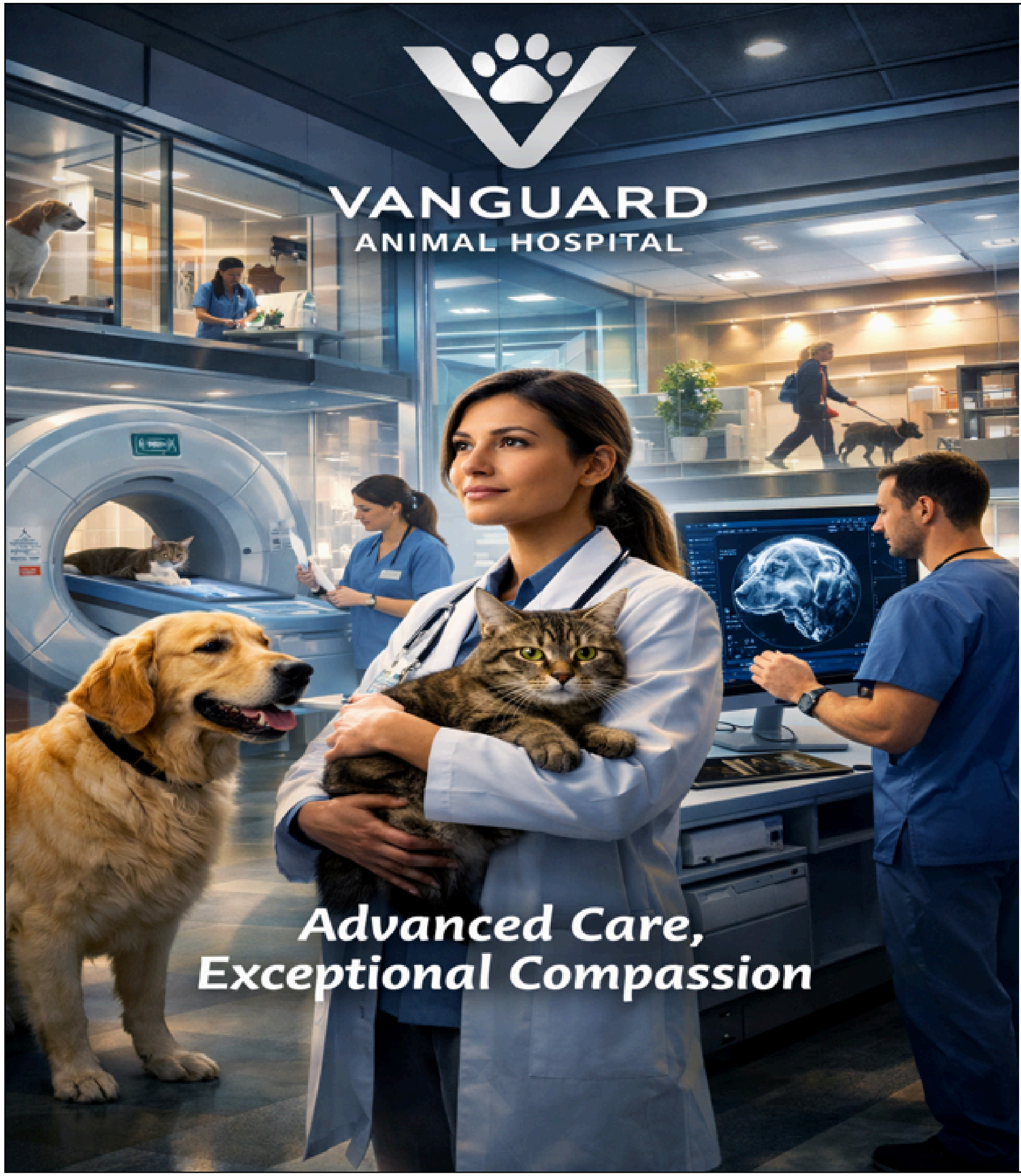
Business Plan

& Valuation Presentation

Contents



OUR
VISION & MISSION

Our Mission

Vanguard Animal Hospital exists to provide data-driven, compassionate veterinary care that swiftly delivers accurate diagnoses and effective treatments. By combining state-of-the-art diagnostic technology with a patient-centric, low-stress environment, the hospital helps pets and their families thrive. Through a preventative care membership model and specialized, acoustically optimized care pathways, it aims to stabilize operations, foster lasting client partnerships, and elevate the standard of companion-animal medicine so no family must face preventable health challenges alone.

Our Vision

In twenty years, Vanguard Animal Hospital envisions a world where advanced, non-invasive diagnostics and empathetic, premium care redefine routine pet health. It aspires to be the first choice for families seeking proactive, AI-enhanced veterinary excellence, a trusted leader in patient wellbeing, and a benchmark for compassionate, data-supported care that sustains healthy bonds between people and their pets.

Summary Financials Dashboard

Key performance indicators
(Base Scenario Y3)

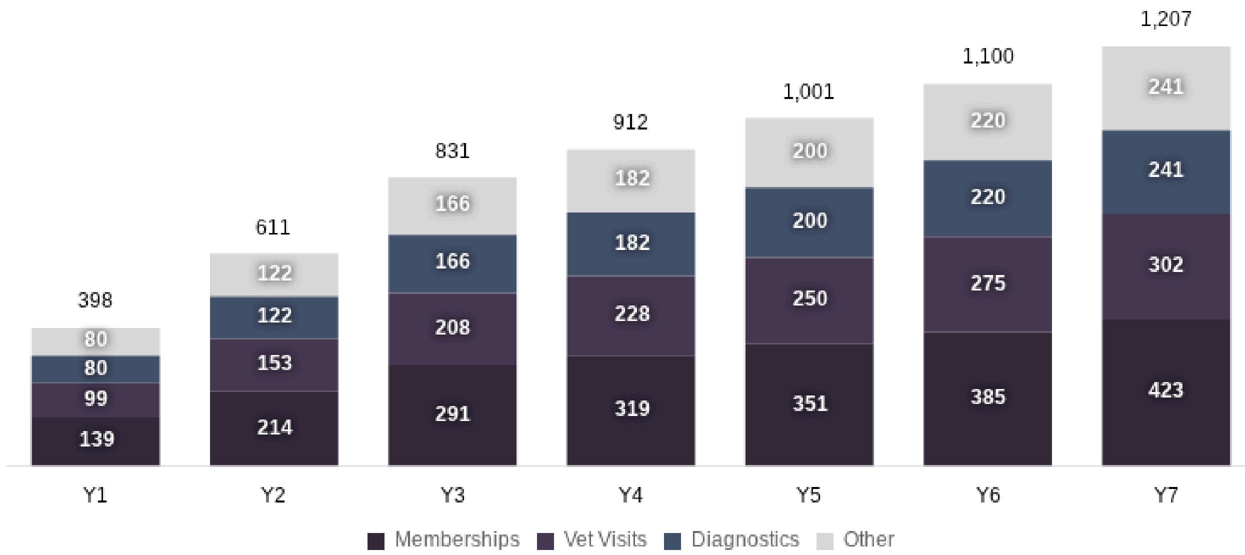
$ 831k
Revenue

$ 262k
Gross Profit

$ 182k
EBITDA

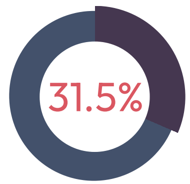
0.00%
Target Market Share

Projected Revenue (thnd USD)

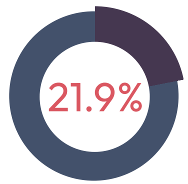


Margins
(Stabilized by Y3)

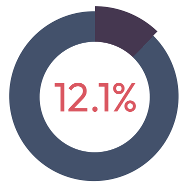
GP Margin



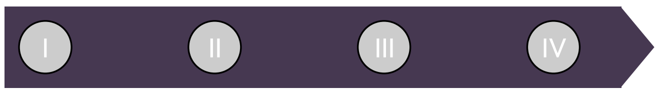
EBITDA Margin



PbT Margin



Project Phases



Foundational Care Platform
Expanded Core & Memberships
New Value Streams
Long-Term Disruptive

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 $ 526k	
Y1 CAPEX $ 526k	WC $ 95k

About the Company: General Overview

Vanguard Animal Hospital redefines veterinary medicine by merging state-of-the-art diagnostic technology with a low-stress, patient-centric design paradigm. The clinic moves beyond standard triage to offer comprehensive, data-driven companion animal care, utilizing AI-assisted imaging and non-invasive diagnostic suites to ensure swift, highly accurate treatment paths for clients who treat their pets as integral family members. Strategically, the hospital relies on a preventative care membership model to stabilize operational cash flow and foster long-term client retention. By creating separate, acoustically isolated sensory pathways for different species and maintaining a tier-one clinical staff, the enterprise achieves a premium market position, justifying higher-average invoice values through unmatched medical excellence and an empathetic client experience.

The Main Phases: Projects & Impacts

01 Foundational Care Platform

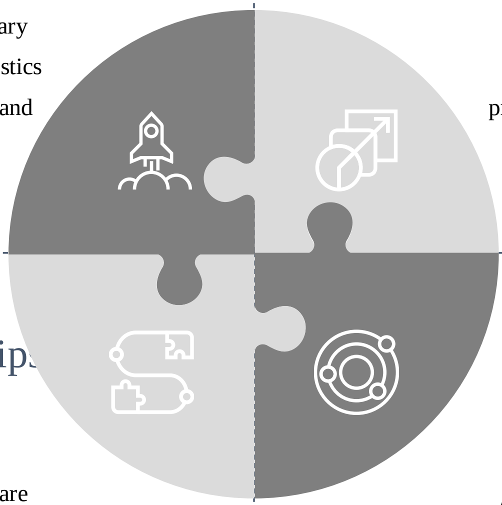
Phase I.

Vanguard Animal Hospital launches with a core, data-driven veterinary offering that combines AI-assisted imaging and non-invasive diagnostics in a low-stress, patient-centric environment, delivering precise care and building trust as the foundational service.

03 New Value Streams

Phase III

New profit streams emerge as the practice harnesses data insights for proactive wellness programs, optimized treatment pathways, and premium services that extend beyond routine care into predictive health management.



02 Expanded Core & Memberships

Phase II

The hospital expands the core offering by integrating preventative care memberships, expanding client base, and elevating clinical standards with tier-one staff and acoustically optimized, species-specific pathways to defend market position.

04 Long-Term Disruptive Initiatives

Phase IV.

Ambitious explorations into transformative, high-risk initiatives—such as expanded AI-enabled diagnostics, advanced wellness ecosystems, and strategic partnerships—that could redefine pet healthcare over the long term.

Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Pet Owners (Clients)	Primary beneficiaries receiving high-quality, data-driven veterinary care for their companion animals.
Veterinary Clinicians & Staff	Tier-one clinicians and support staff who deliver premium care and benefit from advanced diagnostics and optimized workflows.
Pet Insurance Providers	Partners in care that align with preventative memberships and data-driven treatment pathways to manage risk and costs.
R&D & Technology Partners	Collaborators providing AI imaging tools, non-invasive diagnostics, and data insights to advance capabilities.
Investors & Shareholders	Stakeholders seeking sustainable growth through memberships, premium services, and scalable operations.
Local Community & Pet Care Networks	Community members and partner organizations benefiting from improved pet health outcomes and access to high-standard care.
Regulators & Accreditation Bodies	Entities ensuring compliance with veterinary care standards, safety, privacy, and data governance.

Sources: Company's Proprietary Assessment

Key Performance Components

Competitive Advantage

Advanced Diagnostic Toolkit

Vanguard Animal Hospital leverages AI-assisted imaging and non-invasive diagnostics to deliver swift, precise treatment paths, reducing unnecessary procedures and enhancing diagnostic confidence for companion animals.

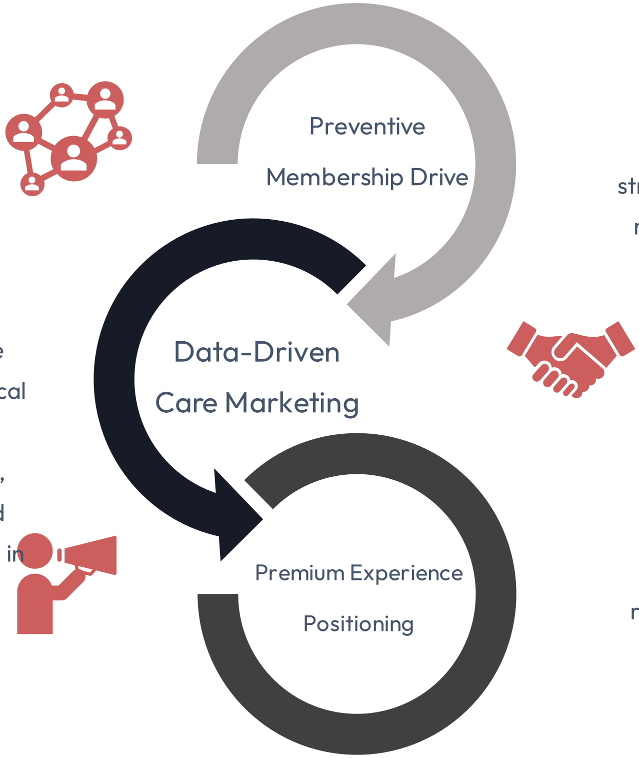
Low-Stress, Family-Centric Design

The clinic uses acoustically isolated sensory pathways and a patient-centric flow to minimize stress for pets and improve client experience, supporting higher client satisfaction and loyalty.

Preventive Membership Model

A preventative care membership stabilizes cash flow, drives long-term retention, and enables premium service levels by aligning veterinary excellence with ongoing, predictable client commitments.

Marketing and Growth Strategy



Leveraging the preventative care membership model, Vanguard Animal Hospital builds predictable revenue, strengthens client loyalty, and encourages routine visits, enabling proactive health management and steady cash flow.

Showcasing AI-assisted imaging and non-invasive diagnostics highlights medical precision, attracting pet owners seeking premium, evidence-based care and differentiating the practice in a competitive market.

Emphasizing low-stress, acoustically isolated pathways and top-tier staff reinforces premium service, commands higher invoice values, and cultivates strong client trust and referrals.

Target Groups

	Industries	Description
I	Pet Parents Seeking Preventive Care	Proactive owners who value regular wellness visits, memberships, and data-driven insights to keep their pets healthy and catch issues early.
II	Owners of Multi-Pet Families	Clients with two or more pets who benefit from streamlined memberships, coordinated care plans, and bundled services across species-specific pathways.
III	High-Economic-Value Clients	Pet owners willing to pay premium for premium service, longer appointment times, acoustically optimized visits, and access to tier-one clinicians.
IV	First-Time Pet Adopters	New pet guardians seeking a trusted, low-stress clinic experience and education on preventive care to establish lifelong healthy habits.
V	Tech-Savvy Pet Owners	Clients attracted to AI-assisted diagnostics, data dashboards, and non-invasive testing that provide clear treatment rationales and personalized care plans.
VI	Emergency-Prevention Conscious Families	Families prioritizing rapid, accurate triage with a focus on prevention to reduce emergencies through early detection and robust wellness programs.
VII	Referral Networks & Partners	Veterinarians, shelters, and breeders who refer patients to Vanguard for its premium, data-driven approach and specialized pathways.

Sources: Company's Proprietary Assessment

Solution from Phase I to Phase IV

	1	2	3	4	5	6	7
Painpoints	Data Silos and Fragmented Insights	Stressful Experience for Patients	Access to Advanced Diagnostics	Membership Adoption Barriers	Clinical Standard Variability	Species-specific Pathways Complexity	Data Privacy and Trust
	Researchers and clinicians struggle with disparate data sources from imaging, diagnostics, and patient records, making it hard to assemble a complete picture of each patient.	Even routine visits can be stressful for pets due to noisy environments, unfamiliar handling, and long wait times.	Owners may have limited access to cutting-edge AI-assisted imaging and non-invasive diagnostics, delaying accurate diagnoses.	Clients may be hesitant to commit to preventative care memberships due to perceived upfront costs or unclear value.	Inconsistent clinical standards across staff can lead to uneven treatment quality and outcomes.	Managing acoustically optimized, species-specific pathways can be logistically and financially challenging.	Owners worry about the privacy and security of their pet's health data within a data-driven practice.
Solution	Implement an integrated data platform that unifies AI-assisted imaging, non-invasive diagnostics, and clinical records into a single, patient-centric dashboard.	Create a low-stress, acoustically optimized care pathway with distraction-free zones and gentle handling protocols to improve pet and owner satisfaction.	Provide ubiquitous access to AI-assisted imaging and non-invasive diagnostic suites as a core, readily available service.	Offer transparent membership tiers with clear value propositions, flexible payment options, and early adopter incentives to boost adoption.	Elevate care with tier-one clinicians, standardized protocols, and continuous training to ensure consistent, high-quality care.	Design modular, decoupled pathways with scalable room layouts and dedicated staff training to maintain specialized care without complexity creep.	Implement robust data governance, encryption, and transparent consent practices to build owner trust and meet regulatory standards.

Strategic Analysis: SWOT

Strength	Premium, data-driven veterinary care with AI-assisted imaging differentiates Vanguard, enabling rapid, accurate diagnoses and high client satisfaction.
Weaknesses	High operating costs from tier-one staff, advanced tech, and acoustic room design may pressure margins during slower periods.
Opportunities	Growth in preventive membership plans drives predictable revenue and loyalty; expanding telemedicine and AI tools can broaden service mix and geographic reach.
Threats	Regulatory changes, tech maintenance costs, and competition from premium clinics could erode market share and inflate capital expenditure.

Sources: Company's Proprietary Assessment

Pestel: Analysis

P	E	S	T	E	L
Political 7 / 10	Economic 8 / 10	Social 7 / 10	Technological 9 / 10	Environmental 6 / 10	Legal 7 / 10
Regulatory Compliance: Health care regulations and licensing requirements impact operations and staffing.	Income Elasticity: Premium services and memberships drive revenue but depend on discretionary spending.	Pet Ownership Trends: Rising pet ownership increases demand for premium veterinary care.	AI Diagnostic Tools: AI-assisted imaging enhances accuracy and speed of diagnoses.	Sustainable Design: Acoustic zoning and energy-efficient facilities reduce stress and operating costs.	Liability and Malpractice: Premium care increases risk; strong protocols needed.
Public Health Policies: Vaccination, animal health programs, and AI-use guidelines shape service offerings.	Labor Costs: Specialist clinicians elevate wages; staff retention affects profitability.	Consumer Experience: Emphasis on low-stress care and empathy influences client loyalty.	Data Security: Robust data protection for patient records and telemedicine.	Waste & Wastewater: Responsible disposal of medical waste aligns with regulations and reputation.	AI/Health Tech Regulation: Regulations on AI use and data privacy govern tech adoption.

Vanguard targets a favorable outlook through premium services, but success hinges on regulatory compliance, skilled labor, and responsible tech deployment.

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

VRIO Framework: Analysis

Value

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

Integrates AI-driven imaging and data analytics with a low-stress, client-centric care model, enabling premium service and preventive care revenue streams.

V

Yes

No

Competitive Disadvantage

Rarity

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

Unique combination of AI-assisted diagnostics, species-specific acoustic pathways, and high-end staff aimed at premium, differentiated care.

R

Yes

No

Competitive Parity

Imitability

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

High initial investment and specialized processes create barriers; however, technology and training can be replicated over time with significant cost and time.

I

Yes

No

Temporary Competitive Advantage

Organization

Is the firm organized to exploit the resource or capability?

Operations designed around membership model, premium staffing, and isolated care pathways; apparent alignment with strategic resources and capabilities.

O

Yes

No

Unused Competitive Advantage

Distinct value proposition with rare, hard-to-imitate capabilities, supported by organized execution; potential sustained competitive advantage if scalable and protected.

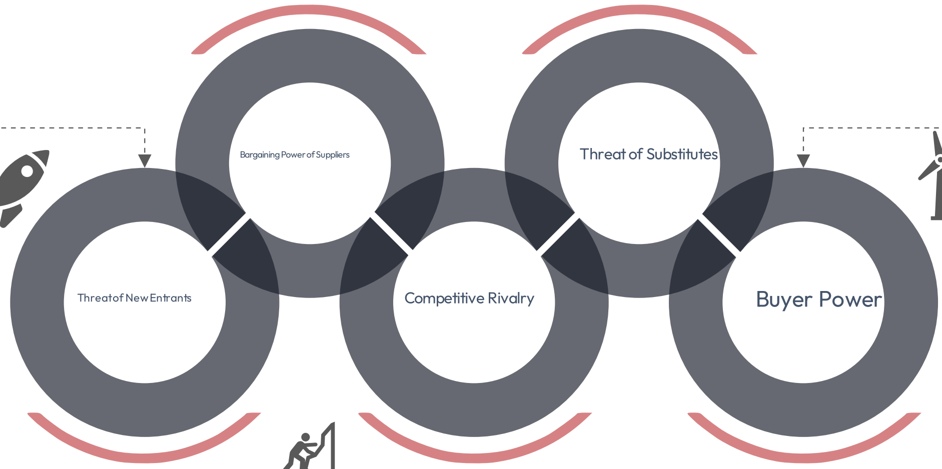
Sustainable Competitive Advantage

Porter’s Five Forces: Analysis

Low to moderate; specialized veterinary suppliers but diversified options exist.

Moderate; home care, mobile vets, and general clinics as alternatives.

Moderate barriers from specialized equipment and client trust.



Moderate to high; memberships and care plans affect price sensitivity and loyalty.

High; premium clinics compete on quality, experience, and outcomes.

For Vanguard Animal Hospital, competitive advantage hinges on premium service, data-driven care, and membership stability to withstand competitive and buyer pressures.

High
Moderate
Low

Management Team

Overview

Overview

Overview

Overview

History & Roadmap

Feb 2025

Stage 1: Establishment of core tech-enabled framework

Sets up AI imaging, diagnostic suites, and

Jun 2025

Stage 2: Preventative care membership rollout

Launch tiered memberships to stabilize cash flow.

Oct 2025

Stage 3: Acoustic and species-specific pathways

Implement acoustically isolated lanes for each species.

Feb 2026

Stage 4: Data-driven care optimization

Scale AI-assisted decision support for rapid paths.

Aug 2026

Stage 5: Premium service expansion

Enhance concierge options and high-value treatment plans.

Dec 2026

Stage 6: Regional centers and partnerships

Expand footprint via strategic clinics and alliances.

Current Status .

Draft roadmap for Vanguard Animal Hospital emphasizing tech-enabled, low-stress, premium companion animal care with preventative memberships.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Define corporate purpose, mission, and value proposition	Not Started	High	CEO	1 month
2	Establish legal entity, governance, and initial compliance plan	Not Started	High	CFO	1 month
3	Create initial business model canvas and financial model (pricing, memberships, cash flow)	Not Started	High	CFO	2 months
4	Define initial technology stack and procurement plan for AI imaging and non-invasive diagnostics	Not Started	High	CTO	2 months
5	Develop brand, positioning, and go-to-market strategy	Not Started	Medium	CMO	2 months
6	Recruit core leadership and executive team (phase-1 focus)	Not Started	High	CEO	3 months
7	Design patient-centric facility layout and acoustically optimized pathways plan	Not Started	High	CPO	3 months
8	Develop risk management and contingency planning (Phase 1 readiness)	Not Started	Medium	CFO	4 months
Marketing					
1	Define brand positioning and messaging for Foundational Care Platform	Not Started	High	CMO	3 weeks
2	Launch inaugural digital marketing campaign (website, SEO, content, social)	Not Started	High	CMO	1 month
3	Develop member-focused value proposition and pricing tiers for Preventative Care Memberships	Not Started	High	CFO	6 weeks
4	Create acoustically optimized, species-specific care pathways marketing collateral	Not Started	Medium	CIO	2 months
5	Establish patient experience KPIs and trust-building content (testimonials, success cases)	Not Started	Medium	CMO	1 month
6	Partnership outreach plan for strategic veterinary tech vendors and AI imaging providers	Not Started	Medium	CSO	2 months
7	Local community outreach and events schedule (pet owners, breeders, shelters)	Not Started	Low	CRO	3 months
8	Measurement and reporting framework for membership growth and retention	Not Started	High	CFO	4 months

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 1 & Technical Set Up for next Phases					
1	Establish Core AI-assisted Imaging & Non-invasive Diagnostics Workflow	Not Started	High	CTO	Q2 2026
2	Recruit & Onboard Tier-One Veterinary Clinicians	Not Started	High	CPO	Q3 2026
3	Design Low-Stress, Patient-Centric Clinic Layout & Acoustic Pathways	Not Started	High	CIO	M04 2026
4	Implement Preventative Care Membership Package (Pilot)	Not Started	High	CFO	M06 2026
5	Acquire AI Imaging Hardware & Non-Invasive Diagnostic Devices	Not Started	High	CTO	Q3 2026
6	Develop Data Management & Privacy Policy for Data-Driven Care	Not Started	High	CIO	Q2 2026
7	Create Vendor & Partner Ecosystem (Tech & Supplies)	Not Started	Medium	CSO	Q2 2026
8	Pilot Patient Experience Measurement & Feedback Loop	Not Started	Medium	CRO	M05 2026
Phase 2					
1	Develop Preventative Care Membership Torges	Not Started	High	CFO	M04 2026
2	Define Tiered Membership Packages and Pricing	Not Started	High	CFO	M02 2026
3	Build Acoustically Optimized Pathways Blueprint	Not Started	Medium	CIO	Q2 2026
4	Recruit Tier-One Clinical Staff and Vendors	Not Started	High	CFO	Q3 2026
5	Develop Preventative Care Protocols and Checklists	Not Started	Medium	CPO	Q2 2026
6	Implement Data-Driven Care Pathways for Key Species	Not Started	High	CTO	M08 2026
7	Pilot Membership Onboarding Experience	Not Started	Medium	CMO	M05 2026
8	Develop Client Retention and Communication Metrics	Not Started	Low	CRO	Q4 2026

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 3					
1	Develop data-driven predictive wellness program framework	Not Started	High	CPO	Q3 2026
2	Launch premium telemetry dashboards for optimized treatment pathways	Not Started	High	CIO	Q2 2026
3	Establish proactive wellness membership add-ons and pricing strategy	Not Started	High	CFO	Q1 2027
4	Create data-driven population health insights reports for marketing and clinical teams	Not Started	Medium	CMO	Q3 2026
5	Develop AI-assisted predictive treatment pathways for common conditions	Not Started	High	CTO	Q4 2026
6	Pilot premium services (e.g., predictive health management packages)	Not Started	Medium	CRO	M06 2026
7	Establish data governance and privacy framework for member data	Not Started	High	CISO	Q1 2027
8	Define KPIs and ROI model for value streams in Phase 3	Not Started	Low	CFO	Q2 2026
Phase 4					
1	Define strategic roadmap for long-term disruptive initiatives and align with corporate vision	Not Started	High	CEO	Q2 2026
2	Establish governance model for high-risk AI-enabled diagnostics and wellness ecosystem experiments	Not Started	High	CIO	Q3 2026
3	Forge key strategic partnerships with technology providers and veterinary networks	Not Started	High	CSO	Q4 2026
4	Develop risk management and compliance framework for disruptive initiatives	Not Started	High	CFO	M04 2026
5	Pilot expanded AI-enabled diagnostics in a controlled, data-backed study	Not Started	High	CTO	M06 2026
6	Create premium service design and pricing model for predictive health management offerings	Not Started	Medium	CPO	M03 2027
7	Secure regulatory approvals and ethical review for disruptive wellness ecosystems	Not Started	Medium	CLO	Q1 2027
8	Develop long-term investment plan and capital roadmap to fund disruptive initiatives	Not Started	Low	CFO	Q2 2027

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Equipment downtime and medical device failures	CIO	Implement redundant hardware, regular preventative maintenance, and vendor SLAs.
2	Data integrity and system interoperability failures	CIO	Adopt standardized data formats, APIs, and integrated EHR with audit trails.
3	Cybersecurity and data privacy threats	CISO	Implement zero-trust architecture, encryption, and regular security audits.
4	Scalability constraints with membership model	COO	phased capacity planning and scalable staffing models.
5	Reliance on specialized acoustically optimized pathways	CFO	Develop modular, adaptable spaces with scalable acoustic solutions.

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Data privacy and patient (pet owner) data compliance	CIO	Implement robust HIPAA/GDPR-aligned data governance and privacy-by-design.
2	Medical device and AI software compliance	CRO	Engage regulatory affairs early; maintain 510(k)/FDA pathways and validation.
3	Professional licensing and scope of practice risk	CLO	Continuous credentialing, SOPs, and regular training audits.
4	Animal welfare and ethics compliance	CSO	Establish animal welfare review board and ethical approvals for new tech.
5	Antitrust and competition/market access	CFO	Transparent pricing, independent billing audits, antitrust counsel review.

Core Risks & Mitigation Strategies

3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Competitive landscape shifts	CEO	Differentiate through data-driven outcomes and superior client experience.
2	payer mix and reimbursement volatility	CFO	Develop direct-to-consumer services and transparent pricing.
3	Technology adoption risk	CIO	Invest in robust validation, training, and vendor diversification.
4	Membership model sensitivity	CFO	Iterate membership tiers and offer flexible commitments.
5	Talent retention and premium staffing	CHRO	Competitive compensation, career development, and a strong culture.

4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash Flow Variability	CFO	Implement diversified revenue mix and reserve funds for volatility.
2	Debt/Leverage Risk	CFO	Maintain prudent leverage and stress-test scenarios.
3	Pricing/Revenue Recognition	CFO	Adopt transparent pricing and GAAP-compliant revenue policies.
4	Membership Revenue Sustainability	CFO	Monitor churn, adjust tiers, and optimize member incentives.
5	Capital Expenditure Overrun	CFO	Implement capex gates and ROI reviews before approvals.

5. Other general risks

#	Risk Type	Area	Mitigation Strategy
1	Reputation and client trust risks	CEO	Proactive patient feedback loops and transparent incident reporting.
2	Data privacy and cybersecurity risks	CIO	Robust encryption, regular security audits, and incident response plan.
3	Reliance on high-cost talent supply	CFO	Competitive compensation, ongoing training, and partnerships with veterinary schools.
4	Technology obsolescence risk	CTO	Vendor roadmap governance and regular platform upgrades.
5	Member retention risk	CMO	Tiered membership benefits and personalized care plans to boost loyalty.

Sources: Company's Proprietary Assessment

Market Overview (TAM, SAM and SOM)

Target Available Market (TAM)	Subindustry	$ 21,200,000k	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)	0.25%	Given Vanguard's premium, membership-driven veterinary model in the U.S., a conservative SAM is about 0.25% of the 21,200,000k USD TAM. With 0.526k USDk in capital, the business is positioned for niche, high-value services (AI-assisted imaging, preventative care, data-driven paths) but can realistically capture a sliver of annual...	
Service Obtainable Market Y1-Y3 (SOM)	Year 1 0.75000% Year 2 1.05000% Year 3 1.30000%	Given a SAM of 0.053M (0.25% of a 21,200k USD TAM) and Vanguard's capital of 0.526k USDk, early gains are modest. The Y1 target of ~0.75% captures a small, defensible slice of a fragmented veterinary ambulatory market, leveraging premium positioning and preventative memberships. Year 2 and 3 show gradual, conservative growth to ~1.05% an...	

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 $ 526k

Y1 Cash Flow Stream (thnd USD)	Inflows	Outlows
Gross Profit	159	
Payroll Expenses		20
Rent & Utilities		5
Marketing and Branding		3
Other Miscellaneous		3
CAPEX		526
Legal and Professional Fees		2
Training and Development		2
Office supplies		2
Communication Expenses		1
Representation and Entert.		1
CAPEX & WC shortage Y1		405
Buffer		121
Total Required Investment (thnd USD)		526

Payroll Expenses
3.51%

Rent & Utilities
0.81%

Marketing and Branding
0.54%

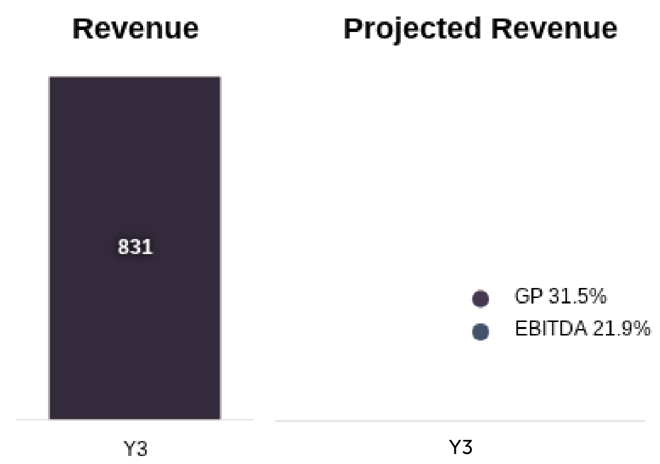
Other Miscellaneous
0.47%

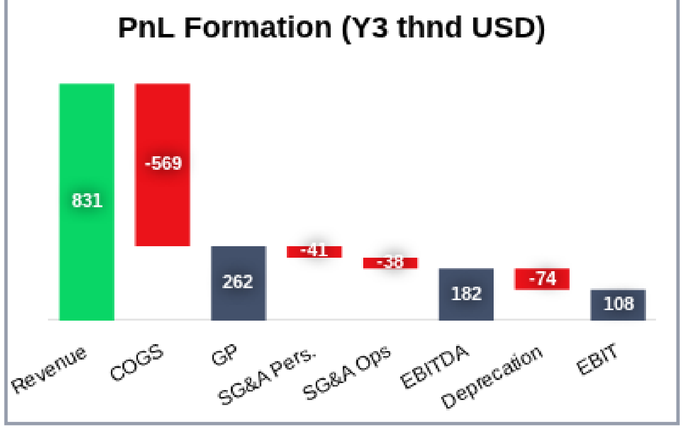
CAPEX
93.25%

Other
1.42%

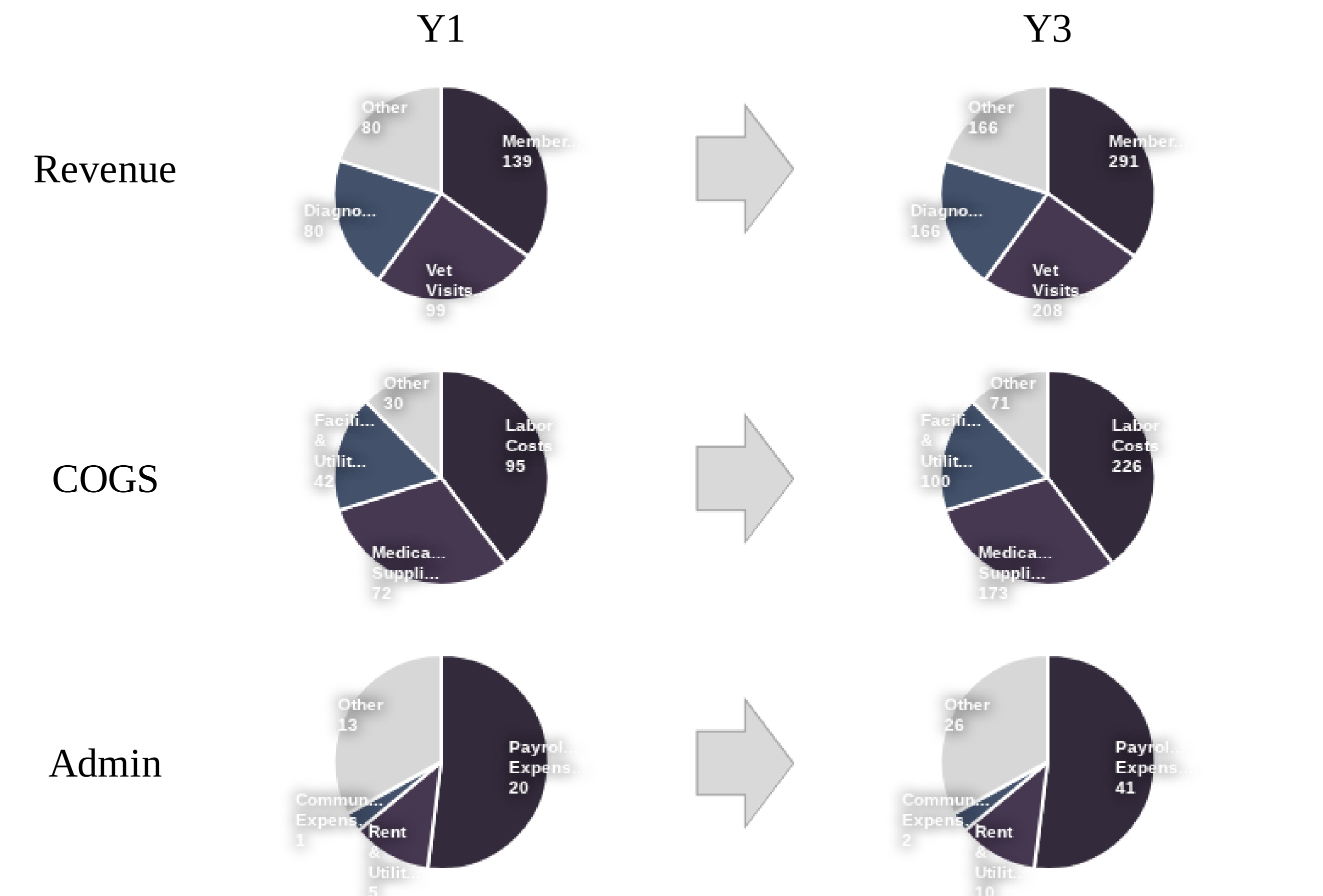
Financials Dashboard

Y3 PL formation and Margins





Business Line Breakdown (thnd USD)

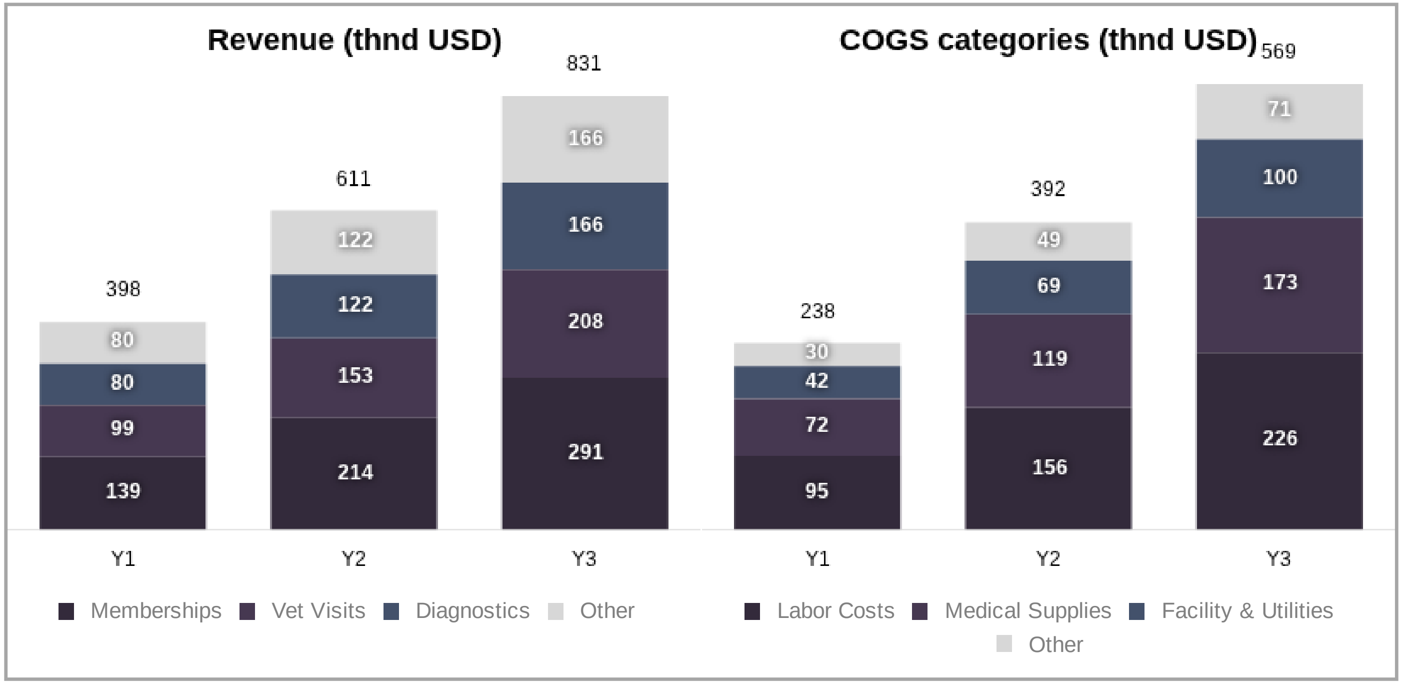


Revenue Formation Narrative

Vanguard Animal Hospital targets a sizable total addressable market of 21,200,000k USD, reflecting the broad demand for premium, data-driven companion animal care in the ambulatory health space. The SAM narrative indicates the serviceable portion of this market is 0, anchored by a membership-driven model that stabilizes cash flow and elevates client lifetime value through preventive care and high-touch diagnostics. The SOM trajectory demonstrates early, prudent market capture with 1 in Year 1, expanding to 1 in Year 2 and 1 in Year 3 as patient retention and referrals compound, supported by premium staffing and AI-assisted imaging capabilities. Revenue growth is driven by four lines of business that together reflect the aligned mix: Memberships contributing 35, Vet Visits contributing 25, Diagnostics contributing 20, and Other contributing 20. The Year 1–3 revenue path totals 397.5k USD, 611.037k USD, and 830.661k USD, corresponding to the aspirational but achievable scale of memberships, visits, diagnostics, and ancillary services. The capital requirement of 526k USD underpins modern diagnostics, data-driven treatment paths, and a premium client experience while maintaining unit economics driven by a high-margin membership base. This plan anticipates a measured but sustained growth curve as client base, referral networks, and premium services scale within the TAM and SAM, with LOB contributions aligned to the stated percentages and a disciplined, customer-centric model that preserves premium pricing and service quality over time.

$ 831k Y3 Projected Revenue

0.00% Market Share



Revenue Calculation Details

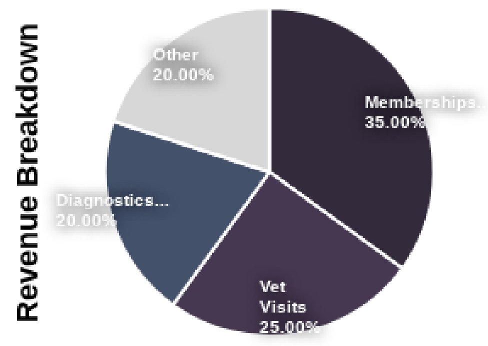
Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Memberships	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*	*35.00%*
Vet Visits	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*	*25.00%*
Diagnostics	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*
Other	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*	*20.00%*
Memberships	9	9	9	10	10	10	13	13	13	14	14	14	139	214	291
Vet Visits	6	6	6	7	7	7	9	9	9	10	10	10	99	153	208
Diagnostics	5	5	5	6	6	6	7	7	7	8	8	8	80	122	166
Other	5	5	5	6	6	6	7	7	7	8	8	8	80	122	166
Total Revenue (thnd USD)	25	25	25	30	30	30	36	36	36	41	41	41	398	611	831

Total revenue is expected to reach $ 831k by year 3.

Main revenue driver are:

- Memberships which generates $ 291k by Year 3
- Vet Visits which generates $ 208k by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 44.56 %



COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Labor Costs	*23.80%*	*23.80%*	*23.80%*	*23.80%*	*23.80%*	*23.80%*	*23.80%*	*23.80%*	*23.80%*	*23.80%*	*23.80%*	*23.80%*	*23.80%*	*25.50%*	*27.20%*
Medical Supplies	*18.20%*	*18.20%*	*18.20%*	*18.20%*	*18.20%*	*18.20%*	*18.20%*	*18.20%*	*18.20%*	*18.20%*	*18.20%*	*18.20%*	*18.20%*	*19.50%*	*20.80%*
Facility & Utilities	*10.50%*	*10.50%*	*10.50%*	*10.50%*	*10.50%*	*10.50%*	*10.50%*	*10.50%*	*10.50%*	*10.50%*	*10.50%*	*10.50%*	*10.50%*	*11.25%*	*12.00%*
Other	*7.44%*	*7.44%*	*7.44%*	*7.44%*	*7.44%*	*7.44%*	*7.44%*	*7.44%*	*7.44%*	*7.44%*	*7.44%*	*7.44%*	*7.44%*	*7.97%*	*8.50%*
Labor Costs	6	6	6	7	7	7	9	9	9	10	10	10	95	156	226
Medical Supplies	5	5	5	5	5	5	7	7	7	8	8	8	72	119	173
Facility & Utilities	3	3	3	3	3	3	4	4	4	4	4	4	42	69	100
Other	2	2	2	2	2	2	3	3	3	3	3	3	30	49	71
Total COGS (thnd USD)	15	15	15	18	18	18	22	22	22	25	25	25	238	392	569

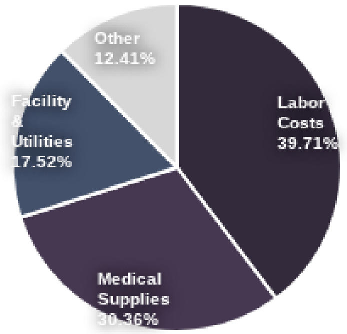
Total COGS is expected to reach '$ 569k by year 3.

Main revenue driver are:

- Labor Costs which generates $ 226k by Year 3
- Medical Supplies which generates $ 173k by Year 3

Expected CAGR for total COGS in Y1-Y3 is 54.54 %

COGS Breakdown



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*	*4.99%*
Rent & Utilities	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*	*1.15%*
Communication Expenses	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*	*0.29%*
Office supplies	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*	*0.38%*
Legal and Professional Fees	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*
Marketing and Branding	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*	*0.77%*
Representation and Entertainment	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*	*0.19%*
Training and Development	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*	*0.57%*
Other Miscellaneous	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*	*0.67%*
Payroll Expenses	1	1	1	1	1	1	2	2	2	2	2	2	20	30	41
Rent & Utilities	0	0	0	0	0	0	0	0	0	0	0	0	5	7	10
Communication Expenses	0	0	0	0	0	0	0	0	0	0	0	0	1	2	2
Office supplies	0	0	0	0	0	0	0	0	0	0	0	0	2	2	3
Legal and Professional Fees	0	0	0	0	0	0	0	0	0	0	0	0	2	4	5
Marketing and Branding	0	0	0	0	0	0	0	0	0	0	0	0	3	5	6
Representation and Entertainment	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2
Training and Development	0	0	0	0	0	0	0	0	0	0	0	0	2	4	5
Other Miscellaneous	0	0	0	0	0	0	0	0	0	0	0	0	3	4	6
Total SG&A (thnd USD)	2	2	2	3	3	3	3	3	3	4	4	4	38	59	80

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	**25**	**25**	**25**	**30**	**30**	**30**	**36**	**36**	**36**	**41**	**41**	**41**	**398**	**611**	**831**
Memberships	9	9	9	10	10	10	13	13	13	14	14	14	139	214	291
Vet Visits	6	6	6	7	7	7	9	9	9	10	10	10	99	153	208
Diagnostics	5	5	5	6	6	6	7	7	7	8	8	8	80	122	166
Other	5	5	5	6	6	6	7	7	7	8	8	8	80	122	166
COGS	**-15**	**-15**	**-15**	**-18**	**-18**	**-18**	**-22**	**-22**	**-22**	**-25**	**-25**	**-25**	**-238**	**-392**	**-569**
Labor Costs	-6	-6	-6	-7	-7	-7	-9	-9	-9	-10	-10	-10	-95	-156	-226
Medical Supplies	-5	-5	-5	-5	-5	-5	-7	-7	-7	-8	-8	-8	-72	-119	-173
Facility & Utilities	-3	-3	-3	-3	-3	-3	-4	-4	-4	-4	-4	-4	-42	-69	-100
Other	-2	-2	-2	-2	-2	-2	-3	-3	-3	-3	-3	-3	-30	-49	-71
Gross Profit	10	10	10	12	12	12	15	15	15	17	17	17	159	219	262
SG&A Personal Expenses	-1	-1	-1	-1	-1	-1	-2	-2	-2	-2	-2	-2	-20	-30	-41
SG&A Operating Expenses	-1	-1	-1	-1	-1	-1	-2	-2	-2	-2	-2	-2	-18	-28	-38
EBITDA	8	8	8	9	9	9	11	11	11	13	13	13	121	160	182
Depreciation	-6	-6	-6	-6	-6	-6	-6	-6	-6	-6	-6	-6	-74	-74	-74
EBIT	1	1	1	3	3	3	5	5	5	6	6	6	47	86	108
Interest Expense	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-7	-7	-7
Profit before Tax	1	1	1	2	2	2	4	4	4	6	6	6	40	79	101
Tax	-0	-0	-0	-0	-0	-0	-1	-1	-1	-1	-1	-1	-8	-17	-21
Profit after Tax (thnd USD)	1	1	1	2	2	2	3	3	3	5	5	5	31	62	79

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	62	69	73	77	85	90	94	104	112	119	131	143	143	255	367
Accounts Receivable	25	25	25	30	30	30	36	36	36	41	41	41	41	64	87
Inventory	15	15	18	18	18	22	22	22	25	25	25	25	25	36	59
Prepaid Expenses	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2
Deferred Tax Assets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current Assets	103	110	117	125	134	142	153	163	174	186	198	210	210	355	514
Medical equipment and imaging technology	257	254	251	248	245	241	238	235	232	229	226	223	223	186	149
Facility build-out and patient-centric design (surgery/diagnostic suites, acoustically isolated pathways)	119	119	118	117	117	116	115	115	114	113	113	112	112	104	96
IT systems, AI diagnostics, and data security	67	66	65	63	62	61	60	59	58	57	56	54	54	41	27
Regulatory, compliance, and initial working capital for operations setup	77	75	74	73	72	70	69	68	66	65	64	62	62	47	31
Non-Current Assets	520	514	507	501	495	489	483	476	470	464	458	452	452	377	303
Total Assets	623	623	624	627	629	631	636	640	644	650	656	662	662	733	817
Accounts Payable	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2
Short-Term Loans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accrued Interest Expenses	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Deferred Tax Liabilities	0	0	0	1	1	2	3	4	5	6	7	8	8	17	21
Current Liabilities	1	1	2	2	3	3	4	5	6	7	9	10	10	19	24
Loans and Other Borrowings	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
Non-Current Liabilities	95	95	95	95	95	95	95	95	95	95	95	95	95	95	95
Total Liabilities	96	96	96	97	97	98	99	100	101	102	103	105	105	113	118
Paid-In Capital	526	526	526	526	526	526	526	526	526	526	526	526	526	526	526
Retained Earnings	-	-	-	-	-	-	-	-	-	-	-	-	-	31	93
Current Period Earnings	1	1	2	4	5	7	11	14	18	22	27	31	31	62	79
Total Equity	527	527	528	530	531	533	537	540	544	548	553	557	557	619	699

Sources: Company's Proprietary Planning

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	79	62	69	73	77	85	90	94	104	112	119	131	-	143	255
Cash from Sales of Goods / Services	-	25	25	25	30	30	30	36	36	36	41	41	356	589	808
Payments to Employees / Vendors	-17	-17	-20	-21	-21	-25	-25	-25	-28	-29	-29	-28	-300	-461	-672
Advances Paid / Received	-	-	-0	-	-	-0	-	-	-0	-	-	0	-1	-0	-1
Taxes Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-8	-17
Interest Paid	-	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-7	-7	-7
CF from Operating Activities	-17	7	4	4	8	4	4	11	7	7	12	12	49	112	112
Acquisition of															
Medical equipment and imaging technology	-	-	-	-	-	-	-	-	-	-	-	-	-260	-	-
Facility build-out and patient-centric design (surgery/diagnostic suites, acoustically isolated pathways)	-	-	-	-	-	-	-	-	-	-	-	-	-120	-	-
IT systems, AI diagnostics, and data security	-	-	-	-	-	-	-	-	-	-	-	-	-68	-	-
Regulatory, compliance, and initial working capital for operations setup	-	-	-	-	-	-	-	-	-	-	-	-	-78	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-526	-	-
Loans Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	95	-	-
Investments Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	526	-	-
CF from Financing Activities	-	-	-	-	-	-	-	-	-	-	-	-	621	-	-
Ending Balance	62	69	73	77	85	90	94	104	112	119	131	143	143	255	367

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

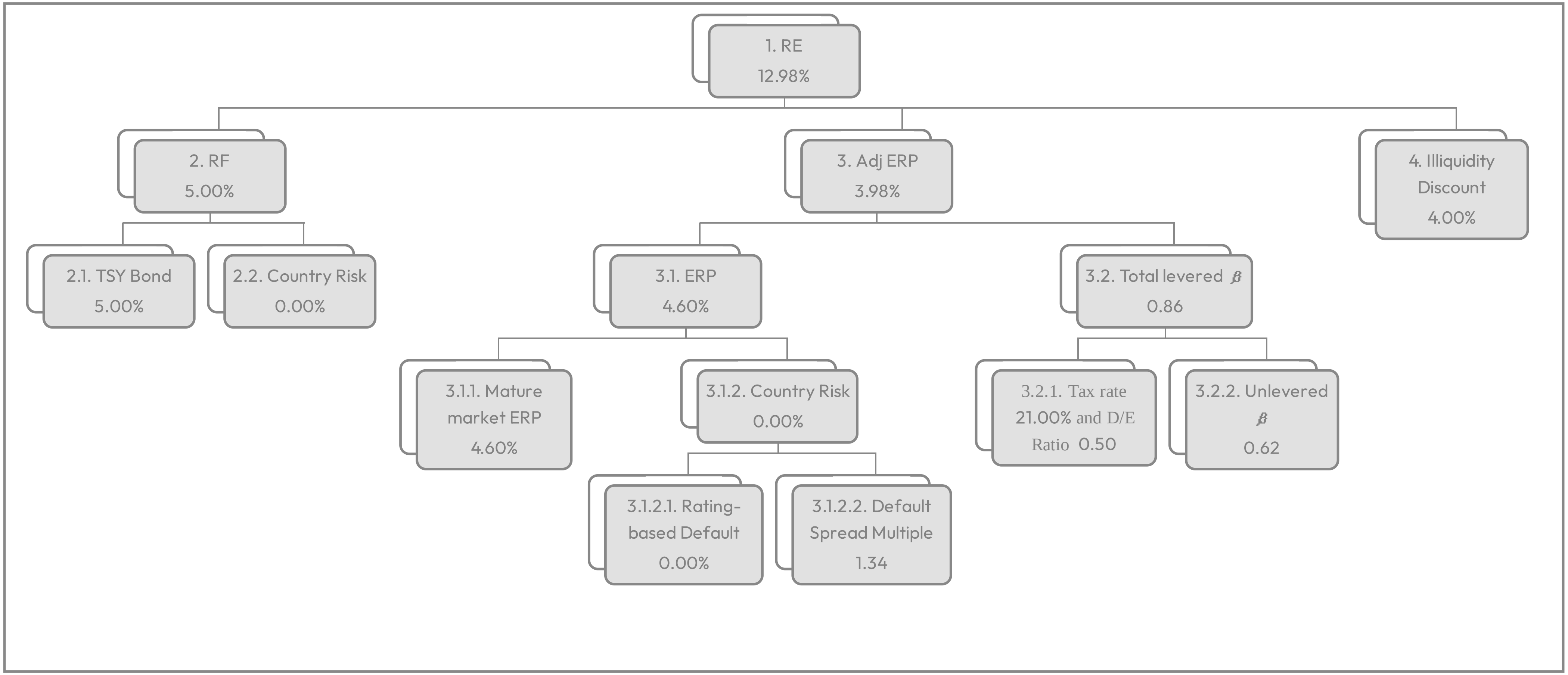
Cash Flow Statement - Indirect (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Initial Balance	79	62	69	73	77	85	90	94	104	112	119	131	-	143	255
EBIT	1	1	1	3	3	3	5	5	5	6	6	6	47	86	108
Δ Receivables & Prepaids	-25	-	-0	-5	-	-0	-7	-	-0	-5	-	0	-42	-23	-24
Δ Payables	1	-	-	0	-	-	0	-	-	0	-	-	1	1	1
Δ Inventory	-	-	-3	-	-	-4	-	-	-3	-	-	0	-25	-11	-24
Δ Depreciation	6	6	6	6	6	6	6	6	6	6	6	6	74	74	74
Tax Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-8	-17
Interest Expenses	-	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-7	-7	-7
CF from Operating Activities	-17	7	4	4	8	4	4	11	7	7	12	12	49	112	112
Acquisition of															
Medical equipment and imaging technology	-	-	-	-	-	-	-	-	-	-	-	-	-260	-	-
Facility build-out and patient-centric design (surgery/diagnostic suites, acoustically isolated pathways)	-	-	-	-	-	-	-	-	-	-	-	-	-120	-	-
IT systems, AI diagnostics, and data security	-	-	-	-	-	-	-	-	-	-	-	-	-68	-	-
Regulatory, compliance, and initial working capital for operations setup	-	-	-	-	-	-	-	-	-	-	-	-	-78	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-526	-	-
Loans Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	95	-	-
Investments Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	526	-	-
CF from Financing Activities	-	-	-	-	-	-	-	-	-	-	-	-	621	-	-
Ending Balance	62	69	73	77	85	90	94	104	112	119	131	143	143	255	367

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	**31**	**62**	**79**	**87**	**96**	**105**	**116**
	Growth% Y4-Y7				9.80%	9.80%	9.80%	9.80%
	Growth% Y7	3.50%						
	WACC'	**12.98%**						
	PV Y1-Y7 at Y0	28	49	55	54	52	51	49
	PV Y7 --> Y0	537						
	NPV (thnd USD)	874						

Assumed 3Y Survival Rate 50%

Final Valuation $ 437k

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 12.98 % 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 Ra te (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	$ 831k	$ 955k	$ 706k	$ 831k	$ 831k	$ 831k	$ 831k
	Gross Profit Y3	$ 262k	$ 301k	$ 222k	$ 375k	$ 148k	$ 262k	$ 262k
	GP Margin	32%	32%	32%	45%	18%	32%	32%
	EBITDA Y3	$ 182k	$ 209k	$ 155k	$ 296k	$ 68k	$ 182k	$ 182k
	EBITDA Margin	22%	22%	22%	36%	8%	22%	22%
	Net Profit Y3	$ 79k	$ 101k	$ 58k	$ 169k	-$ 10k	$ 79k	$ 79k
	Profit Margin	10%	11%	8%	20%	-1%	10%	10%
	Final Valuation	$ 437k	$ 559k	$ 315k	$ 929k	-$ 55k	$ 514k	$ 379k

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

Growth Under Pressure

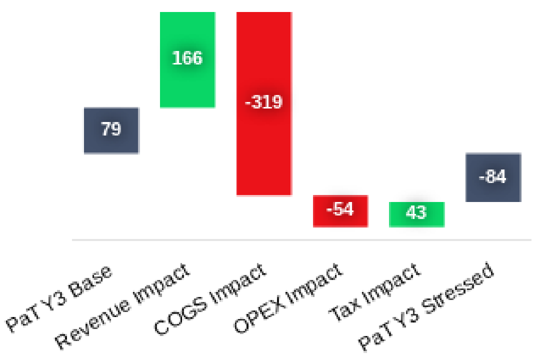
Story

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.

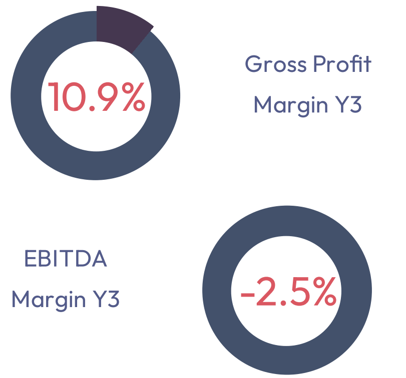
KPIs impact

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

Results



-$ 452k Valuation	$ 997k Revenue Y3
-$ 25k EBITDA	-$ 84k Profit After Tax



Stress Test: The Perfect Storm

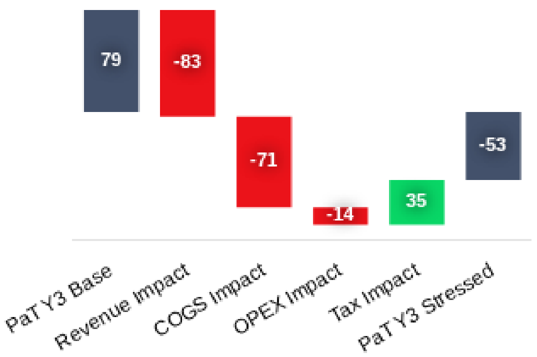
Stress tests provide a comprehensive view of how businesses might perform under extreme conditions, enabling better preparation for the uncertainties of challenges.

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.

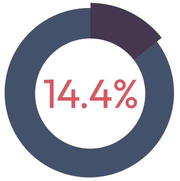
KPIs impact

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

Results

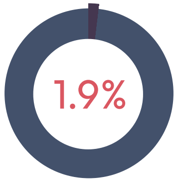


-$ 253k Valuation	**$ 748k** Revenue Y3
$ 14k EBITDA	**-$ 53k** Profit After Tax



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	$ 318k	$ 358k	$ 378k	$ 417k	$ 437k	$ 477k	$ 362k	$ 374k	$ 386k	$ 409k	$ 421k	$ 433k
	Y2	$ 489k	$ 550k	$ 580k	$ 642k	$ 672k	$ 733k	$ 556k	$ 574k	$ 593k	$ 629k	$ 648k	$ 666k
	Y3	$ 665k	$ 748k	$ 789k	$ 872k	$ 914k	$ 997k	$ 756k	$ 781k	$ 806k	$ 856k	$ 881k	$ 905k
Gross Profit	Y1	$ 127k	$ 143k	$ 151k	$ 167k	$ 175k	$ 191k	$ 145k	$ 150k	$ 154k	$ 164k	$ 169k	$ 174k
	Y2	$ 175k	$ 197k	$ 208k	$ 230k	$ 240k	$ 262k	$ 199k	$ 206k	$ 212k	$ 225k	$ 232k	$ 238k
	Y3	$ 209k	$ 235k	$ 249k	$ 275k	$ 288k	$ 314k	$ 238k	$ 246k	$ 254k	$ 270k	$ 277k	$ 285k
GP Margin	Y1	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%
	Y2	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%
	Y3	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%	32%
EBITDA	Y1	$ 97k	$ 109k	$ 115k	$ 127k	$ 133k	$ 145k	$ 110k	$ 114k	$ 118k	$ 125k	$ 128k	$ 132k
	Y2	$ 128k	$ 144k	$ 152k	$ 168k	$ 176k	$ 192k	$ 146k	$ 150k	$ 155k	$ 165k	$ 170k	$ 174k
	Y3	$ 146k	$ 164k	$ 173k	$ 191k	$ 200k	$ 218k	$ 166k	$ 171k	$ 177k	$ 188k	$ 193k	$ 198k
EBITDA Margin	Y1	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
	Y2	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%	26%
	Y3	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%
Net Profit	Y1	$ 12k	$ 22k	$ 27k	$ 36k	$ 41k	$ 51k	$ 23k	$ 26k	$ 28k	$ 34k	$ 37k	$ 40k
	Y2	$ 37k	$ 49k	$ 56k	$ 68k	$ 75k	$ 87k	$ 51k	$ 55k	$ 58k	$ 66k	$ 70k	$ 73k
	Y3	$ 51k	$ 65k	$ 72k	$ 87k	$ 94k	$ 108k	$ 67k	$ 71k	$ 75k	$ 84k	$ 88k	$ 92k
Profit Margin	Y1	4%	6%	7%	9%	9%	11%	6%	7%	7%	8%	9%	9%
	Y2	8%	9%	10%	11%	11%	12%	9%	9%	10%	10%	11%	11%
	Y3	8%	9%	9%	10%	10%	11%	9%	9%	9%	10%	10%	10%
Final Valuation		$ 274k	$ 356k	$ 396k	$ 478k	$ 518k	$ 600k	$ 364k	$ 388k	$ 413k	$ 461k	$ 486k	$ 510k

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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