

COMPANY NAME REDACTED

GOLD-LEVEL BUSINESS PLAN SAMPLE

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It is acknowledged by the reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means, and that any disclosure or use of same by the reader, may cause serious harm or damage to COMPANY NAME REDACTED.

Upon request, this document is to be immediately returned to COMPANY NAME REDACTED

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

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1.0 Executive Summary

COMPANY NAME REDACTED is a new smartphone application created by OWNER NAME REDACTED that aims to connect homeowners and other target users with nearby independent contractors specializing in a wide variety of home services. The COMPANY NAME REDACTED application will be released under the corporate entity, COMPANY NAME REDACTED, LLC.

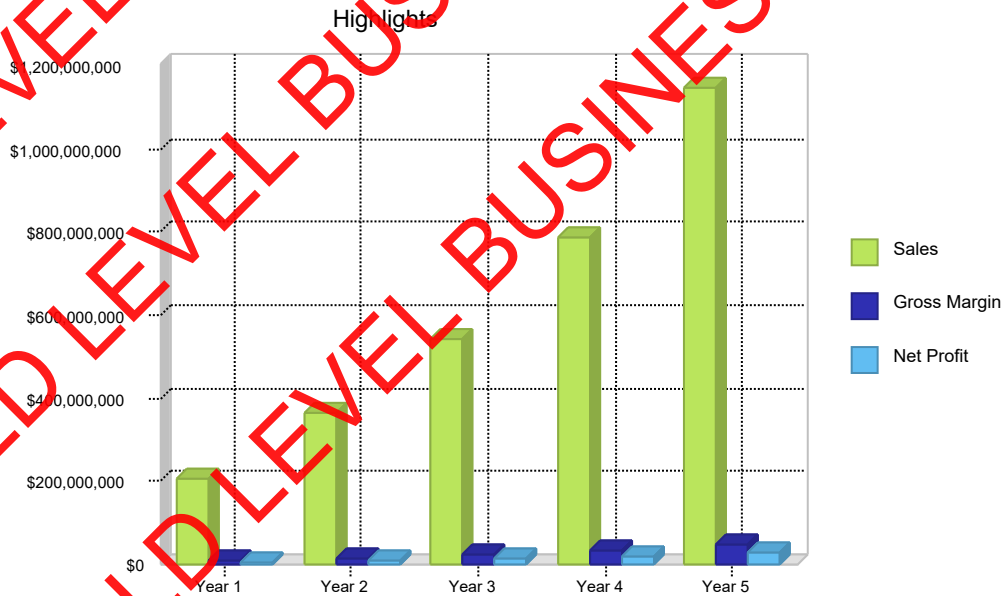
The application utilizes home service contractors' locations, ratings, and prices to match users based on their specific requests. The application will initially service the United States market. Once launched in the iTunes Store and Google Play stores, it will be available for download to additional markets, as and when COMPANY NAME REDACTED, LLC. decides to begin servicing additional markets.

COMPANY NAME REDACTED will function much like an "Uber" for home services. Though focused primarily on traditional home services, COMPANY NAME REDACTED will also allow users to find local plumbing, landscaping, handyman professionals, and even home assistants to help with errands and household chores. The primary users for COMPANY NAME REDACTED will include homeowners, small offices and startups, realtors, and brokers, vacation and short-term rental owners, and working parents in the United States.

The app itself will connect these users with registered home service professionals who can respond to immediate service requests or be scheduled for future and recurring services. The app contains both messaging and payment functionality, which allow for a seamless booking and payment experience for both users and independent home service contractors.

The company is seeking a \$2,000,000 investment. The utilization of these funds is shown below in Section 2.2 *Startup Summary*.

Chart: Highlights



1.1 Keys to Success

Targeted Launch - COMPANY NAME REDACTED will initially implement a targeted marketing strategy specific to the United States. This will allow the company to develop a strong user base and revenue streams within a concentrated geographical area before reaching out to Canada, Europe, and additional foreign marketplaces.

Marketing - The company has developed an extensive marketing strategy for social media and a high-profile launch event that will help build early brand recognition.

Unique Concept - There are currently no mobile applications on the market utilizing the unique set of data that COMPANY NAME REDACTED has developed.

2.0 Company Summary

COMPANY NAME REDACTED is a new smartphone application that will connect homeowners and other target audiences with local home services contractors, primarily home cleaners, and other service providers ranging from babysitters to handyman services for immediate or scheduled home services. The application will have two interfaces: one for homeowners, or those seeking services, and another for home services contractors, or those looking for home service work in their area. The application was created by OWNER NAME REDACTED, a financial professional with significant personal experience in the home services and real estate industry herself.

COMPANY NAME REDACTED will not only help its users find fast, affordable, and high-quality home services but will also help independent home service contractors connect with more local clients to grow and expand their businesses. The application once launched through iTunes and Google Play, will be available throughout the United States. However, initial marketing and growth strategies may be focused on smaller text markets within the company's home state of Texas.

The primary users for COMPANY NAME REDACTED will initially be new homeowners, who require dozens of services in the short period covering move-in. COMPANY NAME REDACTED's target market for its homeowner interface will include existing homeowners, small offices and startups, realtors, and brokers, working parents with children under the age of 12, short-term rental owners, and first-time homeowners. The target market for its home services contractor interface will be home service workers ("COMPANY NAME REDACTED") skilled in cleaning, plumbing, landscaping, child sitting, and general home services that would fall under a traditional handyman category.

The COMPANY NAME REDACTED application will be convenient, easy to use, and will include all the necessary tools to search, book, pay, and review jobs within the application. When users desire to find a home service contractor for either immediate or scheduled service, the user will download the COMPANY NAME REDACTED application or visit the COMPANY NAME REDACTED website and create an account with basic information such as name, home address, and email address.

The user will also have the opportunity to add credit card or payment information upfront. Users can then navigate within the application to search for home service contractors in the nearby area, refining results through a set of search filters that help users prioritize which features are most important to them. These can include the user's desired service (cleaning, plumbing, general home services, or landscaping), the timeline for service (immediate, on-demand service, or scheduled service for a future date and/or time), available contractors' geographical radius distance, the contractors' average rating from other COMPANY NAME REDACTED users, or contractors' advertised rate for services. Once results have populated based on these search filters, users can browse available contractors and view profiles, allowing them to learn more about contractors' skills, rates, and other information. The user can then book a preferred contractor and communicate any specific instructions or requests through an in-app messaging tool. Once the service has been completed, the COMPANY NAME REDACTED application will handle all payments through the application in a secure payment portal. Users can then leave a rating and review based on the service received.

Users will have the opportunity to schedule their favorite "COMPANY NAME REDACTED" for recurring services, such as bi-weekly lawn mowing or monthly home cleaning. The application will allow users to book "COMPANY NAME REDACTED" in advance for recurring time slots, as long as the "COMPANY NAME REDACTED's" in-app schedule shows them to be available during those times.

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The company needs to ensure that its service is not only convenient for users but is also safe. When each home services contractor registers through the application, the contractor will have to submit a background check. Once a contractor has passed the background check, their profile will include a green check mark to show that they have been verified by COMPANY NAME REDACTED. This will help to put users' minds at ease and help to reduce the overall risk associated with using the application.

Since COMPANY NAME REDACTED is operating as a platform for connecting users to home services contractors, no set rates will be applied to cleaning or other home services. Instead, each contractor will be able to set their rate. The contractors can also determine which factors will be used to charge for services. For example, one contractor may charge by the hour, while another contractor may charge by the size of the space to be cleaned. To help increase the efficiency of booking services, COMPANY NAME REDACTED will encourage users to add details to their profile, which will be saved for future bookings. These details could include the approximate square footage of their home, as well as any special cleaning or service requests. Based on this information and the filters set by the user, COMPANY NAME REDACTED will be able to recommend three of the top available "COMPANY NAME REDACTED" for the user. These are the three available "COMPANY NAME REDACTED" that will most likely be a good match for the user's desired service.

COMPANY NAME REDACTED understands that not all homes are the same size, and thus all homes cannot fall under a general pricing scheme. The service providers will provide their best rate, and users will determine, based on quotations and reviews, the best "COMPANY NAME REDACTED" for the job. As an example of how pricing can vary greatly, the following chart displays the different types of cleaning services users will be able to book through COMPANY NAME REDACTED as well as the estimated price range for these services.

Residential Cleaning:	Estimated Service Costs (to be set by each contractor):
<ul style="list-style-type: none"> • Regular/Basic cleaning • Spring/Deep cleaning • Tidying up • Clearance • Spot cleaning • Move-in/move-out cleaning • Post renovation cleaning • Window cleaning • Surface cleaning, including: ○ Carpet cleaning ○ Hardwood ○ Tile/Specialty • Steam cleaning • Clutter cleaning • Laundry service, including: ○ Machine wash ○ Hand wash ○ Dry cleaning • Dishes • Organization • Pool cleaning • Drain, dryer vents 	<p><i>By home size:</i></p> <ul style="list-style-type: none"> 1 bed \$80-\$140 2 bed \$90-\$140 3 bed \$150-\$250 <p><i>By cleaner:</i></p> <ul style="list-style-type: none"> 1 cleaner: \$20-\$30 per hour 2 cleaners: \$30-\$50 per hour 3 or more cleaners: Varies according to the contractor. <p><i>More specialized cleaning services vary.</i></p>

Commercial Cleaning:	<i>Estimated Service Costs (to be set by each contractor):</i>
<ul style="list-style-type: none"> ● Office/Building, including: <ul style="list-style-type: none"> ○ Janitorial ○ Deep cleaning ○ Vacuuming ○ Mopping ○ Carpet cleaning ○ Restroom sanitation ● Real Estate, including: <ul style="list-style-type: none"> ○ Open house/New property ○ Foreclosed homes ○ Rental property 	<p><i>By the hour (per cleaner):</i> \$20-\$45 not including restrooms \$45-\$65 including restrooms</p> <p><i>By office size:</i> Starting at \$0.14/square foot</p>
<ul style="list-style-type: none"> ● High-rise window cleaning ● Steam cleaning ● Pressure cleaning/Parking lot ● Spot cleaning ● Healthcare/Medical cleaning (will be added later due to some HIPAA rules) ● Education Facility Cleaning (health conscious products to sanitize learning spaces for students and staff) ● Industrial cleaning (customized plan) ● Construction cleaning (Or rough cleaning. Prepares property for final touches such as painting, flooring and lighting) ● Crime Scene cleaning (only open to authorized authority) 	

2.1 Company Ownership

COMPANY NAME REDACTED will operate as a free download application, but users will pay for any in-app transactions associated with booking and receiving home services. The company will manage two separate revenue streams from within the application. First, the company will receive 4.0 percent of every transaction that is completed through the application. Second, the company will offer advertising or promotion opportunities for contractors to highlight their profiles at the top of an applicable search results page. Additional advertising opportunities may also be opened up to other third parties that offer home-related goods and services.

In addition to its on-demand home services booking platform, COMPANY NAME REDACTED plans to feature fun, educational games within the application. By introducing an array of home-themed games, COMPANY NAME REDACTED can keep users interested in the application and encourage frequent visits to the app. Monthly gift certificates will be given to top-scoring households. This will help COMPANY NAME REDACTED to remain top of mind for users and increase the opportunity for COMPANY NAME REDACTED to be used regularly.

The company will also offer a rewards system for users. This program will allow users to accumulate points as they book services through the application. Accumulated points can be redeemed for coupons on popular home-related items such as dishwasher detergent, and laundry detergent, or

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higher-priced items such as kitchen appliances and other home tech gadgets. This is just another way that the company plans to encourage and incentivize users to regularly use COMPANY NAME REDACTED for all their home service needs.

The company is registered as COMPANY NAME REDACTED, LLC in the state of Texas. The sole owner and LLC Membership Holder pre-investment round will be OWNER NAME REDACTED.

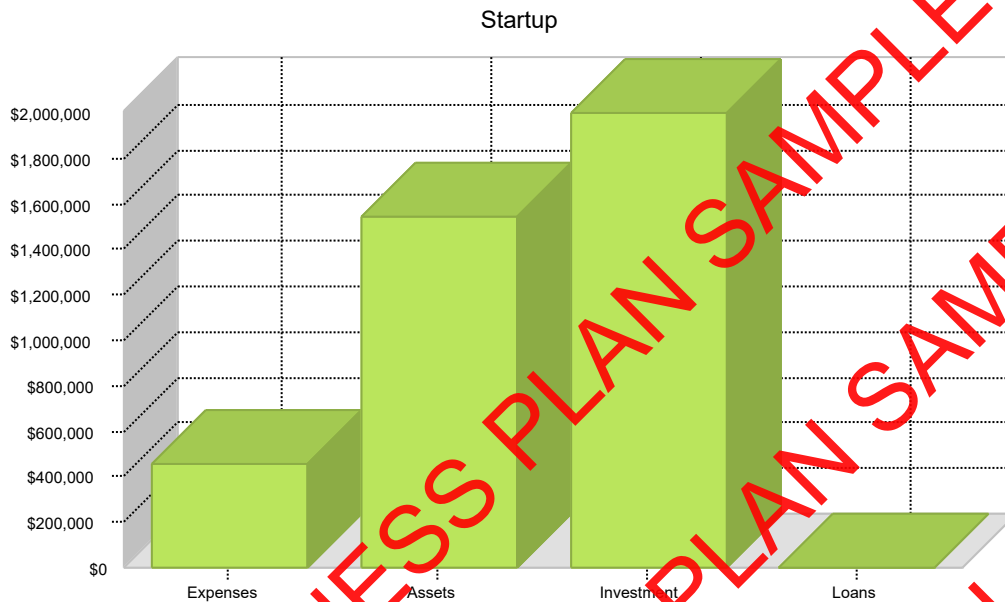
2.2 Startup Summary

The following table and chart show the start-up costs for COMPANY NAME REDACTED LLC and the pre-launch expenses for the COMPANY NAME REDACTED Application.

Table: Startup

Startup	
Requirements	
Startup Expenses	
App Development Pre-Launch	\$60,000
Pre-Launch Brand Identity and Marketing	\$240,000
Pre-Launch Graphic Design	\$30,000
Pre-Launch Travel	\$45,000
Pre-Launch Entertainment	\$25,000
Offering Commissions for NASD Broker-Dealers	\$60,000
Total Startup Expenses	\$460,000
Startup Assets	
Cash Required	\$1,540,000
Other Current Assets	\$0
Long-term Assets	\$0
Total Assets	\$1,540,000
Total Requirements	\$2,000,000

Chart: Startup



3.0 Industry Outlook

COMPANY NAME REDACTED will function in the smartphone app developers industry, which is an industry that continues to thrive in the present and has a solid progression rate for the future. This industry includes both companies and individuals that develop mobile applications for smartphones including Apple and Android devices. The smartphone's steady popularity and high adoption rate stimulated developers to quickly introduce worldwide users to its full capabilities and superior functionality by offering everything from gaming, entertainment, productivity, lifestyle, and social apps. However, as smartphones reach the hands of nearly every American, saturation within the market means that industry revenue growth will slow slightly in the coming years. i

The increase of smartphone users both in the United States and around the world has helped this industry to experience significant growth during the five years before 2018. Applications are created for everything from productivity tools to games and social channels, though most include very simple tools or services. Another growing trend includes traditional desktop-optimized sites developing applications to cater to audiences who only access their information via smartphones. As a result of this continual growth, revenue grew at an annualized rate of 13.5 percent, reaching \$2.4 billion in 2018 with \$114.1 million in profit. Profit, however, is expected to decrease moving forward due to high levels of competition.

With both the iTunes Store and Google Play, more than 4.9 million applications are available, with this number increasing daily. Out of this huge number, only a handful of applications, on average, are used by consumers daily. According to Nielsen, the average user in the United States has no more than 30 apps on his or her phone, with only five being categorized as "heavily used." Although this industry continues to grow, in-app revenue is expected to slow as saturation in the smartphone industry is reached.

Nonetheless, this industry's revenue will outpace the overall economy as smartphone adoption and mobile internet connectivity continue to rise. Over the five years to 2023, revenue is expected to grow at an annualized rate of 6.2 percent to reach a total of \$3.3 billion in 2023.

As shown in the figure, key external drivers of the industry include the number of mobile internet connections, the percentage of services conducted online, external competition, and corporate profit.

The number of mobile internet connections translates to the total number of consumers who own a broadband internet-capable device, such as a smartphone. This means that today, as the number of mobile internet connections rises, so does the number of smartphones. In 2018, the number of mobile internet connections increased, representing a growth opportunity for the industry. The percentage of services conducted online displays the trend for both individuals and businesses to buy and sell goods and services online rather than in a physical retail or service location. In addition, external competition refers to the difficulty that incoming applications face regarding the amount of competition in the app stores. It can be difficult to break through the seemingly endless stream of apps available for download and use.

This industry is highly fragmented and will continue to remain so throughout the coming years. Large companies in this space do not generate more than 1.0 percent of revenue. This high fragmentation is due to the number of nonemployers who join the industry at increasing rates. However, the low barriers to entry translate to high barriers to success. While only development knowledge, a computer, and internet access are needed to enter the industry, achieving high success requires an understanding of the market, access to a highly skilled workforce, a user-friendly interface, and an appropriate pricing structure.

3.1 Market Analysis

The target audience for COMPANY NAME REDACTED involves both users of COMPANY NAME REDACTED's home services and the contractors who provide home services. COMPANY NAME REDACTED will initially focus its marketing and growth efforts in The United States to build a strong user base and revenue stream before branching out to other areas including Canada and Europe. Test markets for new services for COMPANY NAME REDACTED may be tested in a smaller Houston area market before the nationwide launch.

COMPANY NAME REDACTED's target market for its homeowner interface will include homeowners, small offices and startups, realtors, and brokers, working parents with children under the age of 12, short-term rental owners, and new movers from the state of California. Data on these target groups reveals the opportunities available for COMPANY NAME REDACTED in the Phoenix metropolitan area's steadily growing economy.

According to data from the U.S. Census and American Community Survey dataset, the greater Phoenix area had a population of 4.6 million people in 2016. The area's population has a median age of about 36.5 and a median household income of \$58,075, slightly higher than the national average. Approximately 97,450 adults between the ages of 25 and 44 live in the Phoenix metro area; this is statistically the most likely age group to have young children under the age of 12. ii

The Phoenix area's economy is dominated by healthcare and social assistance, retail, educational services, accommodation and food services, and manufacturing industries. These top industries made up 48.3 percent of the economy in 2016.

Between 2015 and 2016, the population of this urban center experienced a 1.9 percent increase and the median household income experienced a 4.6 percent increase, indicating an economy of growth. The median property value in the greater Phoenix area is \$231,000, about \$26,000 higher than the national average. Roughly 61.0 percent of households own their own home rather than rent.

The Phoenix Scottsdale area remains an incredibly popular destination for visitors and tourists, and the popularity of short-term vacation rentals has grown substantially. In 2016, hosts for the popular vacation rental company Airbnb earned \$50.9 million in supplemental income from over 325,000 visitors. Year over year, the number of guests increased by 152.0 percent, indicating a thriving short-term rental economy. iii

Though new movers are arriving in Arizona from all over the country, U.S. Census data estimates that in 2017 alone, nearly 60,000 people moved from the state of California to Arizona. The lower

cost of living remains one of the most attractive features for relocation to Arizona and its metro areas.^{iv}

Finally, according to the Arizona Department of Real Estate, 73,500 real estate agents and brokers are licensed within the state of Arizona, and the average number of non-foreclosure homes that were sold in 2018 in the Phoenix metropolitan area averaged about 1,850 per month. ^{v, vi}

3.2 Main Competitors

Several applications and companies exist that offer similar services to COMPANY NAME REDACTED. While other applications and online booking sites are the primary competition, COMPANY NAME REDACTED will also be competing with more traditional cleaning services such as Maid Complete, Tidy Casa, and Maids of Honor. For this plan, the most direct competition, or that of other home services booking applications and sites, will be further explored.

HomeAdvisor

homeadvisor.com

HomeAdvisor was launched as ServiceMagic in October 1999 as a resource to connect homeowners with pre-screened service professionals. In 2017, HomeAdvisor merged with popular home services company Angie's List to form ANGI Homeservices Inc. ^{vii}

HomeAdvisor and Angie's List utilize proprietary matching software to connect consumers looking for home services. In addition, these solutions offer more than 1,200 home-related articles for DIY or home repair education. HomeAdvisor covers nearly all metropolitan areas of the U.S. and parts of Canada and offers more than 500 home services, from contractors experienced in cleaning to remodeling. HomeAdvisor is a free service for consumers, as it operates a revenue stream from service professionals paying advertising fees. In addition, service professionals pay a fee for each lead they receive. HomeAdvisor screens all contractors and home service businesses before allowing them to bid for jobs. The professionals undergo a comprehensive search that includes identity verification, criminal history, licensing, and more. ^{vii}

Takl

takl.com

Takl originally launched in Nashville in 2016 and is now available in over 75 metro areas across the United States. The company was co-founded in 2015 by Willis Johnson, Greg McCollum, and Steve Cohan. ^{viii}

The Takl platform connects customers who need chores completed with background-checked, self-employed providers who can earn money using their skills on their schedule. Takl offers a wide range of over 400 services including not only home services and cleaning, but delivery/pick-up, pet care, moving, and junk removal, and even a "build your own job" category. More than 40,000 providers serve metropolitan areas across the United States. Customers can book services seven days a week with options for on-demand, same-day, or for a future date, all available through a web portal or free mobile app. Takl requires customers to take photos of the chore they want completed to help contractors understand the extent of the job. Home services contractors are also required to take "after" photos, once they have completed their work, to help assist support in the event of a question. All payment for services is handled through the Takl platform. ^{viii}

Facebook Marketplace

facebook.com

U.S. Facebook users browsing the Facebook Marketplace will be able to search thousands of home service professionals through a new feature that helps users locate top-rated and vetted professionals like house cleaners, plumbers, contractors, and others, as well as receive quotes. The services experience will show up on Facebook's Marketplace but is populated with data from Facebook partners Handy, HomeAdvisor, and Porch. ix

For home services professionals to list services on Facebook Marketplace, they must sign up with one of the partners and the listing must comply with Facebook's Community Standards and Commerce Policy. Facebook currently does not charge additional fees for posting services to Facebook Marketplace, but contractors must still pay any fees charged by Handy, HomeAdvisor, or Porch. ix

Amazon Home Services

amazon.com

Amazon launched Amazon Home Services in March 2015 as a new and simple way to buy and schedule professional services such as furniture assembly, house cleaning, TV mounting, iPhone repair, and plumbing directly on Amazon.com. Amazon Home Services offers ease of use for existing Amazon customers; the credit card registered with Amazon is the one charged for a service. A predefined, pre-packaged service with an upfront price can be added to a customer's Amazon cart with the ability to schedule an appointment time frame. Many products available on Amazon also have the option to include an installation or assembly service as part of a purchase. Customers simply choose the option to include the service with the product purchase and no special sign-up or subscription is required. x

During the checkout process, customers select three preferred dates and time frames for service. An Amazon-vetted "pro" will confirm the appointment arrival time over email or by phone. All of the service pros have been handpicked and are required to be business background-checked, insured, and licensed, if applicable. Additionally, any pros traveling to a customer's home must pass a criminal background check. While most services available through Amazon Home Services take place at the customer's home, select services can be fulfilled at a specified store location, or even virtually, remote tech support options are available for where a service can take place, and customers have the opportunity to choose their preferred location before adding the service to the shopping cart. x

Craigslist

craigslist.com

In 1995, craigslist.org was created by Craig Newmark as a free, no-frills, uncensored bulletin board that improved the ease and speed with which people could communicate, exchange goods and services, and create community during the new era of online connection. Craigslist allows users to post ads for goods and services on localized Craigslist pages, meaning that each set of ads must be posted under a geographical heading, such as "New York City" or "Chicago." According to Craigslist's help pages, the site encourages only local transactions, in which goods and services are paid for in cash and exchanged face-to-face, making geographical proximity a must to pick up items and pay for them. xi

Currently, Craigslist for the Houston metro area alone has 1,972 postings advertising home services. Everything from swimming pool repair, home cleaning, and window and drywall repair are included in the home services board. Though previously free, as of March 2018, posters must now pay a small fee to advertise a service on Craigslist. Users can create a Craigslist account, or simply use their email address to post to the site. No sort of vetting or background check occurs with any postings to Craigslist. Additionally, companies, independent contractors, and small businesses can all advertise services within a Craigslist bulletin board. xi

Handy

handy.com

Handy, formerly known as Handybook, was founded in 2012 as a practical solution for finding top-rated, effective professionals for common household services. While attending Harvard Business School, Oisin Hanrahan and classmate Umang Dua developed Handy to build the easiest, most convenient way for busy people everywhere to book household services. Handy offers users a 60-second booking process, including secure in-app payments, and the Handy "Happiness Guarantee": if unsatisfied with the quality of the service on the Handy platform, the company will send another pro at no extra charge for the next booking. xii

Handy cleaners do not set their rates; most are paid one of four hourly rates between \$15 and \$22 based on how highly rated they are and how many jobs they have worked in the past 28 days. The average cleaner makes around \$17 an hour. xiii

Porch

porch.com

Porch was launched in September 2013 in Seattle, Washington. Porch offers homeowners two experiences: Porch Services, where Porch manages the experience on behalf of the homeowner from start to finish by providing upfront pricing and a vetted professional, or the Porch Professional Network, which can connect the homeowner with several local professionals who can complete the project. With the Porch Pro Network, homeowners get their estimates and manage the messaging and scheduling themselves. xiv

All Porch Service pros are vetted and background checked, trained for the service, licensed, and insured, where required. xiv

3.3 Competitive Edge

Competitor Strengths

The competitors listed benefit from established customer bases and well-known brand names. In addition, some competitors, namely Facebook Marketplace and Amazon Home Services, benefit from a vast customer base that already has accounts through each of their primary services. For these companies, the added convenience of an existing account and/or payment information could be seen as a time-saving advantage for some customers.

Most of the competition also has established contractor pools with home service independent contractors who already use and understand the application or service. As a dual-interface application, COMPANY NAME REDACTED will have to not only homeowners and other target users, but home services contractors who are already potentially doing business through one of these competitors as well.

Competitor Weaknesses

None of the competitors listed focus primarily on home cleaning services, instead opting to focus on all general home services. Facebook Marketplace and Craigslist do not offer the ability for users to pay for services in a secure online portal. With these competitors, payment must occur outside of the site where contractors are found and booked. Finally, many of these companies have applications that are built to benefit companies or contractors with prior reviews and ratings through the application. This makes it exceedingly difficult for new contractors to connect with homeowners and build their businesses.

Competitive Advantages

While COMPANY NAME REDACTED will be offering additional home services, as the name implies, it will first and foremost promote its ability to connect cleaning professionals with homeowners and other users. This will be a benefit to its target market who may primarily be searching for cleaning services. In addition, COMPANY NAME REDACTED will help to ensure a fairer marketplace for contractors by allowing newer or less reviewed contractors the ability to still be seen within the app's search function. This will be an enticing benefit for contractors that ultimately could convince them to switch their business to COMPANY NAME REDACTED to better reach a wider audience.

4.0 Critical Risks and Solutions

As with virtually any business, COMPANY NAME REDACTED will face a certain level of risk as it begins operations. By proactively identifying potential problems, as well as their solutions, COMPANY NAME REDACTED will be well-equipped to mitigate any negative effects. This will set the application up for the highest probability of overall success.

The biggest risk for the application is the possibility that technical issues may occur that impede full functionality for users. This could include possible server issues, bugs within the app, or security issues with interference from a third party. These risks not only could damage the reputation or functionality of the application but could prevent users from utilizing the app's services and therefore create revenue loss. OWNER NAME REDACTED and the company plans to minimize these risks by employing a full-time IT manager and working with other third-party partners who are capable of repairing and proactively constructing the application's security features. COMPANY NAME REDACTED's IT management group, which will initially be outsourced, will be in charge of implementing industry best practices for application maintenance and security protocols. In addition, constant testing and routine maintenance of the application and its security software will help protect against interference or malfunction.

Another major risk involved in the app is the possibility that a new competitor will enter the market and mimic the application's structure and offerings. The company has actively worked to protect against this threat by applying for a patent with the aid of a patent attorney. While the patent is currently pending, once approved, the patent will protect COMPANY NAME REDACTED's unique service and give the company a legal benefit if someone does infringe upon the application with an imitative alternative.

4.1 Marketing Strategy

The marketing strategy employed by COMPANY NAME REDACTED will involve a heavy social media and internet presence, as well as physical distribution of advertisements and marketing tools in strategic locations throughout the United States. The company is currently partnered with a creative agency that is driving a strong social media marketing campaign. A creative campaign highlighting COMPANY NAME REDACTED through superhero imagery is creating a memorable campaign that portrays home service workers available through COMPANY NAME REDACTED's app as the superheroes for your home. This campaign includes multimedia graphics and videos and is focused on the targeted Phoenix area. COMPANY NAME REDACTED also plans to partner with influencers, namely motherhood, real estate, and luxury lifestyle influencers, who can promote the app and its benefits to their audience, who are also the key targets for COMPANY NAME REDACTED's services.

In addition, the company is seeking to partner with an outdoor media company to secure billboard space on highly trafficked freeways throughout the United States. After the launch of the application, other placements may include advertisements on or near public transportation and public transportation hubs.

Finally, the company is planning an extensive launch party event to spread awareness of the app soon after launch. This event will take place at a 5 star hotel in Houston. The event will be fully

catered with bar service and offer fun activities for attendees including photography, prizes, and raffles. Demonstrations of the application, and reviews by attendees who test the application, will be featured during the event so attendees can learn about the service and how to use it themselves.

Guests at the launch event will include exclusive speakers who are well-known business and political leaders within and outside of Houston. The prominent speakers, and launch gala, will entice many influential Houston area bloggers to attend this exciting event and become more engaged with touting COMPANY NAME REDACTED's application and services.

4.2 Sales Forecast

The below Sales Table shows only service fee-related revenue. Service fee-related revenue will cover all home and corporate services. The fee is 4% regardless of amount. The remaining amount minus card transaction fees, will be passed on to the service provider directly.

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Table: Sales Forecast

Sales Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Unit Sales					
Average Home Cleaning Ticket	494,756	865,823	1,298,735	1,948,103	2,922,154
Average Corporate Cleaning Ticket	166,238	290,917	436,375	654,563	981,844
Average Other Home Service Ticket	352,266	616,466	924,699	1,017,669	1,118,886
Total Unit Sales	1,013,261	1,773,207	2,659,810	3,619,835	5,022,884
Unit Prices					
Average Home Cleaning Ticket	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00
Average Corporate Cleaning Ticket	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00
Average Other Home Service Ticket	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00
Sales					
Average Home Cleaning Ticket	\$54,423,191	\$95,240,584	\$142,860,875	\$214,291,313	\$321,436,969
Average Corporate Cleaning Ticket	\$124,678,582	\$218,497,519	\$327,281,276	\$490,921,917	\$736,382,875
Average Other Home Service Ticket	\$28,181,318	\$49,317,306	\$73,975,959	\$81,373,555	\$89,510,910
Total Sales	\$207,283,090	\$362,745,408	\$544,118,112	\$786,586,784	\$1,147,330,755
Direct Unit Costs					
Average Home Cleaning Ticket	\$105.60	\$105.60	\$105.60	\$105.60	\$105.60
Average Corporate Cleaning Ticket	\$720.00	\$720.00	\$720.00	\$720.00	\$720.00
Average Other Home Service Ticket	\$76.80	\$76.80	\$76.80	\$76.80	\$76.80
Direct Cost of Sales					
Average Home Cleaning Ticket	\$52,246,263	\$91,430,960	\$137,146,440	\$205,719,660	\$308,579,491
Average Corporate Cleaning Ticket	\$119,691,439	\$209,460,018	\$314,190,027	\$471,285,040	\$706,927,560
Average Other Home Service Ticket	\$27,054,065	\$47,344,614	\$71,016,920	\$78,118,612	\$85,930,474
Subtotal Direct Cost of Sales	\$198,991,767	\$348,235,592	\$522,353,387	\$755,123,313	\$1,101,437,524

Chart: Sales Monthly



Chart: Sales by Year



5.0 Management Summary

COMPANY NAME REDACTED is owned and operated by Rei W. OWNER NAME REDACTED. OWNER NAME REDACTED has a unique background, having personally worked in both the financial and realtor sides of the real estate market, the services featured in the COMPANY NAME REDACTED application, are services that she knows are in demand. OWNER NAME REDACTED uniquely understands the industry and its shortcomings as well as its opportunities.

GOLD LEVEL BUSINESS PLAN SAMPLE

Currently, OWNER NAME REDACTED manages all day-to-day operations for the application including networking, launch planning, marketing, sponsorships, content development, and scheduling. OWNER NAME REDACTED has built and now manages a network of industry experts who work as independent contractors. IT development, creative branding, and marketing, as well as content development, are all carried out by a team of independent contractors. This is beneficial for several reasons. First and foremost, working with independent contractors can help the company save money as payroll taxes, benefits, and other payroll fees are avoided. In addition, with a team of remote contractors, the company does not need a physical office space until halfway through the first fiscal year and can avoid paying the extensive costs of upkeep until necessary. OWNER NAME REDACTED hopes to maintain this model of employment for as long as possible. Eventually, the needs of the business will grow to the point where hiring full-time employees and securing larger office spaces will help drive company growth and revenue.

5.1 Personnel Plan

As the Personnel Plan shows, the company expects to make gradual investments in personnel over the next three years, always keeping in mind that additional staff will result in higher office leases and overhead.

Table: Personnel

Personnel Plan	Year 1	Year 2	Year 3	Year 4	Year 5
President, Ms. Rei W. Ryan	\$74,000	\$75,000	\$126,000	\$126,000	\$132,300
Secretary	\$72,000	\$72,000	\$72,000	\$75,600	\$79,380
Director of Marketing	\$96,000	\$96,000	\$96,000	\$100,800	\$105,840
Vice President Sales	\$42,498	\$85,000	\$85,000	\$89,250	\$93,713
Finance Manager	\$40,002	\$80,000	\$80,000	\$84,000	\$88,200
Independent Sales Reps (each)	\$20,000	\$40,000	\$40,000	\$42,000	\$44,100
Customer Service Reps (each)	\$20,000	\$40,000	\$40,000	\$42,000	\$44,100
Head of Brand Marketing	\$40,000	\$80,000	\$80,000	\$84,000	\$88,200
Director of IT	\$42,500	\$85,000	\$85,000	\$89,250	\$93,713
Total People	11	11	11	11	11
Total Payroll	\$397,001	\$653,000	\$698,000	\$732,900	\$769,545

6.0 Financial Plan

- Growth will be based on receiving an initial investment of \$2,000,000
- The company will invest residual profits into growth, with the majority of profits set aside as cash balance.

Our financial plan is based on conservative estimates and assumptions. We will need to plan on initial investment to make the financials work.

6.1 Startup Funding

COMPANY NAME REDACTED, LLC. seeks to raise \$2,000,000 in exchange for a 20% equity stake in the company, with a five-year exit strategy in place.

Table: Startup Funding

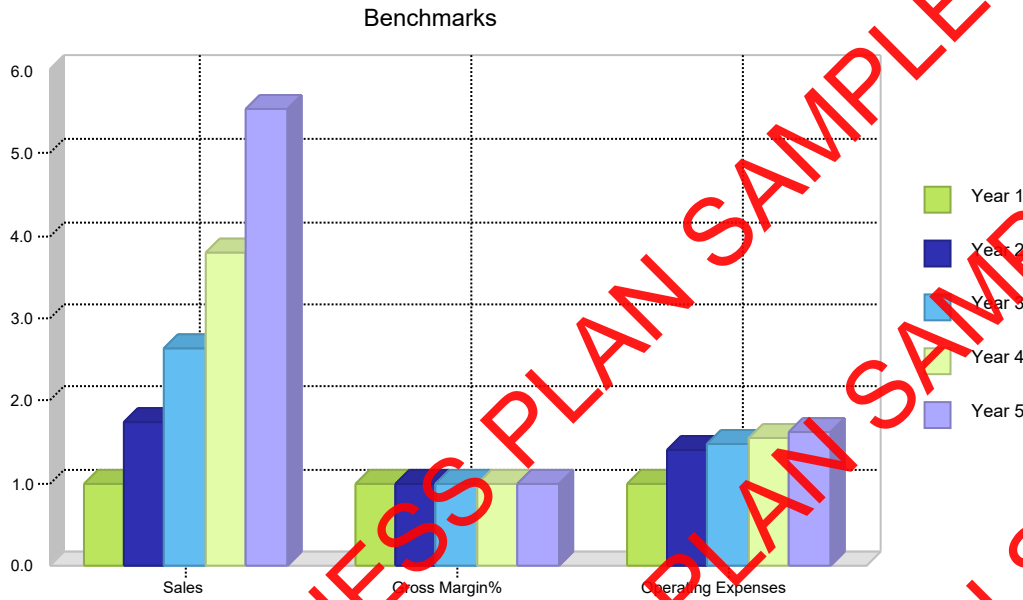
GOLD LEVEL BUSINESS PLAN SAMPLE

Startup Funding	
Startup Expenses to Fund	\$460,000
Startup Assets to Fund	\$1,540,000
Total Funding Required	\$2,000,000
Assets	
Non-cash Assets from Startup	\$0
Cash Requirements from Startup	\$1,540,000
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$1,540,000
Total Assets	\$1,540,000
Liabilities and Capital	
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Other Current Liabilities (interest-free)	\$0
Total Liabilities	\$0
Capital	
Planned Investment	
Owner	\$0
Investor	\$2,000,000
Additional Investment Requirement	\$0
Total Planned Investment	\$2,000,000
Loss at Startup (Startup Expenses)	(\$460,000)
Total Capital	\$1,540,000
Total Capital and Liabilities	\$1,540,000
Total Funding	\$2,000,000

6.2 Key Financial Indicators

The following chart shows changes in key financial indicators: sales, gross margin, and operating expenses.

Chart: Benchmarks



6.3 Break-even Analysis

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 \$167,646. To cover fixed costs and variable expenses, the Company must, on average, achieve 20,488 hooked jobs a month.

Table: Break-even Analysis

Break-even Analysis	
Monthly Units Break-even	20,488
Monthly Revenue Break-even	\$4,191,147
Assumptions	
Average Per-Unit Revenue	\$204.57
Average Per-Unit Variable Cost	\$196.39
Estimated Monthly Fixed Cost	\$167,646

Chart: Break-even Analysis



GOLD LEVEL BUSINESS PLAN SAMPLE

GOLD LEVEL BUSINESS PLAN SAMPLE

GOLD LEVEL BUSINESS PLAN SAMPLE

GOLD LEVEL BUSINESS PLAN SAMPLE

6.4 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, and amortization) equals gross margin minus operating expenses.

The detailed monthly pro-forma income statement for the first year is included in the appendix. The annual estimates are included here.

Table: Profit and Loss

Pro Forma Profit and Loss					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales	\$207,283,090	\$362,745,408	\$544,718,112	\$786,586,784	\$1,147,330,755
Direct Cost of Sales	\$198,991,767	\$348,235,592	\$522,353,387	\$755,123,313	\$1,101,437,524
Other Costs of Sales	\$0	\$0	\$0	\$0	\$0
Total Cost of Sales	\$198,991,767	\$348,235,592	\$522,353,387	\$755,123,313	\$1,101,437,524
Gross Margin	\$8,291,324	\$14,509,816	\$21,764,724	\$31,463,471	\$45,893,230
Gross Margin %	4.00%	4.00%	4.00%	4.00%	4.00%
Expenses					
Payroll	\$397,000	\$653,000	\$970,000	\$732,900	\$769,545
Marketing/Promotion	\$1,500,000	\$2,000,000	\$2,100,000	\$2,205,000	\$2,315,250
Depreciation	\$0	\$0	\$0	\$0	\$0
Rent	\$17,500	\$30,000	\$31,500	\$33,075	\$34,729
Utilities/Phone/Internet	\$5,600	\$9,600	\$10,080	\$10,584	\$11,113
Insurance	\$2,100	\$3,600	\$3,780	\$3,969	\$4,167
Payroll Taxes	\$59,550	\$97,950	\$104,700	\$109,935	\$115,432
Other	\$30,000	\$30,000	\$31,500	\$33,075	\$34,729
Total Operating Expenses	\$2,011,751	\$2,824,150	\$2,979,560	\$3,128,538	\$3,284,965
Profit Before Interest and Taxes	\$6,279,573	\$11,685,666	\$18,785,164	\$28,334,933	\$42,608,265
EBITDA	\$6,279,573	\$11,685,666	\$18,785,164	\$28,334,933	\$42,608,265
Interest Expense	\$0	\$0	\$0	\$0	\$0
Taxes Incurred	\$1,883,872	\$3,505,700	\$5,635,549	\$8,500,480	\$12,782,480
Net Profit	\$4,395,701	\$8,179,966	\$13,149,615	\$19,834,453	\$29,825,786
Net Profit/Sales	2.12%	2.26%	2.42%	2.52%	2.60%

GOLD LEVEL BUSINESS PLAN SAMPLE

Chart: Profit Monthly



Chart: Profit Yearly



Chart: Gross Margin Monthly



Chart: Gross Margin Yearly



6.5 Projected Cash Flow

The following depictions of COMPANY NAME REDACTED 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. The cash flow projection shows that provisions for ongoing expenses are adequate to meet the needs of the company as the business generates sufficient cash flow to support operations.

GOLD LEVEL BUSINESS PLAN SAMPLE

Table: Cash Flow

Pro Forma Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Cash from Operations					
Cash Sales	\$207,283,090	\$362,745,408	\$544,118,112	\$786,586,784	\$1,147,330,755
Subtotal Cash from Operations	\$207,283,090	\$362,745,408	\$544,118,112	\$786,586,784	\$1,147,330,755
Additional Cash Received					
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$207,283,090	\$362,745,408	\$544,118,112	\$786,586,784	\$1,147,330,755
Expenditures					
Expenditures from Operations					
Cash Spending	\$202,887,389	\$354,565,441	\$530,968,497	\$766,752,331	\$1,117,504,969
Subtotal Spent on Operations	\$202,887,389	\$354,565,441	\$530,968,497	\$766,752,331	\$1,117,504,969
Additional Cash Spent					
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0	\$0	\$0
Other Liabilities	\$0	\$0	\$0	\$0	\$0
Principal Repayment Long-term Liabilities	\$0	\$0	\$0	\$0	\$0
Principal Repayment	\$0	\$0	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Spent	\$202,887,389	\$354,565,441	\$530,968,497	\$766,752,331	\$1,117,504,969
Net Cash Flow	\$4,395,701	\$8,179,966	\$13,149,615	\$19,834,453	\$29,825,786
Cash Balance	\$5,935,701	\$14,115,667	\$27,265,283	\$47,099,736	\$76,925,522

Chart: Cash



GOLD LEVEL BUSINESS PLAN SAMPLE

GOLD LEVEL BUSINESS PLAN SAMPLE

6.6 Projected Balance Sheet

The projected Balance Sheet for the first five years is detailed in the following table.

The balance sheet shows healthy growth of net worth and a strong financial position. The monthly estimates are included in the appendix.

Table: Balance Sheet

Pro Forma Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	\$5,935,701	\$14,115,667	\$27,265,283	\$47,099,736	\$76,925,522
Other Current Assets	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$5,935,701	\$14,115,667	\$27,265,283	\$47,099,736	\$76,925,522
Long-term Assets					
Long-term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
Total Long-term Assets	\$0	\$0	\$0	\$0	\$0
Total Assets	\$5,935,701	\$14,115,667	\$27,265,283	\$47,099,736	\$76,925,522
Liabilities and Capital					
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
Long-term Liabilities					
Total Liabilities	\$0	\$0	\$0	\$0	\$0
Paid-in Capital	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000
Retained Earnings	(\$460,000)	\$3,935,701	\$12,115,667	\$25,265,283	\$45,099,736
Earnings	\$4,395,701	\$8,179,966	\$13,149,615	\$19,834,453	\$29,825,786
Total Capital	\$5,935,701	\$14,115,667	\$27,265,283	\$47,099,736	\$76,925,522
Total Liabilities and Capital	\$5,935,701	\$14,115,667	\$27,265,283	\$47,099,736	\$76,925,522
Net Worth	\$5,935,701	\$14,115,667	\$27,265,283	\$47,099,736	\$76,925,522

6.7 Business Ratios

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

Table: Ratios

GOLD LEVEL BUSINESS PLAN SAMPLE

Ratio Analysis						
	Year 1	Year 2	Year 3	Year 4	Year 5	Industry Profile
Sales Growth	n.a.	75.00%	50.00%	44.56%	45.86%	-3.61%
Percent of Total Assets						
Other Current Assets	0.00%	0.00%	0.00%	0.00%	0.00%	66.50%
Total Current Assets	100.00%	100.00%	100.00%	100.00%	100.00%	74.73%
Long-term Assets	0.00%	0.00%	0.00%	0.00%	0.00%	25.27%
Total Assets	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Current Liabilities						
Current Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	10.88%
Long-term Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	48.00%
Total Liabilities	0.00%	0.00%	0.00%	0.00%	0.00%	58.98%
Net Worth	100.00%	100.00%	100.00%	100.00%	100.00%	41.02%
Percent of Sales						
Sales	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Gross Margin	4.00%	4.00%	4.00%	4.00%	4.00%	82.50%
Selling, General & Administrative Expenses	1.68%	1.74%	1.53%	1.48%	1.40%	28.71%
Advertising Expenses	0.72%	0.55%	0.39%	0.28%	0.20%	1.65%
Profit Before Interest and Taxes	3.03%	3.22%	3.45%	3.60%	3.71%	10.67%
Main Ratios						
Current	0.00	0.00	0.00	0.00	0.00	1.38
Quick	0.00	0.00	0.00	0.00	0.00	1.28
Total Debt to Total Assets	0.00%	0.00%	0.00%	0.00%	0.00%	58.98%
Pre-tax Return on Net Worth	105.79%	82.79%	68.90%	60.16%	55.39%	17.56%
Pre-tax Return on Assets	105.79%	82.79%	68.90%	60.16%	55.39%	7.20%
Additional Ratios						
Net Profit Margin	2.12%	2.26%	2.42%	2.52%	2.60%	n.a
Return on Equity	74.06%	57.95%	48.23%	42.11%	38.77%	n.a
Activity Ratios						
Accounts Payable Turnover	5.53	12.17	12.17	12.17	12.17	n.a
Total Asset Turnover	34.92	25.70	19.96	16.70	14.91	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						
Net Working Capital	\$5,935,701	\$14,115,667	\$27,265,283	\$47,099,736	\$76,925,522	n.a
Interest Coverage	0.00	0.00	0.00	0.00	0.00	n.a
Additional Ratios						
Assets to Sales	0.03	0.04	0.05	0.06	0.07	n.a
Current Debt to Total Assets	0%	0%	0%	0%	0%	n.a
Acid Test	0.00	0.00	0.00	0.00	0.00	n.a
Sales/Net Worth	34.92	25.70	19.96	16.70	14.91	n.a
Dividend Payout	0.00	0.00	0.00	0.00	0.00	n.a

GOLD LEVEL BUSINESS PLAN SAMPLE

6.8 The Investment Offering

COMPANY NAME REDACTED LLC. is offering up to 20% ownership of the company to outside investors with an investment of \$2,000,000. Based on the conservative projections set forth IRR will be 133.69%. This figure is based on 20% of the earnings-based valuation at exit year, (end of fiscal year 5, 10x multiple).

Table: Investment Offering

Investment Offering	Seed	Round 1	Round 2	Exit
Proposed Year:	1	2	3	4
Valuation, Investment, Shares				
Investment Amount	\$2,000,000	\$0	\$0	
Equity Share Offering Percentage	20.00%	0.00%	0.00%	
Valuation	\$10,000,000	\$0	\$0	\$298,260,000
Investor Exit Payout	\$59,652,000	\$0	\$0	
Investor Years Until Exit	4	3	2	
Investor IRR	133.69%	0.00%	0.00%	
Share Ownership	Year 1	Year 2	Year 3	Year 5
Founders' Shares	800,000	800,000	800,000	800,000
Stock Split Multiple	1	1	0	0
Stock Options Issued	0	0	0	0
Investor Shares Issued	200,000	0	0	
Price per share	\$10.00	\$0.00	\$0.00	\$298.26
Options Holders' Shares	0	0	0	0
Year 1 Investors' Shares	200,000	200,000	200,000	200,000
Year 2 Investors' Shares		0	0	0
Year 3 Investors' Shares			0	0
Total Shares Outstanding	1,000,000	1,000,000	1,000,000	1,000,000
Equity Ownership Percentage	Year 1	Year 2	Year 3	Year 5
Founders' Equity	80.00%	80.00%	80.00%	80.00%
Option Holders' Equity	0.00%	0.00%	0.00%	0.00%
Year 1 Investors' Equity	20.00%	20.00%	20.00%	20.00%
Year 2 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%

GOLD LEVEL BUSINESS PLAN SAMPLE

6.9 Valuation

This anticipated increase in the company's valuation will yield an internal rate of return of 167% on an initial outside investment of \$2,000,000, which purchases 20% of the company's ownership.

Table: Investment Analysis

Investment Analysis	Start	Year 1	Year 2	Year 3	Year 4	Year 5
Initial Investment	\$2,000,000	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0	\$0
Ending Valuation	\$0	\$0	\$0	\$0	\$0	\$458,932,000
Combination as Income Stream	(\$2,000,000)	\$0	\$0	\$0	\$0	\$458,932,000
Percent Equity Acquired	20%					
Net Present Value (NPV)	\$257,256,968					
Internal Rate of Return (IRR)	167%					
Assumptions						
Discount Rate	10.00%					
Valuation Earnings Multiple		10	10	10	10	10
Valuation Sales Multiple		2	2	2	2	2
Investment (calculated)	\$2,000,000	\$0	\$0	\$0	\$0	\$0
Dividends		\$0	\$0	\$0	\$0	\$0
Calculated Earnings-based Valuation		\$43,960,000	\$81,800,000	\$131,500,000	\$198,340,000	\$298,260,000
Calculated Sales-based Valuation		\$414,570,000	\$725,490,000	\$1,088,240,000	\$1,573,170,000	\$2,294,660,000
Calculated Average Valuation		\$229,265,000	\$403,645,000	\$609,870,000	\$885,755,000	\$1,296,460,000

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Appendix

Table: Sales Forecast

Sales Forecast	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Unit Sales												
Average Home Cleaning Ticket	12,500	15,000	18,000	21,600	25,920	31,104	37,325	44,790	53,748	64,497	77,397	92,876
Average Corporate Cleaning Ticket	4,200	5,040	6,048	7,258	8,709	10,451	12,541	15,049	18,059	21,671	26,005	31,206
Average Other Home Service Ticket	8,900	10,680	12,816	15,379	18,455	22,146	26,575	31,890	38,268	45,922	55,106	66,128
Total Unit Sales	25,600	30,720	36,864	44,237	53,084	63,701	76,441	91,729	110,075	132,090	158,508	190,210
Unit Prices												
Average Home Cleaning Ticket	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00
Average Corporate Cleaning Ticket	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00
Average Other Home Service Ticket	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00	\$80.00
Sales												
Average Home Cleaning Ticket	\$1,375,000	\$1,650,000	\$1,980,000	\$2,376,000	\$2,851,200	\$3,421,440	\$4,105,728	\$4,926,874	\$5,912,248	\$7,094,698	\$8,513,638	\$10,216,365
Average Corporate Cleaning Ticket	\$3,150,000	\$3,780,000	\$4,536,000	\$5,443,200	\$6,531,840	\$7,838,208	\$9,405,850	\$11,287,020	\$13,544,423	\$16,253,308	\$19,503,970	\$23,404,764
Average Other Home Service Ticket	\$712,000	\$854,400	\$1,025,280	\$1,230,336	\$1,476,403	\$1,771,684	\$2,126,021	\$2,551,225	\$3,061,470	\$3,673,764	\$4,408,516	\$5,290,220
Total Sales	\$5,237,000	\$6,284,400	\$7,541,280	\$9,049,536	\$10,859,443	\$13,031,332	\$15,637,598	\$18,765,118	\$22,518,141	\$27,021,770	\$32,426,124	\$38,911,348

Appendix

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
Direct Unit Costs													
Average Home Cleaning Ticket	96.00%	\$105.60	\$105.60	\$105.60	\$105.60	\$105.60	\$105.60	\$105.60	\$105.60	\$105.60	\$105.60	\$105.60	
Average Corporate Cleaning Ticket	96.00%	\$720.00	\$720.00	\$720.00	\$720.00	\$720.00	\$720.00	\$720.00	\$720.00	\$720.00	\$720.00	\$720.00	
Average Other Home Service Ticket	96.00%	\$76.80	\$76.80	\$76.80	\$76.80	\$76.80	\$76.80	\$76.80	\$76.80	\$76.80	\$76.80	\$76.80	
Direct Cost of Sales													
Average Home Cleaning Ticket		\$1,320,000	\$1,584,000	\$1,900,800	\$2,280,960	\$2,737,152	\$3,284,582	\$3,941,499	\$4,729,799	\$5,675,758	\$6,810,910	\$8,173,092	\$9,807,710
Average Corporate Cleaning Ticket		\$3,024,000	\$3,628,800	\$4,354,560	\$5,125,472	\$6,270,566	\$7,531,680	\$9,029,616	\$10,835,538	\$13,002,646	\$15,603,176	\$18,723,811	\$22,468,573
Average Other Home Service Ticket		\$683,520	\$820,224	\$984,169	\$1,181,123	\$1,411,317	\$1,700,816	\$2,040,980	\$2,449,176	\$2,939,011	\$3,526,813	\$4,232,176	\$5,078,611
Subtotal Direct Cost of Sales		\$5,027,520	\$6,033,024	\$7,239,629	\$8,687,555	\$10,425,065	\$12,510,079	\$15,012,094	\$18,014,513	\$21,617,416	\$25,940,899	\$31,129,079	\$37,354,894

GOLD LEVEL BUSINESS PLAN SAMPLE

Appendix

Table: Personnel

<i>Personnel Plan</i>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
President, Ms. Rei W. Ryan	\$0	\$0	\$0	\$0	\$0	\$0	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Secretary	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Director of Marketing	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Vice President Sales	\$0	\$0	\$0	\$0	\$0	\$0	\$7,083	\$7,083	\$7,083	\$7,083	\$7,083	\$7,083
Finance Manager	\$0	\$0	\$0	\$0	\$0	\$0	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667
Independent Sales Reps (each)	\$0	\$0	\$0	\$0	\$0	\$0	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333
Customer Service Reps (each)	\$0	\$0	\$0	\$0	\$0	\$0	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333
Head of Brand Marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$6,667	\$6,667	\$6,667	\$6,667	\$6,667	\$6,665
Director of IT	\$0	\$0	\$0	\$0	\$0	\$0	\$7,083	\$7,083	\$7,083	\$7,083	\$7,083	\$7,085
Total People	0	0	0	0	0	0	11	11	11	11	11	11
Total Payroll	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$52,167	\$52,166	\$52,166	\$52,166	\$52,166	\$52,170

GOLD LEVEL BUSINESS PLAN SAMPLE

Appendix

Table: Profit and Loss

<i>Pro Forma Profit and Loss</i>	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	\$5,237,000	\$6,284,400	\$7,541,280	\$9,049,536	\$10,859,443	\$13,031,332	\$15,637,598	\$18,665,118	\$22,518,141	\$27,021,770	\$32,426,124	\$38,911,348	
Direct Cost of Sales	\$5,027,520	\$6,033,024	\$7,239,629	\$8,687,555	\$10,425,065	\$12,510,079	\$15,012,094	\$18,014,513	\$21,617,416	\$25,940,899	\$31,129,079	\$37,354,894	
Other Costs of Sales	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Total Cost of Sales	\$5,027,520	\$6,033,024	\$7,239,629	\$8,687,555	\$10,425,065	\$12,510,079	\$15,012,094	\$18,014,513	\$21,617,416	\$25,940,899	\$31,129,079	\$37,354,894	
Gross Margin	\$209,480	\$251,376	\$301,651	\$361,981	\$434,378	\$521,253	\$625,504	\$750,605	\$900,726	\$1,080,871	\$1,297,045	\$1,556,454	
Gross Margin %	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	4.00%	
Expenses													
Payroll	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$14,000	\$52,167	\$52,166	\$52,166	\$52,166	\$52,166	\$52,170	
Marketing/Promotion	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	
Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Rent	\$0	\$0	\$0	\$0	\$0	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	
Utilities/Phone/Internet	\$0	\$0	\$0	\$0	\$0	\$800	\$800	\$800	\$800	\$800	\$800	\$800	
Insurance	\$0	\$0	\$0	\$0	\$0	\$300	\$300	\$300	\$300	\$300	\$300	\$300	
Payroll Taxes	15% \$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$7,825	\$7,825	\$7,825	\$7,825	\$7,825	\$7,825	
Other	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	
Total Operating Expenses	\$218,600	\$218,600	\$218,600	\$218,600	\$218,600	\$222,200	\$116,092	\$116,091	\$116,091	\$116,091	\$116,091	\$116,096	
Profit Before Interest and Taxes	EBITDA	(\$9,120)	\$32,776	\$83,051	\$143,381	\$215,778	\$299,053	\$509,412	\$634,514	\$784,635	\$964,780	\$1,180,954	\$1,440,358
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Taxes Incurred	(\$2,736)	\$9,833	\$24,915	\$43,014	\$4,733	\$89,716	\$152,824	\$190,354	\$235,390	\$289,434	\$354,286	\$432,108	
Net Profit	(\$6,384)	\$22,743	\$58,136	\$100,367	\$151,044	\$209,337	\$356,589	\$444,160	\$549,244	\$675,346	\$826,668	\$1,008,251	
Net Profit Sales	-0.12%	0.37%	0.77%	1.11%	1.39%	1.61%	2.28%	2.37%	2.44%	2.50%	2.55%	2.59%	

Appendix

Table: Cash Flow

<i>Pro Forma Cash Flow</i>	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 Received												
Cash from Operations												
Cash Sales	\$5,237,000	\$6,284,400	\$7,541,280	\$9,049,536	\$10,759,443	\$13,031,332	\$15,637,598	\$18,765,118	\$22,518,141	\$27,021,770	\$32,426,124	\$38,911,348
Subtotal Cash from Operations	\$5,237,000	\$6,284,400	\$7,541,280	\$9,049,536	\$10,759,443	\$13,031,332	\$15,637,598	\$18,765,118	\$22,518,141	\$27,021,770	\$32,426,124	\$38,911,348
Additional Cash Received												
Sales Tax, VAT, HST/GST Received	0.00%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received	\$5,237,000	\$6,284,400	\$7,541,280	\$9,049,536	\$10,759,443	\$13,031,332	\$15,637,598	\$18,765,118	\$22,518,141	\$27,021,770	\$32,426,124	\$38,911,348
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												
Cash Spending	\$5,243,384	\$6,261,457	\$7,483,141	\$8,949,169	\$10,708,399	\$12,821,995	\$15,281,010	\$18,320,958	\$21,968,897	\$26,346,424	\$31,599,456	\$37,903,097
Subtotal Spent on	\$5,243,384	\$6,261,457	\$7,483,141	\$8,949,169	\$10,708,399	\$12,821,995	\$15,281,010	\$18,320,958	\$21,968,897	\$26,346,424	\$31,599,456	\$37,903,097

Appendix

Operations													
Additional Cash Spent													
Sales Tax, VAT, HST/GST Paid Out	\$0	\$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	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase of Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Purchase of Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Cash Spent	\$5,243,384	\$6,261,457	\$7,403,144	\$8,949,169	\$10,708,309	\$12,821,995	\$15,281,910	\$18,320,958	\$21,968,897	\$26,346,424	\$31,599,456	\$37,903,097	
Net Cash Flow	(\$6,384)	\$22,943	\$58,136	\$100,317	\$151,044	\$209,337	\$356,589	\$444,160	\$549,244	\$675,346	\$826,668	\$1,008,251	
Cash Balance	\$1,533,616	\$1,556,559	\$1,614,695	\$1,715,062	\$1,866,106	\$2,075,444	\$2,432,032	\$2,876,192	\$3,425,436	\$4,100,782	\$4,927,450	\$5,935,701	

Appendix

Table: Balance Sheet

<i>Pro Forma Balance Sheet</i>													
	Starting Balances	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Assets													
Current Assets													
Cash	\$1,540,000	\$1,533,616	\$1,556,559	\$1,614,695	\$1,715,062	\$1,866,106	\$2,075,444	\$2,432,032	\$2,876,192	\$3,425,436	\$4,100,782	\$4,927,450	\$5,935,701
Other Current Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$1,540,000	\$1,533,616	\$1,556,559	\$1,614,695	\$1,715,062	\$1,866,106	\$2,075,444	\$2,432,032	\$2,876,192	\$3,425,436	\$4,100,782	\$4,927,450	\$5,935,701
Long-term Assets													
Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Long-term Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Assets	\$1,540,000	\$1,533,616	\$1,556,559	\$1,614,695	\$1,715,062	\$1,866,106	\$2,075,444	\$2,432,032	\$2,876,192	\$3,425,436	\$4,100,782	\$4,927,450	\$5,935,701
Liabilities and Capital													
Current Liabilities													
Current Borrowing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Subtotal Current Liabilities	\$0	\$0	\$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	\$0
Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Paid-in Capital	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000	\$2,000,000
Retained Earnings	(\$460,000)	(\$460,000)	(\$460,000)	(\$460,000)	(\$460,000)	(\$460,000)	(\$460,000)	(\$460,000)	(\$460,000)	(\$460,000)	(\$460,000)	(\$460,000)	(\$460,000)
Earnings	\$0	(\$6,284)	\$16,559	\$74,695	\$175,062	\$326,106	\$535,444	\$892,032	\$1,336,192	\$1,885,436	\$2,560,782	\$3,387,450	\$4,395,701
Total Capital	\$1,540,000	\$1,533,616	\$1,556,559	\$1,614,695	\$1,715,062	\$1,866,106	\$2,075,444	\$2,432,032	\$2,876,192	\$3,425,436	\$4,100,782	\$4,927,450	\$5,935,701
Total Liabilities and Capital	\$1,540,000	\$1,533,616	\$1,556,559	\$1,614,695	\$1,715,062	\$1,866,106	\$2,075,444	\$2,432,032	\$2,876,192	\$3,425,436	\$4,100,782	\$4,927,450	\$5,935,701
Net Worth	\$1,540,000	\$1,533,616	\$1,556,559	\$1,614,695	\$1,715,062	\$1,866,106	\$2,075,444	\$2,432,032	\$2,876,192	\$3,425,436	\$4,100,782	\$4,927,450	\$5,935,701