

# AMILIAGA LLC

## Business Plan

June 2023

We aim to run a company focused on providing customers within the communities we serve with an exceptional range of artistic expression, empowering content, and innovative products.

We are on a mission to create a meaningful impact on our audience, fostering personal and professional growth while promoting diversity, integrity, and unparalleled artistic experiences.

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## 1. Executive summary

Amiliaga LLC is a multimedia company based in New York City, specifically in Manhattan. Our company specializes in content creation, performing arts, and global merchandising, primarily focusing on music, podcasts, and lifestyle consultation, and we plan to generate revenue through various channels, including content placement, digital sales and podcast advertising, and live performance events. Amiliaga LLC also ventures into digital art, creating NFT music artwork and freelance graphic design work. We aim to provide an unorthodox level of artistic expression within hip hop, motivating the masses through music and art.

### a. Company description

Our brand focuses on abstract artistic expression and empowerment within hip hop through music and visual art. We also offer financial investment opportunities to aspiring entrepreneurs and artists, primarily through our exclusive digital catalog of music and TV. AMIL also provides direct investment opportunities.

Our digital and physical product lines are designed with eclectic euphoria and interactive fundamentals, emphasizing unparalleled artistic expression. Each product incorporates education, particularly financial literacy and leveraging "OPM" (Other People's Money & Personal Credit). Our intellectual property, especially the music, is considered unrivaled in today's hip-hop industry. Our diverse digital product line includes retail outlets for educational resources, music, financial tools, clothing, television/film, and audiobooks.

Our marketing process is characterized by unorthodox creativity, creating a unique position in the digital entertainment space. The leadership team at AMIL has extensive experience in the music industry, while the marketing and branding team has experience in the business world. Additionally, the Artist Development Team specializes in music artist prospecting and production.

Our primary focus is consistency across a wide range of subjects, including social justice, politics, sports, rap culture, and diversified creative arts. We recognize the need for easy-to-use multimedia and interactive chat rooms for instant engagement, as well as encrypted secured paywalls for purchasing NFTs, cryptocurrencies, and Web3 based products. AMIL aims to meet the content demand of Generation Z consumers and remain profitable during financial lean periods.

We are convinced that there is a huge untapped potential in this space, as digital content creation and consumption are at an all-time high, driven by Generation Z's focus on creating content that reflects their fears, desires, passions, and curiosities. The company acknowledges the importance of keeping an open mind and embracing web 3 opportunities to adapt to the changing landscape.

The best places to locate centers for our products are streaming platforms, web 2 and 3 platforms, radio stations, and podcast platforms. We primarily market our products through various channels, including Google Ads, word-of-mouth, Facebook Groups, Soundcloud, Taboola, OutBrain, RADIO PUSHERS, LinkedIn, Instagram, and Facebook Ads. These platforms offer a higher conversion ratio and cater to the company's demographic and consumer needs.

#### b. Management summary

- James W McRae Jr., the Founder and CEO of All Money Is Legal, LLC (AMIL), is a highly accomplished individual with a remarkable track record in the music industry spanning over 20 years. James W. McRae Jr. possesses a strong background in business management and music production, earning him respect and recognition within the industry. As the primary investor and chairman of the board, his leadership and expertise drive the strategic direction of AMIL.
- Devin Seawright is a Major Recording Artist and Serial Entrepreneur based in New York. Within Generation Z rap culture, Devin Seawright has emerged as a force to be reckoned with. His music stands out from all aspects of the art form, and he has independently garnered over 1,500,000 digital streams across various platforms. Currently under contract with All Money Is Legal, LLC, Devin Seawright brings his unique talent and passion to the company.
- Iris Mcrae is a seasoned professional in the entertainment industry, having worked for CBS Records as the head of the marketing and promotions department. She received recognition for her contributions to Billy Joel's album "The Stranger" and served as the tour manager for Rick James during the peak of his success. With over 15 years of experience in music branding and an extensive network of industry contacts, Iris Mcrae provides invaluable guidance and resources for the future growth of All Money Is Legal, LLC.

#### c. About our goals

Over the next six months, we aim to create, film, and produce a six-part documentary series for Amazon Prime and Apple TV, showcasing the rise of All Money Is Legal as a record label and brand.

Within one year, the goal is to produce six music videos and 30 additional pieces of visual content specifically tailored for platforms such as YouTube Shorts, Instagram, TWITCH, and TikTok.

In three years, the company plans to reach 3,000 individuals within a 100-mile radius of their home base in Brooklyn, New York, through guerilla marketing strategies. Additionally, they aim to organize a two-hour Pop-Up concert in Central Park, featuring multiple food and entertainment vendors, with a special focus on showcasing their flagship artist, Dev Amil.

#### d. Core opportunity highlights

The core highlights of the AMILIAGA LLC opportunity include:

1. Growing markets <sup>1</sup>
  - a. The content creation market size will reach \$29.06 billion in 2023
  - b. Forecasted +13.50% CAGR for the next seven years
  - c. Estimated content creation market size to reach \$70.50 billion by 2030
  
2. Solid business concept
  - a. We aim to run a company that revolutionizes the entertainment industry by seamlessly integrating music, visual art, and multimedia experiences, creating a new standard of artistic expression.
  - b. We empower customers to unlock their creative potential, discover their passions, and find their voices by providing a platform that encourages self-expression, fosters personal growth, and amplifies their unique talents.
  - c. We generate revenue by charging customers with fair and competitive prices for our premium content, exclusive merchandise, and innovative products. We also offer investment opportunities for aspiring entrepreneurs and artists to participate in our success and share in the financial rewards of our endeavors.
  
3. Attractive investment prospect <sup>2</sup>
  - a. Strong potential, with forecasted sales of \$1.44 million in five years
  - b. Strong profitability, with 31.35% EBITDA / Sales and high cumulative free cash flows from operations
  - c. Low risk investment with a forecasted profitability reached within three year of operations

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<sup>1</sup> Source: <https://www.grandviewresearch.com>

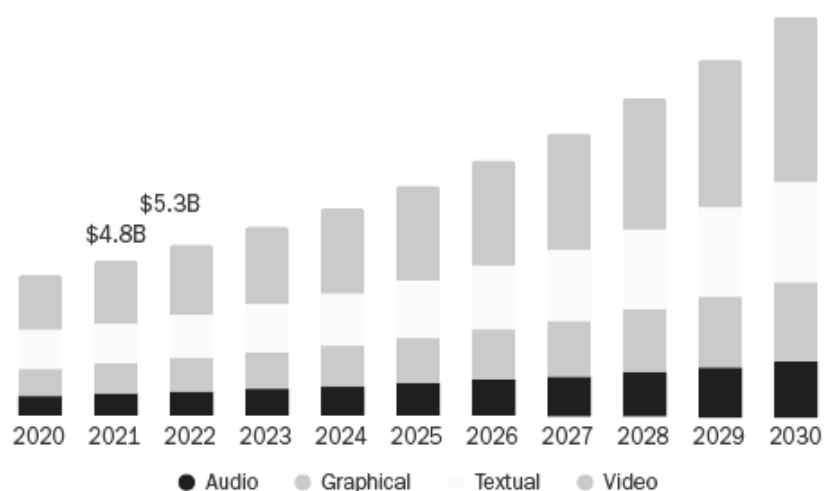
<sup>2</sup> Source: <https://docs.google.com>

## 2. Industry and market research <sup>3</sup>

The market size, measured by the value of net revenue of the content creation industry is estimated to reach \$29.06 billion by the end of 2023 and is expected to grow at a compounded annual growth rate of +13.50% until the end of 2030, reaching a total value of \$70.50 billion within the next seven years.

### e. Industry analysis

The entertainment industry is undergoing a transformative shift fueled by the rise of digital content creation and consumption. With Generation Z at the forefront, content creators are leveraging technology and platforms to express their deepest fears, desires, passions, and curiosities. This era of hyper-focused content creation has been further empowered by advancements in artificial intelligence, which have revolutionized monetization and content delivery. From converting iPhones into multimillion-dollar media companies to embracing web 3 opportunities, the landscape of the industry is constantly evolving. As consumers seek engaging and immersive experiences, companies like AMIL (All Money Is Legal) are at the forefront, offering a diverse range of multimedia products, integrating audio and visual elements, and leveraging educational resources, financial literacy, and unique marketing approaches. The industry's future lies in its ability to adapt to changing trends, embrace emerging technologies, and cater to the evolving demands of a digitally native audience.

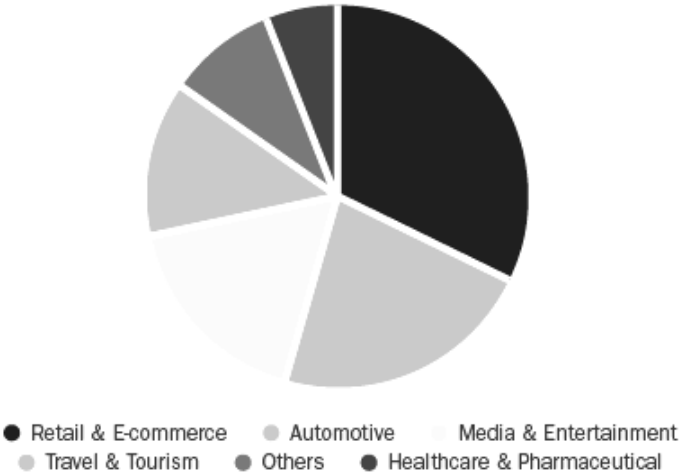


US content creation market size by content format, 2020 - 2030 (in USD Billion)

<sup>3</sup> Source: <https://www.grandviewresearch.com>

The entertainment industry is experiencing a profound digital transformation. Traditional modes of content consumption are being replaced by streaming platforms, web 2 and 3 platforms, radio stations, and podcast platforms. This shift has allowed for global access and monetization opportunities, enabling companies to reach broader audiences and generate revenue through various channels. With the increasing prevalence of smartphones and internet connectivity, consumers have become accustomed to on-demand access to a wide range of content, leading to a surge in digital content creation and consumption.

Generation Z, comprising individuals born roughly between the mid-1990s and early 2010s, is a significant driving force behind the market trends in the entertainment industry. This generation is characterized by their digital fluency, active engagement on social media platforms, and desire for authentic and relatable content. Generation Z consumers are not only content consumers but also content creators, leveraging their creativity to share their stories, perspectives, and talents. Companies are recognizing the importance of catering to this generation's preferences and providing platforms that empower their creativity while offering educational resources, diverse representation, and opportunities for self-expression.



*content creation market share by end user (%)*

The convergence of media and technology has disrupted traditional business models and opened up new opportunities. Companies are embracing innovative technologies such as artificial intelligence, virtual reality, augmented reality, and blockchain to enhance the creation, distribution, and monetization of content. This convergence has blurred the lines between different forms of media, allowing for seamless integration of audio, visual, and interactive elements. Additionally, the rise



of NFTs (Non-Fungible Tokens) has created a new market for digital art and collectibles, providing artists and creators with new avenues for monetizing their work. The industry is constantly evolving to adapt to these technological advancements and harness their potential to engage and captivate audiences in novel ways.

Some core market trends related to the industry include but are not limited to:

- Digital transformation: Shift from traditional content consumption to digital platforms
- Streaming revolution: Growing popularity of streaming platforms for music, TV shows, and movies
- Rise of Generation Z: Generation Z driving market trends with their digital fluency and demand for authentic, relatable content
- Content creation boom: Increased focus on user-generated content and empowering content creators
- Convergence of media and technology: Integration of technologies like AI, VR, and AR into content creation and distribution
- NFTs and digital collectibles: Emergence of NFTs as a new market for digital art and collectibles
- Personalization and customization: Customized content recommendations and personalized user experiences
- Social media influence: Growing impact of social media platforms on content discovery and audience engagement
- Cross-platform experiences: Seamless integration of content across multiple platforms and devices
- Data-driven insights: Utilization of data analytics to understand audience preferences and optimize content strategies

### 3. SWOT Analysis

At AMIL (All Money Is Legal), our main goals revolve around providing exceptional artistic expression, empowering our customers, and fostering personal and professional growth. We constantly strive to improve ourselves by staying at the forefront of industry trends, embracing technological advancements, and continuously enhancing our content offerings.

What sets AMIL apart is our unique approach to artistic expression and empowerment. We embrace an unorthodox level of creativity within the hip-hop genre, using music and visual art as powerful tools to motivate and inspire the masses. We create a safe space for diverse voices and perspectives, nurturing talent and providing platforms for self-expression. Our commitment to financial literacy, spirituality, and lifestyle consultation further distinguishes us, as we go beyond entertainment to empower individuals with knowledge and resources for personal and financial growth.

<p><b>First class experience</b>      <b>S</b></p> <hr/> <ul style="list-style-type: none"> <li>- Tenured and experienced team of expert professionals</li> <li>- Possibility to target several customers with different needs</li> <li>- Industry traditionally associated to great profit margins</li> </ul>	<p><b>Capital intensive</b>      <b>W</b></p> <hr/> <ul style="list-style-type: none"> <li>- New market entry now building our positive reputation</li> <li>- Capital intensive in equipment, staffing, and content creation</li> <li>- Stiff cost structure mostly featuring fixed costs</li> </ul>
<p><b>Growing markets</b>      <b>O</b></p> <hr/> <ul style="list-style-type: none"> <li>- Possibility to scale-up at a regional level and beyond</li> <li>- Huge potential and big demand for quality products and services</li> <li>- Lack of competitors with a similar offering and the ambition to scale their growth</li> </ul>	<p><b>External dependencies</b>      <b>T</b></p> <hr/> <ul style="list-style-type: none"> <li>- Rising interest rates and growing cost of lended capital</li> <li>- Possibility for new competitors to enter the market in one or more segments or categories</li> <li>- Our products and services might experience a slight seasonality</li> </ul>

## 4. Competitive landscape and competitors analysis

The competitive landscape for a content creation company is characterized by both fragmentation and intense competition. The industry attracts a wide range of players, from individual content creators to established production studios and streaming platforms. This fragmentation stems from the democratization of content creation, where advancements in technology and the rise of social media have made it accessible to a larger audience. As a result, the market is crowded, making it essential for a new company entering this space to differentiate itself and carve out a unique niche.

While the competition is fierce, there are opportunities for a new company to succeed. A key factor for success lies in identifying a target audience or niche that is currently underserved or untapped. By understanding the preferences and demands of this specific segment, a new company can tailor its content offerings to meet their needs effectively. Moreover, leveraging innovative technologies, such as virtual reality or augmented reality, can provide a competitive edge and attract a loyal customer base.

Income streams in the content creation industry have the potential to be scalable. Digital platforms and streaming services offer opportunities for content creators to reach a global audience and monetize their work through advertising revenue, subscriptions, or licensing deals. Additionally, collaborations and partnerships with brands or influencers can open up additional revenue streams. However, it is crucial to develop a comprehensive monetization strategy and diversify income sources to mitigate risks associated with relying on a single revenue stream.

Margins in the content creation industry can vary depending on various factors, such as production costs, distribution channels, and the success of monetization efforts. While the industry can be lucrative, it is important to carefully manage expenses, negotiate favorable licensing or distribution agreements, and explore innovative ways to monetize content effectively. This includes exploring merchandise sales, sponsorships, brand partnerships, and ancillary products or services that align with the content and target audience.

To attract potential customers, a content creation company needs a compelling value proposition. This could include offering high-quality and engaging content that resonates with the target audience, providing a unique and immersive storytelling experience, and fostering a sense of community and interactivity.

Offering personalized recommendations, customization options, and exclusive content can also enhance the value proposition and drive customer loyalty. Furthermore, emphasizing a commitment to diversity, inclusivity, and social responsibility can attract customers who prioritize these values. By delivering a differentiated and compelling value proposition, a content creation company can stand out in the competitive landscape and attract and retain a loyal customer base.

The following chart shows a summary of the competitive environment in our market:

Competitors	Content Quality	Brand Recognition	Innovation	Market Reach	Overall
LVRN Studios	High	Moderate	Moderate	Regional	3.5
Top Dawg Entertainment	High	High	High	Global	4.5
Quality Control Music	Moderate	High	Moderate	Global	3.5

*main competitor analysis*

Based on the competitive matrix analysis, Top Dawg Entertainment emerges as the strongest competitor in the content creation industry. They excel in content quality, brand recognition, innovation, and have a global market reach. With their high-quality content and well-established brand, Top Dawg Entertainment has garnered significant recognition and has successfully expanded its reach beyond regional boundaries. LVRN Studios and Quality Control Music, on the other hand, demonstrate a mix of strengths and areas for improvement. LVRN Studios offers high-quality content and has moderate brand recognition and innovation. However, their market reach is primarily regional, limiting their potential for growth compared to competitors with a more global presence. Quality Control Music also boasts high brand recognition and a global market reach. However, their content quality and innovation are rated as moderate, indicating potential areas for enhancement. Despite this, they remain a formidable competitor due to their wide market reach and strong brand recognition.

Overall, Top Dawg Entertainment holds a competitive advantage in the industry due to its strong performance across multiple factors. However, LVRN Studios and Quality Control Music still possess valuable strengths that can help them maintain their market positions and attract their respective target audiences.

## 5. Marketing strategy and go-to market plan

### f. Marketing mix

Our business model at AMIL (All Money Is Legal) revolves around providing a comprehensive multimedia platform that combines music, TV/film, digital art, and lifestyle consultation. We aim to empower our customers through artistic expression, education, and personal growth. Our revenue streams are diverse, encompassing content placement, digital sales, podcast advertising, live performance events, and investment opportunities. By creating engaging and thought-provoking content, leveraging innovative technologies, and offering direct investment options, we strive to create a sustainable and profitable business model that benefits both our company and our customers.

To engage with us, customers have multiple discovery channels available. Streaming platforms, web 2 and 3 platforms, radio stations, and podcast platforms serve as primary avenues for discovering and accessing our content. We also maintain a strong online presence through our website, social media platforms, and digital advertising. These channels provide convenient and accessible ways for customers to explore our multimedia offerings, connect with our brand, and participate in our community. Additionally, partnerships with influencers, collaborations with other brands, and word-of-mouth recommendations play a significant role in expanding our customer base and fostering engagement.

Our marketing mix features the following elements:

- **Product:** Our products encompass a diverse range of content, including music, TV/film, digital art, and lifestyle consultation services. We emphasize high-quality, engaging content that stands out in the industry.
- **Price:** Pricing is competitive and aligned with the value we provide, ensuring accessibility without compromising our business sustainability.
- **Place:** In terms of place, we strategically leverage streaming platforms, web 2 and 3 platforms, and various digital channels to reach a global audience
- **Promotion:** Our promotional mix will include performance marketing to ensure general awareness, content marketing to ensure appropriate storytelling, opinion leaders marketing to ensure trust-creation, and business development to ensure consistent conversions.

### g. Marketing goals

Our main marketing goals at AMIL (All Money Is Legal) revolve around creating brand awareness, driving customer engagement, and expanding our customer base. We aim to establish ourselves as a leading authority in artistic expression, empowering content, and innovative products within the entertainment industry. Key objectives include increasing our digital presence through targeted online advertising campaigns, fostering meaningful connections with our audience through interactive social media engagement, and leveraging strategic partnerships and collaborations to reach new demographics. By focusing on these goals, we aim to cultivate a loyal and passionate customer base while continuously adapting our marketing strategies to stay ahead in a rapidly evolving market.

To generate revenue, AMIL employs a multifaceted approach. Our primary revenue streams include content placement, digital sales, podcast advertising, and live performance events. We generate income through digital platforms and streaming services, which allow us to monetize our content through advertising revenue, subscriptions, and licensing deals. Additionally, we offer investment opportunities for aspiring entrepreneurs and artists, providing them with a chance to participate in our success through stock options. To drive revenue, we utilize a combination of advertising and sales channels. Our main channels include digital advertising through platforms like Google Ads and social media ads on platforms such as Facebook, Instagram, and LinkedIn. We also engage in partnerships and collaborations with influencers, utilize email marketing, and leverage our website and online store to facilitate direct sales. By diversifying our revenue streams and utilizing targeted advertising and sales channels, we aim to maximize our income potential and effectively reach our target audience.

We will measure the success of our marketing plan by tracking the number of leads and conversions generated by each marketing channel. We will also track the number of new clients per month and revenue generated. We will regularly evaluate the effectiveness of our marketing efforts and adjust as necessary to ensure that we are meeting goals.

Among the key validation metrics for tracking our expansion plan, we will include:

- Traction KPIs: revenue, revenue growth, additional revenue streams added, number of customers, number of customers growth, pieces of content launched and running, content production capacity growth
- Retention KPIs: customer retention, number of partner platforms, share of recurring revenue on total revenue

- Sustainability KPIs: customer acquisition cost, customer lifetime value, closed sales on total leads, EBITDA, and EBITDA / Sales.

#### h. Target customers

The target customers of our company, AMIL (All Money Is Legal), encompass a diverse range of individuals who have a passion for artistic expression, a thirst for knowledge, and a desire for personal and professional growth. Our primary target audience consists of Generation Z, a digitally native demographic that values authenticity, creativity, and social impact. They are avid consumers and creators of content, seeking immersive experiences that resonate with their interests, beliefs, and aspirations. We cater to their needs by providing a platform that empowers their creative expression, offers educational resources on financial literacy and spirituality, and showcases thought-provoking content across various mediums. Additionally, we target individuals from all walks of life who appreciate innovative and unorthodox approaches to music, TV/film, digital art, and lifestyle consultation. Our offerings appeal to those seeking unique, diverse, and intellectually stimulating content that pushes boundaries and inspires personal growth.

Moreover, our target customers are individuals who value the integration of education and entertainment. They are eager to expand their knowledge, develop new skills, and explore different perspectives through engaging and interactive content. Our target audience appreciates the fusion of art, music, and multimedia experiences that provide not only entertainment but also educational value. They are open-minded, curious, and actively seek opportunities to broaden their horizons and gain insights into various aspects of life. By catering to their intellectual and creative pursuits, we aim to build a loyal customer base that values our commitment to artistic expression, personal development, and innovative approaches to entertainment and lifestyle content.

#### i. Marketing tactics

The marketing plan of our company, AMIL (All Money Is Legal), is designed to create strong brand recognition, engage our target audience, and drive customer acquisition and loyalty. Our plan encompasses a multi-faceted approach that leverages various marketing channels and strategies. We prioritize digital marketing efforts, including search engine marketing (SEM) and social media advertising, to reach our target customers effectively. We will invest in compelling content creation that resonates with our audience, focusing on high-quality music, captivating TV/film productions, visually stunning digital art, and informative lifestyle consultation materials. Additionally, we will engage in influencer partnerships,

strategic collaborations, and community-building initiatives to amplify our reach and foster brand advocacy. Our marketing plan also includes targeted email campaigns, content marketing, and public relations activities to enhance brand visibility and engage with our audience across multiple touchpoints. Continuous monitoring and analysis of marketing metrics will guide our strategies and enable us to optimize campaigns for maximum impact.

To execute our marketing plan successfully, we will need to hire a team of specialists with expertise in various areas. Key positions to consider include a Digital Marketing Manager, responsible for developing and implementing our digital marketing strategies across platforms, overseeing paid advertising campaigns, and optimizing our online presence. We will also need a Content Manager, who will be in charge of curating and creating engaging content that aligns with our brand and resonates with our target audience. Additionally, a Social Media Manager will be essential for managing our social media presence, engaging with followers, and leveraging social media platforms to drive brand awareness and customer engagement. Other specialists to consider include a PR Manager, responsible for developing and executing public relations initiatives to enhance our brand reputation and secure media coverage, as well as an Analytics Specialist, who will provide valuable insights by analyzing marketing data and performance metrics. By assembling a team of dedicated specialists, we can ensure that our marketing plan is effectively executed, monitored, and optimized to achieve our business goals.

The following steps describe in detail the marketing activities to be carried on:

1. **Inbound marketing:** these tactics are essential as their main scope is to attract potential customers by providing them with valuable content and building trust in our brand. Some of the inbound marketing tactics that we plan to use include:
  - a. **Content Creation:** Developing high-quality and engaging content across various mediums such as music, TV/film, digital art, and lifestyle consultation. This content should be tailored to our target audience's interests and preferences, offering educational value, entertainment, and inspiration.
  - b. **SEO Optimization:** Implementing search engine optimization techniques to improve our visibility in search engine results pages. This involves keyword research, optimizing website content, and building quality backlinks to drive organic traffic to our platforms.
  - c. **Lead Nurturing:** Implementing lead nurturing strategies through email marketing campaigns, personalized content recommendations, and



automation. By providing relevant and valuable information to potential customers, we can nurture them throughout their buying journey and build long-term relationships.

2. **Outbound marketing:** these tactics are also important as they will enable our firm to reach potential customers who may not be actively seeking our services. Some of the outbound marketing tactics that we plan to use include:
  - a. **Influencer Partnerships:** Collaborating with influencers in the music, entertainment, and lifestyle industries to promote our brand and content. Leveraging their reach and influence can help us expand our audience and gain credibility among their followers.
  - b. **Paid Advertising:** Utilizing paid advertising channels such as Google Ads, social media ads, and programmatic advertising to reach our target audience. Carefully targeting demographics, interests, and behaviors can maximize the effectiveness of our ad campaigns.
  - c. **Event Sponsorships:** Partnering with relevant events, festivals, or conferences to sponsor and participate in their activities. This allows us to connect directly with our target audience, showcase our offerings, and create memorable brand experiences.
  
3. **Brand awareness:** brand awareness and brand development are going to be critical to our success as a company. We plan to use various tactics to increase brand awareness and develop our brand, including:
  - a. **Social Media Engagement:** Actively engaging with our audience on social media platforms through interactive content, responding to comments and messages, and fostering a sense of community. Encouraging user-generated content and running social media contests can also boost brand awareness.
  - b. **Strategic Partnerships:** Forming strategic partnerships with like-minded brands, artists, influencers, or organizations that align with our values and target audience. Collaboration can help us tap into new markets, expand our reach, and enhance brand credibility through association.
  - c. **Thought Leadership Content:** Creating thought-provoking and insightful content that positions us as industry leaders. This can be achieved through blog posts, whitepapers, webinars, and podcasts, sharing valuable knowledge and expertise in music, entertainment, financial literacy, and personal growth.

4. Business development: these tactics are also going to be essential for our company, enabling us to expand our business and generate new revenue streams. Some of the business development tactics that we plan to use are:
  - a. Strategic Partnerships: Collaborating with established companies, brands, or influencers to leverage their resources, expertise, and audience reach. Such partnerships can lead to joint ventures, co-branding opportunities, or cross-promotion, enabling us to tap into new markets and gain a competitive edge.
  - b. Market Research and Analysis: Conducting thorough market research to identify emerging trends, consumer preferences, and unmet needs. This data-driven approach allows us to tailor our offerings, develop new products or services, and seize untapped market opportunities.
  - c. Networking and Industry Events: Actively participating in industry events, conferences, and networking opportunities to build relationships with key stakeholders, industry professionals, and potential partners or investors

## 6. Financials and need for fund

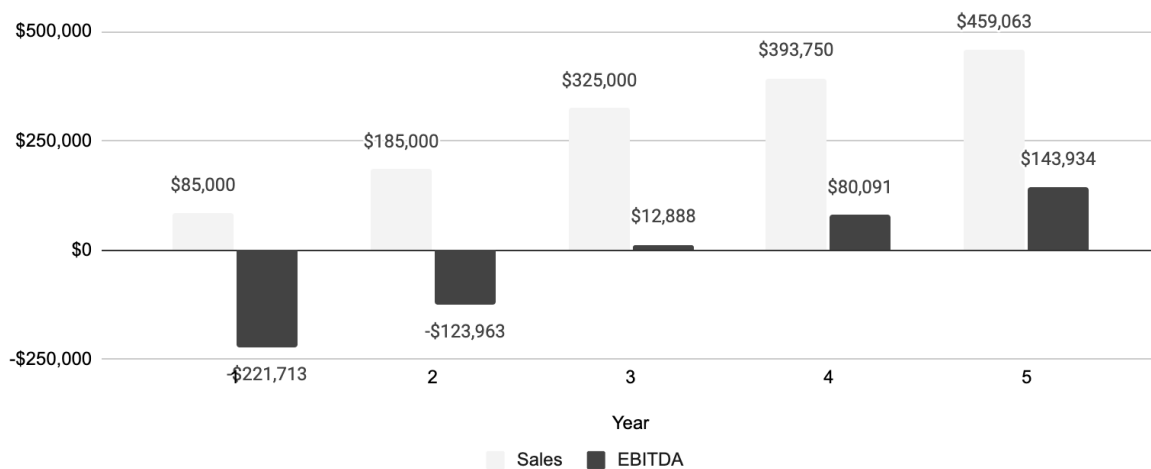
### j. Financial forecast overview

We need \$500,000 of funding to finance our commercial operations. With an estimated gross margin of xx.xx% and EBITDA of xx.xx% we will be able to reach profitability during our first year of activity, and reinvest accrued profits to potentially scale-up operations at a regional level with no additional capital injection required.

Five years forecast key informations: <sup>4</sup>

- Revenue: \$1.44 million
- Growth: 57.76%
- EBITDA / Sales: 30.83%
- Profitability: 3 years

#### Sales and EBITDA Forecast



AMILIAGA LLC financial forecast

<sup>4</sup> Source: <https://docs.google.com/>

### k. Profit and loss

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>REVENUE</b>	<b>\$85,000</b>	<b>\$185,000</b>	<b>\$325,000</b>	<b>\$393,750</b>	<b>\$459,063</b>
Revenue from delivering services	\$85,000	\$185,000	\$325,000	\$393,750	\$459,063
<i># of customers</i>	34	74	130	158	184
<b>COGS</b>	<b>\$850</b>	<b>\$1,850</b>	<b>\$3,250</b>	<b>\$3,938</b>	<b>\$4,591</b>
Travel and meals	\$850	\$1,850	\$3,250	\$3,938	\$4,591
Material cost of providing services	\$0	\$0	\$0	\$0	\$0
Contracted labor cost of providing services	\$0	\$0	\$0	\$0	\$0
Payment processing fees	\$0	\$0	\$0	\$0	\$0
<b>GROSS MARGIN</b>	<b>\$84,150</b>	<b>\$183,150</b>	<b>\$321,750</b>	<b>\$389,813</b>	<b>\$454,472</b>
<i>Gross margin / Sales</i>	99.00%	99.00%	99.00%	99.00%	99.00%
Rent and utilities	\$7,200	\$7,200	\$7,200	\$7,200	\$7,200
Staff salaries and benefits	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Advertising, marketing and sales	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
General and administrative	\$1,063	\$2,313	\$4,063	\$4,922	\$5,738
Professional expenses	\$2,125	\$4,625	\$8,125	\$9,844	\$11,477
<b>EBITDA</b>	<b>-\$224,113</b>	<b>-\$126,363</b>	<b>\$10,488</b>	<b>\$77,691</b>	<b>\$141,534</b>
<i>EBITDA / Sales</i>	-263.66%	-68.30%	3.23%	19.73%	30.83%
Depreciation	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Interests	\$24,236	\$23,634	\$22,989	\$22,297	\$21,555
<b>EBT</b>	<b>-\$268,349</b>	<b>-\$169,997</b>	<b>-\$32,501</b>	<b>\$35,394</b>	<b>\$99,979</b>
<i>EBT / Sales</i>	-315.70%	-91.89%	-10.00%	8.99%	21.78%
Taxes	\$0	\$0	\$0	\$7,079	\$19,996
<b>NET PROFIT</b>	<b>-\$268,349</b>	<b>-\$169,997</b>	<b>-\$32,501</b>	<b>\$28,315</b>	<b>\$79,983</b>
<i>NET PROFIT / Sales</i>	-315.70%	-91.89%	-10.00%	7.19%	17.42%

### l. Balance sheet

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Cash and short term assets	\$43,325	-\$115,600	-\$137,675	-\$99,626	-\$10,651
Long term assets	\$180,000	\$160,000	\$140,000	\$120,000	\$100,000
<b>Total</b>	<b>\$223,325</b>	<b>\$44,400</b>	<b>\$2,325</b>	<b>\$20,374</b>	<b>\$89,349</b>
Short term debt	\$0	\$0	\$0	\$0	\$0
Long term debt	\$341,674	\$332,745	\$323,172	\$312,906	\$301,898
Equity	\$150,000	-\$118,349	-\$288,346	-\$320,847	-\$292,532
Net profit / net loss	-\$268,349	-\$169,997	-\$32,501	\$28,315	\$79,983
<b>Total</b>	<b>\$223,325</b>	<b>\$44,400</b>	<b>\$2,325</b>	<b>\$20,374</b>	<b>\$89,349</b>

m. Cash flow

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Cash flow from financing	\$491,674	-\$8,928	-\$9,574	-\$10,266	-\$11,008
Cash flow from investments	-\$180,000	\$20,000	\$20,000	\$20,000	\$20,000
Cash flow from operations	-\$268,349	-\$169,997	-\$32,501	\$28,315	\$79,983
<b>Total</b>	<b>\$43,325</b>	<b>-\$158,925</b>	<b>-\$22,075</b>	<b>\$38,049</b>	<b>\$88,975</b>
<b>Total cumulative</b>	<b>\$43,325</b>	<b>-\$115,600</b>	<b>-\$137,675</b>	<b>-\$99,626</b>	<b>-\$10,651</b>

n. KPIs, ratio, break even point, company valuation

<b>Year</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Sales growth year on year</b>	-%	117.65%	75.68%	21.15%	16.59%
<b>Breakeven analysis (\$)</b>	-\$768,349	-\$938,346	-\$970,847	-\$942,532	-\$862,549
<b>ROI</b>	-91.34%	-123.12%	-127.54%	-119.93%	-102.13%
<b>Valuation multiple on EBITDA</b>	3.00	3.00	3.00	3.00	3.00
<b>Company valuation</b>	-\$805,046	-\$509,990	-\$97,504	\$84,945	\$239,949