



Kidzvilla - Child Day Care

Every child is special..

Business Plan [YEAR]

Prepared By

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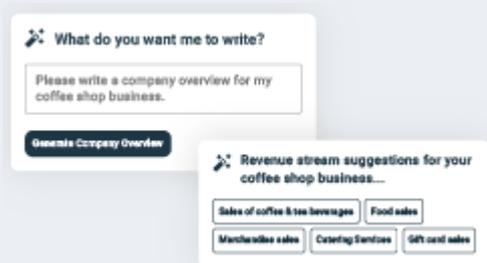
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1.

Executive Summary

Executive Summary

Objectives

Mission

Keys to Success

Executive Summary

Kidzvilla

Kidzvilla Community College aims to prepare its students to excel as young leaders of tomorrow by combining an exclusive collegiate-based curriculum tailored specifically for children with enhanced, first-class childcare services. Unlike our competitors, we offer a unique blend of education and care, ensuring that our students are not only academically prepared but also emotionally and socially supported. Our state-of-the-art facilities and experienced faculty provide a nurturing environment where every child can thrive.

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Objectives

Kidzvilla

1. Sales increasing to almost double first-year sales by the end of Fiscal 2004.
2. Maintain a high raw gross margin by the end of Fiscal 2003.
3. Open the second campus by the end of Fiscal 2004.

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Mission

Kidzvilla

"Some of the best years in life are the time spent as a child and later our collegiate years..." As working adults in a fast-paced society, we sometimes forget just how precious and fleeting those years are. Our mission is to provide a safe, nurturing, and educational environment where children can grow into confident, capable young adults. We are committed to excellence in childcare and education, ensuring that every child has the opportunity to reach their full potential.

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Keys to Success

📁 Kidzvilla

The keys to success for KCC are:

- Marketing: differentiating KCC's caregiving and educational services from traditional

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2.

Business Overview

Company Summary

Ownership

Start-up Summary

Locations and Facilities

Company Summary

Kidzvilla

Kidzvilla Community College - Lake St. Charles Campus will be located in Riverview, FL. The College will employ six fundamentals that will serve as the driving force for the services offered:

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Ownership



Timothy Bernard Kilpatrick

Founder and president - timothyb@example.com

Kidzvilla Community College is a privately-held proprietorship owned in majority by its founder and president, Timothy Bernard Kilpatrick, Sr. There are also two silent partners, neither of whom owns more than 10%, but will be active participants in daily operations, management decisions, and consulting, though they do not own a financial stake in the company.

Once the operation reaches its anticipated growth and profitability goals, the college plans to franchise and will re-register as a limited liability company or as a corporation, whichever will better suit the future business needs.

Start-up Summary

Start-up	Amount
Start-up Expenses	
Legal	\$1,000
Stationery	\$250
Brochures	\$500
Insurance	\$1,500
Rent	\$8,250
R&D	\$500

Start-up	Amount
Consultants	\$1,000
Playground Equipment	\$3,500
Playground Prep	\$700
Playground Fence	\$3,000
Furnishings	\$7,500
Toys	\$3,000
Buildout	\$8,750
Total Start-up Expenses	\$39,450
Start-up Assets	
Cash Required	\$65,550
Other Current Assets	\$14,130
Long-term Assets	\$0
Total Assets	\$79,680
Total Requirements	\$119,130

	Amount
Start-up Funding	
Start-up Expenses to Fund	\$39,450
Start-up Assets to Fund	\$79,680
Total Funding Required	\$119,130
Assets	
Non-cash Assets from Start-up	\$14,130
Cash Requirements from Start-up	\$65,550
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$65,550

	Amount
Total Assets	\$79,680
Capital	
Planned Investment	
Owner - Kilpatrick Cash	\$45,000
Owner - Kilpatrick Credit Line	\$12,500
Other Assets Invested	\$1,630
Additional Investment Requirement	\$0
Total Planned Investment	\$59,130
Loss at Start-up (Start-up Expenses)	(\$39,450)
Total Capital	\$19,680
Total Capital and Liabilities	\$79,680
Total Funding	\$119,130

Locations and Facilities

📁 Kidzvilla

Kidzvilla Community College will begin with one location - a newly constructed 3,600 square foot campus in Riverview, FL located near the entrance of the upscale Lake St. Charles subdivision. The campus is in the Lake St. Charles Medical Professional Office Building.

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3.

Services

Service Description

Competitive Comparison

Sales Literature

Fulfillment

Technology

Future Services

📁 **Kidzvilla**

Kidzvilla Community College offers upscale child care services and an advanced collegiate based curriculum designed for kids ages 4 months to 5 years and 1st through 5th grades. Normal operating hours will be 6:45 am to 6:30 pm, Monday through F

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Service Description

📁 **Kidzvilla**

Upon its opening, Kidzvilla Community College will offer four basic services in the Lake St. Charles community:

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Competitive Comparison

📁 **Kidzvilla**

The child care industry as a whole is saturated. However, based on US Census 2000 data, Hillsborough County Child Care Services provider listings, and Hillsborough County building permit records, the city of Riverview, Florida itself is growing and has f

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Sales Literature

📁 Kidzvilla

A copy of the Kidzvilla Community College informational brochure is attached in an appendix at the end of this document.

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Fulfillment

📁 Kidzvilla

The key fulfillment and delivery of services will be provided by the campus director, licensed campus instructors, and staff workers. The real core value is the professional strength and industry expertise of the founder and silent partners, staff experience

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Technology

📁 Kidzvilla

Since the company founder has an extensive Information Technology background, it's only natural that Kidzvilla Community College will employ and maintain the latest technology to enhance its curriculum, office management systems, payment proces

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Future Services

Kidzvilla

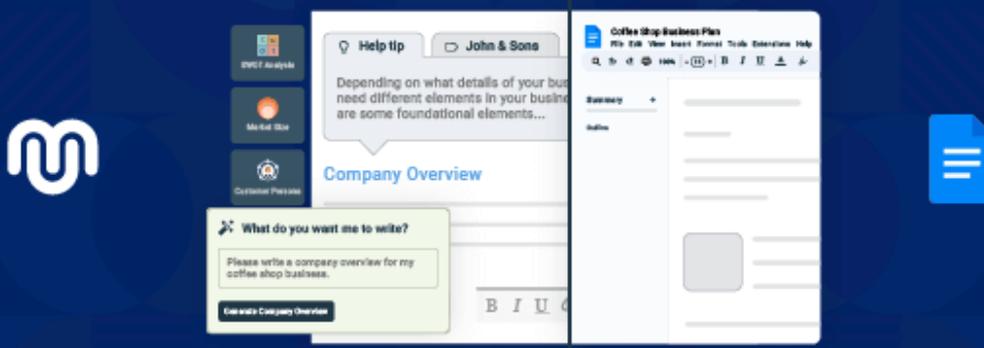
Three additional campuses are planned in the rural Tampa marketplace over the next four years. Franchise start-ups will be offered in the Orlando, Miami, and Jacksonville marketplace after 2 years of successful operation.

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Market Analysis

Industry Analysis

Market Segmentation

Market Analysis

Target Market Segment Strategy

Service Business Analysis

Main Competitors

Industry Analysis

Kidzvilla

Kidzvilla Community College offers services that are vitally important in today's fast-paced, dual-income world. As an increasing number of families have become dependent on two incomes, the need for quality childcare has skyrocketed. According to

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Market Segmentation

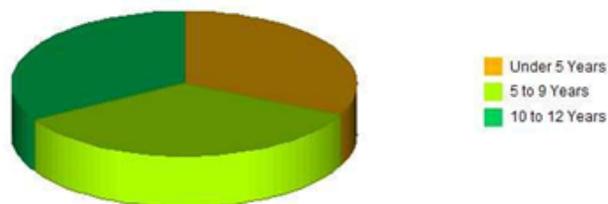
Kidzvilla

Kidzvilla Community College has a focus on meeting the local community's need for childcare services within the 10-mile radius of Riverview. Students will be taken inflexibly on either a full-time or part-time basis.

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Market Analysis



Potential Customers	Growth	Year1	Year2	Year3	Year4	Year5	CAGR
Under 5 Years	6%	2665	2825	2995	3175	3366	6.01%
5 to 9 Years	6%	2865	3037	3219	3412	3617	6.00%

Potential Customers	Growth	Year1	Year2	Year3	Year4	Year5	CAGR
10 to 12 Years	6%	2771	2937	3113	3300	3498	6.00%
Total	6%	8301	8799	9327	9887	10481	6.00%

Target Market Segment Strategy

Kidzvilla

The target market for Kidzvilla Community College is full-time working couples. Referral marketing, direct-mail campaigns, and community activity days will be the primary types of marketing strategies utilized. Maintaining and enhancing its reputation

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With inflation continuing to rise each year, the typical American family now requires dual or supplemental incomes. This trend has created a need for quality childcare services. We do not see this model changing in the foreseeable future. In fact, based on the

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Market Needs

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Currently, there are more family caregivers than licensed childcare facilities nationwide. However, this business model can't keep up with the needs of the growing childcare industry. In the family caregiver paradigm, space is limited and quality of care is c

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Market Trends

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According to the US Census 2000 data, the population growth rate for Hillsborough County is approximately 2%, which is reflected in the market analysis summary. However, the Riverview area of Hillsborough County is experiencing a residential construction

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Market Growth

Start writing here..

Service Business Analysis

Kidzvilla

Kidzvilla Community College is in the childcare services industry, which includes several models:

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1. Licensed Child Care Centers: Kids Kountry, Lapetite Academy, Mary Go Round Child Care Center and Bloomingdale Academy. While these centers are within the 10-mile radius target area, none are inside a 5-mile radius of the Lake St. Charl

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Business Participants

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Price, service, certification, and reputation are critical success factors in the childcare services industry. Kidzvilla Community College will compete well in our market by offering competitive prices, high-quality childcare services, and leading-edge educational p

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Competition and Buying Patterns

Start writing here..

Main Competitors

📁 Kidzvilla

1. Catholic Church Day Care:

- Strengths: Large church congregation. Already established in the market.
- Weaknesses: May not appeal to customers of different re

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5.

Strategy and Implementation

Strategy and Implementation Summary

Value Proposition

Competitive Edge

Marketing Strategy

Sales Strategy

Strategic Alliances

Milestones

Strategy and Implementation Summary

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Kidzvilla Community College will focus on two subdivisions: 'Lake St. Charles' and 'The Villages of Lake St. Charles,' which are new upscale community developments within a 2 square mile radius and boast over 900 new homes.

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Start writing here..

Value Proposition

Kidzvilla

Kid's Community College's® value proposition is quite clear and quite easily distinguished from others in the market. We offer uniquely premium child care services, as measured by the curriculum and activities offered, experience, and educational level of

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Start writing here..

Competitive Edge

Kidzvilla

We start with a critical competitive edge: there is no competitor in our market that is offering our concept, quality of the educational program, and child care services. Our educational approach is unique and we have a resource with over 25 years of child

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Marketing Strategy

📄 Kidzvilla

Marketing in the child care industry depends largely on reputation and referral. At Kidzvilla Community College that reputation will start within our community bolstered by our involved commitment to those we serve.

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📄 Kidzvilla

For families who value the importance of higher education and quality childcare services, Kidzvilla Community College offers a great alternative to traditional childcare services and specific interest-based programs. Unlike those programs, KCC combines

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Positioning Statement

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📄 Kidzvilla

Kidzvilla Community College must charge appropriately for the high-end, high-quality educational, and caregiving services we offer. Our revenue structure has to support our cost structure, so the salaries we pay to assure quality services must be based on

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Pricing Strategy

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📄 Kidzvilla

We will depend on client referrals, community exposure, and direct mail campaigns as our main way to reach new clients. As we change strategies, however, we need to change the way we promote ourselves:

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Promotion Strategy

Start writing here..

Kidzvilla

Catered open houses, parent survival days/nights, clubhouse pool parties, and weekend movie matinees are but a few approaches we will utilize to reach out to our community. We will also develop and maintain partnerships with local businesses that cater to our community.

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Marketing Programs

Start writing here..

Sales Strategy

Kidzvilla

Kidzvilla Community College will sell its community college theme, services, and offerings, separating itself from traditional daycare-only offerings.

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Start writing here..

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The following table and chart give a run-down on forecasted sales. A detailed spreadsheet is also included in the appendix of this business plan.

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Sales Forecast

	Year1	Year2	Year3
Unit Sales			
Full-time Couples	199	455	512
After School Care	141	220	248
Summer Camp	26	29	31
Part-time	12	14	16
Workers/Drop-Ins			

	Year1	Year2	Year3
Total Unit Sales	378	718	807
Unit Prices	2003	2004	2005
Full-time Couples	\$460.00	\$460.00	\$460.00
After School Care	\$240.00	\$240.00	\$240.00
Summer Camp	\$460.00	\$460.00	\$460.00
Part-time Workers/Drop-Ins	\$100.00	\$100.00	\$100.00
Sales			
Full-time Couples	\$91,540	\$209,300	\$235,520
After School Care	\$33,840	\$52,800	\$59,400
Summer Camp	\$11,960	\$13,340	\$14,352
Part-time Workers/Drop-Ins	\$1,200	\$1,380	\$1,587
Total Sales	\$138,540	\$276,820	\$310,859
Direct Unit Costs	2003	2004	2005
Full-time Couples	\$13.34	\$13.82	\$13.82
After School Care	\$4.56	\$4.75	\$4.75
Summer Camp	\$13.80	\$13.80	\$13.80
Part-time Workers/Drop-Ins	\$0.00	\$0.00	\$0.00
Direct Cost of Sales			
Full-time Couples	\$2,655	\$6,288	\$7,076
After School Care	\$643	\$1,045	\$1,176
Summer Camp	\$359	\$400	\$431
Part-time Workers/Drop-Ins	\$0	\$0	\$0
Subtotal Direct Cost of Sales	\$3,656	\$7,733	\$8,682

Kidzvilla

Sales programs will include incentives for obtaining quarterly financial and enrollment goals, probationary period completion, passing county inspections, and maintaining perfect attendance.

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Sales Programs

Start writing here..

Strategic Alliances

Kidzvilla

As mentioned previously, Kidzvilla Community College will form professional alliances with Impact Fitness to offer Drop-In child care services while parents work out. We will also partner with Family Pediatrics to provide referrals of their existing customers.

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Milestones

Kidzvilla

No example added yet..

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The accompanying table highlights important start-up milestones, with dates, completion status, responsible parties, and budgets for each. The milestone schedule indicates our emphasis on planning for implementation.

What the table doesn't show is the commitment behind it. Our business plan includes complete provisions for plan-vs.-actual analysis, and we will hold monthly follow-up meetings to discuss the variance and course corrections.

Milestone	Start Date	End Date	Budget	Manager	Department
Business Plan	8/1/2002	9/30/2002	\$200	Tim Kilpatrick	Department
Lease RFP	7/15/2002	7/30/2002	\$0	Tim Kilpatrick	Department
Site Selection	8/1/2002	9/15/2002	\$0	Tim Kilpatrick	Department
Architect Design	9/15/2002	10/1/2002	\$0	Zimmer	Department
Secure Additional Funding	10/1/2002	10/30/2002	\$500	Tim Kilpatrick	Department
Sign Lease	10/15/2002	10/30/2002	\$4,500	Tim Kilpatrick	Department
Personnel Plan	10/1/2002	10/30/2002	\$0	Tim Kilpatrick	Department
Curriculum Development	10/1/2002	12/31/2002	\$500	Candice Harris	Department
County Certification Req	9/20/2002	12/31/2002	\$100	Tim Kilpatrick	Department
Licensing	12/1/2002	12/31/2002	\$0	Tim Kilpatrick	Department
Totals			\$5,800		

6.

Web Plan

Web Plan Summary

Website Marketing Strategy

Development Requirements

Web Plan Summary

Kidzvilla

The Kidzvilla Community College website will be the virtual business card and portfolio for the college, as well as its online "home."

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Website Marketing Strategy

Kidzvilla

The Kidzvilla Community College website will embody the mission of the college. It will not only offer visitors the opportunity to "look around" the campus, but it will give them a good idea of the level of quality and service they can come to expect from the college.

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Development Requirements

Kidzvilla

The Kidzvilla Community College website will be developed by the college founder, Timothy B. Kilpatrick, Sr., who has over 17 years of Information Technology experience. Formation Technologies will host the site.

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7.

Management & Organizational Structure

Management Summary

Organizational Structure

Management Team

Management Team Gaps

Personnel Plan

Management Summary

📁 Kidzvilla

The opening management team of Kidzvilla Community College will consist of the founder, a silent partner, a campus director, and an administrative assistant.

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Organizational Structure

📁 Kidzvilla

Kidzvilla Community College depends on the founder, silent partner, Campus Director, and VP of Education Operations for management in the following roles:

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Management Team



Timothy B. Kilpatrick

Owner/President - timothy@example.com

Sr. The Owner/President will have overall fiscal responsibility, ensuring that the business is financially sound and attains its planned goals.

17 years Executive Management (VP) and Budgeting experience Advanced degree in Computer Science Proven leadership and employee development ability. Extensive experience with budgeting methodologies and strategic planning, including the Balanced Scorecard approach.



Carolyn Steverson

Industry Consultant - carolyn@example.com

The Industry Consultant will be relied upon for her industry expertise, providing valuable insight to rules, regulations, and governmental programs that may benefit the college.

25 Year owner of Fat Albert Day Care Center Licensed child care facility owner. Vast knowledge of Hillsborough County Child Care Licensing requirements and government supplemental programs



Candice Harris

Campus Director - candiceh@example.com

The Campus Director will be responsible for daily operations, curriculum oversight, and management of all instructors, caregivers, and tutors.

B.S. Degree in Education 2 years facilities administration/support experience with the University of South Florida

2+ years Regional Operations Manager

5+ years managerial/supervisory experience

3+ years of grant writing, technical writing, workflow, and process documentation experience

Management Team Gaps

📁 Kidzvilla

The present team requires Child Care Development Associate credentials to support our value proposition and preparation for the 2004 Florida child care requirements. Currently, the Campus Director and Industry Consultant are the only members of the management team.

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Personnel Plan

🏠 Kidzvilla

The following table summarizes our personnel expenditures for the first three years, with compensation increasing from approximately \$57K in the first year to about \$113K in the third. We believe this plan is a fair compromise between fairness and experience.

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Personnel Plan

	Year1	Year2	Year3
Campus Director	\$23,877	\$25,071	\$26,324
F/T Instructors	\$21,760	\$61,440	\$64,512
P/T Instructors	\$11,400	\$21,600	\$22,680
Total People	5	8	8
Total Payroll	\$57,037	\$108,111	\$113,516

8.

Financial Plan

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Projected Profit and Loss

	2024	2025	2026
Revenue	\$625,773.13	\$1,123,296.57	\$2,042,787.75
Premier Care-Giving Services	\$295,217.50	\$594,065	\$1,195,435
Unit Sales	1,181	2,376	4,782
Unit Price	\$250	\$250	\$250
Collegiate Curriculum Programs	\$225,375	\$360,834	\$577,743
Unit Sales	751	1,203	1,926
Unit Price	\$300	\$300	\$300
Community Advancement Programs	\$105,180.63	\$168,397.57	\$269,609.75
Cost Of Sales	\$102,151.26	\$175,739.87	\$310,697.40
General Costs	\$102,151.26	\$175,739.87	\$310,697.40
Care-Giving Supplies	\$71,455.01	\$122,333.36	\$215,551.35
Diapers and Wipes	\$8,877.70	\$10,003.71	\$11,272.57
Snacks and Meals	\$62,577.31	\$112,329.65	\$204,278.78
Educational Materials	\$30,696.25	\$53,406.51	\$95,146.05
Books and Learning Materials	\$2,536.46	\$2,858.16	\$3,220.59
Technology and Software	\$28,159.79	\$50,548.35	\$91,925.46
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$523,621.87	\$947,556.70	\$1,732,090.35

	2024	2025	2026
Gross Margin (%)	83.68%	84.35%	84.79%
Operating Expense	\$576,004.68	\$621,598.05	\$693,693.99
Payroll Expense (Indirect Labor)	\$490,680	\$499,793.40	\$509,098.20
Teaching Staff	\$286,560	\$291,081.60	\$295,681.44
Lead Teachers	\$120,960	\$122,169.60	\$123,391.44
Assistant Teachers	\$165,600	\$168,912	\$172,290
Administrative Staff	\$115,800	\$118,791	\$121,865.52
Day Care Director	\$45,000	\$46,575	\$48,205.20
Administrative Assistants	\$70,800	\$72,216	\$73,660.32
Support Staff	\$88,320	\$89,920.80	\$91,551.24
Maintenance Staff	\$55,200	\$56,304	\$57,430.08
Kitchen Staff	\$33,120	\$33,616.80	\$34,121.16
General Expense	\$85,324.68	\$121,804.65	\$184,595.79
Facility Costs	\$38,681.78	\$43,587.77	\$49,115.53
Rent	\$31,706.31	\$35,727.40	\$40,258.40
Utilities	\$6,975.47	\$7,860.37	\$8,857.13
Operational Expenses	\$30,103.89	\$50,648.09	\$88,152.74
Insurance	\$25,030.93	\$44,931.85	\$81,711.51
Maintenance	\$5,072.96	\$5,716.24	\$6,441.23
Marketing and Advertising	\$16,539.01	\$27,568.79	\$47,327.52
Online Marketing	\$4,023.57	\$5,102.86	\$6,471.76
Community Events	\$12,515.44	\$22,465.93	\$40,855.76
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$52,382.81)	\$325,958.65	\$1,038,396.36
Additional Expense	\$9,698.44	\$8,077.41	\$6,373.41
Long Term Depreciation	\$5,418	\$5,418	\$5,418
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$57,800.81)	\$320,540.65	\$1,032,978.36
Interest Expense	\$4,280.43	\$2,659.39	\$955.41
EBT	(\$62,081.25)	\$317,881.24	\$1,032,022.95
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$687,854.38	\$805,415.33	\$1,010,764.80
Net Income	(\$62,081.25)	\$317,881.24	\$1,032,022.95
Net Income (%)	(9.92%)	28.30%	50.52%
Retained Earning Opening	\$0	(\$80,081.25)	\$229,799.99
Owner's Distribution	\$18,000	\$8,000	\$8,000
Retained Earning Closing	(\$80,081.25)	\$229,799.99	\$1,253,822.94

Projected Cash Flow

	2024	2025	2026
Cash Received	\$625,773.13	\$1,123,296.57	\$2,042,787.75

	2024	2025	2026
Cash Paid	\$682,436.39	\$799,997.33	\$1,005,346.79
COS & General Expenses	\$187,475.95	\$297,544.52	\$495,293.18
Salary & Wages	\$490,680	\$499,793.40	\$509,098.20
Interest	\$4,280.43	\$2,659.39	\$955.41
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$56,663.26)	\$323,299.24	\$1,037,440.96
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$35,000	\$0	\$0
Net Cash From Investments	(\$35,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$49,684.64	\$41,305.67	\$43,009.66
Loan Capital	\$31,684.65	\$33,305.69	\$35,009.66
Dividends & Distributions	\$18,000	\$8,000	\$8,000
Net Cash From Financing	\$100,315.36	(\$41,305.67)	(\$43,009.66)
Summary			
Starting Cash	\$0	\$8,652.10	\$290,645.67

	2024	2025	2026
Cash In	\$775,773.13	\$1,123,296.57	\$2,042,787.75
Cash Out	\$767,121.03	\$841,303	\$1,048,356.45
Change in Cash	\$8,652.10	\$281,993.57	\$994,431.30
Ending Cash	\$8,652.10	\$290,645.67	\$1,285,076.97

Projected Balance Sheet

	2024	2025	2026
Assets	\$38,234.10	\$314,809.67	\$1,303,822.97
Current Assets	\$8,652.10	\$290,645.67	\$1,285,076.97
Cash	\$8,652.10	\$290,645.67	\$1,285,076.97
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$29,582	\$24,164	\$18,746
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$5,418)	(\$10,836)	(\$16,254)
Liabilities & Equity	\$38,234.10	\$314,809.65	\$1,303,822.94
Liabilities	\$68,315.35	\$35,009.66	\$0
Current Liabilities	\$33,305.69	\$35,009.66	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,305.69	\$35,009.66	\$0
Long Term Liabilities	\$35,009.66	\$0	\$0

	2024	2025	2026
Long Term Debt	\$35,009.66	\$0	\$0
Equity	(\$30,081.25)	\$279,799.99	\$1,303,822.94
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$80,081.25)	\$229,799.99	\$1,253,822.94
Check	\$0	\$0	\$0

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