment strategies, fostering trust and long-term relationships. Experienced team analyzes market conditions, performance, and risks for prudent decisions. Diverse asset mix including stocks, bonds, funds, and private investments enhances risk-adjusted returns. Regular client reporting and guidance reinforce transparency and alignment with financial goals. Sector expertise in securities brokerage supports superior due-diligence and execution.

Weaknesses

Potential dependence on market cycles affecting asset growth; premium advisory fees could deter price-sensitive clients. Limited public brand visibility facing larger financial institutions; scale constraints in private investments. Regulatory compliance complexity increases operational costs. Concentration risk if client base is niche or local. Slow onboarding of new tech-driven tools may hamper efficiency.

Opportunities

Expanding advisory services for retirees and high-net-worth individuals to broaden wallet share. Growing demand for private investments and alternative assets; leverage for differentiated offering. Digital platform enhancements to improve client experience and scalable reporting. Strategic partnerships with fintech firms to optimize trading, research, and compliance. Geographic expansion into underserved markets with rising investment literacy.

Threats

Intense competition from large banks and robo-advisors pressuring fees and margins. Regulatory shifts elevating compliance costs and reporting burdens. Market volatility impacting asset valuations and performance perception. Cybersecurity risks compromising client data and trust. Rapid technological disruption requiring continuous investment in platforms and analytics.

Sources: Company's Proprietary Assessment

Pestel: Analysis

P	E	S	T	E	L
Political 7 / 10	Economic 8 / 10	Social 6 / 10	Technological 9 / 10	Environmental 5 / 10	Legal 8 / 10
Regulatory Landscape: Finance sector oversight, securities laws, and fiduciary duties impact operations.	Market Cyclicality: Investment performance mirrors economic cycles and interest rate shifts.	Wealth Trends: Rising affluent segments drive asset management demand.	Fintech Integration: Adoption of data analytics, algos, and secure platforms.	ESG Considerations: Clients demand sustainable investment options and reporting.	Regulatory Compliance: Ongoing KYC, AML, and fiduciary duty requirements.
Geopolitical Stability: Cross-border investments sensitive to trade policies and sanctions.	Capital Flows: Liquidity conditions affect deal flow and client allocations.	Investor Education: Growing need for transparent reporting and guidance.	Cybersecurity: Protection of client data and transaction integrity critical.	Resource Efficiency: Operational efficiency reduces costs and carbon footprint.	Disclosure Standards: Regular reporting and disclosure obligations to clients and regulators.

NorthBridge Capital Partners operates in a tightly regulated, cyclically sensitive financial landscape where technology, cybersecurity, and ESG considerations shape client trust and growth potential.

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?

Allows exploiting market opportunities and mitigating risks through disciplined research, diversified portfolios, and client guidance.

Value

V

Yes

No

Competitive Disadvantage

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

Access to exclusive research, robust client network, and disciplined investment framework are not widely available to all competitors.

Rarity

R

Yes

No

Competitive Parity

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

Proprietary models, experienced analysts, and client trust create high barriers to imitate.

Imitability

I

Yes

No

Temporary Competitive Advantage

Is the firm organized to exploit the resource or capability?

Structured investment processes, client reporting, and governance enable effective deployment of capabilities.

Organization

O

Yes

No

Unused Competitive Advantage

Capable investment approach with differentiated processes and client focus, but sustained advantage depends on ongoing execution and market conditions.

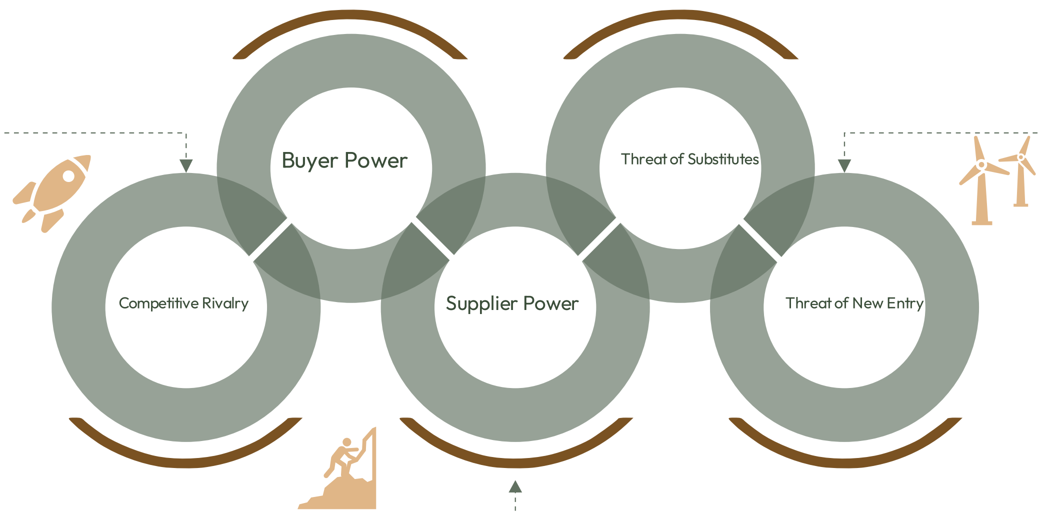
Sustainable Competitive Advantage

Porter's Five Forces: Analysis

Clients have alternatives and can switch firms; price sensitivity and service customization impact decisions.

Moderate to high presence of passive vehicles, robo-advisors, and in-house investment solutions reducing active management demand.

Intense market competition among asset managers and brokers; many firms vying for client assets and performance.



Moderate; regulatory compliance and brand trust create barriers, but digital onboarding lowers entry obstacles.

Moderate, due to reliance on capital markets, research providers, and platforms; key providers can influence costs.

NorthBridge operates in a competitive, regulated landscape; maintaining differentiated advisory value and client trust is essential for margin protection.

High
Moderate
Low

Management Team

Overview

Overview

Overview

Overview

History & Roadmap

Dec 2027

Stage 6: Scale & Partnerships

Expand distribution, form strategic alliances, and broaden private investments.

Aug 2027

Stage 5: Client Engagement

Roll out automated reporting, goal tracking, and periodic reviews.

May 2027

Stage 4: Compliance & Governance

Elevate compliance, AML controls, and transparent governance framework.

Feb 2027

Stage 3: Data & Technology

Deploy data analytics and AI for portfolio optimization and insights.

Nov 2026

Stage 2: Product Suite Expansion

Launch enhanced discretionary and advisory services for HNW clients.

Aug 2026

Stage 1: Market Foundation

Strengthen research framework; implement standardized risk assessment

Current Status .

Initial planning phase for NorthBridge Capital Partners; roadmap aligns with growth in securities brokerage and investment management.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Define corporate governance and compliance framework	Not Started	High	CLO	1 month
2	Establish regulatory and licensing roadmap	Not Started	High	CFO	1 month
3	Create initial corporate bylaws and operating policies	Not Started	High	CEO	2 weeks
4	Define risk management policy and risk appetite	Not Started	High	CRO	1 month
5	Set up core financial systems and controls	Not Started	High	CFO	1 month
6	Develop initial investor reporting templates and dashboards	Not Started	Medium	CIO	2 months
7	Define branding, messaging, and market positioning	Not Started	Medium	CMO	1 month
8	Recruit core leadership and advisory board shortlist	Not Started	Low	CEO	3 months
Marketing					
1	Develop branded marketing collateral and a clear value proposition deck	Not Started	High	CMO	2 weeks
2	Launch corporate website with client portal and secure document sharing	Not Started	High	CIO	1 month
3	Create content marketing plan including thought leadership articles and market insights	Not Started	Medium	CSO	1 month
4	Develop social media and digital advertising strategy targeting high-net-worth individuals and business owners	Not Started	Medium	CMO	1 month
5	Plan and host inaugural client webinar series on long-term growth and risk management	Not Started	High	CRO	2 months
6	Execute press release and media outreach announcing Phase 1 launch	Not Started	Low	CFO	6 weeks
7	Develop client onboarding kits and transparency reports template	Not Started	High	CPO	1 month
8	Establish strategic partnerships with private banks and financial advisors for referrals	Not Started	Medium	CSO	3 months

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 1 & Technical Set Up for next Phases					
1	Define Phase 1 Objectives and Success Metrics	Not Started	High	CFO	Q3 2026
2	Establish Foundational Investment Policy and Risk Framework	Not Started	High	CIO	Q3 2026
3	Develop Core Portfolio Construction Methodology	Not Started	High	CPO	Q3 2026
4	Create Transparent Client Reporting Templates	Not Started	High	CFO	Q3 2026
5	Onboard Initial Set of Pilot Clients	Not Started	Medium	COO	Q4 2026
6	Establish Compliance and Regulatory Controls	Not Started	High	CLO	Q3 2026
7	Define Marketing and Outreach in Foundational Offering (Non-Phase)	Not Started	Low	CMO	M07 2026
8	Set Up Internal Knowledge Base and Training for Foundational Offering	Not Started	Medium	CIO	M09 2026
Phase 2					
1	Refine core portfolio construction framework and risk controls for expanded client onboarding	Not Started	High	CPO	M07 2026
2	Upgrade client onboarding process with enhanced KYC, suitability, and automated risk profiling	Not Started	High	CIO	M08 2026
3	Develop expanded advisory services playbooks and performance insight dashboards	Not Started	High	CFO	M09 2026
4	Enhance portfolio construction tools to support diversified low-risk to balanced allocations	Not Started	Medium	CTO	M10 2026
5	Implement transparent reporting framework with standardized client reports and quarterly performance summaries	Not Started	High	CRO	Q4 2026
6	Establish scalable compliance and risk governance for expanded client base	Not Started	High	CLO	Q4 2026
7	Pilot client segmentation to tailor service levels and pricing for core client base	Not Started	Medium	CMO	M11 2026
8	Recruit and onboard key advisory talent to support expanded offerings	Not Started	Low	CPO	M12 2026

Sources: Company's Proprietary Planning

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 3					
1	Define target new profit streams and priority assessment	Not Started	High	CFO	M09 2026
2	Design private investments and alternative funds framework	Not Started	High	CIO	M11 2026
3	Develop enhanced reporting toolkit prototype for clients	Not Started	High	CIO	Q4 2026
4	Regulatory and risk governance for new streams	Not Started	High	CRO	Q4 2026
5	Create pricing and fee model for new products	Not Started	Medium	CFO	M01 2027
6	Pilot private investments with limited capital	Not Started	Medium	CIO	M04 2027
7	Build internal due diligence playbooks for new streams	Not Started	Medium	CLO	M05 2027
8	Prepare external communication plan for new offerings	Not Started	Low	CMO	M07 2027
Phase 4					
1	Phase 4 Task 1: Establish governance and risk framework for high-risk opportunities	Not Started	High	CFO	Q3 2026
2	Phase 4 Task 2: Build scenario analysis and due diligence playbook for emerging markets	Not Started	High	CIO	M07 2026
3	Phase 4 Task 3: Identify target high-risk, high-reward opportunities with initial screening criteria	Not Started	High	CSO	M08 2026
4	Phase 4 Task 4: Establish strategic private investments sourcing channel and partnerships	Not Started	Medium	CPO	Q1 2027
5	Phase 4 Task 5: Develop capital allocation framework for transformative bets	Not Started	High	CFO	Q3 2026
6	Phase 4 Task 6: Create reporting and disclosure templates for high-risk portfolios	Not Started	Medium	CIO	M09 2026
7	Phase 4 Task 7: Pilot internal risk controls and limits for emerging markets investments	Not Started	High	CRO	Q4 2026
8	Phase 4 Task 8: Regulatory and compliance mapping for cross-border speculative products	Not Started	Medium	CLO	Q4 2027

Sources: Company's Proprietary Planning

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Data and technology outage	CIO	Implement robust backup/DRP with RPO/RTO targets and regular failover testing.
2	Cybersecurity threats	CISO	Enforce zero-trust architecture, regular penetration testing, and security monitoring.
3	Vendor and third-party risk	CIO	Conduct due diligence and establish exit/transition plans with SLAs.
4	Operational scalability constraints	COO	Automate onboarding, standardize procedures, and scale support teams.
5	inaccuracies in performance reporting	CFO	Implement independent quarterly audits and verifiable controls

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Regulatory compliance changes affecting advisory licenses	CLO	Maintain ongoing regulatory watch and licensure readiness
2	MiFID/IFRS/GAAP reporting and disclosure requirements	CFO	Adopt up-to-date reporting frameworks; regular audits
3	Privacy and data protection compliance	CIO	Implement data governance, encryption, and consent controls
4	Market conduct and fiduciary duty enforcement	CRO	Strengthen conflicts policy; independent oversight
5	Advertising and communications compliance	CLO	Review all materials; pre-approval process

Core Risks & Mitigation Strategies

3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market concentration and client segment dependence	CSO	Diversify client base and product offerings across segments.
2	Competitive intensity and fee pressure	CPO	Differentiate with transparent reporting and value-added advisory services.
3	Regulatory-driven product and strategy constraints	CLO	Proactive regulatory monitoring and flexible product design.
4	Manager turnover and talent retention	CEO	Competitive compensation and succession planning for critical roles.
5	Market timing risk in private investments	CFO	Implement rigorous due diligence and diversification across strategies.

4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Liquidity risk from market downturns	CFO	Maintain liquidity buffers and diversify funding sources
2	Credit/default risk in private investments	CFO	Implement stringent credit criteria and ongoing monitoring
3	Model/risk framework mispricing	CFO	Regular model validation and independent risk review
4	Fee structure and revenue concentration	CFO	Diversify revenue through advisory, performance fees, and product mix
5	Regulatory capital and liquidity requirements	CFO	Proactive compliance planning and capital contingency reserves

5. Other general risks

#	Risk Type	Area	Mitigation Strategy
1	Market and liquidity volatility	CFO	Diversified portfolio with risk controls and liquidity buffers.
2	Model and data risk	CIO	Robust data governance and model validation framework.
3	Reputational risk	CMO	Transparent reporting, independent audits, and clear client communications.
4	Concentration risk in private investments	CFO	Diversified private market program and ongoing manager due diligence.
5	Cybersecurity and data privacy risk	CISO	Implement multi-layer security, monitoring, and incident response.

Sources: Company's Proprietary Assessment

Market Overview (TAM, SAM and SOM)

Target Available Market (TAM)	Subindustry	$ 393,000,000k	Source: TAM is based on third party market estimation provided by IBIS World. CAGR is based on open source web research. Expected CAGR for industry is 9.20%
Service Available Market (SAM)	0.01%	NorthBridge Capital Partners is a boutique investment manager serving individuals, business owners, and private companies in the US. With a capital base of 216k, its realistic SAM is a conservative slice of the US TAM (393B) focused on high-touch, fee-based advisory for select clients requiring ongoing reports and guidance. This limits scale to a...	
Service Obtainable Market Y1-Y3 (SOM)	Year 1 0.68700% Year 2 0.96000% Year 3 1.27500%	Given NorthBridge's niche in securities intermediation with relatively modest capital (US 0.216k USDk) versus a US SAM of 0.01% of a US 393,000,000k USD TAM, early market share will be small. Y1 targets the midpoint of the feasible range, with cautious growth as client base and brand trust expand. Y2–Y3 reflect gradual penetration through targeted...	

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 $ 216k

Y1 Cash Flow Stream (thnd USD)	Inflows	Outlows
Gross Profit	182	
Payroll Expenses		31
Other Miscellaneous		12
Rent & Utilities		9
Legal and Professional Fees		7
CAPEX		204
Marketing and Branding		7
Communication Expenses		5
Training and Development		3
Office supplies		3
Representation and Entert.		2
CAPEX & WC shortage Y1		102
Buffer		114
Total Required Investment (thnd USD)		216

Payroll Expenses
10.95%

Other Miscellaneous
4.28%

Rent & Utilities
3.33%

Legal and Professional Fees
2.38%

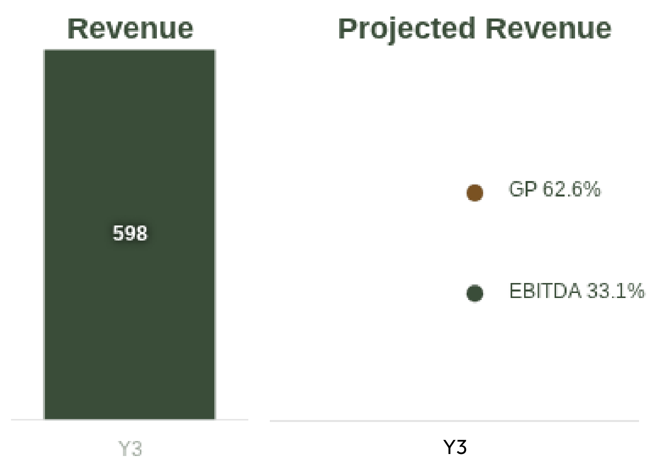
CAPEX
71.92%

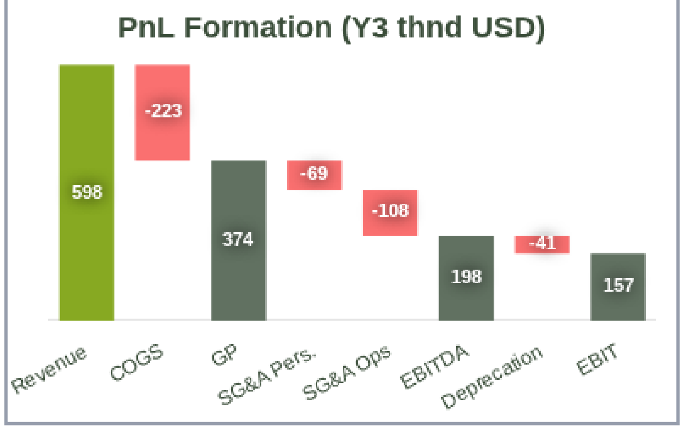
Other
7.14%

Sources: Company's Proprietary Planning

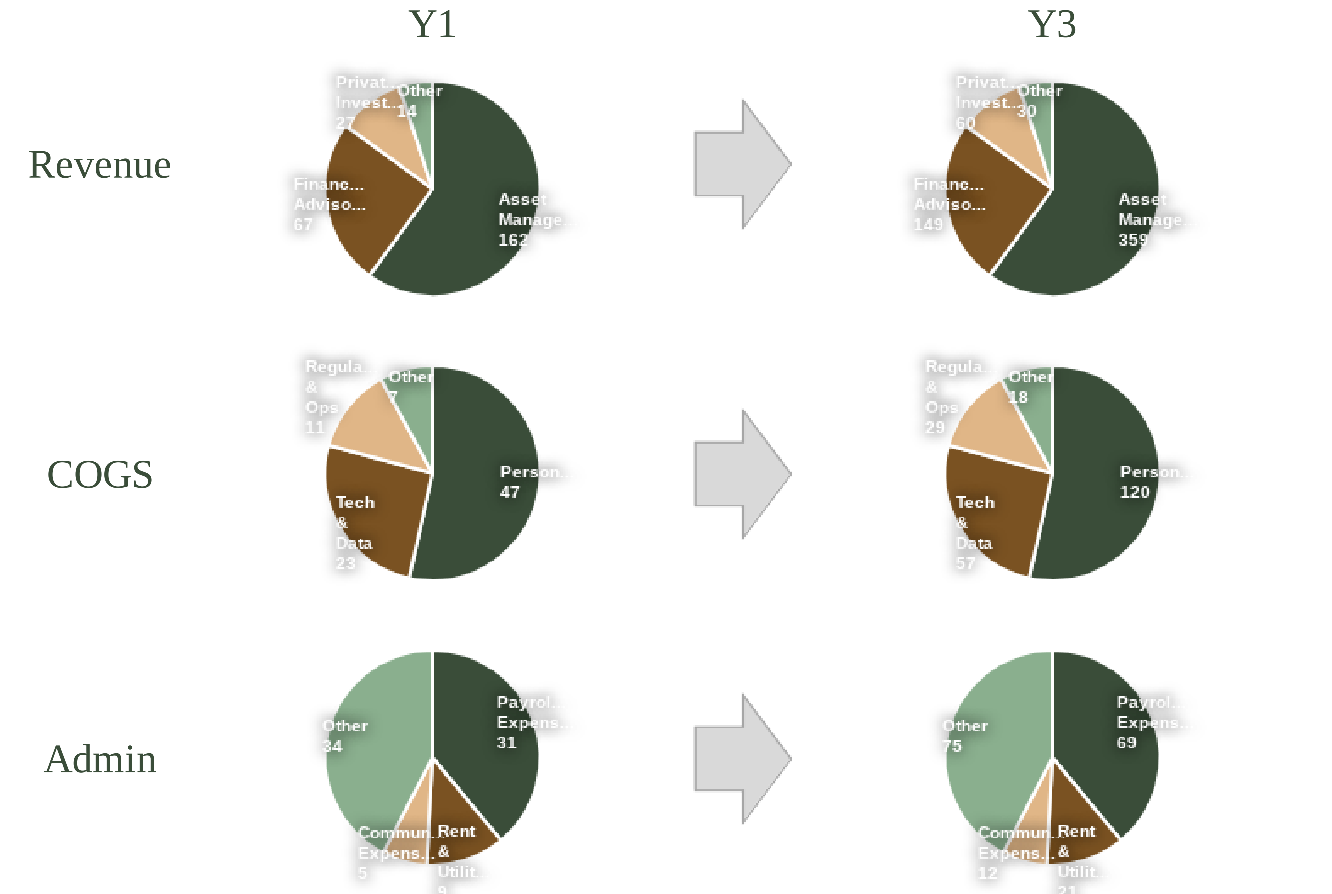
Financials Dashboard

Y3 PL formation and Margins





Business Line Breakdown (thnd USD)

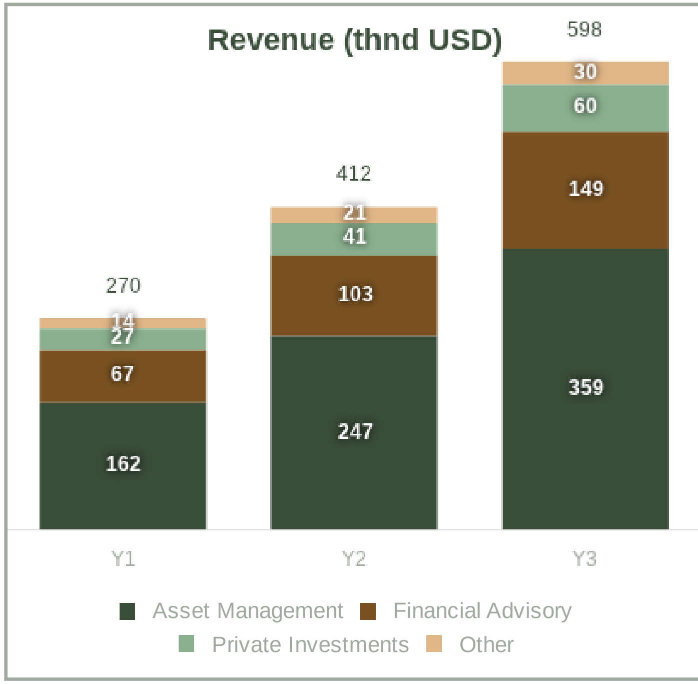


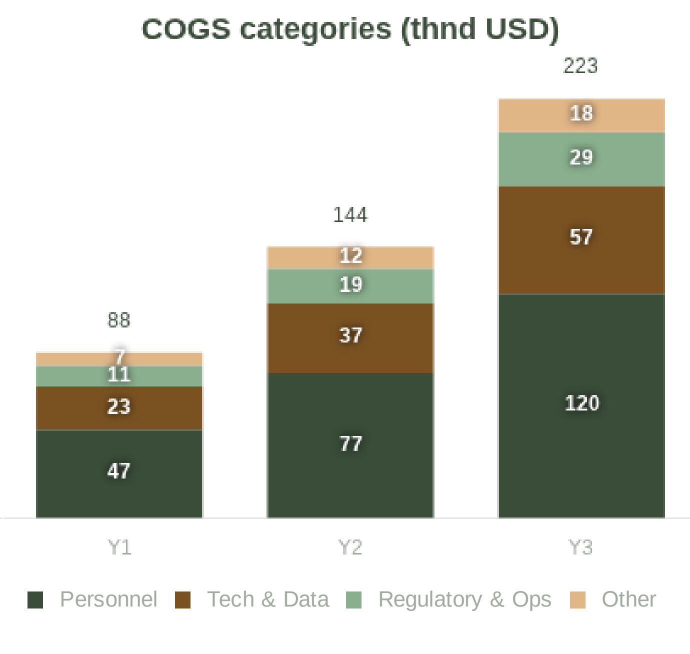
Revenue Formation Narrative

NorthBridge Capital Partners targets a defined, high-touch segment within the Securities and Commodity Contracts Intermediation and Brokerage space, aiming to convert a portion of the 393,000,000k USD opportunity into sustainable annual revenues. Guided by a disciplined TAM/SAM/SOM framework, the firm's serviceable market reflects a focused slice of the US market for investment management and related advisory services, aligned with a conservative capital base and rigorous client-service standards. The anticipated revenue path starts with Year 1, anchored by 0 of the SOM and the firm's four lines of business, which collectively represent a diversified revenue mix. Revenues for Year 1 are expected to be 179.994k USD, driven by the Asset Management line contributing 60 of total revenue, Financial Advisory at 25, Private Investments at 10, and Other at 5. In Year 2, revenue grows to 257.494k USD as client referrals, expanded outreach, and scalable advisory tools broaden SME engagement, while maintaining prudent risk controls. Year 3 sees further advancement to 351.479k USD, supported by increased AUM, enhanced reporting cadence, and deeper private investment access. The four lines of business are named as Asset Management, Financial Advisory, Private Investments, and Other, with segment shares of 60, 25, 10, and 5, respectively. The total capital requirement for growth is 216k USD, reflecting a measured investment in client acquisition, compliance, and technology. This narrative aligns with the SAM narrative emphasizing conservative expansion and risk-conscious profitability, while the SOM narrative acknowledges gradual market entry, brand trust development, and scalable advisory capacity to sustain revenue growth across Years 1–3 and beyond.

$ 598k Y3 Projected Revenue

0.00% Market Share





Revenue Calculation Details

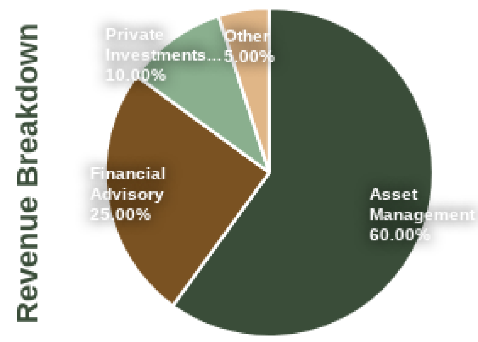
Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Asset Management	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*	*60.00%*
Financial Advisory	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*
Private Investments	*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%*
Other	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*	*5.00%*
Asset Management	10	10	10	12	12	12	15	15	15	17	17	17	162	247	359
Financial Advisory	4	4	4	5	5	5	6	6	6	7	7	7	67	103	149
Private Investments	2	2	2	2	2	2	2	2	2	3	3	3	27	41	60
Other	1	1	1	1	1	1	1	1	1	1	1	1	14	21	30
Total Revenue (thnd USD)	17	17	17	20	20	20	25	25	25	28	28	28	270	412	598

Total revenue is expected to reach $ 598k by year 3.

Main revenue driver are:

- Asset Management which generates $ 359k by Year 3
- Financial Advisory which generates $ 149k by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 48.76 %



COGS Calculation Details

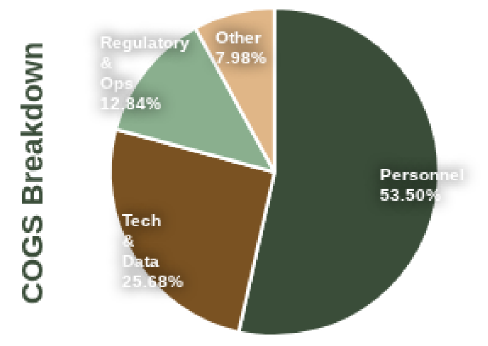
COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Personnel	*17.50%*	*17.50%*	*17.50%*	*17.50%*	*17.50%*	*17.50%*	*17.50%*	*17.50%*	*17.50%*	*17.50%*	*17.50%*	*17.50%*	*17.50%*	*18.75%*	*20.00%*
Tech & Data	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*9.00%*	*9.60%*
Regulatory & Ops	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.50%*	*4.80%*
Other	*2.61%*	*2.61%*	*2.61%*	*2.61%*	*2.61%*	*2.61%*	*2.61%*	*2.61%*	*2.61%*	*2.61%*	*2.61%*	*2.61%*	*2.61%*	*2.80%*	*2.98%*
Personnel	3	3	3	4	4	4	4	4	4	5	5	5	47	77	120
Tech & Data	1	1	1	2	2	2	2	2	2	2	2	2	23	37	57
Regulatory & Ops	1	1	1	1	1	1	1	1	1	1	1	1	11	19	29
Other	0	0	0	1	1	1	1	1	1	1	1	1	7	12	18
Total COGS (thnd USD)	6	6	6	7	7	7	8	8	8	9	9	9	88	144	223

Total COGS is expected to reach '$ 223k by year 3.

Main revenue driver are:

- Personnel which generates $ 120k by Year 3
- Tech & Data which generates $ 57k by Year 3

Expected CAGR for total COGS in Y1-Y3 is 59.03 %



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	11.50%	11.50%	11.50%	11.50%	11.50%	11.50%	11.50%	11.50%	11.50%	11.50%	11.50%	11.50%	11.50%	11.50%	11.50%
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	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%
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	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%
Marketing and Branding	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%	2.50%
Representation and Entertainment	0.80%	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%
Training and Development	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%	1.20%
Other Miscellaneous	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%
Payroll Expenses	2	2	2	2	2	2	3	3	3	3	3	3	31	47	69
Rent & Utilities	1	1	1	1	1	1	1	1	1	1	1	1	9	14	21
Communication Expenses	0	0	0	0	0	0	0	0	0	1	1	1	5	8	12
Office supplies	0	0	0	0	0	0	0	0	0	0	0	0	3	4	6
Legal and Professional Fees	0	0	0	1	1	1	1	1	1	1	1	1	7	10	15
Marketing and Branding	0	0	0	1	1	1	1	1	1	1	1	1	7	10	15
Representation and Entertainment	0	0	0	0	0	0	0	0	0	0	0	0	2	3	5
Training and Development	0	0	0	0	0	0	0	0	0	0	0	0	3	5	7
Other Miscellaneous	1	1	1	1	1	1	1	1	1	1	1	1	12	19	27
Total SG&A (thnd USD)	5	5	5	6	6	6	7	7	7	8	8	8	80	122	176

Sources: Company's Proprietary Planning

PaT Expectations

Income Statement (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	**17**	**17**	**17**	**20**	**20**	**20**	**25**	**25**	**25**	**28**	**28**	**28**	**270**	**412**	**598**
Asset Management	10	10	10	12	12	12	15	15	15	17	17	17	162	247	359
Financial Advisory	4	4	4	5	5	5	6	6	6	7	7	7	67	103	149
Private Investments	2	2	2	2	2	2	2	2	2	3	3	3	27	41	60
Other	1	1	1	1	1	1	1	1	1	1	1	1	14	21	30
COGS	**-6**	**-6**	**-6**	**-7**	**-7**	**-7**	**-8**	**-8**	**-8**	**-9**	**-9**	**-9**	**-88**	**-144**	**-223**
Personnel	-3	-3	-3	-4	-4	-4	-4	-4	-4	-5	-5	-5	-47	-77	-120
Tech & Data	-1	-1	-1	-2	-2	-2	-2	-2	-2	-2	-2	-2	-23	-37	-57
Regulatory & Ops	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-11	-19	-29
Other	-0	-0	-0	-1	-1	-1	-1	-1	-1	-1	-1	-1	-7	-12	-18
Gross Profit	11	11	11	14	14	14	17	17	17	19	19	19	182	268	374
SG&A Personal Expenses	-2	-2	-2	-2	-2	-2	-3	-3	-3	-3	-3	-3	-31	-47	-69
SG&A Operating Expenses	-3	-3	-3	-4	-4	-4	-4	-4	-4	-5	-5	-5	-49	-74	-108
EBITDA	6	6	6	8	8	8	9	9	9	11	11	11	102	146	198
Depreciation	-3	-3	-3	-3	-3	-3	-3	-3	-3	-3	-3	-3	-41	-41	-41
EBIT	3	3	3	4	4	4	6	6	6	7	7	7	61	105	157
Interest Expense	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-2	-2	-2
Profit before Tax	3	3	3	4	4	4	6	6	6	7	7	7	60	104	156
Tax	-1	-1	-1	-1	-1	-1	-2	-2	-2	-2	-2	-2	-16	-27	-40
Profit after Tax (thnd USD)	2	2	2	3	3	3	4	4	4	5	5	5	44	77	115

Sources: Company's Proprietary Planning

Balance Sheet Statement

Balance Sheet (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Cash & Cash Equivalents	18	25	29	34	41	47	52	61	69	77	87	98	98	208	348
Accounts Receivable	17	17	17	20	20	20	25	25	25	28	28	28	28	43	62
Inventory	6	6	7	7	7	8	8	8	9	9	9	9	9	14	23
Prepaid Expenses	2	2	2	2	2	2	2	2	3	3	3	2	2	3	6
Deferred Tax Assets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current Assets	42	48	55	63	70	78	87	96	106	116	127	137	137	268	439
Technology infrastructure (IT hardware and data center/hosting capacity)	59	58	57	56	55	54	53	52	51	50	49	48	48	36	24
Trading and portfolio management software and licenses	53	52	51	50	50	49	48	47	46	45	44	43	43	32	22
Office equipment and furniture	35	35	34	34	33	32	32	31	31	30	29	29	29	22	14
Compliance, risk management, and security systems	53	52	51	50	50	49	48	47	46	45	44	43	43	32	22
Non-Current Assets	201	197	194	190	187	184	180	177	173	170	167	163	163	122	82
Total Assets	243	246	248	253	257	261	267	273	279	286	294	301	301	390	520
Accounts Payable	2	2	2	2	2	2	2	2	2	3	3	3	3	4	6
Short-Term Loans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accrued Interest Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Deferred Tax Liabilities	1	1	2	3	4	5	7	8	10	12	14	16	16	27	40
Current Liabilities	2	3	4	5	6	7	9	11	12	14	16	18	18	31	46
Loans and Other Borrowings	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
Non-Current Liabilities	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
Total Liabilities	25	25	26	28	29	30	32	33	35	37	39	40	40	53	68
Paid-In Capital	216	216	216	216	216	216	216	216	216	216	216	216	216	216	216
Retained Earnings	-	-	-	-	-	-	-	-	-	-	-	-	-	44	121
Current Period Earnings	2	4	6	9	12	15	20	24	28	34	39	44	44	77	115
Total Equity	218	220	222	225	228	231	236	240	244	250	255	260	260	337	452

Cash Flow Statement - Direct

Cash Flow Statement - Direct (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Initial Balance	27	18	25	29	34	41	47	52	61	69	77	87	-	98	208
Cash from Sales of Goods / Services	-	17	17	17	20	20	20	25	25	25	28	28	242	397	578
Payments to Employees / Vendors	-9	-10	-12	-12	-13	-14	-15	-15	-17	-17	-17	-17	-174	-270	-407
Advances Paid / Received	-	-	-0	-	-	-0	-	-	-0	-	-	0	-2	-1	-2
Taxes Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-16	-27
Interest Paid	-	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-1	-2	-2
CF from Operating Activities	-9	6	5	4	8	6	5	9	8	7	10	11	64	110	140
Acquisition of															
Technology infrastructure (IT hardware and data center/hosting capacity)	-	-	-	-	-	-	-	-	-	-	-	-	-60	-	-
Trading and portfolio management software and licenses	-	-	-	-	-	-	-	-	-	-	-	-	-54	-	-
Office equipment and furniture	-	-	-	-	-	-	-	-	-	-	-	-	-36	-	-
Compliance, risk management, and security systems	-	-	-	-	-	-	-	-	-	-	-	-	-54	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-204	-	-
Loans Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	22	-	-
Investments Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	216	-	-
CF from Financing Activities	-	-	-	-	-	-	-	-	-	-	-	-	238	-	-
Ending Balance	18	25	29	34	41	47	52	61	69	77	87	98	98	208	348

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

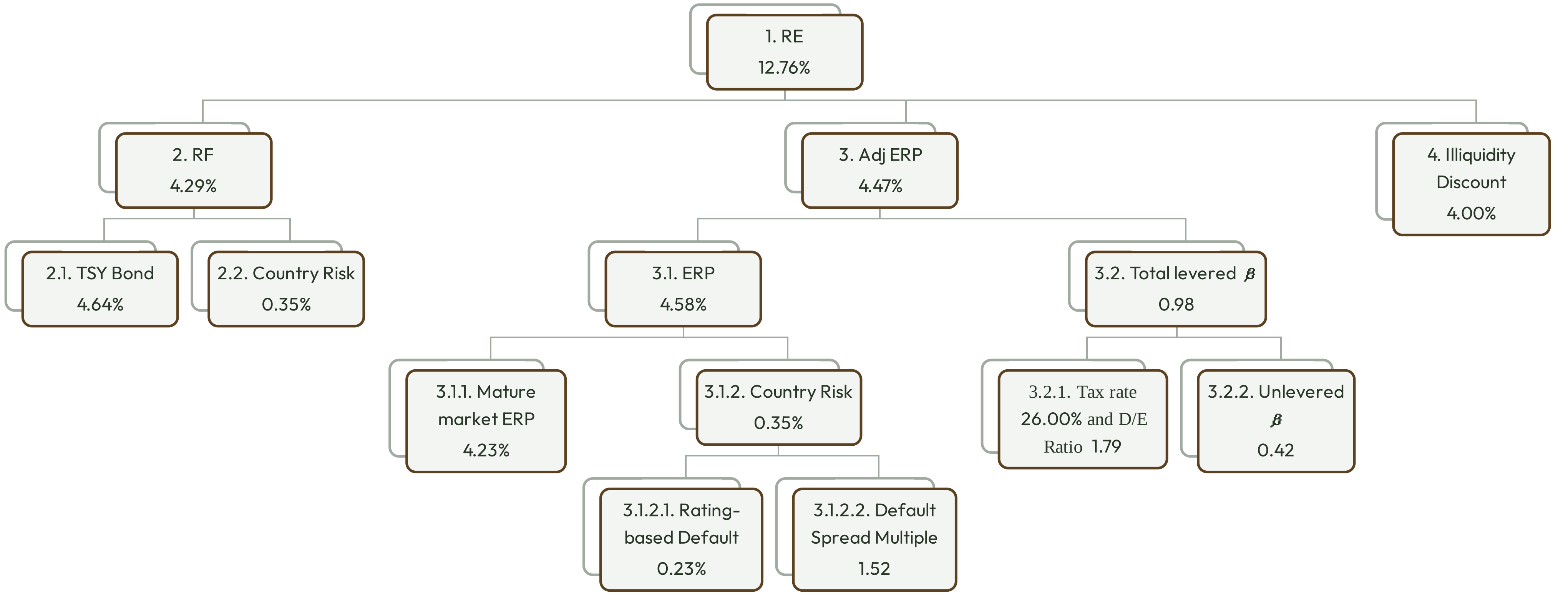
Cash Flow Statement - Indirect (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Initial Balance	27	18	25	29	34	41	47	52	61	69	77	87	-	98	208
EBIT	3	3	3	4	4	4	6	6	6	7	7	7	61	105	157
Δ Receivables & Prepaids	-17	-	-0	-3	-	-0	-5	-	-0	-3	-	0	-30	-16	-22
Δ Payables	2	-	-	0	-	-	0	-	-	0	-	-	3	1	2
Δ Inventory	-	-	-1	-	-	-1	-	-	-1	-	-	0	-9	-5	-9
Δ Depreciation	3	3	3	3	3	3	3	3	3	3	3	3	41	41	41
Tax Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-16	-27
Interest Expenses	-	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-1	-2	-2
CF from Operating Activities	-9	6	5	4	8	6	5	9	8	7	10	11	64	110	140
Acquisition of															
Technology infrastructure (IT hardware and data center/hosting capacity)	-	-	-	-	-	-	-	-	-	-	-	-	-60	-	-
Trading and portfolio management software and licenses	-	-	-	-	-	-	-	-	-	-	-	-	-54	-	-
Office equipment and furniture	-	-	-	-	-	-	-	-	-	-	-	-	-36	-	-
Compliance, risk management, and security systems	-	-	-	-	-	-	-	-	-	-	-	-	-54	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-204	-	-
Loans Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	22	-	-
Investments Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	216	-	-
CF from Financing Activities	-	-	-	-	-	-	-	-	-	-	-	-	238	-	-
Ending Balance	18	25	29	34	41	47	52	61	69	77	87	98	98	208	348

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.

Cost of Capital Estimation

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)+β ⁎ (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 correspondingindustries. Despite the company has no debt, the unlevered beta was levered with industry average figures to reflect the long-term D/E ration in the capital structure. Additionally, Illiquidity Risk Premiumof 4% is added to the estimated Return on Equity to reflect risk associated with firm being Privately Held vs Publicly Traded Companies.

Additional Assumptions

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

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

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

Survival of new establishments

	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%	46.68%	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

DCF	(thnd USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
	Profit after Tax	**44**	**77**	**115**	**126**	**137**	**150**	**164**
	Growth% Y4-Y7				9.20%	9.20%	9.20%	9.20%
	Growth% Y7	3.50%						
	WACC'	**12.76%**						
	PV Y1-Y7 at Y0	39	60	80	78	75	73	71
	PV Y7 --> Y0	789						
	NPV (thnd USD)	1,265						

Assumed 3Y Survival Rate	50%

Final Valuation	$ 633k

The valuation is conducted using the Discounted Cash Flow (DCF) method. In this method, the projected cash flows for a period of 7 years, along with a terminal value, are discounted at a rate of 12.76 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 9.20 %, which is consistent with the market Compound Annual Growth Rate (CAGR) trend. Beyond year 7, the cash flows are assumed to grow at a long-term growth rate of 3.50 %.

To account for the inherent risks associated with a start-up venture, the Firm Value is adjusted using the historical survival rate of newly established firms. As indicated by the study conducted by Aswath Damodaran, there was approximately 50% probability of survival for Information sector companies. Taking into account the project's current stage of development and risk profile, the final survival rate has been assumed at 50%. 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.

Sources: Company's Proprietary Planning

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...	lower by 10%
		This scenario models an increase in the discount rate (RoE) driven by higher market risk, macroeconomic instability, or industry-	

Scenario Analysis: Results

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

Scenario Analysis			Revenue		COGS		Discount Rate	
	KPIs	Base	Positive	Negative	Positive	Negative	Positive	Negative
Input	Revenue	no impact	15%	-15%	no impact	no impact	no impact	no impact
	COGS	no impact	no impact	no impact	-20%	20%	no impact	no impact
	RoE	no impact	no impact	no impact	no impact	no impact	-10%	10%
Output	Revenue Y3	$ 598k	$ 687k	$ 508k	$ 598k	$ 598k	$ 598k	$ 598k
	Gross Profit Y3	$ 374k	$ 430k	$ 318k	$ 419k	$ 329k	$ 374k	$ 374k
	GP Margin	63%	63%	63%	70%	55%	63%	63%
	EBITDA Y3	$ 198k	$ 228k	$ 168k	$ 243k	$ 153k	$ 198k	$ 198k
	EBITDA Margin	33%	33%	33%	41%	26%	33%	33%
	Net Profit Y3	$ 115k	$ 137k	$ 93k	$ 148k	$ 82k	$ 115k	$ 115k
	Profit Margin	19%	20%	18%	25%	14%	19%	19%
	Final Valuation	$ 633k	$ 755k	$ 510k	$ 814k	$ 451k	$ 746k	$ 548k

Stress Test: Growth Under Pressure

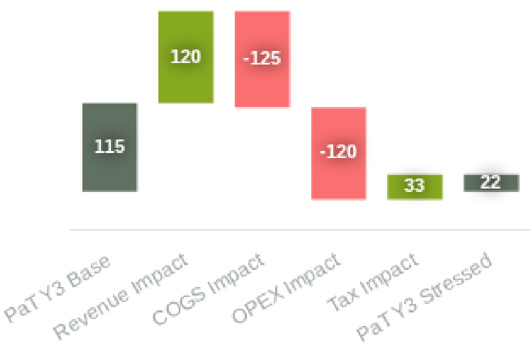
Stress tests provide a comprehensive view of how businesses might perform under extreme conditions, enabling better preparation for the uncertainties of challenges.

Scenario Name	Story
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.

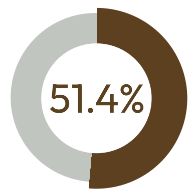
KPIs impact

Revenue Higher by 20%	**COGS** Higher by 30%
OPEX Higher by 40%	**Discount Rate** unaffected

Results

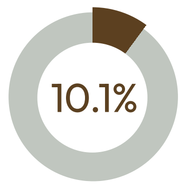


$ 123k Valuation	**$ 717k** Revenue Y3
$ 72k EBITDA	**$ 22k** Profit After Tax



Gross Profit Margin Y3

EBITDA Margin Y3



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 challenges.

Scenario Name

The Perfect Storm

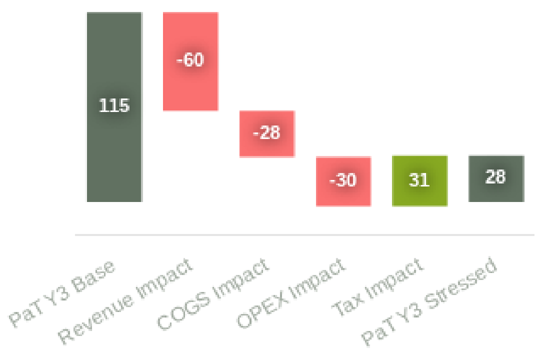
Story

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.

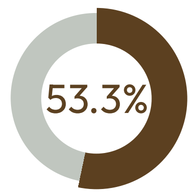
KPIs impact

Revenue Lower by 10%	**COGS** Higher by 25%
OPEX Higher by 30%	**Discount Rate** Higher by 10%

Results

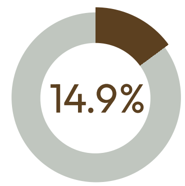


$ 131k Valuation	**$ 538k** Revenue Y3
$ 80k EBITDA	**$ 28k** Profit After Tax



Gross Profit Margin Y3

EBITDA Margin Y3



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	$ 216k	$ 243k	$ 256k	$ 283k	$ 297k	$ 324k	$ 246k	$ 254k	$ 262k	$ 278k	$ 286k	$ 294k
	Y2	$ 330k	$ 371k	$ 391k	$ 433k	$ 453k	$ 494k	$ 375k	$ 387k	$ 400k	$ 424k	$ 437k	$ 449k
	Y3	$ 478k	$ 538k	$ 568k	$ 627k	$ 657k	$ 717k	$ 544k	$ 562k	$ 580k	$ 615k	$ 633k	$ 651k
Gross Profit	Y1	$ 145k	$ 164k	$ 173k	$ 191k	$ 200k	$ 218k	$ 165k	$ 171k	$ 176k	$ 187k	$ 193k	$ 198k
	Y2	$ 214k	$ 241k	$ 254k	$ 281k	$ 294k	$ 321k	$ 244k	$ 252k	$ 260k	$ 276k	$ 284k	$ 292k
	Y3	$ 299k	$ 337k	$ 355k	$ 393k	$ 412k	$ 449k	$ 340k	$ 352k	$ 363k	$ 385k	$ 397k	$ 408k
GP Margin	Y1	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%	67%
	Y2	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%
	Y3	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%
EBITDA	Y1	$ 82k	$ 92k	$ 97k	$ 107k	$ 112k	$ 122k	$ 93k	$ 96k	$ 99k	$ 105k	$ 108k	$ 111k
	Y2	$ 117k	$ 131k	$ 139k	$ 153k	$ 161k	$ 175k	$ 133k	$ 137k	$ 142k	$ 150k	$ 155k	$ 159k
	Y3	$ 158k	$ 178k	$ 188k	$ 208k	$ 218k	$ 237k	$ 180k	$ 186k	$ 192k	$ 204k	$ 210k	$ 216k
EBITDA Margin	Y1	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%	38%
	Y2	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
	Y3	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%
Net Profit	Y1	$ 29k	$ 37k	$ 40k	$ 48k	$ 52k	$ 59k	$ 37k	$ 40k	$ 42k	$ 46k	$ 49k	$ 51k
	Y2	$ 55k	$ 66k	$ 71k	$ 82k	$ 88k	$ 98k	$ 67k	$ 70k	$ 73k	$ 80k	$ 83k	$ 86k
	Y3	$ 86k	$ 100k	$ 108k	$ 122k	$ 130k	$ 144k	$ 102k	$ 106k	$ 111k	$ 119k	$ 124k	$ 128k
Profit Margin	Y1	13%	15%	16%	17%	17%	18%	15%	16%	16%	17%	17%	17%
	Y2	17%	18%	18%	19%	19%	20%	18%	18%	18%	19%	19%	19%
	Y3	18%	19%	19%	20%	20%	20%	19%	19%	19%	19%	20%	20%
Final Valuation		$ 469k	$ 551k	$ 592k	$ 674k	$ 714k	$ 796k	$ 559k	$ 584k	$ 608k	$ 657k	$ 682k	$ 706k

Glossary

Abbreviations

Adj - Adjusted
Admin - Administrative Expense
Av - Average
b - Billions of
B2B - Business to Business
B2C - Business to Customer
C-level - Chief level
CAGR - Compounded Annual Growth Rate
CAPEX - Capital Expenditure
CAPM - Capital Asset Pricing Model
CBDO - Chief Business Development Officer
CEO - Chief Executive Officer
CF - Cash FLow
CFO - Chief Financial Officer
COGS - Cost of OODS Sold
CPO - Chief Product Officer
CTO - Chief Technology Officer
D/E - Debt to Equity
DCF - Discounted Cash Flow
Depr. - Depreciation
Dev - Developer
EBIT - Earnings Before Interest and Taxes
EBITDA - Earnings Before Interest, Axes, Depreciation, and Amortization

HR - Human Resources
Inv. - Inventory
k - Thousands of
KPI - Key Performance Indicators
LE - Legal Entity
LFY - Last Fiscal Year
LLM - Large Language Model
m - Millions of
MTD - Month-To-Date
MVP - Minimum Viable Product
NDA - Non-Disclosure Agreement
NFT - Non-Fungible Token
NPV - Net Present Value
OPEX - Operating Expense
P&L - A Profit and Loss (P&L) Statement
PaT - Profit after Tax
PbT - Profit before Tax
PE - Private Equity
PL - Profit and Loss
POC - Proof of Concept
PPE - Property, Plant, and equipment
PV - Present Value
RE - Return on Equity

Sources: Company's Proprietary Information

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