



# Mindcast - Podcast

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# Business Plan

[YEAR]

Prepared By

John Doe



*Let's Level Up Your Mindset*

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# 1.

## Executive summary

Problem Definition & Validation

Solution

Objectives

Mission statement

Unique Selling Proposition

Financial Highlights

## Mindcast

Mindcast, as the name suggests, sets out to transform the human mind. Mindcast explores the science behind the idea "one can learn anything" through multimedia interventions that develop a 'growth mindset.' Mindcasts podcasts are designed to help students

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## Problem Definition & Validation

### Promotion of fixed mindsets at schools.

#### Whom?

Students

#### Causes

The traditional education system in schools is designed to promote a fixed mindset as the foundation for schooling is based on force. The proverbial "one-size-fits-all" approach to learning followed by schools does not leave room for the inspection of the learning process. In modern schools, children are corralled into classrooms and forced to learn concepts they are more likely to disdain. Even if a teacher attempts to cater to different learning styles, the bureaucracy of schooling stifles them. Standardized tests, standardized curriculums, and even standardized rules have pigeonholed students and teachers into conforming to the system.

#### Impact

A fixed mindset is a belief that one's core abilities, such as talent and intelligence, are fixed traits. A fixed mindset leads an individual to treat failure as an indication of their capabilities. For instance, if a student is consistently failing at mathematics, his fixed mindset would lead him to believe that the subject is beyond his understanding is just not his forte. This conclusion would make him disinclined to try again.

## Work-Place Related Mental Health Conditions

### Whom?

Employees and Professionals

### Causes

Mental illness, deemed globally to account for 32% of years lived with a disability, generates significant effects on workplaces. In particular, employees working in technology, finance, and healthcare fields experience high rates of mental ill-health such as burnout, stress, and depression due to workplace conditions including excessive workloads, workplace violence, and bullying.

### Impact

These conditions impact workplaces significantly costing 1 trillion dollars in lost productivity. The prolific mental health conditions at the workplace have even overtaken physical safety as a critical risk. The World Health Organisation says anxiety and depression increased globally by 50% between 1990 and 2013. In May 2018, the American Psychiatric Association announced another 5% increase.

## Solution

### Strategically Devised Courses by Mindcast

My Mental Health Podcast: What Does Anxiety Look Like in Children? - My Mental Health

Mindcast challenges the notion of intelligence being something innate and fixed supplanting it by the contrarian concept of intelligence being malleable. The company seeks to empower students, educators, and corporate workers with a mindset that sets them free from being prisoners of immutable characteristics. With a range of specially designed courses, the company proves that with the right training, one can become authors of their cognitive abilities.



## Solution Features



### Mental Health

Mental Health thus equates to the mind being calm, alert, focused, agile and decisive.



### Resilience

Mindcast proposes to condition an individual's mind to become resilient through structured training courses targeted at a growth mindset.



### Mind Training

Training interventions deliver an average 30% reduction in symptoms of depression and an average of 32% average reduction in anxiety symptoms.

## Objectives

### Mindcast

- To begin commercial operations in LA by Q1 2021
- To build a market reputation for quality hygienic products and e

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### Short Term (1 -3 Years)

Start writing here..

### Mindcast

- To expand by opening additional store locations across the country during the forecast period

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### Long Term (3-5 years)

Start writing here..

## Mission statement

### ☐ Mindcast

Our mission is to empower individuals with lifelong learning capabilities by offering high-quality, accredited, accessible, innovative, and responsive education and training programs that are designed to cultivate a growth mindset leveraging the ground-breaking

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## Unique Selling Proposition

### ☐ Mindcast

The most significant advantage of the company is that all the courses are curated in-house by the Founder. A certified life coach with a master's in business psychology she

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## Financial Highlights

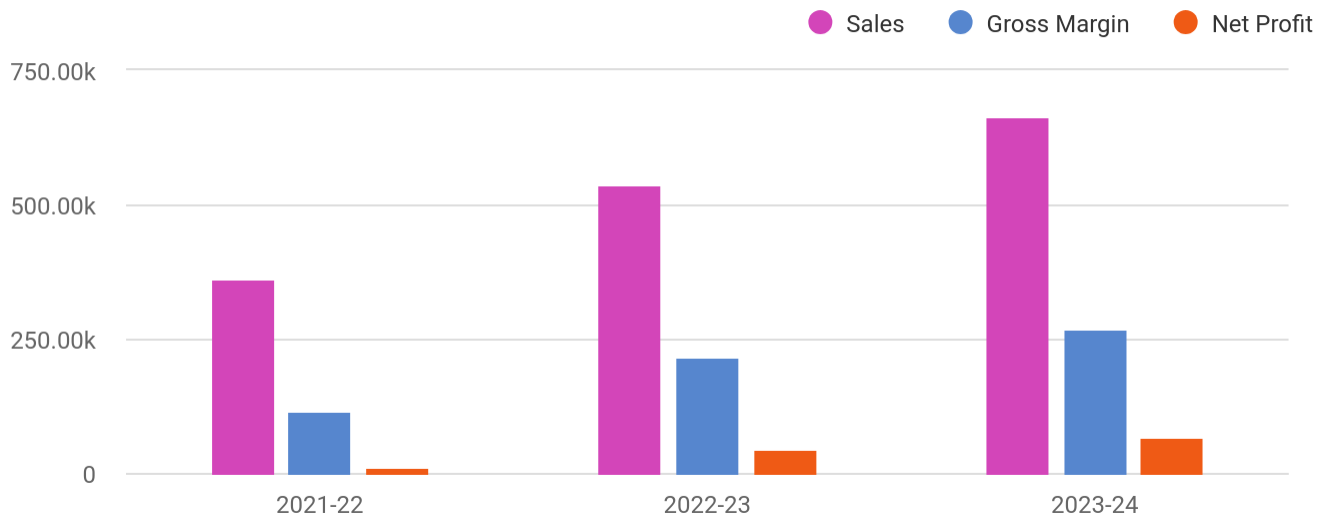
### ☐ Mindcast

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used for the setup and launch of the salon in the US. The company expects to steadily grow its revenues through active efforts in marketing, network

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## Mindcast - 3 Year Financial Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360,723	114,289	13,038
2022-23	538,041	216,784	44,360
2023-24	665,012	269,869	65,638

# 2.

## Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary

## ☐ Mindcast

Mindcast brings about innovation in its approach to online self-development courses that promise a growth mindset as an outcome. Soft skills such as communication, cognitive development, instilling a growth mindset, accountability, and problem


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## Company Ownership/Legal Entity

## ☐ Mindcast

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in LA, it will also register with the local county. The business will be wholly owned and Managed by Founder M


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## Location

## ☐ Mindcast

Los Angeles can be a tough city for entrepreneurs to establish and make a mark. Predominantly due to the thriving business landscape which has given rise to a competitive environment. LA has a great technology community scene. There are meetups, events,

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## Interior Operating Facilities

### ☐ Mindcast

The company will begin operations from a rented office space in a suburban region in LA. Being entirely online, the company does not have to be located in a high-traffic area and can reduce rental costs by having an office away from the commercial hub.

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## Hours of Operation

### ☐ Mindcast

Mindcast's business is entirely online working on a subscription basis. Hence, the company does not have standard operating hours.

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## Startup summary

### ☐ Mindcast

The founding team will infuse a capital sum of \$50,000 through long-term borrowings to meet the company's start-up requirements. The start-up expenses are estimated at \$18,500, primarily consisting of interior renovation, rent, and advertisement expenses. A

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# 3.

## Products & Services

Podcasts

## Mindcast

Mindcast provides an online educational platform offering multimedia interventions to develop a 'growth mindset' by developing an understanding of how the mind works and learn how to work the mind. Each of the courses is designed based on the scientific

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## Podcasts



### Learning How to Learn

Price: **\$150 USD**

Targeted towards high school and university students, this course is designed with instructional coaching methods and interactive multimedia to develop an 'infinite mindset' in students across all ages through the understanding of how the mind works and learning how to work the mind. Students will learn methods to improve focus, study, memory, speed-reading, and thinking – learning a life skill that enables them to learn anything they want; as well as establishing an actionable behavioral plan to achieving their goals.

#### Targeted Towards

High school students, university students

#### Podcast Duration

5-6 hours

#### Learning Outcome

- Understand the mind and body connection
- Cultivate positive mindset
- Improve self-regulation of thoughts and emotions
- Improve focus, reading speed, note-taking, and memory



## Coaching Educators

Price: **\$150 USD**



An intensive course designed to train and equip educators, parents, and coaches to develop 'infinite mindset' in children/adults through the proactive understanding of child development. The learners will comprehend the power and use of language in developing a growth mindset from a young age, as well as the methods for fostering better and effective learning habits.

### **Targeted Towards**

Educators, parents, and coaches, schools

### **Podcast Duration**

10 hours

### **Learning Outcome**

- Understand and develop 'connection before direction'
- Develop own positive mindset and in child
- Apply 'Emotional Coaching'
- Effective appraisal
- Teaching self-discipline to children

## Mental Health Development

Price: **\$150 USD**



Aligned with the development of soft skills, this course is designed to guide individuals to develop and discover their capabilities, interpersonal skills, help them to understand more about their challenges, and make informed choices about their future. It is typically done in approximately three to five coaching sessions – making coaching more accessible and affordable.

### **Targeted Towards**

Students, working professionals, someone who wants to change something in their lives

### **Duration of Podcast**

2-3 hours

### **Learning Outcome**

- Establish clear, motivating goals
- Identify blocks to achieving the goals
- Explore and resolve mental barriers
- Enhance self-awareness
- Develop skills to manage decisions and actions effectively



## Emotional Well-Being at Workplace

Price: **\$150 USD**

Understand the importance of team member wellbeing and consider different definitions of and theoretical approaches to wellbeing.

### **Targeted Towards**

Students, working professionals, someone who wants to change something in their lives

### **Duration of Podcast**

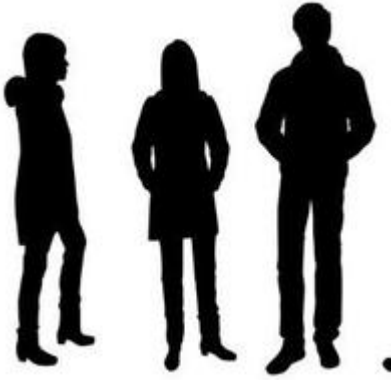
2-3 hours

### **Learning Outcome**

- Establish clear, motivating goals
- Identify blocks to achieving the goals
- Explore and resolve mental barriers
- Enhance self-awareness
- Develop skills to manage decisions and actions effectively

## Overcoming Imposter Syndrome

Price: **\$150 USD**



Identifying the Patterns Undermining Confidence - Explore what imposter syndrome is, what causes it, and the strategies that can be used to overcome it.

### **Targeted Towards**

Students, working professionals, someone who wants to change something in their lives

### **Duration of Podcast**

2-3 hours

### **Learning Outcome**

- Establish clear, motivating goals
- Identify blocks to achieving the goals
- Explore and resolve mental barriers
- Enhance self-awareness
- Develop skills to manage decisions and actions effectively

## Understanding Anxiety, Depression and CBT

Price: **\$150 USD**



Improve the understanding of depression and anxiety and find out about an effective and evidence-based treatment- CBT

### **Targeted Towards**

Students, working professionals, someone who wants to change something in their lives

### **Duration of Podcast**

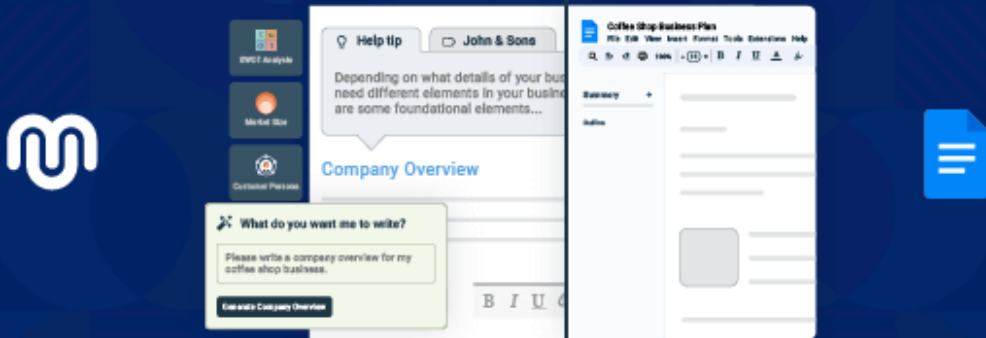
2-3 hours

### **Learning Outcome**

- Establish clear, motivating goals
- Identify blocks to achieving the goals
- Explore and resolve mental barriers
- Enhance self-awareness
- Develop skills to manage decisions and actions effectively

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# 4.

## Market Analysis

Market segmentation

Market Trends

Target market

Competitor Analysis

Competitive Advantage

## ☐ Mindcast

The podcast industry is in a particular moment of creative and innovative renaissance, from content created by publishers and hosts to listener discovery. And while podcasts have been around for nearly two decades, the format has only just entered the m


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## Market segmentation

### ☐ Mindcast

Podcasts are growing outside of the US as well, and Latin America is a key region to watch given the rapid development of Spanish-language content. Additionally, tech companies are jockeying to become the No. 1 destination for podcast listeners, and t


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## Market Trends

### ☐ Mindcast

Podcast listener numbers will see significant growth this year as demand for on-demand audio has increased. In 2021, the number of monthly US podcast listeners will increase by 10.1% year-over-year (YoY) to 117.8 million.

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# Target market

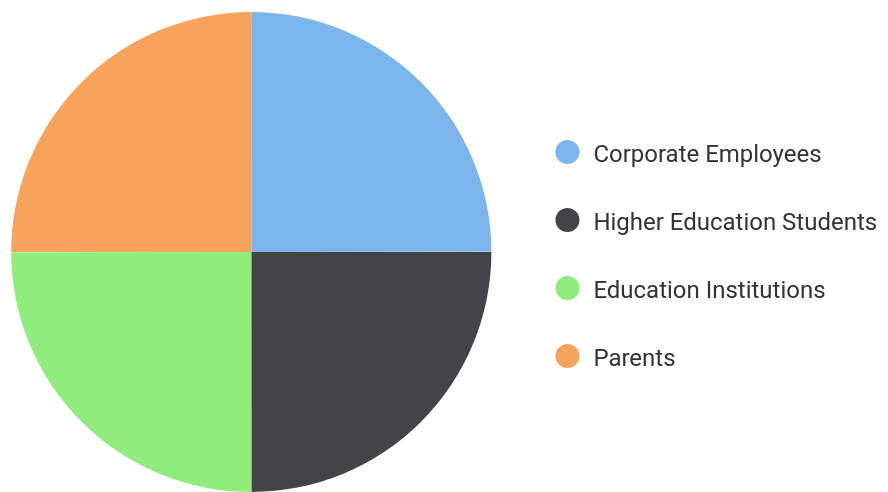
## Mindcast

Mindcast's courses are designed by keeping three distinct market segments in mind. While the company's "Learning how to Learn" and "coaching educators" is curated explicitly for higher education/university students and educators respectively, course like

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## Target Market Segment



# Competitor Analysis

## Mindset Works



Mindset Works is the global leader in growth mindset development leveraging the pioneering research of Carol Dweck and Lisa Blackwell. The company's mission is to enable a world in which all people realize continual learning and growth. The Mindset Works team includes practitioners, coaches, leaders, and researchers who collaborate to translate academic research into products and services that nurture positive learning beliefs, habits, and cultures.

### Features

Mindset Courses

### Strengths

Global Reach

### Weaknesses

Standard Approach

## Udemy



The leading global marketplace for learning and instruction. By connecting students all over the world to the best instructors, Udemy is helping individuals reach their goals and pursue their dreams.

### Features

Mindset Courses

### Strengths

Global Reach

### Weaknesses

Standard Approach

# Competitive Advantage

## ☞ Mindcast

While most of the competitors listed above offer similar podcasts online, these competitors operate on a global scale, making their course content more generic and universal. Skills development and training courses that are designed to transform the

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# 5.

## SWOT analysis

## Mindcast

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has

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### Strength

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- Personalized podcasts
- Thriving industry
- Lucrative business location
- Scalable pricing strategy and business model

### Weakness

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- Highly competitive market
- Limited market understanding

### Opportunity

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- Collaboration with leading educators
- Increased mental health consciousness
- High growth potential market in the US
- Export capabilities

### Threat

---

- Competitors eroding the market
- Low barriers to entry
- Competitors poaching B2B clients

# 6.

## Strategy & implementation

Target Market Strategy

Distribution Strategy

Positioning Statement

Sales strategy

Pricing strategy

## Target Market Strategy

### Mindcast

The online learning industry is a saturated market which makes course pricing a strategic challenge. As the Founder curates the courses, a significant cost of content creation is reduced. As no additional cost is incurred, the company will be in a po

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## Distribution Strategy

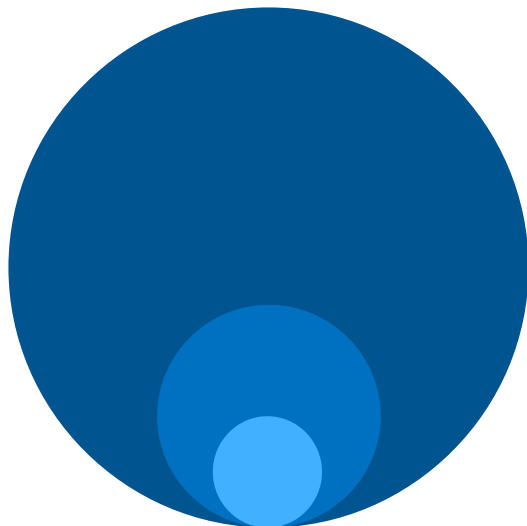
### Mindcast

Intensive market competition and the face of rapidly evolving learning preferences will also make it imperative for Mindcast to not only focus on customer acquisition but also retention. To this end, Mindcast will provide freemium offerings such as collecti

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## Market Size



### Available Market

Market in the US

**280k**

### Served Market

Market is LA

**120k**

### Target Market

5% of Served Market

**60k**

# Positioning Statement

## Mindcast

Mindcast will seek to target vulnerable groups within each market segment such as migrant workers and students from disadvantaged backgrounds as this market are more likely to require growth mindset courses offered by the company.

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# Sales strategy

## Mindcast

Employees, educational institutions, students, and companies form the company's primary target market. However, the company's marketing efforts will also include end-users, clients of the professional service providers. While push marketing efforts will be

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# Online Marketing Channels



## Electronic Direct Mail Marketing

Mindcast will mail professionally designed materials with its value proposition to these companies and provide quotes for promotion merchandise printing services.



## Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



## Google Ad Campaigns

The advertising will target specific keywords relevant to Mindcast's offering



## Offline Marketing Channels



### Networking

Participate in leading health and lifestyle exhibitions. Offer sneak peak into the podcast. The company will also keep a record of visitors to their stalls as leads for its email marketing campaigns.



### Pop-Up Store

The company will also hold pop-up stalls at consumer exhibitions.

## Pricing strategy

### ☐ Mindcast

The company's mental health podcasts range between \$149.99 and \$249.99. The direct costs, which are primarily associated with instructors/subject matter experts and online processing fees, are estimated at 15%, resulting in 85% margins across all products.

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# 7.

## Operational Plan

Management Team

Personnel Plan

Milestones

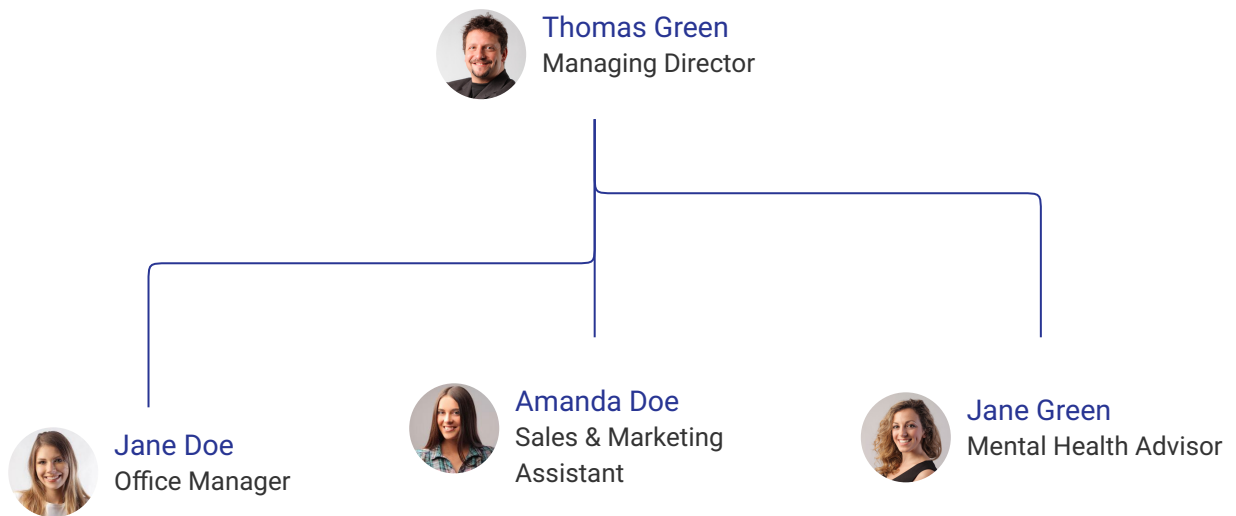
## Mindcast

The team will be headed by Managing Director Mr. Thomas Green who will also oversee production operations. Joining Mr. Thomas in the Management Team, the company will onboard an office manager and a mental health advisor to help clients

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## Organization chart



## Management Team

### Mindcast

Mr. Thomas will serve as the Managing Director of Mindcast. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years essaying various white-collar roles for companies

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# Personnel Plan

## Mindcast

The company plans to create six full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

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## Hiring plan

20

Filled

5

Hired

25

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Office Manager	3 of 23	30 days	21 days	80%
Sales Representative	4 of 15	158 days	127 days	0%
Mental Health Advisor	5 of 20	149 days	136 days	100%



### Jane Doe

Office Manager - [Jane@mindcast.com](mailto:Jane@mindcast.com)

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.



## **Amanda Doe**

Sales Representatives - [Amanda@mindcast.com](mailto:Amanda@mindcast.com)

Preferably bilingual with ability to speak English and French fluently, problem-solving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required



## **Jane Green**

Mental Health Advisor - [Jane@mindcast.com](mailto:Jane@mindcast.com)

Excellent verbal skills and a knack for cosmetic products, strong written and verbal communication skills, skilled in customer interaction, and a qualified psychologist

# Milestones

## MINDCAST

### Establish

Mindcast will rent a office space in suburban LA alongside developing a fully optimized and informative website. During this period, the company will also develop initial podcasts to give as samples and fill up the showroom shelves. Marketing activities will also begin during this stage to build awareness and launch the brand into the market.

YEAR 1

### Gain Market Traction

The company will begin expanding its services beyond LA to cover other regions around California.

Year 2

### Diversify

Having externally established the business, the company will begin internally expanding its range of products

Year 3

### Grow

- Begin expanding across the US
- Consider market expansion beyond US

>Year3

# 8.

## Financial plan

Important Assumptions

Break-even analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

If you are going to start your own Podcast business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your income

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## Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

## Break-even analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410



## Projected Profit and Loss

	2024	2025	2026
<b>Revenue</b>	<b>\$160,412.50</b>	<b>\$348,812.55</b>	<b>\$893,753.60</b>
Listener Donations	\$74,847.50	\$234,914.05	\$737,264.15
Unit Sales	2,139	6,712	21,065
Unit Price	\$35	\$35	\$35
Merchandise Sales	\$37,565	\$60,138.50	\$96,278.25
Unit Sales	1,503	2,406	3,851
Unit Price	\$25	\$25	\$25
Episode Sponsorships	\$48,000	\$53,760	\$60,211.20
<b>Cost Of Sales</b>	<b>\$11,212.36</b>	<b>\$17,026.38</b>	<b>\$33,540.87</b>
General Costs	\$11,212.36	\$17,026.38	\$33,540.87
Production Costs	\$4,200	\$4,296	\$4,394.28
Audio Editing Services	\$3,000	\$3,060	\$3,121.20
Music Licensing Fees	\$1,200	\$1,236	\$1,273.08
Hosting and Distribution	\$7,012.36	\$12,730.38	\$29,146.59
Podcast Hosting Fees	\$4,812.36	\$10,464.38	\$26,812.61
Distribution & Promotion Costs	\$2,200	\$2,266	\$2,333.98
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$149,200.14</b>	<b>\$331,786.17</b>	<b>\$860,212.73</b>
<b>Gross Margin (%)</b>	<b>93.01%</b>	<b>95.12%</b>	<b>96.25%</b>

	2024	2025	2026
<b>Operating Expense</b>	<b>\$282,208.13</b>	<b>\$312,936.31</b>	<b>\$369,023.63</b>
Payroll Expense (Indirect Labor)	\$230,460	\$235,855.80	\$241,383.12
Production Team	\$80,040	\$82,054.80	\$84,122.40
Audio Producer	\$41,400	\$42,642	\$43,921.32
Sound Technician	\$38,640	\$39,412.80	\$40,201.08
Content Creation Team	\$82,800	\$84,456	\$86,145.12
Content Writer	\$44,160	\$45,043.20	\$45,944.04
Social Media Manager	\$38,640	\$39,412.80	\$40,201.08
Guest Relations	\$67,620	\$69,345	\$71,115.60
Guest Coordinator	\$37,260	\$38,377.80	\$39,529.08
Booking Agent	\$30,360	\$30,967.20	\$31,586.52
General Expense	\$51,748.13	\$77,080.51	\$127,640.51
Studio and Equipment Maintenance	\$36,743.24	\$51,964.16	\$73,552.28
Studio Rent	\$2,682.36	\$3,401.73	\$4,314.02
Equipment Maintenance	\$34,060.88	\$48,562.43	\$69,238.26
Technology and Software	\$934.25	\$1,020.71	\$1,117.47
Audio Editing Software	\$634.25	\$714.71	\$805.35
Web Hosting and Domain	\$300	\$306	\$312.12
Marketing and Advertising	\$14,070.64	\$24,095.64	\$52,970.76
Social Media Advertising	\$8,020.64	\$17,440.64	\$44,687.70
Promotional Events and Merchandise	\$6,050	\$6,655	\$8,283.06
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
<b>EBITDA</b>	<b>(\$133,007.99)</b>	<b>\$18,849.86</b>	<b>\$491,189.10</b>
<b>Additional Expense</b>	<b>\$4,092</b>	<b>\$4,092</b>	<b>\$4,092</b>
Long Term Depreciation	\$4,092	\$4,092	\$4,092
Gain or loss from Sale of Assets	\$0	\$0	\$0
<b>EBIT</b>	<b>(\$137,099.99)</b>	<b>\$14,757.86</b>	<b>\$487,097.10</b>
Interest Expense	\$0	\$0	\$0
<b>EBT</b>	<b>(\$137,099.99)</b>	<b>\$14,757.86</b>	<b>\$487,097.10</b>
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$297,512.49</b>	<b>\$334,054.69</b>	<b>\$406,656.50</b>
<b>Net Income</b>	<b>(\$137,099.99)</b>	<b>\$14,757.86</b>	<b>\$487,097.10</b>
<b>Net Income (%)</b>	<b>(85.47%)</b>	<b>4.23%</b>	<b>54.50%</b>
Retained Earning Opening	\$0	(\$155,099.99)	(\$148,342.13)
Owner's Distribution	\$18,000	\$8,000	\$8,000
<b>Retained Earning Closing</b>	<b>(\$155,099.99)</b>	<b>(\$148,342.13)</b>	<b>\$330,754.97</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$160,412.50</b>	<b>\$348,812.55</b>	<b>\$893,753.60</b>
<b>Cash Paid</b>	<b>\$293,420.49</b>	<b>\$329,962.69</b>	<b>\$402,564.50</b>
COS & General Expenses	\$62,960.49	\$94,106.89	\$161,181.38
Salary & Wages	\$230,460	\$235,855.80	\$241,383.12
Interest	\$0	\$0	\$0
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$133,007.99)</b>	<b>\$18,849.86</b>	<b>\$491,189.10</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$25,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$25,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$105,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$105,000	\$0	\$0
<b>Amount Paid</b>	<b>\$18,000</b>	<b>\$8,000</b>	<b>\$8,000</b>
Loan Capital	\$0	\$0	\$0
Dividends & Distributions	\$18,000	\$8,000	\$8,000
<b>Net Cash From Financing</b>	<b>\$87,000</b>	<b>(\$8,000)</b>	<b>(\$8,000)</b>

	2024	2025	2026
<b>Summary</b>			
Starting Cash	\$0	(\$71,007.99)	(\$60,158.13)
Cash In	\$265,412.50	\$348,812.55	\$893,753.60
Cash Out	\$336,420.49	\$337,962.69	\$410,564.50
Change in Cash	(\$71,007.99)	\$10,849.86	\$483,189.10
<b>Ending Cash</b>	<b>(\$71,007.99)</b>	<b>(\$60,158.13)</b>	<b>\$423,030.97</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>(\$50,099.99)</b>	<b>(\$43,342.13)</b>	<b>\$435,754.97</b>
<b>Current Assets</b>	<b>(\$71,007.99)</b>	<b>(\$60,158.13)</b>	<b>\$423,030.97</b>
Cash	(\$71,007.99)	(\$60,158.13)	\$423,030.97
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$20,908</b>	<b>\$16,816</b>	<b>\$12,724</b>
Gross Long Term Assets	\$25,000	\$25,000	\$25,000
Accumulated Depreciation	(\$4,092)	(\$8,184)	(\$12,276)
<b>Liabilities &amp; Equity</b>	<b>(\$50,099.99)</b>	<b>(\$43,342.13)</b>	<b>\$435,754.97</b>
<b>Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$0	\$0	\$0
<b>Long Term Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$0	\$0	\$0
<b>Equity</b>	<b>(\$50,099.99)</b>	<b>(\$43,342.13)</b>	<b>\$435,754.97</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$105,000	\$105,000	\$105,000
Retained Earnings	(\$155,099.99)	(\$148,342.13)	\$330,754.97
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%

	Year 1	Year 2	Year 3	Industry profile
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.

	Year 1	Year 2	Year 3	Industry profile
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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