



Investment Business Plan

Sample Company

John Doe – Founder & CEO

1234 Main Street, Sample City

info@samplecompany.ca

+1-555-555-555

Strictly Confidential



Readership Agreement

Sample Company LLC Business Plan's undersigned reader acknowledges that all information provided is entirely confidential. Therefore, the reader agrees not to disclose anything found in this business plan without the express consent of Sample Company LLC (hereafter also referred to as "Sample Company" and "Sample Company").

The reader also acknowledges that all information present in this business plan is in all aspects confidential in nature, other than the information available in the public domain through other means. Furthermore, the reader acknowledges that any disclosure or use of the same may cause serious harm to Sample Company.

This business plan document will be immediately returned to Sample Company upon request.

This is a business plan. It does not imply an offer of any securities.

Applicable Law

The laws in Sample Country shall govern this contract.

Signature

Printed Name



Table of Contents

1.0 Executive Summary	4
1.1. Financing Summary.....	5
2.0 Sample Company Overview	6
2.1. Business Description.....	6
2.2. Management Team	9
3.0 Industry Overview	11
3.1. Industry Description	11
3.2. Industry Performance.....	12
3.3. Key Market Drivers	13
3.4. Key Market Trends.....	14
3.5. Market Segmentation	15
4.0 Competitor Analysis	18
4.1. Direct Competitors.....	18
4.2. Competitive Advantages	19
5.0 Strategy & Go-to-Market Overview	20
6.0 Marketing Plan	21
7.0 Financial Forecasts	23
7.1. Use of Funds.....	23
7.2. Financial Highlights	24
7.3. Investor IRR.....	25
7.4. Potential Exit Strategies	25
7.5. Unit Economics.....	26
7.6. Projected Profit & Loss	27
7.7. Sensitivity Analysis	28
7.8. Projected Cash Flow.....	29
7.9. Projected Balance Sheet.....	30
7.10. Break-Even Analysis	31
7.11. Financial Indicators	32
8.0 Appendix	33
8.1. Monthly Profit and Loss.....	33
8.2. Monthly Statement of Cash Flows	34
8.3. Valuation.....	35
9.0 References	36



1.0 Executive Summary



The cybersecurity landscape in Sample Country is experiencing unprecedented growth, driven by an ever-increasing reliance on digital technologies. According to industry reports, the security software publishing sector (NAICS 51121) has seen a compound annual growth rate (CAGR) of XX.X% over the past five years, culminating in a market size of \$XX billion in Year 20XX.ⁱ This expansion is fueled by the urgent need for businesses to protect against financial losses, safeguard reputations, and secure sensitive data amidst rising cyber threats.

However, this growth comes with its challenges. As cyberattacks surge by an estimated XXX% since Year 20XX, small and medium-sized enterprises (SMEs) are particularly vulnerable.ⁱⁱ They struggle with the high costs and complexities of integrating sophisticated cybersecurity measures. Meeting stringent security regulations and managing multiple security tools often results in overwhelming costs, complex compliance procedures, and alert fatigue due to false positives.

In response to these industry challenges, Sample Company emerges as a revolutionary force. Founded on the vision of democratizing cybersecurity, we offer an advanced Security Information and Event Management (SIEM) solution that combines real-time threat detection with a user-friendly, customizable platform. Our innovative SaaS model significantly reduces the cost and complexity of cybersecurity, making enterprise-grade protection accessible to businesses of all sizes. With a strong operational footprint in Sample City, and a global presence in markets such as Australia, Brazil, Germany, and Japan, Sample Company provides a unified cybersecurity suite that simplifies security management and ensures continuous protection against evolving threats. Our state-of-the-art AI-driven analytics engine enables businesses to maintain vigilance and bolster their digital resilience effectively.



The inception of Sample Company was driven by a profound recognition of the unmet needs within the cybersecurity landscape. By integrating comprehensive feedback from our customers and leveraging cutting-edge technology, we have crafted a solution that not only addresses the immediate challenges but also anticipates future security needs. Our mission to deliver affordable, scalable, and resilient cybersecurity solutions continues to drive our innovation and commitment to excellence, ensuring that our clients can focus on their core operations without the fear of cyber disruptions. In an increasingly saturated market, our focus on innovation and customer satisfaction positions Sample Company as a leader in the cybersecurity sector, ready to capitalize on emerging opportunities and drive transformative change in how businesses protect their digital assets.

Mission

To empower businesses globally to secure their digital environments with affordable, cutting-edge, and user-friendly cybersecurity solutions.

Vision

To become the leading provider of innovative cybersecurity technologies, enhancing the resilience of businesses against evolving digital threats worldwide.

1.1. Financing Summary

Sample Company is actively seeking an investment of \$635,000 in exchange for a 30% equity stake. This capital infusion is critical as we scale operations and accelerate our growth in the competitive cybersecurity market. The allocated funds will be meticulously managed to maximize impact across several key business areas:

- **Capital Expenditures (CAPEX):** A significant portion of the investment will be directed towards the procurement of advanced software technologies and the upgrading of our existing infrastructure. These investments are essential for enhancing our product capabilities and ensuring our solutions meet the highest standards of security and efficiency.
- **Operational Expenditures (OPEX):** Operational funding will support the backbone of our day-to-day activities. This includes competitive salaries for our dedicated team of cybersecurity experts, ensuring we attract and retain top talent. Additionally, funds will cover ongoing costs associated with our sales and marketing efforts, which are crucial for expanding our market reach and building brand awareness.
- **Working Capital:** To support our platform development and broader go-to-market strategy, a portion of the investment will also be allocated as working capital. This will provide us with the financial flexibility to manage cash flow effectively during the development phase.



2.0 Sample Company Overview

2.1. Business Description

Sample Company, based in the vibrant city of Sample City is a leading cybersecurity company driven by a strong mission. With a firm commitment to protecting businesses from evolving threats, we have developed a comprehensive suite of cutting-edge solutions. Our team of experts tirelessly works to provide a secure digital environment for our clients, offering advanced cyber defense mechanisms and proactive threat mitigation strategies. At Sample Company, we are dedicated to safeguarding your digital assets and empowering your business with robust cybersecurity measures.



Sample Company is a cutting-edge threat management platform fueled by real-time correlation and advanced AI capabilities. Our platform consolidates multiple B2B cybersecurity products into a comprehensive and sophisticated package, bringing novel solutions to previously underserved businesses. With a strong presence in international markets, including government, technology, banking, and healthcare sectors, Sample Company has a proven track record of successful implementations in the Canada, Australia, Brazil, and Japan. Our mission is to empower businesses to maintain resilience against cyber threats and secure their valuable digital assets with confidence



2.1.1. Products & Services



MSS Services

Managed Security Services encompasses proactive security log monitoring, threat detection & analysis, incident response, and vulnerability management, enabling businesses to offload the complexities of cybersecurity operations.



IRaaS Services

Incident Response as a Service offers rapid, expert-led incident handling around the clock, helping businesses develop response plans, conduct threat assessments, and minimize the impact of security incidents.

Managed Security Services (MSS)

Sample Company's Managed Security Services (MSS) provide businesses with comprehensive cybersecurity solutions tailored to their unique needs. Our experienced team of cybersecurity experts takes on the responsibility of managing and monitoring your security infrastructure, including SIEM platform. With our MSS, customers can offload the complexities of cybersecurity operations and gain peace of mind knowing that their systems are continuously protected. Our MSS includes proactive monitoring of security logs, detection and analysis of threats, incident response, and vulnerability management. We leverage state-of-the-art technologies and advanced threat intelligence to detect and respond to potential security breaches swiftly. With real-time threat monitoring and expert guidance, we help our customers stay ahead of emerging threats and maintain a robust security posture. By choosing Sample Company's MSS, customers can focus on their core business activities while benefiting from our industry-leading expertise and ongoing security support.

Incident Response as a Service (IRaaS)

Sample Company's Incident Response as a Service (IRaaS) is designed to provide businesses with rapid and effective incident response capabilities. Our dedicated team of incident response specialists is available around the clock to assist our clients in handling cybersecurity incidents swiftly and efficiently. With our IRaaS, we work closely with clients' organizations to develop an incident response plan, conduct threat assessments, and provide proactive guidance to minimize the impact of security incidents. Our experts are equipped to quickly identify and contain threats, eradicate malicious activities, and aid in the recovery process. By leveraging our specialized expertise, customers can mitigate the damages caused by cybersecurity incidents, minimize downtime, and ensure the continuity of their operations. With Sample Company's IRaaS, customers gain access to a responsive and highly skilled incident response team, empowering them to navigate through security incidents with confidence.



2.1.2. Our Value Proposition

For Clients (Private & Public Sector)	
Enhanced Cybersecurity Compliance	Sample Company simplifies the complexity of cybersecurity regulations, helping clients navigate through compliance with ease, thus safeguarding sensitive data and reducing risk of breaches.
Robust Threat Detection and Management	Through advanced real-time monitoring and AI-driven analytics, Sample Company ensures that threats are detected promptly and managed effectively, minimizing potential damage.
Cost Efficiency in Security Operations	By optimizing cybersecurity resource use and automating routine tasks, Sample Company helps clients reduce operational costs and enhance security ROI.
For Government & Regulatory Bodies	
Increased Regulatory Compliance	Sample Company provides real-time data and expert insights to government bodies, enhancing compliance with cybersecurity regulations and standards.
Enhanced Stakeholder Engagement	Through educational workshops and seminars, Sample Company fosters better understanding and cooperation between government and businesses in cybersecurity practices.
Data-Driven Security Insights	The insights generated from continuous monitoring help refine national cybersecurity policies and respond to new threats more effectively.
For the Cybersecurity industry	
Innovative Cybersecurity Solutions	Sample Company leads innovation in cybersecurity by developing solutions that address emerging threats and integrating cutting-edge technologies.
Strengthened Industry Standards	By setting high standards in cybersecurity practices, Sample Company influences industry-wide upgrades and fosters a safer digital environment.
Reduced Overall Cyber Risks	Effective threat management and proactive security measures significantly reduce the overall cyber risks for the industry and its clients.



2.2. Management Team

Sample Company's dedicated, experienced management team has exceptional cybersecurity industry experience and technical expertise. Furthermore, our management team directly benefits from an established global network of investors, partners, and other key industry stakeholders.

John Doe, a seasoned cybersecurity executive with a wealth of industry experience. As the CEO of Sample Company, John brings a proven track record of leadership and expertise in navigating the complex cybersecurity landscape. With over two decades of experience in the industry, he has successfully led organizations through various cyber challenges, demonstrating a deep understanding of emerging threats and innovative solutions.

John Doe's visionary approach to cybersecurity has guided Sample Company in developing cutting-edge products and services that meet the evolving needs of businesses. His strategic insights and ability to drive results have propelled Sample Company to the forefront of the industry, establishing the company as a trusted partner for organizations seeking robust cybersecurity solutions.

With a passion for staying ahead of the curve, John leverages his extensive network and industry knowledge to anticipate emerging threats and identify opportunities for growth. His leadership style inspires a culture of excellence, innovation, and customer-centricity within Sample Company, ensuring that the company remains at the forefront of cybersecurity advancements.

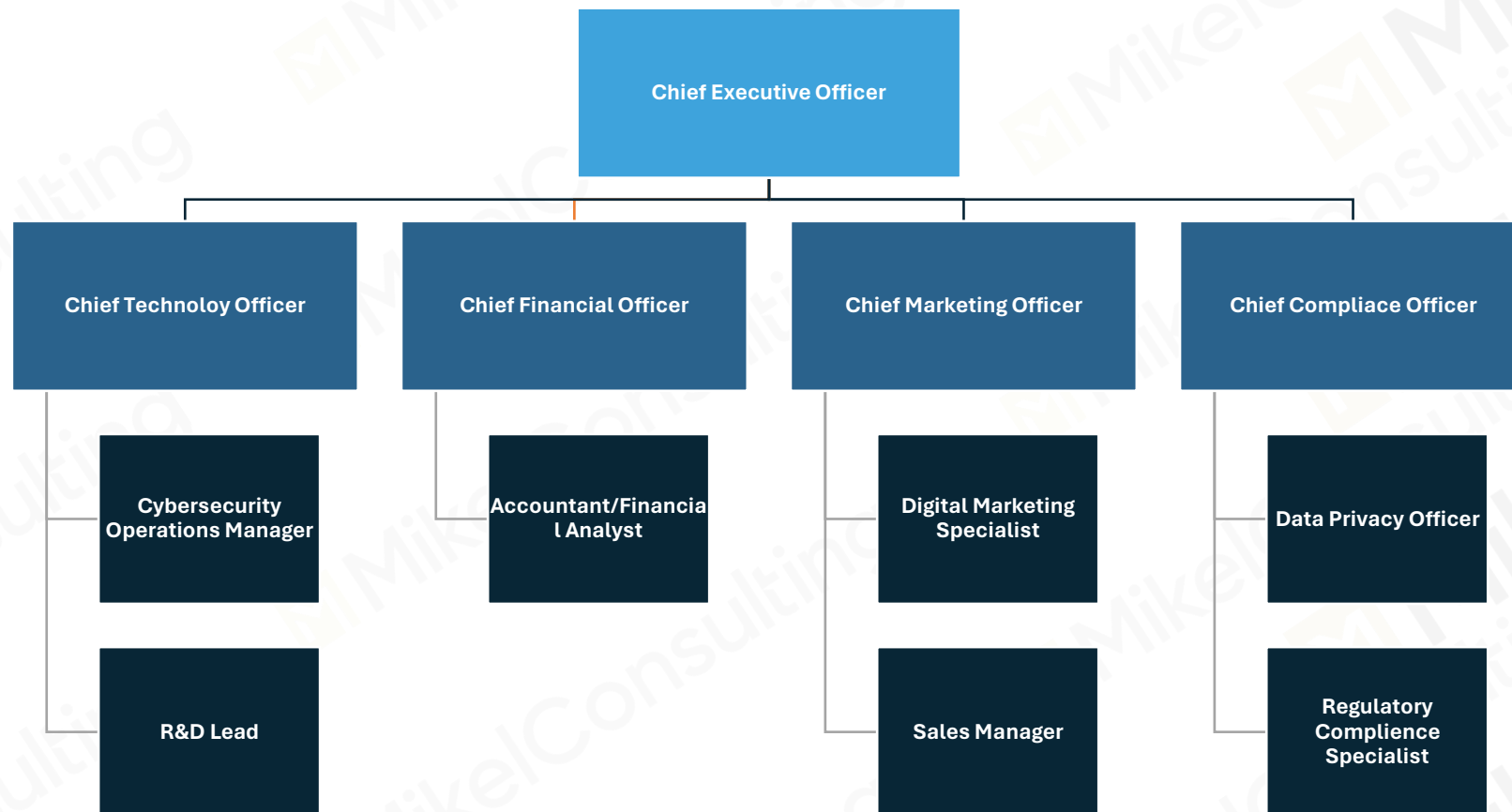
John Doe's commitment to delivering exceptional results, coupled with his deep understanding of the industry, has earned him a reputation as a thought leader and trusted advisor in the cybersecurity community. Through his strategic guidance, Sample Company continues to thrive, providing businesses with the protection and peace of mind they need in an ever-evolving digital landscape. His credentials include:

- Bachelor's degree in Computer Science from Stanford University
- Master's degree in Cybersecurity Management from Harvard University
- Certified Information Systems Security Professional (CISSP)
- Certified Ethical Hacker (CEH)
- Certified Information Security Manager (CISM)
- Certified Chief Information Security Officer (CCISO)
- Published author of cybersecurity articles in industry-leading publications
- Keynote speaker at major cybersecurity conferences
- Board member of prominent cybersecurity organizations
- Recognized as one of the "Top 50 Cybersecurity Influencers" by Cyber Defense Magazine
- Winner of the "Cybersecurity Leadership Award" by InfoSec Global
- 20+ years of experience in leading cybersecurity teams and organizations
- Former Chief Information Security Officer (CISO) at a Fortune 500 companies



2.2.1. Organizational Chart

All staff, including the management team, will work on a rotating basis to meet the needs of the Company. Staff requirements will be reviewed on a regular basis to see if additional staff are required as the business grows and expands. However, based on conservative revenue growth, new employees will be added at regular intervals during the initial years of operations. The organization chart (outlined below) shows the proposed positions that will need to be added over the next five years. Initial app development will take place through a third-party company, which means the technology related department will not be added until later years.

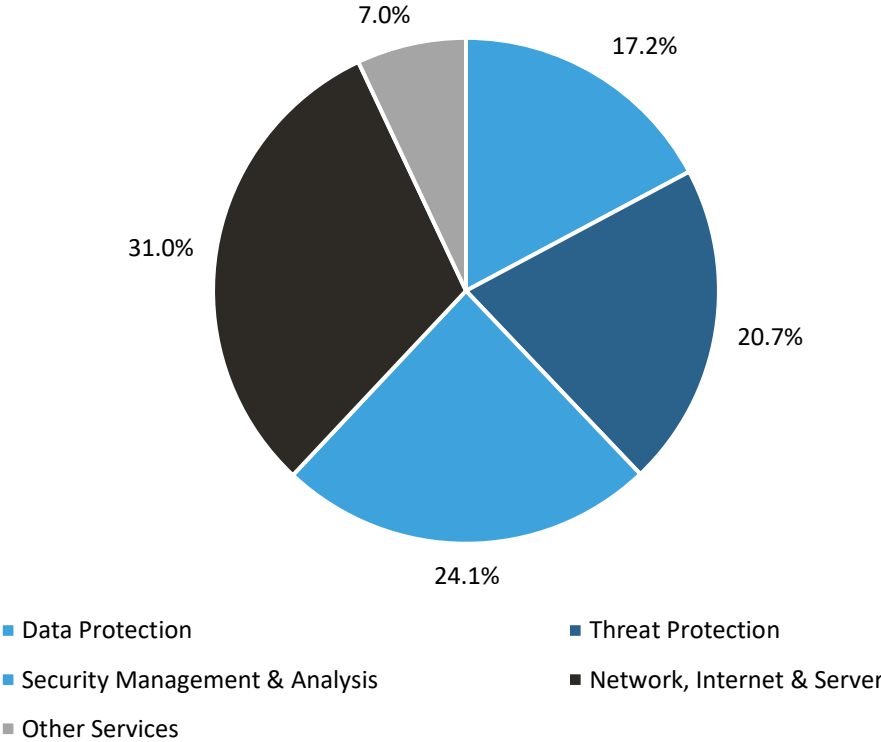




3.0 Industry Overview

3.1. Industry Description

Sample Country Security Software Publishing Market Segments (%)



Source: Sample Sourceⁱⁱⁱ

The Sample Country security software publishing industry (NAICS XXXXX) is involved in the creation and dissemination of software solutions – such as antivirus, anti-keylogger, spyware removal, encryption, and firewall tools – to a broad range of B2B and B2C clientele. Companies in this industry may also offer consulting services and technical support for these software solutions.

Industry Activities

- Antivirus software publishing.
- Encryption software publishing.
- Firewall software publishing.
- Spyware removal software publishing.

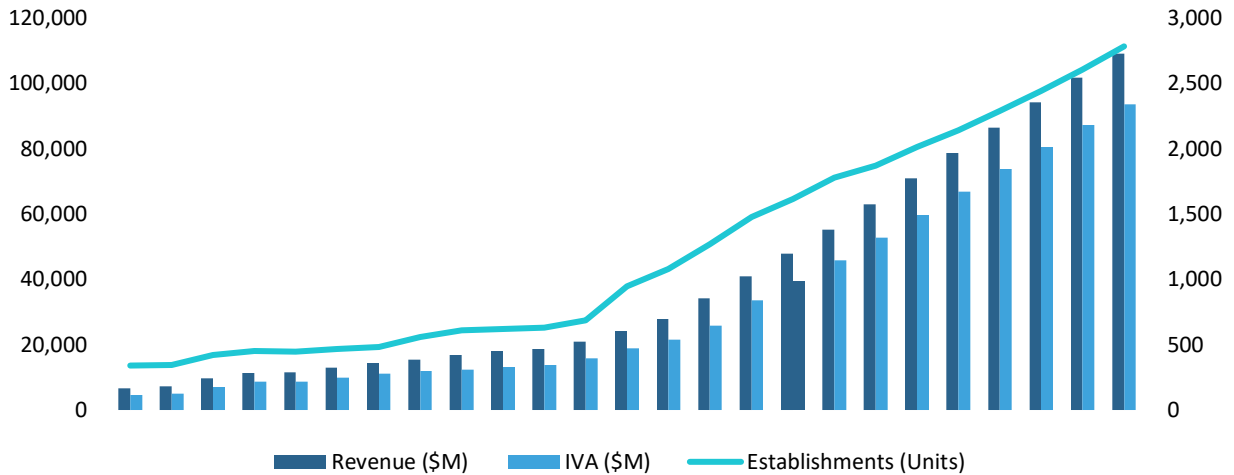




3.2. Industry Performance

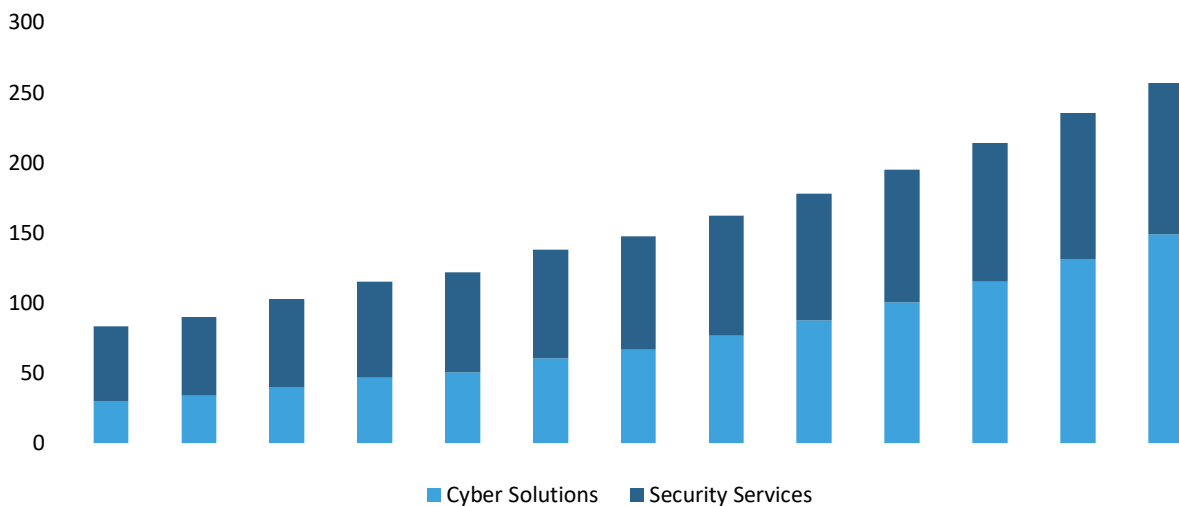
IBISWorld (Year 20XX) anticipates that the Sample Country security software publishing industry will generate sales revenues of \$XXB in Year 20XX, with an annualized growth rate of XX% (CAGR Year 20XX-Year 20XX) leading to \$XXX.XXB by Year 20XX.^{iv}

Sample Country Security Software Publishing Industry Performance



Similarly, Statista (Year XXX) predicts that the global cybersecurity industry will generate \$162B in Year XXX, with annualized growth of 9.63% (CAGR Year XXX-Year XXX) leading to \$256.5B by Year XXX.^v

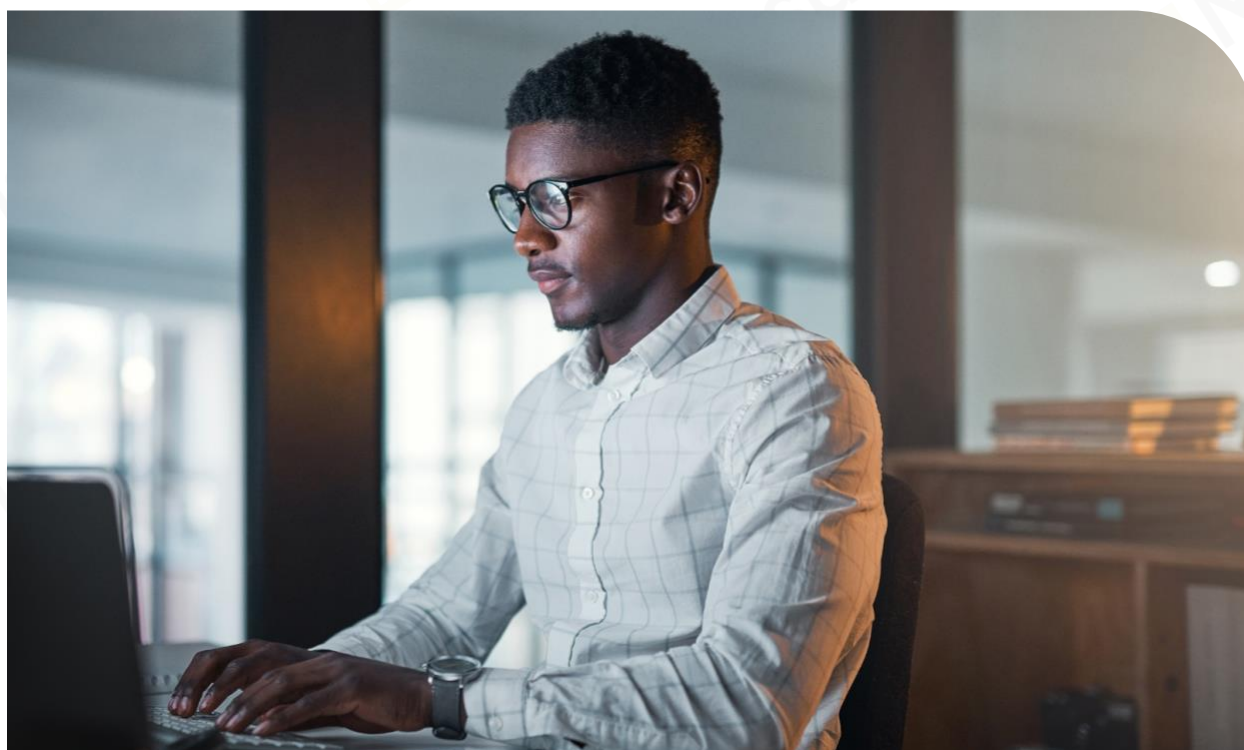
Global Cybersecurity Industry Performance (Sample Country Billion)





- **Prime Rate:** Rising borrowing costs limit consumers' ability to finance technology purchases. The prime rate is expected to remain elevated in Year 20XX, impacting consumer spending.^{xi}
- **Private Investment In Computers & Software:** Increased private investment into computers and software drives the demand for security software. In Year 20XX, there is expected to be a rise in private investment in software, presenting an opportunity for security software publishers.^{xii}

3.4. Key Market Trends



Sample Company has identified the following key market trends:

- **Rapid Growth in Cyberattacks:** There's a noted increase in cyberattacks, which has surged by an estimated XX% since a certain year, making cybersecurity a critical concern for all businesses.^{xiii}
- **High Costs and Complexities for SMEs:** Small and medium-sized enterprises (SMEs) face significant challenges due to the high costs and complexities involved in integrating advanced cybersecurity measures.^{xiv}
- **Compliance and Security Fatigue:** Businesses often struggle with stringent security regulations and managing multiple security tools, which can lead to complex compliance procedures and alert fatigue, with false positives increasing by XX% annually.^{xv}



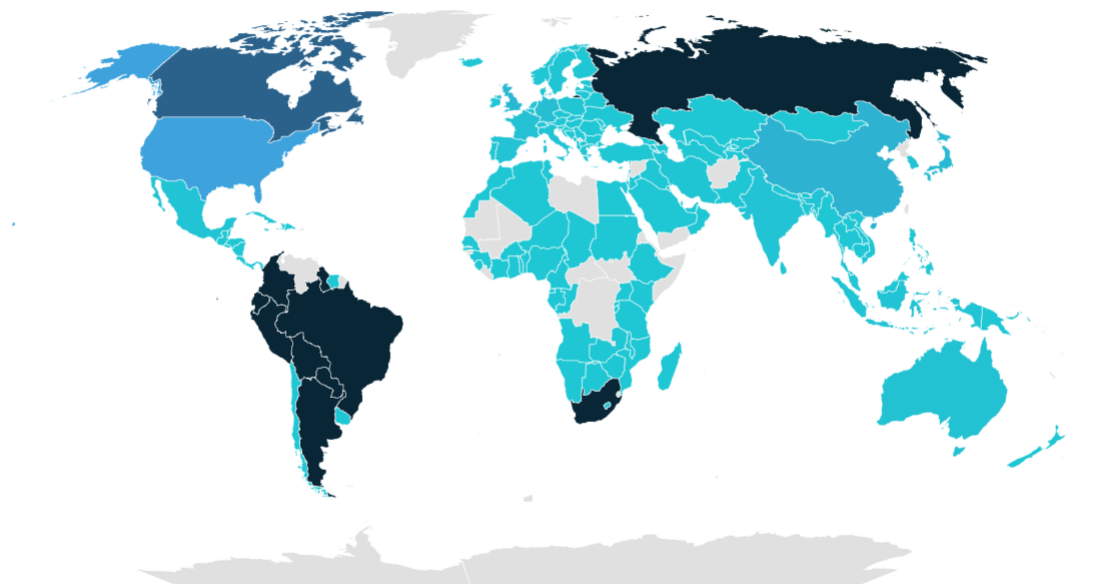
- **Adoption of Advanced Technologies:** There is a trend towards integrating state-of-the-art technologies, including Security Information and Event Management (SIEM) solutions and AI-driven analytics, to bolster threat detection and response capabilities, witnessing a growth of XX% in implementation over the past three years. ^{xvi}
- **Demand for Real-Time Threat Detection:** As cyber threats become more sophisticated, there is a growing demand for solutions that offer real-time threat detection and immediate response capabilities to minimize potential damage. ^{xvii}
- **Increased Focus on Compliance and Data Protection:** With stricter regulations like GDPR and other data protection laws, businesses are increasingly prioritizing compliance and the secure handling of sensitive information to avoid hefty fines and reputational damage. ^{xviii}

3.5. Market Segmentation

3.5.1. Locational Target

Sample Company is headquartered in Sample City and caters primarily to B2B user groups in the Sample Country market, together with several international regions – currently, the Sample Country, Sample Country, and Sample Country. As our company grows, matures, and captures additional market share, we will continue to seek out new opportunities across the global cybersecurity to expand and scale into new Sample Country and global target markets.

Global Cybersecurity Market Concentration (USD Million)



Powered by Bing
© Australian Bureau of Statistics, GeoNames, Microsoft, Navinfo, OpenStreetMap, TomTom

Source: Sample Source^{xix}

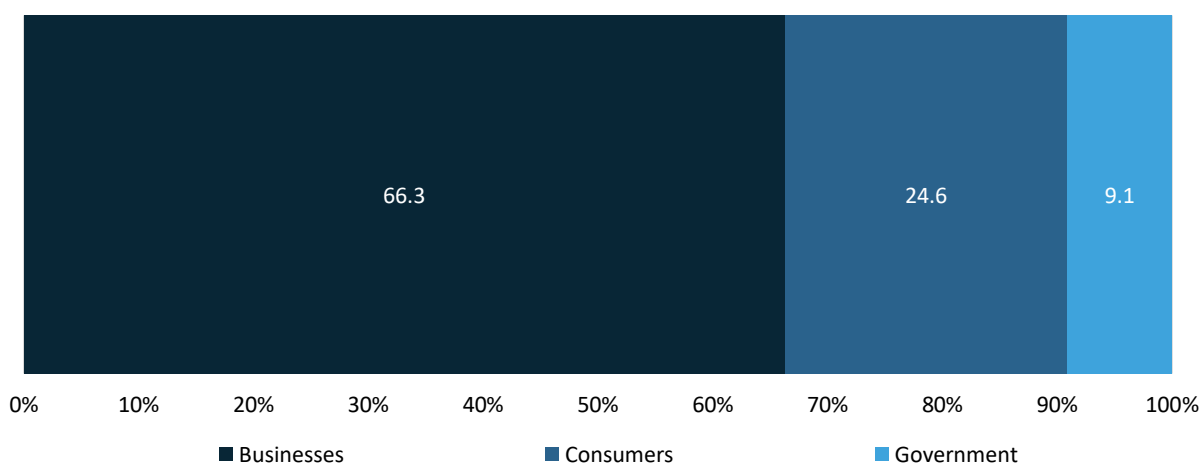


3.5.2. Target User Characteristics

The ideal B2B customer for Sample Company is a small- to medium-sized business (SMB) with an annual revenue between \$XXX and \$XXM (or less than 10,000 employees). They currently prioritize cybersecurity and are concerned about real-time threat detection but may not have access to the appropriate resources at cost-effective rates. These firms seek a solution that offers crucial cybersecurity features without straining their budget. They also value a user-friendly platform that can be easily customized to their specific needs, while helping them meet compliance requirements. With limited IT resources, they require a solution that can be easily deployed, managed, and maintained.

Based on previous experience, our company has found similar B2B users across a spectrum of industries – including (but not limited to) government, technology, banking, healthcare, and legal. Through a comprehensive go-to-market plan and brand awareness tools, Sample Company aims to increase attract and convert these users, and provide accessible cybersecurity solutions to empower businesses in staying ahead of emerging threats and maintaining a resilient digital presence.

Cybersecurity Industry Segments (%)



Source: Sample Source^{xx}

The following table systematically identifies the distinct segments within Sample Company’s target market, outlining specific cybersecurity needs of each segment and demonstrating how Sample Company’s comprehensive range of services addresses these needs. From government agencies requiring stringent regulatory compliance to small and medium-sized enterprises (SMEs) seeking affordable protection against cyber threats, Sample Company customizes its solutions to meet and exceed the expectations of various stakeholders in the cybersecurity landscape. This segmentation ensures that all potential clients receive focused and specialized solutions that not only safeguard their digital operations but also enhance their resilience against evolving cyber threats.



Target	Needs	How We Meet These Needs
Government Agencies	<ul style="list-style-type: none"> • Cybersecurity regulation compliance • Protection of sensitive data • Secure communication systems 	<ul style="list-style-type: none"> • Provides comprehensive compliance audits and security certifications • Offers advanced encryption and data protection services • Delivers robust communication security solutions
Large Corporations	<ul style="list-style-type: none"> • Protection against advanced persistent threats (APT) • Insider threat management • Regulatory compliance for international operations 	<ul style="list-style-type: none"> • Deploys sophisticated threat detection systems • Implements insider threat programs and anomaly detection • Manages global compliance requirements
Small and Medium Enterprises (SME's)	<ul style="list-style-type: none"> • Affordable cybersecurity solutions • Protection against cyber theft and ransomware • Employee cybersecurity training 	<ul style="list-style-type: none"> • Offers budget-friendly, scalable security solutions • Provides anti-ransomware tools and services • Conducts employee training and awareness programs
Financial Institutions	<ul style="list-style-type: none"> • Compliance with financial regulations (e.g., GLBA, PCI-DSS) • Protection of transaction data Risk management for digital transactions 	<ul style="list-style-type: none"> • Delivers specialized compliance support • Ensures high-level security for transaction data Provides risk assessment and mitigation strategies
Healthcare Organizations	<ul style="list-style-type: none"> • HIPAA compliance • Protection of patient data • Secure patient communication and data sharing 	<ul style="list-style-type: none"> • Offers HIPAA compliance assessments and solutions • Implements strong data protection measures for patient information • Provides secure communication platforms



4.0 Competitor Analysis

In the rapidly evolving cybersecurity industry, understanding the competitive landscape is crucial for positioning Sample Company effectively. This competitor analysis section provides an overview of the market dynamics and the major players that shape the cybersecurity sector. While specific company names are not mentioned at this stage, the analysis focuses on the differentiating factors such as technological innovation, customer service quality, pricing strategies, and market reach. By examining these critical areas, we aim to identify opportunities for differentiation and strategic advantages that Sample Company can leverage. Our goal is to assess potential threats from existing competitors and new entrants, and to strategize accordingly to ensure that Sample Company not only competes successfully but also sets new standards in delivering advanced cybersecurity solutions. Sample Company recognizes several direct competitors within the Sample Country and global cybersecurity markets.

4.1. Direct Competitors

Company Name	Founded	Employees	Products & Services	Target Customer (Price)
Sample Comp 1	2007	400+	Sample Comp	Large Enterprises (High)
Sample Comp 2	2003	7,500+	Sample Com	Large Enterprises (High)
Sample Comp 3	1996	10,000+	Sample Comp	SMEs (Average)
Sample Comp 4	1911	346,000+	Sample Com	Large Enterprises (Average)
Sample Comp 5	1999	3,200+	Sample Com	Large Enterprises (Average)

4.1.1. Comparative Feature Analysis

Software Feature	Sample Company	Comp 1	Comp 2	Comp 3	Comp 4	Comp 5
Entity Auditing	Yes	No	No *	No	No	No



Vulnerability Scanner	Yes	Yes	No	No	No	No
File Tracking	Yes	No	Yes	No	No	No
Compliance Management	Yes	Yes	Yes	Yes	Yes	Yes
Dashboards & Report Builder	Yes	No	Yes	No	Yes	No
Custom Correlation Rules	Yes	Yes	Yes	No	Yes	No
Incident Response	Yes	Yes	No	No	Yes	No
Ext. Detection & Response	Yes	No	No	No	Yes *	No

4.2. Competitive Advantages

Sample Company offers significant competitive advantages in threat prevention through our innovative approach of combining SIEM and XDR capabilities into a single, unified platform. Unlike conventional XDR systems, which solely rely on information and events from the host or servers where they are installed, Sample Company’s unique fusion of SIEM and XDR technologies allows for the correlation and analysis of event and log data from multiple sources. This integration enables Sample Company to take decisive action based on comprehensive insights, surpassing the limitations of traditional offerings. For example, if our software platform identifies a connection between an internal server and a blacklisted IP address in a firewall log, it can swiftly analyze log data to identify the server that initiated the connection. Through a disinfection and incident response procedure on the identified server, our system can swiftly halt the threat at its source, even if the threat was not directly detected on the server itself. This seamless integration of SIEM and XDR capabilities sets Sample Company apart from competitors, providing organizations with an effective, holistic cybersecurity suite that enhances threat detection, response, and remediation across clients’ valuable digital infrastructure. Another key advantage of Sample Company lines in our AI-powered alert investigation and classification system. By leveraging AI, Sample Company’s SOC revolutionizes the cybersecurity landscape by streamlining investigation and classification of alerts. This advanced solution significantly reduces the workload of security analysts, who can subsequently focus on higher-priority tasks and incidents. Instead of requiring round-the-clock monitoring, users can deploy on-call security engineers who only need to investigate and act on incidents flagged by the SOC AI. This enhances efficiency by automating the time-consuming task of investigation, leading to a more agile and productive security center. Secondly, it delivers cost



savings by replacing 24/7 security analysts with on-call engineers, allowing organizations to allocate resources to other critical areas of their cybersecurity infrastructure. Additionally, our AI-driven analysis ensures improved accuracy in the detection of potential security incidents, while also enabling faster response times and minimizing impacts from security breaches.

5.0 Strategy & Go-to-Market Overview

5.1.1. Short-Term Objectives (0-1 year)

In the immediate future, Sample Company aims to significantly boost its growth and influence in the cybersecurity market. Our primary goals include strengthening brand recognition and enhancing visibility through targeted marketing campaigns and strategic partnerships, which will enable us to reach and effectively engage our desired audience. Additionally, we are committed to enhancing the user experience by soliciting and incorporating direct customer feedback, thereby improving the usability, performance, and overall satisfaction with our platform. These initiatives are expected to establish a stronger foothold both in Sample Country and key global markets, focusing on industries where our cybersecurity solutions offer the greatest competitive advantage.

5.1.2. Medium-Term Objectives (1-3 years)

As we solidify the gains achieved in the short term, our medium-term goals focus on deepening market penetration and expanding our service offerings. This phase includes investing in workforce development to ensure that our team remains highly skilled and motivated, with an unwavering commitment to excellence in cybersecurity services. We also plan to enhance our support capabilities, providing personalized assistance to guarantee efficient incident response and timely issue resolution. This strategy will help cement our reputation as a customer-centric organization while expanding our presence in both existing and new geographic regions through a carefully cultivated network of partners, resellers, and distributors.

5.1.3. Long-Term Objectives (3+ years)

In the long term, Sample Company is dedicated to maintaining its status as a leader in the cybersecurity industry through continuous innovation and the ongoing refinement of our software and technologies. We aim to stay ahead of emerging cyber threats by proactively adapting to new trends and integrating cutting-edge solutions into our offerings. Diversifying our product and service portfolio will allow us to cater to a broader range of customer needs and adapt to the dynamic cybersecurity landscape. Additionally, we will strive to establish ourselves as recognized thought leaders, actively contributing to industry discussions on best practices, emerging threats, and security standards. Finally, we are committed to fostering a culture of social responsibility by supporting initiatives that enhance digital security and privacy, aiming to make a positive impact on the community and promote a safer digital environment for all.



6.0 Marketing Plan



In an era defined by rapid digital transformation and escalating cyber threats, the need for robust cybersecurity solutions has never been more critical. Sample Company, with its innovative approach to cybersecurity, is poised to meet these challenges head-on. This marketing plan is designed to strategically position Sample Company as a leader in the cybersecurity industry, capitalizing on emerging opportunities and addressing the unique needs of our target markets. Our plan is structured to not only enhance Sample Company's visibility and brand reputation but also to drive business growth through increased lead generation and customer engagement. By leveraging a combination of advanced digital marketing techniques, strategic partnerships, and compelling content creation, we aim to communicate the value and effectiveness of our cybersecurity solutions to a broad audience.

The objectives and strategies outlined in this plan are aligned with our overarching business goals of expanding our market share, fostering customer loyalty, and establishing Sample Company as a thought leader in the cybersecurity space. We recognize the dynamic nature of the cybersecurity market and have designed our marketing efforts to be agile and responsive to changing market conditions and customer needs. Through meticulous planning and execution, this marketing plan will guide our efforts to penetrate key markets, nurture meaningful relationships with customers and partners, and ultimately, drive the sustainable growth of Sample Company. We are committed to not only meeting the security needs of today but also anticipating the challenges of tomorrow.

Marketing Objectives

- Increase brand awareness by 40% within the target market segments over the next 12 months.
- Achieve a 30% growth in sales leads generation by the end of the first year.
- Enhance customer engagement and satisfaction ratings by 25% within the first 18 months.



Marketing Strategies

- **Brand Positioning:** Position Sample Company as a leader in providing cost-effective, user-friendly, and innovative cybersecurity solutions.
- **Content Marketing:** Develop and distribute informative content related to cybersecurity trends, tips, and best practices through blogs, whitepapers, and webinars to establish thought leadership.

Digital Marketing

- **SEO and SEM:** Optimize the website for relevant keywords to increase visibility in search engine results and invest in PPC advertising to drive targeted traffic.
- **Social Media Marketing:** Utilize platforms like LinkedIn, Twitter, and Facebook to share content, company news, and industry insights to build community and interact with potential clients.
- **Email Marketing:** Implement targeted email campaigns to nurture leads and keep customers informed about product updates and special offers.
- **Partnership and Alliances:** Forge strategic partnerships with industry leaders and other tech companies to expand market reach and enhance product offerings.

Sales Strategy

- **Direct Sales Team:** Equip a skilled sales team with the necessary tools and training to effectively present and sell cybersecurity solutions to various industries.
- **Channel Partners:** Develop a robust channel partner program to increase market penetration through resellers and managed service providers.
- **Customer Relationship Management (CRM):** Implement a CRM system to manage customer interactions, track sales pipelines, and enhance customer service.

Promotional Tactics

- **Trade Shows and Conferences:** Participate in relevant industry trade shows and conferences to network with potential customers and partners.
- **Webinars and Workshops:** Host online webinars and workshops to educate potential clients about cybersecurity risks and demonstrate the effectiveness of Sample Company's solutions.
- **Case Studies and Testimonials:** Publish case studies and testimonials from satisfied clients to build credibility and illustrate the value of the solutions.

Monitoring and Evaluation

- **Performance Metrics:** Track metrics such as website traffic, lead conversion rates, customer acquisition costs, and customer lifetime value to gauge the effectiveness of marketing strategies.



7.0 Financial Forecasts

7.1. Use of Funds

Startup Expenses		Post Financing Liabilities	
Marketing & Advertising	400,000	Loan	0
Salaries & Wages	70,000	Mortgage	0
Other Growth Capital	35,000	Other Bank Debt	0
Total Startup Expenses	505,000	Total Liabilities	0
Startup Assets		Post Financing Investments	
Office Equipment	25,000	Owner	0
Sales & Marketing Resources	20,000	Investor	635,000
Software & Technology	85,000	Total Investments	635,000
Total Startup Assets	130,000	Post Financing Funding	
Total Requirements		Total Liabilities	0
Total Startup Expenses	505,000	Total Planned Investment	635,000
Total Startup Assets	130,000	Total Funding	635,000
Total Requirements	635,000	Pre-Funding Valuation Assumptions (10x)	
Current Gross Revenue	400,000	Estimated Growth Rate (%)	80.00%
Forecast Gross Revenue	720,000	Current Valuation (10x Multiple)	7,200,000

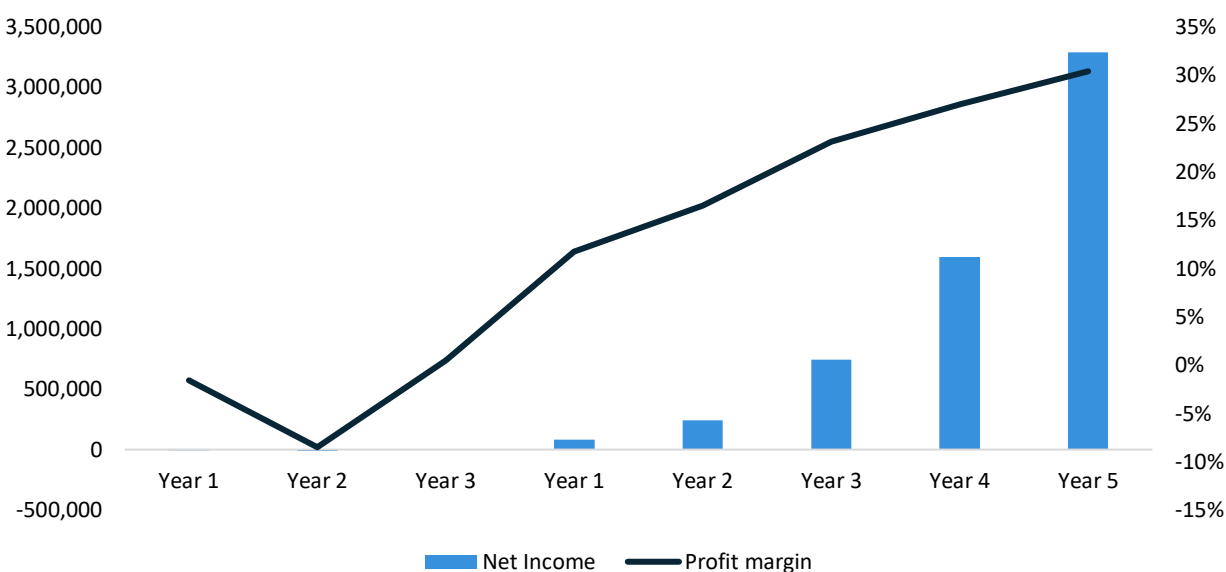


7.2. Financial Highlights

The financial highlights for Sample Company showcase strong growth over a five-year period. Revenue is projected to escalate from approximately \$2.2M in Year 1 to over \$12.8 million by Year 5, totaling \$21.6M across the five years. This growth is primarily driven by expanding our client base through strategic partnerships, innovative cybersecurity solutions, and effective market penetration efforts. Gross profit follows a healthy upward trend, starting at \$1.5M in Year 1 and reaching \$6.5M by Year 5. EBITDA also shows a robust increase from \$860K in Year 1 to \$5.6M in Year 5, with the EBITDA margin significantly improving over the period to a peak of 39.21%. Net income grows substantially as well, starting at \$550K and culminating at around \$5.6M, which equates to a total of approximately \$11.4M over the entire period. This performance reflects a steady improvement in the profit margin, ending at 26.91% in Year 5 and demonstrating Sample Company's increasing efficiency and profitability.

Financial Highlights									
	Actuals			Projections					5 years
	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3	Year 4	Year 5	
Revenue	89,762	129,839	393,005	708,309	1,477,703	3,217,987	5,916,968	10,817,707	22,138,674
Gross profit	59,678	64,319	152,944	429,676	934,263	2,114,296	4,034,432	7,644,698	15,157,364
EBITDA	(1,427)	(11,051)	2,420	182,944	440,799	1,127,368	2,307,308	4,622,231	8,680,649
Net Income	(1,427)	(11,051)	1,991	83,252	243,497	745,022	1,597,089	3,288,922	5,957,783
Gross margin	66.48%	49.54%	38.92%	60.66%	63.22%	65.70%	68.18%	70.67%	68.47%
EBITDA margin	-1.59%	-8.51%	0.62%	25.83%	29.83%	35.03%	38.99%	42.73%	39.21%
Profit margin	-1.59%	-8.51%	0.51%	11.75%	16.48%	23.15%	26.99%	30.40%	26.91%

Financial Highlights





7.3. Investor IRR

The IRR analysis for Sample Company is based on an initial investment of \$635,000, corresponding to a 30% ownership stake. The investment strategy predicts no dividends in the first two years, reflecting the company's plan to reinvest all profits to fuel growth and expand its market presence. The strategy begins to yield financial returns in Year 3, with dividends commencing at \$350,000 annually and increasing to \$600,000 by Year 5. This escalation in dividend payments results in a significant improvement in IRR, which recovers from an initial downturn to -18.01% in Year 3, before gradually increasing to 2.83% in Year 4, and finally reaching 18.94% by Year 5. Cumulative cash flows follow a robust upward trend, totaling \$1,300,000 by the end of Year 5, demonstrating a substantial return on investment as the company matures and its market strategies begin to deliver tangible financial benefits.

Internal Rate of Return							
	Investment		Year 1	Year 2	Year 3	Year 4	Year 5
	Percentage	Dollar					
Investment	30%	(635,000)	0	0	0	0	0
Dividends Through Cash Flows			0	0	350,000	350,000	600,000
Cumulative Cash Flows			0	0	350,000	700,000	1,300,000
IRR			0.00%	0.00%	-18.01%	2.83%	18.94%

7.4. Potential Exit Strategies

Acquisition by a Larger Firm

The company could position itself as an attractive acquisition target for larger firms within the cybersecurity industry. This strategy would leverage the company's innovative technologies, customer base, and market position to attract firms looking to expand their capabilities or enter new market segments.

Initial Public Offering (IPO)

Preparing for and executing an IPO would allow the company to go public, offering shares to the general public. This move can significantly raise capital and increase the company's market visibility and credibility.

Management Buyout (MBO)

The management team or a group of private investors could buy out the interests of the broader investment group, including the initial investor. This strategy would be particularly viable if the management team strongly believes in the long-term potential of the company and wishes to retain control.



7.5. Unit Economics

7.5.1. Support License Sales

Unit Economics (Support License Sales)						
	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
Average License Sales (Monthly)	127	234	468	795	1,351	2,974
Average Price (Annual)	2,700	2,700	2,700	2,700	2,700	2,700
Revenue	341,957	631,136	1,262,271	2,145,861	3,647,963	8,029,187
Average Direct Cost	945	945	945	945	945	945
Cost of Services	119,685	220,897	441,795	751,051	1,276,787	2,810,216

Derived from the sale of support licenses for Sample Company's cybersecurity products. The licenses grant customers access to the company's software and platforms that offer various cybersecurity protections.

Typically, these licenses include regular updates to ensure security measures are current, technical support, access to cloud storage services for data protection, and sometimes additional features like custom security analytics. The subscription-based model ensures that users are always equipped with the latest technology to safeguard against new threats.

7.5.2. SOC Service Sales

Unit Economics (SOC Service Sales)						
	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
Average SOC Sales (Monthly)	10	18	36	62	105	231
Average Sale Price	24,000	24,000	24,000	24,000	24,000	24,000
Revenue	236,414	436,341	872,681	1,483,558	2,522,049	5,551,043
Average Direct Cost	10,800	10,800	10,800	10,800	10,800	10,800
Cost of Services	106,386	196,353	392,707	667,601	1,134,922	2,497,969

Comes from providing Security Operations Center (SOC) services to businesses that require real-time monitoring and management of their security posture.

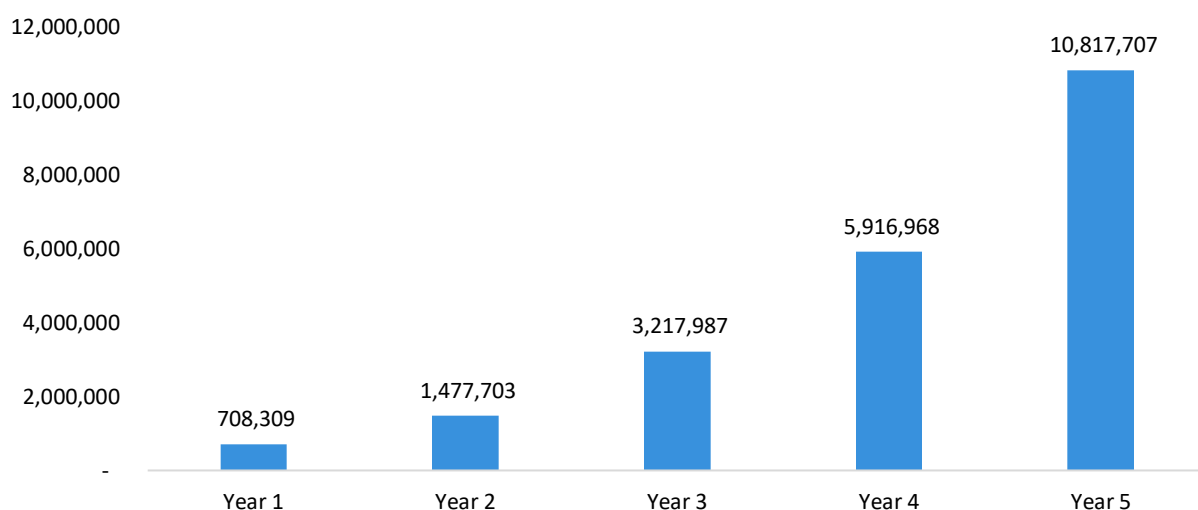
SOC services often encompass 24/7 monitoring of the client's systems, event log management, incident response, threat hunting, and vulnerability assessment. This service ensures that threats are identified and mitigated swiftly, minimizing the risk and impact on the business. It is typically geared toward enterprises that need high-level security oversight but do not have the internal resources to maintain such operations continuously.



7.6. Projected Profit & Loss

Pro Forma Income Statement (expressed in Sample Currency) For the years ended December 31,					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	708,309	1,477,703	3,217,987	5,916,968	10,817,707
Direct cost of revenue	278,634	543,440	1,103,691	1,882,536	3,173,010
Gross margin	429,676	934,263	2,114,296	4,034,432	7,644,698
Expenses					
Advertising & Promotion	66,000	132,000	264,000	462,000	808,500
Bank Service Charges	324	648	1,296	2,268	3,969
Computer, Internet & Phone	9,420	18,840	37,680	65,940	115,395
Continuing Education	360	720	1,440	2,520	4,410
Insurance Expense	480	960	1,920	3,360	5,880
Meals & Entertainment	1,080	2,160	4,320	7,560	13,230
Office & Other Supplies	6,000	12,000	24,000	42,000	73,500
Outside Services	44,400	88,800	177,600	310,800	543,900
Professional Fees	1,488	2,976	5,952	10,416	18,228
Repairs & Maintenance	2,100	4,200	8,400	14,700	25,725
Salaries & Wages	109,200	218,400	436,800	764,400	1,337,700
Servers & Infrastructure	4,080	8,160	16,320	28,560	49,980
Software & Subscriptions	1,800	3,600	7,200	12,600	22,050
Total Expenses	246,732	493,464	986,928	1,727,124	3,022,467
EBITDA	182,944	440,799	1,127,368	2,307,308	4,622,231
Depreciation and amortization expense	85,000	154,331	250,871	428,380	752,911
Interest expense	-	-	-	-	-
Earnings (loss) before taxes	97,944	286,467	876,497	1,878,928	3,869,320
Income taxes	14,692	42,970	131,475	281,839	580,398
Net income (loss)	83,252	243,497	745,022	1,597,089	3,288,922

Revenue by Year





7.7. Sensitivity Analysis

Best Case Scenario (Revenues Increased by 15%)

(expressed in Sample Currency)

For the years ended December 31,

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	814,556	1,699,358	3,700,685	6,804,513	12,440,364
Cost of Services	320,429	624,956	1,269,245	2,164,916	3,648,961
Gross margin	494,127	1,074,402	2,431,440	4,639,597	8,791,403
Operating expenses	246,732	493,464	986,928	1,727,124	3,022,467
EBITDA	247,395	580,938	1,444,512	2,912,473	5,768,936
Depreciation and amortization expense	85,000	154,331	250,871	428,380	752,911
Interest expense	-	-	-	-	-
Earnings (loss) before taxes	162,395	426,607	1,193,641	2,484,093	5,016,025

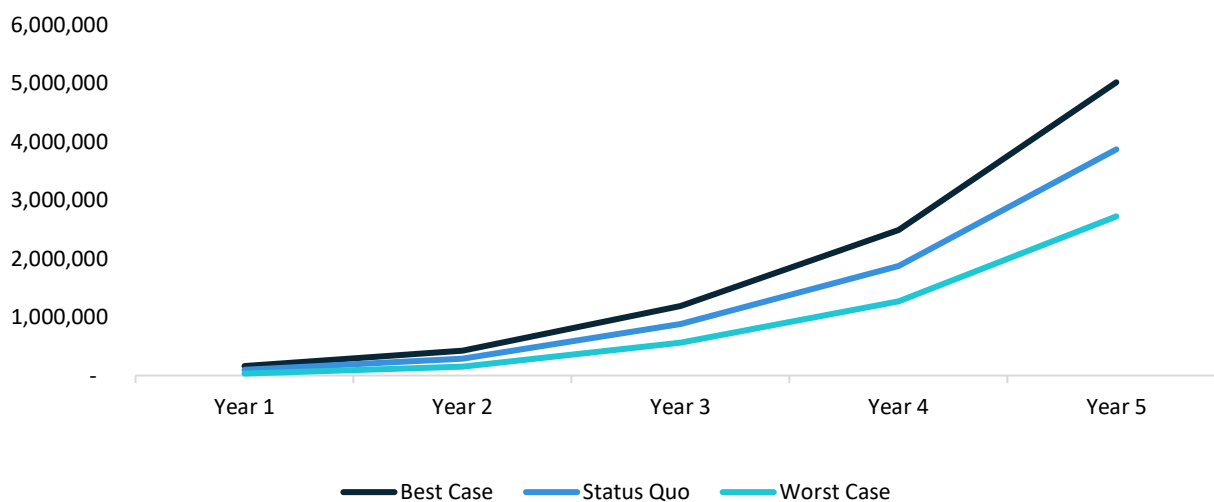
Worst Case Scenario (Revenues Decreased by 15%)

(expressed in Sample Currency)

For the years ended December 31,

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	602,063	1,256,047	2,735,289	5,029,423	9,195,051
Cost of Services	236,839	461,924	938,138	1,600,155	2,697,058
Gross margin	365,224	794,123	1,797,151	3,429,267	6,497,993
Operating expenses	246,732	493,464	986,928	1,727,124	3,022,467
EBITDA	118,492	300,659	810,223	1,702,143	3,475,526
Depreciation and amortization expense	85,000	154,331	250,871	428,380	752,911
Interest expense	-	-	-	-	-
Earnings (loss) before taxes	33,492	146,328	559,353	1,273,764	2,722,615

Sensitivity Analysis (Earnings Before Taxes)

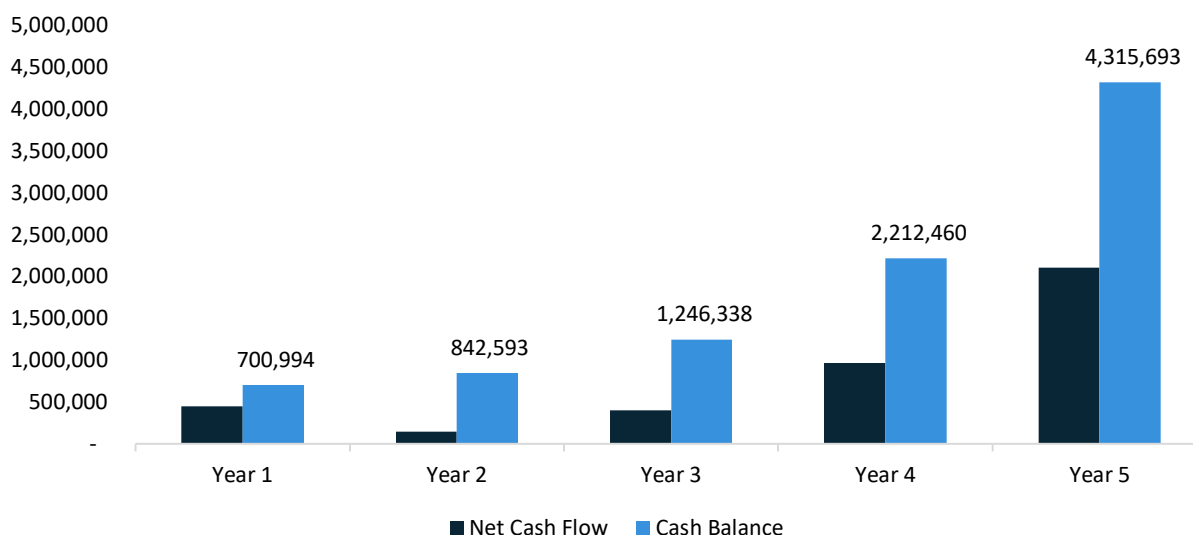




7.8. Projected Cash Flow

Pro Forma Statement of Cash Flows					
(expressed in Sample Currency)					
For the years ended December 31,					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash provided from (used in):					
CASH FLOW FROM (USED IN) OPERATING ACTIVITIES:					
Net income (loss)	83,252	243,497	745,022	1,597,089	3,288,922
Adjustments for:					
Depreciation and amortization	85,000	154,331	250,871	428,380	752,911
(Increase)/decrease in accounts receivable	(68,976)	(52,147)	(142,646)	(221,228)	(401,700)
(Increase)/decrease in inventory	-	-	-	-	-
(Increase)/decrease in prepaid expenses	(3,506)	(2,651)	(7,251)	(11,246)	(20,420)
Increase/(decrease) in accounts payable	20,224	20,224	40,448	60,672	106,176
	115,994	363,254	886,444	1,853,667	3,725,889
CASH FLOW FROM (USED IN) FINANCING ACTIVITIES:					
Issuance of debt	-	-	-	-	-
Issuance of share capital	635,000	-	-	-	-
Repayment of debt	-	-	-	-	-
Distributions	-	-	-	-	-
	635,000	-	-	-	-
CASH FLOW FROM (USED IN) INVESTING ACTIVITIES:					
Additions to capital assets	(300,000)	(221,655)	(482,698)	(887,545)	(1,622,656)
	(300,000)	(221,655)	(482,698)	(887,545)	(1,622,656)
Change in cash	450,994	141,599	403,745	966,122	2,103,233
Cash, Beginning of year	250,000	700,994	842,593	1,246,338	2,212,460
Cash, end of year	700,994	842,593	1,246,338	2,212,460	4,315,693

Cash Balance

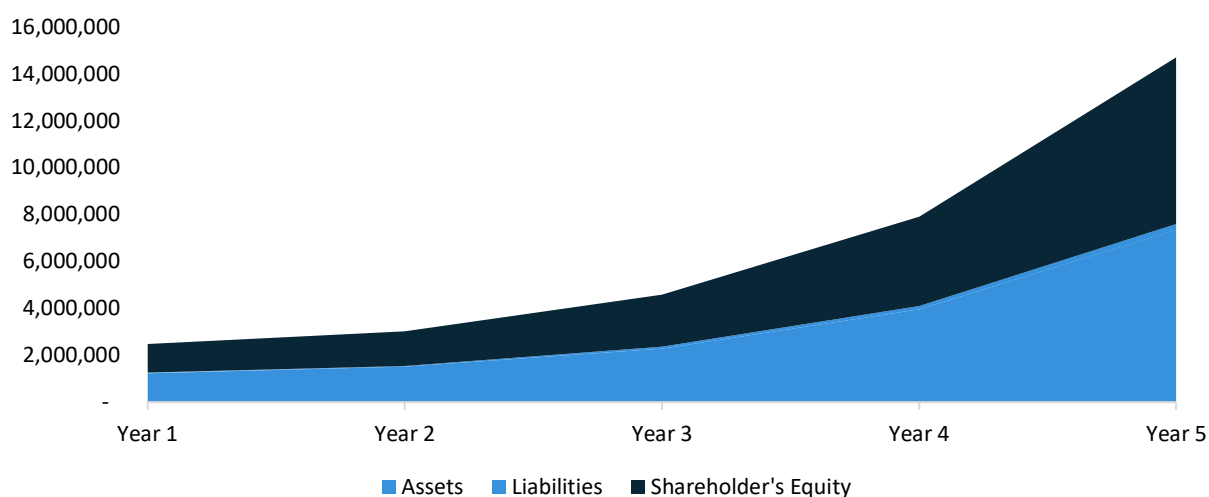




7.9. Projected Balance Sheet

Pro Forma Balance Sheet					
(expressed in Sample Currency)					
For the years ended December 31,					
	Year 1	Year 2	Year 3	Year 4	Year 5
ASSETS					
Current assets					
Cash	700,994	842,593	1,246,338	2,212,460	4,315,693
Accounts receivable	68,976	121,123	263,769	484,997	886,697
Inventory	-	-	-	-	-
Prepaid expenses	3,506	6,157	13,408	24,654	45,074
Long term assets					
PPE, net	465,000	532,324	764,152	1,223,317	2,093,062
Land	-	-	-	-	-
Total Assets	1,238,476	1,502,197	2,287,668	3,945,429	7,340,526
LIABILITIES					
Current liabilities					
Account payable	20,224	40,448	80,896	141,568	247,743
Long term liabilities					
Long term loan	-	-	-	-	-
Total liabilities	20,224	40,448	80,896	141,568	247,743
SHAREHOLDER'S EQUITY					
Owner's equity	1,135,000	1,135,000	1,135,000	1,135,000	1,135,000
Retained earnings	83,252	326,749	1,071,772	2,668,861	5,957,783
Total shareholder's equity	1,218,252	1,461,749	2,206,772	3,803,861	7,092,783
Total liabilities and shareholder's equity	1,238,476	1,502,197	2,287,668	3,945,429	7,340,526

Balance Sheet



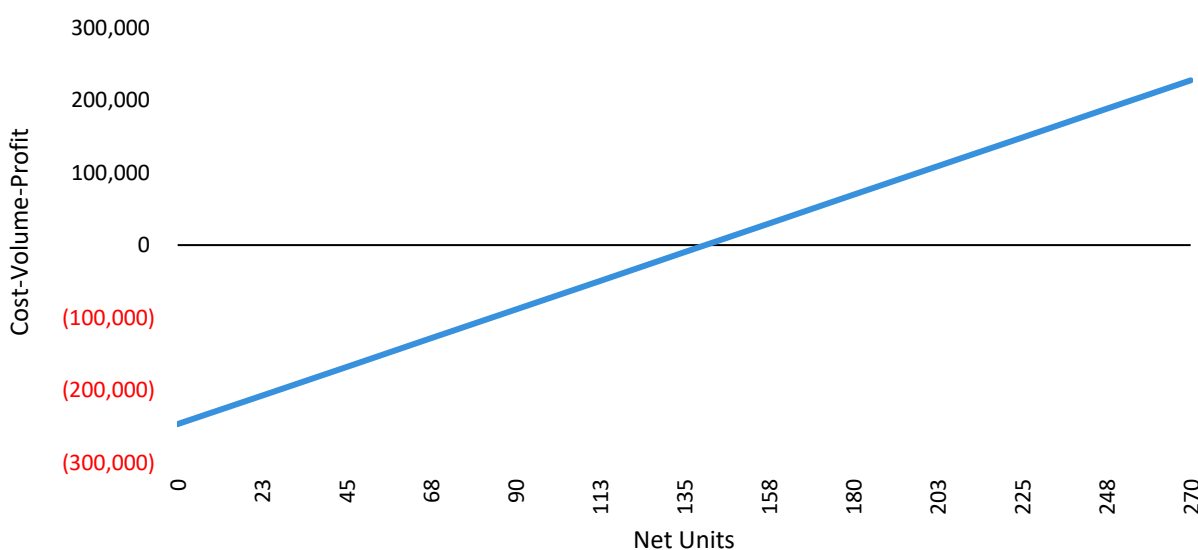


7.10. Break-Even Analysis

Break Even Analysis	
Total Fixed Expenses (Year 1)	246,732
Contribution margin (per unit)	
Selling price	2,700.00
Variable costs	945.00
Contribution Margin	1,755
Breakeven even units	141
Breakeven sales	379,620

Break Even Analysis					
Units	Revenue	Fixed Costs (FC)	Variable Cost (VC)	Total Cost (FC+VC)	Net Profit
0	0	246,732	0	246,732	(246,732)
23	60,750	246,732	21,263	267,995	(207,245)
45	121,500	246,732	42,525	289,257	(167,757)
68	182,250	246,732	63,788	310,520	(128,270)
90	243,000	246,732	85,050	331,782	(88,782)
113	303,750	246,732	106,313	353,045	(49,295)
135	364,500	246,732	127,575	374,307	(9,807)
158	425,250	246,732	148,838	395,570	29,681
180	486,000	246,732	170,100	416,832	69,168
203	546,750	246,732	191,363	438,095	108,656
225	607,500	246,732	212,625	459,357	148,143
248	668,250	246,732	233,888	480,620	187,631
270	729,000	246,732	255,150	501,882	227,118

Break Even Analysis

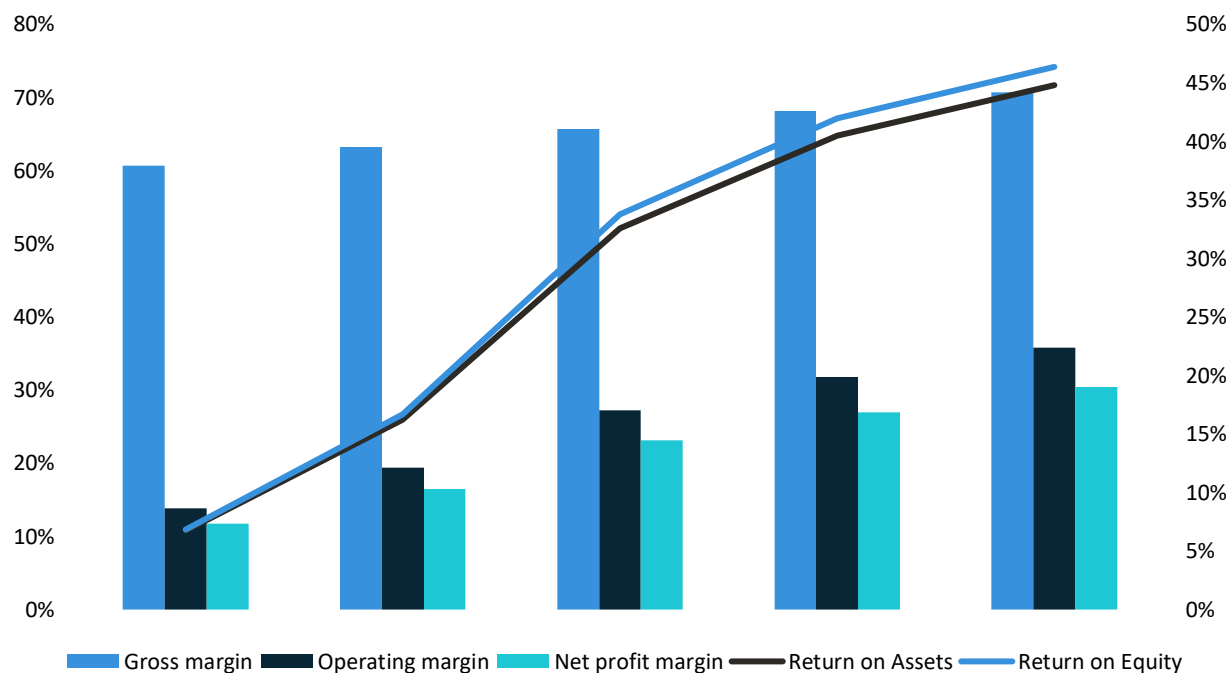




7.11. Financial Indicators

Ratio Analysis					
	Year 1	Year 2	Year 3	Year 4	Year 5
Liquidity ratios					
Current	38.25	23.98	18.83	19.23	21.18
Quick	38.25	23.98	18.83	19.23	21.18
Acid Test	38.07	23.83	18.67	19.05	21.00
Activity ratios					
Account receivable turnover	12.13	15.55	16.72	15.80	15.77
Inventory turnover	0.00	0.00	0.00	0.00	0.00
Total asset turnover	0.57	0.98	1.41	1.50	1.47
Profitability ratios					
Gross margin	60.66%	63.22%	65.70%	68.18%	70.67%
Operating margin	13.83%	19.39%	27.24%	31.75%	35.77%
Net profit margin	11.75%	16.48%	23.15%	26.99%	30.40%
Return on assets	6.72%	16.21%	32.57%	40.48%	44.80%
Return on equity	6.83%	16.66%	33.76%	41.99%	46.37%
Leverage					
Debt to equity	0.02	0.03	0.04	0.04	0.03
Debt to assets	0.02	0.03	0.04	0.04	0.03
Interest coverage	0.00	0.00	0.00	0.00	0.00

Ratio Analysis





8.0 Appendix

8.1. Monthly Profit and Loss

Pro Forma Income Statement												
(expressed in Sample Currency)												
For the year ended December 31,												
	Year 1											
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	48,600	50,371	52,180	54,027	55,911	57,832	59,790	61,785	63,816	65,884	67,987	70,126
Direct cost of revenue	19,170	19,859	20,562	21,280	22,012	22,758	23,518	24,292	25,080	25,881	26,696	27,524
Gross profit	29,430	30,512	31,618	32,747	33,899	35,074	36,272	37,493	38,737	40,003	41,291	42,601
Expenses												
Advertising & Promotion	5,500	5,500	5,500	5,500	5,500	5,500	5,500	5,500	5,500	5,500	5,500	5,500
Bank Service Charges	27	27	27	27	27	27	27	27	27	27	27	27
Computer, Internet & Phone	785	785	785	785	785	785	785	785	785	785	785	785
Continuing Education	30	30	30	30	30	30	30	30	30	30	30	30
Insurance Expense	40	40	40	40	40	40	40	40	40	40	40	40
Meals & Entertainment	90	90	90	90	90	90	90	90	90	90	90	90
Office & Other Supplies	500	500	500	500	500	500	500	500	500	500	500	500
Outside Services	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700	3,700
Professional Fees	124	124	124	124	124	124	124	124	124	124	124	124
Repairs & Maintenance	175	175	175	175	175	175	175	175	175	175	175	175
Salaries & Wages	9,100	9,100	9,100	9,100	9,100	9,100	9,100	9,100	9,100	9,100	9,100	9,100
Servers & Infrastructure	340	340	340	340	340	340	340	340	340	340	340	340
Software & Subscriptions	150	150	150	150	150	150	150	150	150	150	150	150
Total Expenses	20,561	20,561	20,561	20,561	20,561	20,561	20,561	20,561	20,561	20,561	20,561	20,561
EBITDA	8,869	9,951	11,057	12,186	13,338	14,513	15,711	16,932	18,176	19,442	20,730	22,040
Depreciation and amortization expense	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167	4,167
Interest expense	-	-	-	-	-	-	-	-	-	-	-	-
Earnings (loss) before taxes	4,702	5,784	6,890	8,019	9,171	10,346	11,544	12,765	14,009	15,275	16,563	17,873
Income taxes	705	868	1,034	1,203	1,376	1,554	1,732	1,915	2,103	2,296	2,494	2,697
Net income (loss)	3,997	4,917	5,857	6,816	7,795	8,792	9,812	10,850	11,906	12,979	14,069	15,176



8.2. Monthly Statement of Cash Flows

Pro Forma Statement of Cash Flows

(expressed in Sample Currency)

For the years ended December 31,

	Year 1											
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash provided from (used in):												
CASH FLOW FROM (USED IN) OPERATING ACTIVITIES:												
Net income (loss)	3,997	4,917	5,857	6,816	7,795	4,544	5,563	6,601	7,658	8,734	9,829	10,942
Adjustments for:												
Depreciation and amortization	4,167	4,167	4,167	4,167	4,167	9,167	9,167	9,167	9,167	9,167	9,167	9,167
(Increase)/decrease in accounts receivable	(47,803)	(1,742)	(1,779)	(1,816)	(1,853)	(1,890)	(1,926)	(1,962)	(1,998)	(2,034)	(2,069)	(2,103)
(Increase)/decrease in inventory	-	-	-	-	-	-	-	-	-	-	-	-
(Increase)/decrease in prepaid expenses	(2,430)	(89)	(90)	(92)	(94)	(96)	(98)	(100)	(102)	(103)	(105)	(107)
Increase/(decrease) in accounts payable	20,224	-	-	-	-	-	-	-	-	-	-	-
	(21,846)	7,253	8,153	9,074	10,015	11,725	12,705	13,705	14,725	15,764	16,822	17,899
CASH FLOW FROM (USED IN) FINANCING ACTIVITIES:												
Issuance of debt	-	-	-	-	-	-	-	-	-	-	-	-
Issuance of share capital	-	-	-	-	-	635,000	-	-	-	-	-	-
Repayment of debt	-	-	-	-	-	-	-	-	-	-	-	-
Distributions	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	635,000	-	-	-	-	-	-
CASH FLOW FROM (USED IN) INVESTING ACTIVITIES:												
Additions to capital assets	-	-	-	-	-	(300,000)	-	-	-	-	-	-
	-	-	-	-	-	(300,000)	-	-	-	-	-	-
Change in cash	(21,846)	7,253	8,153	9,074	10,015	346,725	12,705	13,705	14,725	15,764	16,822	17,899
Cash, Beginning of year	250,000	228,154	235,407	243,561	252,635	262,649	609,375	622,080	635,785	650,510	666,273	683,095
Cash, end of year	228,154	235,407	243,561	252,635	262,649	609,375	622,080	635,785	650,510	666,273	683,095	700,994



8.3. Valuation

Valuation

Parameters						
WACC	17.00%					
Cash Flows	2023	2024	2025	2026	2027	Cumulative
Revenue	578,371	1,171,367	2,550,515	4,689,103	8,571,963	17,561,319
EBITDA	115,018	267,929	730,783	1,543,909	3,164,978	5,822,617
Cash Flows	372,492	49,827	191,944	537,450	1,265,023	2,416,736
EBITDA % of Revenue	19.9%	22.9%	28.7%	32.9%	36.9%	33.2%
Cash Flows % of Revenue	64.4%	4.3%	7.5%	11.5%	14.8%	13.8%

Discounted Cash Flows							
Period		1.0	2.0	3.0	4.0	5.0	
Discounted Cash Flows	Discount rate	12%	332,582	39,722	136,622	341,559	717,808
		15%	325,320	38,006	127,867	312,691	642,793
		17%	318,369	36,399	119,844	286,810	576,991
		20%	311,709	34,892	112,479	263,552	519,109
		22%	305,321	33,477	105,705	242,604	468,058
							1,568,293
							1,446,678
							1,338,414
							1,241,741
							1,155,165

Terminal Value

Last year EBITDA	3,164,978	Terminal Value (VT)						EBITDA multiple						Discounted Terminal Value					
		Discount rate	Constant growth rate			Discount rate	Constant growth rate			Discount rate	Constant growth rate								
			1.50%	2.00%	2.50%		1.50%	2.00%	2.50%		1.50%	2.00%	2.50%						
Last year CF	1,265,023	12%	12,228,556	12,903,235	13,648,933	12%	4.1x	4.3x	4.6x	12%	6,938,811	7,321,642	7,744,771						
Last year period	5	15%	9,876,911	10,322,588	10,805,405	15%	3.3x	3.5x	3.7x	15%	5,018,728	5,245,189	5,490,522						
Discount rate	17.00%	17%	8,283,861	8,602,157	8,942,404	17%	2.8x	2.9x	3.1x	17%	3,778,361	3,923,540	4,078,730						
Spread for discount rate	2.50%	20%	7,133,325	7,373,277	7,627,345	20%	2.5x	2.5x	2.6x	20%	2,927,200	3,025,666	3,129,925						
Constant growth rate	2.00%	22%	6,263,407	6,451,618	6,649,480	22%	2.2x	2.3x	2.3x	22%	2,317,456	2,387,094	2,460,303						
Spread for growth rate	0.50%																		

Valuation (enterprise value)- Discounted Cash Flows + Terminal Value

Discount Rate	Constant growth rate = 1.50%					Constant growth rate = 2.00%					Constant growth rate = 2.50%				
	12.00%	14.50%	17.00%	19.50%	22.00%	12.00%	14.50%	17.00%	19.50%	22.00%	12.00%	14.50%	17.00%	19.50%	22.00%
Calcul of the Enterprise Value															
Cumulated discounted CF	1,568,293	1,446,678	1,338,414	1,241,741	1,155,165	1,568,293	1,446,678	1,338,414	1,241,741	1,155,165	1,568,293	1,446,678	1,338,414	1,241,741	1,155,165
Terminal Value	6,938,811	5,018,728	3,778,361	2,927,200	2,317,456	7,321,642	5,245,189	3,923,540	3,025,666	2,387,094	7,744,771	5,490,522	4,078,730	3,129,925	2,460,303
Enterprise Value	8,507,104	6,465,406	5,116,775	4,168,942	3,472,621	8,889,935	6,691,867	5,261,954	4,267,408	3,542,259	9,313,064	6,937,200	5,417,144	4,371,666	3,615,468
Attribution															
% of the value linked to projections	18.4%	22.4%	26.2%	29.8%	33.3%	17.6%	21.6%	25.4%	29.1%	32.6%	16.8%	20.9%	24.7%	28.4%	32.0%
% of the value linked to terminal value	81.6%	77.6%	73.8%	70.2%	66.7%	82.4%	78.4%	74.6%	70.9%	67.4%	83.2%	79.1%	75.3%	71.6%	68.0%
Valuation Multiples															
Enterprise Value / Sales This Year	3.3x	2.5x	2.0x	1.6x	1.4x	3.5x	2.6x	2.1x	1.7x	1.4x	3.7x	2.7x	2.1x	1.7x	1.4x
Enterprise Value / EBITDA Year 1	11.6x	8.8x	7.0x	5.7x	4.8x	12.2x	9.2x	7.2x	5.8x	4.8x	12.7x	9.5x	7.4x	6.0x	4.9x
EBITDA multiple - last year	4.1x	3.3x	2.8x	2.5x	2.2x	4.3x	3.5x	2.9x	2.5x	2.3x	4.6x	3.7x	3.1x	2.6x	2.3x
Enterprise Value / Terminal Value	1.2x	1.3x	1.4x	1.4x	1.5x	1.2x	1.3x	1.3x	1.4x	1.5x	1.2x	1.3x	1.3x	1.4x	1.5x



9.0 References

- i Sample Source
- ii Sample Source
- iii Sample Source
- iv Sample Source
- v Sample Source
- vi Sample Source
- vii Sample Source
- viii Sample Source
- ix Sample Source
- x Sample Source
- xi Sample Source
- xii Sample Source
- xiii Sample Source
- xiv Sample Source
- xv Sample Source
- xvi Sample Source
- xvii Sample Source
- xviii Sample Source
- xix Sample Source
- xx Sample Source