

Glamping Site, LLC

Strategic Business Plan



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Table of Contents

1.0 Executive Summary	3
1.1 The Services.....	3
1.2 Financing.....	4
1.3 Mission Statement.....	4
1.4 Management Team.....	4
1.5 Revenue Forecasts	4
1.6 Expansion Plan.....	4
2.0 Company and Financing Summary.....	5
2.1 Registered Name and Corporate Structure	5
2.2 Required Funds	5
2.3 Investor Equity.....	5
2.4 Management Equity	5
2.5 Exit Strategy.....	5
3.0 Operations	6
3.1 Rental of Glamping Spaces.....	6
3.2 Store and Ancillary Revenue Streams	6
4.0 Strategic and Market Analysis.....	7
4.1 Economic Outlook	7
4.2 Industry Analysis	7
4.3 Customer Profile	7
4.4 Competition.....	9
5.0 Marketing Plan.....	10
5.1 Marketing Objectives.....	10
5.2 Marketing Strategies	10
5.3 Marketing Expenditure Breakdown.....	11
6.0 Organizational Plan and Personnel Summary	12
6.1 Corporate Organization.....	12
6.2 Organizational Budget	12
7.0 Financial Plan	14
7.1 Underlying Assumptions	14
7.2 Sensitivity Analysis	14
7.3 Source of Funds	14
7.4 General Assumptions.....	14
7.5 Profit and Loss Statements.....	15
7.6 Cash Flow Analysis	16
7.7 Balance Sheet.....	17
7.8 Breakeven Analysis	18

Appendixes

Appendix A - SWOT Analysis	19
Appendix B - Three Year Profit and Loss Statement	20
Appendix C - Three Year Cash Flow Analysis	24
Appendix D – Loan Amortization Table	28

1.0 Executive Summary

The purpose of this business plan is to raise and examine the allocation of \$625,000 for the development of a high-end camping facility that will provide an amazing experience for its patrons. Glamping Site, LLC (“the Company”) intends to provide these spaces to the general public from its large-scale campus in Texas. Glamping is a combination of the words glamorous and camping. This type of outdoor experience has exploded in popularity over the past five years as people want an outdoor experience coupled with many amenities that would be found in traditional hospitality locations. The Company was founded by John Doe.

1.1 The Services

The principal revenue center for Glamping Site will come from the nightly rental of glamping spaces (via large scale tents) and onsite cabins (which will be modeled as tiny houses and rustic cabins). The Company anticipates that nightly rental fees will range from \$100 to \$250 depending on the season. The facilities will offer a number of amenities including site-wide WiFi, complimentary breakfast, immaculate shower/bathing facilities, shuttles, and related benefits.



Beyond the nightly rental fees, the business will feature an onsite store and laundry facility. The Company will generate substantial secondary streams of revenue through these operations.

The third section of the business plan will further describe the services offered by Glamping Site.

1.2 Financing

At this time, Management is seeking to raise \$625,000 from as a bank loan. The interest rate and loan agreements are to be further discussed during negotiation. This business plan assumes that the business will receive a 15 year loan with a 5% fixed interest rate. The financing will be used for the following:

- Acquisition of the Company's land in Texas.
- Capital for developing cabins and glamping spaces
- Financing for the first six months of operation
- Development of the Company's onsite store and offices

Mr. Doe will contribute \$100,000 to the venture. The Company would be a strong candidate for expansion capital via a working capital line of credit, business loan, or equity investment should the need arise. However, this business plan assumes that no further capital will be used outside of the funding sought in this document.

1.3 Mission Statement

Management's mission is to develop Glamping Site into a premier, unique destination for an outdoors based vacation experience.

1.4 Management Team

The Company was founded by John Doe. Mr. Doe has more than 10 years of experience in the hospitality industry. Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations.

1.5 Expansion Plan

Moving forward, Management will make continued investments into the Company's marketing infrastructure in order to ensure 100% occupancy during busy summer seasons. The business will also aggressively promote off-season usage of the facility. After the third year of operation, the business may also seek to acquire additional properties in Texas in order to develop secondary locations. Management will also continually increase the scope of the amenities offered at Glamping Site, LLC.

1.6 Revenue Forecasts

Proforma Profit and Loss (Yearly)			
Year	1	2	3
Revenue	\$1,788,300	\$1,967,130	\$2,104,829
Operating Costs	\$429,508	\$442,393	\$455,665
EBITDA	\$1,270,008	\$1,427,074	\$1,544,665
Taxes, Interest, and Depreciation	\$535,850	\$471,162	\$505,358
Net Profit	\$734,157	\$955,912	\$1,039,306

2.0 Company and Financing Summary

2.1 Registered Name and Corporate Structure

Glamping Site, LLC. The Company is registered as a limited liability company in the State of Texas.

2.2 Required Funds

At this time, Glamping Site requires \$625,000 of debt funds for the development of its facilities. Below is a breakdown of how these funds will be used:

Projected Startup Costs	
Land	\$300,000
Buildings	\$200,000
Working Capital	\$50,000
FF&E	\$100,000
Property Improvements	\$30,000
Security Deposits	\$12,500
Insurance	\$5,000
Office Development	\$15,000
Marketing Budget	\$7,500
Miscellaneous and Unforeseen Costs	\$5,000
Total Startup Costs	\$725,000

2.3 Investor Equity

Mr. Doe is not seeking an investment from a third party at this time.

2.4 Management Equity

John Doe owns 100% of the Glamping Site, LLC.

2.5 Exit Strategy

In the event that Mr. Doe wishes to sell Glamping Site to a third party, he will contract a real estate brokerage firm to market the property to potential buyers. Based on historical sales prices of campground facilities, Management anticipates that the business could be sold for up to seven times earnings by the third year of operations (including the value of real estate).

3.0 Operations

Below is a description of the revenue centers for Glamping Site:

3.1 Rental of Glamping Spaces

The primary revenue center for the business will come from the ongoing rental of spaces that feature luxurious large scale tents and state-of-the-art cabins that are situated on Glamping Site's beautiful campus. At the onset of operations, the business intends to have 30 large-scale tents available and 20 cabins (which will be modeled as rustic cabins and tiny-homes). Each space will have electrical hookups so that people can still have access to their devices.

In regards to amenities, the following will be provided to patrons:

- Full site WiFi
- Complimentary breakfast
- Shuttles to important landmarks within the target market
- Onsite concierge (for making arrangements at area restaurants)

There will be a high end shower, sauna, and bathing facility on the premises.



3.2 Store and Ancillary Revenue Streams

Beyond the nightly rental fees charged to clients, the Company will have a moderate sized onsite general store that will provide packaged and prepared foods, toiletries, small electrical components (such as phone chargers), beverages (including alcohol), and related items. The Company anticipates that it will generate gross margins of 70% on all products sold through the store. The Company will also have an onsite laundry room that will feature washers and dryers. This will be a more modest tertiary revenue center for Glamping Site.

4.0 Strategic and Market Analysis

4.1 Economic Outlook

This section of the analysis will detail the economic climate, the glamping and campgrounds industry, the customer profile, and the competition that the business will face as it progresses through its business operations.

Currently, the economic climate is uncertain. The pandemic stemming from COVID-19 has created a substantial amount of turmoil within the capital markets. It is expected that a prolonged economic recovery will occur given that numerous businesses are being forced to remain closed for an indefinite period of time (while concurrently having their respective employees remain at home). However, central banks around the world have taken aggressive steps in order to ensure the free flow of capital into financial institutions. This is expected to greatly blunt the economic issues that will arise from this public health matter.

However (and as will be discussed below), the demand for glamping has increased substantially over the past eighteen months. Glamping is a socially distanced and safe activity from a health perspective. Even prior to the pandemic, the demand for this type of outdoor experience increased greatly as many people want to experience the outdoors but still have many amenities that would be found at a traditional place of lodging.

4.2 Industry Analysis

Within the United States, nearly \$3 billion is spent each year on campgrounds, cabins, and RV based accommodations. The industry is poised for substantial growth over the next five to ten years. Specific for glamping, this is a rapidly growing segment of the outdoor travel industry. Within the next three years, glamping is expected to generate over \$1 billion. Moving forward, the compounded annual growth rate of the industry is expected to remain near 14%.

It should be noted that many traditional campground facilities are integrating higher-end tents, cabins, and geodesic domes onto their premises in order to accommodate the demand for glamping. This is expected to become a common trend as owners of these facilities seek to boost their revenues. There are currently no pieces of regulation that would impact the way that a glamping site conducts business.

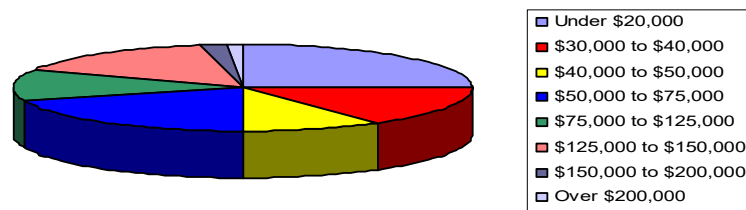
4.3 Customer Profile

Management will use the following demographic profile in conjunction with Glamping Site's marketing operations:

- Household income exceeding \$50,000.
- Between the ages of 21 and 65
- Will spend three to five days at the Glamping Site facility

Household Income (by % of Population)	5 Miles	20 Miles	State
Under \$20,000	25.00%	25.00%	25.00%
\$30,000 to \$40,000	15.00%	19.00%	15.00%
\$40,000 to \$50,000	10.00%	19.00%	10.00%
\$50,000 to \$75,000	20.00%	12.00%	20.00%
\$75,000 to \$125,000	12.00%	13.00%	8.00%
\$125,000 to \$150,000	15.00%	6.00%	12.00%
\$150,000 to \$200,000	2.00%	5.00%	5.00%
Over \$200,000	1.00%	1.00%	5.00%

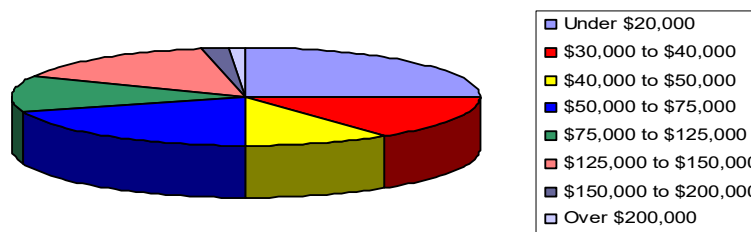
Income Breakdown (5 Miles)



Glamping

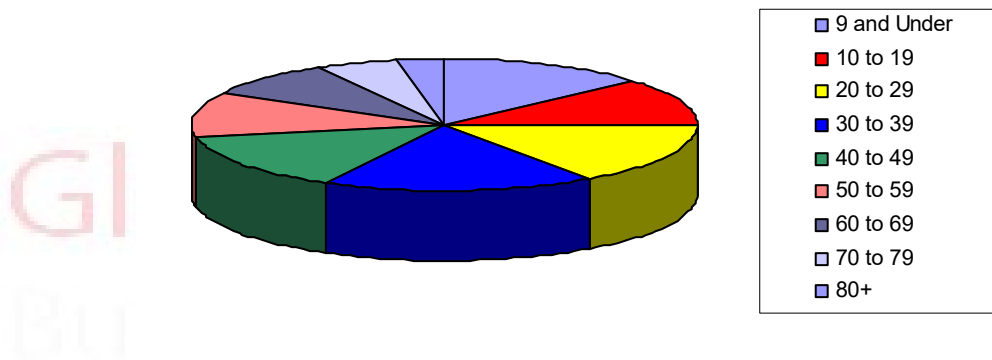
Education (by % of Population)	5 Miles	20 Miles	State
No High School	28.60%	24.40%	29.40%
High School	32.20%	30.50%	31.70%
Some College	14.10%	13.60%	14.40%
Associate's Degree	6.40%	6.80%	6.40%
Bachelor's Degree	12.40%	15.40%	13.00%
Master's Degree	3.90%	5.70%	3.40%
Professional Degree or Doctorate	2.40%	3.60%	1.60%

Education Breakdown (5 Miles)



Age (by % of Population)	5 Miles	20 Miles	State
9 and Under	13.40%	12.80%	11.20%
10 to 19	12.00%	10.70%	9.70%
20 to 29	15.00%	14.90%	14.20%
30 to 39	17.30%	16.20%	15.90%
40 to 49	14.30%	14.10%	14.70%
50 to 59	11.10%	12.70%	13.40%
60 to 69	8.60%	9.10%	9.90%
70 to 79	5.40%	6.00%	6.60%
80+	3.00%	3.40%	4.50%

Age Brekdown (5 Miles)



4.4 Competition

In the market where you intend to develop your glamping facility, you should examine any potential competitors. This will include companies that offer cabins, RV rental spaces, and general campgrounds. Although these businesses are somewhat different than glamping facilities, they are substitutive. A major focus of glamping sites is that they provide an amazing outdoors experience with numerous amenities that are common to hotels.

5.0 Marketing Plan

Glamping Site, LLC will use a number of marketing strategies that will ensure that the business is able to have near 100% occupancy during busy seasons. Below is an overview of the marketing strategies that will be used at the onset of operations and through the life of the business.

5.1 Marketing Objectives

- Maintain an expansive online presence so that reservations can be made through the Company's ecommerce enabled platform.
- Develop ongoing relationships with travel agents that will promote usage of the Glamping Site facility.
- Develop an expansive presence on social media (including Facebook, Instagram, YouTube, Tik Tok, and Twitter).

5.2 Marketing Strategies

Foremost, Glamping Site will maintain an expansive internet presence that will combine a proprietary website coupled with an aggressive use of social media. While the facilities are being developed, Management will develop an expansive social media presence that will showcase images of the in-process development as well as providing news related to the launch date. By creating an online presence prior to the grand opening, the business will be able to create substantial interest in the glamping facility.

In regards to the Company's website, this will be a state-of-the-art platform that allows individuals to make reservations while concurrently showcasing all facets of operation. The platform will feature images and videos of the grounds while concurrently showcasing all available amenities (as discussed in the third section of the business plan). The website will be mobile/tablet friendly and search engine optimized. The business will register the website among directories that list glamping facilities. This will substantially contribute to the search engine optimization campaigns.

Glamping Site will also work with national level travel agencies that will promote the facility among their clients. This is an important secondary method of marketing as commissions are only paid when reservations are made. Given the demand for unique outdoor focused accommodations, Management sees a substantial opportunity to partner with travel agents.

In time, Management expects that word-of-mouth marketing will become an invaluable source of business. It is expected that previous customers will showcase their experience on their respective social media pages (while providing information regarding the Glamping Site location). Moving forward, this will create substantial interest among similarly minded people want to enjoy a luxurious camping experience.

5.3 Marketing Expenditure Breakdown

Marketing ROI			
Year	1	2	3
Short Term Marketing			
Billboards	\$2,500	\$2,575	\$2,652
Radio Advertisements	\$1,000	\$1,030	\$1,061
TV Advertisements	\$10,000	\$10,300	\$10,609
PPC Marketing	\$6,500	\$6,695	\$6,896
Total Short Term Marketing	\$20,000	\$20,600	\$21,218

Intermediate Term Marketing			
Brochures	\$7,500	\$7,725	\$7,957
Mailers	\$10,000	\$10,300	\$10,609
Total Intermediate Marketing	\$17,500	\$18,025	\$18,566

Long Term Marketing			
Website Search Engine Optimization	\$5,000	\$5,150	\$5,305
General Company Branding	\$7,500	\$7,725	\$7,957
Total Long Term Marketing	\$12,500	\$12,875	\$13,261

Total Marketing Costs	\$50,000	\$51,500	\$53,045
Total Net Profits	\$734,157	\$955,912	\$1,039,306
Total Marketing ROI	1468.31%	1856.14%	1959.29%

Marketing Breakdown			
Year	1	2	3
Short Term Marketing			
Billboards	5.00%	5.00%	5.00%
Radio Advertisements	2.00%	2.00%	2.00%
TV Advertisements	20.00%	20.00%	20.00%
PPC Marketing	13.00%	13.00%	13.00%

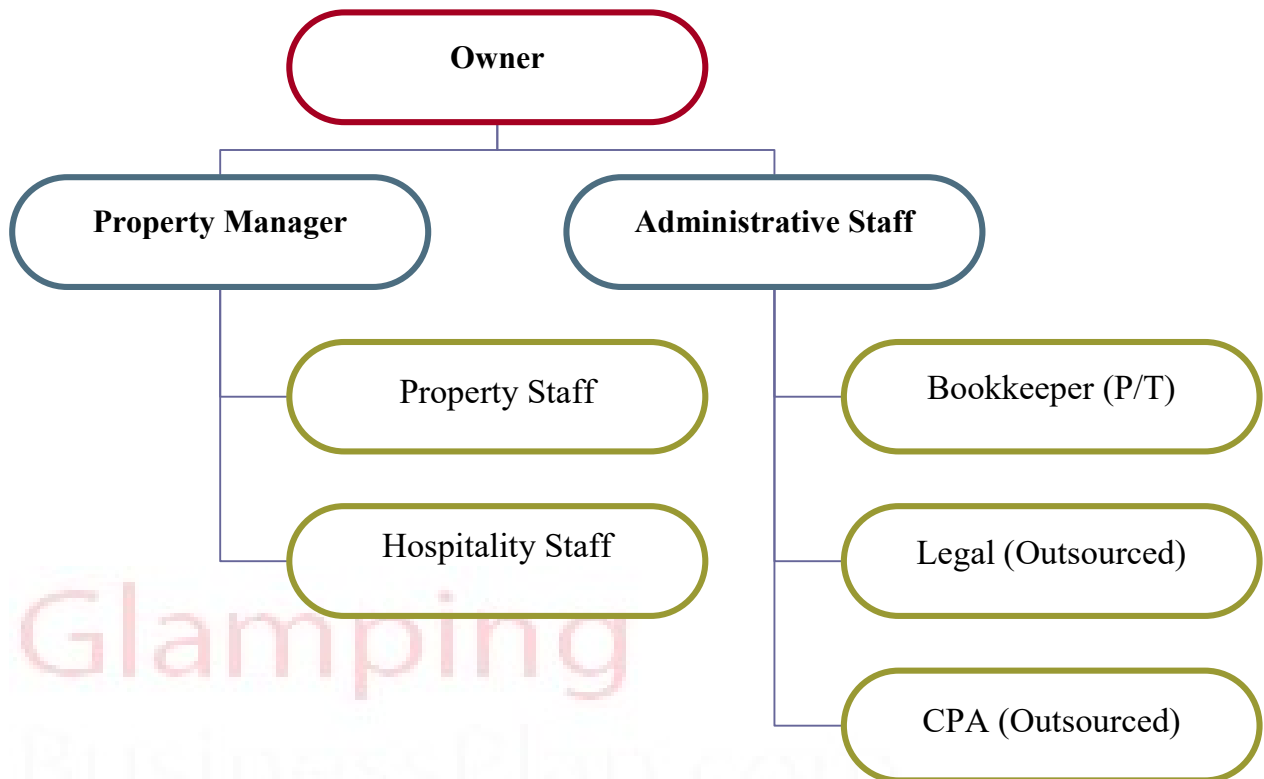
Intermediate Term Marketing			
Brochures	15.00%	15.00%	15.00%
Mailers	20.00%	20.00%	20.00%

Long Term Marketing			
Website Search Engine Optimization	10.00%	10.00%	10.00%
General Company Branding	15.00%	15.00%	15.00%

Total Marketing Costs (%)	100.00%	100.00%	100.00%
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6.0 Organizational Plan and Personnel Summary

6.1 Corporate Organization

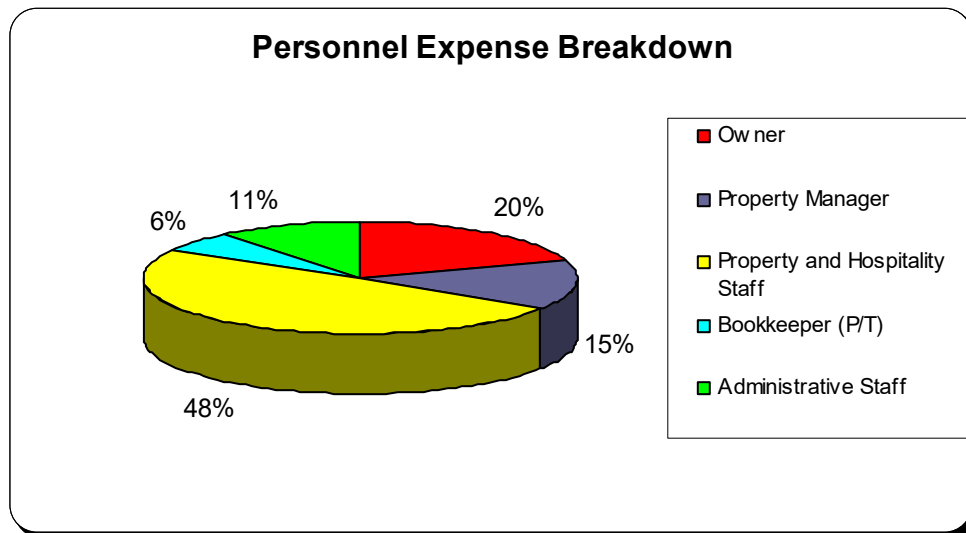


6.2 Organizational Budget

Personnel Plan - Yearly			
Year	1	2	3
Owner	\$50,000	\$51,500	\$53,045
Property Manager	\$37,500	\$38,625	\$39,784
Property and Hospitality Staff	\$125,000	\$128,750	\$132,613
Bookkeeper (P/T)	\$15,000	\$15,450	\$15,914
Administrative Staff	\$27,500	\$28,325	\$29,175
Total	\$255,000	\$262,650	\$270,530

Numbers of Personnel			
Year	1	2	3
Owner	1	1	1
Property Manager	1	1	1
Property and Hospitality Staff	5	5	5
Bookkeeper (P/T)	1	1	1
Administrative Staff	1	1	1
Totals	9	9	9

6.2 Organizational Budget (Cont.)



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7.0 Financial Plan

7.1 Underlying Assumptions

The Company has based its proforma financial statements on the following:

- Glamping Site, LLC. will have an annual revenue growth rate of 8% per year.
- The Owner will acquire \$625,000 of debt funds to develop the business.
- The loan will have a 15 year term with a 5% interest rate.
- The business will have a \$100,000 capitalization.

7.2 Sensitivity Analysis

The Company's revenues are only modestly sensitive to negative changes in the economy. The demand for unique accommodations in outdoor settings has increased substantially over the past five years. The COVID-19 pandemic has accelerated the demand for socially distanced activities (such as glamping). This, coupled with the high gross margins generated from the revenue centers outlined in this document, will ensure that Glamping Site, LLC is able to remain profitable and cash flow positive at all times while servicing all financial obligations.

7.3 Source of Funds

Financing	
Equity Contributions	
Management Investment	\$100,000.00
Total Equity Financing	\$100,000.00
Banks and Lenders	
Banks and Lenders	\$625,000.00
Total Debt Financing	\$625,000.00
Total Financing	\$725,000.00

7.4 General Assumptions

General Assumptions			
Year	1	2	3
Federal Tax Rate	25.0%	25.0%	25.0%
State Tax Rate	5.0%	5.0%	5.0%
Personnel Taxes	7.65%	7.65%	7.65%

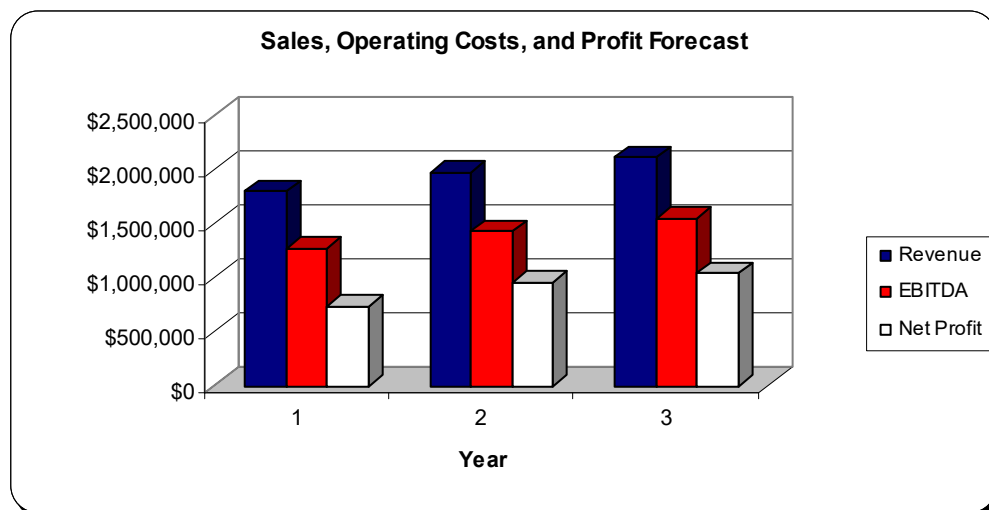
7.5 Profit and Loss Statements

Proforma Profit and Loss (Yearly)			
Year	1	2	3
Revenue	\$1,788,300	\$1,967,130	\$2,104,829
Cost of Revenue	\$88,785	\$97,664	\$104,500
Gross Margin	95.04%	95.04%	95.04%
Gross Profit	\$1,699,515	\$1,869,467	\$2,000,329

Expenses			
Payroll	\$255,000	\$262,650	\$270,530
General and Administrative	\$40,000	\$41,200	\$42,436
Marketing Expenses	\$50,000	\$51,500	\$53,045
Professional Fees and Licensure	\$12,500	\$12,875	\$13,261
Insurance Costs	\$15,000	\$15,450	\$15,914
Travel and Vehicle Costs	\$10,000	\$10,300	\$10,609
Property Maintenance	\$25,000	\$25,750	\$26,523
Miscellaneous Costs	\$2,500	\$2,575	\$2,652
Payroll Taxes	\$19,508	\$20,093	\$20,696
Total Operating Costs	\$429,508	\$442,393	\$455,665

EBITDA	\$1,270,008	\$1,427,074	\$1,544,665
Federal Income Tax	\$419,102	\$349,486	\$379,270
State Income Tax	\$63,500	\$69,897	\$75,854
Interest Expense	\$30,598	\$29,129	\$27,585
Depreciation Expenses	\$22,649	\$22,649	\$22,649

Net Profit	\$734,157	\$955,912	\$1,039,306
Profit Margin	41.05%	48.59%	49.38%



7.6 Cash Flow Analysis

Proforma Cash Flow Analysis - Yearly			
Year	1	2	3
Cash From Operations	\$756,807	\$978,561	\$1,061,956
Cash From Receivables	\$0	\$0	\$0
Operating Cash Inflow	\$756,807	\$978,561	\$1,061,956

Other Cash Inflows

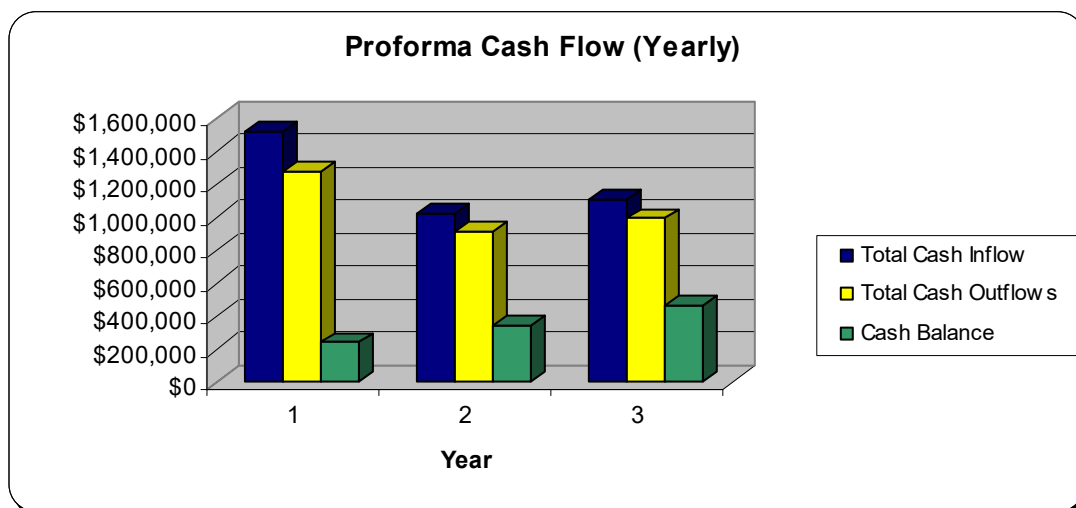
Equity Investment	\$100,000	\$0	\$0
Increased Borrowings	\$625,000	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0
A/P Increases	\$37,902	\$43,587	\$50,125
Total Other Cash Inflows	\$762,902	\$43,587	\$50,125

Total Cash Inflow	\$1,519,709	\$1,022,149	\$1,112,081
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Cash Outflows

Repayment of Principal	\$28,712	\$30,181	\$31,725
A/P Decreases	\$24,897	\$29,876	\$35,852
A/R Increases	\$0	\$0	\$0
Asset Purchases	\$642,500	\$94,838	\$103,023
Dividends	\$582,476	\$758,705	\$824,185
Total Cash Outflows	\$1,278,585	\$913,600	\$994,784

Net Cash Flow	\$241,124	\$108,549	\$117,297
Cash Balance	\$241,124	\$349,673	\$466,970

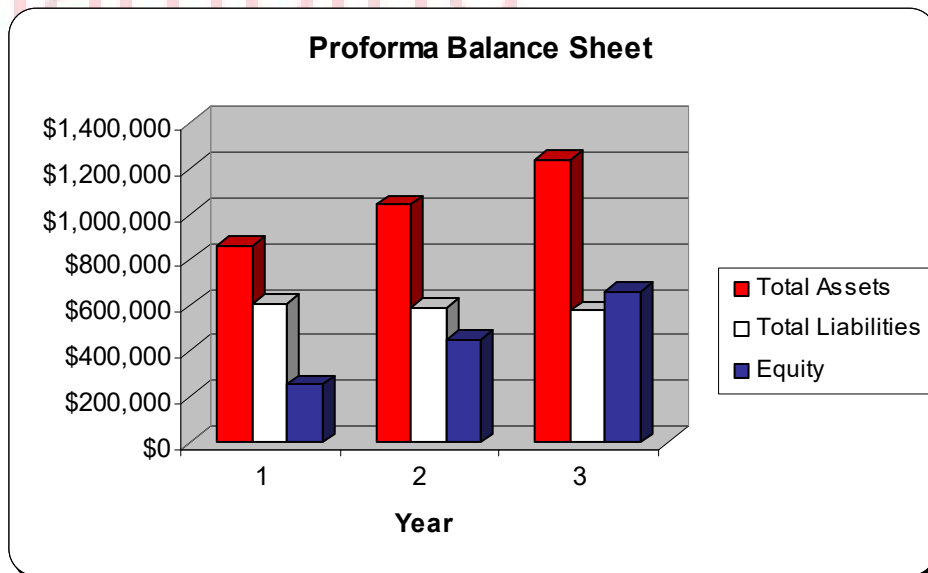


7.7 Balance Sheet

Proforma Balance Sheet - Yearly			
Year	1	2	3
Assets			
Cash	\$241,124	\$349,673	\$466,970
Land	\$300,000	\$300,000	\$300,000
Real Estate	\$230,000	\$230,000	\$230,000
General FF&E	\$100,000	\$194,838	\$297,861
Deposits	\$12,500	\$12,500	\$12,500
Accumulated Depreciation	(\$22,649)	(\$45,299)	(\$67,948)
Total Assets	\$860,975	\$1,041,712	\$1,239,383

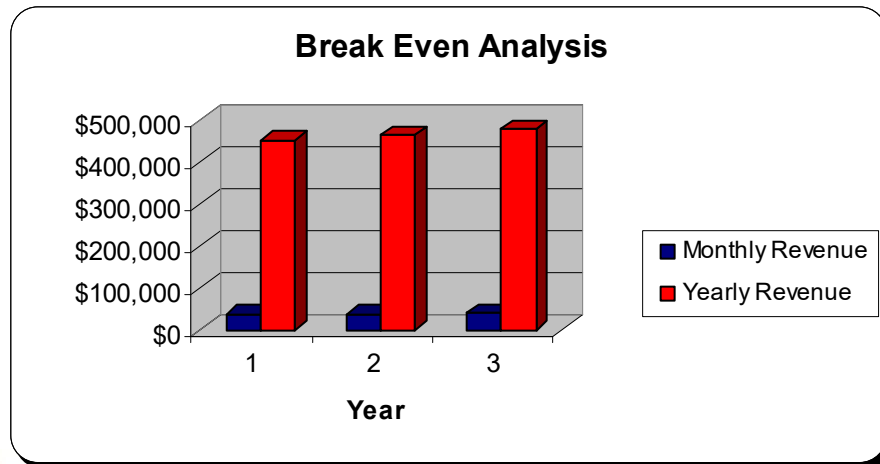
Liabilities and Equity			
Accounts Payable	\$13,005	\$26,716	\$40,990
Long Term Liabilities	\$596,288	\$566,108	\$535,927
Other Liabilities	\$0	\$0	\$0
Total Liabilities	\$609,293	\$592,824	\$576,917

Equity	\$251,681	\$448,889	\$662,466
Total Liabilities and Equity	\$860,975	\$1,041,712	\$1,239,383



7.8 Breakeven Analysis

Monthly Break Even Analysis			
Year	1	2	3
Monthly Revenue	\$37,662	\$38,792	\$39,956
Yearly Revenue	\$451,946	\$465,504	\$479,469



7.9 Business Ratios

Business Ratios - Yearly			
Year	1	2	3

Sales

Revenue Growth	0.0%	10.0%	7.0%
Gross Margin	95.0%	95.0%	95.0%

Financials

Profit Margin	41.05%	48.59%	49.38%
Assets to Liabilities	1.41	1.76	2.15
Equity to Liabilities	0.41	0.76	1.15
Assets to Equity	3.42	2.32	1.87

Liquidity

Acid Test	0.40	0.59	0.81
Cash to Assets	0.28	0.34	0.38

Appendix A - SWOT Analysis

Strengths

- Economically insulated business as people are going to want substantial amenities as they enjoy the outdoors.
- High gross margins from rental of glamping spaces as well as ancillary revenue centers discussed in this document.
- Strong demand among individuals that want to enjoy unique travel experiences and accommodations.
- An owner-operator (John Doe) that has extensive experience in the hospitality industry.
- Glamping is a socially distanced activity.

Weaknesses

- Legal liabilities resulting from accidents onsite (limited risk).
- Competitors that operate in a similar but not identical capacity to Glamping Site.

Opportunities

- Expansion of the business to maintain several glamping sites throughout major tourist destinations throughout Texas and the United States.
- Attract additional equity capital to further fuel the growth of the business.
- Continued yearly increases in pricing to keep pace with inflation.

Threats

- A potential resurgence of COVID-19 could impact the operations of Glamping Site (limited risk given that glamping is a socially distanced and safe activity).
- Rising interest rates could impact the Company's ability to expand via the development of new facilities (limited risk).

Appendix B - Three Year Profit and Loss Statement

Profit and Loss Statement (First Year)							
Months	1	2	3	4	5	6	7
Revenue	\$119,220	\$119,220	\$119,220	\$149,025	\$149,025	\$149,025	\$238,440
Cost of Revenue	\$5,919	\$5,919	\$5,919	\$7,399	\$7,399	\$7,399	\$11,838
Gross Margin	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%

Gross Profit	\$113,301	\$113,301	\$113,301	\$141,626	\$141,626	\$141,626	\$226,602
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Expenses

Payroll	\$21,250	\$21,250	\$21,250	\$21,250	\$21,250	\$21,250	\$21,250
General and Administrative	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333
Marketing Expenses	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167
Professional Fees and Licensure	\$1,042	\$1,042	\$1,042	\$1,042	\$1,042	\$1,042	\$1,042
Insurance Costs	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Travel and Vehicle Costs	\$833	\$833	\$833	\$833	\$833	\$833	\$833
Property Maintenance	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083
Miscellaneous Costs	\$208	\$208	\$208	\$208	\$208	\$208	\$208
Payroll Taxes	\$1,626	\$1,626	\$1,626	\$1,626	\$1,626	\$1,626	\$1,626
Total Operating Costs	\$35,792	\$35,792	\$35,792	\$35,792	\$35,792	\$35,792	\$35,792

EBITDA	\$77,509	\$77,509	\$77,509	\$105,834	\$105,834	\$105,834	\$190,810
Federal Income Tax	\$27,940	\$27,940	\$27,940	\$34,925	\$34,925	\$34,925	\$55,880
State Income Tax	\$4,233	\$4,233	\$4,233	\$5,292	\$5,292	\$5,292	\$8,467
Interest Expense	\$2,604	\$2,594	\$2,585	\$2,575	\$2,565	\$2,555	\$2,545
Depreciation Expense	\$1,887	\$1,887	\$1,887	\$1,887	\$1,887	\$1,887	\$1,887

Net Profit	\$40,844	\$40,853	\$40,863	\$61,155	\$61,165	\$61,175	\$122,030
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Profit and Loss Statement (First Year Cont.)						
Month	8	9	10	11	12	1
Revenue	\$238,440	\$238,440	\$89,415	\$89,415	\$89,415	\$1,788,300
Cost of Revenue	\$11,838	\$11,838	\$4,439	\$4,439	\$4,439	\$88,785
Gross Margin	95.0%	95.0%	95.0%	95.0%	95.0%	95.0%
Gross Profit	\$226,602	\$226,602	\$84,976	\$84,976	\$84,976	\$1,699,515

Expenses

Payroll	\$21,250	\$21,250	\$21,250	\$21,250	\$21,250	\$255,000
General and Administrative	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$40,000
Marketing Expenses	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$50,000
Professional Fees and Licensure	\$1,042	\$1,042	\$1,042	\$1,042	\$1,042	\$12,500
Insurance Costs	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$15,000
Travel and Vehicle Costs	\$833	\$833	\$833	\$833	\$833	\$10,000
Property Maintenance	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$25,000
Miscellaneous Costs	\$208	\$208	\$208	\$208	\$208	\$2,500
Payroll Taxes	\$1,626	\$1,626	\$1,626	\$1,626	\$1,626	\$19,508
Total Operating Costs	\$35,792	\$35,792	\$35,792	\$35,792	\$35,792	\$429,508
EBITDA	\$190,810	\$190,810	\$49,183	\$49,183	\$49,183	\$1,270,008
Federal Income Tax	\$55,880	\$55,880	\$20,955	\$20,955	\$20,955	\$419,102
State Income Tax	\$8,467	\$8,467	\$3,175	\$3,175	\$3,175	\$63,500
Interest Expense	\$2,535	\$2,525	\$2,515	\$2,505	\$2,495	\$30,598
Depreciation Expense	\$1,887	\$1,887	\$1,887	\$1,887	\$1,887	\$22,649
Net Profit	\$122,040	\$122,050	\$20,651	\$20,661	\$20,671	\$734,157

Profit and Loss Statement (Second Year)					
2					
Quarter	Q1	Q2	Q3	Q4	2
Revenue	\$393,426	\$491,783	\$786,852	\$295,070	\$1,967,130
Cost of Revenue	\$19,533	\$24,416	\$39,065	\$14,650	\$97,664
Gross Margin	95.0%	95.0%	95.0%	95.0%	95.0%

Gross Profit	\$373,893	\$467,367	\$747,787	\$280,420	\$1,869,467
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Expenses

Payroll	\$52,530	\$65,663	\$105,060	\$39,398	\$262,650
General and Administrative	\$8,240	\$10,300	\$16,480	\$6,180	\$41,200
Marketing Expenses	\$10,300	\$12,875	\$20,600	\$7,725	\$51,500
Professional Fees and Licensure	\$2,575	\$3,219	\$5,150	\$1,931	\$12,875
Insurance Costs	\$3,090	\$3,863	\$6,180	\$2,318	\$15,450
Travel and Vehicle Costs	\$2,060	\$2,575	\$4,120	\$1,545	\$10,300
Property Maintenance	\$5,150	\$6,438	\$10,300	\$3,863	\$25,750
Miscellaneous Costs	\$515	\$644	\$1,030	\$386	\$2,575
Payroll Taxes	\$4,019	\$5,023	\$8,037	\$3,014	\$20,093
Total Operating Costs	\$88,479	\$110,598	\$176,957	\$66,359	\$442,393

EBITDA	\$285,415	\$356,768	\$570,830	\$214,061	\$1,427,074
Federal Income Tax	\$69,897	\$87,372	\$139,794	\$52,423	\$349,486
State Income Tax	\$13,979	\$17,474	\$27,959	\$10,485	\$69,897
Interest Expense	\$7,423	\$7,330	\$7,236	\$7,140	\$29,129
Depreciation Expense	\$5,662	\$5,662	\$5,662	\$5,662	\$22,649

Net Profit	\$188,453	\$238,930	\$390,178	\$138,351	\$955,912
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Profit and Loss Statement (Third Year)					
3					
Quarter	Q1	Q2	Q3	Q4	3
Revenue	\$420,966	\$526,207	\$841,932	\$315,724	\$2,104,829
Cost of Revenue	\$20,900	\$26,125	\$41,800	\$15,675	\$104,500
Gross Margin	95.0%	95.0%	95.0%	95.0%	95.0%

Gross Profit	\$400,066	\$500,082	\$800,132	\$300,049	\$2,000,329
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Expenses

Payroll	\$54,106	\$67,632	\$108,212	\$40,579	\$270,530
General and Administrative	\$8,487	\$10,609	\$16,974	\$6,365	\$42,436
Marketing Expenses	\$10,609	\$13,261	\$21,218	\$7,957	\$53,045
Professional Fees and Licensure	\$2,652	\$3,315	\$5,305	\$1,989	\$13,261
Insurance Costs	\$3,183	\$3,978	\$6,365	\$2,387	\$15,914
Travel and Vehicle Costs	\$2,122	\$2,652	\$4,244	\$1,591	\$10,609
Property Maintenance	\$5,305	\$6,631	\$10,609	\$3,978	\$26,523
Miscellaneous Costs	\$530	\$663	\$1,061	\$398	\$2,652
Payroll Taxes	\$4,139	\$5,174	\$8,278	\$3,104	\$20,696
Total Operating Costs	\$91,133	\$113,916	\$182,266	\$68,350	\$455,665

EBITDA	\$308,933	\$386,166	\$617,866	\$231,700	\$1,544,665
Federal Income Tax	\$75,854	\$94,817	\$151,708	\$56,890	\$379,270
State Income Tax	\$15,171	\$18,963	\$30,342	\$11,378	\$75,854
Interest Expense	\$7,044	\$6,946	\$6,847	\$6,747	\$27,585
Depreciation Expense	\$5,662	\$5,662	\$5,662	\$5,662	\$22,649

Net Profit	\$205,202	\$259,777	\$423,307	\$151,022	\$1,039,306
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Appendix C - Three Year Cash Flow Analysis

Cash Flow Analysis (First Year)								
Month	1	2	3	4	5	6	7	8
Cash From Operations	\$42,731	\$42,741	\$42,751	\$63,042	\$63,052	\$63,062	\$123,918	\$123,928
Cash From Receivables	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$42,731	\$42,741	\$42,751	\$63,042	\$63,052	\$63,062	\$123,918	\$123,928

Other Cash Inflows

Equity Investment	\$100,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$625,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159
Total Other Cash Inflows	\$728,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159	\$3,159

Total Cash Inflow	\$770,890	\$45,899	\$45,909	\$66,201	\$66,211	\$66,221	\$127,076	\$127,086
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Cash Outflows

Repayment of Principal	\$2,338	\$2,348	\$2,358	\$2,368	\$2,378	\$2,387	\$2,397	\$2,407
A/P Decreases	\$2,075	\$2,075	\$2,075	\$2,075	\$2,075	\$2,075	\$2,075	\$2,075
A/R Increases	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$642,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$646,913	\$4,423	\$4,433	\$4,442	\$4,452	\$4,462	\$4,472	\$4,482

Net Cash Flow	\$123,976	\$41,476	\$41,476	\$61,758	\$61,758	\$61,758	\$122,604	\$122,604
Cash Balance	\$123,976	\$165,453	\$206,929	\$268,688	\$330,446	\$392,204	\$514,808	\$637,412

Cash Flow Analysis (First Year Cont.)					
Month	9	10	11	12	1
Cash From Operations	\$123,938	\$22,538	\$22,548	\$22,559	\$756,807
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$123,938	\$22,538	\$22,548	\$22,559	\$756,807

Other Cash Inflows

Equity Investment	\$0	\$0	\$0	\$0	\$100,000
Increased Borrowings	\$0	\$0	\$0	\$0	\$625,000
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$3,159	\$3,159	\$3,159	\$3,159	\$37,902
Total Other Cash Inflows	\$3,159	\$3,159	\$3,159	\$3,159	\$762,902

Total Cash Inflow	\$127,096	\$25,697	\$25,707	\$25,717	\$1,519,709
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Cash Outflows

Repayment of Principal	\$2,417	\$2,427	\$2,438	\$2,448	\$28,712
A/P Decreases	\$2,075	\$2,075	\$2,075	\$2,075	\$24,897
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$0	\$0	\$0	\$0	\$642,500
Dividends	\$0	\$0	\$0	\$582,476	\$582,476
Total Cash Outflows	\$4,492	\$4,502	\$4,512	\$586,999	\$1,278,585

Net Cash Flow	\$122,604	\$21,195	\$21,195	-\$561,281	\$241,124
Cash Balance	\$760,016	\$781,211	\$802,406	\$241,124	\$241,124

Cash Flow Analysis (Second Year)					
2					
Quarter	Q1	Q2	Q3	Q4	2
Cash From Operations	\$195,712	\$244,640	\$391,425	\$146,784	\$978,561
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$195,712	\$244,640	\$391,425	\$146,784	\$978,561

Other Cash Inflows

Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$8,717	\$10,897	\$17,435	\$6,538	\$43,587
Total Other Cash Inflows	\$8,717	\$10,897	\$17,435	\$6,538	\$43,587

Total Cash Inflow	\$204,430	\$255,537	\$408,859	\$153,322	\$1,022,149
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Cash Outflows

Repayment of Principal	\$7,405	\$7,497	\$7,592	\$7,687	\$30,181
A/P Decreases	\$5,975	\$7,469	\$11,951	\$4,481	\$29,876
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$18,968	\$23,710	\$37,935	\$14,226	\$94,838
Dividends	\$151,741	\$189,676	\$303,482	\$113,806	\$758,705
Total Cash Outflows	\$184,088	\$228,352	\$360,959	\$140,200	\$913,600

Net Cash Flow	\$20,341	\$27,185	\$47,900	\$13,123	\$108,549
Cash Balance	\$261,465	\$288,650	\$336,550	\$349,673	\$349,673

Cash Flow Analysis (Third Year)					
3					
Quarter	Q1	Q2	Q3	Q4	3
Cash From Operations	\$212,391	\$265,489	\$424,782	\$159,293	\$1,061,956
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$212,391	\$265,489	\$424,782	\$159,293	\$1,061,956

Other Cash Inflows

Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$10,025	\$12,531	\$20,050	\$7,519	\$50,125
Total Other Cash Inflows	\$10,025	\$12,531	\$20,050	\$7,519	\$50,125

Total Cash Inflow	\$222,416	\$278,020	\$444,832	\$166,812	\$1,112,081
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Cash Outflows

Repayment of Principal	\$7,783	\$7,881	\$7,980	\$8,080	\$31,725
A/P Decreases	\$7,170	\$8,963	\$14,341	\$5,378	\$35,852
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$20,605	\$25,756	\$41,209	\$15,453	\$103,023
Dividends	\$164,837	\$206,046	\$329,674	\$123,628	\$824,185
Total Cash Outflows	\$200,395	\$248,646	\$393,204	\$152,539	\$994,784

Net Cash Flow	\$22,021	\$29,374	\$51,629	\$14,273	\$117,297
Cash Balance	\$371,694	\$401,068	\$452,697	\$466,970	\$466,970

Appendix D – Loan Amortization Table

Payment Number	Principal Payment	Interest Payment	Balance
1	\$2,338	\$2,604	\$622,662
2	\$2,348	\$2,594	\$620,314
3	\$2,358	\$2,585	\$617,956
4	\$2,368	\$2,575	\$615,588
5	\$2,378	\$2,565	\$613,211
6	\$2,387	\$2,555	\$610,823
7	\$2,397	\$2,545	\$608,426
8	\$2,407	\$2,535	\$606,019
9	\$2,417	\$2,525	\$603,601
10	\$2,427	\$2,515	\$601,174
11	\$2,438	\$2,505	\$598,736
12	\$2,448	\$2,495	\$596,288
13	\$2,458	\$2,485	\$593,831
14	\$2,468	\$2,474	\$591,362
15	\$2,478	\$2,464	\$588,884
16	\$2,489	\$2,454	\$586,395
17	\$2,499	\$2,443	\$583,896
18	\$2,510	\$2,433	\$581,386
19	\$2,520	\$2,422	\$578,866
20	\$2,531	\$2,412	\$576,336
21	\$2,541	\$2,401	\$573,795
22	\$2,552	\$2,391	\$571,243
23	\$2,562	\$2,380	\$568,681
24	\$2,573	\$2,370	\$566,108
25	\$2,584	\$2,359	\$563,524
26	\$2,594	\$2,348	\$560,930
27	\$2,605	\$2,337	\$558,325
28	\$2,616	\$2,326	\$555,708
29	\$2,627	\$2,315	\$553,081
30	\$2,638	\$2,305	\$550,443
31	\$2,649	\$2,294	\$547,795
32	\$2,660	\$2,282	\$545,135
33	\$2,671	\$2,271	\$542,463
34	\$2,682	\$2,260	\$539,781
35	\$2,693	\$2,249	\$537,088
36	\$2,705	\$2,238	\$534,383
37	\$2,716	\$2,227	\$531,667
38	\$2,727	\$2,215	\$528,940
39	\$2,739	\$2,204	\$526,202
40	\$2,750	\$2,193	\$523,452
41	\$2,761	\$2,181	\$520,690
42	\$2,773	\$2,170	\$517,917
43	\$2,784	\$2,158	\$515,133
44	\$2,796	\$2,146	\$512,337
45	\$2,808	\$2,135	\$509,529
46	\$2,819	\$2,123	\$506,710
47	\$2,831	\$2,111	\$503,879

48	\$2,843	\$2,099	\$501,036
49	\$2,855	\$2,088	\$498,181
50	\$2,867	\$2,076	\$495,314
51	\$2,879	\$2,064	\$492,435
52	\$2,891	\$2,052	\$489,545
53	\$2,903	\$2,040	\$486,642
54	\$2,915	\$2,028	\$483,727
55	\$2,927	\$2,016	\$480,800
56	\$2,939	\$2,003	\$477,861
57	\$2,951	\$1,991	\$474,910
58	\$2,964	\$1,979	\$471,946
59	\$2,976	\$1,966	\$468,970
60	\$2,988	\$1,954	\$465,982
61	\$3,001	\$1,942	\$462,981
62	\$3,013	\$1,929	\$459,968
63	\$3,026	\$1,917	\$456,942
64	\$3,039	\$1,904	\$453,903
65	\$3,051	\$1,891	\$450,852
66	\$3,064	\$1,879	\$447,788
67	\$3,077	\$1,866	\$444,711
68	\$3,089	\$1,853	\$441,622
69	\$3,102	\$1,840	\$438,519
70	\$3,115	\$1,827	\$435,404
71	\$3,128	\$1,814	\$432,276
72	\$3,141	\$1,801	\$429,135
73	\$3,154	\$1,788	\$425,980
74	\$3,168	\$1,775	\$422,813
75	\$3,181	\$1,762	\$419,632
76	\$3,194	\$1,748	\$416,438
77	\$3,207	\$1,735	\$413,231
78	\$3,221	\$1,722	\$410,010
79	\$3,234	\$1,708	\$406,776
80	\$3,248	\$1,695	\$403,528
81	\$3,261	\$1,681	\$400,267
82	\$3,275	\$1,668	\$396,993
83	\$3,288	\$1,654	\$393,704
84	\$3,302	\$1,640	\$390,402
85	\$3,316	\$1,627	\$387,086
86	\$3,330	\$1,613	\$383,757
87	\$3,343	\$1,599	\$380,413
88	\$3,357	\$1,585	\$377,056
89	\$3,371	\$1,571	\$373,685
90	\$3,385	\$1,557	\$370,299
91	\$3,400	\$1,543	\$366,900
92	\$3,414	\$1,529	\$363,486
93	\$3,428	\$1,515	\$360,058
94	\$3,442	\$1,500	\$356,616
95	\$3,457	\$1,486	\$353,159
96	\$3,471	\$1,471	\$349,688
97	\$3,485	\$1,457	\$346,203

98	\$3,500	\$1,443	\$342,703
99	\$3,515	\$1,428	\$339,188
100	\$3,529	\$1,413	\$335,659
101	\$3,544	\$1,399	\$332,115
102	\$3,559	\$1,384	\$328,557
103	\$3,573	\$1,369	\$324,983
104	\$3,588	\$1,354	\$321,395
105	\$3,603	\$1,339	\$317,791
106	\$3,618	\$1,324	\$314,173
107	\$3,633	\$1,309	\$310,540
108	\$3,649	\$1,294	\$306,891
109	\$3,664	\$1,279	\$303,227
110	\$3,679	\$1,263	\$299,548
111	\$3,694	\$1,248	\$295,854
112	\$3,710	\$1,233	\$292,144
113	\$3,725	\$1,217	\$288,419
114	\$3,741	\$1,202	\$284,678
115	\$3,756	\$1,186	\$280,922
116	\$3,772	\$1,171	\$277,150
117	\$3,788	\$1,155	\$273,362
118	\$3,803	\$1,139	\$269,559
119	\$3,819	\$1,123	\$265,740
120	\$3,835	\$1,107	\$261,904
121	\$3,851	\$1,091	\$258,053
122	\$3,867	\$1,075	\$254,186
123	\$3,883	\$1,059	\$250,303
124	\$3,900	\$1,043	\$246,403
125	\$3,916	\$1,027	\$242,487
126	\$3,932	\$1,010	\$238,555
127	\$3,948	\$994	\$234,607
128	\$3,965	\$978	\$230,642
129	\$3,981	\$961	\$226,660
130	\$3,998	\$944	\$222,662
131	\$4,015	\$928	\$218,648
132	\$4,031	\$911	\$214,616
133	\$4,048	\$894	\$210,568
134	\$4,065	\$877	\$206,503
135	\$4,082	\$860	\$202,421
136	\$4,099	\$843	\$198,322
137	\$4,116	\$826	\$194,206
138	\$4,133	\$809	\$190,072
139	\$4,150	\$792	\$185,922
140	\$4,168	\$775	\$181,754
141	\$4,185	\$757	\$177,569
142	\$4,203	\$740	\$173,366
143	\$4,220	\$722	\$169,146
144	\$4,238	\$705	\$164,909
145	\$4,255	\$687	\$160,653
146	\$4,273	\$669	\$156,380
147	\$4,291	\$652	\$152,089

148	\$4,309	\$634	\$147,781
149	\$4,327	\$616	\$143,454
150	\$4,345	\$598	\$139,109
151	\$4,363	\$580	\$134,746
152	\$4,381	\$561	\$130,365
153	\$4,399	\$543	\$125,966
154	\$4,418	\$525	\$121,548
155	\$4,436	\$506	\$117,112
156	\$4,454	\$488	\$112,658
157	\$4,473	\$469	\$108,185
158	\$4,492	\$451	\$103,693
159	\$4,510	\$432	\$99,183
160	\$4,529	\$413	\$94,654
161	\$4,548	\$394	\$90,106
162	\$4,567	\$375	\$85,538
163	\$4,586	\$356	\$80,952
164	\$4,605	\$337	\$76,347
165	\$4,624	\$318	\$71,723
166	\$4,644	\$299	\$67,079
167	\$4,663	\$279	\$62,416
168	\$4,682	\$260	\$57,734
169	\$4,702	\$241	\$53,032
170	\$4,721	\$221	\$48,311
171	\$4,741	\$201	\$43,569
172	\$4,761	\$182	\$38,808
173	\$4,781	\$162	\$34,028
174	\$4,801	\$142	\$29,227
175	\$4,821	\$122	\$24,406
176	\$4,841	\$102	\$19,566
177	\$4,861	\$82	\$14,705
178	\$4,881	\$61	\$9,823
179	\$4,902	\$41	\$4,922
180	\$4,922	\$21	\$0