

**Axum Group
Axum Limited
Axum BV
Business Plan**

BUSINESS PLAN – AFRICA

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Executive Summary

Executive Summary

Axum Limited will be a limited company operating in the gambling industry. In particular, the firm will work in the specific market segment of online gambling services.

In detail, Axum will implement a modern website capable of offering a vast range of gambling services to our end customers by covering different regions, such as Tanzania, Ghana, Kenya, and South Africa. Axum wants to release a high-quality mobile gaming service capable of allowing our customers to play different games and gambling activities.

Our solutions will cover casino games, sports, lotteries, and bingo. We want to launch a franchise by expanding our affairs in different regions by evaluating the opportunity to enhance our business, covering the LATAM and Asian territories.

We aim to become one of the most relevant online gambling services in the regions where we will operate by adopting a solid marketing presence through social networks and digital marketing. Besides, we want to put the customers in the primary position because they will be the core and the engine of our success. We want to overstep their expectations by offering a reliable and robust platform operating in gambling services. Finally, we will provide our platform by translating it into different languages to cover many potential customers.

Axum will provide services 24 hours a day, seven days a week, to meet the needs of people with different time preferences. This is why we have provided an adequate lighting system and have hired enough employees and shifted among our employees.

Axum will consistently demonstrate its commitment to sustainable development, whether it is an individual or a company, actively participate in our community and integrate business practices that are as sustainable as possible. We will ensure that we are accountable to the highest standards by wholly and accurately meeting customer needs. We will create a working environment to provide our partners, employees, and customers with a humane and sustainable way of earning a living and lifestyle.

Business Mission

Our corporate mission is to introduce a robust online gambling website in a set of regions where these services register a profound lack of competition. We expect to become the leading equatorial online gambling service during the post-pandemic environment.

Business Vision

We want to create a secure and reliable firm operating in the online gambling industry. We will provide quality services through our professional platform by generating positive net incomes for each year in business, as we will see from the financial plan.

Purposes of the Business Plan

This business plan has two leading roles:

1) it is a fundamental tool in terms of the business management control process. It allows us to compare the forecasts with the compelling financial figures that the firm will generate in the following years.

2) it is crucial to request a startup capital properly needed to cover the startup expenses. We will require \$1,750,000 as startup capital, as we will see from the Financial Plan chapter.

Provided Services & Products

As we have already introduced in the first chapter of the document, Axum will be a modern gambling website capable of offering a vast range of games and gambling activities by including:

- Sports Betting
- Virtual Games
- Lottery activities
- Casino games
- Bingo
- Other online gambling games and bet activities.

Axum provides standard casino and gaming services for different equatorial regions in the online gambling industry, so we have installed facilities that can help us achieve our goals. We are optimistic that everyone who uses our casino and gaming facilities will be worth the money.

Revenue Model

We will generate our income from the deposits of bets of the online players. We will apply affordable prices per bet/game capable of gaining a direct competitive edge against our direct competitors that operate in this industry.

Competitor Analysis

The Sports Betting Industry is showing growth every year with regard to the number of new entrants to the industry, the improvement of betting odds offered by the existing companies and addressing customer's needs.

In the market analysis it has been observed that the sector is competitive, and Axum plans to enter the market through focused marketing strategy by serving with reasonable bonuses and extensive consumer experience.

Customer Analysis

Our target market cuts across people of different walks of life. Different people have different instincts for different sports. Axum will work towards providing services, facilities and environment that will help us reach out to our target market.

These are the category of people that we intend to market:

- Working class adults
- Sports men and women
- Sports and Casino fans
- College Students (Above 18)

Payment Options

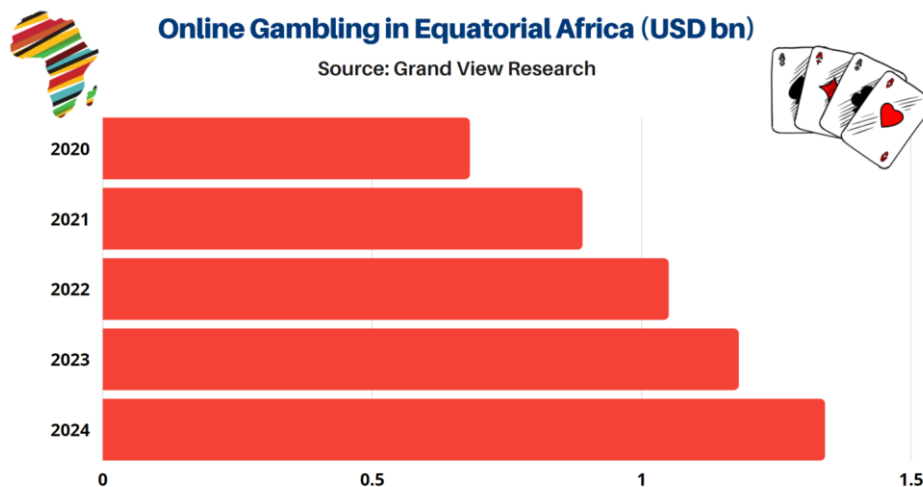
Axum will provide the following payment solutions to the customers

- Mobile Money and Cash
- Bank Accounts Transfers
- E-Wallets i.e. Paystack, Interswitch and Quick teller

Market Background

The Market

According to Grand View Research, the size of the African equatorial online gambling market in 2020 is US\$681 million, and it is expected to grow at a compound annual growth rate (CAGR) of 11.5% from 2020 to 2027. Mobile phones that people play online games at home and in public places are driving the market. In addition, factors such as easy access to online gambling, legalization and cultural recognition, corporate sponsorship, and celebrity endorsements have also contributed to the market's growth.



The increasing availability of profitable mobile applications worldwide is expected to drive market growth. The Internet has become a global communication platform, allowing businesses to provide services in the digital market. These trends also indicate that service consumption in the global virtual market has increased by 28.0% annually since the past decade. With the increase in Internet usage, the growth rate of online casinos has increased significantly. In addition, increasing awareness of the latest technologies and increasing people's disposable income are expected to drive market growth. The

development of online space parallels the annual growth of Internet casinos. These developments are done to obtain the credibility required in the competition area. Therefore, online casinos focus on investment information solutions, provide continuous support to players, ensure operations' credibility, and avoid illegal activities. Many online casinos offer free versions of some games, which creates growth opportunities for the market. From a technical and organizational point of view, online gambling can be regarded as a global activity. From a technical point of view, online gambling is conducted via the Internet. However, in an organization, it can run on multiple existing server sites around the world. For example, there are more than 80 jurisdictions worldwide that control some form of gambling; however, they are only clustered in a few places. Many countries are legalizing online gambling because it provides high employment rates and helps generate income. More and more sports fans around the world are driving the demand for sports betting.

Most of the bets are placed on Football, Tennis, virtual games and sports, which promote the development of the market. The development of new technologies such as virtual reality and block chain is also driving the industry's growth. This can be attributed to the fact that several companies are now integrating blockchain technology into their online gambling business. This helps them ensure the transparency of gaming activities and provide an improved user experience. In addition, blockchain-based gaming platforms are wholly decentralized and are not affected by third parties.

Type Insights

Based on type, the online gambling market has been segmented into sports betting,

casinos, poker, bingo, and others. The sports betting segment dominated the market in 2020 due to the growing use of digital platforms worldwide. Moreover, the rising disposable income in Equatorial Africa has resulted in a higher spending capacity, which is also expected to contribute to segment growth. Live-action betting and fixed-odds betting are some of the popular types of internet sports betting.

Additional Insights

In recent years, celebrities have worked together to make Africa an attractive market for investors in the iGaming industry. The continued economic growth of the African continent, coupled with the acceleration of affordable mobile broadband penetration and the willingness of local governments to regulate online gambling to increase the revenue sources of their treasury, provide fertile soil for the prosperity of a vibrant market full of dedication Of players, incredibly passionate about sports betting in the industry Increase the disposable income of some sub-Saharan countries The emerging middle class, coupled with the rapid development of communications infrastructure in the region, make Africa one of the most exciting investment markets for the online gaming industry. One factor for this rebound is the boom in modern infrastructure on the African continent, highlighted by the increasing availability and falling costs of mobile broadband Internet connections. African residents now account for 11.5% of all Internet users (first quarter of 2020). As the number of users covered by 3G and 4G networks has doubled in the past five years, while the cost of data and smartphones has been halved, it is easy to see the possibilities of enterprises. Although online gambling in Africa has so far been dominated by sports betting companies, which have the advantage of lightweight products (in terms of data consumption), cheap broadband has finally opened up the possibility of providing games, from modern casinos to local players. In terms of its popularity in Africa, it is far ahead of other forms of gambling. Young locals especially like to bet on European football;

nevertheless, due to the local sports and cultural heritage, horse racing, rugby, and cricket still have a place in the southern tip of the African continent.

South Africa

South Africa is the largest gaming market on the African continent, and some forecasts estimate that by 2023, its total gaming revenue will exceed the **US\$2.3 billion** mark.

Although the population is less than some other countries, South Africa surpasses its weight because it ranks third. Africa. -Higher GDP. The high per capita GDP is reflected in local purchasing power, which is significantly higher than most other countries covered in this article, providing investors with a solid customer base. Result: Almost half of the continent's GGR can be attributed to South Africa.

Although the industry GGR has contracted due to the pandemics in 2020 and early 2021, it is expected to rebound due to sports recovery. Betting section. Sports betting currently accounts for 24% of the industry's revenue and is expected to double in size in the next five years. It is estimated that about half of the South African adult population participates in sports regularly. In addition to football and horse racing, the most popular sports are cricket, rugby and golf. Despite all the positive aspects, South Africa has an essential restriction: online casino games are banned. The National Gambling Law of 2004 prohibits

the provision and participation of online "interactive games." This definition includes all



games of chance, including slot machines and card games. Betting on sports and horse racing at physical or online venues authorized by one of the nine Provincial Licensing Agencies (PLA) is the only allowed form of gambling. Although the legalization of online casino games is often controversial, the 2016 amendment is under review. For now, only South Africa is worth considering investing in the sports betting industry. On the other hand, the industry can be regarded as a holy land on the mainland. The annual fee in Cape Province is slightly more than \$800, which is roughly the same as the yearly fee for ongoing operations.

Nigeria

So far, Nigeria has the largest population and GDP in Africa. According to 2020 data, it is slightly above the 200 million and 443 billion US dollars mark. No wonder the country represents the market. Sub-Saharan Africa accounts for 7% of the entire African continent.

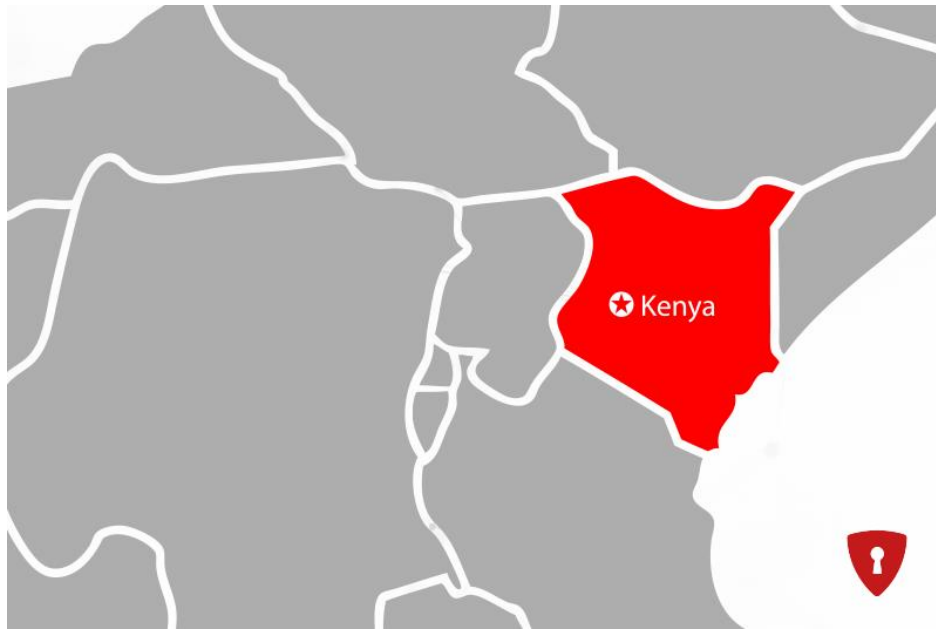


Nigeria lifted the gambling ban in 2004 and opened the door to investment. In this area, as in other parts of the African continent, online sports betting accounts for the vast majority of GGR. Nigerians spend as much as US\$2 billion on gambling every year. According to a 2014 survey, about 30% of the population bet on sports every day-this is a market of more than 65 million bettors grade. Currently, there is a conflict between the national regulatory agency, the Nigerian Lottery Regulatory Commission (NLRC), and the Lagos State Lottery Commission (LSLB), each of which claims the privilege of implementing regulations and charging license fees.

Kenya

The 2019 Gaming Act has regulated Kenya's online gambling market, but the industry has suffered a severe blow in the country. In the same year, the local government threatened to impose a 20% tax on shares in addition to the existing 15% tax GGR accumulation. The

leading players decided to leave Kenya to make room for new competitors willing to risk investment in an unstable environment. Although the Kenyan market is still one of the largest markets in Africa, disputes between the authorities and operators have caused losses.

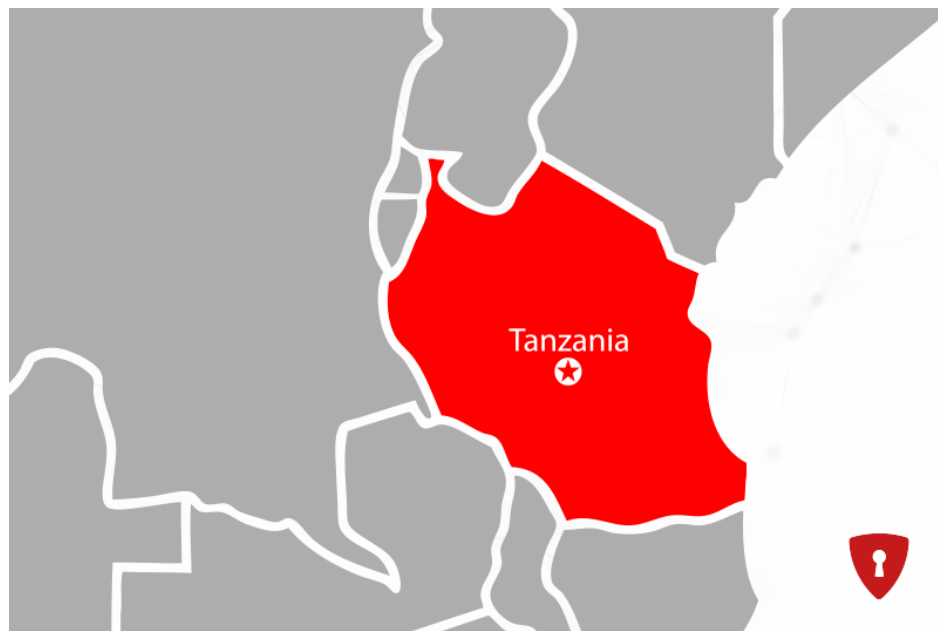


The country's GGR in 2020 has dropped from a peak of US\$300 million on the African continent in 2018 to US\$175 million. There are currently an estimated 7 million Kenyans registered for gambling services, many of whom are young bettors, especially football fans. The business license is issued by the Gambling Licensing and Control Board (BCLB). The application fee for locals is approximately US\$4,200, while the fee for foreigners is almost twice that amount; the annual renewal fee for operators in Kenya and abroad is only slightly more than US\$1,000.

Tanzania

Like many other African countries, with the expansion of mobile broadband infrastructure,

online gambling in Tanzania has also increased rapidly. Through the Tanzania Gaming Commission, the local government quickly implemented legislation regulating the industry (Internet Gaming Regulations, 2012) and made it the country's primary source of income. In 2019, the law was updated, which included ending the ban on gambling advertising.

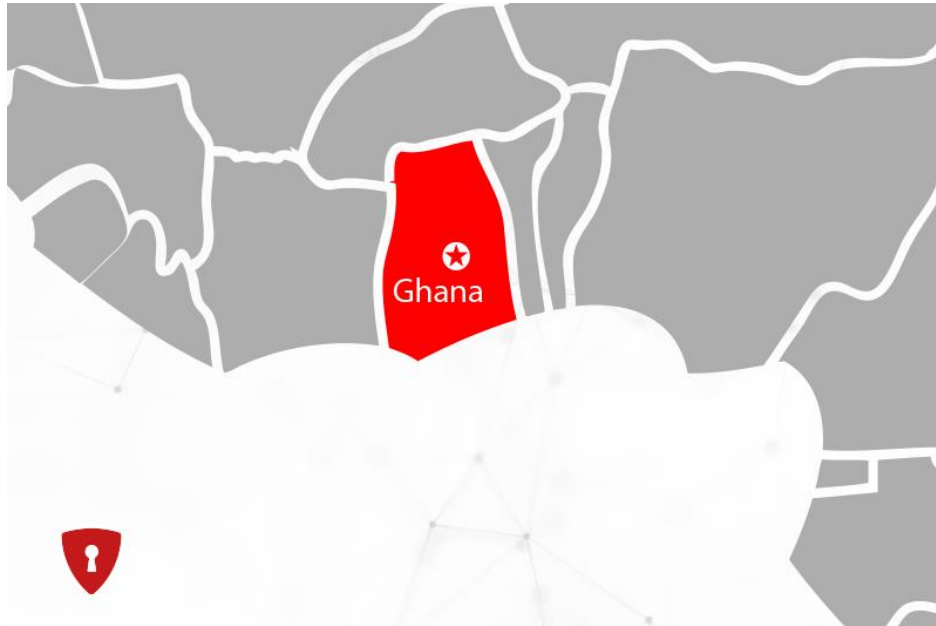


Tanzania chose to use a high-tech solution to make the reporting process as convenient as possible for operators. It introduced an API that automatically records every bet on the online platform. Both online casinos and online sports betting can obtain licenses, and both types of operations of total revenue are levied on the game at a 25% tax.

Ghana

The Ghana Gaming Commission has been working on a comprehensive regulatory framework for many years, creating a prevalent environment for land-based operators. Although Ghana's market is not as big as some other African countries, it is also enormous

and continues to expand; most importantly, it is one of the most stable countries on the African continent in terms of legislation.



The cost of licenses issued by the Gaming Commission depends on the type of operations they allow. Gaming companies will spend approximately US\$40,000 on investors, while casinos will spend as much as US\$50,000. In addition to paying licensing fees, operators must also levy value-added tax on their services. It is worth noting that the Ghanaian authorities are considering the introduction of specific gambling taxes.

Target Market Segment Strategy

Our strategy is based on serving our niche markets exceptionally well. The pure gambling enthusiast, the group activity buffs, as well as punters can all enjoy the experience.

The marketing strategy is essential to the main strategy:

- Emphasize exceptional service.
- Create awareness of Neuron3 high quality Software.
- Focus on our target markets.

We must charge appropriately for the high-end, high-quality service we offer as well as take advantage of the fact that we will be the best in the market.

Special bonus structures also will exist to accommodate groups of players and "off peak" days of the week and hours of the day. This will ensure that the maximum revenue can be obtained from each working day and will be an added incentive for customers to utilize the center to its fullest.

Tournaments will be held on a special leagues basis with sponsored prizes to appeal to the competitive streaks of groups and individuals. A prizes and incentives scheme will be associated with this list. These elements will further ensure that customers come back to our establishment repeatedly.

SWOT Analysis

SWOT Analysis

In this specific section, we are going to use a power tool of analysis to further understand and classify the current business under four significant aspects, Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T).

Indeed, the journey of a thousand miles start with a step and nothing good comes easy. We at Axum have made concrete decisions not to make mistakes right from the very foundation of our business.

Strengths:

- We want to become the leading online gambling company that operates in the Equatorial African background.
- We will offer a diversified gambling service set by including casino, sports, lottery, and bingo-based games.
- The company's team has profound experience in the segment and can offer a robust, accessible platform in an emerging market.
- The industry is registering a boom and will continue to grow during the next five years.
- Given the digital nature of the provided services, we will register no costs for machinery or complex logistics tools.

- Easiness of business management.
- Scaling the business is easy as the foundations will already be in place.

Weaknesses:

- The potential presence of substitute products/businesses in the area.
- High presence of Competitors
- We will have to implement a good set of marketing strategies to create our brand awareness.

Opportunities:

- Possibility to escalate within the market sector by introducing innovative services and products.
- Opportunity to use digital tools to spread out the business and improve its activities.
- Opportunity to escalate the market by introducing a robust, ease-to-access, and reliable platform operating in the online gambling industry.

Threats:

- Possibility of new competitors' entrance in the specific market branch.
- We will operate in regions where economic uncertainly and government regulations may affect the business success.

Execution

Comprehensive Marketing

The company will use a specific **Facebook** Advertisement professional campaign to spread out the firm rapidly in the near zone where it will operate. Second, we will use a dedicated **website** to spread our promotions and our entire brand. As the following action, we will create an **Instagram** profile, where we will quickly spread out our firm through the usage of stories and posts (videos and pictures).

Following this way, we will cover an extensive range list of potential clients, spending a moderate amount of money. Finally, we will also apply traditional marketing methods as flyers dispatching in the main points of interest.

Additionally, our industry requires a strategic process with intelligent and drive-driven planning. Therefore, Axum Limited will have a unique marketing plan to improve the customer experience to launch our services. Agile marketing will help craft a marketing plan that aligns priorities to business objectives, achieves a realistic business goal, and primarily grows and evolves as the business climate changes. Therefore, Axum Limited came up with the following marketing strategies.

1. Search engine marketing (SEM)

It will include all activities to ensure our services are visible on search engine results pages. By using Pay-Per-Click (PPC) paid search Ads. The firm can reach customers by typing a particular keyword in the SEM, which the business will appear as a top result for that search query.

2. Mobile Market Strategy

Axum will have a robust payment integration and solutions for mobile markets i.e. cards, bank accounts and e-wallets. Mobile device distribution will be ensured to walking agents who will have a go around with the players in the vicinity.

3. Social media marketing

In order to promote our brand and services, social media platforms like Facebook, Instagram, LinkedIn, Twitter, and Snapchat can help spread the word of Axum Limited. We are also creating videos to market our services on YouTube and the Axum Limited website.

3. Email marketing

Email marketing involves sending educational or entertaining content and promotional messages to people who willingly subscribe to Axum Limited services messages. The primary goal is to deepen our relationship with the customer or prospect by sending personalized marketing messages.

4. Conventional marketing

The ability to have 1 to 1 personal conversion, phone calls, events, and field marketing across service providers or customers will help Axum Limited market our services much more, especially most of the services provided are not active in social media. We will also apply affiliate marketing-based procedures with the aim to enhance our affairs and brand awareness. A CRM network will also be implemented.

Axum will have multi – language feature incorporated in its platform.

Marketing Strategy and Sales Strategy

We at Axum don't have plans of leaving any stone unturned to become and remain the best in the industry. We have through extensive research understood how competitive the industry is and we hope to make it our hub and zone. We hope to employ our sales and marketing team based on their vast experience in the industry and they will be trained on a regular basis so as to be well equipped to meet their target and the overall business goal.

We hope to make use of the following strategies to become the king of the Betting industry;

- We plan to attract and leverage current outdoor industry leaders for content and co-brand association.
- We will leverage branding efforts in marketplaces across multiple media and technologies.
- Advertise our business in relevant business magazines, newspapers, TV stations and radio station.
- List our business on yellow page ads (local directories).
- Attend relevant international and local expos, seminars and business fairs et al.
- Leverage on the internet to promote our business.
- Engage direct marketing approach.
- Make use of referrals.

Strategic Implementation

In order to place emphasis on exceptional, reliable content quality, our main tactics will be optimizing our software regularly and have regular updates to fine –tune the platform.

Our second strategy is emphasizing customer satisfaction. We will ensure that the customer is never allowed to be bored and unsatisfied with the activities provided on our platform.

Our promise fulfillment strategy may be our most important. The necessary tactics are friendliness of staff, long-lasting relationships, ongoing maintenance, and attention to detail, especially after popularity has been established and new competitors enter the market.

Since value is equal to service rendered minus the price charged, it is crucial to go beyond the mere supplying of betting products —you have to create a long-lasting impression.

- Emphasize reliability—We MUST prove to our customers that perfectly functioning platform should be expected as part of the gambling experience. We will differentiate ourselves from the mediocre competitors when they surely arrive in the market.
- Focus on a variety of rewarding activities—Our marketing, promotions, group activities, and competitions will ensure that people do not get bored with our service.
- Differentiate and fulfill the above promises.

Axum Limited will be required to acquire local gambling licenses in the country they will operate and also acquire the Neuron3 Gaming and Sports platform license for each distinctive websites/brands/country.

The license of the Neuron Gaming and Sports Platform for online operation is granted to the Operator in the duration of the contract and the following fees are applicable:

- Installation and setup fees (One-time fees): **20.000 € OR 23,900 USD**
- Any Additional front end setup (One-time fees): **6.000€ OR 7200 USD**

Company

Personnel Quick Overview and Operational Team

Ownership & Structure

The company will hire the following personnel team:

- **CEO:** responsible for covering the entire set of strategic and admin-based operations.
- **CFO:** responsible for optimizing our financial procedures.
- **Marketing Expert:** accountable for developing and implementing our marketing strategies.
- **Legal Expert:** responsible for covering our legal and accounting procedures.
- **Franchise Manager:** responsible for managing and optimize the franchise.

The firm may decide to hire new personnel in the next years, but this point is not a subject of this business plan.

Financial Plan

Forecast Assumptions

In this chapter, divided into Profit & Loss, Cash Flow, and Balance Sheet parts, we will analyze the firm's economic/financial situation for a forecast period of 5 years.

Any data is a forecast considering the Accrual Basin accounting technique mixed with the Statistical Method of Confidence.

First, we will explore the Profit & Loss section, where we will see the capacity to generate real incomes. These incomes will cover the fixed total cost per year in business (formed by personnel salaries, third-party services costs, and other startup-related costs) and, finally, the productions' direct cost. As we can see from numeric data, the company will generate positive net incomes within the first three years. The cash will remunerate the starting investment (see the next paragraph for detailed investment total cost data) with a minimum attractive return (MARR).

Second, we will find the Cash Flow Statement, a useful instrument that allows us to see the net value between adequate monetary income and less effective financial outcomes. As a direct consequence of Profit & Loss data, we will have a good Cash Flow situation from the first year in business.

Last, we will see the Balance Sheet section, which helps us understand and analyze our patrimonial situation and see financial covers and their uses.

Projections' method of calculus

We used a financial tool to calculate financial projections professionally. In particular, the tool has taken the following step for the calculation:

- 1) It required the total startup expenses shown in the previous paragraph of this plan. The entire startup expenses show the dimension of the firm.
- 2) Once we have declared the firm's dimension, the tool required us additional parameters, such as the market where the firm would have operated, its market branch, the country/countries where the business would have worked, and the number of active employees.
- 3) Once we have entered these parameters, the tool used the verified method of confidence Ranges. This method provides a numeric interval for each year in a business where sufficient revenues will occur, with a probability ("confidence") equal to 95%.
- 4) In conclusion, the method considers various aspects of the firm, including its size, the future economic trend of the country/countries where the business will operate, the future patterns of the market segment/market branch/niche, providing a robust set of financial revenues estimation.

Startup Capital

The company will have to sustain a total startup cost equal to \$1,743,792, including salaries and wages.

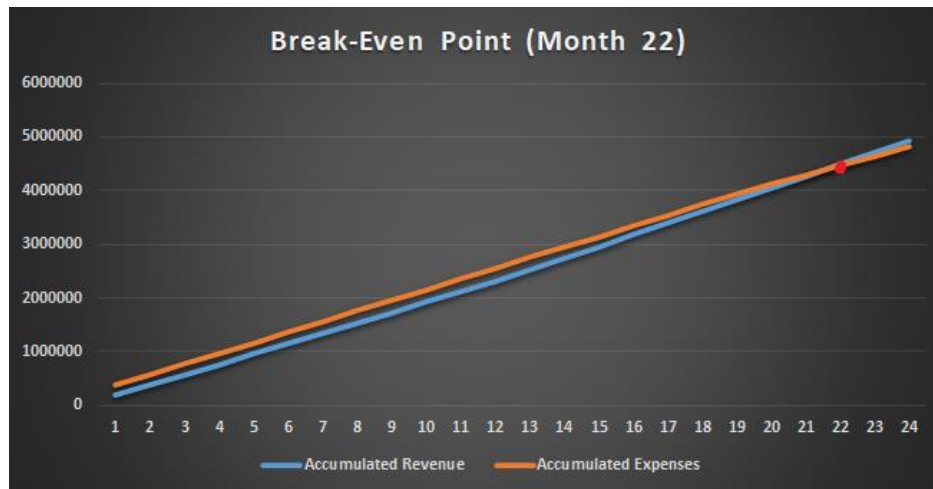
Axum will require \$1,750,000 as startup capital useful to cover the entire set of startup expenses.

KPIs

- **ROI** (*Return on Investments*): **Operating Income** (P&L) / **Total Liabilities & Equity** (BS) = \$577,096 / \$1,172,904 = 49.2%

- **ROS** (*Return on Sales*): **Operating Income** (P&L) / **Revenue** (P&L) = \$577,092 / \$8,335,972 = 8.7%

Break-Even Analysis



Profit and Loss Forecast

Projected Profit and Loss

Profit & Loss Statement - 2022-2026									
	2022		2023		2024		2025		2026
Income Statement									
Revenue	\$	8,335,972	\$	12,503,958	\$	18,130,739	\$	25,383,034	\$ 32,997,944
COGS	\$	6,710,457	\$	9,653,055	\$	13,640,359	\$	19,172,652	\$ 24,979,444
Gross Margin	\$	1,625,514	\$	2,850,902	\$	4,490,380	\$	6,210,382	\$ 8,018,500
Gross Margin %		20%		23%		25%		24%	24%
Fixed Expenses									
Company formation,tax regs	\$	19,278	\$	-	\$	-	\$	-	-
License Application	\$	103,667	\$	-	\$	-	\$	-	-
Purchase Price	\$	485,000	\$	-	\$	-	\$	-	-
Extra Costs - Lease Service Fee	\$	163,200	\$	179,520	\$	197,472	\$	217,219	\$ 238,941
Platform Monthly fee	\$	296,665	\$	370,831	\$	463,539	\$	579,424	\$ 724,280
Marketing	\$	597,600	\$	717,120	\$	863,532	\$	1,043,260	\$ 1,264,305
Platform Setup Fee	\$	62,000	\$	-	\$	-	\$	-	-
Service Fee	\$	-	\$	-	\$	-	\$	-	-
Total Fixed Expenses	\$	1,727,410	\$	1,267,471	\$	1,524,543	\$	1,839,903	\$ 2,227,526
Recurring Expenses									
Salaries & Wages Admin fees	\$	475,200	\$	522,720	\$	574,992	\$	632,491	\$ 695,740
Total Recurring Expenses	\$	475,200	\$	522,720	\$	574,992	\$	632,491	\$ 695,740
Total Operating Expenses	\$	2,202,610	\$	1,790,191	\$	2,099,535	\$	2,472,394	\$ 2,923,266
Earnings Before Interest & Taxes	\$	(577,096)	\$	1,060,711	\$	2,390,845	\$	3,737,988	\$ 5,095,234
Interest Expense	\$	-	\$	-	\$	-	\$	-	-
Total Expenses	\$	8,913,067	\$	11,443,247	\$	15,739,894	\$	21,645,046	\$ 27,902,710
Income Taxes	20.0%	\$ -	\$	-	\$	-	\$	-	-
Net Earnings Profit	\$	(577,096)	\$	1,060,711	\$	2,390,845	\$	3,737,988	\$ 5,095,234
	%	-7%		8%		13%		15%	15%

Cash Flow Statement

Projected Cash Flow Statement

Cash Flow Statement - 2022-2026						
	2022	2023	2024	2025	2026	
Cash Flow Statement						
Operating Cash Flow						
Net Earnings	\$ (577,096)	\$ 1,060,711	\$ 2,390,845	\$ 3,737,988	\$ 5,095,234	
Plus: Net change in income tax payable	\$ -	\$ -	\$ -	\$ -	\$ -	
Less: Changes in Working Capital	\$ -	\$ -	\$ -	\$ -	\$ -	
Net Cash Flow from Operations	\$ (577,096)	\$ 1,060,711	\$ 2,390,845	\$ 3,737,988	\$ 5,095,234	
Investing Cash Flow						
Investments in Property & Equipment	\$ -	\$ -	\$ -	\$ -	\$ -	
Net Cash from Investing	\$ -	\$ -	\$ -	\$ -	\$ -	
Financing Cash Flow						
Debt	\$ -	\$ -	\$ -	\$ -	\$ -	
Equity Capital	\$ 1,750,000	\$ -	\$ -	\$ -	\$ -	
Net Cash from Financing	\$ 1,750,000	\$ -	\$ -	\$ -	\$ -	
Net Increase (decrease) in Cash	\$ 1,172,904	\$ 1,060,711	\$ 2,390,845	\$ 3,737,988	\$ 5,095,234	
Opening Cash Balance	\$ -	\$ 1,172,904	\$ 2,233,616	\$ 4,624,460	\$ 8,362,448	
Cash at end of Period	\$ 1,172,904	\$ 2,233,616	\$ 4,624,460	\$ 8,362,448	\$ 13,457,682	

Balance Sheet Forecast

Projected Balance Sheet

Balance Sheet - 2022-2026										
	2022		2023		2024		2025		2026	
Balance Sheet - 2022-2026										
Assets										
Current assets:										
Cash and other cash equivalents	\$	1,172,904	\$	2,233,616	\$	4,624,460	\$	8,362,448	\$	13,457,682
Trade and other receivables	\$	-	\$	-	\$	-	\$	-	\$	-
Prepaid expenses	\$	-	\$	-	\$	-	\$	-	\$	-
Inventory	\$	-	\$	-	\$	-	\$	-	\$	-
Total current assets	\$	1,172,904	\$	2,233,616	\$	4,624,460	\$	8,362,448	\$	13,457,682
Long Term Assets	\$	-	\$	-	\$	-	\$	-	\$	-
Total Assets	\$	1,172,904	\$	2,233,616	\$	4,624,460	\$	8,362,448	\$	13,457,682
Liabilities										
Current liabilities:										
Accounts Payable	\$	-	\$	-	\$	-	\$	-	\$	-
Income Taxes Payable	\$	-	\$	-	\$	-	\$	-	\$	-
Total current liabilities	\$	-	\$	-	\$	-	\$	-	\$	-
Long-term debt	\$	-	\$	-	\$	-	\$	-	\$	-
Total Liabilities	\$	-	\$	-	\$	-	\$	-	\$	-
Shareholder's Equity										
Paid In Capital	\$	1,750,000	\$	1,750,000	\$	1,750,000	\$	1,750,000	\$	1,750,000
Earnings	\$	(577,096)	\$	1,060,711	\$	2,390,845	\$	3,737,988	\$	5,095,234
Retained Earnings	\$	-	\$	(577,096)	\$	483,616	\$	2,874,460	\$	6,612,448
Shareholder's Equity	\$	1,172,904	\$	2,233,616	\$	4,624,460	\$	8,362,448	\$	13,457,682
Total Liabilities & Shareholder's Equity	\$	1,172,904	\$	2,233,616	\$	4,624,460	\$	8,362,448	\$	13,457,682

Appendix

Profit and Loss Statement (With monthly detail)

Profit & Loss Statement - 2022													
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Revenue	\$	45,000	\$ 67,500	\$ 101,250	\$ 151,875	\$ 227,813	\$ 341,719	\$ 512,578	\$ 691,980	\$ 934,174	\$ 1,261,134	\$ 1,702,531	\$ 2,298,417
COGS	\$	36,225	\$ 54,338	\$ 81,506	\$ 122,259	\$ 183,389	\$ 275,084	\$ 412,625	\$ 557,044	\$ 752,010	\$ 1,015,213	\$ 1,370,538	\$ 1,850,226
Gross Margin	\$	8,775	\$ 13,163	\$ 19,744	\$ 29,616	\$ 44,423	\$ 66,635	\$ 99,953	\$ 134,936	\$ 182,164	\$ 245,921	\$ 331,994	\$ 448,191
Gross Margin	%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Operating Expenses													
Fixed Expenses													
Company formation, tax regs	\$	19,278	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
License Application	\$	103,667	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Purchase Price	\$	485,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Platform Setup Fee	\$	62,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Extra Costs - Lease Service Fee	\$	13,600	\$ 13,600	\$ 13,600	\$ 13,600	\$ 13,600	\$ 13,600	\$ 13,600	\$ 13,600	\$ 13,600	\$ 13,600	\$ 13,600	\$ 13,600
Marketing	\$	49,800	\$ 49,800	\$ 49,800	\$ 49,800	\$ 49,800	\$ 49,800	\$ 49,800	\$ 49,800	\$ 49,800	\$ 49,800	\$ 49,800	\$ 49,800
Platform Monthly fee	\$	8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 11,328	\$ 16,992	\$ 22,939	\$ 30,968	\$ 41,807	\$ 56,439	\$ 76,193
Service fee	\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Recurring Expenses													
Salaries & Wages Admin fees	\$	39,600	\$ 39,600	\$ 39,600	\$ 39,600	\$ 39,600	\$ 39,600	\$ 39,600	\$ 39,600	\$ 39,600	\$ 39,600	\$ 39,600	\$ 39,600
	\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Operating Expenses	\$	780,945	\$ 111,000	\$ 111,000	\$ 111,000	\$ 111,000	\$ 114,328	\$ 119,992	\$ 125,939	\$ 133,968	\$ 144,807	\$ 159,439	\$ 179,193
Operating Income	\$	(772,170)	\$ (97,838)	\$ (91,256)	\$ (81,384)	\$ (66,577)	\$ (47,693)	\$ (20,039)	\$ 8,997	\$ 48,196	\$ 101,115	\$ 172,555	\$ 268,999
	\$	-	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Income Taxes	20%	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Earnings Before Taxes	\$	(772,170)	\$ (97,838)	\$ (91,256)	\$ (81,384)	\$ (66,577)	\$ (47,693)	\$ (20,039)	\$ 8,997	\$ 48,196	\$ 101,115	\$ 172,555	\$ 268,999
Total Expenses	\$	817,170	\$ 165,338	\$ 192,506	\$ 233,259	\$ 294,389	\$ 389,412	\$ 532,617	\$ 682,983	\$ 885,978	\$ 1,160,020	\$ 1,529,977	\$ 2,029,419
Net Earnings	\$	(772,170)	\$ (97,838)	\$ (91,256)	\$ (81,384)	\$ (66,577)	\$ (47,693)	\$ (20,039)	\$ 8,997	\$ 48,196	\$ 101,115	\$ 172,555	\$ 268,999
Net Profit / Sales	%	(94.49)	(59.17)	(47.40)	(34.89)	(22.62)	(12.25)	(3.76)	1.32	5.44	8.72	11.28	13.25

Balance Sheet (With Monthly Detail)

Balance Sheet	2022											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Balance Sheet												
Assets												
Current assets:												
Cash	977,830	879,993	788,736	707,352	640,775	593,082	573,043	582,040	630,236	731,351	903,906	1,172,904
Accounts Receivable												
Prepaid expenses												
Inventory												
Total Current Assets	977,830	879,993	788,736	707,352	640,775	593,082	573,043	582,040	630,236	731,351	903,906	1,172,904
Long Term Assests	-	-	-	-	-	-	-	-	-	-	-	-
Total Assets	977,830	879,993	788,736	707,352	640,775	593,082	573,043	582,040	630,236	731,351	903,906	1,172,904
Liabilities												
Current liabilities:												
Accounts Payable												
Income Taxes Payable	-	-	-	-	-	-	-	-	-	-	-	-
Accrued expenses												
Total current liabilities	-	-	-	-	-	-	-	-	-	-	-	-
Long-term debt	-	-	-	-	-	-	-	-	-	-	-	-
Total Liabilities	-	-	-	-	-	-	-	-	-	-	-	-
Shareholder's Equity												
Equity Capital	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000	1,750,000
Earnings	(772,170)	(97,838)	(91,256)	(81,384)	(66,577)	(47,693)	(20,039)	8,997	48,196	101,115	172,555	268,999
Retained Earnings												
Shareholder's Equity	977,830	1,652,163	1,658,744	1,668,616	1,683,423	1,702,307	1,729,961	1,758,997	1,798,196	1,851,115	1,922,555	2,018,999
Total Liabilities & Shareholder's Equity	977,830	879,993	788,736	707,352	640,775	593,082	573,043	582,040	630,236	731,351	903,906	1,172,904

Cash Flow Statement (With Monthly Detail)

Cash Flow Statement	2022											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Operating Cash Flow												
Net Earnings	\$ (772,170)	\$ (97,838)	\$ (91,256)	\$ (81,384)	\$ (66,577)	\$ (47,693)	\$ (20,039)	\$ 8,997	\$ 48,196	\$ 101,115	\$ 172,555	\$ 268,999
Plus: Net change in income tax payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Less: Income Tax	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Cash from Operations	\$ (772,170)	\$ (97,838)	\$ (91,256)	\$ (81,384)	\$ (66,577)	\$ (47,693)	\$ (20,039)	\$ 8,997	\$ 48,196	\$ 101,115	\$ 172,555	\$ 268,999
Investing Cash Flow												
Investments in Property & Equipment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Cash from Investing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Financing Cash Flow												
Debt	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Equity Capital	\$ 1,750,000.00											
Net Cash from Financing	\$ 1,750,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net Increase (decrease) in Cash	\$ 977,830	\$ (97,838)	\$ (91,256)	\$ (81,384)	\$ (66,577)	\$ (47,693)	\$ (20,039)	\$ 8,997	\$ 48,196	\$ 101,115	\$ 172,555	\$ 268,999
Opening Cash Balance	\$ -	\$ 977,830	\$ 879,993	\$ 788,736	\$ 707,352	\$ 640,775	\$ 593,082	\$ 573,043	\$ 582,040	\$ 630,236	\$ 731,351	\$ 903,906
Cash at end of Period	\$ 977,830	\$ 879,993	\$ 788,736	\$ 707,352	\$ 640,775	\$ 593,082	\$ 573,043	\$ 582,040	\$ 630,236	\$ 731,351	\$ 903,906	\$ 1,172,904

Financial Ratio Analysis

Financial Ratio Analysis	2022	2023	2024	2025	2026
Profitability Ratios					
Gross Margin	19.50%	22.80%	24.77%	24.47%	24.30%
Operating Margin	-6.92%	8.48%	13.19%	14.73%	15.44%
Net Profit Margin	-6.92%	8.48%	13.19%	14.73%	15.44%