Business Plan

& Valuation Presentation

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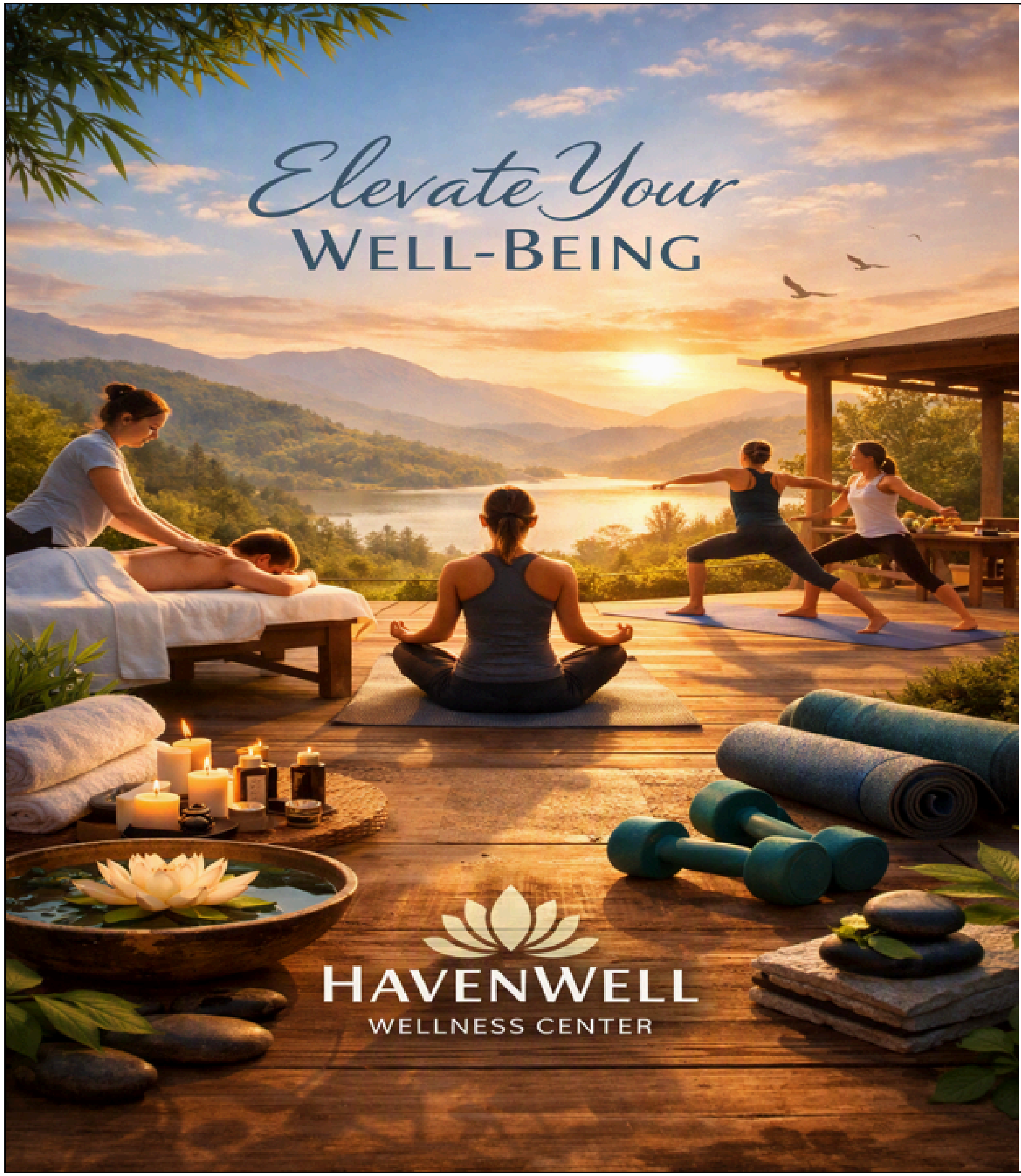


OUR
VISION & MISSION

Our Mission

HavenWell Wellness Center exists to support individuals and families in achieving durable health and well-being by providing accessible, evidence-informed services that reduce stress, enhance physical health, and foster sustainable healthy routines. Through massage, yoga, nutrition guidance, meditation, and fitness programs, the center clarifies what needs to be done today: create a peaceful space, empower clients with practical tools, and partner with them to prevent illness and improve daily quality of life. By focusing on compassionate care, expert guidance, and welcoming environments, HavenWell helps people prioritize lasting wellness—each session contributing to overall vitality and resilience.

Our Vision

In twenty years, HavenWell Wellness Center envisions a community where holistic wellness is routine and attainable for all. It aspires to be the trusted, accessible hub for preventive health, stress reduction, and healthy lifestyle adoption—expanding programs, integrating families, and inspiring healthier choices beyond its doors. The center aims to lead by example in mindfulness-driven care, measurable well-being outcomes, and a compassionate ecosystem that supports sustained health, vitality, and balance across generations.

Summary Financials Dashboard

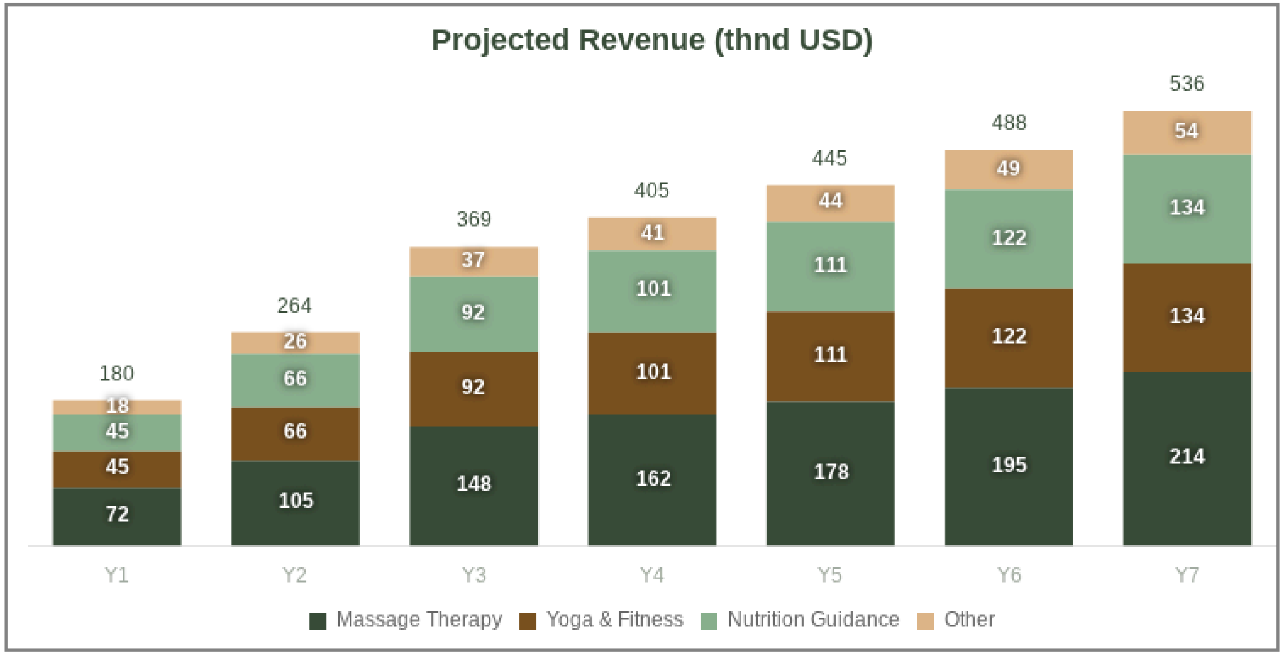
Key performance indicators
(Base Scenario Y3)

$ 369k
Revenue

$ 162k
Gross Profit

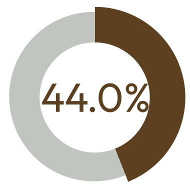
$ 162k
EBITDA

0.00%
Target Market Share

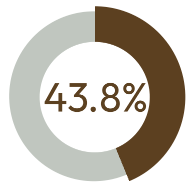


Margins
(Stabilized by Y3)

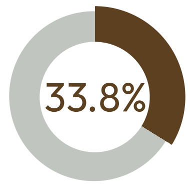
GP Margin



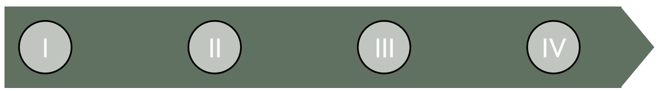
EBITDA Margin



PbT Margin



Project Phases



Foundation Offering | Core Expansion & Retention | New Revenue Streams | Strategic Horizon &Innovation

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 $ 233k

Y1 CAPEX $ 215k

WC $ 21k

About the Company: General Overview

General Overview

HavenWell Wellness Center operates in the health care and social assistance sector, delivering a comprehensive range of services designed to support physical health, stress management, and daily well-being. As a facility focused on holistic wellness, HavenWell blends evidence-based therapies with mindful practices such as massage therapy, yoga, meditation, nutrition guidance, and fitness classes. The center offers flexible engagement options, including individual sessions and structured wellness programs, allowing clients to tailor plans to their personal goals and schedules. By providing a peaceful, restorative environment, HavenWell encourages restful recovery, sustained energy, and healthier routines that can positively impact overall quality of life. The organization emphasizes accessibility, offering approachable wellness solutions that can be integrated into ordinary routines and long-term wellness strategies. With a client-centered philosophy, HavenWell strives to build lasting partnerships, supporting people as they navigate stress, lifestyle changes, and preventive health care. In serving the community, the center positions itself as a trusted resource for preventive care, daily wellness, and enhanced well-being, contributing to healthier individuals and, by extension, a healthier community.

Sources: Company's Proprietary Vision

The Main Phases: Projects & Impacts

01 Foundation Offering

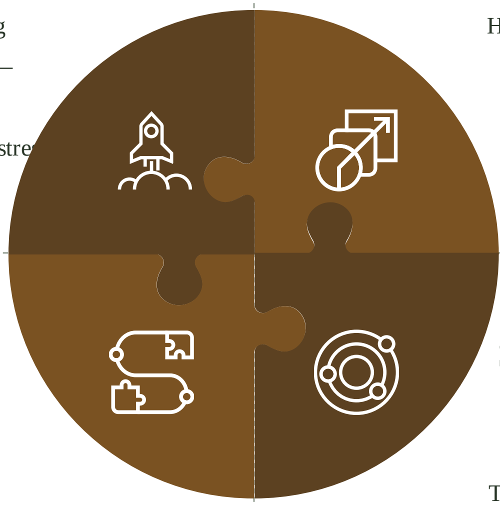
Phase I.

HavenWell establishes a foundational wellness offering by providing core services—massage, yoga, nutrition guidance, and mindfulness—packaged as accessible, appointment-based programs that create a reliable, scalable entry point for clients seeking physical health and stre relief.

03 New Revenue Streams

Phase III

HavenWell identifies adjacent profit streams, such as corporate wellness partnerships, structured retreats, and premium coaching packages, leveraging data and client feedback to monetize additional services without diluting the core experience.



02 Core Expansion & Retention

Phase II

The center expands the core services, broadening class formats and memberships to defend market share, improve retention, and attract new clients through enhanced scheduling, diverse programs, and a stronger brand presence.

04 Strategic Horizon &Innovation

Phase IV.

The organization explores high-risk, long-term opportunities, including scalable digital wellness programs, community health initiatives, or partnerships with researchers to pioneer innovative therapies and preventive care.

Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Clients / Patients	Individuals seeking physical health, stress relief, and well-being through massage, yoga, nutrition, and mindfulness services.
Healthcare Providers & Therapists	Licensed therapists, yoga instructors, nutritionists, and mindfulness coaches delivering services and collaborating on care plans.
Employees & Instructors	Staff members who operate daily services, classes, and programs, contributing to client experience and organizational culture.
Investors & Financing Partners	People or institutions funding HavenWell to support growth, service expansion, and program development.
Community & Local Partners	Community organizations, gyms, workplaces, and schools partnering for referrals, corporate wellness, and joint events.
Regulators & Accrediting Bodies	Entities overseeing health, safety, data privacy, and professional standards ensuring compliant operations.
Vendor Partners & Suppliers	Equipment, wellness product suppliers, software platforms for booking and data analytics supporting operations.

Sources: Company's Proprietary Assessment

Key Performance Components

Competitive Advantage

Holistic Wellness Model

HavenWell integrates physical health, stress management, and daily well-being into one cohesive program, enabling clients to address multiple wellness needs in a coordinated, convenient manner.

Personalized Programs

Customized sessions and structured wellness plans tailor massage, yoga, nutrition, and meditation to individual goals, fostering higher engagement and measurable health outcomes.

Peaceful Retreat Space

A serene, accessible environment supports consistent practice, boosting adherence, satisfaction, and referrals through a trusted, restorative experience.

Marketing and Growth Strategy

HavenWell cultivates alliances with local clinics, gyms, and corporate wellness programs to expand reach, co-host events, and leverage cross-promotions that attract clients seeking comprehensive well-being solutions.

The center emphasizes immersive, in-person experiences—classes, workshops, and retreats—that showcase the peaceful environment and tangible benefits, driving word-of-mouth and repeat visits.

HavenWell builds an online platform with booking, guided sessions, and nutrition and mindfulness content to engage customers remotely, nurture loyalty, and convert interest into ongoing programs.

Target Groups

	Industries	Description
I	Working Professionals seeking stress relief	Individuals with demanding schedules who want convenient, structured wellness programs (massage, yoga, mindfulness) to reduce stress, improve focus, and boost daily performance.
II	Chronic stress or burnout patients	People experiencing high stress levels or burnout seeking preventive care and restorative services to regain energy, resilience, and better sleep.
III	Families and caregivers	Households looking for regular wellness routines and accessible sessions to support overall family health, balance responsibilities, and manage fatigue.
IV	Fitness and wellness beginners	Individuals new to wellness who need guided introductions to movement, mindfulness, nutrition guidance, and gentle classes to establish healthy habits.
V	Corporate wellness clients	Businesses seeking employee well-being programs, on-site or virtual sessions, and structured retreats to improve morale, productivity, and retention.
VI	Older adults and mobility-constrained individuals	Seniors or clients with limited mobility who benefit from tailored chair yoga, mindful movement, massage, and nutrition plans aimed at maintaining independence and comfort.
VII	Healthcare-conscious community members	People prioritizing preventive care and holistic health who value a peaceful space for rest, movement, mindfulness, and ongoing wellness programming.

Sources: Company's Proprietary Assessment

Painpoints & Solutions

Solution from Phase I to Phase IV

	1	2	3	4	5	6	7
Painpoints	**Limited Accessibility to Core Services** Clients struggle to fit massage, yoga, nutrition guidance, and mindfulness into busy schedules, limiting consistent engagement.	**Inconsistent Client Onboarding** New clients may feel overwhelmed by the range of services and struggle to start a structured wellness plan.	**Limited Retention & Repeat Visits** Without varied formats or memberships, clients may lapse after initial sessions, reducing lifetime value.	**Market Differentiation & Brand Visibility** Competitive wellness spaces risk being indistinct, making it hard to attract and retain clients.	**Operational Scalability** As demand grows, managing class formats, staffing, and bookings becomes complex and costly.	**Data Utilization for Personalization** Limited use of client feedback and data hinders personalized program recommendations and outcomes.	**Retention-Driven Revenue Gaps** Revenue volatility from one-off sessions can threaten financial stability and ongoing program development.
Solution	Offer appointment-based, bundled core programs with flexible scheduling and clear pathways to maintain regular participation.	Provide a guided onboarding experience with a recommended starter program and a welcome orientation to set expectations and goals.	Introduce tiered memberships, recurring class formats, and easy rescheduling to promote ongoing engagement and loyalty.	Develop a strong brand presence, diverse formats, and streamlined scheduling to defend market share and increase new client acquisition.	Implement scalable scheduling, standardized service bundles, and efficient staff allocation to support growth without sacrificing quality.	Collect and analyze client data to tailor programs, optimize class offerings, and enhance perceived value.	Create predictable revenue through memberships, bundled programs, and recurring services aligned with client goals.

Strategic Analysis: SWOT

Strength

Holistic service mix enhances client appeal; integrates physical, mental, and lifestyle health within a single center. Experienced staff across therapies builds trust and referrals.

Weaknesses

Limited scale may constrain pricing power and marketing reach; reliance on discretionary spending reduces client retention during economic downturns.

Opportunities

Growing demand for preventive care and workplace wellness programs; partnerships with insurers and employers to broaden access and referrals; expanding virtual services for wider reach.

Threats

Competition from gyms and studios offering similar classes; regulatory changes affecting wellness claims; economic pressures impacting discretionary spends; evolving consumer health technology shifts demand.

Sources: Company's Proprietary Assessment

Pestel: Analysis

P	E	S	T	E	L
Political 7 / 10	Economic 8 / 10	Social 7 / 10	Technological 6 / 10	Environmental 5 / 10	Legal 7 / 10
Regulatory Compliance: Licensing and health regulations govern service delivery and practitioner qualifications.	Consumer Spending: discretionary income influences demand for wellness services.	Wellness Trends: Growing emphasis on holistic health and stress management drives demand.	Telehealth & Apps: Digital booking, tele-guidance, and app-based programs expand reach.	Facility Sustainability: Quiet, restorative spaces benefit brand; energy efficiency reduces costs.	Liability & Compliance: Professional liability insurance and risk management are essential.
Healthcare Policy: Public health initiatives and insurance policies affect funding and client access.	Reimbursement Models: Insurance coverage and reimbursements impact affordability and client volume.	Demographic Shifts: Aging populations and family-focused care increase service relevance.	Data & Privacy: Secure data handling for health records and client progress.	Community Green Practices: Waste minimization and eco-friendly operations enhance reputation.	Employment law: Labor regulations affect staffing, hours, and benefits.

HavenWell operates in a regulated, price-sensitive, wellness-driven market; prioritizing compliant operations, accessible pricing, digital tools, and ethical practices will sustain growth.

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 center leverages integrated wellness services to capitalize on growing demand for holistic health, stress reduction, and preventive care.

Value

V

No

Competitive Disadvantage

Yes

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

Comprehensive, blended offerings and peaceful in-person environment are not widely replicated by competitors in every market.

Rarity

R

No

Competitive Parity

Yes

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

Brand experience, trained staff, and quality of space create barriers; duplicating culture and ambiance is costly and time-consuming.

Imitability

I

No

Temporary Competitive Advantage

Yes

Is the firm organized to exploit the resource or capability?

The firm needs coordinated teams, scheduling systems, and certification-backed professionals to exploit integration effectively.

Organization

O

No

Unused Competitive Advantage

Yes

Holistic, well-coordinated wellness offerings in a serene setting provide valuable, potentially rare, but not universally inimitable, competitive advantage if execution is strong.

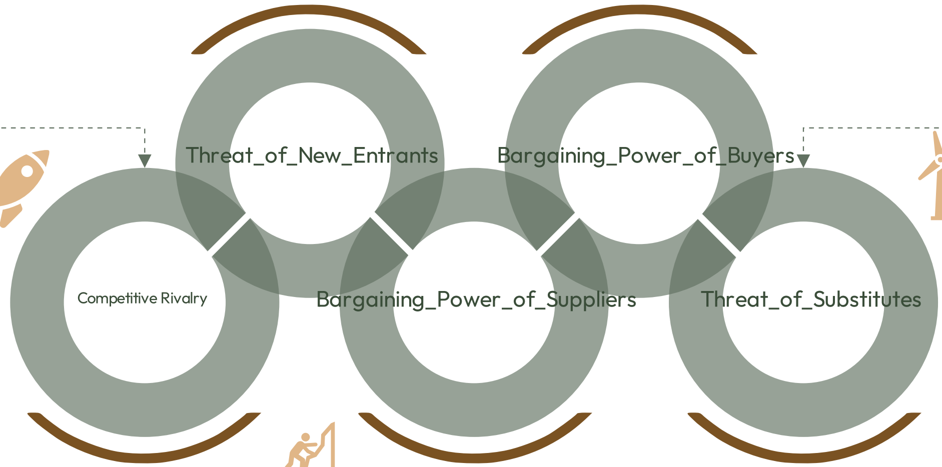
Sustainable Competitive Advantage

Porter’s Five Forces: Analysis

Moderate; certification, space, and trust barriers exist, but boutique wellness centers are common.

Moderate; clients seek value through programs, price sensitivity exists, but loyalty to quality matters.

High density of wellness providers and services; differentiation via holistic programs.



Moderate; substitutes include online programs and self-guided wellness apps, though in-person care adds value.

Low to Moderate; suppliers are varied (therapists, instructors, space), manageable for multiple contracts.

HavenWell operates in a moderately competitive market with feasible supplier options and substitute threats; focus on differentiated, integrated offerings to elevate perceived value.

High
Moderate
Low

Management Team

Overview

Overview

Overview

Overview

Stage 6: Scale and Sustainability

Open second location or mobile wellness services.

Dec 2027

Stage 5: Digital Presence

Launch online resources, virtual classes, and tele-wellness consults.

Sep 2027

Stage 4: Community Partnerships

Partner with local clinics and gyms for referrals.

Jun 2027

Stage 3: Expand Programs

Introduce structured wellness programs and group workshops.

Mar 2027

Stage 2: Build Client Relationships

Implement booking platform and loyalty program for repeat visits.

Dec 2026

Stage 1: Establish Core Offerings

Launch core services: massage, yoga, meditation, nutrition guidance.

Sep 2026

Current Status .

Waiting for next steps to implement the rollout plan.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Define mission, vision, and success metrics for HavenWell Wellness Center	Not Started	High	CEO	1 month
2	Legal entity setup, registrations, and compliance roadmap	Not Started	High	CFO	1 month
3	Initial financial model and budgeting for Foundation Offering	Not Started	High	CFO	3 weeks
4	Brand positioning and basic marketing plan for Foundation Offering	Not Started	Medium	CMO	4 weeks
5	Operational playbook for appointment-based programs	Not Started	High	COO	6 weeks
6	Site selection, lease considerations, and space requirements	Not Started	Medium	CPO	8 weeks
7	Technology and booking platform selection	Not Started	Medium	CIO	6 weeks
8	Risk management and insurance framework	Not Started	Low	CFO	8 weeks
Marketing					
1	Define target client personas and messaging framework	Not Started	High	CMO	2 weeks
2	Develop brand guidelines and visual identity	Not Started	High	CPO	3 weeks
3	Create a multi-channel marketing plan (digital, local partnerships, events)	Not Started	High	CMO	4 weeks
4	Launch foundational offering welcome campaign and booking funnel	Not Started	High	CRO	3 weeks
5	Build content calendar for mindfulness, nutrition tips, and movement	Not Started	Medium	CIO	4 weeks
6	Develop referral and loyalty program	Not Started	Medium	CFO	5 weeks
7	Establish partnerships with local healthcare providers and fitness studios	Not Started	Low	CSO	8 weeks
8	Set up tracking, analytics, and KPIs for campaigns	Not Started	High	CIO	6 weeks

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 1 & Technical Set Up for next Phases					
1	Define Foundation Offering package and service roles	Not Started	High	CPO	M08 2026
2	Develop standard operating procedures (SOPs) for core services	Not Started	High	COO	M09 2026
3	Create pricing, memberships, and appointment system integration	Not Started	High	CFO	M10 2026
4	Secure supplier/vendor contracts for massage, yoga, nutrition, and mindfulness programs	Not Started	Medium	CFO	M11 2026
5	Design brand positioning and foundational marketing collateral for Foundation Offering	Not Started	Medium	CMO	M11 2026
6	Recruit and onboard foundational wellness program instructors and staff	Not Started	High	CLO	Q4 2026
7	Set up client data governance and privacy controls	Not Started	Medium	CIO	Q4 2026
8	Pilot Foundation Offering with a small client cohort and collect feedback	Not Started	High	CEO	Q1 2027
Phase 2					
1	Develop Core Expansion & Retention membership tiers	Not Started	High	CMO	M09 2026
2	Expand class formats and scheduling optimization	Not Started	High	CPO	M10 2026
3	Brand refresh and marketing collateral for new offerings	Not Started	Medium	CMO	M11 2026
4	Partner program development for corporate wellness pilots	Not Started	High	CRO	Q4 2026
5	Loyalty and referral program design	Not Started	Medium	CIO	M01 2027
6	Pricing strategy for expanded services	Not Started	High	CFO	Q1 2027
7	Technology-enabled scheduling and CRM integration	Not Started	High	CTO	M02 2027
8	Market research on competitor offerings and unmet needs	Not Started	Low	CIO	Q3 2027

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 3					
1	Identify adjacent revenue streams to pilot	Not Started	High	CFO	M08 2026
2	Develop corporate wellness partnerships framework	Not Started	High	CSO	M09 2026
3	Design structured retreat program and pricing	Not Started	Medium	CPO	M10 2026
4	Create premium coaching package concepts	Not Started	Medium	CPO	M11 2026
5	Pilot data-driven service monetization model	Not Started	High	CIO	Q4 2026
6	Conduct client feedback and market research for new streams	Not Started	High	CDO	Q4 2026
7	Develop pricing architecture and tiered memberships for new services	Not Started	Medium	CFO	Q1 2027
8	Prototype partner collaboration model with researchers or clinics	Not Started	Low	CIO	Q1 2027
Phase 4					
1	Develop long-term strategic partnerships with research institutions or universities to test and validate innovative digital wellness tools and preventive care programs	Not Started	High	CFO	Q1 2027
2	Create a high-level product roadmap for scalable digital wellness programs, including pilot modules, metrics, and exit criteria	Not Started	High	CIO	Q2 2027
3	Design a community health initiative pilot (e.g., neighborhood wellness days or mobile wellness van) to explore population health impact and build brand goodwill	Not Started	Medium	CSO	M12 2026
4	Establish a governance framework for innovative projects, including risk assessment, compliance checks, and approval gates	Not Started	High	CLO	Q3 2026
5	Define a data strategy and privacy protocol for digital wellness initiatives, including data collection, storage, usage, and participant consent	Not Started	High	CIO	Q4 2026

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Inconsistent service quality across therapists and instructors	COO	Standardize training; implement quality checks and audits
2	Staff availability and scheduling volatility	COO	Robust scheduling system; maintain float staffing & incentives
3	Facility maintenance and equipment downtime	CFO	Preventive maintenance calendar; service contracts for equipment
4	Booking system reliability and data integrity	CIO	Cloud-based, backup-enabled platform; regular data backups
5	Inventory management of consumables	CFO	Just-in-time inventory; reorder thresholds and vendor SLAs

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Licensing and professional practice compliance	CLO	Map all service scopes to applicable licenses; maintain credentialing records.
2	Consumer data privacy and protection	CIO	Implement HIPAA/GDPR-aligned policies; encrypt data; conduct regular audits.
3	Advertising and claims regulations	CLO	Use evidence-based messaging; require substantiation for claims; review by legal/compliance.
4	Employment and contractor compliance	CFO	Standardize contractor agreements; ensure proper payroll classification and benefits where required.
5	Payment processing and healthcare billing rules	CFO	Partner with compliant billing vendors; implement clear pricing and coding.

Sources: Company's Proprietary Assessment

Core Risks & Mitigation Strategies

3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Competitive differentiation erosion	CPO	Invest in unique branding, continuous program innovation, and member-only experiences.
2	Market demand shifts	CMO	Diversify programs; monitor trends; adjust offerings quarterly.
3	Customer acquisition cost escalation	CFO	Optimize marketing mix; leverage referrals and partnerships.
4	Dependency on key partnerships	CSO	Diversify partnerships; formalize contracts with performance metrics.
5	Digital program legitimacy and adoption	CIO	Pilot digital offerings with clear outcomes; ensure compliance and data security.

4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash flow volatility	CFO	Implement rolling 12-month cash flow forecast and reserve funds.
2	Pricing pressure and reimbursement risk	CFO	Establish value-based pricing and diversified revenue mix.
3	Debt and financing risk	CFO	Maintain prudent debt levels and secure flexible credit lines.
4	Expense escalation risk	CFO	Implement strict cost controls and vendor renegotiations.
5	Capital allocation risk	CFO	Establish stage-gate budgeting with ROI benchmarks.

5. Other general risks

#	Risk Type	Area	Mitigation Strategy
1	Customer engagement volatility	CMO	Diversify programs; implement loyalty rewards and reminders.
2	Reputation and online reviews	CRO	Proactive service recovery and transparent communication.
3	Dependence on key staff	COO	Succession planning and cross-training, scalable staffing model.
4	Pricing pressure and discounting	CFO	Value-based pricing; clear communication of outcomes.
5	Data privacy and security	CISO	Strong data policies, encryption, and regular security audits.

Sources: Company's Proprietary Assessment

Market Overview (TAM, SAM and SOM)

Target Available Market (TAM)	Family Counseling & Crisis Intervention S ervices Subindustry	$ 60,000,000k	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 9.80%
Service Available Market (SAM)	0.01%	For HavenWell, a small wellness center with 233k in capital operating in the US, the realistic SAM is a fraction of the overall wellness TAM. Given the niche focus and local-market constraints, a cautious initial serviceable market would center on the immediate metro area and repeat-program participation rather than nationwide reach. Conservatively, this...	
Service Obtainable Market Y1-Y3 (SOM)	Year 1 3.00000% Year 2 4.00000% Year 3 5.10000%	With capital at 233k against a 0.06k USD SAM, HavenWell is a small entrant in a fragmented SME health/wellness market. Year 1 targets a conservative 2.00% of SAM, reflecting early brand-building and localized outreach. By Year 2, incremental gains from referrals and partnerships push to 2.50%, and Year 3 to about 3.00% as programs scale a...	

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 $ 233k

Y1 Cash Flow Stream (thnd USD)	Inflows	Outlows
Gross Profit	92	
Payroll Expenses		0
Rent & Utilities		0
Marketing and Branding		0
Training and Development		0
CAPEX		215
Other Miscellaneous		0
Legal and Professional Fees		0
Communication Expenses		0
Office supplies		0
Representation and Entert.		0
CAPEX & WC shortage Y1		124
Buffer		109
Total Required Investment (thnd USD)		233

Payroll Expenses
0.08%

Rent & Utilities
0.03%

Marketing and Branding
0.02%

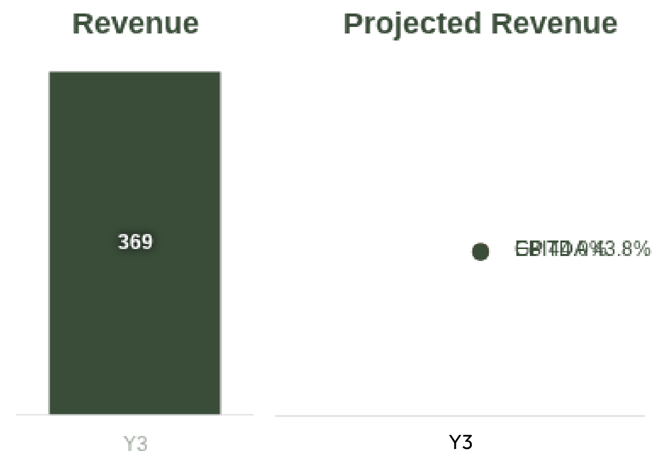
Training and Development
0.01%

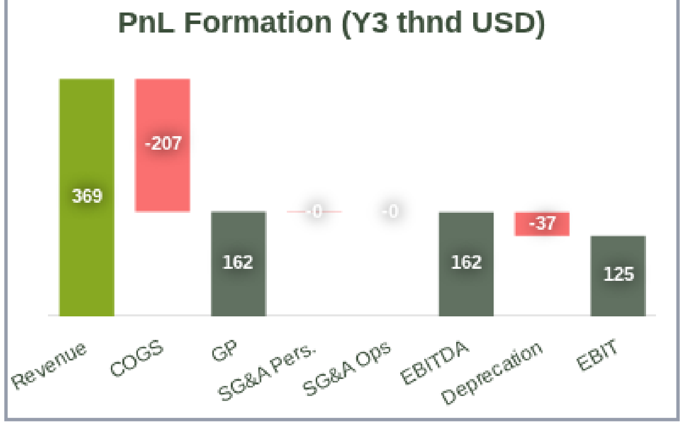
CAPEX
99.83%

Other
0.03%

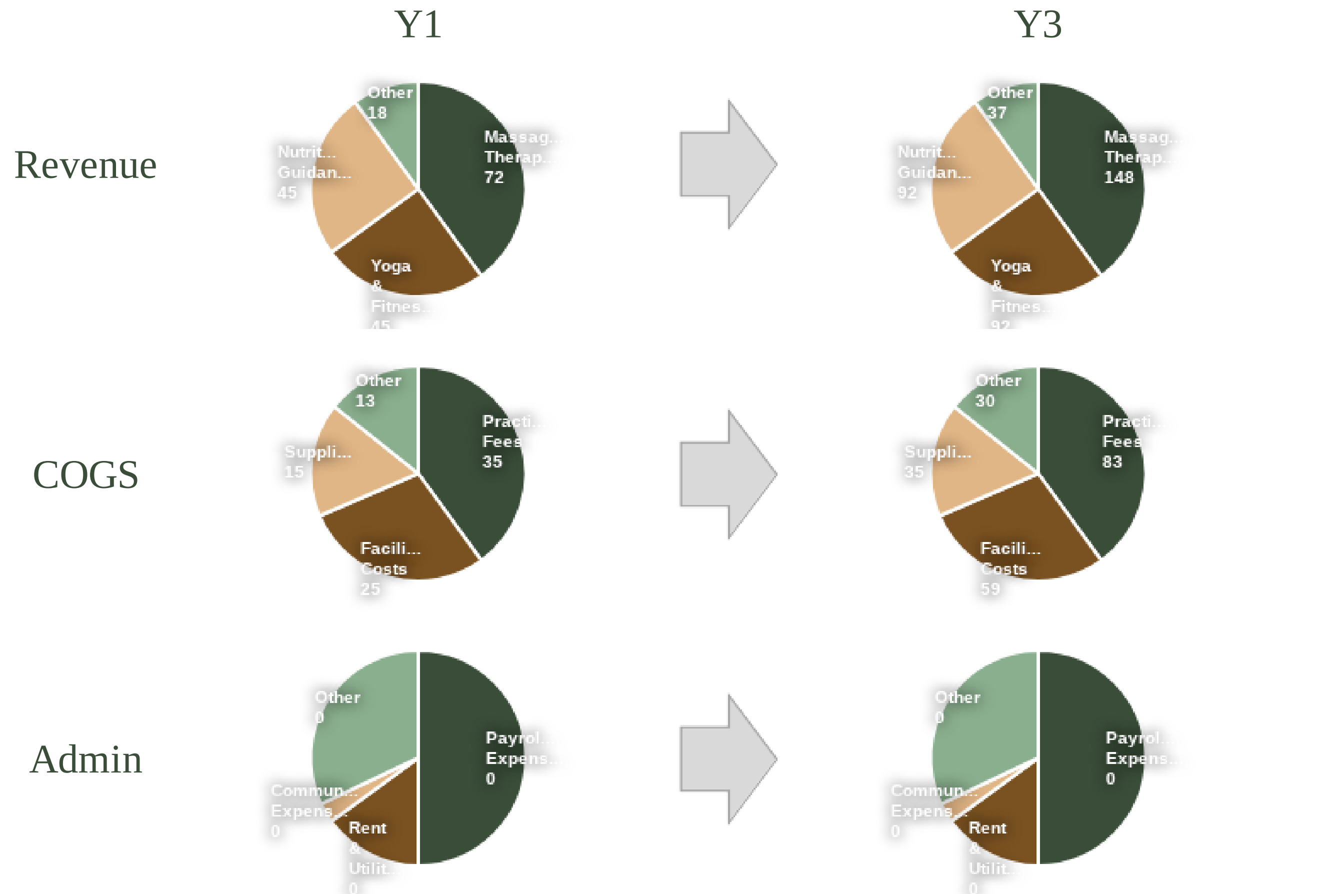
Financials Dashboard

Y3 PL formation and Margins





Business Line Breakdown (thnd USD)

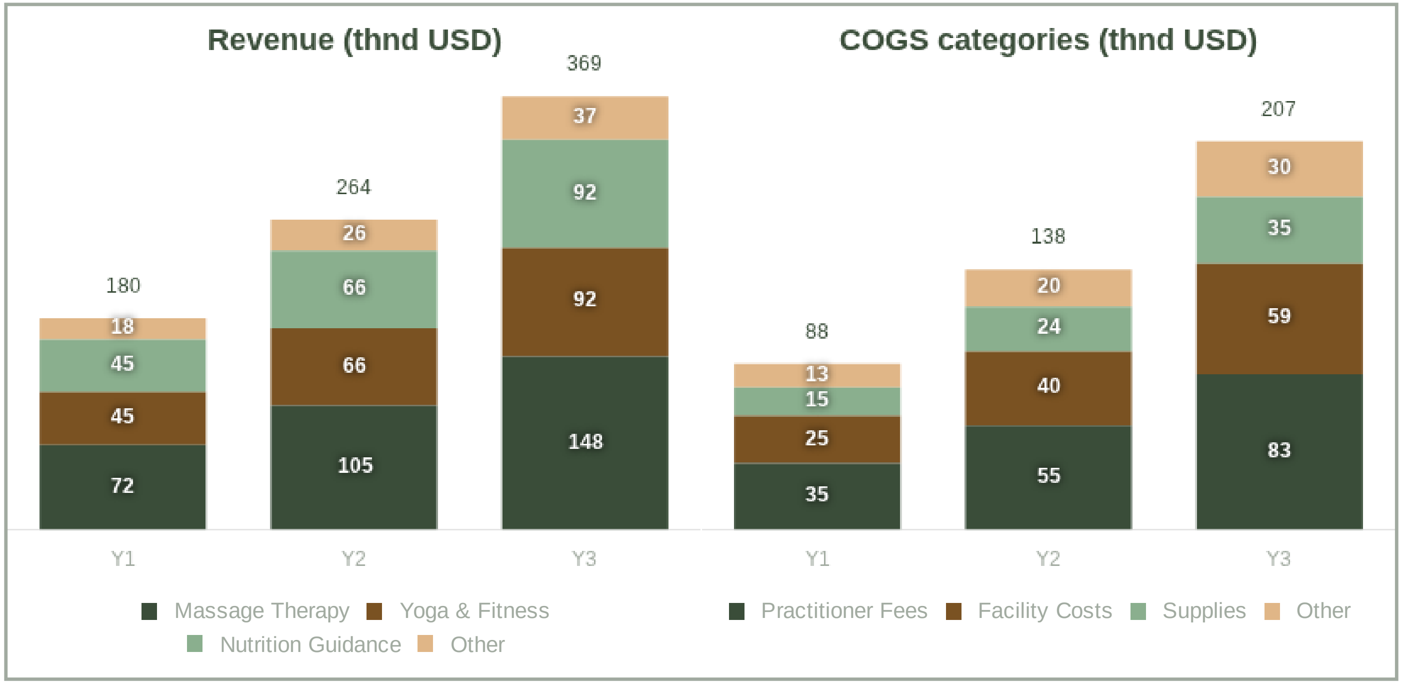


Revenue Formation Narrative

HavenWell Wellness Center targets a scalable revenue trajectory within the Health Care and Social Assistance space by aligning its services—Massage Therapy, Yoga & Fitness, Nutrition Guidance, and Other wellness offerings—with a defined Serviceable Market and executable go-to-market plan. The Total Addressable Market is 60,000,000k USD, and HavenWell's SAM represents 0 of that addressable pool, anchored by a local-market strategy that prioritizes repeat-program participation and strong client referrals. The SOM projections outline progressive market capture: 2 in Year 1, rising to 3 in Year 2, and reaching 3 by Year 3, reflecting program expansion, trusted brand presence, and scaled client retention. Revenue progress is driven by four lines of business, with initial year revenue of 120k USD and growth to 164.7k USD in Year 2 and 217.009k USD in Year 3, underscored by diversified product mix. The revenue split across lines is defined as Massage Therapy at 40, Yoga & Fitness at 25, Nutrition Guidance at 25, and Other at 10, reflecting a balanced portfolio between hands-on services and ongoing wellness programs. This plan assumes capital deployment of 233k USD to support client acquisition, facility operations, and program development, with a prudent expectation of cash-flow normalization as client volumes rise. Overall, HavenWell's Revenue Estimation Narrative emphasizes disciplined market entry, evidence-based service offerings, and a scalable mix of high-margin interventions and recurring wellness commitments that collectively unlock a path to sustainable revenue growth within the TAM of 60,000,000k USD.

$ 369k Y3 Projected Revenue

0.00% Market Share



Revenue Calculation Details

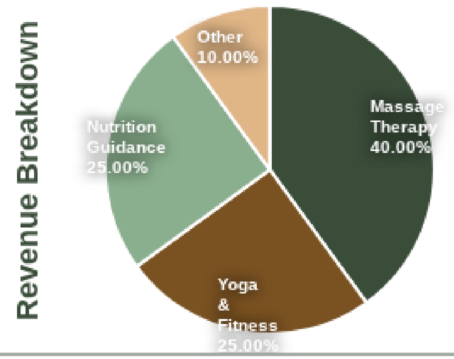
Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Massage Therapy	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*
Yoga & Fitness	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*
Nutrition Guidance	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*
Other	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*	*10.00%*
Massage Therapy	5	5	5	5	5	5	7	7	7	8	8	8	72	105	148
Yoga & Fitness	3	3	3	3	3	3	4	4	4	5	5	5	45	66	92
Nutrition Guidance	3	3	3	3	3	3	4	4	4	5	5	5	45	66	92
Other	1	1	1	1	1	1	2	2	2	2	2	2	18	26	37
Total Revenue (thnd USD)	11	11	11	14	14	14	17	17	17	19	19	19	180	264	369

Total revenue is expected to reach $ 369k by year 3.

Main revenue driver are:

- Massage Therapy which generates $ 148k by Year 3
- Yoga & Fitness which generates $ 92k by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 43.16 %



COGS Calculation Details

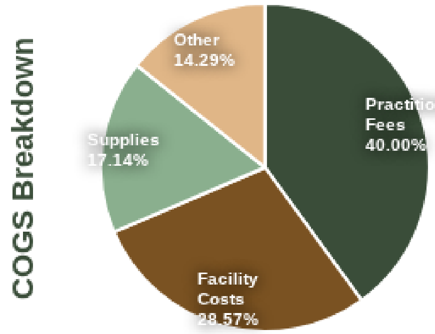
COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Practitioner Fees	*19.60%*	*19.60%*	*19.60%*	*19.60%*	*19.60%*	*19.60%*	*19.60%*	*19.60%*	*19.60%*	*19.60%*	*19.60%*	*19.60%*	*19.60%*	*21.00%*	*22.40%*
Facility Costs	*14.00%*	*14.00%*	*14.00%*	*14.00%*	*14.00%*	*14.00%*	*14.00%*	*14.00%*	*14.00%*	*14.00%*	*14.00%*	*14.00%*	*14.00%*	*15.00%*	*16.00%*
Supplies	*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%*
Other	*7.00%*	*7.00%*	*7.00%*	*7.00%*	*7.00%*	*7.00%*	*7.00%*	*7.00%*	*7.00%*	*7.00%*	*7.00%*	*7.00%*	*7.00%*	*7.50%*	*8.00%*
Practitioner Fees	2	2	2	3	3	3	3	3	3	4	4	4	35	55	83
Facility Costs	2	2	2	2	2	2	2	2	2	3	3	3	25	40	59
Supplies	1	1	1	1	1	1	1	1	1	2	2	2	15	24	35
Other	1	1	1	1	1	1	1	1	1	1	1	1	13	20	30
Total COGS (thnd USD)	6	6	6	7	7	7	8	8	8	9	9	9	88	138	207

Total COGS is expected to reach '$ 207k by year 3.

Main revenue driver are:

- Practitioner Fees which generates $ 83k by Year 3
- Facility Costs which generates $ 59k by Year 3

Expected CAGR for total COGS in Y1-Y3 is 53.05 %



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*	*0.10%*
Rent & Utilities	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*	*0.03%*
Communication Expenses	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*
Office supplies	*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%*
Legal and Professional Fees	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*
Marketing and Branding	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*
Representation and Entertainment	*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%*
Training and Development	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*	*0.02%*
Other Miscellaneous	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*	*0.01%*
Payroll Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Rent & Utilities	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Communication Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Office supplies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Legal and Professional Fees	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Marketing and Branding	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Representation and Entertainment	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Training and Development	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Miscellaneous	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total SG&A (thnd USD)	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1

PaT Expectations

Income Statement (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	**11**	**11**	**11**	**14**	**14**	**14**	**17**	**17**	**17**	**19**	**19**	**19**	**180**	**264**	**369**
Massage Therapy	5	5	5	5	5	5	7	7	7	8	8	8	72	105	148
Yoga & Fitness	3	3	3	3	3	3	4	4	4	5	5	5	45	66	92
Nutrition Guidance	3	3	3	3	3	3	4	4	4	5	5	5	45	66	92
Other	1	1	1	1	1	1	2	2	2	2	2	2	18	26	37
COGS	**-6**	**-6**	**-6**	**-7**	**-7**	**-7**	**-8**	**-8**	**-8**	**-9**	**-9**	**-9**	**-88**	**-138**	**-207**
Practitioner Fees	-2	-2	-2	-3	-3	-3	-3	-3	-3	-4	-4	-4	-35	-55	-83
Facility Costs	-2	-2	-2	-2	-2	-2	-2	-2	-2	-3	-3	-3	-25	-40	-59
Supplies	-1	-1	-1	-1	-1	-1	-1	-1	-1	-2	-2	-2	-15	-24	-35
Other	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-13	-20	-30
Gross Profit	6	6	6	7	7	7	8	8	8	10	10	10	92	125	162
SG&A Personal Expenses	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0
SG&A Operating Expenses	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0
EBITDA	6	6	6	7	7	7	8	8	8	10	10	10	91	125	162
Depreciation	-3	-3	-3	-3	-3	-3	-3	-3	-3	-3	-3	-3	-37	-37	-37
EBIT	3	3	3	4	4	4	5	5	5	6	6	6	55	88	125
Interest Expense	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0
Profit before Tax	3	3	3	4	4	4	5	5	5	6	6	6	55	88	125
Tax	-1	-1	-1	-1	-1	-1	-1	-1	-1	-2	-2	-2	-14	-23	-32
Profit after Tax (thnd USD)	2	2	2	3	3	3	4	4	4	5	5	5	40	65	92

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	10	16	20	25	32	37	42	51	58	65	75	85	85	182	301
Accounts Receivable	11	11	11	14	14	14	17	17	17	19	19	19	19	27	38
Inventory	6	6	7	7	7	8	8	8	9	9	9	9	9	13	22
Prepaid Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Deferred Tax Assets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current Assets	27	32	38	45	52	59	67	75	84	93	103	112	112	223	361
Facility build-out and leasehold improvements	64	64	63	63	62	62	61	61	60	60	59	59	59	52	46
Fitness and wellness equipment	59	58	57	56	55	54	53	52	51	50	49	48	48	36	24
Information technology and software	41	41	40	39	39	38	37	36	36	35	34	34	34	25	17
Furniture, fixtures, and office equipment	47	46	46	45	44	43	42	42	41	40	39	38	38	29	19
Non-Current Assets	212	209	206	203	200	197	194	191	188	185	182	179	179	142	106
Total Assets	239	241	244	248	252	255	261	266	271	278	284	291	291	365	467
Accounts Payable	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
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	6	8	9	11	13	14	14	23	32
Current Liabilities	1	1	2	3	4	5	6	8	9	11	13	14	14	23	33
Loans and Other Borrowings	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Non-Current Liabilities	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Total Liabilities	4	4	5	6	7	8	10	11	12	14	16	17	17	26	36
Paid-In Capital	233	233	233	233	233	233	233	233	233	233	233	233	233	233	233
Retained Earnings	-	-	-	-	-	-	-	-	-	-	-	-	-	40	106
Current Period Earnings	2	4	6	9	12	14	18	22	26	31	36	40	40	65	92
Total Equity	235	237	239	242	245	247	251	255	259	264	269	273	273	339	431

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	16	10	16	20	25	32	37	42	51	58	65	75	-	85	182
Cash from Sales of Goods / Services	-	11	11	11	14	14	14	17	17	17	19	19	161	255	358
Payments to Employees / Vendors	-6	-6	-7	-7	-7	-8	-8	-8	-9	-9	-9	-9	-97	-143	-216
Advances Paid / Received	-	-	-0	-	-	-0	-	-	-0	-	-	0	-0	-0	-0
Taxes Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-14	-23
Interest Paid	-	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0
CF from Operating Activities	-6	6	5	5	7	5	5	8	7	7	10	10	64	97	119
Acquisition of															
Facility build-out and leasehold improvements	-	-	-	-	-	-	-	-	-	-	-	-	-65	-	-
Fitness and wellness equipment	-	-	-	-	-	-	-	-	-	-	-	-	-60	-	-
Information technology and software	-	-	-	-	-	-	-	-	-	-	-	-	-42	-	-
Furniture, fixtures, and office equipment	-	-	-	-	-	-	-	-	-	-	-	-	-48	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-215	-	-
Loans Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
Investments Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	233	-	-
CF from Financing Activities	-	-	-	-	-	-	-	-	-	-	-	-	236	-	-
Ending Balance	10	16	20	25	32	37	42	51	58	65	75	85	85	182	301

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	16	10	16	20	25	32	37	42	51	58	65	75	-	85	182
EBIT	3	3	3	4	4	4	5	5	5	6	6	6	55	88	125
Δ Receivables & Prepaids	-11	-	-0	-2	-	-0	-3	-	-0	-2	-	0	-19	-9	-11
Δ Payables	0	-	-	0	-	-	0	-	-	0	-	-	0	0	0
Δ Inventory	-	-	-1	-	-	-1	-	-	-1	-	-	1	-9	-4	-9
Δ Depreciation	3	3	3	3	3	3	3	3	3	3	3	3	37	37	37
Tax Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-14	-23
Interest Expenses	-	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0
CF from Operating Activities	-6	6	5	5	7	5	5	8	7	7	10	10	64	97	119
Acquisition of															
Facility build-out and leasehold improvements	-	-	-	-	-	-	-	-	-	-	-	-	-65	-	-
Fitness and wellness equipment	-	-	-	-	-	-	-	-	-	-	-	-	-60	-	-
Information technology and software	-	-	-	-	-	-	-	-	-	-	-	-	-42	-	-
Furniture, fixtures, and office equipment	-	-	-	-	-	-	-	-	-	-	-	-	-48	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-215	-	-
Loans Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	3	-	-
Investments Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	233	-	-
CF from Financing Activities	-	-	-	-	-	-	-	-	-	-	-	-	236	-	-
Ending Balance	10	16	20	25	32	37	42	51	58	65	75	85	85	182	301

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.

Sources: Company's Proprietary Planning

Cost of Capital Estimation

Required Return on Equity Derivation

- 1. RE 12.46%
  - 2. RF 4.29%
    - 2.1. TSY Bond 4.64%
    - 2.2. Country Risk 0.35%
  - 3. Adj ERP 4.17%
    - 3.1. ERP 4.58%
      - 3.1.1. Mature market ERP 4.23%
      - 3.1.2. Country Risk 0.35%
        - 3.1.2.1. Rating-based Default 0.23%
        - 3.1.2.2. Default Spread Multiple 1.52
    - 3.2. Total levered β 0.91
      - 3.2.1. Tax rate 26.00% and D/E Ratio 0.38
      - 3.2.2. Unlevered β 0.71
  - 4. Illiquidity Discount 4.00%

Sources: Aswath Damodaran, web search

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	**40**	**65**	**92**	**101**	**111**	**122**	**134**
Growth% Y4-Y7				9.80%	9.80%	9.80%	9.80%
Growth% Y7	3.50%						
WACC'	**12.46%**						
PV Y1-Y7 at Y0	36	51	65	63	62	60	59
PV Y7 --> Y0	682						
NPV (thnd USD)	1,080						

Assumed 3Y Survival Rate: 50%

Final Valuation: $ 540k

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 12.46 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 9.80 %, 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
Input	COGS	no impact	no impact	no impact	-20%	20%	no impact	no impact
Input	RoE	no impact	no impact	no impact	no impact	no impact	-10%	10%
Output	Revenue Y3	$ 369k	$ 424k	$ 314k	$ 369k	$ 369k	$ 369k	$ 369k
Output	Gross Profit Y3	$ 162k	$ 187k	$ 138k	$ 204k	$ 121k	$ 162k	$ 162k
Output	GP Margin	44%	44%	44%	55%	33%	44%	44%
Output	EBITDA Y3	$ 162k	$ 186k	$ 137k	$ 203k	$ 120k	$ 162k	$ 162k
Output	EBITDA Margin	44%	44%	44%	55%	33%	44%	44%
Output	Net Profit Y3	$ 92k	$ 110k	$ 74k	$ 123k	$ 62k	$ 92k	$ 92k
Output	Profit Margin	25%	26%	24%	33%	17%	25%	25%
Output	Final Valuation	$ 540k	$ 646k	$ 434k	$ 718k	$ 362k	$ 637k	$ 467k

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.

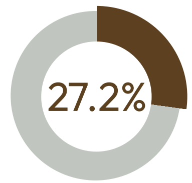
Scenario Name	Story
Growth Under Pressure	This scenario explores the challenges of managing rapid growth while dealing with operational bottlenecks. A surge in demand and revenue places significant strain on supply chains and internal processes. Despite achieving higher sales volumes, inefficiencies 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

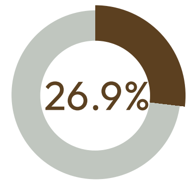
Results

$ 360k Valuation	$ 443k Revenue Y3
$ 119k EBITDA	$ 61k Profit After Tax



Gross Profit Margin Y3

EBITDA Margin Y3



Stress Test: The Perfect Storm

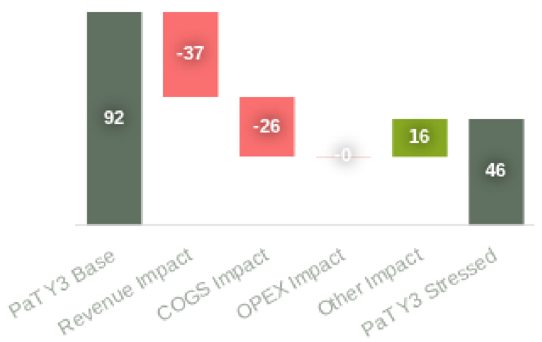
Stress tests provide a comprehensive view of how businesses might perform under extreme conditions, enabling better preparation for the uncertainties of challenges.

Scenario Name	Story
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.

KPIs impact

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

Results

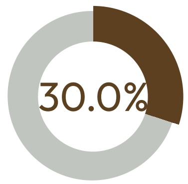


$ 232k
Valuation

$ 332k
Revenue Y3

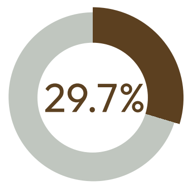
$ 99k
EBITDA

$ 46k
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	$ 144k	$ 162k	$ 171k	$ 189k	$ 198k	$ 216k	$ 164k	$ 169k	$ 175k	$ 185k	$ 191k	$ 196k
	Y2	$ 211k	$ 237k	$ 250k	$ 277k	$ 290k	$ 316k	$ 240k	$ 248k	$ 256k	$ 271k	$ 279k	$ 287k
	Y3	$ 295k	$ 332k	$ 350k	$ 387k	$ 406k	$ 443k	$ 336k	$ 347k	$ 358k	$ 380k	$ 391k	$ 402k
Gross Profit	Y1	$ 73k	$ 83k	$ 87k	$ 96k	$ 101k	$ 110k	$ 84k	$ 86k	$ 89k	$ 95k	$ 97k	$ 100k
	Y2	$ 100k	$ 113k	$ 119k	$ 131k	$ 138k	$ 150k	$ 114k	$ 118k	$ 121k	$ 129k	$ 133k	$ 136k
	Y3	$ 130k	$ 146k	$ 154k	$ 170k	$ 179k	$ 195k	$ 148k	$ 153k	$ 157k	$ 167k	$ 172k	$ 177k
GP Margin	Y1	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%
	Y2	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%
	Y3	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%
EBITDA	Y1	$ 73k	$ 82k	$ 87k	$ 96k	$ 101k	$ 110k	$ 83k	$ 86k	$ 89k	$ 94k	$ 97k	$ 100k
	Y2	$ 100k	$ 112k	$ 118k	$ 131k	$ 137k	$ 150k	$ 113k	$ 117k	$ 121k	$ 128k	$ 132k	$ 136k
	Y3	$ 129k	$ 145k	$ 154k	$ 170k	$ 178k	$ 194k	$ 147k	$ 152k	$ 157k	$ 166k	$ 171k	$ 176k
EBITDA Margin	Y1	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%
	Y2	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%	47%
	Y3	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%	44%
Net Profit	Y1	$ 27k	$ 34k	$ 37k	$ 44k	$ 47k	$ 54k	$ 34k	$ 36k	$ 38k	$ 43k	$ 45k	$ 47k
	Y2	$ 47k	$ 56k	$ 60k	$ 70k	$ 74k	$ 84k	$ 57k	$ 60k	$ 62k	$ 68k	$ 71k	$ 73k
	Y3	$ 68k	$ 80k	$ 86k	$ 98k	$ 104k	$ 116k	$ 82k	$ 85k	$ 89k	$ 96k	$ 100k	$ 103k
Profit Margin	Y1	19%	21%	22%	23%	24%	25%	21%	22%	22%	23%	23%	24%
	Y2	22%	24%	24%	25%	26%	26%	24%	24%	24%	25%	25%	26%
	Y3	23%	24%	25%	25%	26%	26%	24%	25%	25%	25%	25%	26%
Final Valuation		$ 398k	$ 469k	$ 504k	$ 575k	$ 611k	$ 682k	$ 476k	$ 497k	$ 519k	$ 561k	$ 582k	$ 604k

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

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