

CONFIDENTIAL

Space Chimp Brewery

Business Plan

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Executive Summary

At Space Chimp Brewery, we are proud to go above and beyond the standard expectations of a brewery/restaurant. Our carefully curated menu combines classic comfort foods with bold and innovative flavors. Whether you prefer traditional dishes or crave exciting culinary adventures, our menu offers a wide range of options to satisfy every palate. From our mouthwatering craft sausages and hot dogs to our irresistible pizzas and burgers, each dish is thoughtfully prepared and presented in a way that pushes the boundaries of culinary creativity. Our ultimate mission is to provide a dining experience that is truly unique, and sophisticated and encourages customers to explore the art of beer and food pairing. To achieve this, we have crafted an innovative and flavorful menu that showcases premium, high-quality ingredients while still maintaining affordable prices.

Market projections indicate that the quick-service restaurant sector in the United States is poised for significant growth, with an estimated increase of \$111 billion over the next fifteen years, resulting in a total market value of \$275.7 billion by 2022. Similarly, full-service restaurants have also experienced substantial growth, with projected earnings surpassing \$76.5 billion in 2022. The restaurant industry has become an integral part of everyday life for many Americans, impacting not only personal experiences but also professional spheres. Additionally, the restaurant sector plays a vital role in employment, with an astonishing 12.5 million individuals working within the industry in 2022. In terms of sales, eating and drinking establishments in the United States generated \$88.0 billion on a seasonally adjusted basis, as reported by the U.S. Census Bureau. This represents a 0.4% increase from the previous month's revised sales of \$87.7 billion. Our goal is to achieve a revenue of \$700K within the first year of operation while maintaining a healthy profit margin of 3%. This revenue target reflects our confidence in the market demand for our high-quality craft beers and the unique dining experience we offer. At Space Chimp Brewery, we are committed to providing our customers with exceptional brews that not only satisfy their taste buds but also meet the industry standard for alcohol content. Our brewery and restaurant will feature a diverse selection of handcrafted beers with an alcohol content that closely aligns with the widely accepted benchmark of 5%. This ensures that our offerings are in line with the expectations of beer enthusiasts and connoisseurs.

To capitalize on the immense market potential, we have gone above and beyond to create beers that truly set us apart from our competitors. Our beers are not only brewed in-house, but also meticulously crafted using only the finest natural ingredients. While this level of dedication may require a bit more time, we firmly believe that the exceptional quality of our beers will be fully appreciated with every sip. Our food menu will feature a wide selection of dishes crafted from natural, high-quality ingredients. We are committed to supporting local farmers and butchers, as we believe in the importance of maintaining strong ties within our community and mutually benefiting from one another. By sourcing our ingredients from local suppliers, we can ensure the freshness and sustainability of our offerings while positively contributing to our local economy.

Our team of co-founders brings a wealth of experience and knowledge to Space Chimp Brewery. Damien, with over 7 years of restaurant experience, possesses a deep understanding of the industry. He has honed his skills and expertise throughout his career and was even groomed by his previous employer to eventually become a restaurant owner himself. With his passion for the culinary arts and his keen business acumen, Damien will play a pivotal role in steering our company in the right direction. Andrew, on the other hand, has a strong background in the brewing industry. Having worked for Anheuser-Busch, Andrew has acquired a comprehensive understanding of the brewery process. His expertise ensures that we will consistently produce the highest quality products for our beers. Andrew's knowledge of sourcing top-notch ingredients and his dedication to brewing excellence will allow us to deliver a remarkable beer experience to our customers.

Company Overview

Background

At Space Chimp Brewery, we pride ourselves on being more than just a typical brewery/restaurant. We have carefully crafted a menu that offers the best of both worlds: classic comfort foods and bold, unique flavors. Whether you're a traditionalist or an adventurous foodie, our menu has something for everyone.

Our menu features an array of mouthwatering craft sausages, hot dogs, pizzas, and burgers, all expertly prepared and served in innovative and unexpected ways. We believe in pushing the boundaries of culinary creativity, offering combinations that will tantalize your taste buds and leave you wanting more. And let's not forget about our irresistible sides, including generous portions of fries, tots, and sweet potato fries topped with an array of creative and delicious toppings.

But it's not just about the food. At Space Chimp Brewery, we are passionate about beer. We take pride in offering a wide selection of freshly brewed beers, as well as locally sourced brews, all on tap and ready to be enjoyed. Whether you're a beer connoisseur or simply appreciate a good pint, our beer menu is sure to impress.

Not only do we want to provide a memorable dining experience, but we also want to share our love for beer with the community. That's why we plan on producing enough beer to sell in kegs and growlers to outside parties. We strive for continuous growth, aiming to become a reputable name in the industry.

And it doesn't end there. We want to bring the Space Chimp experience into your home as well. That's why we offer fresh-made sausages for sale, allowing you to taste our delicious creations at home with you.

When you step into Space Chimp Brewery, you'll be greeted by a bright and welcoming atmosphere. We've designed our venue to be casual yet unique, providing a dining experience that is both comfortable and unforgettable. Our space-themed decor, combined with elements of popular and local culture, creates a truly one-of-a-kind ambiance.

But it's not just the atmosphere that sets us apart. Our menu items are cleverly named to catch your eye and make you smile. To further enhance the experience, we've enlisted the talents of an artist to create our very own Space Chimp mascot. And let's not forget about our beer labels, featuring delightful and inviting pinup girls in a fun and playful cartoon style.

We believe that every occasion should be celebrated, which is why we go above and beyond to make the most of every holiday. From special menu items to festive decorations and themed events, we create an atmosphere that the whole family can enjoy. And who knows, you might even be treated to the occasional live music performance or a sidesplitting comedy show.

So whether you're looking to unwind with a beer and a hot dog while watching the game, or if you want to celebrate a special occasion with friends and family, Space Chimp Brewery is the place to be. We guarantee an experience that will leave a lasting impression and memories that you won't soon forget.

Company description

The craft brewery and restaurant will be located in a high-traffic area on the Space Coast. The restaurant will focus on offering homemade sausages, pizzas, and burgers, as well as a selection of high-quality fries, tots, onion rings, and sweet potato fries. Some of these options will be smothered in cheese and topped with ingredients such as pastrami, chili, macaroni, and cheese, or other creative combinations. Our menu will rotate according to the season, special occasions, or to complement our range of brews. The brewery will specialize in producing small-batch beers that will vary from season to season, all carefully crafted to pair well with our menu. Additionally, we plan on distributing kegs of our beers to external establishments such as restaurants, breweries, local stores, and even cruise ships. Space Chimp Brewery and Restaurant will be open seven days a week, with the following operating hours: Sunday - Wednesday: 11:00 a.m. - 8:00 p.m., Thursday - Friday: 11:00 a.m. - 12:00 a.m., and Saturday: 9:00 a.m. - 12:00 a.m. Please note that hours may be subject to change during holidays and special events.

Ownership

The restaurant will be owned and operated by Damien Herman and Andrew Gangwer. Damien has a background in construction but has always carried a passion for cooking. Having grown up in a family business, he possesses a wealth of experience in dealing directly with customers and ensuring their satisfaction with the products offered. In 2016, Damien developed a strong passion for the restaurant industry and began working part-time at a local establishment. Starting from the grill, he learned the art of cooking and subsequently moved to the front of the house, mastering the art of customer interaction and service. Recognizing Damien's dedication and enthusiasm, the restaurant owner allowed him to gain comprehensive knowledge of running a business. Damien's passion for the restaurant industry continues to grow, and he now aspires to dedicate all of his time and efforts to running his establishment. Andrew, on the other hand, possesses a passion for craft beer and currently holds a position in operations at the Anheuser Busch Brewery in Jacksonville, FL. Despite starting his career in construction, his interest in beer eventually led him to pursue the path that truly resonated with him. Andrew boasts extensive knowledge of various beer types and styles from around the world, along with the expertise to expertly pair them with different culinary offerings. Furthermore, he possesses a particular passion for smoking meats and discovering innovative ways to incorporate them into menu creations.

Legal structure Space Chimp will be organized as a corporation, owned and operated by Andrew Gangwer (brewmaster) and Damien Herman (chef) doing business as Space Chimp Brewery.

Mission & Vision

Mission

The mission of Space Chimp Brewery is to provide a distinctive and sophisticated dining experience that encourages customers to explore their culinary creativity while learning the art of beer and food pairing. We are committed to achieving this objective by offering an innovative and flavorful menu that showcases high-quality ingredients at affordable prices. Additionally, we prioritize the well-being of both our customers and staff, treating each individual with utmost dignity and respect, as if they were members of our own family.

Vision

Our vision is to establish Space Chimp Brewery as a leading restaurant that competes with the best in the industry. We aim to position ourselves for national expansion through franchise opportunities.

Goals

- To become the top craft restaurant and brewery in our region.
- To deliver a distinctive dining experience that combines exceptional food, great company, reasonable prices, and outstanding service. Our goal is to achieve a cover ratio of 1.00x during both lunch and dinner services.
- To maintain prime cost ratios below 65%.

Guiding Principles

At Space Chimp Brewery, we embrace the principle of mindfulness towards our customers and staff. Aligned with our core family values, we treat every individual with the same level of care and respect that we would expect for ourselves. We are grateful for the contributions, service, labor, and time of our customers, employees, and vendors, as their support is integral to the success of our business. Furthermore, we are dedicated to providing warm and friendly service that is characteristic of a fun and relaxed restaurant environment, ensuring customer satisfaction and fostering repeat visits.

Keys to Success

Our success hinges on building strong relationships with our customers, motivating them to become loyal patrons who enthusiastically recommend us to their friends and families. Word-of-mouth marketing is a powerful asset for our business. To achieve this, we prioritize hiring exceptional staff and offering comprehensive training programs to ensure their continued growth and high performance. We also recognize the importance of location, aiming for convenience and accessibility to our target market, as we strive to minimize travel distances. Finally, our success is

dependent on a diverse menu that highlights our signature house-made sausages, pizzas, smoked meats, and other beloved dishes, all skillfully presented in inventive and unique ways. It is essential that our prices are reasonable to establish our credibility in the market.

Team

At Space Chimp Brewery, our exceptional team is led by Damien Herman and Andrew Gangwer. With their vast experience and unrivaled expertise, they are perfectly positioned to elevate our business to unprecedented heights.

Damien

Damien brings extensive experience in restaurant management and will play a vital role in ensuring the smooth operation of our restaurant. With over 7 years of experience as both a cook and manager, Damien has acquired valuable insights into the restaurant industry. His previous employer recognized his potential and provided him with opportunities to understand the nuances of the business, fostering his ambition to one day establish his restaurant.

Andrew

Andrew, our accomplished brewmaster, will oversee the production of our exceptional brews. With more than 7 years of experience at Anheuser Busch, Andrew possesses a deep understanding of brewery operations. He has honed his skills in various stages of the brewing process, ensuring the highest quality standards.

Damien and Andrew will collaborate closely in the early stages, utilizing their combined expertise to ensure flawless execution. We plan to expand the management team by hiring a skilled sales director, general manager, and kitchen manager. We will invest in a state-of-the-art POS system to streamline processes and improve kitchen and wait staff communication. The system will also track food usage and facilitate payroll management. With the POS system, we can generate profit and loss statements and handle sales tax efficiently. Our goal at Space Chimp Brewery is to deliver an unparalleled dining experience with the support of our skilled team and cutting-edge technology. Join us on this journey to new culinary and brewing heights.

Product & Services

Food & Beer

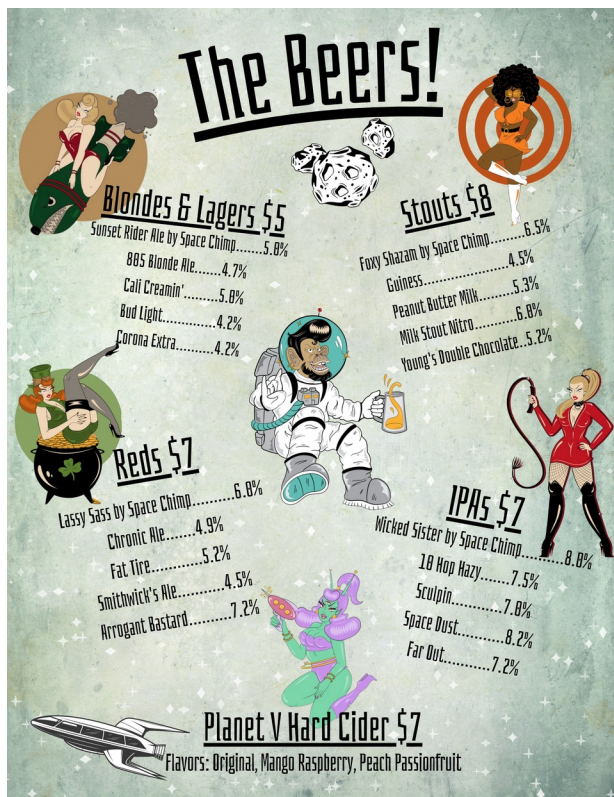
Space Chimp Brewery takes great pride in presenting its exceptional menu, showcasing a diverse range of comforting dishes that are adored by our valued customers. The carefully curated menu features an enticing selection of craft sausages, hot dogs, pizzas, and burgers, all served with innovative and creative twists that will pleasantly surprise our patrons.



These delectable offerings have been thoughtfully designed to complement our extensive array of freshly brewed or locally sourced beers on tap. Additionally, we offer generous portions of expertly prepared fries, tots, and sweet potato fries, all topped with a delightful array of inventive ingredients. We are committed not only to providing an exceptional dining experience within our restaurant but also to expanding our presence beyond our walls.

Space Chimp Brewery has strategic plans to supply a plentiful amount of beer, available for purchase in kegs or growlers to external parties. This approach will enable us to achieve continuous growth, both in terms of size and reputation. Moreover, we are thrilled to offer our customers the convenience and enjoyment of taking home our freshly made sausages, providing them with a delectable option for their grilling needs. With our unwavering commitment to culinary innovation, exceptional brews, and customer

satisfaction, Space Chimp Brewery is poised to become a cherished destination for food and beer enthusiasts alike.



Our beer menu will be the differentiating factor that sets us apart from our competitors. We will offer a wide variety of beers, providing our customers with an extensive selection to choose from. Each beer will possess a unique and distinctive flavor profile, setting them apart from your everyday brews. Our beers undergo a natural carbonation process, which may take longer, but undoubtedly results in a superior end product. We prioritize having complete control over our ingredients, such as smoking our own hops for brewing and grinding our own meat for burgers and sausages. Our ultimate goal is to deliver a fresh and unparalleled experience in both our food and drink offerings.

Market Analyses

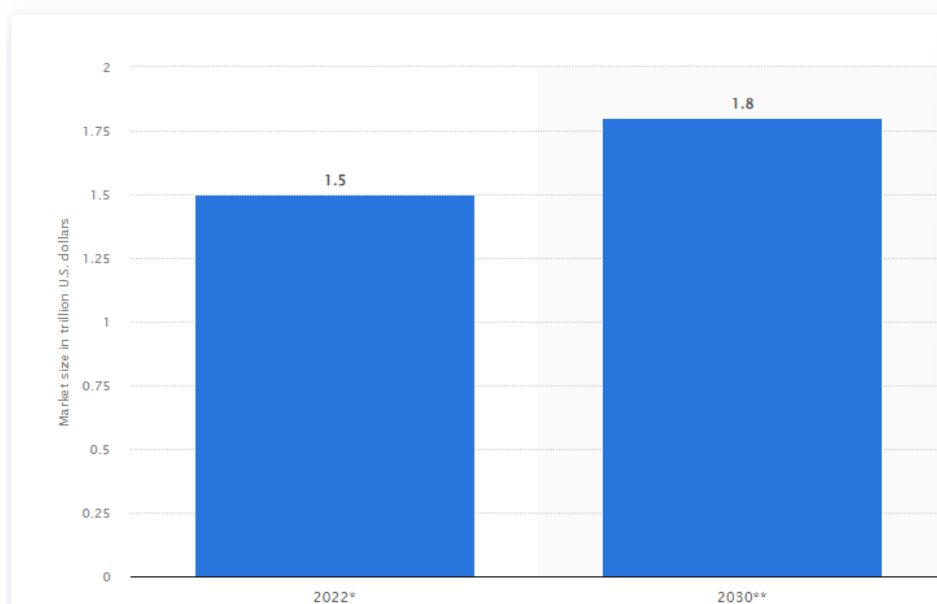
Industry

Industry Analysis

According to [Statista](#), the restaurant industry in the United States plays a vital role in both the domestic and international economies. U.S. restaurant chains have gained global recognition and contribute significantly to the country's GDP. Projections indicate that the U.S. quick-service restaurant sector is expected to experience substantial growth, with an estimated increase of approximately \$111 billion over fifteen years, reaching a total of \$275.7 billion by 2022. Similarly, full-service restaurants have also witnessed significant growth in recent years, with estimated earnings surpassing \$76.5 billion in 2022. The restaurant industry has become an integral part of daily life for many Americans, impacting both personal and professional spheres. Furthermore, the restaurant

sector is a significant employer, with the number of employees in the industry reaching 12.5 million in 2022.

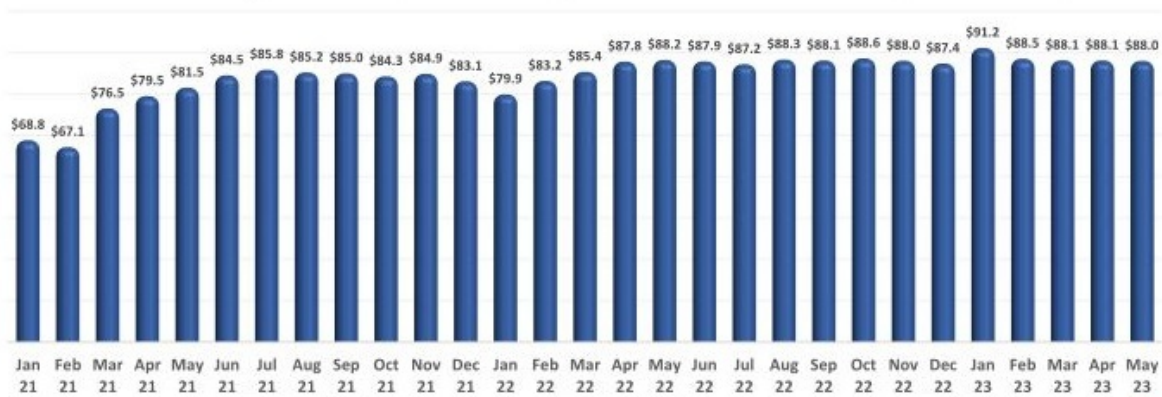
(in trillion U.S. dollars)



On a global scale, the full-service restaurant market is projected to reach a staggering \$1.5 trillion by 2022, and this figure is expected to surge to a remarkable \$1.8 trillion by 2030.

According to the [National Restaurant Association](#), in May, eating and drinking establishments in the United States achieved sales of \$88.0 billion on a seasonally adjusted basis, as reported by the U.S. Census Bureau. This represented a 0.4% increase from the previous month's revised sales of \$87.7 billion.

Inflation-adjusted Eating and Drinking Place Sales (billions of May 2023 dollars)



Sources: U.S. Census Bureau, Bureau of Labor Statistics, National Restaurant Association; figures are seasonally adjusted and preliminary



Although sales growth has slowed down in recent months, the restaurant industry continues to be a prominent choice for consumers. In the last 12 months, consumer spending in restaurants has risen by 8.0%, while total spending in non-restaurant retail sectors has only experienced a 0.7% increase.

Despite a slight plateau in consumer spending, the National Restaurant Association's surveys indicate that there is still significant pent-up demand. According to a survey conducted from May 19-21, 2023, 44% of adults reported that they are not dining out at restaurants as frequently as they would prefer. This finding is consistent with responses from similar surveys conducted over the past year. Additionally, 34% of adults revealed that they are not ordering takeout or delivery from restaurants as often as they desire, aligning with previous survey results.

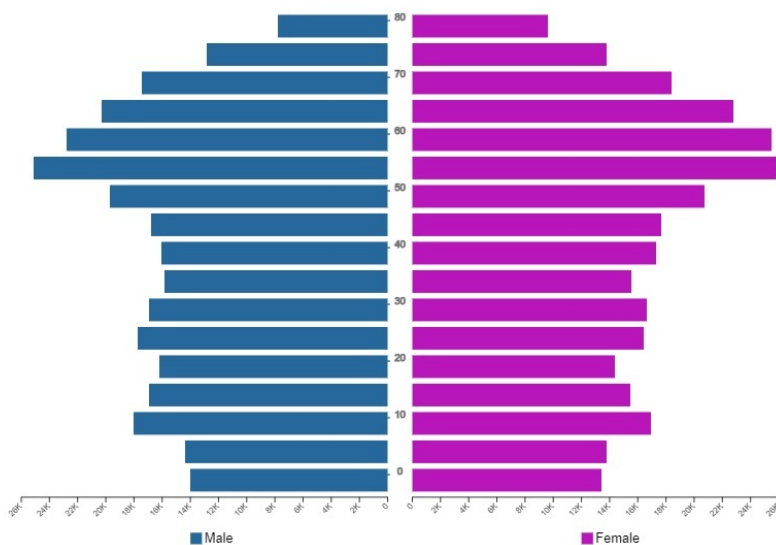
Demographic

The majority of the area of Space Coast falls within Brevard County, which is located in Florida. According to the [World Population Review](#), Brevard County has a total estimated population of 625,584. This county is currently experiencing a growth rate of 1.02%, making it the 10th largest county in Florida.

When looking at the demographic breakdown, the median age of Brevard County residents is 47 years. Out of the total population, there are approximately 305,711 females, accounting for 50.82%, and 295,862 males, accounting for 49.18%.

Furthermore, it is interesting to note that the average earnings in Brevard County are around \$40,015. However, there is a difference when it comes to gender. On average, males in the county earn \$47,552, while females earn an average of \$32,979.

Brevard County, Florida Population Pyramid 2023



Brevard County, Florida Median Age

47 Total
 45.4 Male
 48.7 Female

Brevard County, Florida Adults

There are 490,744 adults, (141,526 of whom are seniors) in Brevard County, Florida.

Brevard County, Florida Age Dependency

72.3 Age Dependency Ratio
 40.5 Old Age Dependency Ratio
 31.7 Child Dependency Ratio

Brevard County, Florida Sex Ratio

Female	305,711	50.82%
Male	295,862	49.18%

Economy

Economic challenges are something every industry will face. Inflation takes a toll on various aspects of the food service industry, from raw materials to labor costs to consumer spending, which can seriously impact the profitability and growth of businesses within the sector. One cannot deny that inflation impacts the food service industry. In August 2023, the United Nations Food and Agriculture Organization's World Price Index registered a decline, averaging 121.4 points, compared to 124.0 points in the previous month. One strategy that can be used to minimize the impact of inflation is the implementation of technology.

Technology

[Hospitalitynet](#) gives us some insight into how technology can influence the restaurant industry. It is currently undergoing a huge digital transformation, with food and beverage establishments of all sizes adopting technology and innovative digital solutions. The resilient F&B sector is no stranger to challenging times. The past few pandemic-fueled years of economic hardship have forced food and beverage outlets to look beyond the traditional. Many restaurants have turned to tech in the last couple of years, even if reluctantly, to adapt to a new reality. One

which includes more contactless technology and is realigned with new customer expectations and wants, while trying to offset the rising operational costs.

Some of the technologies that every restaurant should have or consider introducing are:

1. Contactless payment
2. Digital kitchen boards
3. Self-order kiosks
4. Delivery app
5. QR codes
6. Online table reservation

These technologies will not only make it easier for the restaurant but also its customers.

Competitive Analysis

The US restaurant industry consists of approximately 480,000 restaurants and generates an annual revenue of around \$400 billion. Major players in the industry include Brinker International, the parent company of Chili's Grill & Bar and Maggiano's, as well as Ruby Tuesdays, McDonald's, YUM! Brands (which owns KFC, Pizza Hut, and Taco Bell), and Darden Restaurants (which operates Olive Garden and Red Lobster). It is important to note that this industry is highly fragmented, with the top 50 companies holding only 20% of the market. In terms of local competition, there are several establishments worth mentioning. Sandbar Sports Grill, located by the beach, offers a diverse menu and a wide selection of drinks, with prices ranging from \$11.99 to \$27.99. Beachfly Brewery specializes in brewing their own beers and offers a limited menu of sandwiches and appetizers, with prices ranging from \$9.00 to \$11.00. Long Doggers provides a surf-themed dining experience with options such as burgers, sandwiches, and foot-long hot dogs, with prices ranging from \$4.69 to \$17.29. 4th St. Fillin' Station, a gastro pub, is known for its tacos, bowls, and wings, with prices ranging from \$12 to \$15. Finally, Bugnatty Brewing Co. offers over 20 in-house brewed beers along with pub-style fare, with prices ranging from \$12 to \$21. Each of these local competitors has similarities to our business and serves as inspiration for areas of improvement.

SWOT Analysis

Strengths

- Prime location with convenient access to our brewery/restaurant.

- Meticulously crafted menu featuring classic and unique dishes.
- Exceptional team focused on collaboration and outstanding customer service.
- Experience in restaurant operations and the creation of innovative food items.
- Extensive knowledge of the beer industry, resulting in an unparalleled selection of brews.
- Ability to hand-select market specials and staffing for exceptional quality.
- Commitment to selecting and nurturing employees for unmatched service.

Weaknesses

- We may encounter difficulties in recruiting and retaining high-quality employees.
- Tight profit margins leave little room for error.
- Limited brand awareness.

Opportunities

- The industry presents favorable conditions for immediate business opportunities due to low barriers to entry.
- We have the potential to utilize our space by offering it for events such as wedding receptions, birthday parties, and other gatherings that we can accommodate.
- Internet marketing and sales.

Threats

- Potential challenges from government mandates and regulations.
- Increasing operating costs impacting profitability.
- Competition from supermarkets and convenience stores.
- Consumer perception that home-cooked meals are healthier.

Operations

Locations & Facilities

Space Chimp Brewery will be situated on the Space Coast of Florida. Our brewery and restaurant will operate seven days a week, providing lunch and dinner services with multiple shifts. We will maintain flexible schedules in order to optimize labor based on sales volume and control costs. Our products will be meticulously labeled, rotated, and stored in accordance with industry standards. Damien and Andrew will oversee inventory management and orders

to meet production requirements. Implementation of operational checklists will guarantee adherence to our high standards.

Our restaurant layout has been strategically designed to optimize efficiency and flexibility. Guests will have the convenience of placing their orders at the counter and receiving an order number. Tracking of orders will be carried out by the grill cook using printed tickets. The kitchen will be capable of operating smoothly with a minimum of one cook and a maximum of four cooks, dependent on the volume of orders. Shift changes will involve thorough cleanup, restocking, and meticulous preparation for the following day.

All financial transactions will be settled at the end of each shift. Our closing duties will ensure that the restaurant is fully prepared for the next day, maintaining our commitment to excellence and customer satisfaction.

Production

At Space Chimp Brewery, we hold a strong commitment to sourcing our ingredients from local suppliers, as this allows us to support the community and ensure the freshness and quality of our products. In line with this philosophy, we will establish close partnerships with nearby farms, butchers, and bakeries, enabling us to procure our ingredients directly from them. By doing so, we not only reduce our carbon footprint by minimizing transportation distances, but we also contribute to the local economy.

When it comes to our beer production process, we take utmost care in every step to ensure exceptional quality. Our meticulous attention to sanitation ensures that all components involved in the process are clean and free from contaminants, guaranteeing the purity of our brews.

The process begins by boiling water with the malt, carefully controlling the temperature and duration to extract the desired flavors and aromas. We then add the hops at the appropriate stages, depending on the specific brew type, to impart bitterness, aroma, and balance to the beer.

Once the wort has been prepared, it is cooled to room temperature, and this is where the magic of fermentation begins. We introduce the yeast, which initiates the conversion of sugars into alcohol and carbon dioxide. This fermentation process typically takes around two weeks, allowing the flavors to develop and the beer to mature.

After fermentation is complete, we have two options for further refinement. For certain brews, we choose to capture the essence and carbonation in bottles. Alternatively, we transfer the beer to a conditioning tank, where sugar is added to facilitate a natural carbonation process. This additional step enhances the quality of our beer, resulting in a smoother sensation and a tantalizing experience for the taste buds.

The entire production process, from start to finish, spans approximately one month. Throughout this time, we maintain rigorous quality control measures to ensure that every batch meets our high standards of excellence. By

following these meticulous steps, we are able to deliver a truly remarkable end product that stands out from commonly encountered mass-produced beers.

Marketing & Sales

Marketing

Promotion & Advertising

- **Word of Mouth** - Space Chimp Brewery intends to establish a strong reputation within the local community, aiming to encourage repeat business and word-of-mouth referrals. By delivering personalized and friendly service, along with an exceptional dining experience, we strive to leave a lasting impression that will entice customers to revisit and explore our menu.
- **Direct Mail** - We will employ bulk mailing, either directly to potential customers or by including a postcard in a value-pack-type mailing.
- **Event Marketing** - Space Chimp Brewery plans to participate in local events and join the local chamber of commerce to leverage their networking services. This will be especially advantageous for our grand opening and other community events.
- **Website**
- **Social Media** - The social media pages will provide customers with visuals of our menu items and the events we participate in or host.

Space Chimp Brewery will remain up-to-date with industry trends by maintaining a comprehensive website and having a presence on various social media platforms. Our website will provide easy access to our menu, location map, and operating hours. Additionally, it will feature information about any upcoming events at the restaurant. We will also offer online ordering for both delivery and pickup services.

Marketing Programs

Space Chimp Brewery's initial marketing campaign will incorporate multiple strategies. We will explore the use of a local mailing service program and consider advertising through local radio or television. Furthermore, we will actively participate in local events, reaching out to potential customers by offering samples and setting up a food cart or booth to showcase a selection of our menu items.

Ongoing - We will diligently maintain our databases and utilize the Constant Contact program. Members of our Loyalty and Birthday Clubs will receive regular notifications about upcoming special menu items, as well as updates on our catering services.

Sales

Ensuring exceptional customer service is a top priority for Space Chimp Brewery. According to customer surveys, it is estimated that only 1 in 20 customers who encounter an issue at a restaurant will actually inform the management. Our aim is to provide an exceptional dining experience supported by outstanding customer service. Our training programs will include comprehensive materials to educate our employees on service attitudes, customer perception, and effective resolution of guest complaints.

Periodic staff meetings conducted by Damien will serve as a platform to review policies, enhance guest satisfaction, and maintain open communication between the staff and management. All guest complaints will be promptly acknowledged by our staff and referred to the management team. We will have well-defined procedures in place to address various types of guest complaints. In cases of more serious complaints, a detailed record will be maintained.

To gather customer feedback, we will utilize customer surveys and may also employ mystery shoppers. It is our objective to continuously improve our offerings based on customer input.

We anticipate a conservative 5% annual increase in sales revenues over the next three years, factoring in inflation. Additionally, the incorporation of catering services will contribute to a 12.93% increase in sales in year 2 and a 6.02% increase in sales in year 3.

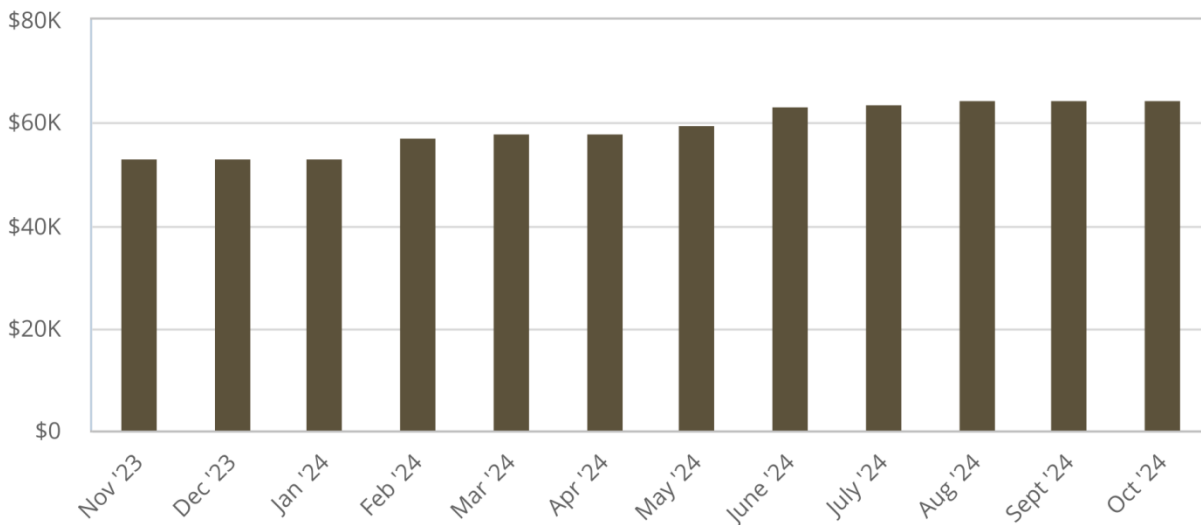
We will actively encourage our employees to expand our customer base and will incentivize and reward them for customer referrals and repeat business. These initiatives are currently in the planning stages as we prepare to hire and expand our team. They will be integral to fostering a positive employee culture. We aim for our employees to take pride in being part of our team and contributing to our collective growth.

As our catering and lunch business groups expand, we anticipate the need to hire a sales director to facilitate this aspect of our operations. The compensation for the sales director will be in line with industry standards for similar positions as benchmarked by the National Restaurant Association.

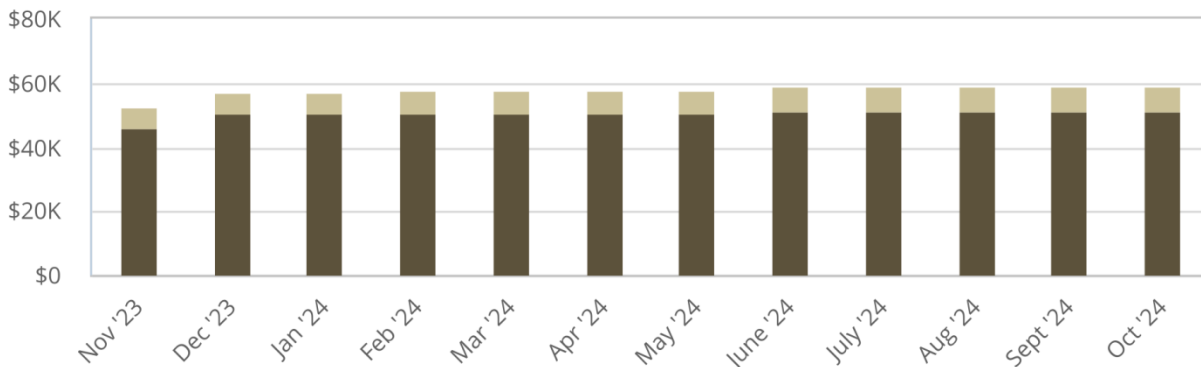
Financial Plan

Forecast

Revenue by Month

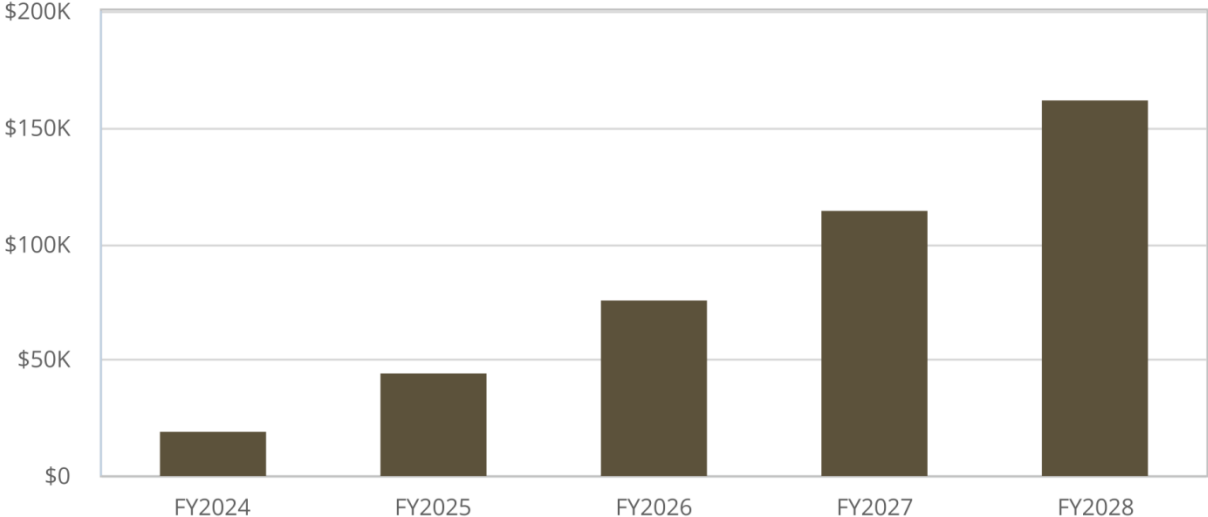


Expenses by Month



Direct Costs Expenses

Net Profit (or Loss) by Year



Statements

Projected Profit and Loss

	FY2024	FY2025	FY2026	FY2027	FY2028
Revenue	\$713,500	\$749,175	\$786,634	\$833,210	\$891,536
Direct Costs	\$87,000	\$91,350	\$95,918	\$101,358	\$108,454
Gross Margin	\$626,500	\$657,825	\$690,716	\$731,852	\$783,082
Gross Margin %	88%	88%	88%	88%	88%
Operating Expenses					
Salaries & Wages	\$230,160	\$232,602	\$235,095	\$237,636	\$240,228
Employee Related Expenses	\$46,032	\$46,520	\$47,019	\$47,527	\$48,046
Rent	\$162,000	\$162,000	\$162,000	\$162,000	\$162,000
Utilities	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Insurance	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400
Marketing	\$49,945	\$52,442	\$55,064	\$58,325	\$62,408
General Expenses	\$12,696	\$12,696	\$12,696	\$12,696	\$12,696
Supplies	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600
Merchant Service Fees	\$8,562	\$8,990	\$9,440	\$9,999	\$10,698
Licenses & Permits	\$1,920	\$1,920	\$1,920	\$1,920	\$1,920
Accounting & Legal	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Total Operating Expenses	\$550,315	\$556,171	\$562,234	\$569,102	\$576,996
Operating Income	\$76,185	\$101,654	\$128,482	\$162,749	\$206,087
Interest Incurred	\$43,890	\$42,696	\$36,736	\$30,152	\$22,879

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Depreciation and Amortization	\$11,500	\$11,500	\$11,500	\$11,500	\$11,500
Gain or Loss from Sale of Assets					
Income Taxes	\$1,144	\$2,610	\$4,413	\$6,661	\$9,444
Total Expenses	\$693,849	\$704,327	\$710,801	\$718,774	\$729,272
Net Profit	\$19,651	\$44,848	\$75,833	\$114,436	\$162,264
Net Profit / Sales	3%	6%	10%	14%	18%

Projected Balance Sheet

	FY2024	FY2025	FY2026	FY2027	FY2028
Cash	\$376,260	\$375,082	\$400,553	\$458,295	\$556,900
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory					
Other Current Assets					
Total Current Assets	\$376,260	\$375,082	\$400,553	\$458,295	\$556,900
Long-Term Assets	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
Accumulated Depreciation	(\$11,500)	(\$23,000)	(\$34,500)	(\$46,000)	(\$57,500)
Total Long-Term Assets	\$108,500	\$97,000	\$85,500	\$74,000	\$62,500
Total Assets	\$484,760	\$472,082	\$486,053	\$532,295	\$619,400
Accounts Payable	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$920	\$682	\$1,134	\$1,701	\$2,401
Sales Taxes Payable	\$11,610	\$11,238	\$11,799	\$12,498	\$13,372
Short-Term Debt	\$56,916	\$62,876	\$69,460	\$76,733	\$84,768
Prepaid Revenue					
Total Current Liabilities	\$69,446	\$74,796	\$82,393	\$90,932	\$100,541
Long-Term Debt	\$395,663	\$332,788	\$263,328	\$186,595	\$101,828
Long-Term Liabilities	\$395,663	\$332,788	\$263,328	\$186,595	\$101,828
Total Liabilities	\$465,109	\$407,583	\$345,721	\$277,527	\$202,368
Paid-In Capital					
Retained Earnings		\$19,651	\$64,499	\$140,332	\$254,768

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Earnings	\$19,651	\$44,848	\$75,833	\$114,436	\$162,264
Total Owner's Equity	\$19,651	\$64,499	\$140,332	\$254,768	\$417,031
Total Liabilities & Equity	\$484,760	\$472,082	\$486,053	\$532,295	\$619,400

Projected Cash Flow Statement

	FY2024	FY2025	FY2026	FY2027	FY2028
Net Cash Flow from Operations					
Net Profit	\$19,651	\$44,848	\$75,833	\$114,436	\$162,264
Depreciation & Amortization	\$11,500	\$11,500	\$11,500	\$11,500	\$11,500
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Change in Inventory					
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$920	(\$238)	\$452	\$567	\$700
Change in Sales Tax Payable	\$11,610	(\$372)	\$561	\$699	\$874
Change in Prepaid Revenue					
Net Cash Flow from Operations	\$43,681	\$55,738	\$88,346	\$127,202	\$175,338
Investing & Financing					
Assets Purchased or Sold	(\$120,000)				
Net Cash from Investing	(\$120,000)				
Investments Received					
Dividends & Distributions					

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Change in Short-Term Debt	\$56,916	\$5,960	\$6,584	\$7,273	\$8,035
Change in Long-Term Debt	\$395,663	(\$62,876)	(\$69,460)	(\$76,733)	(\$84,768)
Net Cash from Financing	\$452,579	(\$56,916)	(\$62,876)	(\$69,460)	(\$76,733)
Cash at Beginning of Period	\$0	\$376,260	\$375,082	\$400,553	\$458,295
Net Change in Cash	\$376,260	(\$1,178)	\$25,470	\$57,742	\$98,605
Cash at End of Period	\$376,260	\$375,082	\$400,553	\$458,295	\$556,900

Appendix

Profit and Loss Statement (With Monthly Detail)

FY2024	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24
Total Revenue	\$53,250	\$53,250	\$53,250	\$57,400	\$57,900	\$57,900	\$59,850	\$63,350	\$63,850	\$64,500	\$64,500	\$64,500
Total Direct Costs	\$6,475	\$6,475	\$6,475	\$7,065	\$7,065	\$7,065	\$7,260	\$7,785	\$7,785	\$7,850	\$7,850	\$7,850
Gross Margin	\$46,775	\$46,775	\$46,775	\$50,335	\$50,835	\$50,835	\$52,590	\$55,565	\$56,065	\$56,650	\$56,650	\$56,650
Gross Margin %	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%
Operating Expenses												
Salaries and Wages	\$19,180	\$19,180	\$19,180	\$19,180	\$19,180	\$19,180	\$19,180	\$19,180	\$19,180	\$19,180	\$19,180	\$19,180
Employee Related Expenses	\$3,836	\$3,836	\$3,836	\$3,836	\$3,836	\$3,836	\$3,836	\$3,836	\$3,836	\$3,836	\$3,836	\$3,836
Rent	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500
Utilities	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Insurance	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450
Marketing	\$3,728	\$3,728	\$3,728	\$4,018	\$4,053	\$4,053	\$4,190	\$4,435	\$4,470	\$4,515	\$4,515	\$4,515
General Expenses	\$1,058	\$1,058	\$1,058	\$1,058	\$1,058	\$1,058	\$1,058	\$1,058	\$1,058	\$1,058	\$1,058	\$1,058
Supplies	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550
Merchant Service Fees	\$639	\$639	\$639	\$689	\$695	\$695	\$718	\$760	\$766	\$774	\$774	\$774

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Licenses & Permits	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160	\$160
Accounting & Legal	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250	\$1,250
Total Operating Expenses	\$45,351	\$45,351	\$45,351	\$45,691	\$45,732	\$45,732	\$45,892	\$46,179	\$46,220	\$46,273	\$46,273	\$46,273
Operating Income	\$1,425	\$1,425	\$1,425	\$4,644	\$5,103	\$5,103	\$6,698	\$9,386	\$9,845	\$10,377	\$10,377	\$10,377
Interest Incurred		\$4,167	\$4,132	\$4,097	\$4,062	\$4,027	\$3,992	\$3,956	\$3,919	\$3,883	\$3,846	\$3,809
Depreciation and Amortization	\$958	\$958	\$958	\$958	\$958	\$958	\$958	\$958	\$958	\$958	\$958	\$958
Gain or Loss from Sale of Assets												
Income Taxes	\$26	(\$26)	\$0	\$0	\$0	\$0	\$0	\$0	\$224	\$305	\$306	\$309
Total Expenses	\$52,810	\$56,925	\$56,916	\$57,812	\$57,818	\$57,782	\$58,102	\$58,878	\$59,106	\$59,269	\$59,233	\$59,199
Net Profit	\$440	(\$3,675)	(\$3,666)	(\$412)	\$82	\$118	\$1,748	\$4,472	\$4,744	\$5,231	\$5,267	\$5,301
Net Profit / Sales	1%	(7%)	(7%)	(1%)	0%	0%	3%	7%	7%	8%	8%	8%

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	FY2024	FY2025	FY2026	FY2027	FY2028
Total Revenue	\$713,500	\$749,175	\$786,634	\$833,210	\$891,536
Total Direct Costs	\$87,000	\$91,350	\$95,918	\$101,358	\$108,454
Gross Margin	\$626,500	\$657,825	\$690,716	\$731,852	\$783,082
Gross Margin %	88%	88%	88%	88%	88%
Operating Expenses					
Salaries and Wages	\$230,160	\$232,602	\$235,095	\$237,636	\$240,228
Employee Related Expenses	\$46,032	\$46,520	\$47,019	\$47,527	\$48,046
Rent	\$162,000	\$162,000	\$162,000	\$162,000	\$162,000
Utilities	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Insurance	\$5,400	\$5,400	\$5,400	\$5,400	\$5,400
Marketing	\$49,945	\$52,442	\$55,064	\$58,325	\$62,408
General Expenses	\$12,696	\$12,696	\$12,696	\$12,696	\$12,696
Supplies	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600
Merchant Service Fees	\$8,562	\$8,990	\$9,440	\$9,999	\$10,698
Licenses & Permits	\$1,920	\$1,920	\$1,920	\$1,920	\$1,920
Accounting & Legal	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Total Operating Expenses	\$550,315	\$556,171	\$562,234	\$569,102	\$576,996
Operating Income	\$76,185	\$101,654	\$128,482	\$162,749	\$206,087
Interest Incurred	\$43,890	\$42,696	\$36,736	\$30,152	\$22,879
Depreciation and Amortization	\$11,500	\$11,500	\$11,500	\$11,500	\$11,500
Gain or Loss from Sale of Assets					
Income Taxes	\$1,144	\$2,610	\$4,413	\$6,661	\$9,444
Total Expenses	\$693,849	\$704,327	\$710,801	\$718,774	\$729,272
Net Profit	\$19,651	\$44,848	\$75,833	\$114,436	\$162,264
Net Profit / Sales	3%	6%	10%	14%	18%

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Balance Sheet (With Monthly Detail)

FY2024	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24
Cash	\$384,620	\$380,938	\$377,257	\$367,459	\$367,735	\$368,011	\$359,607	\$364,494	\$369,869	\$364,368	\$370,314	\$376,260
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory												
Other Current Assets												
Total Current Assets	\$384,620	\$380,938	\$377,257	\$367,459	\$367,735	\$368,011	\$359,607	\$364,494	\$369,869	\$364,368	\$370,314	\$376,260
Long-Term Assets	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
Accumulated Depreciation	(\$958)	(\$1,917)	(\$2,875)	(\$3,833)	(\$4,792)	(\$5,750)	(\$6,708)	(\$7,667)	(\$8,625)	(\$9,583)	(\$10,542)	(\$11,500)
Total Long-Term Assets	\$119,042	\$118,083	\$117,125	\$116,167	\$115,208	\$114,250	\$113,292	\$112,333	\$111,375	\$110,417	\$109,458	\$108,500
Total Assets	\$503,661	\$499,021	\$494,382	\$483,625	\$482,943	\$482,261	\$472,899	\$476,827	\$481,244	\$474,785	\$479,772	\$484,760
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$26	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$224	\$305	\$611	\$920
Sales Taxes Payable	\$3,195	\$6,390	\$9,585	\$3,444	\$6,918	\$10,392	\$3,591	\$7,392	\$11,223	\$3,870	\$7,740	\$11,610
Short-Term Debt	\$51,950	\$52,383	\$52,820	\$53,260	\$53,704	\$54,151	\$54,602	\$55,057	\$55,516	\$55,979	\$56,445	\$56,916
Prepaid Revenue												
Total Current Liabilities	\$55,171	\$58,773	\$62,405	\$56,704	\$60,622	\$64,543	\$58,193	\$62,449	\$66,963	\$60,154	\$64,796	\$69,446
Long-Term Debt	\$448,050	\$443,483	\$438,877	\$434,233	\$429,551	\$424,830	\$420,069	\$415,269	\$410,428	\$405,547	\$400,626	\$395,663

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Long-Term Liabilities	\$448,050	\$443,483	\$438,877	\$434,233	\$429,551	\$424,830	\$420,069	\$415,269	\$410,428	\$405,547	\$400,626	\$395,663
Total Liabilities	\$503,221	\$502,256	\$501,282	\$490,937	\$490,173	\$489,373	\$478,262	\$477,718	\$477,391	\$465,701	\$465,422	\$465,109
Paid-In Capital												
Retained Earnings												
Earnings	\$440	(\$3,234)	(\$6,900)	(\$7,312)	(\$7,230)	(\$7,112)	(\$5,363)	(\$891)	\$3,853	\$9,083	\$14,350	\$19,651
Total Owner's Equity	\$440	(\$3,234)	(\$6,900)	(\$7,312)	(\$7,230)	(\$7,112)	(\$5,363)	(\$891)	\$3,853	\$9,083	\$14,350	\$19,651
Total Liabilities & Equity	\$503,661	\$499,021	\$494,382	\$483,625	\$482,943	\$482,261	\$472,899	\$476,827	\$481,244	\$474,785	\$479,772	\$484,760

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	FY2024	FY2025	FY2026	FY2027	FY2028
Cash	\$376,260	\$375,082	\$400,553	\$458,295	\$556,900
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory					
Other Current Assets					
Total Current Assets	\$376,260	\$375,082	\$400,553	\$458,295	\$556,900
Long-Term Assets	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
Accumulated Depreciation	(\$11,500)	(\$23,000)	(\$34,500)	(\$46,000)	(\$57,500)
Total Long-Term Assets	\$108,500	\$97,000	\$85,500	\$74,000	\$62,500
Total Assets	\$484,760	\$472,082	\$486,053	\$532,295	\$619,400
Accounts Payable	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$920	\$682	\$1,134	\$1,701	\$2,401
Sales Taxes Payable	\$11,610	\$11,238	\$11,799	\$12,498	\$13,372
Short-Term Debt	\$56,916	\$62,876	\$69,460	\$76,733	\$84,768
Prepaid Revenue					
Total Current Liabilities	\$69,446	\$74,796	\$82,393	\$90,932	\$100,541
Long-Term Debt	\$395,663	\$332,788	\$263,328	\$186,595	\$101,828
Long-Term Liabilities	\$395,663	\$332,788	\$263,328	\$186,595	\$101,828
Total Liabilities	\$465,109	\$407,583	\$345,721	\$277,527	\$202,368
Paid-In Capital					
Retained Earnings		\$19,651	\$64,499	\$140,332	\$254,768
Earnings	\$19,651	\$44,848	\$75,833	\$114,436	\$162,264
Total Owner's Equity	\$19,651	\$64,499	\$140,332	\$254,768	\$417,031
Total Liabilities & Equity	\$484,760	\$472,082	\$486,053	\$532,295	\$619,400

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Cash Flow Statement (With Monthly Detail)

FY2024	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24
Net Cash Flow from Operations												
Net Profit	\$440	(\$3,675)	(\$3,666)	(\$412)	\$82	\$118	\$1,748	\$4,472	\$4,744	\$5,231	\$5,267	\$5,301
Depreciation & Amortization	\$958	\$958	\$958	\$958	\$958	\$958	\$958	\$958	\$958	\$958	\$958	\$958
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$26	(\$26)	\$0	\$0	\$0	\$0	\$0	\$0	\$224	\$81	\$306	\$309
Change in Sales Tax Payable	\$3,195	\$3,195	\$3,195	(\$6,141)	\$3,474	\$3,474	(\$6,801)	\$3,801	\$3,831	(\$7,353)	\$3,870	\$3,870
Change in Prepaid Revenue												
Net Cash Flow from Operations	\$4,620	\$453	\$487	(\$5,594)	\$4,515	\$4,550	(\$4,094)	\$9,232	\$9,757	(\$1,083)	\$10,401	\$10,438
Investing & Financing												
Assets Purchased or Sold	(\$120,000)											

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Net Cash from Investing	(\$120,000)												
Investments Received													
Dividends & Distributions													
Change in Short-Term Debt	\$51,950	\$433	\$437	\$440	\$444	\$448	\$451	\$455	\$459	\$463	\$466	\$470	
Change in Long-Term Debt	\$448,050	(\$4,567)	(\$4,605)	(\$4,644)	(\$4,682)	(\$4,721)	(\$4,761)	(\$4,800)	(\$4,840)	(\$4,881)	(\$4,921)	(\$4,962)	
Net Cash from Financing	\$500,000	(\$4,134)	(\$4,169)	(\$4,204)	(\$4,239)	(\$4,274)	(\$4,309)	(\$4,345)	(\$4,382)	(\$4,418)	(\$4,455)	(\$4,492)	
Cash at Beginning of Period	\$0	\$384,620	\$380,938	\$377,257	\$367,459	\$367,735	\$368,011	\$359,607	\$364,494	\$369,869	\$364,368	\$370,314	
Net Change in Cash	\$384,620	(\$3,681)	(\$3,681)	(\$9,798)	\$276	\$276	(\$8,404)	\$4,886	\$5,375	(\$5,501)	\$5,946	\$5,946	
Cash at End of Period	\$384,620	\$380,938	\$377,257	\$367,459	\$367,735	\$368,011	\$359,607	\$364,494	\$369,869	\$364,368	\$370,314	\$376,260	

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	FY2024	FY2025	FY2026	FY2027	FY2028
Net Cash Flow from Operations					
Net Profit	\$19,651	\$44,848	\$75,833	\$114,436	\$162,264
Depreciation & Amortization	\$11,500	\$11,500	\$11,500	\$11,500	\$11,500
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Change in Inventory					
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$920	(\$238)	\$452	\$567	\$700
Change in Sales Tax Payable	\$11,610	(\$372)	\$561	\$699	\$874
Change in Prepaid Revenue					
Net Cash Flow from Operations	\$43,681	\$55,738	\$88,346	\$127,202	\$175,338
Investing & Financing					
Assets Purchased or Sold	(\$120,000)				
Net Cash from Investing	(\$120,000)				
Investments Received					
Dividends & Distributions					
Change in Short-Term Debt	\$56,916	\$5,960	\$6,584	\$7,273	\$8,035
Change in Long-Term Debt	\$395,663	(\$62,876)	(\$69,460)	(\$76,733)	(\$84,768)
Net Cash from Financing	\$452,579	(\$56,916)	(\$62,876)	(\$69,460)	(\$76,733)
Cash at Beginning of Period	\$0	\$376,260	\$375,082	\$400,553	\$458,295
Net Change in Cash	\$376,260	(\$1,178)	\$25,470	\$57,742	\$98,605
Cash at End of Period	\$376,260	\$375,082	\$400,553	\$458,295	\$556,900

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