

JANUARY 2025

[COMPANY LOGO]

[COMPANY]

# BUSINESS PLAN

 [NAME]

 [EMAIL ADDRESS]

 [PHONE NUMBER]

 [WEBSITE]

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# 1.0 EXECUTIVE SUMMARY

## Company Overview

[Company] is the brainchild of fitness power couple, [NAME] and [NAME], who combined their decades of experience and passion to create a truly unique fitness destination. Located in Malden, MA, our gym offers a unique blend of old-school gym atmosphere and cutting-edge training techniques. We cater to a diverse range of fitness enthusiasts, from beginners taking their first steps towards a healthier lifestyle to seasoned professional athletes seeking peak performance. [Company] provides a comprehensive fitness experience that combines expert coaching, personalized attention, and a strong community focus.

## Leadership

**[NAME], Co-Founder & Head Coach:** An IFBB Figure competitor with 16 years of experience, [NAME] is an 8-time Olympian competitor, a 9-time IFBB Pro Figure champion, and holds a record as the only 4-time winner of the IFBB NY Pro, the second most prestigious show in the federation.

**[NAME], Co-Founder & Head Coach:** With 33 years of experience in the bodybuilding and fitness industry, [NAME] seamlessly integrates old-school training methods with the most modern techniques to deliver exceptional results for our clients.

## Location

**Moving from:** [ADDRESS] (5,200 square feet facility)

**To:** [ADDRESS] (14,000 square feet facility)

## Mission

To make gyms great again by offering the best vibe, atmosphere, and equipment.

## The Opportunity

Many gyms in the Malden area lack the specialized equipment, personalized attention, and community atmosphere needed to meet the diverse needs of fitness enthusiasts. Existing options often fail to adequately support serious professionals, create intimidating environments for beginners, or neglect the importance of holistic well-being.

## Our Value Proposition

[Company] addresses these limitations by offering:

- **Unmatched equipment selection:** We go beyond the ordinary, offering approximately *200 pieces of top-tier equipment*, from rare vintage finds to industry leaders like Arsenal and Iron Tech, along with pieces *rarely found elsewhere* in Boston, like the Pendulum Squat and Gluteator.
- **A truly judgment-free zone:** Welcoming individuals of all fitness levels and backgrounds.
- **Personalized customer service and expert coaching:** Providing tailored guidance and support.
- **Holistic approach to fitness:** Incorporating customized nutrition plans and ongoing support.
- **Strong community focus:** Fostering a sense of camaraderie and shared passion for fitness.

## Business Model

We operate on a diversified business model, generating revenue through gym memberships, personal training services (both in-person and online), fitness apparel sales, and fit pastry sales.

## Target Market

Our target market includes a wide range of individuals, including beginners, experienced gym-goers, professional athletes, and online training clients.

## Market Opportunity

**North America Health & Fitness Market Size:** USD 86.36 by 2030 (CAGR = 8.83%)

**U.S. Health & Fitness Market Size:** USD 40.6 billion in 2023

**Middlesex County, Massachusetts 2024 Population:** 1,631,110

## Funding Request

\$419,000

## 2.0 WHY [COMPANY]






### THE OPPORTUNITY

Finding a gym that caters to all fitness levels and provides a supportive, motivating environment can be challenging in Middlesex County, MA. Many current options fall short in several key areas:

- 1 Limited Equipment Variety:** Many gyms lack the specialized equipment needed by serious athletes and bodybuilders, focusing primarily on general fitness equipment, leaving those seeking advanced training options with limited choices.
- 2 Intimidating Atmosphere:** The "judgment-free zone" concept isn't always a reality in practice. Beginners and those new to fitness can feel intimidated by the presence of experienced gym-goers, creating a sense of self-consciousness and hindering their confidence to explore different exercises and equipment. This can lead to individuals avoiding the gym altogether or limiting their workouts to less challenging options, preventing them from reaching their full potential.
- 3 Limited Community Building:** The sense of camaraderie and shared passion found in old-school gyms is often missing in modern fitness facilities. Many individuals lack a support system within their gym, missing out on the motivation and encouragement that comes from training alongside like-minded individuals. This can lead to a sense of isolation and reduced accountability, making it harder to stay consistent with workouts and achieve long-term fitness goals.
- 4 Lack of Personalized Attention:** Large commercial gyms often operate on a high-volume, low-cost model, prioritizing membership numbers over individual attention. This can leave members feeling lost and unsupported in their fitness journey, lacking guidance on proper form, program design, and goal setting.
- 5 Narrow Focus:** Many gyms focus solely on physical training, neglecting the crucial role of nutrition and ongoing support in achieving lasting results. Members often receive generic advice or are left to "figure out" nutrition on their own, hindering their ability to optimize their progress and achieve sustainable lifestyle changes.

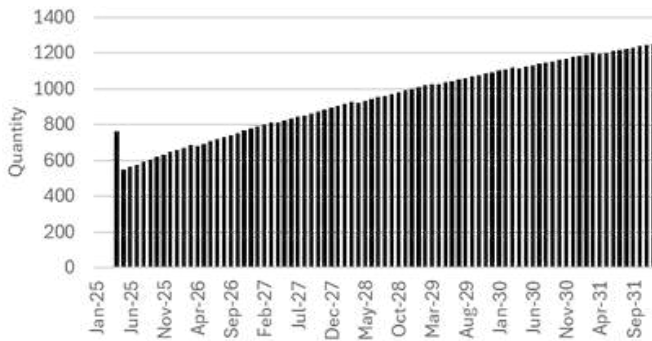
## OUR VALUE PROPOSITION

[Company] addresses these limitations by offering a unique blend of old-school gym culture, comprehensive training programs, and personalized approach to create a fitness experience unlike any other in Middlesex County:

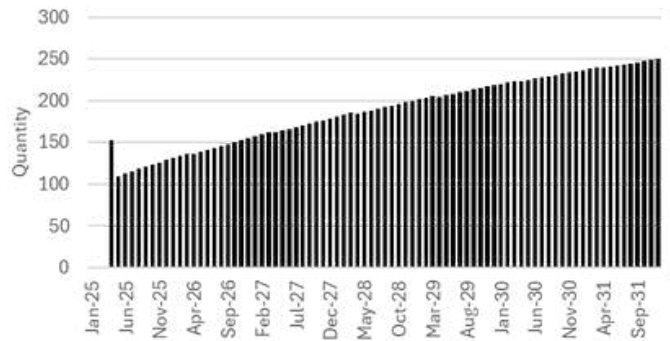
-  **Diverse Equipment Selection:** Our gym features a wide range of equipment, including some of the best and rarest pieces for serious athletes and bodybuilders, ensuring that everyone has the tools they need to succeed, regardless of their fitness level or training goals.
-  **A True "Judgment-Free Zone":** We welcome individuals of all fitness levels and backgrounds, creating an inclusive and encouraging environment where everyone feels comfortable pursuing their fitness goals and pushing themselves without fear of judgment or intimidation.
-  **Old-School Gym Atmosphere:** We recapture the spirit of classic gyms, fostering a sense of community and shared passion for fitness. We encourage interaction between members, organize group events and challenges, and create a supportive space where everyone can connect, share their experiences, and motivate each other. We believe that a strong community not only enhances the overall gym experience but also contributes significantly to achieving fitness goals.
-  **Personalized Guidance and Support for Every Member:** We prioritize building relationships with our members and providing individual guidance and support to help them achieve their goals. Our staff is readily available to answer questions, offer exercise demonstrations, and provide personalized recommendations for program design and nutrition.
-  **A Holistic Approach to Fitness for Lasting Results:** Our personal and online training programs incorporate customized nutrition plans and ongoing support, ensuring a well-rounded approach to fitness. We understand that nutrition plays a crucial role in achieving optimal results and provide guidance on meal planning, macronutrient tracking, as well as making adjustments to nutrition plans as needed, ensuring that members receive the comprehensive support they need to achieve sustainable lifestyle changes.

# 3.0 KEY FINANCIAL METRICS

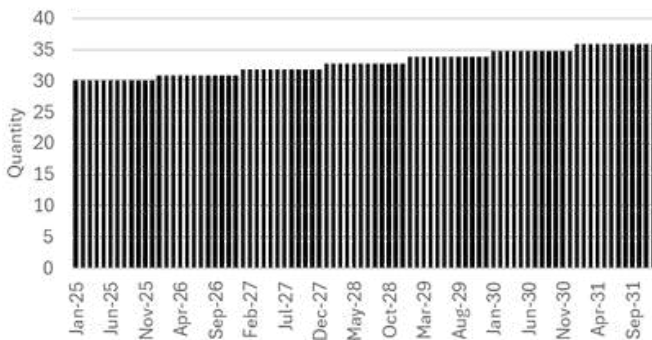
Active Members & Day Passes



Training Purchases



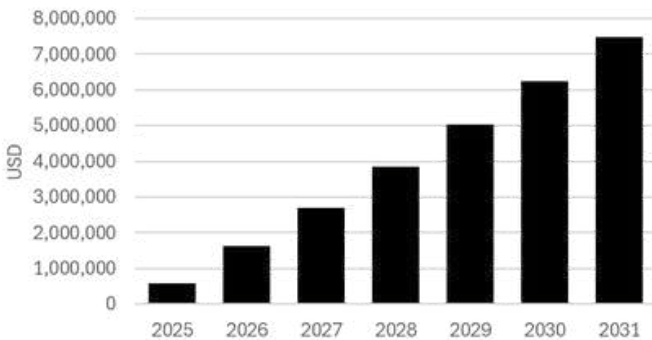
Merch Sales



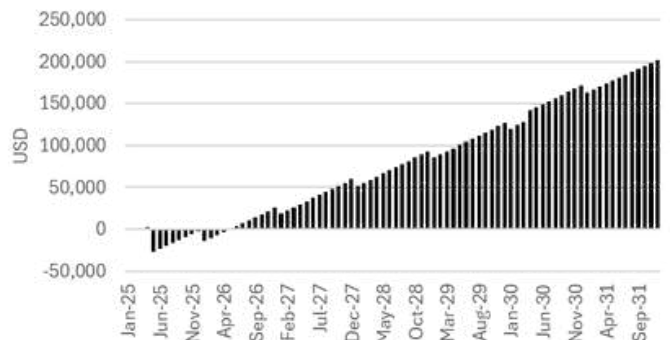
Revenues (sum)



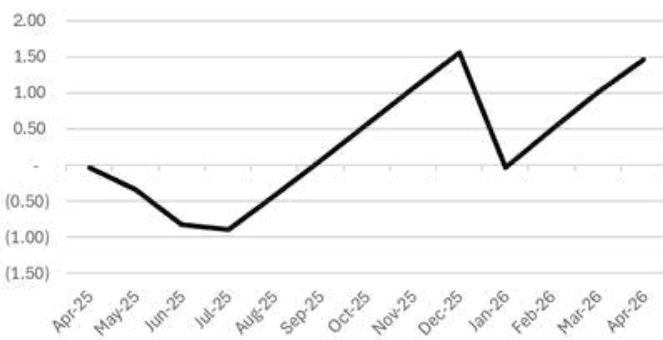
Revenue Forecast (sum)



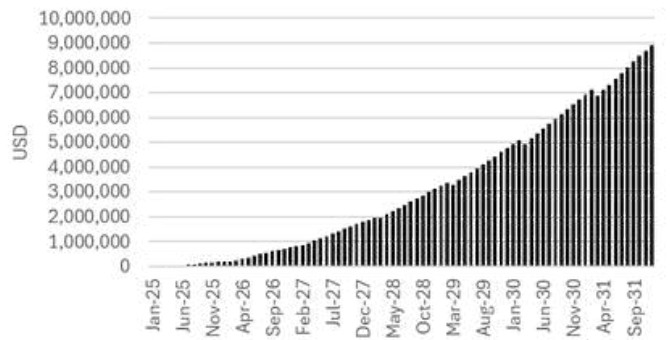
Net Profit



Year 1 DSCR



Cash Balance



	Apr 25	May 25	Jun 25	Jul 25	Aug 25	Sep 25	Oct 25	Nov 25	Dec 25	Jan 26	Feb 26	Mar 26	Apr 26
Year 1 DSCR	(0.03)	(0.33)	(0.83)	(0.89)	(0.42)	0.07	0.56	1.06	1.56	(0.03)	0.49	1.01	1.47

## 4.0 WHAT WE'VE ACCOMPLISHED

Since opening our doors, [Company] has achieved significant milestones, demonstrating strong growth and a positive trajectory for the future. Some key accomplishments include:



### **Tripled Initial Investment**

We have successfully tripled our primary investment, reflecting strong financial performance and sustainable growth.



### **300% Membership Increase**

Our membership base has grown by an impressive 300% since opening, driven by our services, positive reputation, and dedication to customer service.



### **Expanded Client Base**

We have significantly expanded our clientele, both in variety and diversity.



### **Consistent Out-of-State and International Traffic**

Our strong online presence, positive reviews, and effective advertising have resulted in consistent out-of-state and international day pass purchases.



### **Top-Rated Gym in Boston**

We are proud to be recognized as the number 1 gym in the Boston area according to Yelp.



### **Successful Business Partnerships**

We have established valuable partnerships with related businesses, implementing mutually beneficial advertising exchanges and referral programs.

## 5.0 OUR PRODUCTS & SERVICES

# GYM

Our gym memberships provide access to our state-of-the-art facility, a diverse selection of around 200 hand-picked pieces of equipment, and a welcoming community. We offer two flexible membership options:

**1-Year Commitment Membership:** Ideal for those seeking a long-term fitness journey, this option costs \$59.99 per month (\$45 for clients over two years) and offers a discounted rate compared to the non-commitment plan. Upon signing up, a \$35 enrollment fee and first and last month's dues are required, along with an annual maintenance fee of \$70.

**Non-Commitment Membership:** This flexible month-to-month option costs \$75 per month and allows cancellation with 30 days' notice. A day pass is available for \$30. Upon signing up, a \$75 enrollment fee and first month's dues are required, plus an annual maintenance fee of \$70.

Our collection of about 200 pieces features rare, hard-to-find old-school equipment alongside top-of-the-line modern machines from leading brands like Arsenal and Iron Tech Fitness. We offer multiple brands and angles for the same muscle groups. For example, we have 3 different leg extension machines and 3 different prone leg curl machines. Plus, with multiple machines per body part – such as 6 leg press variations including vertical, horizontal, pendulum, and standard options, as well as 2 hack squats (one classic, one modern) – members will never have to wait, even during peak hours. This sets us apart from typical commercial gyms, which often offer only 1 machine per muscle group.

Furthermore, we have equipment that can't be found in other Boston area gyms, including the Pendulum Squat, Bend-Over Row Machine, Gluteator, and Glute Smith Machine. This exclusive selection provides our members with unique training opportunities and sets [Company] apart as a premier fitness destination.

# PERSONAL TRAINING

Our personalized training programs are designed to help individuals achieve their specific fitness goals through tailored guidance and expert coaching. We offer a variety of options to suit individual needs and preferences:



**Commitment-Based Programs:** These programs provide structured training and accountability over a defined period. Clients can choose between 3-month and 6-month commitment options, selecting either regular sessions (potential for training partners) or exclusive sessions (one-on-one training). All commitment-based programs include a basic meal plan to support nutritional goals.

**Non-Commitment Training Sessions:** For individuals seeking flexibility, we offer the option to purchase individual or multiple training sessions (\$85 per class) without a long-term commitment. We provide discounts for clients who purchase a package of sessions, offering greater value and flexibility.

**Session Duration Options:** Clients can choose between 30-minute sessions for \$30 , minimum three times a week, or 60-minute sessions for \$50, minimum two times a week. This flexibility allows them to tailor the duration to their schedules and fitness levels."

# ONLINE TRAINING

Our online training program extends our expertise and support to clients who are unable to train in person, whether due to distance, location, or personal preference. This comprehensive program is available for \$550 a month for the full online program or \$300 a month for a meal plan only (for current in-person clients) and includes:

**Customized Nutrition Plans:** We develop individualized nutrition plans that are tailored to each client's specific needs and goals. These plans are continuously monitored and adjusted based on individual progress and feedback, ensuring optimal results.

**Weekly Workout Programs:** Clients receive detailed workout programs for the entire week, designed to progress them towards their goals. These programs are tailored to their fitness level, available equipment, and individual preferences.

**24/7 Customer Support:** We provide round-the-clock customer support to address any questions or concerns related to training and nutrition. Clients can access support via email or online chat, ensuring they receive timely guidance and assistance whenever needed.

# FITNESS APPAREL

We offer a range of high-quality fitness apparel under our two brands, [Company] and [Company] Wear. These apparel lines feature stylish and functional designs, allowing our customers to represent their passion for fitness both inside and outside the gym.



## FIT PASTRIES

We provide a unique offering of healthy and delicious fit pastries under our [Company] brand. These pastries are carefully crafted using wholesome ingredients and are designed to satisfy cravings while supporting a healthy lifestyle.

## COMING SOON...

Yoga

Spinning

Powerlifting




Pilates

CrossFit

## 6.0 BUSINESS MODEL

[Company] operates on a hybrid business model, combining traditional gym memberships with personalized training services, online programs, and branded merchandise to generate diverse revenue streams.

### REVENUE STREAMS

-  Gym Memberships
-  Personal Training Programs
-  Online Training Programs
-  Fitness Apparel Sales
-  Fit Pastry Sales

### KEY RESOURCES

- State-of-the-art Facility
- Experienced & Certified Personal Trainers
- Online Training Tools
- Brand Recognition & Reputation
- Strategic Partnerships

### COST STRUCTURE

- Rent & Utilities
- Equipment Purchase & Maintenance
- Staff Salaries & Benefits
- Marketing & Advertising
- Website Maintenance
- Inventory Costs

### KEY ACTIVITIES

- Facility Management and Maintenance
- Client Acquisition & Retention
- Personal Training Program Design & Delivery
- Online Training Program Development & Support
- Fitness Apparel & Pastry Production and Sales
- Community Building & Event Organization

## 7.0 MARKETING PLAN

[Company] implements a multi-faceted marketing plan designed to reach our target audience, build brand awareness, and drive membership growth.

### DIGITAL MARKETING

#### SOCIAL MEDIA MARKETING

We leverage the power of social media platforms like Instagram, Facebook, and TikTok to engage with our target audience

Content Marketing

Targeted Advertising

Community Building

#### YOUTUBE CHANNEL

We have established a dedicated YouTube channel to expand our reach and engage with a wider audience

Workout Demonstrations

Client Testimonial Videos

Gym Tour & Events

### WEBSITE OPTIMIZATION

We continue to optimize our website for search engines (SEO) to attract organic traffic from individuals search for gyms and fitness services in Middlesex County.

### REFERRAL PROGRAM

We have implemented an attractive referral program to incentivize our existing members to spread the word and attract new clients.

### STRATEGIC PARTNERSHIPS

Partnerships with complementary local businesses that involve cross-promotion, referral programs, and joint marketing initiatives to expand our reach to a wider audience.



We have allocated a monthly budget of \$1,500 to support our marketing efforts. We continuously monitor and adjust our marketing spend based on campaign performance and return on investment.

## 8.0 MARKET OPPORTUNITY

### 8.1 TARGET CUSTOMERS

[Company] caters to a diverse range of fitness enthusiasts, creating an inclusive and welcoming environment for individuals of all backgrounds and experience levels. Our target customers include:

#### **BEGINNERS AND FITNESS NEWCOMERS**

This segment comprises individuals who are new to fitness or have limited experience with gym training. They may be seeking guidance on proper form, program design, and establishing healthy habits.

#### **EXPERIENCED GYM-GOERS**

This segment includes individuals who are comfortable with gym training but may be seeking a more personalized and community-oriented experience. They may be looking for guidance on training techniques, specialized equipment, or nutritional optimization.

#### **PROFESSIONAL BODYBUILDERS & ATHLETES**

This segment comprises individuals who are dedicated to achieving peak physical performance and require specialized training and support. They may be preparing for competitions or seeking to maximize their athletic potential.

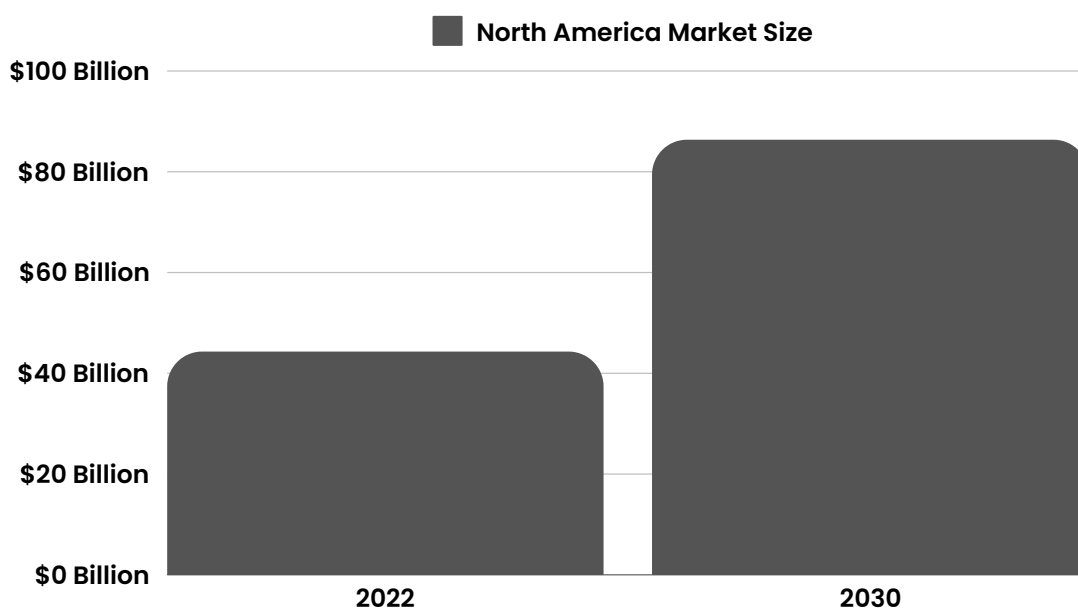
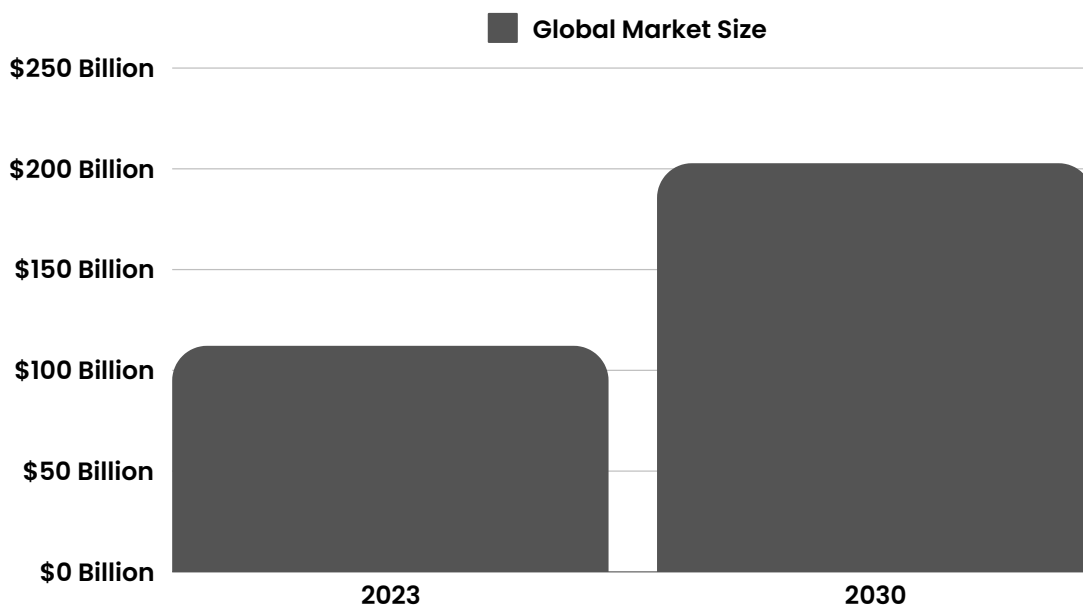
#### **ONLINE TRAINING CLIENTS**

This segment includes individuals who are unable to train in person due to distance, location, or personal preference. They may be seeking the convenience and flexibility of online coaching while still receiving personalized guidance and support.

## 8.2 MARKET ANALYSIS

### HEALTH AND FITNESS CLUB MARKET

The global health and fitness club market size was valued at USD 104.05 billion in 2022 and is projected to grow from USD 112.17 billion in 2023 to USD 202.78 billion by 2030, exhibiting a CAGR of 8.83% during the forecast period. North America dominated the health and fitness club market with a market share of 42.59% in 2022. Assuming North America's market share remains at 42.59%, we estimate the market value to reach USD 86.36 billion by 2030.

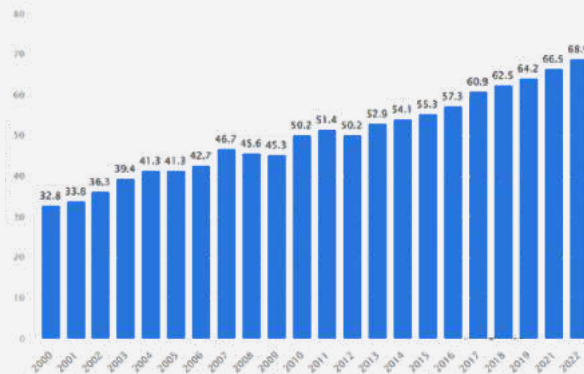


In the United States, the market size, measured by revenue, of the Gym, Health & Fitness Clubs industry was USD 40.6 billion in 2023.

## REGIONAL INSIGHTS: NORTH AMERICA / UNITED STATES

North America accounted for the largest global market share in 2022. The rising prevalence of health problems, such as obesity and diabetes across the regional population has increased the demand for health and fitness clubs. For instance, according to the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK), a U.S.-based government agency, in 2019, 37.3 million individuals (nearly 11.3% of the total population) in the U.S. had diabetes.

The number of members of fitness centers and health clubs within the United States has experienced a near continual increase between 2000 and 2022. In 2022, the number of memberships was estimated at 68.9 million, representing a 37.25% increase from 2012.



The number of digital fitness customers in the U.S. grew from 63 million in 2018 to 145 million in 2023—an increase of 130% in just five years. Nearly half of Americans use virtual workouts and other digital solutions.

## REGIONAL INSIGHTS: MIDDLESEX COUNTY / MEDFORD, MA

**Middlesex County**, Massachusetts's estimated 2024 population is 1,631,110 with a growth rate of 0.44% in the past year according to the most recent United States census data. Middlesex County, Massachusetts is the largest county in Massachusetts. The 2010 population was 1,507,694 and has seen a growth of 8.19% since that time.

There are 1,306,044 adults, (255,404 of whom are seniors). The median age is 38.8 years, with 37.6 for males and 39.8 for females. The average household income is \$164,118.

Medford city is located in Middlesex County Massachusetts. The city has a 2024 population of 58,797. The median age is 35.4 years: 34.9 years for males, and 35.8 years for females. The average household income is \$143,240.

## 9.0 COMPETITION

We operate in a competitive fitness market in Middlesex County. Understanding the strengths and weaknesses of our key competitors is crucial for developing effective strategies to differentiate our offerings and attract target customers.

COMPETITOR	WHAT THEY DO	STRENGTHS	WEAKNESSES	GOOGLE RATING
<p><b>Planet Fitness</b> 795 Eastern Ave, Malden, MA 02148</p>	<p>A large chain gym known for their affordable memberships, cardio equipment, and basic weight training options. They also offer some group fitness classes.</p>	<ul style="list-style-type: none"> <li>• Widely recognized brand</li> <li>• 24/7 access</li> <li>• Convenient location</li> </ul>	<ul style="list-style-type: none"> <li>• Limited specialized equipment</li> <li>• Lack of personalized attention &amp; coaching</li> <li>• Not always judgment-free despite claims</li> </ul>	<p>3.7 (456 Reviews)</p>
<p><b>Crunch Fitness</b> 56 Broadway, Malden, MA 02148</p>	<p>Gym chain that offers a variety of group fitness classes, personal training, and a range of cardio and strength training equipment.</p>	<ul style="list-style-type: none"> <li>• Wide variety of group fitness classes</li> <li>• Energetic atmosphere</li> </ul>	<ul style="list-style-type: none"> <li>• Can be very crowded during peak hours</li> <li>• Overwhelming for beginners</li> <li>• Limited personalized attention</li> </ul>	<p>3.3 (414 Reviews)</p>
<p><b>Life Time</b> 70 Station Landing, Medford, MA 02155</p>	<p>High-end health club that offers a wide range of amenities, including fitness facilities, swimming pools, spas, cafes, and childcare services.</p>	<ul style="list-style-type: none"> <li>• Extensive amenities</li> <li>• Luxurious facilities</li> <li>• Variety of fitness classes and programs</li> </ul>	<ul style="list-style-type: none"> <li>• Overwhelming for those seeking a focused experience</li> <li>• Doesn't feel personal or community-driven</li> </ul>	<p>3.4 (77 Reviews)</p>



**Blink Fitness  
Medford**

465 Salem Street,  
MA-28, Medford,  
MA 02155

Gym chain that focuses on providing a clean and modern facility with basic equipment and amenities.

- Clean, modern facilities
- Positive, inclusive environment
- Straightforward fitness approach

- Limited equipment variety
- Lack of specialized training options
- Basic service without personalized attention

4.7 (568 Reviews)



## KEY TAKEAWAYS

**Capitalize on the Demand for Specialized Equipment and Training:** Many competitors lack the equipment and expertise needed by serious athletes and bodybuilders. We can attract this underserved market by highlighting our diverse equipment selection and expert coaching.

**Continue Offering a Personalized and Community-Driven Experience:** Large chains often lack the personalized attention and sense of community that many gym-goers seek. We can continue fostering a more welcoming and supportive environment by emphasizing personalized service and community building initiatives.

**Embrace Authenticity and a Passion for Fitness:** In a market saturated with generic gym experiences, our genuine passion for fitness and our unique blend of old-school gym culture with modern techniques will resonate with individuals seeking a more authentic and inspiring training environment.

# 11.0 TEAM



**[NAME] — [POSITION]**

[NAME] is an IFBB Figure competitor with 16 years of experience in the bodybuilding and fitness industry. She is an 8-time Olympian competitor, placing in the top 6 in 2017, a 9-time IFBB Pro Figure champion, and has finished in the top 6 at the Arnold Classic Brazil in 2017, as well as the Arnold Classic in Ohio and Australia in 2018. Additionally, she is a 4-time NY Pro Champion, holding a record as a Nutrition Consultant and Group Training Specialist.



**[NAME] — [POSITION]**

[NAME] has 33 years of experience in the bodybuilding and fitness industry. He implements old-school training methods while simultaneously integrating the most modern techniques. He is also a 9-time IFBB Olympian coach.



**[NAME]  
[POSITION]**



**[NAME]  
[POSITION]**



**[NAME]  
[POSITION]**



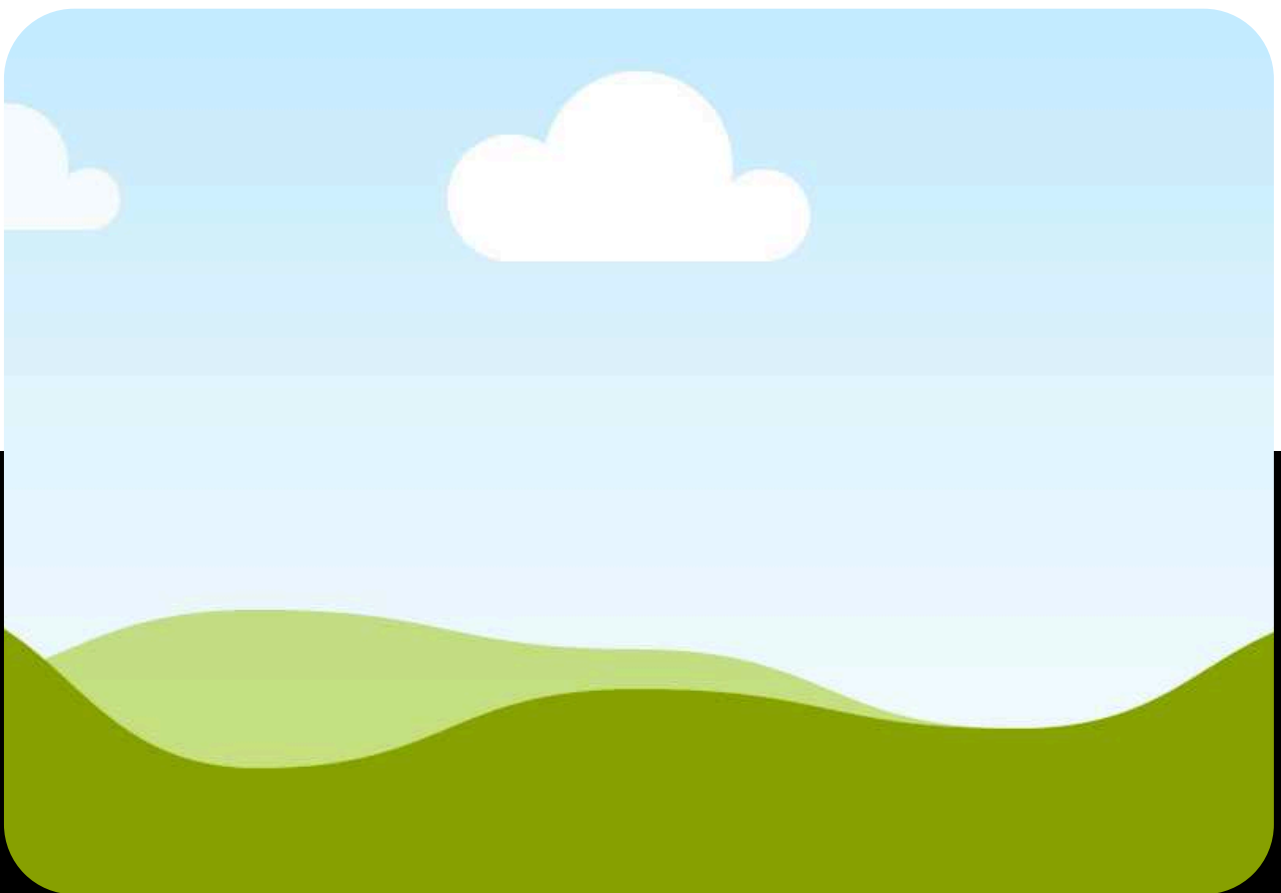
[NAME]  
[POSITION]



[NAME]  
[POSITION]



[NAME]  
[POSITION]



## 12.0 FUNDING & ASK

[Company] is seeking \$419,000 in funding to facilitate our relocation to a new, much larger facility. This funding, combined with a \$141,000 landlord tenant improvement allowance and a \$63,000 owner equity contribution, will cover the total project cost of \$623,000. Here's a breakdown of the funding sources and their intended uses:

Sources	Amount
Loan	\$419,000
Landlord Tenant Improvement Allowance	\$141,000
Owner Equity Contribution	\$63,000
<b>Total Project Cost</b>	<b>\$623,000</b>

Uses	Amount
Construction & Leasehold Improvements	\$482,000
Parking Rehabilitation & HVAC Installation	\$141,000
<b>Total</b>	<b>\$623,000</b>

**Construction and Leasehold Improvements (\$482,000):** This includes adapting the new space to meet [Company]'s specific needs: interior construction, gym equipment relocation and any necessary upgrades, locker room and restroom build-out, and reception area/office space construction. While the loan request does not cover the entire amount, the remaining portion will be covered by the owner's equity.

**Parking Rehabilitation and HVAC Installation (\$141,000):** This will cover parking lot resurfacing and improvements, and HVAC system installation or upgrades. This portion of the project is fully funded by the landlord tenant improvement allowance.

This investment is crucial for realizing our growth potential and solidifying our position as a premier fitness destination.

# 12.0 FINANCIAL PROJECTIONS

## 12.1 SALES FORECAST

	2025	2026	2027	2028	2029	2030	2031
<b>Revenue Forecast</b>							
<b>Recurring Revenue</b>							
Active Members subtotal	276,295	443,177	519,924	587,989	648,353	701,890	749,370
Maintenance Licenses MRR	173,763	734,509	1,355,695	2,011,678	2,686,982	3,369,156	4,048,286
<b>Personal Training Revenue subtotal</b>	<b>16,626</b>	<b>26,485</b>	<b>32,038</b>	<b>37,365</b>	<b>42,490</b>	<b>47,439</b>	<b>52,233</b>
Online Training Meal Plan Only MRR	34,753	152,851	300,343	474,840	675,254	900,626	1,150,109
Online Training Full Plan MRR	63,713	269,070	492,368	726,118	966,532	1,210,718	1,456,503
<b>Recurring Revenue Forecast</b>	<b>565,150</b>	<b>1,626,093</b>	<b>2,700,369</b>	<b>3,837,988</b>	<b>5,019,612</b>	<b>6,229,828</b>	<b>7,456,501</b>

## 12.2 OPERATING COSTS

	2025	2026	2027	2028	2029	2030	2031
<b>General &amp; Admin</b>							
New Location Upfront Operating Expenses	25,000	-	-	-	-	-	-
Gym Trainers costs	-	75,600	119,070	166,698	175,033	183,785	192,974
Receptionists costs	-	50,400	52,920	83,349	87,516	91,892	96,487
Admin Staff costs	-	31,500	66,150	69,458	109,396	114,865	120,609
<b>Other Staff subtotal</b>	<b>-</b>	<b>157,500</b>	<b>238,140</b>	<b>319,505</b>	<b>371,945</b>	<b>390,542</b>	<b>410,069</b>
<b>Core Team subtotal</b>	<b>-</b>	<b>100,000</b>	<b>105,000</b>	<b>110,250</b>	<b>115,763</b>	<b>121,551</b>	<b>127,628</b>
610 - Salaries and Wages	70,289	-	-	-	-	-	-
611 - Repairs and Maintenance	11,041	17,058	17,570	18,097	18,640	19,199	19,775
612 - Rents	78,468	121,233	124,869	128,616	132,474	136,448	140,542
613 - Taxes and Licenses	9,664	14,931	15,379	15,841	16,316	16,805	17,310
616 - Advertising and Promotion	7,604	11,748	12,100	12,463	12,837	13,222	13,619
617 - Computer and Internet Expenses	5,070	7,833	8,068	8,310	8,559	8,816	9,080
618 - Subcontractor	66,667	103,000	106,090	109,273	112,551	115,927	119,405
619 - Meals and Entertainment	16,118	24,903	25,650	26,419	27,212	28,028	28,869
620 - Insurance	4,025	6,218	6,405	6,597	6,795	6,999	7,209
621 - Car Expenses	30,323	46,850	48,255	49,703	51,194	52,730	54,312
622 - Restaurant Supplies	19,090	29,494	30,379	31,290	32,229	33,196	34,192
623 - Office Supplies	2,423	3,743	3,856	3,971	4,090	4,213	4,340
624 - Professional Fees	1,975	3,051	3,142	3,237	3,334	3,434	3,537
625 - Dues and Subscriptions	2,898	4,478	4,612	4,751	4,893	5,040	5,191
626 - Telephone Expense	1,234	1,906	1,964	2,022	2,083	2,146	2,210
627 - Utilities	14,521	22,435	23,108	23,801	24,515	25,251	26,008
628 - Security	4,593	7,096	7,309	7,528	7,754	7,987	8,226
630 - Bank Charges	4,389	6,781	6,984	7,194	7,409	7,632	7,861
638 - Cleaning	8,155	12,599	12,977	13,366	13,767	14,180	14,605
656 - Payroll Expenses	2,703	4,176	4,301	4,430	4,563	4,700	4,841
685 - Uniforms	3,637	5,619	5,788	5,962	6,140	6,325	6,514
688 - Equipment Rent	2,555	3,948	4,066	4,188	4,314	4,443	4,576
689 - Laundry and Cleaning	2,757	4,260	4,388	4,519	4,655	4,795	4,938
690 - Maintenance	1,308	2,020	2,081	2,143	2,208	2,274	2,342
691 - Printing	1,115	1,722	1,774	1,827	1,882	1,938	1,996
692 - Small Tools and Equipment	3,312	5,117	5,270	5,429	5,591	5,759	5,932
Other Opex 1	-	-	-	-	-	-	-
Other Opex 2	-	-	-	-	-	-	-
Other Opex 3	-	-	-	-	-	-	-
Other Opex 4	-	-	-	-	-	-	-
<b>Opex subtotal</b>	<b>375,932</b>	<b>472,217</b>	<b>486,384</b>	<b>500,975</b>	<b>516,005</b>	<b>531,485</b>	<b>547,429</b>
<b>General &amp; Admin Forecast</b>	<b>400,932</b>	<b>729,717</b>	<b>829,524</b>	<b>930,730</b>	<b>1,003,712</b>	<b>1,043,578</b>	<b>1,085,127</b>

## 12.3 PROFIT AND LOSS (P&L) STATEMENT

Income Statement FORECAST		2025	2026	2027	2028	2029	2030	2031
<b>Revenue Forecast</b>								
Recurring Revenue Forecast		565,150	1,626,093	2,700,369	3,837,988	5,019,612	6,229,828	7,456,501
One-off Revenue Forecast		12,206	6,519	6,752	6,999	7,260	7,538	7,833
<b>Revenue Forecast</b>		<b>577,356</b>	<b>1,632,612</b>	<b>2,707,121</b>	<b>3,844,987</b>	<b>5,026,872</b>	<b>6,237,366</b>	<b>7,464,334</b>
Direct Costs Forecast	Forecast YoY Growth %	n/a	183%	80%	42%	31%	24%	20%
<b>Gross Profit Forecast</b>		<b>405,818</b>	<b>958,187</b>	<b>1,454,395</b>	<b>1,946,266</b>	<b>2,421,315</b>	<b>2,869,646</b>	<b>3,283,525</b>
Sales & Marketing Forecast	Forecast OPEX	-	-	-	-	-	-	-
General & Admin Forecast		400,932	729,717	829,524	930,730	1,003,712	1,043,578	1,085,127
Research & Development Forecast		-	-	-	-	-	-	-
<b>EBITDA Forecast</b>		<b>4,886</b>	<b>228,470</b>	<b>624,871</b>	<b>1,015,536</b>	<b>1,417,603</b>	<b>1,826,069</b>	<b>2,198,398</b>
D&A Forecast	Forecast EBITDA margin %	1%	14%	23%	26%	28%	29%	29%
<b>EBIT Forecast (Operating Income)</b>		<b>(88,564)</b>	<b>103,870</b>	<b>500,271</b>	<b>890,936</b>	<b>1,293,003</b>	<b>1,794,919</b>	<b>2,198,398</b>
Debt Interest Expense Forecast		27,444	36,953	32,082	26,701	20,756	14,189	6,934
Other Expense Forecast		-	-	-	-	-	-	-
Other Income Forecast		-	-	-	-	-	-	-
<b>Net Profit Forecast</b>		<b>(116,007)</b>	<b>66,917</b>	<b>468,189</b>	<b>864,236</b>	<b>1,272,247</b>	<b>1,780,730</b>	<b>2,191,464</b>
Forecast Corporation Tax		-	-	104,775	216,059	318,062	445,182	547,866
<b>Profit After Tax Forecast</b>		<b>(116,007)</b>	<b>66,917</b>	<b>363,415</b>	<b>648,177</b>	<b>954,186</b>	<b>1,335,547</b>	<b>1,643,598</b>
	Forecast YoY Growth %	n/a	-152%	-443%	78%	-47%	-40%	23%
	Net Profit Margin %	(20.1%)	4.1%	13.4%	18.0%	19.0%	21.4%	22.0%

# 12.0 APPENDIX: FINANCIALS

Cash Flow FORECAST							
	2025	2026	2027	2028	2029	2030	2031
<b>Operations Forecast</b>							
Cash In Forecast	960,707	2,072,790	3,184,104	4,348,717	5,549,264	6,771,982	8,006,110
Cash Out Forecast	599,913	1,441,095	2,114,331	2,960,926	3,846,084	4,743,549	5,718,052
<b>Cash from Operating Activities</b>	<b>360,794</b>	<b>631,695</b>	<b>1,069,773</b>	<b>1,387,791</b>	<b>1,703,180</b>	<b>2,028,433</b>	<b>2,288,057</b>
<b>Investments Forecast</b>							
Net Financial Investments	-	-	-	-	-	-	-
CAPEX	623,000	-	-	-	-	-	-
<b>Cash from Investing Activities</b>	<b>(623,000)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Financing Forecast</b>							
Debt Based Funding							
SBA Loan Funding MoM	390,464	(46,518)	(51,389)	(56,770)	(62,715)	(69,282)	(76,537)
Line of credit net change in funding	0	-	-	-	-	-	-
Net Debt Issued	390,464	(46,518)	(51,389)	(56,770)	(62,715)	(69,282)	(76,537)
Equity Funding	63,000	-	-	-	-	-	-
Disbursements	-	-	-	-	-	-	-
<b>Cash from Financing Activities</b>	<b>453,464</b>	<b>(46,518)</b>	<b>(51,389)</b>	<b>(56,770)</b>	<b>(62,715)</b>	<b>(69,282)</b>	<b>(76,537)</b>
<b>Total Cash Flow Forecast</b>	<b>191,258</b>	<b>585,177</b>	<b>1,018,384</b>	<b>1,331,021</b>	<b>1,640,465</b>	<b>1,959,151</b>	<b>2,211,521</b>
<b>Cash Balance Forecast</b>	<b>191,258</b>	<b>776,436</b>	<b>1,794,820</b>	<b>3,125,841</b>	<b>4,766,306</b>	<b>6,725,457</b>	<b>8,936,978</b>

Balance Sheet Forecast							
	2025	2026	2027	2028	2029	2030	2031
<b>ASSETS (owned by the business)</b>							
Cash	191,258	776,436	1,794,820	3,125,841	4,766,306	6,725,457	8,936,978
Accounts Receivable	-	-	-	-	-	-	-
Inventory	-	-	-	-	-	-	-
Prepaid Expense	-	-	-	-	-	-	-
Financial Investments (Principal)	-	-	-	-	-	-	-
Capitalised purchases	623,000	623,000	623,000	623,000	623,000	623,000	623,000
Opening depreciation	-	93,450	218,050	342,650	467,250	591,850	623,000
Current Year Depreciation	93,450	124,600	124,600	124,600	124,600	31,150	-
<b>TOTAL ASSETS</b>	<b>720,808</b>	<b>1,181,386</b>	<b>2,075,170</b>	<b>3,281,591</b>	<b>4,797,456</b>	<b>6,725,457</b>	<b>8,936,978</b>
<b>LIABILITIES (owed to third parties)</b>							
Accounts Payable	-	-	104,775	216,059	318,062	445,182	547,866
Deferred Income	383,351	823,530	1,300,513	1,804,244	2,326,635	2,861,250	3,403,026
Debt	390,464	343,946	292,557	235,787	173,072	103,790	27,253
<b>TOTAL LIABILITIES</b>	<b>773,816</b>	<b>1,167,476</b>	<b>1,697,845</b>	<b>2,256,090</b>	<b>2,817,769</b>	<b>3,410,223</b>	<b>3,978,146</b>
<b>EQUITY (owed to shareholders)</b>							
Capital Contributions (Equity funding)	63,000	63,000	63,000	63,000	63,000	63,000	63,000
Retained Earnings							
Opening retained earnings	-	(116,007)	(49,090)	314,324	962,501	1,916,687	3,252,234
Current Year Profit	(116,007)	66,917	363,415	648,177	954,186	1,335,547	1,643,598
Current Year Disbursements	-	-	-	-	-	-	-
<b>TOTAL SHAREHOLDER EQUITY</b>	<b>(53,007)</b>	<b>13,910</b>	<b>377,324</b>	<b>1,025,501</b>	<b>1,979,687</b>	<b>3,315,234</b>	<b>4,958,832</b>
<b>TOTAL LIABILITIES PLUS EQUITY</b>	<b>720,808</b>	<b>1,181,386</b>	<b>2,075,170</b>	<b>3,281,591</b>	<b>4,797,456</b>	<b>6,725,457</b>	<b>8,936,978</b>