Business Plan

& Valuation Presentation

Contents

OUR
VISION & MISSION

Our Mission

Rosewood Manor Events exists to craft unforgettable celebrations by providing an elegant, all-inclusive venue experience where couples and hosts can rely on seamless planning, exquisite ambiance, and attentive coordination. By offering curated packages that combine catering, decor, lighting, and professional coordination, the organization ensures stress-free moments, personalized storytelling, and timeless memories that reflect each client's unique vision. In doing so, it preserves the joy of meaningful gatherings and elevates the standard of private celebrations in the arts, entertainment, and recreation landscape.

Our Vision

To become the premier destination for weddings and private celebrations, where every event at Rosewood Manor is a transformative experience—combining refined environments, innovative design, and flawless execution. In twenty years, the venue aspires to be synonymous with breathtaking venues, trusted partnerships, and sustainability-driven planning that empowers couples to celebrate love and milestones with elegance, ease, and lasting impact.

Summary Financials Dashboard

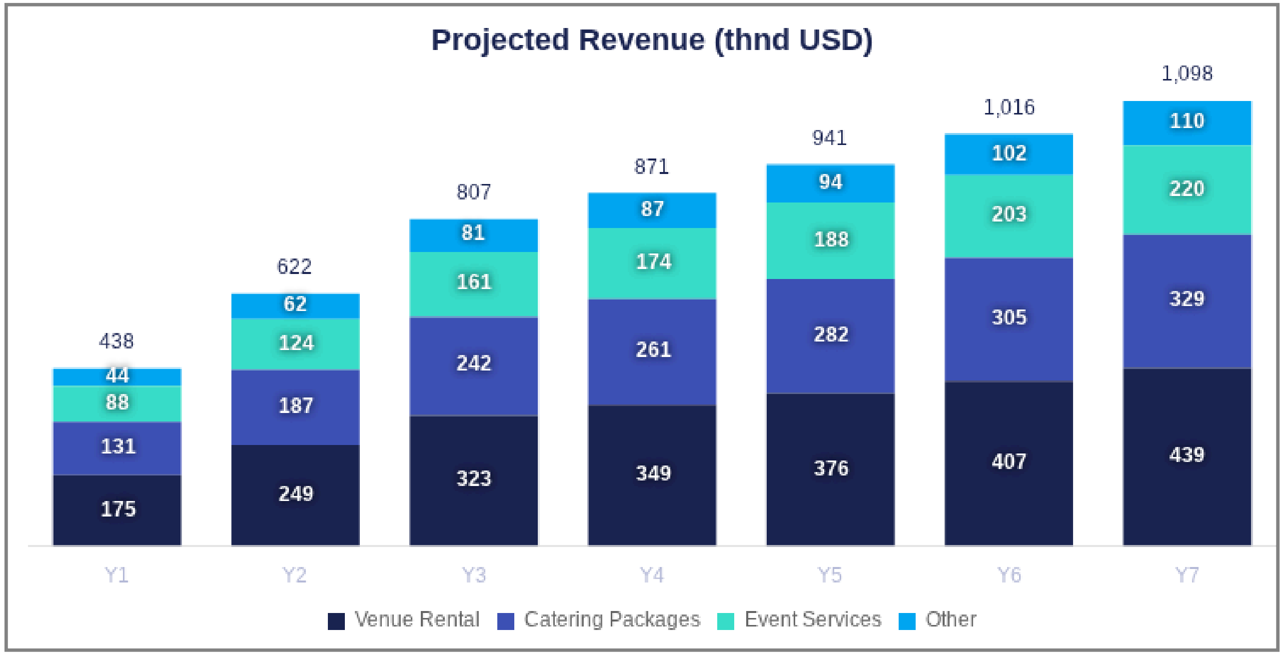
Key performance indicators
(Base Scenario Y3)

$ 807k
Revenue

$ 484k
Gross Profit

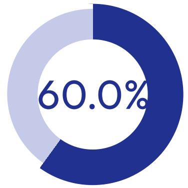
$ 242k
EBITDA

0.00%
Target Market Share

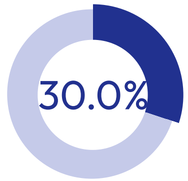


Margins
(Stabilized by Y3)

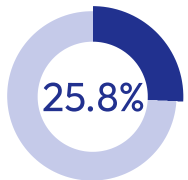
GP Margin



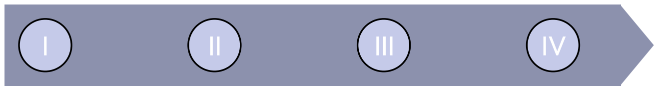
EBITDA Margin



PbT Margin



Project Phases



Phase 1: Foundation of

Phase 2: Expanded

Phase 3: New Profit Streams and

Phase 4: High-Impact, Long-

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 $ 292k

Y1 CAPEX $ 302k

WC $ 58k

About the Company: General Overview

General Overview

Rosewood Manor Events offers an elegant, full-service venue for weddings, receptions, engagement parties, and private celebrations. The property features indoor halls and landscaped outdoor spaces that provide versatile settings for ceremonies, receptions, photography, and social gatherings. The on-site bridal rooms ensure comfort and privacy for couples and their wedding parties as they prepare for the big day. Rosewood Manor Events emphasizes a seamless, stress-free experience by offering comprehensive packages that can include catering, decoration, lighting, and event coordination. The team works closely with each couple to customize schedules, layouts, and timelines, ensuring that every detail aligns with the couple's vision and preferences. The venue is designed to support both intimate gatherings and larger celebrations, with flexible room configurations and service options. Emphasizing quality, hospitality, and meticulous planning, Rosewood Manor Events positions itself as a trusted partner in creating memorable milestones. Catering to the broader Arts, Entertainment, and Recreation landscape, the company blends aesthetic appeal with practical logistics to deliver a polished, on-brand event experience for clients and their guests.

The Main Phases: Projects & Impacts

01 Phase 1: Foundation of Elegant Gatherings

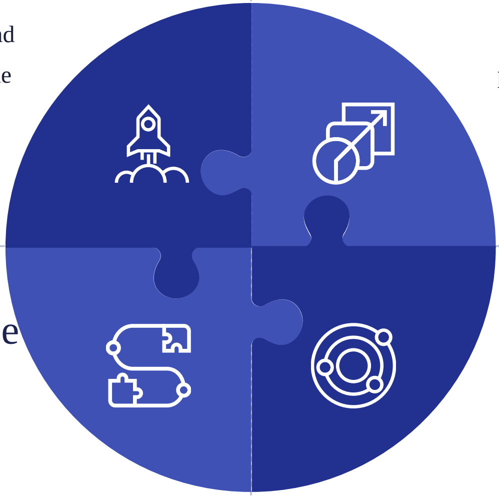
Phase I.

Rosewood Manor Events focuses on delivering a polished, end-to-end wedding venue experience by offering curated packages that combine catering, décor, lighting, and coordination to establish a dependable foundation for celebrations.

03 Phase 3: New Profit Streams and Partnerships

Phase III

Attention shifts to new revenue streams such as premium add-ons, partnerships with photographers and planners, and exclusive venues or seasonal themes to diversify profitability beyond core bookings.



02 Phase 2: Expanded Experience and Market Defense

Phase II

The venue enhances its core offerings with refined spaces, seamless service, and scalable packages to attract broader clientele, defending market share while refining operations for sustainable growth.

04 Phase 4: High-Impact, Long-Term Aspirations

Phase IV.

Long-term exploration targets high-risk, high-reward opportunities—innovative experiences, branded entertainment partnerships, or international destination events—positioning Rosewood Manor Events for transformative, future-oriented growth.

Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Couples / Primary Clients	Engaged couples and their families seeking a polished, seamless wedding venue experience with curated packages and personalized coordination.
Vendor Partners (Caterers, Decorators, Photographers, Planners)	Collaborating service providers who rely on Rosewood Manor Events for high-quality bookings and consistent demand across phases.
Venue Staff and Management	Internal team responsible for delivering consistent service quality, operations efficiency, and scalable growth across phases.
Local Community and Vendors Associations	Community members and associations that benefit from local events, partnerships, and economic activity generated by the venue.
Investors and Financial Partners	Capital providers seeking sustainable ROI through phased growth, diverse revenue streams, and risk-managed expansion.
Regulatory Bodies and Compliance Authorities	Entities ensuring safety, permits, and compliance with event and venue standards across all phases.
Branded Partners and Sponsors (Entertainment, Luxury Brands)	Companies aligned for co-branded experiences, premium add-ons, and exclusive event themes that expand profitability and brand reach.

Sources: Company's Proprietary Assessment

Key Performance Components

Competitive Advantage

Elegant Venue Portfolio

Rosewood Manor Events offers a versatile, all-in-one setting with indoor halls and landscaped outdoor spaces, enabling seamless weddings, engagements, and private celebrations in a single location.

Comprehensive Packages

From catering and decoration to lighting and coordination, packages streamline planning, delivering cohesive experiences and reducing vendor management for couples.

Dedicated Event Partnership

A collaborative team works closely with couples to curate schedules and details, ensuring personalized service, flawless execution, and memorable milestones.

Marketing and Growth Strategy

Rosewood Manor Events highlights its elegant venue through curated open-house events and virtual tours, emphasizing ambiance, decor, and service. This draws engaged couples seeking a comprehensive, seamless celebration experience.

The venue promotes customizable packages (catering, decoration, lighting, coordination) aligned with couple preferences, fostering higher conversion by offering scalable options and clear value propositions.

Strategic collaborations with wedding planners, photographers, and local vendors expand reach, generate referrals, and create bundled offerings that position Rosewood Manor as a preferred, end-to-end event partner.

Target Groups

	Industries	Description
I	Engaged Couples (Early-Stage)	Couples planning their wedding who value a polished, all-inclusive venue experience with curated packages including catering, décor, lighting, and coordination to ensure a seamless celebration.
II	Affluent Families Hosting Private Celebrations	Families arranging milestone events (engagements, anniversaries, intimate gatherings) seeking elegant spaces, customizable services, and reliable event coordination to leave a lasting impression.
III	Wedding Planners and Coordinators	Industry professionals looking for dependable venue partners with scalable packages and seamless service to deliver client weddings efficiently.
IV	Destination/Out-of-Town Couples	Couples traveling from other cities or countries who require a refined venue with comprehensive packages and coordination to simplify planning from afar.
V	Corporate and Social Event Planners	Organizations seeking upscale venues for milestone celebrations, anniversaries, or private corporate events, attracted by elegant spaces and turnkey service.
VI	Photography and Videography Partners	Creative professionals seeking collaboration opportunities (preferred locations, lighting, and backdrops) to deliver premium visual content tied to venue packages.
VII	Seasonal Theme Seekers and Experiential Buyers	Clients interested in exclusive venues or seasonal themes, premium add-ons, and unique experiences that differentiate Rosewood Manor Events from standard offerings.

Sources: Company's Proprietary Assessment

Painpoints & Solutions

Solution from Phase I to Phase IV

	Painpoints		Solution
1	Fragmented Vendor Management	Clients struggle to coordinate catering, décor, lighting, and coordination teams from multiple vendors, leading to misaligned schedules and inconsistent guest experiences.	Offer an integrated, all-inclusive packages option where Rosewood Manor Events curates and synchronizes catering, décor, lighting, and on-site coordination under one contract and point of contact.
2	Limited Availability and Scheduling Conflicts	Peak wedding seasons and popular dates create bottlenecks, resulting in difficult planning timelines and stressed couples.	Provide transparent, flexible calendar management with priority access for core packages and a dedicated planning concierge to secure preferred dates and streamline timelines.
3	Uncertain Budget Allocation	Couples worry about total costs, hidden fees, and value for money within the packaged offering.	Publish clear pricing with detailed inclusions, offer tiered packages, and implement a budgeting tool that shows total cost vs. value for each option.
4	Inconsistent Service Quality Across Spaces	Different venues and rooms may deliver varying experiences, impacting guest satisfaction and reviews.	Standardize service protocols, staff training, and décor/lighting setups per space to ensure a cohesive guest experience across all areas.
5	Dependence on Third-Party Vendors for Add-Ons	Reliance on external photographers, planners, and entertainers can cause delays or quality variance.	Establish trusted in-house or preferred partner networks with SLAs, pre-vetted portfolios, and preferred pricing to ensure consistent add-ons.
6	Marketing to a Broad Audience	Marketing efforts may fail to attract the right mix of couples looking for high-end, end-to-end venue experiences.	Position Rosewood Manor Events as an all-inclusive luxury wedding venue with testimonials, virtual tours, and curated showcase events to attract target clients.
7	Scalability Without Diluting Experience	As demand grows, maintaining the premium feel while expanding services becomes challenging.	Develop scalable packages with modular add-ons, invest in training and systems, and implement a scalable operations framework to preserve quality at scale.

Strategic Analysis: SWOT

Strength	Elegant, well-appointed venue with versatile indoor/outdoor spaces supports diverse celebrations and high-quality branding.
Weaknesses	Dependency on peak wedding season, high operating costs, and reliance on third-party caterers could affect margins.
Opportunities	Growing demand for intimate, premium weddings; potential for destination-style packages and exclusive partnerships with photographers and planners.
Threats	Economic downturns reducing discretionary spending; competition from other luxury venues; changes in event regulations and vendor costs; online reviews impacting reputation.

Sources: Company's Proprietary Assessment

Pestel: Analysis

P	E	S	T	E	L
Political 7 / 10	Economic 8 / 10	Social 6 / 10	Technological 7 / 10	Environmental 6 / 10	Legal 7 / 10
RegulatoryEnvironment: Local permits, licensing, and safety codes impact events scheduling and venue operations.	ConsumerSpending: discretionary spending on weddings affects demand cycles and pricing power.	CulturalTrends: changing wedding trends influence venue preferences and package features.	DigitalMarketing: online presence, virtual tours, and booking tech drive inquiries and conversions.	Sustainability: eco-friendly practices appeal to couples; influences decor, catering, and waste management.	LiabilityAndContracts: clear contracts and liability coverage crucial for venues and vendors.
TaxAndPolicy: Taxes, business subsidies, and zoning influence pricing, investment, and expansion opportunities.	CostsAndInflation: rising supplier and labor costs impact margins for catering and decor.	Demographics: ageing population and entry of new couples affect target markets and marketing channels.	OperationalTech: event management software and supplier integrations streamline planning and coordination.	ClimateImpact: weather considerations affect outdoor spaces and backup plans.	IntellectualProperty: protection of branding and vendor agreements in collaborations.

Rosewood Manor Events operates in a dynamic, service-driven sector where regulatory compliance, cost management, and digital client engagement are critical to sustainable 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 venue enables seamless, end-to-end event experiences, addressing couples' desire for cohesive planning, catering, decoration, and coordination, while leveraging attractive locations and ambiance.

Value
V

No

Competitive Disa

Yes

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

Leveraging a curated estate with in-house services remains relatively scarce, creating a partial monopoly in premium wedding venues within the area.

Rarity
R

No

Competitive Parit

Yes

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

The combination of location, branding, in-house packages, and personalized coordination is moderately hard to replicate quickly, requiring investment and expertise.

Imitability
I

No

Temporary Comp

Yes

Is the firm organized to exploit the resource or capability?

The business model aligns operations, client management, and service delivery, supporting integrated execution of packages and events.

Organization
O

No

Unused Competit

Yes

Rosewood Manor Events shows potential competitive advantage through a rare, in-house, coordinated service offering, but sustained advantage depends on continuous differentiation and scalable operations.

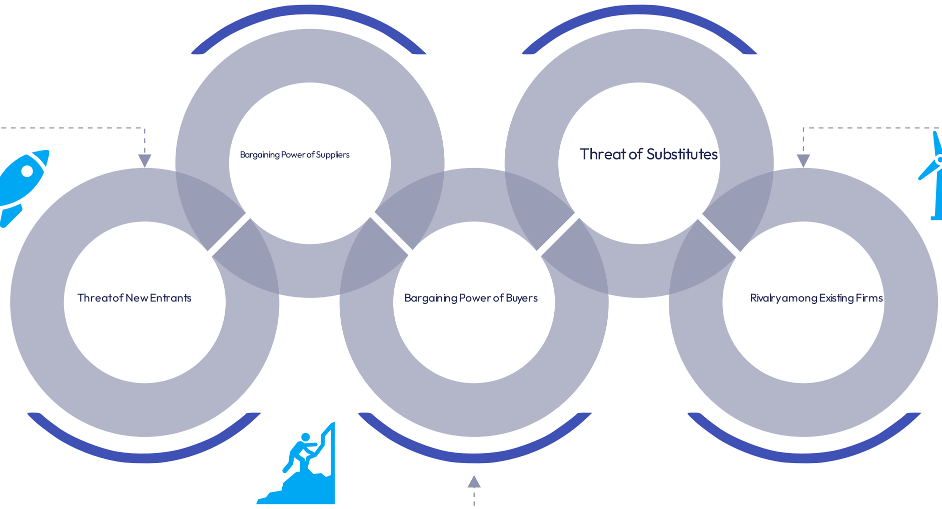
Sustainable Com
petitive Advantag
e

Porter’s Five Forces: Analysis

Low to Moderate: multiple vendors for catering, decor, and services; venue value chain can diversify suppliers.

Moderate: alternative venues (hotels, private homes) and experiences compete; differentiation through service and ambiance.

Moderate: niche venue requires capital, location, and reputation; barriers exist but not insurmountable with strong branding.



High: fragmented market for weddings and events with many venues; price competition and package differentiation drive intensity.

Moderate: couples seek value and customization; strong reputation and packages reduce price sensitivity but competition matters.

Rosewood Manor Events operates in a competitive but service-densitive market; success hinges on brand, package differentiation, and supplier relationships.

High
Moderate
Low

Management Team

Overview

Overview

Overview

Overview

Jul 2027

Stage 1: Market positioning

Define premium branding, target weddings, and upscale packages.

Jan 2028

Stage 2: Service expansion

Introduce all-inclusive packages with chefs, decorators, and coordinators.

Jul 2028

Stage 3: Strategic partnerships

Formalize alliances with photographers, florists, and planners.

Jan 2029

Stage 4: Operational scale

Increase capacity, upgrade bridal facilities, and hiring specialists.

Jul 2029

Stage 5: Digital enablement

Launch event-management platform for bookings and timelines.

Jan 2030

Stage 6: Sustainability & prestige

Implement eco-friendly practices and exclusive VIP experiences.

Current Status .

Initial concept refined; pursuing branding, vendor network, and site-ready upgrades for premium weddings.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Define company mission, vision, and core values	Not Started	High	CEO	1 month
2	Establish legal entity, licenses, and compliance checklist	Not Started	High	CFO	1 month
3	Create initial governance framework and decision rights	Not Started	Medium	CIO	4 weeks
4	Develop initial organizational chart and staffing plan	Not Started	Medium	COO	4 weeks
5	Define branding, positioning, and value proposition	Not Started	High	CMO	2 months
6	Set up financial forecasting, budgeting, and KPIs	Not Started	High	CFO	2 months
7	Identify key suppliers and partners (catering, décor, lighting)	Not Started	Medium	CPO	6 weeks
8	Develop risk management and contingency planning framework	Not Started	Low	CLO	3 months
Marketing					
1	Define target market segments for Rosewood Manor Events (brides, wedding planners, and corporate clients) and create detailed buyer personas	Not Started	High	CMO	2 weeks
2	Develop a brand positioning and messaging framework that emphasizes elegance, end-to-end packages, and personalized planning	Not Started	High	CMO	3 weeks
3	Design a pricing and packaging strategy aligned with Phase 1 offerings and create package one-pager sell sheets	Not Started	High	CFO	4 weeks
4	Build a responsive venue website with gallery, package details, virtual tour, and inquiry form	Not Started	High	CIO	6 weeks
5	Launch targeted digital marketing campaigns (social, search, and wedding forums) to generate leads for Phase 1	Not Started	Medium	CMO	8 weeks
	Create an offline outreach plan with wedding fairs, partnerships with planners, photographers,				

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 1 & Technical Set Up for next Phases					
1	Define target wedding market segments and customer personas	Not Started	High	CPO	M07 2026
2	Develop core packaged offering and pricing model	Not Started	High	CFO	M07 2026
3	Create standard operating procedures (SOPs) for venue operations	Not Started	High	COO	M07 2026
4	Recruit and onboard essential vendor partners (catering, décor, lighting, coordination)	Not Started	Medium	CFO	M08 2026
5	Implement basic venue management system (booking, calendars, contracts)	Not Started	High	CIO	M08 2026
6	Design brand and marketing collateral for Phase 1 packages	Not Started	Medium	CMO	M08 2026
7	Establish compliance, permits, and safety standards for events	Not Started	High	CLO	M07 2026
8	Set up initial financial controls and cash flow forecast for Phase 1	Not Started	High	CFO	M07 2026
Phase 2					
1	Develop and launch scalable venue packages with tiered pricing and add-on options	Not Started	High	CFO	M07 2026
2	Implement refined service SOPs and staff training for premium client experiences	Not Started	High	COO	M08 2026
3	Upgrade on-site spaces with modular decor and lighting presets for faster setup	Not Started	Medium	CIO	M09 2026
4	Establish vendor partnerships for preferred catering, florals, and rentals with negotiated terms	Not Started	High	CPO	M07 2026
5	Create a dedicated sales funnel and CRM workflow to capture and convert wedding inquiries	Not Started	High	CMO	M07 2026
6	Develop defined pricing strategy and package bundles for peak seasons	Not Started	Medium	CFO	M08 2026
7	Pilot marketing campaigns targeting local engaged couples with success metrics	Not Started	Medium	CMO	M08 2026
8	Implement a client experience dashboard to monitor NPS, feedback, and service gaps	Not Started	Low	CIO	Q3 2026

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 3					
1	Develop premium add-on packages (e.g., enhanced décor, premium lighting, VIP concierge)	Not Started	High	CPO	M09 2026
2	Forge strategic partnerships with photographers, planners, and preferred vendors for bundled offerings	Not Started	High	CSO	M10 2026
3	Launch exclusive venue and seasonal-themed experiences (e.g., winter wonder, garden soiree) to create differentiation	Not Started	High	CMO	Q4 2026
4	Create a revenue-sharing model for partner services (commission structures, referral terms)	Not Started	Medium	CFO	Q1 2027
5	Develop a premium add-on catalog with pricing, availability, and fulfillment process	Not Started	Medium	CPO	M03 2027
6	Integrate partner add-ons into the booking system and CRM for streamlined sales	Not Started	Medium	CTO	M04 2027
7	Pilot a limited-run destination or exclusive venue event concept (e.g., elopement package in a partner location)	Not Started	Low	CCO	M05 2027
8	Develop marketing collateral and a landing page section dedicated to New Profit Streams and Partnerships	Not Started	Low	CMO	M06 2027
Phase 4					
1	Phase 4 Task 1: Identify and evaluate high-impact, high-reward opportunities aligned with brand and capabilities	Not Started	High	CIO	M07 2026
2	Phase 4 Task 2: Establish strategic partnerships with international destination venue operators and premium entertainment entities	Not Started	High	CPO	Q4 2026
3	Phase 4 Task 3: Develop a scalable pilot for branded experiences and seasonal themes at Rhodewood Manor (e.g., seasonal destination-style experiences)	Not Started	Medium	CMO	M08 2026

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Facility maintenance and equipment reliability failures	COO	Regular preventive maintenance scheduling and backup systems.
2	Supply chain and vendor reliability	COO	Diversify vendor base and maintain safety stock of critical items.
3	Scheduling conflicts and overbooking	COO	Robust calendar management and overlap buffers; dedicated operations lead.
4	Staffing and talent retention	CFO	Cross-training and incentive-based scheduling; maintain on-call roster.
5	Quality control of guest experience	CPO	Standardized packages with checklists and QA reviews post-events.

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Licensing and permits compliance	CFO	Track and renew all licenses annually; maintain regulatory liaison.
2	Food safety and catering regulations	CFO	Implement HACCP plan; regular health audits and staff training.
3	Contractual and liability regulations	CLO	Standardize contract templates; consult CLO for risk clauses.
4	Data privacy and attendee information	CIO	Adopt data governance policy; train staff; ensure DPIAs.
5	Intellectual property and image usage	CLO	Obtain licenses or permissions; maintain usage records.

Sources: Company's Proprietary Assessment

Core Risks & Mitigation Strategies

3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market penetration and client acquisition delays	CMO	Enhance marketing mix; leverage partnerships; optimize pricing moves
2	Brand differentiation and perceived value	CMO	Showcase unique packages; invest in storytelling and visuals
3	Dependency on key suppliers and partners	CPO	Diversify vendor base; establish SLAs and backup options
4	Economic downturn affecting discretionary spending	CFO	Create flexible packages; offer value-added experiences
5	Regulatory or permitting changes affecting events	CIO	Monitor regulations; engage with local authorities; compliant practices

4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Cash flow volatility	CFO	Implement robust cash flow forecasting and maintain a secured credit line.
2	Credit risk from clients	CFO	Require timely deposits and flexible cancellation terms with penalties.
3	Rising operating costs	CFO	Negotiate fixed or indexed contracts and maintain contingency budget.
4	Budget overrun on events	CFO	Standardize packages, strict cost controls, and real-time reporting.
5	Funding runway for growth phases	CFO	Phased investment plan and pursue strategic partnerships and grants.

5. Other general risks

#	Risk Type	Area	Mitigation Strategy
1	Market sensitivity to discretionary spending	CFO	Diversify packages; offer non-wedding events to offset peaks
2	Seasonality and peak-time concentration	CFO	Create off-season promos; promote weekday events
3	Brand reputation risk	CSO	Implement robust service standards; proactive guest care
4	Vendor dependency risk	CPO	Establish multiple vetted vendor networks; SLAs in place
5	Supply chain disruption risk	CFO	Maintain buffer stock; diversify suppliers; contingency plans

Market Overview (TAM, SAM and SOM)

Target Available Market (TAM)	Golf Courses & Country Clubs Subindustry	$ 31,300,000k	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 8.00%
Service Available Market (SAM)	0.01%	As a small wedding/event venue with 292k in capital, Rosewood Manor operates in a highly competitive US market. Its SAM should reflect a focused, regional share of the national TAM for weddings and private celebrations. Given capacity limits, seasonality, and service scope, a conservative estimate targets about 0.01% of TAM, equating to a few million...	
Service Obtainable Market Y1-Y3 (SOM)	Year 1 13.99500% Year 2 18.40000% Year 3 22.10000%	With a capital base of 0.292k USDk in a 3,130k USD SAM, the first-year SOM is set at 9.33%, reflecting a realistic slice for a boutique events venue in a fragmented market. Gradual, conservative expansion is planned: 11.50% in year 2 and 13.00% in year 3, as marketing, referrals, and partnerships build traction among SMEs and bridal clients. The market is...	

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 $ 292k

Y1 Cash Flow Stream (thnd USD)	Inflows	Outlows
Gross Profit	285	
Payroll Expenses		53
Rent & Utilities		26
Marketing and Branding		18
Communication Expenses		9
CAPEX		302
Legal and Professional Fees		9
Office supplies		4
Representation and Entert.		4
Training and Development		4
Other Miscellaneous		4
CAPEX & WC shortage Y1		149
Buffer		143
Total Required Investment (thnd USD)		292

Payroll Expenses
12.13%

Rent & Utilities
6.06%

Marketing and Branding
4.04%

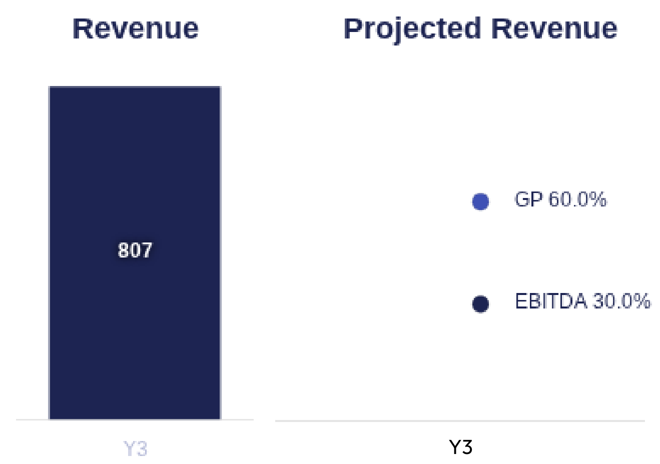
Communication Expenses
2.02%

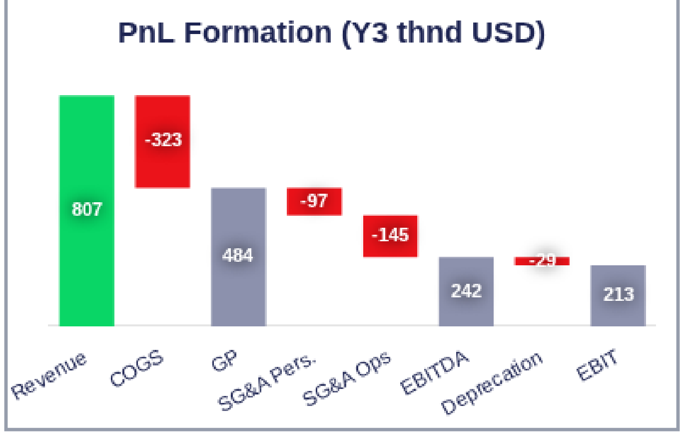
CAPEX
69.68%

Other
6.06%

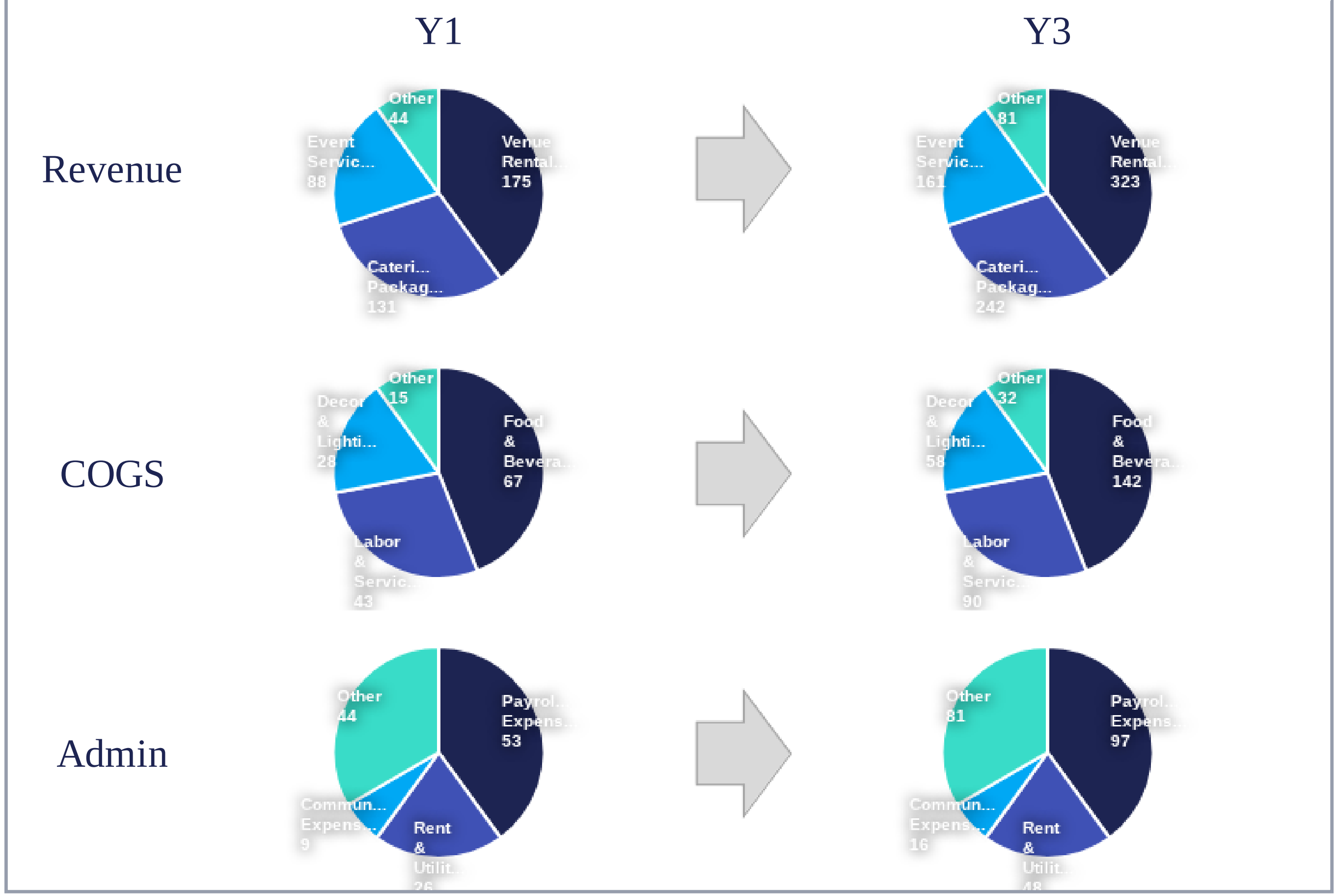
Financials Dashboard

Y3 PL formation and Margins





Business Line Breakdown (thnd USD)

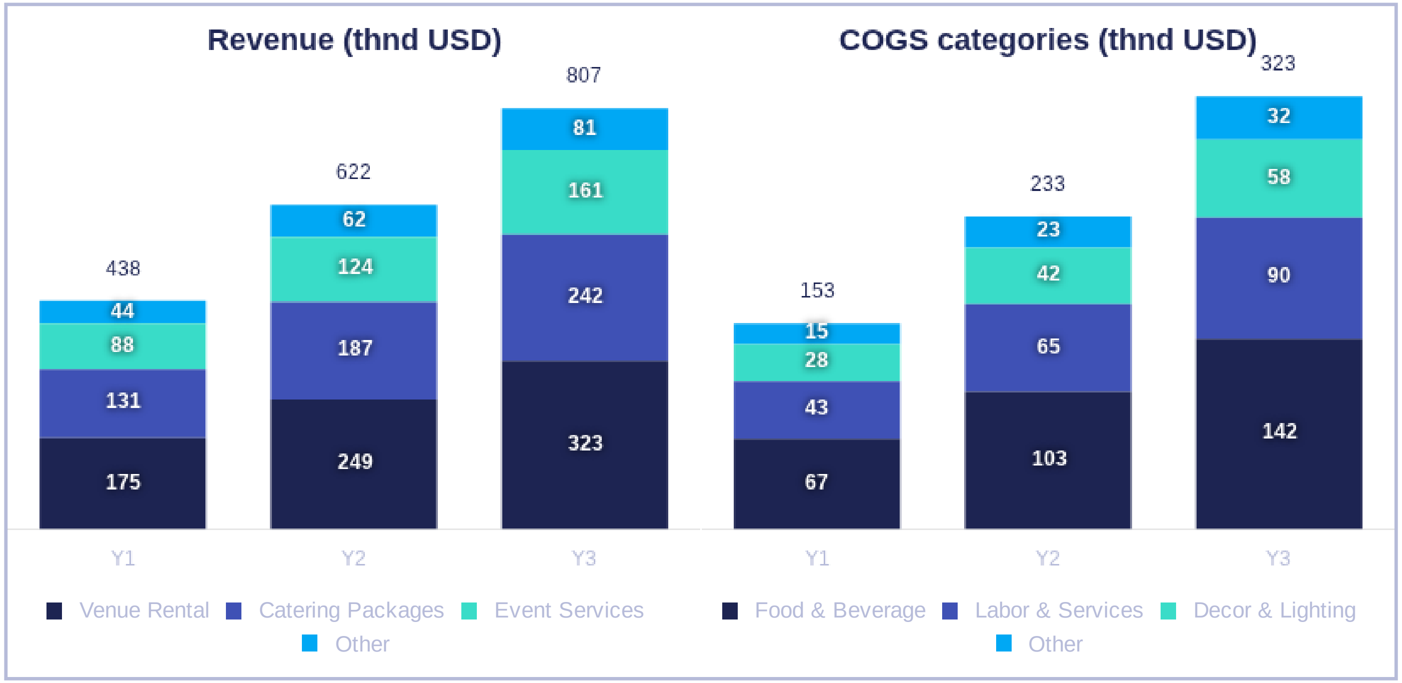


Revenue Formation Narrative

Rosewood Manor Events targets a total addressable market of 31,300,000k USD within the Other Amusement and Recreation Industries, translating its boutique positioning into a focused revenue opportunity for weddings, engagements, and private celebrations. The service mix is anchored by four lines of business: Venue Rental, Catering Packages, Event Services, and Other, contributing 40, 30, 20, and 10 respectively to annual revenue. The SAM represents a narrow, regional slice of the national TAM, reflecting capacity constraints, seasonality, and the bespoke service model; the narrative behind the SAM emphasizes a disciplined go-to-market with targeted planners, local marketing, and partnerships to capture steady demand. Initial traction is modeled by Year 1 revenue of 292.029k USD, growing to 388.746k USD in Year 2 and 474.608k USD in Year 3, supported by a capital base of 292k USD to enable branding, package development, and enhanced service capabilities. Yearly market share advances are defined as 9 in Year 1, 12 in Year 2, and 13 in Year 3, reflecting measured expansion through referrals, regional partnerships, and selective promotions. The revenue contribution by each line of business is aligned with the stated percentages, with Venue Rental delivering 40, Catering Packages delivering 30, Event Services delivering 20, and Other delivering 10. This narrative frames a prudent, scalable path to revenue growth in a fragmented market, leveraging core strengths in venue appeal, bespoke catering options, and event services to capture incremental share without overextending operating capacity.

$ 807k Y3 Projected Revenue

0.00% Market Share



Revenue Calculation Details

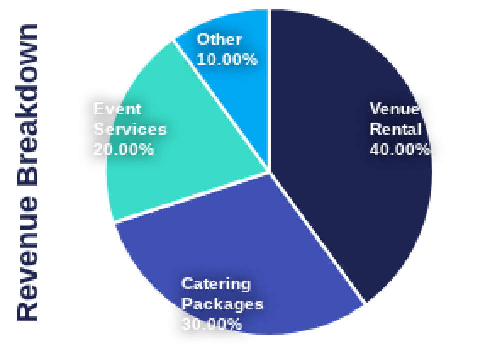
Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Venue Rental	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*	*40.00%*
Catering Packages	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*	*30.00%*
Event Services	*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	*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%*
Venue Rental	11	11	11	13	13	13	16	16	16	18	18	18	175	249	323
Catering Packages	8	8	8	10	10	10	12	12	12	14	14	14	131	187	242
Event Services	5	5	5	7	7	7	8	8	8	9	9	9	88	124	161
Other	3	3	3	3	3	3	4	4	4	5	5	5	44	62	81
Total Revenue (thnd USD)	27	27	27	33	33	33	40	40	40	46	46	46	438	622	807

Total revenue is expected to reach $ 807k by year 3.

Main revenue driver are:

- Venue Rental which generates $ 323k by Year 3
- Catering Packages which generates $ 242k by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 35.72 %



COGS Calculation Details

COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Food & Beverage	*15.40%*	*15.40%*	*15.40%*	*15.40%*	*15.40%*	*15.40%*	*15.40%*	*15.40%*	*15.40%*	*15.40%*	*15.40%*	*15.40%*	*15.40%*	*16.50%*	*17.60%*
Labor & Services	*9.80%*	*9.80%*	*9.80%*	*9.80%*	*9.80%*	*9.80%*	*9.80%*	*9.80%*	*9.80%*	*9.80%*	*9.80%*	*9.80%*	*9.80%*	*10.50%*	*11.20%*
Decor & Lighting	*6.30%*	*6.30%*	*6.30%*	*6.30%*	*6.30%*	*6.30%*	*6.30%*	*6.30%*	*6.30%*	*6.30%*	*6.30%*	*6.30%*	*6.30%*	*6.75%*	*7.20%*
Other	*3.50%*	*3.50%*	*3.50%*	*3.50%*	*3.50%*	*3.50%*	*3.50%*	*3.50%*	*3.50%*	*3.50%*	*3.50%*	*3.50%*	*3.50%*	*3.75%*	*4.00%*

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Food & Beverage	4	4	4	5	5	5	6	6	6	7	7	7	67	103	142
Labor & Services	3	3	3	3	3	3	4	4	4	4	4	4	43	65	90
Decor & Lighting	2	2	2	2	2	2	3	3	3	3	3	3	28	42	58
Other	1	1	1	1	1	1	1	1	1	2	2	2	15	23	32
Total COGS (thnd USD)	10	10	10	11	11	11	14	14	14	16	16	16	153	233	323

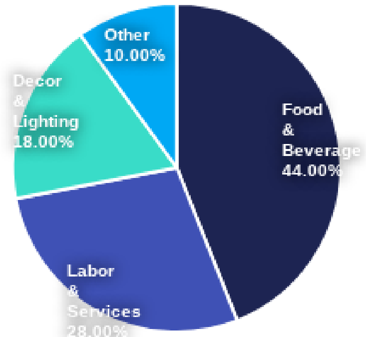
Total COGS is expected to reach '$ 323k by year 3.

Main revenue driver are:

- Food & Beverage which generates $ 142k by Year 3
- Labor & Services which generates $ 90k by Year 3

Expected CAGR for total COGS in Y1-Y3 is 45.09 %

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	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%	12.00%
Rent & Utilities	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%
Communication Expenses	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%
Office supplies	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Legal and Professional Fees	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%
Marketing and Branding	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%
Representation and Entertainment	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Training and Development	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Other Miscellaneous	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%

Payroll Expenses	3	3	3	4	4	4	5	5	5	5	5	5	53	75	97
Rent & Utilities	2	2	2	2	2	2	2	2	2	3	3	3	26	37	48
Communication Expenses	1	1	1	1	1	1	1	1	1	1	1	1	9	12	16
Office supplies	0	0	0	0	0	0	0	0	0	0	0	0	4	6	8
Legal and Professional Fees	1	1	1	1	1	1	1	1	1	1	1	1	9	12	16
Marketing and Branding	1	1	1	1	1	1	2	2	2	2	2	2	18	25	32
Representation and Entertainment	0	0	0	0	0	0	0	0	0	0	0	0	4	6	8
Training and Development	0	0	0	0	0	0	0	0	0	0	0	0	4	6	8
Other Miscellaneous	0	0	0	0	0	0	0	0	0	0	0	0	4	6	8
Total SG&A (thnd USD)	8	8	8	10	10	10	12	12	12	14	14	14	131	187	242

PaT Expectations

Income Statement (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	**27**	**27**	**27**	**33**	**33**	**33**	**40**	**40**	**40**	**46**	**46**	**46**	**438**	**622**	**807**
Venue Rental	11	11	11	13	13	13	16	16	16	18	18	18	175	249	323
Catering Packages	8	8	8	10	10	10	12	12	12	14	14	14	131	187	242
Event Services	5	5	5	7	7	7	8	8	8	9	9	9	88	124	161
Other	3	3	3	3	3	3	4	4	4	5	5	5	44	62	81
COGS	**-10**	**-10**	**-10**	**-11**	**-11**	**-11**	**-14**	**-14**	**-14**	**-16**	**-16**	**-16**	**-153**	**-233**	**-323**
Food & Beverage	-4	-4	-4	-5	-5	-5	-6	-6	-6	-7	-7	-7	-67	-103	-142
Labor & Services	-3	-3	-3	-3	-3	-3	-4	-4	-4	-4	-4	-4	-43	-65	-90
Decor & Lighting	-2	-2	-2	-2	-2	-2	-3	-3	-3	-3	-3	-3	-28	-42	-58
Other	-1	-1	-1	-1	-1	-1	-1	-1	-1	-2	-2	-2	-15	-23	-32
Gross Profit	18	18	18	21	21	21	26	26	26	30	30	30	285	389	484
SG&A Personal Expenses	-3	-3	-3	-4	-4	-4	-5	-5	-5	-5	-5	-5	-53	-75	-97
SG&A Operating Expenses	-5	-5	-5	-6	-6	-6	-7	-7	-7	-8	-8	-8	-79	-112	-145
EBITDA	10	10	10	11	11	11	14	14	14	16	16	16	153	202	242
Depreciation	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-2	-29	-29	-29
EBIT	7	7	7	9	9	9	12	12	12	14	14	14	124	173	213
Interest Expense	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-5	-5	-5
Profit before Tax	7	7	7	9	9	9	11	11	11	13	13	13	120	168	208
Tax	-2	-2	-2	-2	-2	-2	-3	-3	-3	-3	-3	-3	-31	-44	-54
Profit after Tax (thnd USD)	5	5	5	6	6	6	8	8	8	10	10	10	89	125	154

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	31	40	47	53	64	72	79	93	104	115	130	148	148	290	449
Accounts Receivable	27	27	27	33	33	33	40	40	40	46	46	46	46	65	84
Inventory	10	10	11	11	11	14	14	14	16	16	16	15	15	20	34
Prepaid Expenses	2	2	3	3	3	4	4	4	4	4	4	3	3	5	8
Deferred Tax Assets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current Assets	70	80	89	100	112	123	137	151	164	180	196	211	211	379	575
Facility improvements and renovations	70	69	69	69	69	68	68	68	67	67	67	67	67	63	60
Event spaces and landscaping upgrades	90	89	89	88	88	87	87	86	86	85	85	84	84	78	72
Kitchen and catering equipment	89	89	88	87	86	86	85	84	83	83	82	81	81	72	63
IT, AV, and software systems	51	50	49	49	48	47	46	45	44	43	42	42	42	31	21
Non-Current Assets	300	297	295	292	290	288	285	283	280	278	276	273	273	244	215
Total Assets	370	377	384	393	401	410	422	433	445	458	471	485	485	624	790
Accounts Payable	2	2	2	3	3	3	4	4	4	4	4	4	4	6	8
Short-Term Loans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accrued Interest Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Deferred Tax Liabilities	2	4	5	8	10	12	15	18	21	24	28	31	31	44	54
Current Liabilities	5	6	8	11	13	15	19	22	25	29	32	36	36	50	62
Loans and Other Borrowings	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68
Non-Current Liabilities	68	68	68	68	68	68	68	68	68	68	68	68	68	68	68
Total Liabilities	73	75	77	79	82	84	87	90	93	97	101	104	104	118	131
Paid-In Capital	292	292	292	292	292	292	292	292	292	292	292	292	292	292	292
Retained Earnings	-	-	-	-	-	-	-	-	-	-	-	-	-	89	213
Current Period Earnings	5	10	15	21	28	34	43	51	59	69	79	89	89	125	154
Total Equity	297	302	307	313	320	326	335	343	351	361	371	381	381	505	659

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	46	31	40	47	53	64	72	79	93	104	115	130	-	148	290
Cash from Sales of Goods / Services	-	27	27	27	33	33	33	40	40	40	46	46	392	603	788
Payments to Employees / Vendors	-15	-18	-20	-21	-21	-24	-25	-26	-28	-29	-30	-28	-295	-424	-576
Advances Paid / Received	-	-	-0	-	-	-1	-	-	-0	-	-	1	-3	-1	-3
Taxes Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-31	-44
Interest Paid	-	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-4	-5	-5
CF from Operating Activities	-15	9	7	6	11	8	7	14	11	11	16	18	89	142	159
Acquisition of															
Facility improvements and renovations	-	-	-	-	-	-	-	-	-	-	-	-	-70	-	-
Event spaces and landscaping upgrades	-	-	-	-	-	-	-	-	-	-	-	-	-90	-	-
Kitchen and catering equipment	-	-	-	-	-	-	-	-	-	-	-	-	-90	-	-
IT, AV, and software systems	-	-	-	-	-	-	-	-	-	-	-	-	-52	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-302	-	-
Loans Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	68	-	-
Investments Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	292	-	-
CF from Financing Activities	-	-	-	-	-	-	-	-	-	-	-	-	360	-	-
Ending Balance	31	40	47	53	64	72	79	93	104	115	130	148	148	290	449

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	46	31	40	47	53	64	72	79	93	104	115	130	-	148	290
EBIT	7	7	7	9	9	9	12	12	12	14	14	14	124	173	213
Δ Receivables & Prepaids	-27	-	-0	-5	-	-1	-7	-	-0	-5	-	1	-49	-20	-22
Δ Payables	2	-	-	0	-	-	1	-	-	0	-	-	4	2	2
Δ Inventory	-	-	-2	-	-	-3	-	-	-2	-	-	1	-15	-6	-13
Δ Depreciation	2	2	2	2	2	2	2	2	2	2	2	2	29	29	29
Tax Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-31	-44
Interest Expenses	-	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-4	-5	-5
CF from Operating Activities	-15	9	7	6	11	8	7	14	11	11	16	18	89	142	159
Acquisition of															
Facility improvements and renovations	-	-	-	-	-	-	-	-	-	-	-	-	-70	-	-
Event spaces and landscaping upgrades	-	-	-	-	-	-	-	-	-	-	-	-	-90	-	-
Kitchen and catering equipment	-	-	-	-	-	-	-	-	-	-	-	-	-90	-	-
IT, AV, and software systems	-	-	-	-	-	-	-	-	-	-	-	-	-52	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-302	-	-
Loans Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	68	-	-
Investments Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	292	-	-
CF from Financing Activities	-	-	-	-	-	-	-	-	-	-	-	-	360	-	-
Ending Balance	31	40	47	53	64	72	79	93	104	115	130	148	148	290	449

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

- 1. RE 12.91%
  - 2. RF 4.29%
    - 2.1. TSY Bond 4.64%
    - 2.2. Country Risk 0.35%
  - 3. Adj ERP 4.62%
    - 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 1.01
      - 3.2.1. Tax rate 26.00% and D/E Ratio 0.33
      - 3.2.2. Unlevered β 0.81
  - 4. Illiquidity Discount 4.00%

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/

Sources: Aswath Damodaran, Investing.com

Business Valuation

DCF	(thnd USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
	Profit after Tax	**89**	**125**	**154**	**167**	**180**	**194**	**210**
	Growth% Y4-Y7				8.00%	8.00%	8.00%	8.00%
	Growth% Y7	3.50%						
	WACC'	**12.91%**						
	PV Y1-Y7 at Y0	78	98	107	102	98	94	90
	PV Y7 --> Y0	987						
	NPV (thnd USD)	1,654						

Assumed 3Y Survival Rate	50%

Final Valuation	$ 827k

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 12.91 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 8.00 %, which is consistent with the market Compound Annual Growth Rate (CAGR) trend. Beyond year 7, the cash flows are assumed to grow at a long-term growth rate of 3.50 %.

To account for the inherent risks associated with a start-up venture, the Firm Value is adjusted using the historical survival rate of newly established firms. As indicated by the study conducted by Aswath Damodaran, there was approximately 50% probability of survival for Information sector companies. 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	$ 807k	$ 928k	$ 686k	$ 807k	$ 807k	$ 807k	$ 807k
	Gross Profit Y3	$ 484k	$ 557k	$ 411k	$ 549k	$ 420k	$ 484k	$ 484k
	GP Margin	60%	60%	60%	68%	52%	60%	60%
	EBITDA Y3	$ 242k	$ 278k	$ 206k	$ 307k	$ 178k	$ 242k	$ 242k
	EBITDA Margin	30%	30%	30%	38%	22%	30%	30%
	Net Profit Y3	$ 154k	$ 181k	$ 127k	$ 202k	$ 106k	$ 154k	$ 154k
	Profit Margin	19%	20%	19%	25%	13%	19%	19%
	Final Valuation	$ 827k	$ 972k	$ 682k	$ 1,080k	$ 575k	$ 970k	$ 720k

Sources: Company's Proprietary Information

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

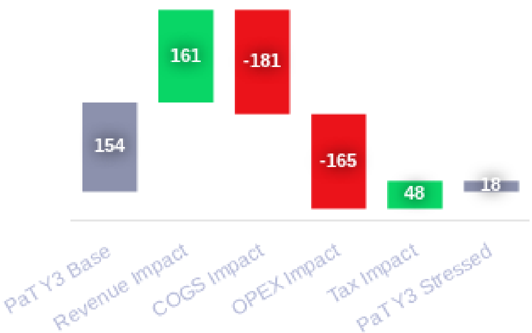
Story

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.

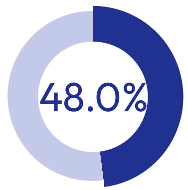
KPIs impact

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

Results

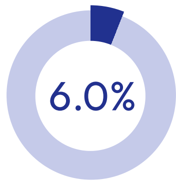


$ 107k Valuation	**$ 968k** Revenue Y3
$ 58k EBITDA	**$ 18k** Profit After Tax



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.

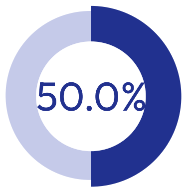
Scenario Name	Story
The Perfect Storm	This scenario simulates the convergence of adverse market conditions and rising operational challenges. A sharp downturn in market demand coincides with increased costs due to inflation and supply chain disruptions. The combination results in a dual hit to both top-line 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%

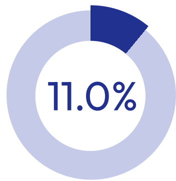
Results

$ 164k Valuation	$ 726k Revenue Y3
$ 80k EBITDA	$ 34k 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	$ 350k	$ 394k	$ 416k	$ 460k	$ 482k	$ 526k	$ 399k	$ 412k	$ 425k	$ 451k	$ 464k	$ 477k
	Y2	$ 498k	$ 560k	$ 591k	$ 653k	$ 684k	$ 746k	$ 566k	$ 585k	$ 603k	$ 641k	$ 659k	$ 678k
	Y3	$ 645k	$ 726k	$ 766k	$ 847k	$ 888k	$ 968k	$ 734k	$ 758k	$ 783k	$ 831k	$ 855k	$ 879k
Gross Profit	Y1	$ 228k	$ 256k	$ 270k	$ 299k	$ 313k	$ 342k	$ 259k	$ 268k	$ 276k	$ 293k	$ 302k	$ 310k
	Y2	$ 311k	$ 350k	$ 369k	$ 408k	$ 428k	$ 466k	$ 354k	$ 365k	$ 377k	$ 400k	$ 412k	$ 424k
	Y3	$ 387k	$ 436k	$ 460k	$ 508k	$ 533k	$ 581k	$ 441k	$ 455k	$ 470k	$ 499k	$ 513k	$ 528k
GP Margin	Y1	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%
	Y2	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%	63%
	Y3	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%
EBITDA	Y1	$ 123k	$ 138k	$ 146k	$ 161k	$ 169k	$ 184k	$ 140k	$ 144k	$ 149k	$ 158k	$ 163k	$ 167k
	Y2	$ 162k	$ 182k	$ 192k	$ 212k	$ 222k	$ 243k	$ 184k	$ 190k	$ 196k	$ 208k	$ 214k	$ 220k
	Y3	$ 194k	$ 218k	$ 230k	$ 254k	$ 266k	$ 290k	$ 220k	$ 228k	$ 235k	$ 249k	$ 257k	$ 264k
EBITDA Margin	Y1	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%	35%
	Y2	32%	33%	33%	33%	32%	33%	33%	33%	33%	32%	32%	33%
	Y3	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Net Profit	Y1	$ 66k	$ 77k	$ 83k	$ 94k	$ 100k	$ 111k	$ 78k	$ 82k	$ 85k	$ 92k	$ 95k	$ 99k
	Y2	$ 95k	$ 110k	$ 117k	$ 132k	$ 140k	$ 155k	$ 111k	$ 116k	$ 120k	$ 129k	$ 134k	$ 138k
	Y3	$ 118k	$ 136k	$ 145k	$ 163k	$ 172k	$ 190k	$ 138k	$ 143k	$ 149k	$ 160k	$ 165k	$ 170k
Profit Margin	Y1	19%	20%	20%	20%	21%	21%	20%	20%	20%	20%	21%	21%
	Y2	19%	20%	20%	20%	20%	21%	20%	20%	20%	20%	20%	20%
	Y3	18%	19%	19%	19%	19%	20%	19%	19%	19%	19%	19%	19%
Final Valuation		$ 634k	$ 730k	$ 779k	$ 876k	$ 924k	$ 1,021k	$ 740k	$ 769k	$ 798k	$ 856k	$ 885k	$ 914k

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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