Business Plan

& Valuation Presentation

Contents

OUR
VISION & MISSION

Our Mission

Royal Ember Casino provides a premier, safe, and entertaining destination where guests can enjoy a diverse mix of table games, slots, live performances, and dining. By delivering exceptional service, expertly trained staff, responsible gaming practices, and engaging events, the organization creates memorable experiences that attract and retain guests, support local communities, and uphold the highest standards of integrity and hospitality.

Our Vision

Royal Ember Casino aspires to be the leading entertainment destination in its region, recognized for outstanding guest experiences, innovative entertainment, and responsible gaming leadership. By continuously elevating the mix of gaming, dining, and performances, the venue aims to redefine leisure as a refined, inclusive, and immersive experience that inspires loyalty, stimulates local economy, and sets new benchmarks in arts, entertainment, and recreation within the gambling industry.

Summary Financials Dashboard

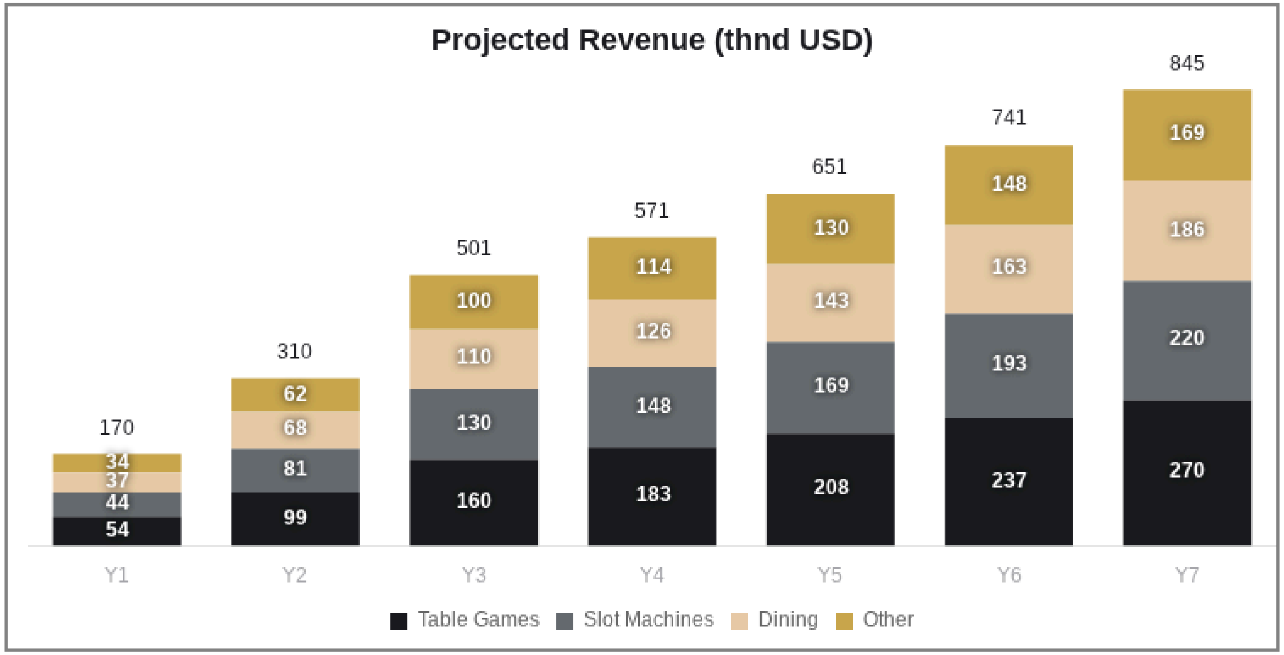
Key performance indicators
(Base Scenario Y3)

$ 501k
Revenue

$ 381k
Gross Profit

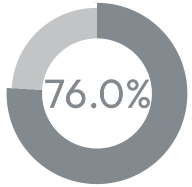
$ 281k
EBITDA

0.00%
Target Market Share

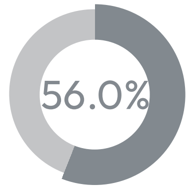


Margins
(Stabilized by Y3)

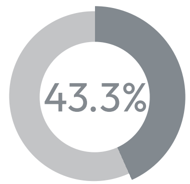
GP Margin



EBITDA Margin



PbT Margin



Project Phases

Phase 1 — Foundation and

Phase 2 — Core Expansion and

Phase 3 — New

Phase 4 — Long-Term

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 $ 314k

Y1 CAPEX $ 313k

WC $ 16k

About the Company: General Overview

Royal Ember Casino operates as a premier destination within the gambling industry, bringing together table games, slot machines, live entertainment, and dining into a singular, immersive experience. The venue offers classic options such as blackjack, roulette, poker, and baccarat in a comfortable and well-appointed setting, complemented by organized tournaments, themed evenings, and a rewarding loyalty program that recognizes frequent visitors. Emphasizing guest engagement, the casino also hosts a range of live entertainment options designed to enhance the overall atmosphere and encourage extended visits. A focus on responsible gaming, supported by trained staff and clear policies, underpins the commitment to a safe and enjoyable environment for patrons. Through careful management of atmosphere, service quality, and entertainment diversity, Royal Ember Casino aims to attract a broad clientele, from casual players to seasoned enthusiasts, while maintaining high standards of compliance and customer care. Positioned within the Arts, Entertainment, and Recreation sector, the establishment seeks to be a respected venue that blends gaming excitement with social and culinary experiences, contributing to a dynamic entertainment ecosystem. The result is a versatile destination that supports sustained customer engagement and repeat visitation.

The Main Phases: Projects & Impacts

01 Phase 1 — Foundation and MVP

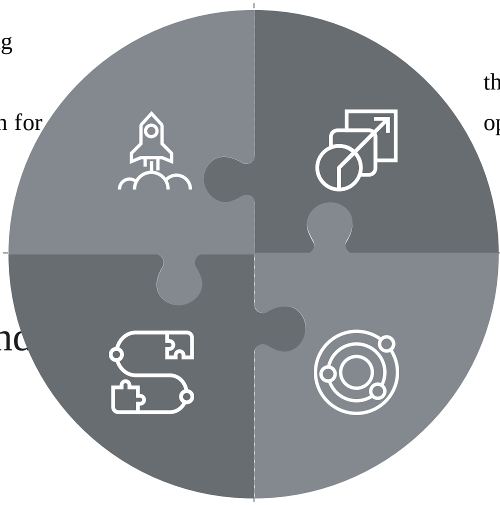
Phase I.

Royal Ember Casino establishes a foundation with a cohesive gaming and hospitality offer, launching core table games, slots, live entertainment, and dining to create a compelling, reliable destination for guests and loyalty programs.

03 Phase 3 — New Revenue Streams

Phase III

New profit streams emerge as Royal Ember explores tournaments, themed events, and integrated loyalty rewards at scale, while optimizing operations and exploring partnerships to monetize ancillary experiences.



02 Phase 2 — Core Expansion and Market Defense

Phase II

The casino enhances the core experience by expanding game variety, improving service, and broadening marketing to grow the customer base, defending market share while exploring sustainable, incremental growth.

04 Phase 4 — Long-Term Transformative Plays

Phase IV.

Ambitious, high-risk opportunities are considered, such as entertainment-driven ventures, brand collaborations, or immersive experiential projects, positioning the group for long-term transformation beyond traditional gambling.

Product Impact on Core Stakeholders

Main Stakeholder	Product Benefits
Guests / Patrons	Individuals who visit Royal Ember Casino for gaming, dining, and live entertainment, whose experience directly influences revenue and reputation.
Employees and Frontline Staff	Team members across gaming, hospitality, and operations who deliver service, ensure safety, and drive guest satisfaction.
Shareholders / Investors	Owners and financial backers interested in sustainable profitability, risk management, and long-term value creation.
Regulators and Licensing Authorities	Authorities overseeing gaming and safety standards, ensuring compliance, responsible gaming, and fair operations.
Suppliers and Partners	Vendors, game developers, food and beverage suppliers, and event partners who enable the offerings and growth.
Local Community	Residents and local businesses affected by tourism, employment, and the cultural impact of entertainment and hospitality activities.
Industry Bodies and Industry Peers	Gaming commissions, trade associations, and fellow operators that influence best practices, industry standards, and collaboration opportunities.

Sources: Company's Proprietary Assessment

Key Performance Components

Competitive Advantage

Comprehensive Entertainment Hub

Royal Ember Casino combines table games, slot machines, live entertainment, and dining in one destination, offering a seamless, multifaceted guest experience that differentiates it from standalone venues and drives cross-category spending.

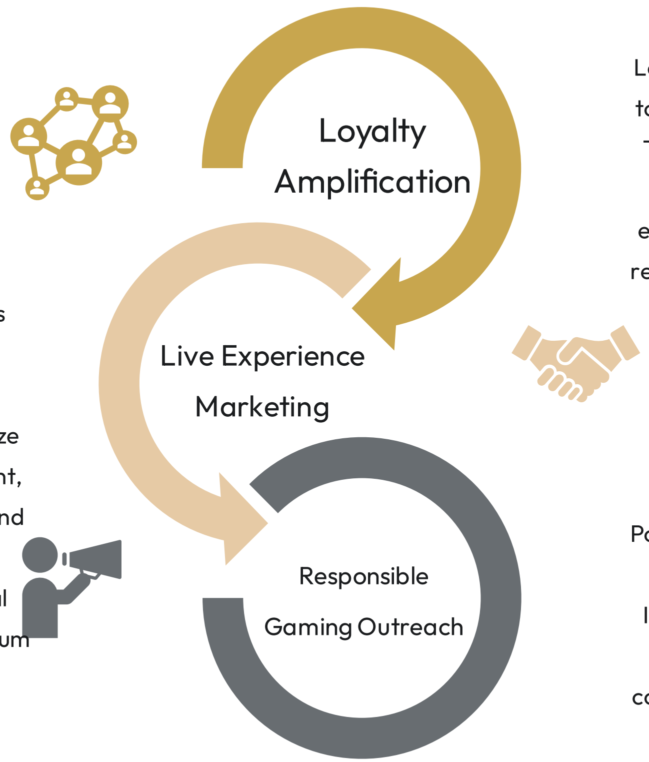
Experiential Loyalty Programs

The casino's tournaments, themed evenings, and tiered rewards cultivate repeat visitation, increase average spend, and boost customer lifetime value through personalized perks and exclusive access.

Safe, Trusted Environment

Dedicated trained staff and responsible gaming policies create a secure, welcoming atmosphere, reinforcing brand trust and encouraging longer stays, higher play, and positive word-of-mouth.

Marketing and Growth Strategy



Leverage the existing rewards program to boost guest retention and cross-puel. The strategy emphasizes personalized offers, tiered benefits, and exclusive events to convert first-time visitors into repeat players across table games, slots, and dining.

Showcase Royal Ember's entertainment and tournaments through targeted campaigns. Utilize behind-the-scenes content, influencer partnerships, and live-streamed events to attract local and regional audiences seeking a premium casino experience.

Position the brand as trusted and safe by promoting responsible gaming. Implement proactive communications, staff training highlights, and collaborations with gaming regulators to build confidence among guests and partners.

Target Groups

	Industries	Description
I	Casual Casino Guests	First-time and infrequent visitors seeking a convenient, entertaining destination with a mix of table games, slots, dining, and live entertainment in a safe environment.
II	Loyal Local Patrons	Residents within a short radius who regularly visit for rewards programs, special events, and reliable service, contributing steady steady revenue and word-of-mouth growth.
III	High-Limit and VIP Players	Affluent customers who participate in exclusive experiences, premium gaming spaces, personalized service, and tailored comps as part of a prestige-facing segment.
IV	Tourists and Weekend Break Seekers	Travelers seeking a comprehensive leisure experience—gambling, live shows, dining, and nightlife—in a single destination during vacations or weekend getaways.
V	Tournament and Competitive Players	Players motivated by tournaments and competitive events, attracted by structured formats, prizes, and social engagement around gaming challenges.
VI	Family and Friends Event Seekers	Groups attending themed evenings, live entertainment, and dining experiences together, looking for multi-activity nights with a safe, responsible environment.
VII	Strategic Partners and Sponsors	Brands, event organizers, and hospitality collaborators seeking joint ventures, sponsorship opportunities, and cross-promotions within a diversified entertainment destination.

Sources: Company's Proprietary Assessment

Painpoints & Solutions

Solution from Phase I to Phase IV

	1	2	3	4	5	6	7
Painpoints	Limited cohesive guest journey	Inconsistent service quality	Limited data-driven marketing	Restricted game variety and pacing	Operational inefficiencies	Moderate guest acquisition in a competitive market	Limited monetization of ancillary experiences
	Guests must navigate separate offerings (gaming, dining, entertainment) without a unified experience, reducing dwell time and overall spend.	Variations in service levels across tables, slots, dining, and entertainment can frustrate guests and erode loyalty.	Fragmented guest data hinders personalized marketing, reducing the effectiveness of promotions and loyalty programs.	A constrained mix of games and slow table turnover can limit guest satisfaction and visitation frequency.	High operating costs and slow processes impact profitability and guest throughput across dining, gaming floors, and entertainment logistics.	Market saturation and strong regional competition make attracting new guests challenging.	Non-gaming experiences (tournaments, themed nights, loyalty redemptions) are underutilized for revenue generation.
Solution	Create an integrated guest journey through a single, branded venue map, unified loyalty rewards, and synchronized event calendars to encourage longer visits and higher spend per guest.	Implement standardized service protocols, staff training, and real-time service quality monitoring to ensure consistent, premium guest experiences.	Deploy an integrated CRM and data analytics platform to unify guest profiles, enable personalized offers, and optimize loyalty rewards.	Expand game variety (new table formats, diverse slots, high-traffic tournaments) and optimize pit staffing to improve pacing and excitement.	Implement streamlined operations with lean workflows, digital ordering, and centralized supplier management to reduce costs and boost throughput.	Scale targeted, data-driven marketing campaigns, inclusive promotions, and partnership events to differentiate the venue and attract new visitors.	Package and price ancillary experiences, create tiered loyalty rewards, and monetize partnerships to unlock new revenue streams.

Strategic Analysis: SWOT

Strength

Established brand presence in Gambling Industries with a comprehensive entertainment complex, including table games, slots, dining, and live shows. Strong loyalty program enhances guest retention.

Weaknesses

High operational costs due to staffing, security, and compliance; dependence on tourism cycles; perceived gambling stigma may limit broader appeal.

Opportunities

Expand tournaments, themed nights, and partnerships with performers; leverageResponsible Gaming initiatives to attract safety-conscious patrons; grow online slots or digital engagement complementary to on-site experiences.

Threats

Regulatory changes and tightening gaming laws; economic downturn affecting discretionary spending; fierce competition from online casinos and new entertainment venues; reputational risks from incidents or algorithmic bias in promotions.

Pestel: Analysis

P	E	S	T	E	L
Political 8 / 10	Economic 7 / 10	Social 6 / 10	Technological 7 / 10	Environmental 5 / 10	Legal 7 / 10
Regulatory Landscape: Licensing, permits, and compliance impact operations and costs.	Consumer Spending: discretionary spending affects casino visitation and bets placed.	Entertainment Trends: demand for experiences, themed events, and live performances.	Security Tech: advanced surveillance and data analytics enhance safety and personalization.	Waste & Energy: energy efficiency and waste management reduce costs and footprint.	Gaming Law: compliance with wagering, age-verification, and betting regulations.
Public Policy: Anti-money laundering and responsible gaming standards shape practices.	Tourism Cycles: regional tourism trends drive room, dining, and gaming demand.	Customer Loyalty: reward programs influence repeat visits and brand affinity.	Mobile & Digital: digital platforms support memberships, promotions, and payments.	Sustainable Sourcing: eco-friendly dining and vendor practices appeal to guests.	Labor & Safety: employee safety, licensing, and fair labor standards.

Royal Ember Casino's success hinges on stringent regulation compliance, robust customer experience, and effective risk management across technology and operations.

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 combination of diverse gaming options, live entertainment, dining, and loyalty programs exploits demand for a comprehensive entertainment destination and enhances guest experience.

Value

V

Yes

No

Competitive Disadvantage

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

Integrated venue with extensive amenities and loyalty programs is relatively rare among peers, limiting direct replication.

Rarity

R

Yes

No

Competitive Parity

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

High capital costs, regulated environment, brand reputation, and trained staff create significant barriers to imitation.

Imitability

I

Yes

No

Temporary Competitive Advantage

Is the firm organized to exploit the resource or capability?

Operational capabilities, governance, and customer service systems are aligned to leverage the integrated offering and loyalty initiatives.

Organization

O

Yes

No

Unused Competitive Advantage

Royal Ember Casino possesses valuable, relatively rare, and hard-to-imitate capabilities; organized to exploit them, supporting sustained competitive advantage in entertainment-focused gambling.

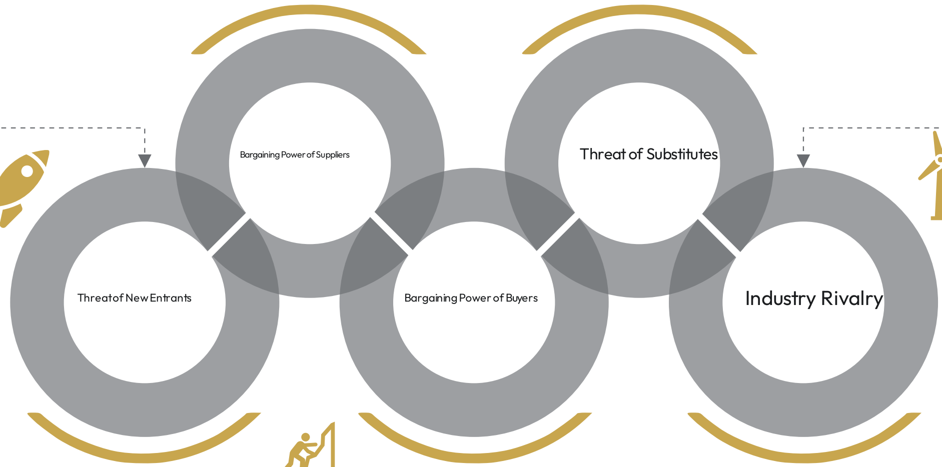
Sustainable Competitive Advantage

Porter’s Five Forces: Analysis

Low to Moderate; diverse suppliers for gaming equipment, entertainment, and food; few critical exclusive suppliers can raise costs.

Moderate; online gambling, entertainment venues, and home gaming offer alternatives but in-person casino experience remains unique.

Moderate; regulatory hurdles and capital needs deter entry, yet digital/online platforms lower barriers.



High; intense competition among casinos, location factors, and frequent promotions drive aggressive strategies.

Moderate; loyal patrons and loyalty programs reduce price sensitivity, but competition limits perceived value.

Royal Ember Casino faces strong rivalry and moderate supplier/buyer dynamics; regulatory and capital considerations shape profitability in the non-hotel casino segment.

High
Moderate
Low

Management Team

Overview

Overview

Overview

Overview

History & Roadmap

Dec 2027

Stage 6: Sustainability & Growth

Implement sustainable practices and regional expansion planning.

Sep 2027

Stage 5: Digital Integration

Develop mobile app for bookings, rewards, and live event access.

May 2027

Stage 4: Loyalty & Marketing

Roll out tiered loyalty rewards, themed events, and promotions.

Feb 2027

Stage 3: Gaming Portfolio

Introduce new table games, slot selections, and tournaments platform.

Nov 2026

Stage 2: Service Expansion

Launch enhanced dining, lounge, and live entertainment experiences.

Aug 2026

Stage 1: Foundation

Secure licensing, implement responsible gaming program, and complete facility upgrades.

Current Status .

Initial concept completed; regulatory groundwork and venue readiness underway.

Organizational and Marketing Tasks

#	Check List Item	Status	Priority	Area	ETA
General Planning and Organization					
1	Establish corporate governance and charter	Not Started	High	CEO	1 month
2	Define financial framework and budgeting process	Not Started	High	CFO	1 month
3	Create initial branding and market positioning	Not Started	Medium	CMO	4 weeks
4	Develop project management and PMO setup	Not Started	Medium	COO	3 weeks
5	Compliance and licensing gap analysis	Not Started	High	CLO	2 months
6	Risk management framework and safety policies	Not Started	High	CRO	8 weeks
7	Technology and data security baseline	Not Started	Medium	CIO	2 months
8	Talent and leadership succession planning	Not Started	Low	CSO	3 months
Marketing					
1	Develop a brand positioning and messaging framework for Royal Ember Casino	Not Started	High	CMO	2 weeks
2	Launch multi-channel awareness campaign focusing on core offerings (table games, slots, live entertainment, dining)	Not Started	High	CMO	6 weeks
3	Design and implement a loyalty rewards program framework and tier structure	Not Started	High	CBO	1 month
4	Create a phase-based customer acquisition plan by market segments and geographies	Not Started	Medium	CSO	1 month
5	Develop content calendar and digital creative assets (website, social, video)	Not Started	Medium	CMO	4 weeks
6	Establish partnerships and sponsorships for tournaments and themed events	Not Started	Medium	CRO	2 months
7	Set up tracking and analytics for campaign performance (KPIs, attribution, dashboards)	Not Started	High	CIO	3 weeks
8	Compliance and responsible gaming communications integrated into marketing materials	Not Started	High	CLO	2 weeks

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
	Phase 1 & Technical Set Up for next Phases				
1	Define founding business model and value proposition	Not Started	High	CEO	M07 2026
2	Secure initial capital and funding plan	Not Started	High	CFO	M07 2026
3	Obtain necessary gaming licenses and regulatory approvals for Phase 1 MVP	Not Started	High	CRO	M08 2026
4	Define MVP scope for core table games, slots, dining, and live entertainment	Not Started	High	CPO	M08 2026
5	Develop initial vendor and supplier contracts (equipment, entertainment, food & beverage) </tasks_phase1_5_priority HIGH	Not Started	High	CIO	M08 2026
6	Design loyalty program foundations and guest journey map	Not Started	Medium	CIO	M09 2026
7	Recruit core executive leadership team and define governance structure	Not Started	Medium	CEO	Q3 2026
8	Establish initial safety, compliance, and responsible gaming framework	Not Started	High	CLO	M09 2026
	Phase 2				
1	Expand gaming portfolio and table game enhancements	Not Started	High	CFO	Q4 2026
2	Improve guest service and hospitality standards	Not Started	High	COO	Q3 2026
3	Marketing expansion and audience reach	Not Started	Medium	CMO	Q4 2026
4	Loyalty program optimization and tiering	Not Started	Medium	CPO	M09 2026
5	Expand slot machine variety and progressive jackpots	Not Started	Medium	CIO	M08 2026
6	Enhance live entertainment integration and scheduling	Not Started	Low	CSO	M10 2026
7	Tactical partnerships with vendors and suppliers	Not Started	Low	CLO	Q1 2027
8	Compliance and responsible gaming program upgrades	Not Started	High	CRO	Q4 2026

Overview of Phases

#	Check List Item	Status	Priority	Area	ETA
Phase 3					
1	Launch annual Royal Ember Tournament series	Not Started	High	CRO	M08 2026
2	Develop themed event calendar and integrated loyalty rewards pilot	Not Started	High	CMO	M09 2026
3	Negotiate partnerships for sponsorships and prize support	Not Started	Medium	CFO	Q1 2027
4	Create esports and social gaming crossover experience	Not Started	Low	CTO	Q3 2026
5	Prototype integrated loyalty rewards across tournaments and events	Not Started	High	CPO	M11 2026
6	Design and pilot premium experiential packages (VIP/event bundles)	Not Started	Medium	CSO	M12 2026
7	Implement data analytics for event ROI and guest segmentation	Not Started	High	CIO	Q2 2027
8	Regulatory and responsible gaming controls for events and tournaments	Not Started	High	CLO	Q4 2026
Phase 4					
1	Strategic entertainment partnership scouting	Not Started	High	CRO	Q3 2026
2	Brand collaboration framework and governance	Not Started	High	CFO	Q4 2026
3	Immersive experiences feasibility study	Not Started	Medium	CTO	Q1 2027
4	Entertainment-driven venue concept validation	Not Started	Medium	CEO	Q2 2027
5	Strategic partnerships pipeline for experiential projects	Not Started	Medium	CIO	Q3 2027
6	Capital raise and funding plan for transformative plays	Not Started	High	CFO	Q4 2027
7	Regulatory and licensing risk assessment for large-scale ventures	Not Started	High	CLO	Q3 2026
8	Executive governance and risk committee setup	Not Started	Low	COO	M07 2026

Core Risks & Mitigation Strategies

1. Operation and maintenance risks

#	Risk Type	Area	Mitigation Strategy
1	Equipment and IT system failures	CIO	Implement redundant systems and regular preventive maintenance.
2	Equipment and venue maintenance delays	COO	Maintain service contracts and buffer spare parts inventory.
3	Cybersecurity threats and data breach	CIO	Enforce multi-layer security, regular pentests, and incident response plan.
4	Power outages and utility reliability	CFO	Invest in backup generators and energy management systems.
5	Supply chain disruption for hospitality services	CPO	Diversify suppliers and maintain safety stock and contingency plans.

2. Regulatory and legal risks

#	Risk Type	Area	Mitigation Strategy
1	Licensing and permit delays or denials	CFO	Engage early with regulators; maintain up-to-date compliance dossier.
2	Anti-money laundering (AML) and financial crime risk	CFO	Implement robust KYC/AML processes and regular audits.
3	Data privacy and protection compliance	CIO	Adopt privacy-by-design, conduct DPIAs, regular staff training.
4	Advertising and promotion restrictions	CMO	Develop compliant marketing calendar and audit promotional content.
5	Responsible gaming and capacity limits	CRO	Strengthen self-exclusion, limit-setting, staff training, and reporting.

Sources: Company's Proprietary Assessment

Core Risks & Mitigation Strategies

3. Strategic/Market Risk

#	Risk Type	Area	Mitigation Strategy
1	Market saturation and competitive displacement	CSO	Differentiate through unique experiences and loyalty programs
2	Shifts in consumer gambling preferences	CIO	Invest in data-driven guest insights and hybrid experiences
3	Regulatory changes and licensing risk	CLO	Proactive regulatory intelligence and flexible compliance programs
4	Economic downturn affecting discretionary spend	CFO	Diversify revenue mix and optimize pricing and promotions
5	Risks from phase transitions and new ventures	CEO	Stage-gated investment with clear ROI milestones

4. Finance risk

#	Risk Type	Area	Mitigation Strategy
1	Liquidity Risk	CFO	Maintain minimum liquidity targets with quarterly cash flow forecasts.
2	Funding Availability Risk	CFO	Diversify funding sources and establish banking relationships early.
3	FX/Interest Rate Risk	CFO	Hedge strategies and fixed-rate financing where appropriate.
4	Capital Allocation Risk	CFO	Implement stage-gated investment reviews with ROI benchmarks.
5	Revenue Seasonality/Volatility	CFO	Improve working capital planning and diversify revenue streams.

5. Other general risks

#	Risk Type	Area	Mitigation Strategy
1	Reputational risk from high-profile incidents	CEO	Proactive crisis PR and continuous monitoring of sentiment
2	Cybersecurity and data privacy exposure	CIO	Adopt robust security controls and regular audits
3	Supply chain disruption for hospitality amenities	COO	Diversified suppliers and contingency inventory planning
4	Talent attraction and retention challenges	CHRO	Competitive compensation and clear career paths
5	Dependence on discretionary entertainment spend	CMO	Diversified revenue mix and value-tier offerings

Sources: Company's Proprietary Assessment

Market Overview (TAM, SAM and SOM)

Target Available Market (TAM)	Subindustry	$ 22,700,000k	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 13.95%
Service Available Market (SAM)	0.01%	Given Royal Ember Casino's capital of 314k and focus on non-hotel casino activities, market reach is realistically limited to a sliver of the US Amusement, Gambling, and Recreation TAM. Regulatory licensing, venue footprint, and competitive intensity in established casino hubs constrain scale. A conservative SAM acknowledges local/regional opportunities,...	
Service Obtainable Market Y1-Y3 (SOM)	Year 1 7.50000% Year 2 12.00000% Year 3 17.00000%	Given a SAM of 0.01% of a 22,700,000k USD TAM, a capital base of 0.314k USDk constrains initial share. In a competitive US non-hotel casino sector, entry focuses on niche customer loyalty, targeted promotions, and lean ops. Year 1 targets a modest 5% of SAM, expanding gradually as brand presence and partnerships mature. By Year 2, aim for ~7.5...	

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 $ 314k

Y1 Cash Flow Stream (thnd USD)	Inflows	Outlows
Gross Profit	134	
Payroll Expenses		16
Rent & Utilities		4
Marketing and Branding		3
Representation and Entert.		2
CAPEX		313
Legal and Professional Fees		1
Training and Development		1
Other Miscellaneous		1
Communication Expenses		0
Office supplies		0
CAPEX & WC shortage Y1		208
Buffer		106
Total Required Investment (thnd USD)		314

Payroll Expenses
4.78%

Rent & Utilities
1.04%

Marketing and Branding
0.78%

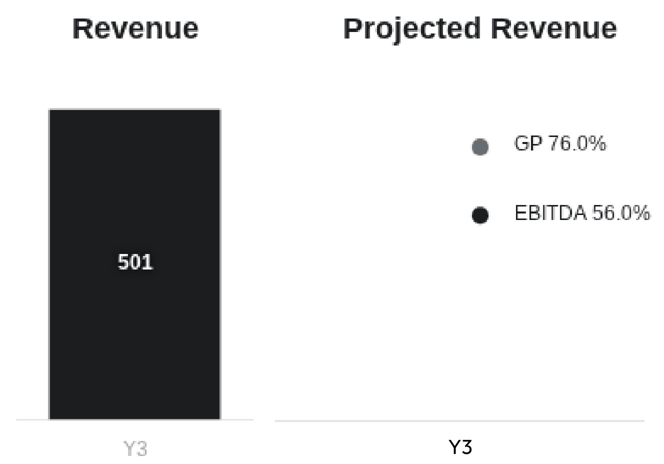
Representation and Entert.
0.61%

CAPEX
91.31%

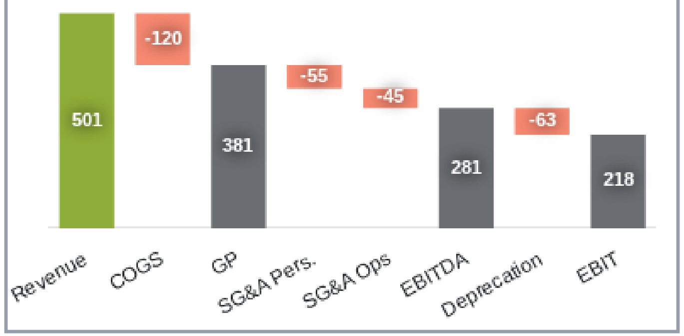
Other
1.47%

Financials Dashboard

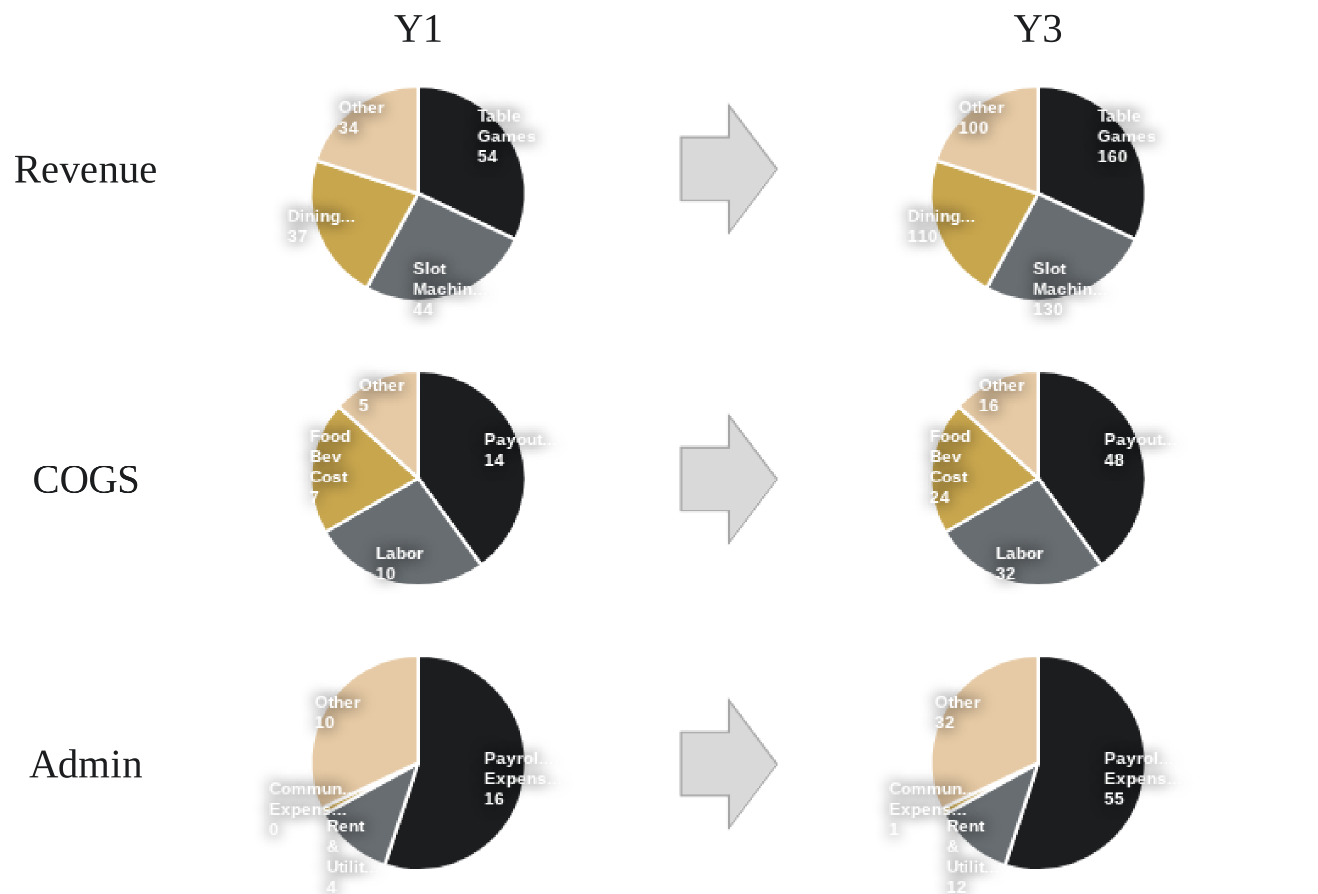
Y3 PL formation and Margins



PnL Formation (Y3 thnd USD)



Business Line Breakdown (thnd USD)

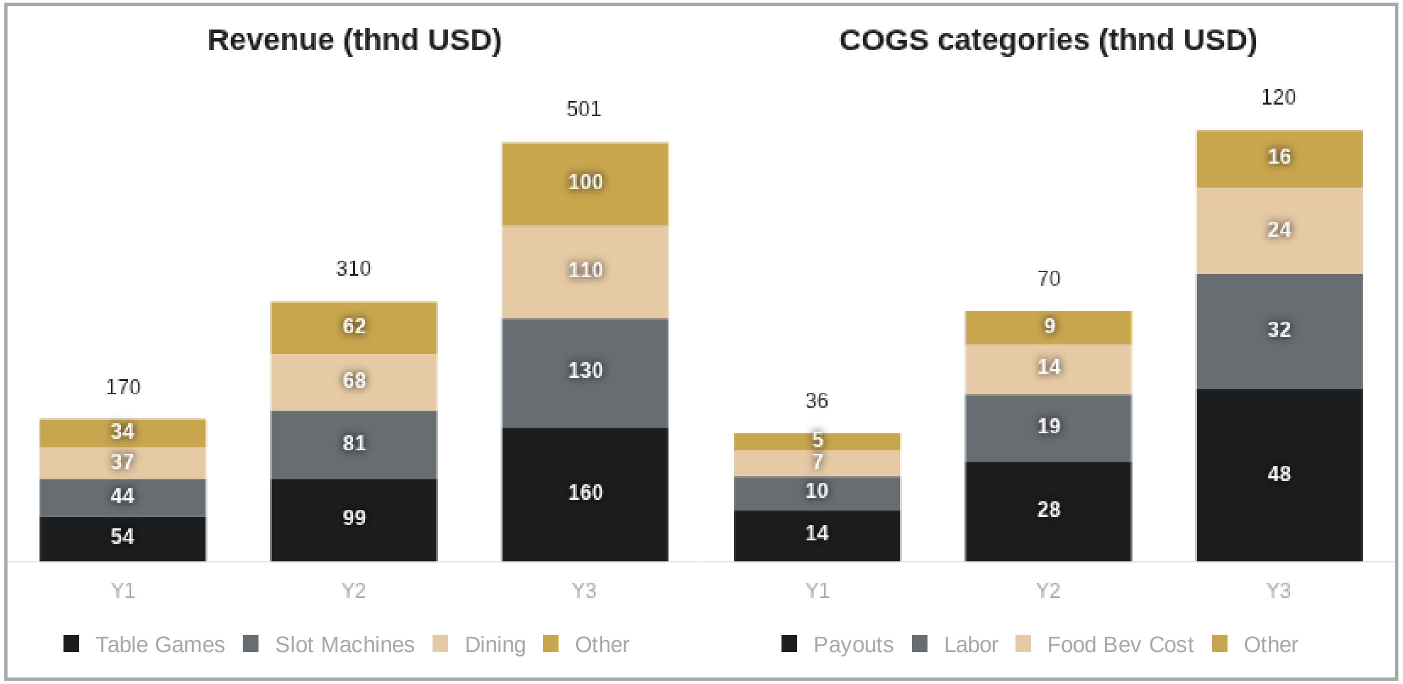


Revenue Formation Narrative

Royal Ember Casino targets the 22,700,000k USD addressable market in the Gambling Industries sector, driven by a multi-venue focus on table games, slot machines, live entertainment, and dining within the Non-Hotel Casinos sub-industry. The revenue model comprises four lines of business with defined contribution shares: Table Games at 32, Slot Machines at 26, Dining at 22, and Other at 20, creating a diversified mix that smooths seasonality and promotional swings. The TAM stands at 22,700,000k USD, while the SAM is scoped to 0 of the TAM, reflecting regulatory and footprint constraints and a lean operating model housed in a capital-efficient, non-hotel casino format. The SOM progress is forecast to reach 5 in Year 1, increasing to 8 in Year 2 and 10 in Year 3, aligning with capacity expansion, stronger brand partnerships, and enhanced cross-sell within the venue. Projected revenues reflect this trajectory: 113.5k USD, 186.083k USD, and 271.185k USD across the three-year horizon, with annual growth driven by loyalty programs, tournaments, and themed events that incentivize repeat visitation. The four LOBs contribute proportionally as follows: Table Games at 32, Slot Machines at 26, Dining at 22, and Other at 20, enabling a resilient revenue mix while maintaining margin discipline. The capital requirement is 314k USD, supporting targeted market entry, licensing, and initial footprint buildout. This revenue narrative emphasizes scalable, disciplined growth within the approved market and capital framework, balancing near-term profitability with long-term brand and cross-sell potential.

$ 501k Y3 Projected Revenue

0.00% Market Share



Revenue Calculation Details

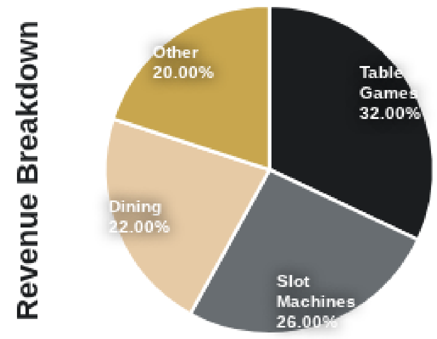
Revenue Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Table Games	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*	*32.00%*
Slot Machines	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*	*26.00%*
Dining	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*	*22.00%*
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%*
Table Games	3	3	3	4	4	4	5	5	5	6	6	6	54	99	160
Slot Machines	3	3	3	3	3	3	4	4	4	5	5	5	44	81	130
Dining	2	2	2	3	3	3	3	3	3	4	4	4	37	68	110
Other	2	2	2	3	3	3	3	3	3	4	4	4	34	62	100
Total Revenue (thnd USD)	11	11	11	13	13	13	16	16	16	18	18	18	170	310	501

Total revenue is expected to reach $ 501k by year 3.

Main revenue driver are:

- Table Games which generates $ 160k by Year 3
- Slot Machines which generates $ 130k by Year 3

Expected CAGR for total Revenue in Y1-Y3 is 71.56 %



COGS Calculation Details

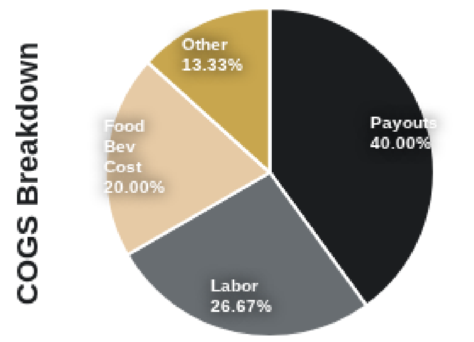
COGS Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payouts	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*8.40%*	*9.00%*	*9.60%*
Labor	*5.60%*	*5.60%*	*5.60%*	*5.60%*	*5.60%*	*5.60%*	*5.60%*	*5.60%*	*5.60%*	*5.60%*	*5.60%*	*5.60%*	*5.60%*	*6.00%*	*6.40%*
Food Bev Cost	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.20%*	*4.50%*	*4.80%*
Other	*2.80%*	*2.80%*	*2.80%*	*2.80%*	*2.80%*	*2.80%*	*2.80%*	*2.80%*	*2.80%*	*2.80%*	*2.80%*	*2.80%*	*2.80%*	*3.00%*	*3.20%*
Payouts	1	1	1	1	1	1	1	1	1	1	1	1	14	28	48
Labor	1	1	1	1	1	1	1	1	1	1	1	1	10	19	32
Food Bev Cost	0	0	0	1	1	1	1	1	1	1	1	1	7	14	24
Other	0	0	0	0	0	0	0	0	0	0	0	0	5	9	16
Total COGS (thnd USD)	2	2	2	3	3	3	3	3	3	4	4	4	36	70	120

Total COGS is expected to reach '$ 120k by year 3.

Main revenue driver are:

- Payouts which generates $ 48k by Year 3
- Labor which generates $ 32k by Year 3

Expected CAGR for total COGS in Y1-Y3 is 83.40 %



SG&A Calculation Details

OPEX Formation	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Payroll Expenses	*9.63%*	*9.63%*	*9.63%*	*9.63%*	*9.63%*	*9.63%*	*9.63%*	*9.63%*	*9.63%*	*9.63%*	*9.63%*	*9.63%*	*9.63%*	*10.31%*	*11.00%*
Rent & Utilities	*2.10%*	*2.10%*	*2.10%*	*2.10%*	*2.10%*	*2.10%*	*2.10%*	*2.10%*	*2.10%*	*2.10%*	*2.10%*	*2.10%*	*2.10%*	*2.25%*	*2.40%*
Communication Expenses	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.19%*	*0.20%*
Office supplies	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.17%*	*0.19%*	*0.20%*
Legal and Professional Fees	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.94%*	*1.00%*
Marketing and Branding	*1.58%*	*1.58%*	*1.58%*	*1.58%*	*1.58%*	*1.58%*	*1.58%*	*1.58%*	*1.58%*	*1.58%*	*1.58%*	*1.58%*	*1.58%*	*1.69%*	*1.80%*
Representation and Entertainment	*1.23%*	*1.23%*	*1.23%*	*1.23%*	*1.23%*	*1.23%*	*1.23%*	*1.23%*	*1.23%*	*1.23%*	*1.23%*	*1.23%*	*1.23%*	*1.31%*	*1.40%*
Training and Development	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.94%*	*1.00%*
Other Miscellaneous	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.87%*	*0.94%*	*1.00%*

Payroll Expenses	1	1	1	1	1	1	2	2	2	2	2	2	16	32	55
Rent & Utilities	0	0	0	0	0	0	0	0	0	0	0	0	4	7	12
Communication Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
Office supplies	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
Legal and Professional Fees	0	0	0	0	0	0	0	0	0	0	0	0	1	3	5
Marketing and Branding	0	0	0	0	0	0	0	0	0	0	0	0	3	5	9
Representation and Entertainment	0	0	0	0	0	0	0	0	0	0	0	0	2	4	7
Training and Development	0	0	0	0	0	0	0	0	0	0	0	0	1	3	5
Other Miscellaneous	0	0	0	0	0	0	0	0	0	0	0	0	1	3	5
Total SG&A (thnd USD)	2	2	2	2	2	2	3	3	3	3	3	3	30	58	100

PaT Expectations

Income Statement (thnd USD)	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3
Revenue	**11**	**11**	**11**	**13**	**13**	**13**	**16**	**16**	**16**	**18**	**18**	**18**	**170**	**310**	**501**
Table Games	3	3	3	4	4	4	5	5	5	6	6	6	54	99	160
Slot Machines	3	3	3	3	3	3	4	4	4	5	5	5	44	81	130
Dining	2	2	2	3	3	3	3	3	3	4	4	4	37	68	110
Other	2	2	2	3	3	3	3	3	3	4	4	4	34	62	100
COGS	**-2**	**-2**	**-2**	**-3**	**-3**	**-3**	**-3**	**-3**	**-3**	**-4**	**-4**	**-4**	**-36**	**-70**	**-120**
Payouts	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-14	-28	-48
Labor	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-10	-19	-32
Food Bev Cost	-0	-0	-0	-1	-1	-1	-1	-1	-1	-1	-1	-1	-7	-14	-24
Other	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-5	-9	-16
Gross Profit	8	8	8	10	10	10	12	12	12	14	14	14	134	241	381
SG&A Personal Expenses	-1	-1	-1	-1	-1	-1	-2	-2	-2	-2	-2	-2	-16	-32	-55
SG&A Operating Expenses	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-13	-26	-45
EBITDA	7	7	7	8	8	8	10	10	10	11	11	11	105	182	281
Depreciation	-5	-5	-5	-5	-5	-5	-5	-5	-5	-5	-5	-5	-63	-63	-63
EBIT	1	1	1	3	3	3	4	4	4	6	6	6	42	120	218
Interest Expense	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-1	-1	-1
Profit before Tax	1	1	1	3	3	3	4	4	4	6	6	6	41	119	217
Tax	-0	-0	-0	-1	-1	-1	-1	-1	-1	-1	-1	-1	-11	-31	-56
Profit after Tax (thnd USD)	1	1	1	2	2	2	3	3	3	4	4	4	30	88	161

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	9	16	22	27	35	42	49	59	68	76	87	97	97	250	474
Accounts Receivable	11	11	11	13	13	13	16	16	16	18	18	18	18	32	52
Inventory	2	2	3	3	3	3	3	3	4	4	4	4	4	8	13
Prepaid Expenses	0	0	1	1	1	1	1	1	1	1	1	1	1	1	2
Deferred Tax Assets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Current Assets	23	29	35	43	51	59	69	78	88	98	109	120	120	291	541
Gaming Floor & Slot Machine Fixtures	89	87	86	84	83	81	80	78	77	75	74	72	72	54	36
Table Games & Live Dealer Equipment	74	73	71	70	69	68	66	65	64	63	61	60	60	45	30
Security, IT, and Surveillance Systems	69	68	67	65	64	63	62	61	60	58	57	56	56	42	28
Facilities, Interiors & Furniture	77	75	74	73	72	70	69	68	66	65	64	62	62	47	31
Non-Current Assets	308	303	297	292	287	282	276	271	266	261	256	250	250	188	125
Total Assets	330	332	333	335	338	341	345	349	354	359	365	370	370	479	666
Accounts Payable	0	0	0	1	1	1	1	1	1	1	1	1	1	1	2
Short-Term Loans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Accrued Interest Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Deferred Tax Liabilities	0	1	1	2	2	3	4	5	6	8	9	11	11	31	56
Current Liabilities	1	1	1	2	3	4	5	6	7	9	10	11	11	32	59
Loans and Other Borrowings	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Non-Current Liabilities	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Total Liabilities	15	16	16	17	17	18	19	21	22	23	25	26	26	47	73
Paid-In Capital	314	314	314	314	314	314	314	314	314	314	314	314	314	314	314
Retained Earnings	-	-	-	-	-	-	-	-	-	-	-	-	-	30	118
Current Period Earnings	1	2	3	5	7	8	12	15	18	22	26	30	30	88	161
Total Equity	315	316	317	319	321	322	326	329	332	336	340	344	344	432	593

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	13	9	16	22	27	35	42	49	59	68	76	87	-	97	250
Cash from Sales of Goods / Services	-	11	11	11	13	13	13	16	16	16	18	18	153	296	481
Payments to Employees / Vendors	-4	-4	-5	-5	-5	-6	-6	-6	-6	-7	-7	-7	-69	-131	-225
Advances Paid / Received	-	-	-0	-	-	-0	-	-	-0	-	-	-0	-1	-1	-1
Taxes Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-11	-31
Interest Paid	-	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-1	-1	-1
CF from Operating Activities	-4	6	6	6	8	7	7	10	9	9	11	10	82	153	224
Acquisition of															
Gaming Floor & Slot Machine Fixtures	-	-	-	-	-	-	-	-	-	-	-	-	-90	-	-
Table Games & Live Dealer Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-75	-	-
Security, IT, and Surveillance Systems	-	-	-	-	-	-	-	-	-	-	-	-	-70	-	-
Facilities, Interiors & Furniture	-	-	-	-	-	-	-	-	-	-	-	-	-78	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-313	-	-
Loans Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	15	-	-
Investments Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	314	-	-
CF from Financing Activities	-	-	-	-	-	-	-	-	-	-	-	-	329	-	-
Ending Balance	9	16	22	27	35	42	49	59	68	76	87	97	97	250	474

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	13	9	16	22	27	35	42	49	59	68	76	87	-	97	250
EBIT	1	1	1	3	3	3	4	4	4	6	6	6	42	120	218
Δ Receivables & Prepaids	-11	-	-0	-2	-	-0	-3	-	-0	-2	-	-0	-19	-15	-21
Δ Payables	0	-	-	0	-	-	0	-	-	0	-	-	1	1	1
Δ Inventory	-	-	-0	-	-	-1	-	-	-0	-	-	-1	-4	-3	-5
Δ Depreciation	5	5	5	5	5	5	5	5	5	5	5	5	63	63	63
Tax Paid	-	-	-	-	-	-	-	-	-	-	-	-	-	-11	-31
Interest Expenses	-	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-0	-1	-1	-1
CF from Operating Activities	-4	6	6	6	8	7	7	10	9	9	11	10	82	153	224
Acquisition of															
Gaming Floor & Slot Machine Fixtures	-	-	-	-	-	-	-	-	-	-	-	-	-90	-	-
Table Games & Live Dealer Equipment	-	-	-	-	-	-	-	-	-	-	-	-	-75	-	-
Security, IT, and Surveillance Systems	-	-	-	-	-	-	-	-	-	-	-	-	-70	-	-
Facilities, Interiors & Furniture	-	-	-	-	-	-	-	-	-	-	-	-	-78	-	-
CF from Investing Activities	-	-	-	-	-	-	-	-	-	-	-	-	-313	-	-
Loans Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	15	-	-
Investments Received / Paid	-	-	-	-	-	-	-	-	-	-	-	-	314	-	-
CF from Financing Activities	-	-	-	-	-	-	-	-	-	-	-	-	329	-	-
Ending Balance	9	16	22	27	35	42	49	59	68	76	87	97	97	250	474

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 11.91%
  - 2. RF 4.29%
    - 2.1. TSY Bond 4.64%
    - 2.2. Country Risk 0.35%
  - 3. Adj ERP 3.62%
    - 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 0.79
      - 3.2.1. Tax rate 26.00% and D/E Ratio 0.40
      - 3.2.2. Unlevered β 0.61
  - 4. Illiquidity Discount 4.00%

Sources: Aswath Damodaran, web search

Cost of Capital: CAPM Inputs

Methodology

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

Additional Assumptions

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

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

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

Survival of new establishments

	Proportion of firms that were started in 1998 that survived through						
	Year 1	*Year 2*	*Year 3*	*Year 4*	*Year 5*	*Year 6*	*Year 7*
Natural resources	82.33%	69.54%	59.41%	49.56%	43.43%	39.96%	36.68%
Construction	80.69%	65.73%	53.56%	42.59%	36.96%	33.36%	29.96%
Manufacturing	84.19%	68.67%	56.98%	47.41%	40.88%	37.03%	33.91%
Transportation	82.58%	66.82%	54.70%	46.68%	38.21%	34.12%	31.02%
Information	80.75%	62.85%	49.49%	37.70%	31.24%	28.29%	24.78%
Financial activities	84.09%	69.57%	58.56%	49.24%	43.93%	40.34%	36.90%
Business services	82.32%	66.82%	55.13%	44.28%	38.11%	34.46%	31.08%
Health services	85.59%	72.83%	63.73%	55.37%	50.09%	46.47%	43.71%
Leisure	81.15%	64.99%	53.61%	43.76%	38.11%	34.54%	31.40%
Other services	80.72%	64.81%	53.32%	43.88%	37.05%	32.33%	28.77%
All firms	81.24%	65.77%	54.29%	44.36%	38.29%	34.44%	31.18%

http://pages.stern.nyu.edu/~adamodar/New_Home_Page/datafile/ctryprem.html https://pages.stern.nyu.edu/~adamodar/pdfiles/papers/younggrowth.pdf http://pages.stern.nyu.edu/~adamodar/

Sources: Aswath Damodaran, Investing.com

Business Valuation

DCF

(thnd USD)	Y1	Y2	Y3	Y4	Y5	Y6	Y7
Profit after Tax	**30**	**88**	**161**	**183**	**208**	**238**	**271**
Growth% Y4-Y7				13.95%	13.95%	13.95%	13.95%
Growth% Y7	5.60%						
WACC'	**11.91%**						
PV Y1-Y7 at Y0	27	70	115	117	119	121	123
PV Y7 --> Y0	2,061						
NPV (thnd USD)	2,752						

Assumed 3Y Survival Rate	50%

Final Valuation	$ 1,376k

The valuation is conducted using the Discounted Cash Flow (DCF) method. In this method, the projected cash flows for a period of 7 years, along with a terminal value, are discounted at a rate of 11.91 % to determine the Firm Value.

Starting from year 3 onwards, the cash flows are estimated to grow at a rate of 9.30 %, which is consistent with the market Compound Annual Growth Rate (CAGR) trend. Beyond year 7, the cash flows are assumed to grow at a long-term growth rate of 3.50 %.

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

It is important to note that if the company can successfully navigate through its initial three years of operation, it is expected to have a significantly higher likelihood of becoming a going concern. This underscores the importance of demonstrating resilience and establishing a solid foundation during the critical early stages of the business.

Sources: Company's Proprietary Planning

Scenario Analysis: Narrative

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

KPI	Scenario	Narrative	KPI affected by
Revenue	Positive	This scenario reflects a favorable market environment or a strategic breakthrough, leading to higher projected revenue. It showcases the potential rewards of scaling and innovative approaches.	higher by 15%
	Negative	This scenario accounts for challenging conditions such as economic downturns or market disruptions, forecasting a potential revenue decrease. It emphasizes the importance of adaptability and risk management.	lower by 15%
COGS	Positive	This scenario demonstrates the benefits of operational efficiency or cost-saving strategies, resulting in reduced COGS. It highlights the value of innovation in supply chain and operations.	lower by 20%
	Negative	This scenario addresses rising costs due to external pressures, resulting in an increase in COGS. It underlines the need for proactive cost-control measures.	higher by 20%
Discount Rate (RoE)	Positive	This scenario assumes a decrease in the discount rate (RoE) due to improved market conditions, lower perceived risk, or favorable macroeconomic factors. A lower discount rate increases the present value of future cash flows, enhancing the...	lower by 10%
		This scenario models an increase in the discount rate (RoE) driven by higher market risk, macroeconomic instability, or industry-	

Scenario Analysis: Results

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

Scenario Analysis			Revenue		COGS		Discount Rate	
	KPIs	Base	Positive	Negative	Positive	Negative	Positive	Negative
Input	Revenue	no impact	15%	-15%	no impact	no impact	no impact	no impact
	COGS	no impact	no impact	no impact	-20%	20%	no impact	no impact
	RoE	no impact	no impact	no impact	no impact	no impact	-10%	10%
Output	Revenue Y3	$ 501k	$ 576k	$ 426k	$ 501k	$ 501k	$ 501k	$ 501k
	Gross Profit Y3	$ 381k	$ 438k	$ 324k	$ 405k	$ 357k	$ 381k	$ 381k
	GP Margin	76%	76%	76%	81%	71%	76%	76%
	EBITDA Y3	$ 281k	$ 323k	$ 239k	$ 305k	$ 257k	$ 281k	$ 281k
	EBITDA Margin	56%	56%	56%	61%	51%	56%	56%
	Net Profit Y3	$ 161k	$ 192k	$ 129k	$ 178k	$ 143k	$ 161k	$ 161k
	Profit Margin	32%	33%	30%	36%	28%	32%	32%
	Final Valuation	$ 1,376k	$ 1,647k	$ 1,105k	$ 1,530k	$ 1,222k	$ 1,732k	$ 1,134k

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

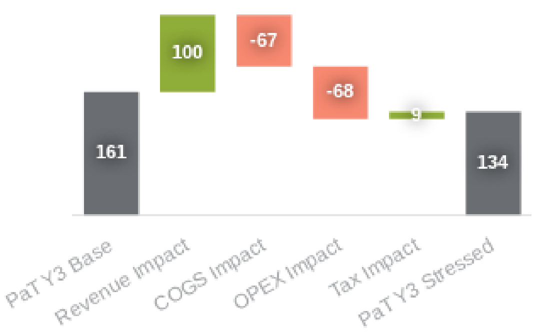
Story

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.

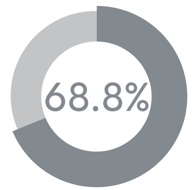
KPIs impact

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

Results

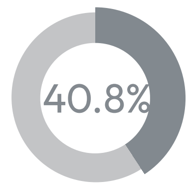


$ 1,153k Valuation	**$ 601k** Revenue Y3
$ 245k EBITDA	**$ 134k** Profit After Tax



Gross Profit Margin Y3

EBITDA Margin Y3



Stress Test: The Perfect Storm

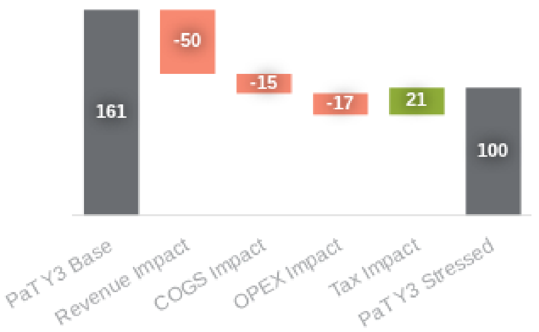
Stress tests provide a comprehensive view of how businesses might perform under extreme conditions, enabling better preparation for the uncertainties of challenges.

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.

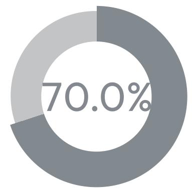
KPIs impact

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

Results

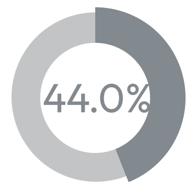


$ 700k Valuation	**$ 451k** Revenue Y3
$ 198k EBITDA	**$ 100k** Profit After Tax



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	$ 136k	$ 153k	$ 162k	$ 179k	$ 187k	$ 204k	$ 155k	$ 160k	$ 165k	$ 175k	$ 180k	$ 186k
	Y2	$ 248k	$ 279k	$ 295k	$ 326k	$ 341k	$ 372k	$ 282k	$ 292k	$ 301k	$ 320k	$ 329k	$ 338k
	Y3	$ 401k	$ 451k	$ 476k	$ 526k	$ 551k	$ 601k	$ 456k	$ 471k	$ 486k	$ 516k	$ 531k	$ 546k
Gross Profit	Y1	$ 108k	$ 121k	$ 128k	$ 141k	$ 148k	$ 161k	$ 122k	$ 126k	$ 130k	$ 139k	$ 143k	$ 147k
	Y2	$ 192k	$ 217k	$ 229k	$ 253k	$ 265k	$ 289k	$ 219k	$ 226k	$ 233k	$ 248k	$ 255k	$ 262k
	Y3	$ 305k	$ 343k	$ 362k	$ 400k	$ 419k	$ 457k	$ 347k	$ 358k	$ 369k	$ 392k	$ 404k	$ 415k
GP Margin	Y1	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%	79%
	Y2	78%	78%	78%	78%	77%	78%	78%	77%	78%	78%	78%	78%
	Y3	76%	76%	76%	76%	76%	76%	76%	76%	76%	76%	76%	76%
EBITDA	Y1	$ 84k	$ 94k	$ 99k	$ 110k	$ 115k	$ 126k	$ 95k	$ 98k	$ 102k	$ 108k	$ 111k	$ 114k
	Y2	$ 146k	$ 164k	$ 173k	$ 191k	$ 201k	$ 219k	$ 166k	$ 171k	$ 177k	$ 188k	$ 193k	$ 199k
	Y3	$ 224k	$ 253k	$ 267k	$ 295k	$ 309k	$ 337k	$ 255k	$ 264k	$ 272k	$ 289k	$ 297k	$ 306k
EBITDA Margin	Y1	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%	62%
	Y2	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%	59%
	Y3	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%	56%
Net Profit	Y1	$ 15k	$ 23k	$ 27k	$ 34k	$ 38k	$ 46k	$ 23k	$ 26k	$ 28k	$ 33k	$ 35k	$ 37k
	Y2	$ 61k	$ 74k	$ 81k	$ 95k	$ 101k	$ 115k	$ 76k	$ 80k	$ 84k	$ 92k	$ 96k	$ 100k
	Y3	$ 119k	$ 140k	$ 150k	$ 171k	$ 181k	$ 202k	$ 142k	$ 148k	$ 154k	$ 167k	$ 173k	$ 179k
Profit Margin	Y1	11%	15%	16%	19%	20%	22%	15%	16%	17%	19%	19%	20%
	Y2	25%	27%	28%	29%	30%	31%	27%	27%	28%	29%	29%	30%
	Y3	30%	31%	32%	32%	33%	34%	31%	31%	32%	32%	33%	33%
Final Valuation		$ 1,015k	$ 1,195k	$ 1,286k	$ 1,466k	$ 1,556k	$ 1,737k	$ 1,214k	$ 1,268k	$ 1,322k	$ 1,430k	$ 1,484k	$ 1,538k

Sources: Company's Proprietary Information

Glossary

Abbreviations

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

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

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