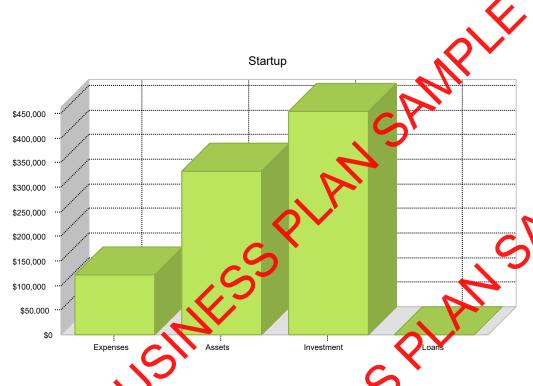


\$0 Year 1 Year 2 Year 3 Year 4 Year 5		
artup Summary	X Y	•
COMPANY NAME DEDACTED IC start up costs are li	ted as the Harrisa page	
COMPANY NAME REDACTED LLC start-up costs are lis	ted on the following page.	CY
Startup		4 SP
Requirements		7
Startup Expenses		
Website Development	\$5,000	
Videogorahy	\$2,000	
Photography	\$2,000	
Business Plan Writer Typlet / Equip for Upserve	\$1,800	
Tablet/Equip for Upserve Cooking Classes/Training	\$1,183 \$860	
Mobile Shelving Covers	\$500	
Baking Pans and Other Baking Supplies/Equipment	\$35,000	
Kitchen and Retail Space Improvements	\$3,000	
Company Phones/Tablets	\$500	
Brand Development	\$2,500	
Trademark	\$1,900	
Start Up Ingredients	\$3,500	
Food Styling	\$2,000	
Copy	\$5,000	
Baking Mer torship	\$3,332	
Kitchen beposit Expenses Already Incureed by Owners	\$3,000 \$34,235	
Complissions Paid for Private Offering	\$34,235 \$15,300	
Total Startup Expenses	\$122,550 \$122,550	
Total Startup Expenses	\$122,550	
Startup Assets		
Cash Required	\$331,685	
Other Current Assets	\$0	
Long-term Assets	\$0	
Total Assets	\$331,685	
Total Requirements	\$454,235	
	•	Page 1

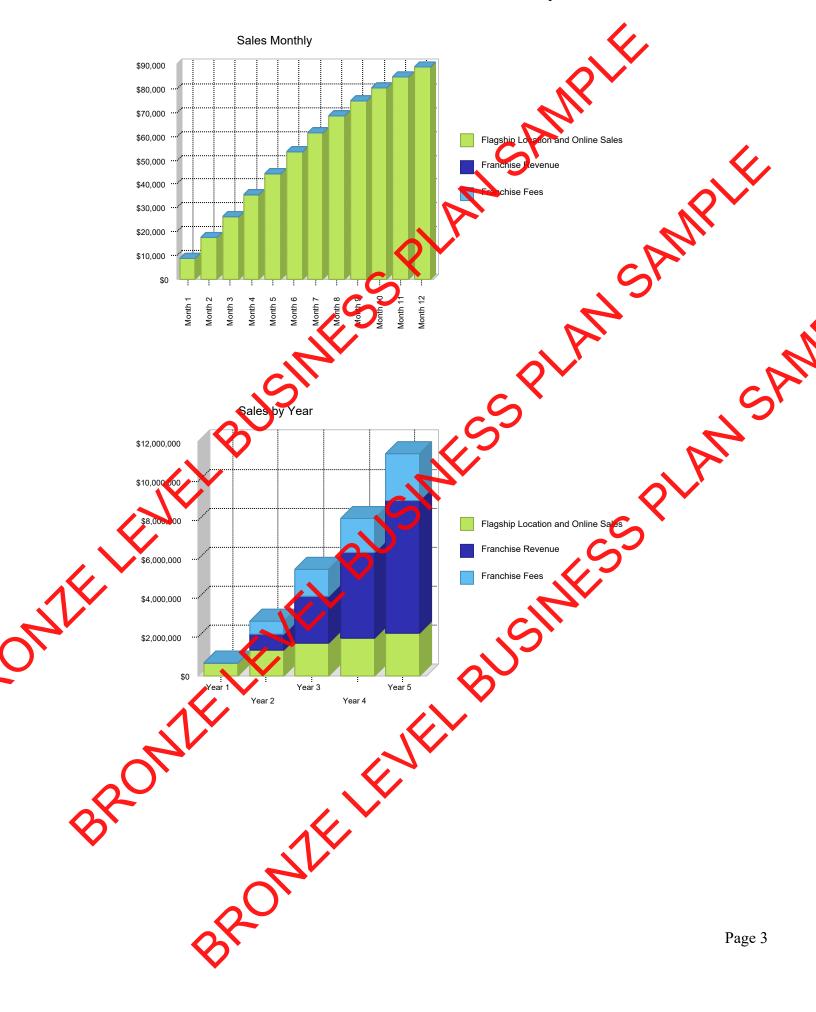


Sales Forecast

The following table and charts present the sales forecast for COMPANY NAME REDACTED LLS. Franchise data shown with the following assumptions

- Franchise growth shown is extremely conservative.
- 2 Franchises will join in fiscal year 2, this will increase to 6 in FY3, 11 in FY4, and 17 franchises in FY5.
- Franchise fee is \$350,000 and 20% revenue.

Sales Forecast		•			
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Flagship Location and Online	\$646,009	\$1,335,668	\$1,703,385	\$1,962,173	\$2,220,126
Sales					
Franchise Revenue	\$0	\$800,000	\$2,400,000	\$4,400,000	\$6,800,000
Franchise Fees	\$0	\$700,000	\$1,400,000	\$1,750,000	\$2,400,000
Total Sales	\$646,009	\$2,835,688	\$5,503,385	\$8,112,173	\$11, 4 20,126
		7			
Nirec Cost of Sales	Year 1	Year 2	Year 3	Year 4	Year 5
Material/Delivery Costs	\$210,478	\$435,185	\$554,986	\$639,302	\$723,347
(Flagship Store)					
Franchisee Revenue Portion	\$0	\$595,000	\$1,190,000	\$1,487,500	\$2,040,000
Subtotal Direct Cost of Sales	\$210,478	\$1,030,185	\$1,744,986	\$2,126,802	\$2,763,347



Personnel Plan

Personnel salaries are detailed below.

Personnel Plan			1/2		
	Year 1	Year 2	Year 3	Year 4	Year 5
Direct Labor Force	\$61,152	\$106,928	\$109,067	\$111,249	\$112,473
Officers	\$50,960	\$89,107	\$90,889	\$92,707	\$94,561
Pastry Assistant	\$50,960	\$89,107	\$90,889	\$92,707	\$94,561
Total People	9	9	9	9	9
Total Payroll	\$163,072	285,142	\$290,845	\$296,663	\$302,595

Financial Plan

- Growth will be based on receiving initial investment of \$420,000
 The company will invest residual profits into growth, with the majority of profits set aside as cash balance.

Startup Funding

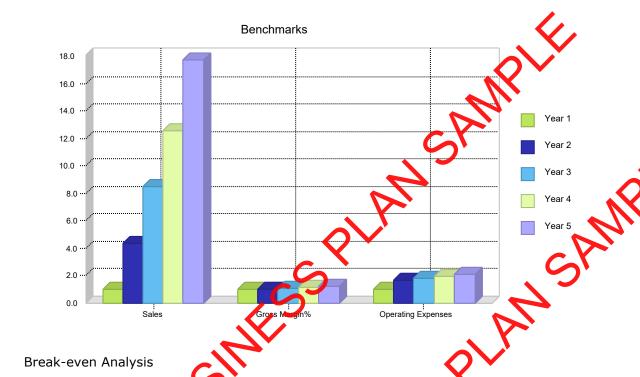
COMPANY NAME REDACTED LLC will raise \$420,000 in exchange for a company, with a five year optional exit strategy in place. egaity stake in the

Startup Funding	
Startup Expenses to Fund	\$122,550
Startup Assets to Fund	\$331,685
Total Funding Required	\$454,235
Assets	
Non-cash Assets from Startup	\$0 \$331,685
Cash Requirements from Startup Additional Cash Raised	\$0
Cash Balance on Starting Date	\$331,685
Total Assets	\$331,685
Total Assets	\$551,005
Liabilities and Capital	
Liabilities	
Current Borrowing	₩
Long-term Liabilities	\$0 \$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$0
Capital	12
Capital	
Planned investment	1 Y 1
Owner	\$34,235
Investor	\$420,000
Additional Investment Requirement	\$0
Ntal Planned Investment	\$454,235
Loss at Startup (Startup Expenses)	(\$122,550
Total Capital	\$331,685
	<i>, P</i> · · · · · · · · · · · · · · · · · · ·
Total Carital and Linkilities	COOK FOR
Total Capital and Liabilities	(\$25),685
Total Funding	5454,235
Total Fullating	үтэт,233

Key Financial Indicators

ying chart shows changes in key financial indicators: sales, gross margin, and operating .

Bronze Level Business Plan Sample



The following break-even analysis shows the revenue necessary to break even in the first year of operation. It equilibrates revenue and expenses. As shown below, the Company is expected to incur average monthly fixed costs of \$34,359. To cover fixed and variable costs the Company must, or average, achieve evenue of \$50,963.

average monthly axed costs of \$34,359, to cover tixed and variable costs the	ny is expected Company mi
average monthly fixed costs of \$34,359. To cover fixed and variable costs the average, achieve revenue of \$50,963.	Company inc
Break-even Analysis	. X
Montbly Revenue Break-even \$50,963	9
Assumptions: Average Percent Variable Cost 33%	
Estimated Monthly Fixed Cost \$34,359	



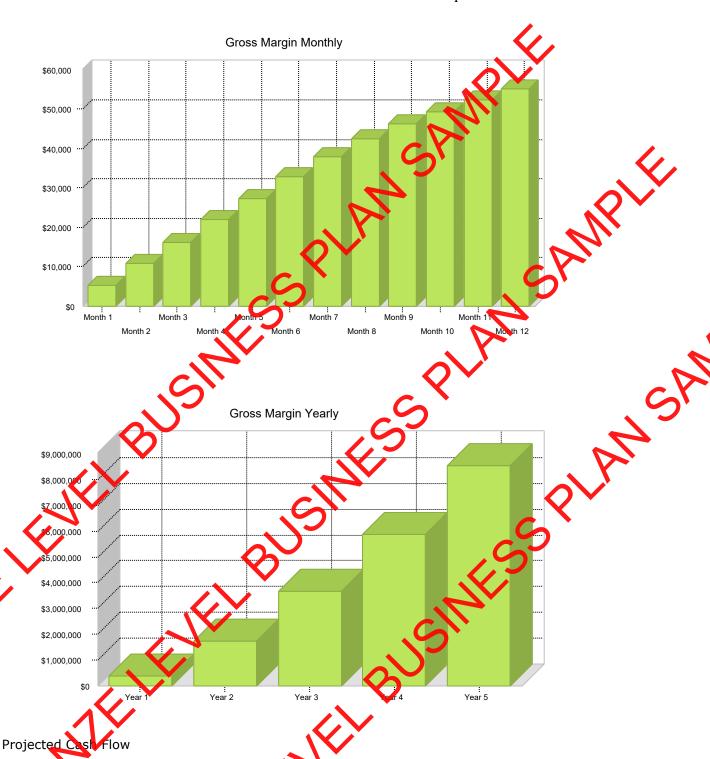
Projected Profit and Loss

COMPANY NAME REDACTED, LLC. intends to deploy its funding to maximize growth and profitability. In the Profit and Loss table below, gross margin equals sales minus direct costs. The "bottom line" or profit (as measured before and after interest, taxes, depreciation, any amortization) equals gross margin minus operating expenses.

Pro Forma Profit and Loss Sales Direct Cost of Sales	Year 1 \$646,009 \$210,478 \$37,095 \$247,573	Year 2 \$2,835,688 \$1,030,185 \$76,699	Year 3 \$5,503,385 \$1,744,986 \$97,813	Year 4 \$8,112,173 \$2,126,802	Year 5 \$1,426,126
Direct Cost of Sales	\$646,009 \$210,478 \$37,095	\$2,835,688 \$1,030,185	\$5,503,385 \$1,744,986	\$8,112,173	\$1,420,126
Direct Cost of Sales	\$210,478 \$37,095	\$1,030,185	\$1,744,986		
	\$37,095			S2.126 802 🥌	
		\$76,699	597 813		52,763,347
Variable Labor	\$247,573		777,013	\$112,673	\$127,486
(Flagship/Online)	\$247,573	/ • · V • • • • • •			
Total Cost of Sales		\$1,106,884	\$1,842,799	\$2,239,475	\$2,890,833
Gross Margin	\$398,436	\$1,728,804	\$3,660,586	\$5,872,698	\$8,529,293
Gross Margin %	61.68%	60.97%	66.52%	72.39%	74.69%
-				>	
Expenses	¢4/2,072	COOF 440	52)0,845	¢207.772	Ċ202 E0E
Payroll	\$163,072	\$285,142	_ · _ / V	\$296,663	\$302,595
Advertising	\$24,000	\$36,000	637,800	\$39,690	\$41,675
Depreciation	\$11,544	\$11,549	\$11,549	\$11,549	\$11(549)
Social Media Managemen	\$9,000	\$12,000	\$12,600	\$13,230	\$13,892
Office Supplies	\$1,800	\$1,890	\$1,985	\$2,084	32,188
Insurance	\$200	\$210	\$221	\$232	\$243
Maintenance and Supplies	\$1,200	\$1,260	\$1,323	\$1,389	\$1,459
Accounting	\$4,300	\$4,515	\$4,741	\$4,978	\$5,227
Legal and Professional	\$5,400	\$7,200	\$7,560	\$7,938	\$8,335
Consulting	c oo	, ¢24E	6224	62.7	Ć24E
Licenses	\$300	\$315	\$331	\$347	\$365
Prone and Internet	\$1,500	\$1,575	\$1,654	\$1,736	\$1,823
Website (CFC)	\$14,400	\$19,200	\$20,160	\$21,168	\$22,226
Maintenance/Hosting/SEO	¢42,000	¢ 42, 000	Ċ 42200	¢ 42,000	¢ 42, 000
Kitchen Lease	\$42,000	\$42,000	\$42,000	\$42,000	\$42,000
Restaurant Management	\$2,530	\$2,657	+×,78	\$2,929	\$3,075
Software	¢4 222	¢4 200	C-5, 1/0	Ć4 E40	Ċ4 (40
Videography	\$1,332	\$1,399	\$1,469	\$1,542	\$1,619
Invideo	\$100	\$105	\$110	\$116	\$122
Сору	\$3,600	\$4,800	\$5,040	\$5,292	\$5,557
Miscellaneous	\$96,901	\$200(353	\$255,508	\$294,326	\$333,019
Payroll Taxes and Benefits	\$29,128	\$54,510	\$62,419	\$68,531	\$74,711
Total Operating Expenses	\$412,307	\$686,679	\$760,102	\$815,739	\$871,679
Profit Before Interest and	(\$13,871)	\$1,042,125	\$2,900,484	\$5,056,959	\$7,657,614
axes •					
ERITOA	(\$2,327)	\$1,053,674	\$2,912,033	\$5,068,508	\$7,669,163
Interest Expense	\$0	\$0	\$0	\$0	\$0
Taxes Incurred	\$0	\$0	\$0	\$0	\$0
Net Profit	(\$13,871)	\$1,042,125	\$2,900,484	\$5,056,959	\$7,657,614
Net Profit/Sales	-2.15%	36.75%	52.70%	62.34%	67.05%



Bronze Level Business Plan Sample



the following depictions of COMPANY NAME REDACTED LLC. projected cash flow show that the Company expects to maintain sufficient cash balances over the five years of this plan.

The "pro forma cash flow" table differs from the "pro forma profit and loss" (P&L) table. Pro forma cash flow is intended to represent the actual flow of cash in and out of the Company.

In comparison, the revenue and expense projections on the P&L table include "non-cash" items and exclude funding and investment illustrations.

Pro Forma Cash Flow	V 4				· · · · · · · · · · · · · · · · · · ·
Cash Received	Year 1	Year 2	Year 3	Year 4	Year 5
Cash from Operations			M.		
Cash Sales	\$646,009	\$2,835,688	\$5,503,385	\$8,112,173	\$11,420,126
Subtotal Cash from Operations	\$646,009	\$2,835,688	\$5,503,385	\$8,112,173	\$11,420,126
Additional Cash Received		\			V /
Sales Tax, VAT, HST/GST	\$0	50	\$0	\$0	\$0
Received	**		7.5	**	
New Current Borrowing	\$0	\$0	\$0	\$0	\$0
New Other Liabilities	\$0	\$0	\$0	\$0	\$0
(interest-free)	¢o	¢0	ćo	60	¢0
New Long-term Liabilities Sales of Other Current Assets	20	\$0 \$0	\$0 \$0	\$0	\$0 \$0
Sales of Long-term Assets		\$0 \$0	\$0 \$0	\$0	\$0 \$0
New Investment Received	\$50	\$0 \$0	\$0	\$0	\$0
Subtotal Cash Received	\$646,009	\$2,835,688	\$5,503,385	\$8,112,173	\$11,420,126
Expenditures	Year 1	Year 2	War 3	Year 4	Year 5
	Teal T	Teal Z		ieai 4	Teal 3
Expenditures from Operation	****	. /		*	
Cash Spending	\$648,336		2,591,352	\$3,043,665	\$3,750,963
Subtotal Spent or Operations	\$648,336	\$1,782,714	\$2,591,352	\$3,043,665	\$3,750,963
Additional Cash Spent		\(\frac{1}{2}\)			(%)
Sales Tax, VAT, HST/GST Paid	\$0	\$0	\$0	\$Q	\$0
Out Principal Repayment of	¢o-	\$0	\$0		\$0
Carrent Borrowing	3	٥,	Ų	30	3 0
Other Liabilities Principal	\$0	\$0	\$0	\$0	\$0
Repayment	60	\$0	مر د	\$0	ćo
Vong-term Liabilities Principal Repayment	\$0	Ş U		ŞU	\$0
Purchase Other Current Assets	\$0	\$0	50	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Spent	\$648,336	\$1,782,014	\$2,591,352	\$3,043,665	\$3,750,963
Net Cash Flow	(\$2,327)	\$1,053,674	\$2,912,033	\$5,068,508	\$7,669,163
Cash Balance	\$329,358	\$1,383,032	\$4,295,065	\$9,363,572	\$17,032,735
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The projected Balance Sheet for the first five years is detailed in the following table.

Pro Forma Balarce Sheet		,6			N
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
		16			
Current Assets	\$200 DEG	-44.202.020	6 4 005 045	40.040	*
Cash	\$329,358	\$1,383,032	\$4,295,065	\$9,363,372	\$17,032,735
other Current Assets	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$329,358	\$1,383,032	\$4,295,065	\$9,363,572	\$17,032,735
Vana taum Assats					
Long-term Assets Long-term Assets	\$0	\$0	Ċ	\$0	\$0
Accumulated Depreciation	\$11,544	\$0 \$23,093	¢ a	\$46,191	\$0 \$57,740
Total Long-term Assets	(\$11,544)	(\$23,093)	(\$34,642)	(\$46,191)	(\$57,740)
Total Assets	\$317,814	\$1,359,939	(4,210,423	\$9,317,381	\$16,974,995
Total Assets	2317,01 4	\$1,557,757	17,200,423	\$7,317,301	\$10,77 4 ,773
Liabilities and Capital	Year 1	Year 2	Year 3	Year 4	Year 5
				. • • • • • • • • • • • • • • • • • • •	
Current Liabilities					
Current Borrowing	\$0	\$0	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0
Subtotal Current Liabilities	\$0	\$0	\$0	\$0	\$0
		7 .			
ong-term Liabilities	\$9	\$0	\$0	\$0	\$0
Total Liabilities	30	\$0	\$0	\$0	\$0
	
Paid-in Capital	\$454,235	\$454,235	\$454,235	\$454,235	\$454,235
Retained Earnings	\$122,550)	(\$136,421)	\$905,704	\$3,806,188	\$8,863,146
Earnings	(\$13,871)	\$1,042,125	\$2,900,484	\$5,056,959	\$7,657,614
Total Capital	\$317,814	\$1,359,939	\$4,260,423	\$9,317,381	\$16,974,995
Total Liabilities and Capital	\$317,814	\$1,359,939	\$4,260,423	\$9,317,381	\$16,974,995
Net Worth	\$317,814	\$1,359,939	\$4,260,423	\$9,317,381	\$16,974,995
INCL WOLLII	11,014 دډ	۶۱,۵۵۶,۶۵۶	3 4 ,200,423	۱۵۵,۱۱۲,۳۲	\$10,7/4,793

Business Ratios

Business ratios for the years of this plan are shown below. Industry profile ratios based on the Standard Industrial Classification (SIC) code.

						<u> </u>
Ratio Analysis	V 4	V2	V-2	Van A	V -	lu den
	Year 1	Year 2	Year 3	Year 4	Year 5	Industry Profile
Sales Growth	n.a.	338.95%	94.08%	47.40%	40.78%	1.49%
Percent of Total Assets						
Other Current Assets	0.00%	0.00%	0.00%	0.00%	0.00%	42.36%
Total Current Assets	103.63%	101.70%	100.81%	100.50%	100.34%	50.54%
Long-term Assets	-3.63%	-1.70%	-0.81%	-0.50%	-0.34%	49.46%
Total Assets	100.00%	1)0.00%	100.00%	100.00%	00.00%	100.00%
Current Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	24.20%
Long-term Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	52.11%
Total Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	76.31%
Net Worth	100.00%	100.00%	100.00%	00.00%	100.00%	23.69%
Percent of Sales	100.000/	100.00%		100.000/	100.00%	
Sales	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Gross Margin	61.68%	60.97%	66.52%	72.39%	74.69%	59.90%
Selling, General &	63.82%	24.22%	43.81%	10.06%	7.63%	24.02%
Administrative Expenses	3.72%	1 270/	0.69%	0.49%	0.36%	2 240/
Advertising Expenses	3.72% -2.15%	1.Z %	52.70%	62.34%		3.24% 7.73%
Profit Refore Interest and	-2.13%	30.13%	32.70%	02.34%	67.03%	7.73%
Taxes					C	
Main Ratios					9	
Current	0.00	0.00	0.00	0.00	0.00	1.10
Quick	0.00	0.00	0.00	0.00	0.00	0.98
Total Debt to Total Assets	0.00%	0.00%	0.00%	0.00%	0.00%	76.31%
Pre-tax Return on Net	-4.36 %	76.63%	68.08%	54.27%	45.11%	76.32%
Worth	11.50%	7 0.0370	55.55	13 112770	13.1170	7 0.3270
Pre-tax Return on Assets	-4.36%	76.63%	68.08%	54.27%	45.11%	18.08%
Additional Ratios	Year 1	Year 2	fear 3	Year 4	Year 5	
Net Profit Margin	-2.15%	36.75%	52.70%	62.34%	67.05%	n.a
Return on Equity	-4.36%	76.63%	68.08%	54.27%	45.11%	n.a
Activity Ratios						
Accounts Payable	8.37	12.17	12.17	12.17	12.17	n.a
Turnover Total Asset Turnover	2.03	2.09	1.29	0.87	0.67	n.a
Debt Ratios		•				
Debt to Net Worth	0.00	0.00	0.00	0.00	0.00	n.a
Current Liab. to Liab.	0.00	0.00	0.00	0.00	0.00	n.a
Liquidity Ratios	7					
Net Working Capital	\$329,358	\$1,383,032	\$4,295,065	\$9,363,572	\$17,032,735	n.a
Interest Coverage	0.00	0.00	0.00	0.00	0.00	n.a

Bronze Level Business Plan Sample

Additional Ratios				. <		
Assets to Sales	0.49	0.48	0.77	1.13	1.49	n.a
Current Debt/Total	0%	0%	0%	0%	0%	n.a
Assets						
Acid Test	0.00	0.00	0.00	0.00	0.00	n.a
Sales/Net Worth	2.03	2.09	1.29	0.87	0.67	n.a
Dividend Payout	0.00	0.00	0.00	0.00	0.00	∕ n.a

The Investment Offering

COMPANY NAME REDACTED LLC is offering up to 20% ownership of the company to cutside investors with an investment of \$420,000. Based on the conservative projections set forth IRR will be 106.64%. This figure is based on 20% of the projected calculated earnings based valuation at exit year, (earnings multiple of 5). It is important to stress that this IRR is based on conservative projections, and is not promised or qualitated.

Investment Offering	Seed	Round 1	Round 2	Exit
Proposed Year:	1	2	3	5
				7
Valuation, Investment, Shares				
Investment Amount	\$420,000	\$0	\$0	. 9
Equity Share Offering	20.00%	0.00%	0.00%	
Percentage)		
Valuation	\$2,100,000	\$0	\$0 \$0	\$38,290,000
Investor Exit Payout	\$7,658,000	\$0	\$0	Y
Investor Years Until Exit	4	3	0.000	
Investor IRB	106.64%	0.00%	0.10%	
hata Oyunarahin	Year 1	Year 2	Cycar 3	Year 5
share Ownership Founders' Shares	850,000	850,000	850,000	850,000
Stock Split Multiple	630,000	030,000	000,000	650,000
Stock Options Issued	0		0	0
Investor Shares Issued	212,500		/ 0	U
Price per share	\$1.98	\$0.00	\$0.00	\$36.04
Options Holders' Shares	0		эо.оо О	750.01
Year 1 Investors' Shares	212,500	212,500	212,500	212,500
Year 2 Investors' Shares	,000	0	0	0
Year 3 Investors' Shares			0	0
Total Shares Outstanding	1,062,500	1,062,500	1,062,500	1,062,500
			, ,	, ,
Equity Oviner hip Percentage	Year 1	Year 2	Year 3	Year 5
Founders' Equity	80.00 %	80.00%	80.00%	80.00%
Option Holders' Equity	Ø.00%	0.00%	0.00%	0.00%
Year 'Unvestors' Equity	20.00%	20.00%	20.00%	20.00%
(ear) Investors' Equity		0.00%	0.00%	0.00%
Year 3 Investors' Equity			0.00%	0.00%
Total Equity	100.00%	100.00%	100.00%	100.00%
Investors' Equity	20.00%	20.00%	20.00%	20.00%
Founders' & Employees' Equity	80.00%	80.00%	80.00%	80.00%

Valuation Projected valuations (Sales based, earnings based, and average) are shown

lavoratura aust. Auralionia						
Investment Analysis	Start	Year 1	Year 🚺	Year 3	Year 4	Year 5
Initial Investment			1 2 4			V
Investment	\$420,000	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	20	\$0	\$0	\$0
Ending Valuation	\$0	\$35,000	\$85,000	\$105,000	\$150,000	\$195,000
Combination as Income Stream	(\$420,000)	\$35,000	\$85,000	\$105,000	\$150,000	\$195,000
Percent Equity	20%					
Acquired	20/0				C	
Net Present Value	(\$14,104)	5			9	
(NPV)	(\$1.1,10.1)					
Internal Rate of	2%			7		
Return (IRR)		•			•	
Assumptions	12.					
Discount Rate	10.00%			\mathbf{O}^{\star}		_
Valuation Earnings	10.00%	5	<u> </u>	5	5	C
Multiple		3)	3	
Valuation Sales		2	2	2	2	
Multiple						
Investment	\$454,235	\$	\$0	\$0	02	Ş
(calculated)	у ч 5 ч ,255	30	ŞŪ	γU		,
Dividends		C \$0	\$0	\$0	\$0	\$(
Calculated Earnings-		\$0	\$5,210,000	\$14,500,000	\$25,280,000	\$38,290,00
besed Valuation					,	
Calculated Sales-		290,000	\$5,670,000	\$11,010,000	\$ 6,220,000	\$22,840,000
Sased Valuation		C(4E 000	ČE 440 000	\$42.7E 000	C20 750 000	¢20 E/E 00/
Calculated Average Valuation		\$645,000	\$5,440,000	\$12,755,000	\$20,750,000	\$30,565,000
ONZE			BU			
<u> </u>	STE	*				

				App	oendix	•	M					
Sales Forecast						<u>С</u>	, <u> </u>			-/-		
sates to recase	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales												
Flagship Location and Online	\$8,791	\$17,582	\$26,374	\$35,604	\$44,505	53,407	\$61,418	\$68,788	\$74.979	\$80,227	\$85,041	\$89,293
Sales Franchise Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Franchise Fees	\$0		\$0	\$0 🗸	30	\$0	\$0	\$0	\$ 0	\$0	\$0	\$0
Total Sales	\$8,791		\$26,374	\$35,604	\$44,505	\$53,407	\$61,418	\$68. <mark>788</mark>	\$74,979	\$80,227	\$85,041	\$89,293
Direct Cost of Sales Material/Delivery Costs (Flagship Store)	Month 1 \$2,864	\$5,729	Month 3 \$8,593	Month 4 \$11,600	Month 5 \$14,500	Month 6 \$17,401	Month 7 \$20,011	Month 8 \$23,412	Month 9 \$24,429	Month 10 \$26,139	Month 11 \$27,707	Month 12 \$29,093
Franchisee Revenue Portion Subtotal Direct Cost of Sales	85% \$0 \$2,864		\$8,5,3	\$0 \$11,600	\$0 \$14,500	\$0 \$17,401	\$20,01	\$0 \$22,412	\$0 \$24,429	\$0 \$26,139	\$0 \$27,767	\$0 \$29,093
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Personnel Plan							•			(/,		
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9 🔥 M	lontil 10	Month 11	Month 12
Direct Labor Force	\$5,096	\$5,096	\$5,096	\$5,096	\$5,096	\$3,096	\$5,096	\$5,096	\$5,096	\$5,096	\$5,096	\$5,096
Officers	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247
Pastry Assistant	\$4,247	\$4,247	\$4,247	\$4,247	\$4,24	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247	\$4,247
Total People	9	9	9	9		9	9	9	9	9	9	9
Total Payroll	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$12,589

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Appendix

Dro Forma Drofit and Land													
Pro Forma Profit and Loss	110	nth 1	Month 2	Month 3	Month 4	Month 5	Manth 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales		ntn 1 3,791	month 2 \$17,582	month 3 \$26,374	month 4 \$35,604	month 5 \$44,505	Month 6 \$53,407	%61,418	month 8 \$68,788	month 9 \$74,979	\$80,227	\$85,041	\$89,293
Direct Cost of Sales		2,864	\$5,729	\$8,593	\$11,600	\$14,500	317,401	\$20,011	\$22,412	\$24,429	\$26,139	\$27,707	\$29,093
Variable Labor		\$505	\$1,010	\$1,514	\$2,044	\$2,556	\$3,067	\$3,527	\$3,950	\$4,605	\$4,607	\$4,883	\$5,127
(Flagship/Online)		7505	\$1,010	\$1,511	72,011	72,330	3,007	73,321	73,730	\$ 1,000	\$ 1,007	\$ 1,003	75,127
Total Cost of Sales	\$3	3,369	\$6,739	\$10,107	\$13,644	\$17,056	\$20,468	\$23,538	\$26,362	\$28,734	\$30,746	\$32,590	\$34,220
		•	. ,	,		\mathcal{O}		,	,		,	,	
Gross Margin	\$5	5,422	\$10,843	\$16,267	\$21,960	7,449	\$32,939	\$37,880	\$42,426	\$46,245	\$49,481	\$52,451	\$55,073
Gross Margin %	61	.68%	61.67%	61.68%	61.68%	61.68%	61.68%	61.68%	61.68%	61.68%	61.68%	61.68%	61.68%
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Expenses	64.5		642 500	642 500	012	642 500	Ć43 E00	Ć43 E0	12.500	Ć43 F00	642 500	642 730	W2 F00
Payroll		3,589	\$13,589	\$13,589	13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589	\$13,589
Advertising		2,000 \$962	\$2,000 \$962	\$2,000	\$2,000 \$962	\$2,000 \$962	\$2,000 \$962	\$2,000 \$962	\$2,000 \$962	\$2,000 \$962	\$2,000 \$962	\$2,000	\$2,000 \$962
Depreciation Social Media Management		\$750	\$750	\$750	\$750	\$750	\$750	5750	\$750	\$750	\$750 4	\$750	\$750
Office Supplies		\$150	\$150	\$150	\$150 \$150	\$150	\$150	\$150	\$150	\$150	\$150 \$150	\$150	\$150
Insurance		\$17	\$17	17	\$130 \$17	\$17	\$130	\$17	\$17	\$130 \$17	\$130 \$17_	\$17	\$130
Maintenance and Supplies		\$100	\$100	\$100	\$100	\$100	\$ 00	\$100	\$100	\$100	\$100	\$100	\$100
Accounting		\$358	\$358	\$358	\$358	\$358	\$358	\$358	\$358	\$358	\$358	\$358	\$362
Legal and Professional		\$450	\$4.0	\$450	\$450	\$450	3410	\$450	\$450	\$450	\$450	\$450	\$450
Consulting			\mathbf{X}	-				,	,	, ,		,	,
Licenses		\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$2	\$25	\$25	\$25
Phone and Internet		\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
Website	\$1	1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$ 200	\$1,200	\$1,200	\$1,200
Maintenance/Hosting/SEO			42 500	42 -00	42 500		42 500	42 500	42 500	V 22 500	42 500	42 500	42 500
Kitchen Lease		3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Restaurant Management		\$2.11	\$211	\$211	\$211	\$211	\$211	\$211	\$211	\$211	\$211	\$211	\$209
Software Videography		\$111	\$111	\$111	\$11	\$111	\$111	\$111	\$111	\$111	\$111	\$111	\$111
Invideo		\$8	\$8	\$8		\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$11
Сору		\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Miscellaneous		1,319	\$2,637	\$3,956	\$5,341	\$6,676	\$8,011	\$9,213	\$ 10,318	\$11,247	\$12,034	\$12,756	\$13,393
Payroll Taxes and Benefit		1,651	\$1,803	\$1,954	\$2,113	\$2,267	\$2,420	\$2,558	\$2,685	\$2,792	\$2,882	\$2,965	\$3,038
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Total Operating Expenses	\$26	5,826	\$28,296	\$29,766	\$31,310	\$32,799	\$34,287	\$33,627	\$36,859	\$37,895	\$38,772	\$39,577	\$40,289
Profit Before Interest and	(\$21)	,404)	(\$17,453)	(\$13,499)	(\$9,350)	(\$5,350)	(\$1,348)	\$2,253	\$5,567	\$8,350	\$10,709	\$12,874	\$14,784
Taxes EBITDA	(\$20	,442)	(\$16, 191)	(\$12,537)	(\$8,388)	(\$4,388)	(1386)	\$3,215	\$6,529	\$9,312	\$11,671	\$13,836	\$15,746
Interest Expense	(\$20)	, 44 2) \$0	(\$10, 91)	\$0	(\$6,366) \$0	(\$4,366) \$0	50	\$3,213 \$0	\$0,329 \$0	\$9,312 \$0	\$11,671 \$0	\$13,636 \$0	\$15,7 4 6 \$0
Tax es lacuried		\$0 \$0	Š0	\$0 \$0	\$0 \$0	\$0 \$0	\$0	\$0 \$0	\$0 \$0	\$0 \$0	\$0 \$0	\$0 \$0	\$0 \$0
rastositeurea		70		70	40		• 40	Ţ0	ŢŪ	Ţ0	70	70	Ţ.
Net Profit	(\$21	,404)	(\$17,453)	(\$13,499)	(\$9,350)	(\$5,350)	(\$1,348)	\$2,253	\$5,567	\$8,350	\$10,709	\$12,874	\$14,784
Net Profit/Sales		3.48%	-99.27%	-51.18%	-26.26%	12.02%	-2.52%	3.67%	8.09%	11.14%	13.35%	15.14%	16.56%
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Appendix

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Pro Forma Cash Flow	<u></u>												
Cash Received		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash from Operations	1					. Y				- 1/2			
Cash Sales	I	\$8,791	\$17,582	\$26,374	\$35,604	\$44,505	\$53,407	\$61,418	\$68,788	\$74,979	\$80,227	\$85,041	\$89,293
Subtotal Cash from Operations	1	\$8,791	\$17,582	\$26,374	\$35,604	\$44,505	\$53,407	\$61,418	\$68,788	\$74,979	\$80,227	\$85,041	\$89,293
Additional Cash Received	1				_6	•				•			(/)
Sales Tax, VAT, HST/GST Received	0.00%	\$0	\$0	\$0	5	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Current Borrowing	1	\$0	\$0	\$0	\$0	\$0	\$0	60	\$0	\$0	\$0	50	\$0
New Other Liabilities (interest- free)	1	\$0	\$0	\$0	\$0	\$0	\$0	\$	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities	1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ 0	\$0
Sales of Other Current Assets	1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets	1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	C\$0	\$0	\$0
New Investment Received	1	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received		\$8,791	\$ 7,582	\$26,374	\$35,604	\$44,505	\$53,407	\$61,418	\$68,788	\$74,979	\$80,227	\$85,041	\$89,293
Expenditures		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Expenditures from Operations	1	N/				1				2			
Cash Spending	ı 🗢	\$29,233	\$34,073	\$38,911	\$43,997	\$48,893	\$53,793	\$58,203	\$62,259	\$65,667	\$68,556	\$71,205	\$73,547
Subtotal Spent on Operations		\$29,233	\$34,073	\$38,911	\$43,992	\$48,893	\$53,793	\$58,203	\$62,259	\$65,667	\$68,556	\$71,205	\$73,547
Additional Cash Spent	X								5				
Sales Tax, VAT, HST/GST Paid Out		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Principal Repayment of Current Borrowing		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Liabilities Principal	· 	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Repayment Long-term Liabilities Principal		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Repayment Purchase Other current Assets	1	\$0	\$0	\$0	\$0	\$0	SO	\$0	\$0	\$0	\$0	\$0	\$0
Purchase Long-term Assets	Ì	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividend	Ì	20	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Spent		\$291233	\$34,073	\$38,911	\$43,992	\$48,893	\$53,793	\$58,203	\$62,259	\$65,667	\$68,556	\$71,205	\$73,547
Net Cash Flow	-	(\$20,472)	(\$16,491)	(\$12,537)	(\$8,388)	(\$4,368)	(\$386)	\$3,215	\$6,529	\$9,312	\$11,671	\$13,836	\$15,746
Cash Balance		\$311,243	\$294,751	\$282,214	\$273,226	269,437	\$269,051	\$272,266	\$278,794	\$288,106	\$299,777	\$313,612	\$329,358

Appendix

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Pro Forma Balance Sheet											, V		
Assets	Starting Balances	Month 1	Month 2	Month 3	Month 4	Month 5	Month	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Current Assets										S			
Cash Other Current Assets	\$331,685 \$0	\$311,243 \$0	\$294,751 \$0	\$282,214 \$0	\$273,826 \$0	\$269,437 \$0	\$269,051 \$0	\$272,266 \$0	\$278,794 \$	\$258,106 \$0	\$299,777 \$0	\$313,612 \$0	\$329,358 \$0
Total Current Assets	\$331,685	\$311,243	\$294,751	\$282,214	\$273,926	\$269,437	\$269,051	\$272,266	\$278,794	\$288,106	\$299,777	\$313,612	\$329,356
Long-term Assets								•)
Long-term Assets Accumulated	\$0 \$0	\$0 \$962	\$0 \$1,924	\$0 \$2,886	\$0 \$3,848	\$0 \$4,810	\$0 \$5,772	\$0 \$6,734	\$0 \$7,696	\$0 \$8,658	\$0 \$9,620	\$0 \$10,582	\$0 \$11,544
Depreciation Total Long-term Assets	\$0	(\$962)	(\$1,924)	(\$2,386)	(\$3,848)	(\$4,810)	(\$5,772)	(\$6,734)	(\$7,696)	(\$8,658)	(\$9,620)	(310,382)	(\$11,544)
Total Assets	\$331,685	\$310,281	\$292,827	3279 328	\$269,978	\$264,627	\$263,27	\$265,532	\$271,098	\$279,448	\$290, 57	\$303,030	\$317,814
Liabilities and Capital		Month 1	Month 2	month 3	Month 4	Month 5	Month	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Current Liabilities													
Current Borrowing Other Current	\$0 \$0	\$.0	\$0 \$0	\$0 \$0	\$0 \$0	20 20	\$0 \$0						
Liabilities Subtotal Current Liabilities	\$0	20	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0	\$0	\$0	\$0
Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid-in Capital Retained Earnings Earnings Total Capital Total Liabilities and	\$454,235 \$122,550) \$0 \$331,685 \$331,685	\$454,235 (\$122,550) (\$21,404) \$310,281 \$310,281	\$454,235 (\$122,550) (\$38,858) \$292,827 \$292,827	\$454\235 (\$122,5\0) (\$52,25\7) \$279,328 \$279,328		\$454,235 (\$122,550) (\$67,058) \$264,627 \$264,627	\$454,235 (\$122,550) (\$68,406) \$263,279 \$263,279	\$45 (235 (\$122,530) (\$66,153) \$265,532 \$265,532	\$454,235 (\$122,550) (\$60,587) \$271,098 \$271,098	\$454,235 (\$122,550) (\$52,237) \$279,448 \$279,448	\$454,235 (\$122,550) (\$41,528) \$290,157 \$290,157	\$454,235 (\$122,550) (\$28,655) \$303,030 \$303,030	\$454,235 (\$122,550) (\$13,871) \$317,814 \$317,814
Capital	\$331,685	Ć240 204	292,827	Ć270 220	£240.070	627472	¢2/2.370	Ć2/E 522	¢274 000	Ć270 A40	¢200.457	ć202.020	Ć247 044
Net Worth	<u> </u>	\$310,281		\$279,328	\$269,978	\$264,627	\$263,279	\$265,532	\$271,098	\$279,448	\$290,157	\$303,030	\$317,814
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