

# Business Plan

# Hello LLC

HELLO LLC



Theme:

**Formation of IT-Security Consulting Company in California**

Goal:

**Description of the business model**

# Project Overview

## General

<b>Company Name</b>	Hello LLC
<b>Sector</b>	IT Consulting & Services
<b>Offering</b>	IT Security Consulting & Solutions  Hello will consult its customer in regards to all security issues around its network, cloud, data and related security issues  Software Resale  Hello LLC will resell a broad range of security software from companies like AAA, BBB, CCC  Managed Services  Hello LLC will offer managed services to companies who purchase the solution and are not able to manage it on their own
<b>Shareholders and Executive Director</b>	Mark Miller (CEO): 90.9 % David Miller: 9.1 %
<b>Legal Form</b>	LLC
<b>Business Start</b>	Planned September 2019
<b>Financial Requirements</b>	99,250 USD
<b>Funding</b>	100% Equity
<b>Current Address</b>	Mark Miller 3 Main Street Irvine, CA USA
<b>Future Address</b>	Hello LLC Space 200 Center Five Irvine CA 92618
<b>Telephone Number</b>	+1 112 234 548382
<b>E-Mail</b>	Info@hello.com
<b>Website Domain</b>	under construction

## Financials

	2019E	2020E	2021E	2022E	2023E	2024E
<b>Total Sales</b>	\$73,120	\$313,560	\$1,163,424	\$1,684,816	\$1,691,440	\$1,700,272
<b>Operating Profit</b>	\$20,205	\$121,435	\$262,116	\$546,180	\$541,526	\$538,425
<i>EBIT Margin</i>	27.6%	38.7%	22.5%	32.4%	32.0%	50.6%

Source: Company

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# 1 Planned Project and Preliminary Remarks

It's a fact that we are living in a far more technologically advanced world than we were a decade ago. Average broadband speeds have increased roughly five-fold in the last ten years, enabling businesses and individuals to do far more online in much less time.

Consequently, cloud services are booming. Most data are now stored in the cloud. Big data has turned into an industry with all its enormous advantages and risks.

Today, businesses take it for granted that documents can be shared online, emails are available on every device and databases are accessible from everywhere.

The downside of this widespread use of technology is a rise of cybercrime and security leaks in general.

Cyber-crime costs alone added up globally to around 600 bn USD in 2017. Experts expect costs to rise to 6 trillion USD by 2021.

Statistics show that more than half of companies worldwide have their network or data compromised at least once per year.

The average cost of recovering from a cyber-attack is estimated at 5.0 m USD. Of course, smaller firms are faced with smaller amounts, but plenty of small businesses could be wiped out by a bill of just 50,000 USD.

This is reflected in a statistic that's widely quoted: 60% of small businesses who experience a major cybercrime incident go out of business shortly after.

A particularly relevant example of the change that this has led to is the rise in cloud services.

Consequently, cyber and IT-security is extremely important and will become even more crucial in the future.

Spending money on security consulting and security software will be an essential budget item of every firm.

Firewalls and basic malware programs will no longer be sufficient. Companies are starting to accept this and are now gradually willing to invest in security issues.

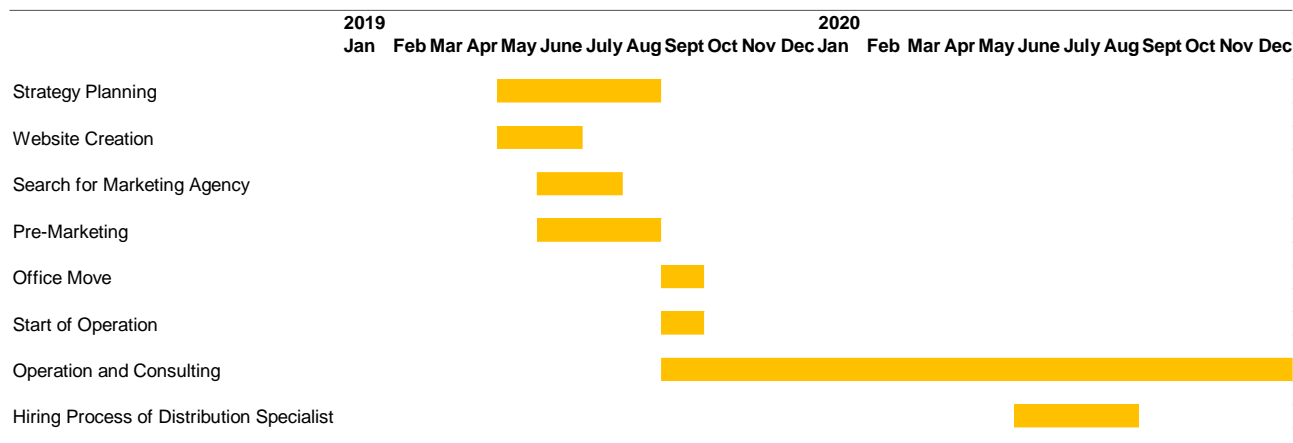
Mark Miller is an IT-security expert with long-term experience. He has recognized the trend towards IT-security and is planning to start an IT-security firm named Hello LLC in California in autumn 2019.

In the next couple of months, Mark Miller will mainly focus on marketing and distribution issues to get the company started.

Additionally, he will settle all regulatory as well as all administrative issues necessary for starting his business.

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## Realization plan until December 2020



Source: Company

Capital of nearly 100,000 USD is needed for various investments which will ensure the company's success.

In the following chapters, the business idea, the location, the target region/target customers, the market and the competitive environment, the planned marketing strategy, pricing model, personnel planning as well as financial data and developments will be presented.

## 2 Company Description

### 2.1 General

Mark Miller plans to start a consulting company named Hello LLC.

The legal form of Hello LLC is one of an LLC, a Limited Liability Company.

Company headquarters will be close to Los Angeles.

Unique selling points of the company are:

- The company's service, IT-security consulting for small businesses, is still under-penetrated but shows very high demand.
- Mark Miller has long-term experience in IT-security and a very good academic background.
- The owner has close and long-term relationships to high profile resellers of IT-security software.
- The price-performance ratio is very attractive.
- Mark Miller is a highly flexible and collaborative thinker, which will consequently lead to high customer satisfaction.
- The market environment is especially attractive around the company headquarters in Irvine, California
- Consulting is a low cost / high margin business.

## 2.2 Service Offer

### 2.2.1 Consulting and Implementation

Hello LLC will consult its customers in all security issues around their networks, clouding and data.

Initially, Hello LLC will develop a concept for security issues and the solutions for its clients.

The package will include the following:

- Definition of the clients' working environment
- Definition of company needs (own device, mobile computing, home office, extensive travelling, etc.)
- Regulatory issues
- Clients' history of security issues
- Development of solution concepts
- Evaluation of one or several solutions
- Definition of final solution
- Documentation

Secondly, Hello LLC will implement an (externally purchased) security solution.

The package will include the following:

- Server installation based on purchased security solution software
- Installation of a test device
- Definition of a base policy
- Policy testing
- Policy roll out to several test users
- Policy adjustment after feedback of test users
- Rollout to all users
- Documentation

Thirdly, if customers purchase software via Hello LLC (see the following chapter Reselling) the company will provide the client with a basic package.

Package includes the following:

- Implementation of the software solution
- Creation of a base policy
- Implementation of base policy
- Testing
- Documentation

### 2.2.2 Reselling of Security Software

Hello LLC will offer the reselling of market-leading and proven security software products.

The package will include the software installation as well as the setup of the respective cloud solutions.

Hello LLC will offer products from three software companies.

- ABC

[www.abc.com](http://www.abc.com)

This company is based in Boston, Massachusetts and offers data loss prevention software for end users, corporate networks, servers, databases, and clouds.

The offer will include:

- Agent generation
- Agent launch
- Basic policy creation
- Implementation of the policy
- Functional Testing

- DEF

[www.def.com](http://www.def.com)

This is a large software company that offers a variety of software solutions, including data loss prevention software and security software, which Hello LLC will resell to its customers.

The offer will include:

- AIP agent installation
- Basic policy creation
  - Classification (public, internal, confidential, strictly confidential)
  - Development of two basic protection rules (confidential and strictly confidential)
  - Product launch
  - Functional testing

- GHI

[www.ghi.com](http://www.ghi.com)

This company is based in Los Angeles, California and focuses on security software.

Products include automated application & secure access, secure file & email access, secure cloud storage access, secure hybrid cloud access.

The offer will include:

- Installation and connection of cloud solutions
- Basic policy creation



- Functional testing

### 2.2.3 Managed Services

Hello LLC will offer managed services to companies which have purchased security software.

Among others, services will include

- Helpdesk
- Production support and maintenance
- Data backup and recovery
- Network monitoring
- Controlling and Solutions

## 2.3 Pricing Strategy

The pricing strategy is simple yet customer friendly.

Revenues will be generated from four pricing models.

These are:

- Hourly Payment - 150 USD per hour
- Daily Fee – 1,000 USD
- Solution and Advisory Package – 3,000 USD per package
- Software Resale - 10% resale income

## 2.4 Target Clients

The target clients of Hello LLC are generally small businesses.

All these companies face security issues, either due to regulations or security holes.

In a first phase, the target clients will be acquired from the region around Irvine (please see chapter: Target Region).

The target area is large enough to reach sufficient clients in order to grow at an above average rate for the coming years.

The target clients are not restricted to certain businesses. Nowadays, small companies in all industries need security solutions.

## 2.5 Personnel and Executive Director

### 2.5.1 Personnel

In the first year, Mark Miller will be the sole employee of the company.

Mr. Miller will be supported by the in-house staff of BlaBla which provides services like

- Reception Services
- IT Support
- Cleaning

From October 2020 on, Mark Miller will be supported by one employee. A senior sales and distribution expert will be hired.

The ideal candidate will be an experienced sales and distribution expert in the area of security solutions.

He will be well connected to potential clients and will bring along a huge network of interested customers.

The future team member will have the following skills and characteristics:

- Long-term experience in security software issues
- Extensive network
- Minimum of ten years of working experience
- High communication skills
- Very good academic background
- Deep industry and product knowledge
- Willingness to travel
- Sincerity, friendliness and trustworthiness
- Team player

In August 2021 a Junior Consultant will be hired. The ideal candidate will support Mark Miller in all segments of consulting and the reselling of software products.

The Junior Consultant will serve his own clients and will be responsible for their satisfaction.

The future Junior Consultant will have the following skills and characteristics:

- Deep industry and product knowledge
- Very good academic background
- At least 3 years working experience
- Very good communication skills
- Team Player
- Sincerity, friendliness and trustworthiness

### 2.5.2 Executive Director and Company Owner

Mark Miller and David Miller are the owners of Hello LLC. Mark Miller is the Executive Director.

Mark Miller has long-term experience in the IT-Security consulting business. Mr. Miller holds a Bachelor of Science from MIT, where he studied Computer Science and Digital Media.

For several terms, he studied Electronics at Wayne State in Michigan.

Additionally, Mark Miller owns several vendor qualifications like “Check Point Certified Security Administrator”, “Sourcefire Certified Professional” and “Blue Coat ProxySG Administrator”.

His work experience reaches back to 1992 when he started as a trainee in Electronics Engineering at GLC.

Currently, Mark Miller is working as a Technical Alliance Manager EMEA for DDD. He is providing a technical point of contact for DDD channel partners like distributors and system integrators.

Mr. Miller is internally working with the Service and Engineering teams of CAM/OSR/ISRs and SEs.

Prior to this position, he held several positions at DDD. In 2014 he started as a Senior System Engineer and headed the Central Asian team.

He was responsible for setting up the market and establishing business relationships with partners and account managers.

As a Strategic Alliance Architect, he set up enterprise-wide data security, data risk management and data loss protection solutions.

CV-Details are attached to this business plan.

Mark Miller will have the following tasks at Hello LLC:

- Marketing & Distribution
- Controlling & Finance
- Personnel & Recruiting
- Strategy & Concept Development
- Consulting & Advisory
- Reselling of Security Software

Due to his professional knowledge and above all because of important entrepreneurial qualities such as ambition, motivation, visionary thinking and assertiveness, Mr. Miller is very well suited to successfully start the planned company launch.

### **3 Marketing**

The company has developed an attractive and success-oriented marketing and sales strategy and will implement and continue to expand it.

A big and important aspect for the success of Hello LLC is above all the satisfaction of existing and future customers.

Word of mouth propaganda is still the best and most economical way to acquire new customers and retain existing ones.

The design of the advertising material will be placed in the hands of a professional advertising and marketing agency.

The planned marketing activities show a very high and professional level of excellence.

The marketing measures include the following areas:

### 3.1.1 Marketing Agency

Hello LLC will hire a professional marketing agency. The agency will be responsible for generating leads via different strategies and will apply the following strategies:

- Target Definition
- Client Research
- Marketing Strategy Definition
- Monitoring

Interested prospective clients will be contacted by Mark Miller.

### 3.1.2 Attractive Website

An appealing and attractive website is an important key to success.

The website will convey the extraordinary service offer of the company.

The website is currently under construction.

Customers will have the possibility to get all the necessary information about the service offering.

Additionally, the company will be presented as will its Executive Director Mark Miller.

Future possible clients will be able to contact Hello LLC by filling out a short questionnaire. This will make it easy to provide future customers with customized information and offers.

### 3.1.3 SEO- and SEA- Management

A website may be visually attractive and very user-friendly, but it is still crucial that the website can be found easily by prospective customers.

An optimized SEO (Search Engine Optimization) is essential for this.

The Internet appearance will be constantly adjusted so that the findability in the relevant search engines can be optimized by SEO for the most important terms.

The goal is to appear with the relevant keywords on the first page of the search results of major search engines such as Google, Bing etc.

Equally important is SEA (Search Engine Advertising). SEA will be actively used by the company.

Here you can precisely target "campaigns" for the offer of Hello LLC.

Since Google AdWords addresses only potential prospects in the relevant target region with corresponding text ads, the losses here are relatively low.

Relevant Keywords can be, for example, "IT-Security consulting", "California", "hacking".

### 3.1.4 Social Media Presence

In times of global networking, presence in the social media (especially Facebook and LinkedIn) and corresponding marketing are essential.

The hired marketing agency will also focus on an optimal social media presence.

The company will mainly focus on Facebook and LinkedIn.

For example, interesting articles and the latest IT-Security trends will be presented on Facebook and LinkedIn.

### 3.1.5 Information Material

The company will create appealing and meaningful information material in written form.

This will include:

- Professional PowerPoint presentations describing the service offering
- Detailed company brochure
- Information material on software products

### 3.1.6 Car Banner

The company car will have an eye catching banner which will raise instant recognition in the street. The banner will include the name of the company and contact information. This will make first contact easy for interested parties.

### 3.1.7 Company Cold Calls

Hello LLC will call potential customers directly.

For this, job advertisements will be screened and companies searching for IT security specialists will be contacted.

These companies might be interested in hiring Hello LLC as a consulting company.

## 4 Location and Target Region

### 4.1 Location

The right Hello LLC office location is of major importance, as clients must be reached easily, and the working environment must be professional and yet economical.

Hello LLC has decided to reside in a first phase in Space, a shared workspace office.

The office consists of two floors in a modern tower. It features light-filled lounges, well-connected conference rooms, and sleek private offices. Commuting is simple with onsite parking and bike storage. The Amtrak Pacific Surfliner is also nearby.

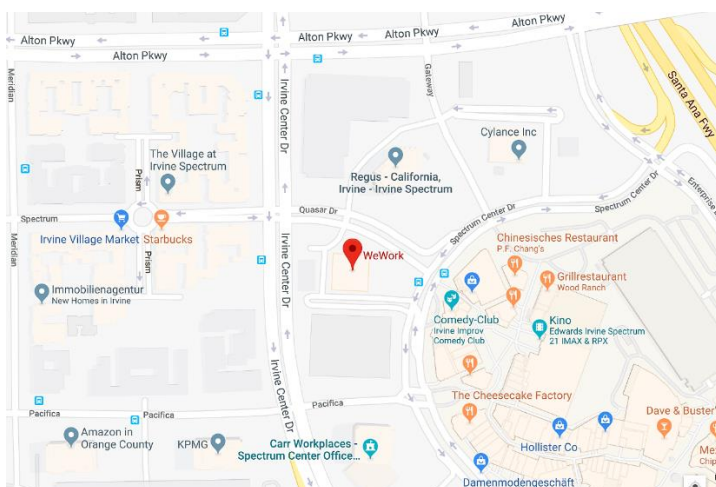
Hello LLC will be very flexible regarding office needs. Available are private desks as well as private offices. Meeting rooms can be booked on demand.

Additionally, the Space workspace is equipped with lounges, meeting areas as well as a kitchen.

Advantages of Space are

- Perfect location with easy access
- Flexible leasing
- Economical leasing rates
- Receptionists give their support and are available during office hours
- Cleaning service is included
- Private phone and video cabins can be used at no additional costs
- Beverages are available
- The use of printers etc. are free
- High-Speed Internet
- Network, communication and exchange with other Space users

### Location Space and Surroundings



Source: Google Maps



## Impression Office Space



Source: Space

## 4.2 Target Region

The target region of Hello LLC in the first phase will be 80 miles around the company headquarters.

Consequently, clients can be reached within one or two hours.

Irvine is located about 40 miles south of Los Angeles and is part of the Orange County.

In a second step, the target region will be expanded to all of California.

The initial target region includes roughly Orange County, LA County and, San Diego County. These three counties have a total of around 17 million inhabitants.

Irvine, where Hello LLC will be located, has a population of more than 200,000 inhabitants.

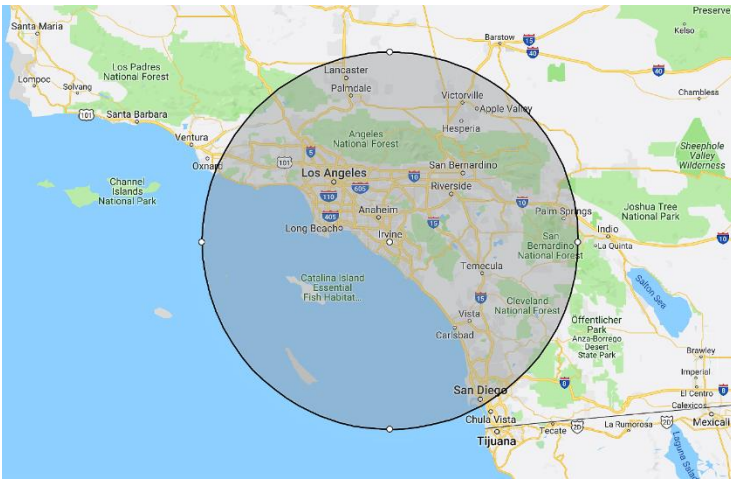
Area	Citizens
Orange County	10,000,000
LA County	4,000,000
San Diego County	3,000,000
<u>Gesamt</u>	<u>17,000,000</u>

Source: US Consensus

The three counties are an economic power region. Many Fortune-500 companies are in the area and thousands of successfully running small companies are based there.

Irvine alone is known as the home of numerous start-up companies and small businesses, which are particularly the target group of Hello LLC.

## Target Region



Source: Google Maps

All these factors will have a positive effect on the business development of Hello LLC.

The huge catchment area in combination with the large number of potential clients will give the company the perfect environment to grow at an above average rate for many years.

## 5 Market

### 5.1 Sector Factors

IBIS World estimates that IT Security Consulting in the US reached revenues of 13 billion USD in 2018 and has grown annually at an above average rate of 5.2%.

Several surveys show that security spending growth will be above average in the coming years in the US but also worldwide. The Gartner Group expects global growth of 8.7% for 2019. It should exceed 124 billion USD by 2019.

One recent report from Threat Stack showed that cloud workload security topped the list of allocations for next year's cybersecurity spending initiatives, above IDS/IPS systems, SIEM, security awareness training, and endpoint protection.

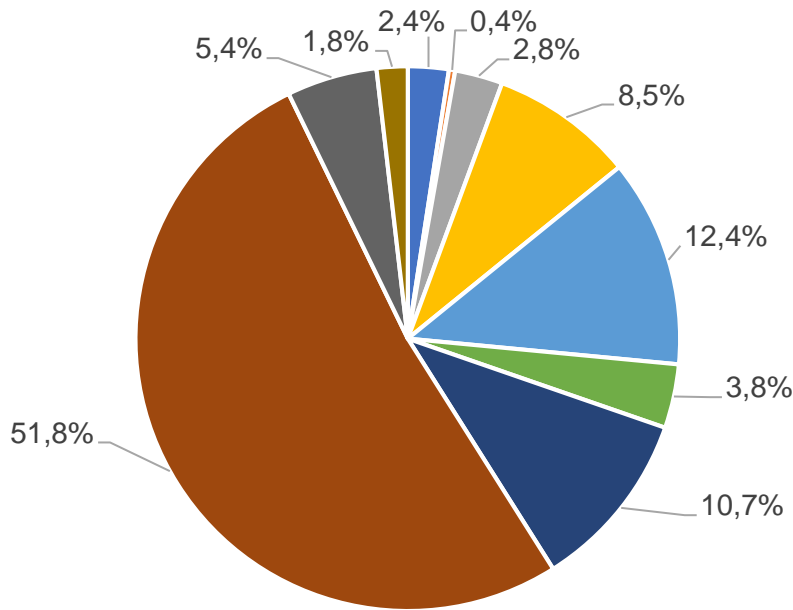
Gartner's worldwide security spending projections for next year show an above average growth rate for cloud security.

Analysts with the firm expect this category to grow by 51% in 2019.

Currently, cloud security is still the smallest subcategory.

#### IT-Security Projected Growth Rate by Category





- Application Security
- Cloud Security
- Data Security
- Identity Access Management
- Infrastructure Protection
- Integrated Risk Management
- Network Security Equipment
- Security Services
- Consumer Security
- Other

Source: Gartner

Gartner has identified several reasons for the above-average growth in the future.

These are:

- **GDPR Spending**  
General Data Protection Regulation will lead to high consulting demand.
- **Risk Management and Privacy Concerns**  
Security is a key factor in the uptake of a transformation process for regulated data, critical operations and intellectual property protection spanning public cloud, SaaS and the use of Internet of Things (IoT) devices.
- **Services (subscription and managed) will represent at least 50 percent of security software delivery by 2020.**
- **Cloud Storage**  
The proportion of data stored in the cloud will grow at an above average rate.
- **Cyber criminality**  
Cyber criminality is on the rise and is getting more and more professional, endangering business models of every company.

## 5.2 General Economic Factors

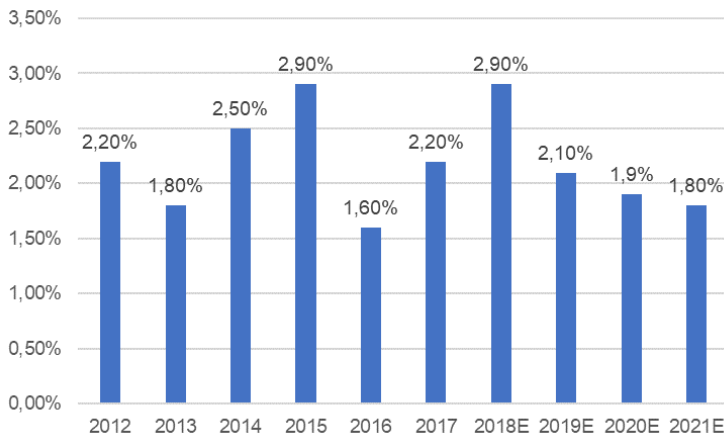
Even as the need for IT-security solutions is estimated to grow above average, it is important that a positive economic environment support the industry trends.

Small companies are only willing to spend money on consulting when they are supported by a healthy economic environment.

The economic environment in the USA for the coming years is expected to remain good.

The Federal Reserve is expecting a GDP growth of 2.1% for 2019 and 1.9% for 2020. Even as the growth rates are slowing down, GDP growth is expected to be positive in the next three years.

Expected GDP Growth USA



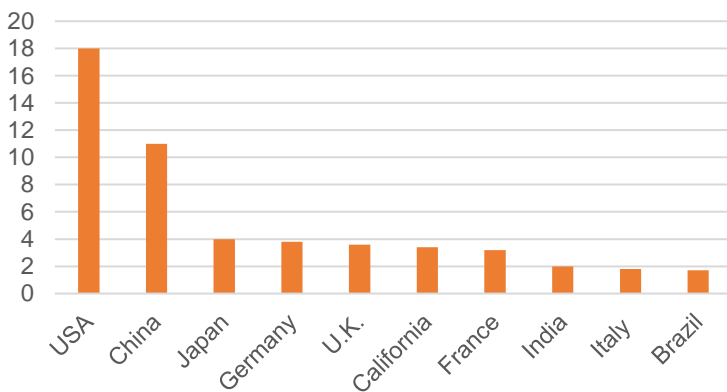
Quelle: Federal Reserve

California, the target area of Hello LLC, should grow faster than the US economy. This should be beneficial for CDSECs business potential.

The LA County Economic Development Corporation (LAEDEC) expects growth for 2019 in California to reach 2.6%.

California has by now grown to the sixth largest economy of the world.

World's largest Economies



Source: California Department of Finance

All these sector and economic factors will be positive for the development of Hello LLC.

The company is acting in a growing segment, which is large enough for it to reach profitability in the short run.

## 6 Competitive Environment

As the market is very big and is characterized by above-average growth, competition is quite tense.

There are numerous companies acting in the field of data security on a regional as well as on a national level.

Hello LLC will be able to challenge those existing competitors and will be able to gain in market share.

The advantages of Hello LLC over the competition are the following:

- Long-term experience of Mark Miller
- High flexibility and individual solutions for its customers
- No dependence on a single security software company
- Reseller of a portfolio of security software

For comparison, here are some examples of existing competitors in the sector:

- A Company

[www.aaa.net](http://www.aaa.net)

The company is based in San Francisco, CA and is focusing among other things on Managed Solutions Services like DFARS compliance, NIST-800-171 and Ransomware Prevention & Recovery.

- B Company

[www.bbb.com](http://www.bbb.com)

The company has its headquarters in Miami, Florida but is also active on the US-West Coast with an office in Irvine, CA.

The company advises its clients on an Enterprise Cyber Security Roadmap and all questions related to IT-security. B offers threat management, vulnerability scanning, SIEM (Security Information & Event Management) and others.

Several competitors act as resellers of software, which Hello LLC offers.

Among those are:

- C Company

[www.ccc.com](http://www.ccc.com)

C Company is one of the world's leading security solutions integrators (SSI) worldwide. The focus is on cyber-security programs.

The company has its headquarters in Utah but is active throughout the US, Canada, India and the UK.

- D Company

[www.ddd.com](http://www.ddd.com)

This company is based in San Antonio, Texas and has grown to one of the largest IT solutions integrators in the US. The company offers also security solutions & risk management.

- E Company

www.eee.com

The company is based in Detroit, Michigan and has regional local offices all across the US.

The business focus is on cloud security, enterprise & network security and other services

## 7 Legal Form

Hello LLC will be a Limited Liability Company (LLC).

The advantages of an LLC are:

- Limited Personal Liability

An LLC limits personal liability. An LLC is legally separated from its owners.

LLCs are responsible for their own debts and obligations, and personal assets such as homes and bank accounts cannot be used to collect business debts. Personal assets are protected if an employee, business partner or the business itself is sued for negligence.

- Limited Paperwork

LLCs do not have to hold annual meetings and usually are not required to keep extensive records. In many states, LLCs do not need to file annual reports.

- Tax Advantages of an LLC

LLCs don't have their own federal tax classification, but can adopt the tax status of sole proprietorships, partnerships, S corporations or C corporations.

The Internal Revenue Service automatically classifies LLCs as either partnerships or sole proprietorships, depending on whether they have one owner or more than one owner. This means that LLCs can always take advantage of "pass-through" taxation in which the LLC does not pay any LLC taxes or corporate taxes.

Instead, the LLC's income and expenses pass through to the owners' personal tax returns, and the owners pay personal income tax on any profits.

- Ownership Flexibility

LLCs provide pass-through taxation without any restrictions on the number and type of owners they can have.

- Management Flexibility

LLCs don't have to use formal structures like boards of directors and officers. An LLC's owner has more choices about the way he runs the business and makes decisions.

- Flexible Profit Distributions

LLCs have flexibility in the way they distribute profits to their owners, and they aren't required to distribute them equally or according to ownership percentages. For example, two people may have equal interests in an LLC, but they may agree that one of them will receive a greater share of the profits because he or she contributed more money or labor in the business's startup phase.

## 8 Future Planning

The primary goal is to bring the company to success.

In the first phase Hello LLC will have a regional approach.

In a second step the company plans to expand to all of California.

Care will be taken to ensure that the company grows steadily and does not limit its growth targets but sets itself realistic goals.

## 9 SWOT Analysis

### 9.1 Strengths

- Security solutions and software are in strong demand and Hello LLC has the optimal package of consulting, implementation and software solutions.
- Long term professional experience and exceptional academic background of the owner Mark Miller.
- High margin business model with growing earnings in the coming years.
- AAA, BBB and, CCC are first class software companies. Selling those products will raise the attention of customers.
- Mark Miller has developed an extensive network over the years, which will help the company to gain customers fast.
- The pricing model is simple and easy to understand. Customers know what they must pay for the service with no hidden costs.

### 9.2 Weaknesses

- Hello LLC is a new company. In the first phase, optimal marketing is essential to make the company successful.
- The competitive environment is intense and there are a lot of companies offering similar products and services.

### 9.3 Opportunities

- The economic environment is very good and therefore a good basis to reach company goals.
- The company could expand in the long run. Hiring additional consultants and expanding regionally will be an option.
- Hello LLC might expand its business offering with additional services.

### 9.4 Threats

- IT technology is constantly changing and the company needs to adopt its business model periodically, which will require further investments.
- An experienced and professional staff is hard to find and can be costly.

# 10 Financial Planning and Financing

The following chapters will describe the capital needs, the sales and the cost development. Additionally, the plan focuses on profit development.

Finally, a liquidity plan will be presented for the coming years.

## 10.1 Investments / Capital Needs

For the establishment of the company a capital requirement in the amount of approximately 99,250 USD is needed.

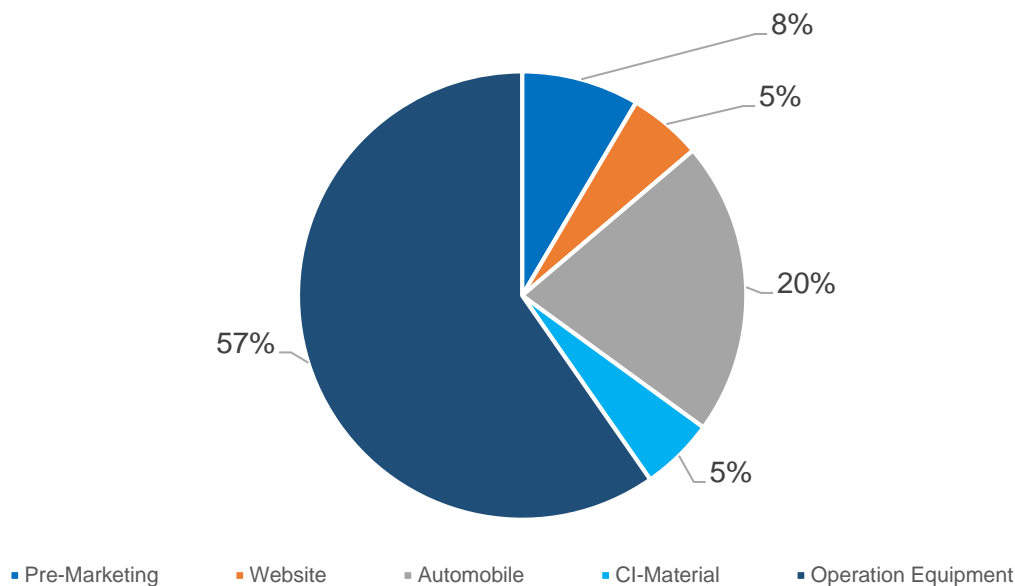
The following table shows the composition of the investment:

### Planned Investments

<b>Total Sum</b>	<b>\$99,250</b>
Pre-Marketing	\$8,000
Website	\$5,000
Automobile	\$20,000
CI-Material	\$5,000
Operation Equipment	\$56,250
Technical Equipment	\$5,000

Source: Company

### Allocation of Capital Needs



Source: Company

57% will be spent on Operational Equipment, followed by an investment in an automobile.

## 10.2 Financing

The following chart shows the allocation of the capital needs.

Capital Needs	in USD
Total Volume	\$99,250
Debt	\$0
Equity	\$99,250

Source: Company

100% of the capital needs are going to be financed with equity.

### 10.3 Sales Forecast

Sales will grow strongly for the next few years. The company expects full year 2020 sales to reach approx. 313,560 USD.

The influencing factors for the future sales development of Hello LLC are:

- Average amount of working hours per month

The company expects a workweek of eight hours per day, five days per week .

Ten vacation days and ten sick days per year per employee are included in the calculation.

This results in the following average days per month:

2019E	Sept	Oct	Nov	Dec	Total
Total Hours per Month	160	176	160	168	664

2020E	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Total Hours per Month	168	152	160	176	160	160	136	128	168	152	136	160	1.856

2021E	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Total Hours per Month	152	152	168	176	160	160	128	136	168	144	144	152	1.840

2022E	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Total Hours per Month	160	152	168	168	168	160	120	144	168	144	144	152	1.848

Number of total hours 2023E and 2024E are 1848.

Source: Company

- Average Fee per hour

The company assumes a conservative hourly fee of 100 USD. This will increase to 120 USD per hour by 2021.

- Capacity Utilization

Hello LLC takes a conservative approach and assumes a maximum capacity utilization of 70%.

- Resale of Software

Company software will be sold on a quarterly basis.

- Managed Services

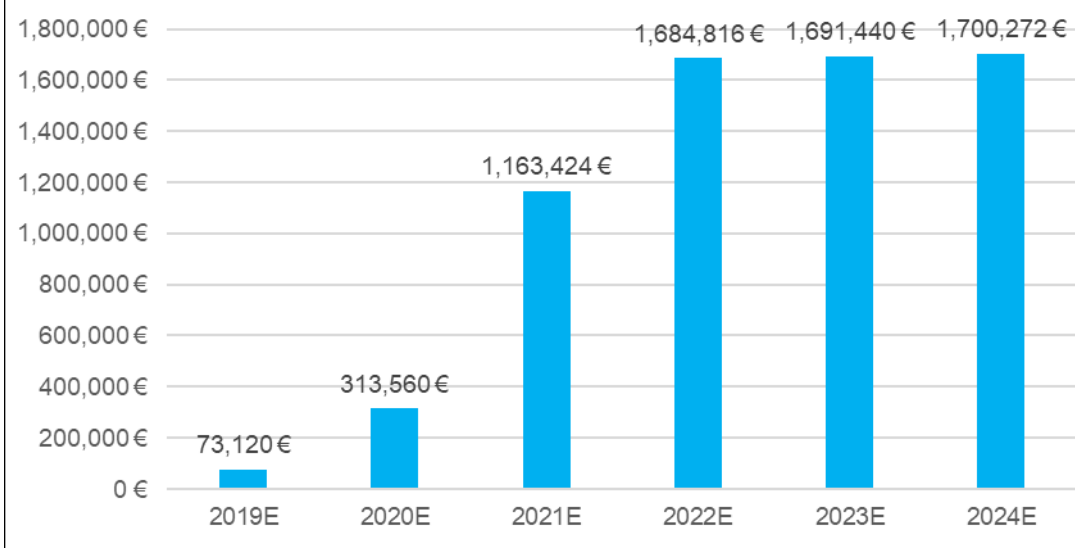
The income is dependent on the number of users and the average fee per user.

Hello LLC projects the following sales from 2019 through 2024.



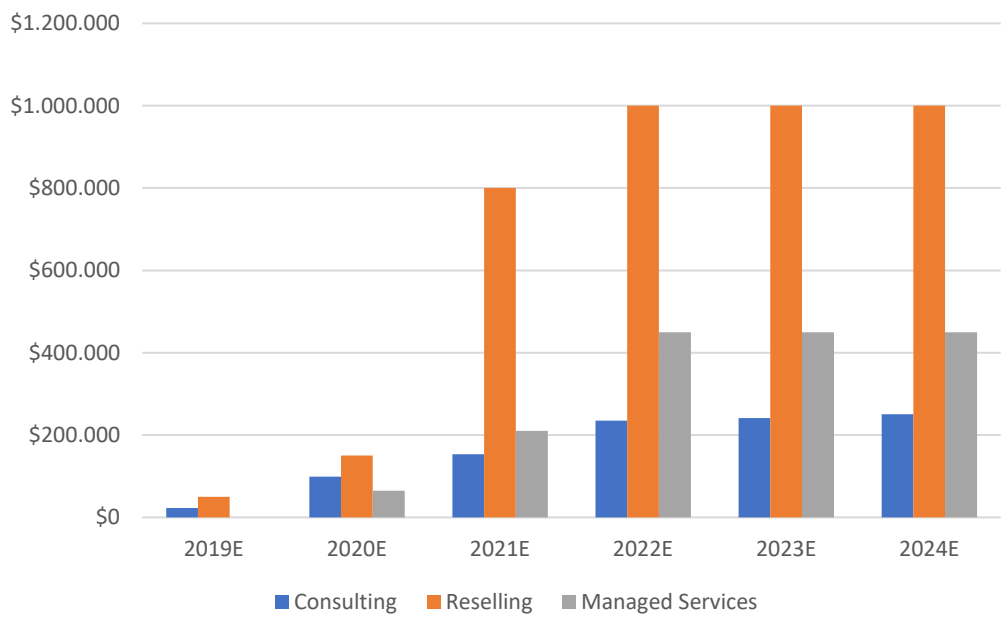
	2019E	2020E	2021E	2022E	2023E	2024E
<b>Total Sales</b>	<b>\$73,120</b>	<b>\$313,560</b>	<b>\$1,163,424</b>	<b>\$1,684,816</b>	<b>\$1,691,440</b>	<b>\$1,700,272</b>
<i>Growth in %</i>		328.8%	271.0%	44.8%	0.4%	0.5%

Source: Company



Source: Company

The sales allocation among the various segments will be as follows:



Source: Company

In detail monthly sales will develop over the coming years as follows:

## Financial year 2019

2019E in USD	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	
Sales per month (gross)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,888	\$10,296	\$66,238	\$78,421	
Sales per month (net)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,760	\$9,600	\$61,760	\$73,120	
<b>Consulting</b>														
Average Fee per hour										\$100	\$100	\$100	\$100	
Capacity Utilisation										0%	10%	60%	70%	
Average Fee per hour														
Capacity Utilisation														
Total										\$0	\$1,760	\$9,600	\$11,760	\$23,120
<b>Software Resale</b>														
Total Sales										\$0	\$0	\$0	\$50,000	
Total										\$0	\$0	\$0	\$50,000	\$50,000
<b>Managed Services</b>														
User										0	0	0	0	
Fee p User										\$10	\$10	\$10	\$10	
Total										\$0	\$0	\$0	\$0	\$0

## Financial year 2020

2020E in USD	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	
Sales per month (gross)	\$8,087	\$9,202	\$66,602	\$18,576	\$13,943	\$15,659	\$64,822	\$10,789	\$18,855	\$17,825	\$18,254	\$73,681	\$336,293	
Sales per month (net)	\$7,540	\$8,580	\$62,100	\$17,320	\$13,000	\$14,600	\$60,440	\$10,060	\$17,580	\$16,620	\$17,020	\$68,700	\$313,560	
<b>Consulting</b>														
Average Fee per hour	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	
Capacity Utilisation	30%	40%	60%	70%	50%	60%	40%	20%	60%	60%	70%	70%		
Average Fee per hour										\$100	\$100	\$100	\$100	
Capacity Utilisation										0%	0%	0%	0%	
Total	\$5,040	\$6,080	\$9,600	\$12,320	\$8,000	\$9,600	\$5,440	\$2,560	\$10,080	\$9,120	\$9,520	\$11,200	\$98,560	
<b>Software Resale</b>														
Total Sales	\$0	\$0	\$50,000	\$0	\$0	\$0	\$50,000	\$0	\$0	\$0	\$0	\$0	\$50,000	
Total	\$0	\$0	\$50,000	\$0	\$0	\$0	\$50,000	\$0	\$0	\$0	\$0	\$0	\$50,000	\$150,000
<b>Managed Services</b>														
User	250	250	250	500	500	500	500	750	750	750	750	750	750	
Fee p User	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	
Total	\$2,500	\$2,500	\$2,500	\$5,000	\$5,000	\$5,000	\$5,000	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$65,000	

## Financial year 2021

2021E in USD	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Sales per month (gross)	\$16,594	\$18,550	\$238,198	\$31,943	\$26,384	\$242,943	\$28,039	\$27,868	\$256,130	\$44,110	\$50,596	\$266,418	\$1,247,772
Sales per month (net)	\$15,472	\$17,296	\$222,096	\$29,784	\$24,600	\$226,520	\$26,144	\$25,984	\$238,816	\$41,128	\$47,176	\$248,408	\$1,163,424
<b>Consulting</b>													
Average Fee per hour	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Capacity Utilisation	30%	40%	60%	70%	50%	60%	40%	20%	60%	60%	70%	70%	
Average Fee per hour	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Capacity Utilisation	0%	0%	0%	0%	0%	0%	0%	20%	40%	40%	70%	70%	
<b>Total</b>	\$5,472	\$7,296	\$12,096	\$14,784	\$9,600	\$11,520	\$6,144	\$5,984	\$18,816	\$16,128	\$22,176	\$23,408	\$153,424
<b>Software Resale</b>													
Total Sales	\$0	\$0	\$200,000	\$0	\$0	\$200,000	\$0	\$0	\$200,000	\$0	\$0	\$200,000	
<b>Total</b>	\$0	\$0	\$200,000	\$0	\$0	\$200,000	\$0	\$0	\$200,000	\$0	\$0	\$200,000	\$800,000
<b>Managed Services</b>													
User	1000	1000	1000	1500	1500	1500	2000	2000	2000	2500	2500	2500	
Fee p User	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10
<b>Total</b>	\$10,000	\$10,000	\$10,000	\$15,000	\$15,000	\$15,000	\$20,000	\$20,000	\$20,000	\$25,000	\$25,000	\$25,000	\$210,000

## Financial year 2022

2022E in USD	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Sales per month (gross)	\$44,530	\$47,825	\$326,246	\$67,808	\$59,159	\$330,373	\$55,255	\$50,313	\$336,971	\$70,502	\$74,208	\$343,775	\$1,806,965
Sales per month (net)	\$41,520	\$44,592	\$304,192	\$63,224	\$55,160	\$308,040	\$51,520	\$46,912	\$314,192	\$65,736	\$69,192	\$320,536	\$1,684,816
<b>Consulting</b>													
Average Fee per hour	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Capacity Utilisation	30%	40%	60%	70%	50%	60%	40%	20%	60%	60%	70%	70%	
Average Fee per hour	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Capacity Utilisation	30%	40%	60%	70%	50%	60%	40%	20%	60%	60%	70%	70%	
<b>Total</b>	\$11,520	\$14,592	\$24,192	\$28,224	\$20,160	\$23,040	\$11,520	\$6,912	\$24,192	\$20,736	\$24,192	\$25,536	\$234,816
<b>Software Resale</b>													
Total Sales	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	
<b>Total</b>	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$1,000,000
<b>Managed Services</b>													
User	3000	3000	3000	3500	3500	3500	4000	4000	4000	4500	4500	4500	
Fee p User	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10
<b>Total</b>	\$30,000	\$30,000	\$30,000	\$35,000	\$35,000	\$35,000	\$40,000	\$40,000	\$40,000	\$45,000	\$45,000	\$45,000	\$450,000

## Financial year 2023

2023E in USD	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Sales per month (gross)	\$44,530	\$47,825	\$326,246	\$67,808	\$59,159	\$330,373	\$56,800	\$55,873	\$336,971	\$70,502	\$74,208	\$343,775	\$1,814,069
Sales per month (net)	\$41,520	\$44,592	\$304,192	\$63,224	\$55,160	\$308,040	\$52,960	\$52,096	\$314,192	\$65,736	\$69,192	\$320,536	\$1,691,440
<b>Consulting</b>													
Average Fee per hour	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Capacity Utilisation	30%	40%	60%	70%	50%	60%	50%	50%	60%	60%	70%	70%	
Average Fee per hour	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Capacity Utilisation	30%	40%	60%	70%	50%	60%	40%	20%	60%	60%	70%	70%	
<b>Total</b>	\$11,520	\$14,592	\$24,192	\$28,224	\$20,160	\$23,040	\$12,960	\$12,096	\$24,192	\$20,736	\$24,192	\$25,536	<b>\$241,440</b>
<b>Software Resale</b>													
Total Sales	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	
<b>Total</b>	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	<b>\$1,000,000</b>
<b>Managed Services</b>													
User	3000	3000	3000	3500	3500	3500	4000	4000	4000	4500	4500	4500	
Fee p User	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	
<b>Total</b>	\$30,000	\$30,000	\$30,000	\$35,000	\$35,000	\$35,000	\$40,000	\$40,000	\$40,000	\$45,000	\$45,000	\$45,000	<b>\$450,000</b>

## Financial year 2024

2024E in USD	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Sales per month (gross)	\$48,649	\$49,781	\$326,246	\$67,808	\$59,159	\$330,373	\$58,344	\$57,726	\$336,971	\$70,502	\$74,208	\$343,775	\$1,823,542
Sales per month (net)	\$45,360	\$46,416	\$304,192	\$63,224	\$55,160	\$308,040	\$54,400	\$53,824	\$314,192	\$65,736	\$69,192	\$320,536	\$1,700,272
<b>Consulting</b>													
Average Fee per hour	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Capacity Utilisation	50%	50%	60%	70%	50%	60%	60%	60%	60%	60%	70%	70%	
Average Fee per hour	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Capacity Utilisation	30%	40%	60%	70%	50%	60%	40%	20%	60%	60%	70%	70%	
<b>Total</b>	\$15,360	\$16,416	\$24,192	\$28,224	\$20,160	\$23,040	\$14,400	\$13,824	\$24,192	\$20,736	\$24,192	\$25,536	<b>\$250,272</b>
<b>Software Resale</b>													
Total Sales	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	
<b>Total</b>	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	\$0	\$0	\$250,000	<b>\$1,000,000</b>
<b>Managed Services</b>													
User	3000	3000	3000	3500	3500	3500	4000	4000	4000	4500	4500	4500	
Fee p User	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	
<b>Total</b>	\$30,000	\$30,000	\$30,000	\$35,000	\$35,000	\$35,000	\$40,000	\$40,000	\$40,000	\$45,000	\$45,000	\$45,000	<b>\$450,000</b>

Sources: Company

## 10.4 Material Costs

Material costs for consulting and implementation as well as for managed services are insignificant.

Material costs for resale of software are calculated at 90% of software purchase price.

This results in the following material costs.

	2019E	2020E	2021E	2022E	2023E	2024E
Material Costs	\$45,000	\$135,000	\$720,000	\$900,000	\$900,000	\$900,000
<i>in % of Sales</i>	61.5%	43.1%	61.9%	53.4%	53.2%	52.9%

Sources: Company

## 10.5 Operating Costs

Operating costs will be generated through lease expenses, personnel costs, automobile costs, marketing costs and others.

### 10.5.1 Lease Expenses

The company plans to lease desks at Space.

Total leasing costs for one desk is 750 USD per month.

Starting October 2020 Hello LLC will rent a private office and will pay 1,870 USD per month for three desks.

#### Rent per Month

Hot Desk	from Sept. 2019	\$410
Three Seats (own office)	from Oct. 2020	\$1,870

Source: Company

This will result in the following leasing costs starting 2019.

#### Overview of rental costs

	2019E	2020E	2021E	2022E	2023E	2024E
Rent	\$1,640	\$9,300	\$22,440	\$22,440	\$22,440	\$22,440
<i>in % of Sales</i>	2.2%	3.0%	1.9%	1.3%	1.3%	1.3%

Source: Company

### 10.5.2 Personnel Costs

From September 2019 until October 2020 Mark Miller will be the sole person working for Hello LLC.

A senior sales manager will join in October 2020 followed by a junior consultant in August 2021.

Salaries will grow by 5% after the first year.

The monthly costs per employee will be as follows.

Employee	2020E			2021E			2022E			2023E			2024E		
	Salary	Additional Total Costs		Salary	Additional Total Costs		Salary	Additional Total Costs		Salary	Additional Total Costs		Salary	Additional Total Costs	
Senior Sales Manager (Oct. 2020)	\$80,000	\$20,000	\$100,000	\$84,000	\$21,000	\$105,000	\$88,200	\$22,050	\$110,250	\$92,610	\$23,153	\$115,763	\$97,241	\$24,310	\$121,551
Junior Consultant (Aug. 2021)	\$0	\$0	\$0	\$60,000	\$15,000	\$75,000	\$63,000	\$15,750	\$78,750	\$66,150	\$16,538	\$82,688	\$69,458	\$17,364	\$86,822

Source: Company

This will cause the following personnel costs over the next three years:

	2019E	2020E	2021E	2022E	2023E	2024E
Personnel	\$0	\$25,000	\$133,333	\$189,000	\$198,450	\$208,373
<i>in % of Sales</i>	0.0%	8.0%	11.5%	11.2%	11.7%	12.3%

Source: Company

### 10.5.3 Marketing Costs

Marketing costs will be mainly fees paid to the marketing agency.

This will result in the following marketing costs.

	2019E	2020E	2021E	2022E	2023E	2024E
Marketing	\$0	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
<i>in %</i>	0.0%	1.3%	0.3%	0.2%	0.2%	0.2%

Source: Company

### 10.5.4 Other Costs

All other costs that do not appear separately as a cost type are summarized here.

They can be estimated as follows and should increase by 2,5% annually over the years from 2021 onwards.

Other costs are as follows

	2019E	2020E	2021E	2022E	2023E	2024E
Other	\$5,233	\$15,700	\$18,410	\$20,071	\$21,899	\$23,910
<i>in % of Sales</i>	7.2%	5.0%	1.6%	1.2%	1.3%	1.4%

Source: Company

In 2020 other costs should add up to 15,700 USD.

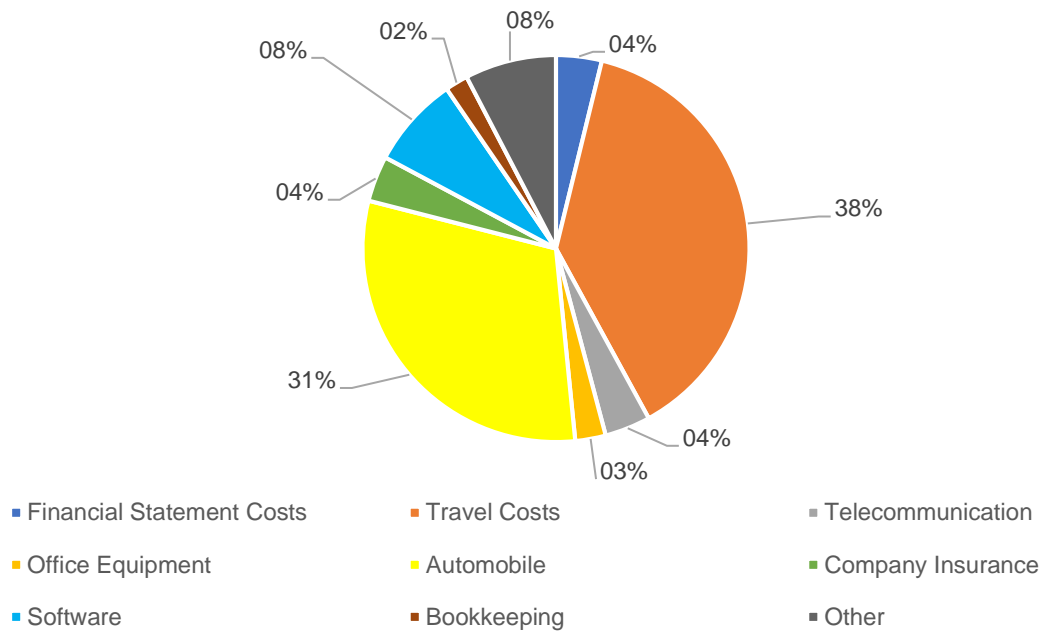
In detail costs are as follows:

Other Costs	2019E	2020E	2021E	2022E	2023E	2024E
Financial Statement Costs	\$200	\$600	\$660	\$726	\$799	\$878
Travel Costs	\$2,000	\$6,000	\$6,600	\$7,260	\$7,986	\$8,785
Telecommunication	\$200	\$600	\$1,800	\$1,800	\$1,801	\$1,802
Office Equipment	\$133	\$400	\$440	\$484	\$532	\$586
Automobile	\$1,600	\$4,800	\$5,280	\$5,808	\$6,389	\$7,028
Company Insurance	\$200	\$600	\$660	\$726	\$799	\$878
Software	\$400	\$1,200	\$1,320	\$1,452	\$1,597	\$1,757
Bookkeeping	\$100	\$300	\$330	\$363	\$399	\$439
Other	\$400	\$1,200	\$1,320	\$1,452	\$1,597	\$1,757
<b>Total</b>	<b>\$5,233</b>	<b>\$15,700</b>	<b>\$18,410</b>	<b>\$20,071</b>	<b>\$21,899</b>	<b>\$23,910</b>

Source: Company

The allocation of "other costs" is shown in the following graph. The cost for travelling takes the largest share relative to sales.

### Allocation of other costs in % in 2020



Source: Company

## 10.6 Depreciation

Investments in intangible fixed assets and property, plant and equipment, as well as capitalized expenses for the start-up and expansion of business operations, are subject to annual depreciation. In this case, all assets from the capital requirement calculation are used.

All in all, these assets amount to approximately 25,000 USD net.

Assuming an average estimated imputed useful life of approximately eight years, this results in a monthly depreciation of around 260 USD.

## 10.7 Profits

Based on the above calculations, the company will achieve very good profit margins in the coming years.

The company will already be profitable in 2019 and achieve an operating profit margin of 27.6%. The operating profit should amount to 20,205 USD in 2019.

For the fiscal years 2019 to 2024, the following income is expected:

	2019E	2020E	2021E	2022E	2023E	2024E
<b>Gross Profit</b>	<b>\$28,120</b>	<b>\$178,560</b>	<b>\$443,424</b>	<b>\$784,816</b>	<b>\$791,440</b>	<b>\$800,272</b>
<i>Gross Profit Margin</i>	38.5%	56.9%	38.1%	46.6%	46.8%	47.1%
<b>EBITDA</b>	<b>\$21,247</b>	<b>\$124,560</b>	<b>\$265,241</b>	<b>\$549,305</b>	<b>\$544,651</b>	<b>\$541,550</b>
<i>EBITDA Margin</i>	75.6%	69.8%	59.8%	70.0%	68.8%	67.7%
<b>Operating Profit</b>	<b>\$20,205</b>	<b>\$121,435</b>	<b>\$262,116</b>	<b>\$546,180</b>	<b>\$541,526</b>	<b>\$538,425</b>
<i>EBIT Margin</i>	27.6%	38.7%	22.5%	32.4%	32.0%	50.6%
<b>EBT</b>	<b>\$20,205</b>	<b>\$121,435</b>	<b>\$262,116</b>	<b>\$546,180</b>	<b>\$541,526</b>	<b>\$538,425</b>
<i>EBT Margin</i>	27.6%	38.7%	22.5%	32.4%	32.0%	31.7%
<b>Net Profit</b>	<b>20,205.0 €</b>	<b>121,435.0 €</b>	<b>262,115.7 €</b>	<b>546,180.0 €</b>	<b>541,525.9 €</b>	<b>538,424.6 €</b>
<i>Net Profit Margin</i>	27.6%	38.7%	22.5%	32.4%	32.0%	31.7%

Source: Company

Profits on a monthly basis are as follows:

## Profit &amp; Loss Statement 2019E

	January	February	March	April	May	June	July	August	September	October	November	December	Total	
<b>Total Sales</b>										\$0	\$1,760	\$9,600	\$61,760	\$73,120
Material Costs in % of Sales										\$0	\$0	\$45,000	\$45,000	\$45,000
										0.0%	0.0%	0.0%	72.9%	61.5%
<b>Gross Profit</b>										\$0	\$1,760	\$9,600	\$16,760	\$28,120
<b>Gross Profit Margin</b>										100.0%	100.0%	27.1%		38.5%
Personnel in % of Sales										\$0	\$0	\$0	\$0	\$0
										0.0%	0.0%	0.0%	0.0%	0.0%
Rent in % of Sales										\$410	\$410	\$410	\$410	\$1,640
										23.3%	4.3%	0.7%		2.2%
Other in % of Sales										\$1,308	\$1,308	\$1,308	\$1,308	\$5,233
										74.3%	13.6%	2.1%		7.2%
<b>EBITDA</b>										-\$1,718	\$42	\$7,882	\$15,042	\$21,247
<b>EBITDA Margin</b>										2.4%	82.1%	24.4%		29.1%
Depreciation										\$260	\$260	\$260	\$260	\$1,042
<b>EBIT</b>										-\$1,979	-\$219	\$7,621	\$14,781	\$20,205
<b>EBIT Margin</b>										-12.4%	79.4%	23.9%		27.6%
Interests										\$0	\$0	\$0	\$0	\$0
<b>EBT</b>										-\$1,979	-\$219	\$7,621	\$14,781	\$20,205
<b>EBT Margin</b>										-12.4%	79.4%	23.9%		27.6%
Taxes										\$0		\$0		\$0
<b>Net Profit</b>										-\$1,979	-\$219	\$7,621	\$14,781	\$20,205
<b>Net Profit Margin</b>										-12.4%	79.4%	23.9%		27.6%

## Profit &amp; Loss Statement 2020E

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Sales</b>	\$7,540	\$8,580	\$62,100	\$17,320	\$13,000	\$14,600	\$60,440	\$10,060	\$17,580	\$16,620	\$17,020	\$68,700	\$313,560
Material Costs in % of Sales	\$0	\$0	\$45,000	\$0	\$0	\$0	\$45,000	\$0	\$0	\$0	\$0	\$45,000	\$135,000
	0.0%	0.0%	72.5%	0.0%	0.0%	0.0%	74.5%	0.0%	0.0%	0.0%	0.0%	65.5%	43%
<b>Gross Profit</b>	\$7,540	\$8,580	\$17,100	\$17,320	\$13,000	\$14,600	\$15,440	\$10,060	\$17,580	\$16,620	\$17,020	\$23,700	\$178,560
<b>Gross Profit Margin</b>	100.0%	100.0%	27.5%	100.0%	100.0%	100.0%	25.5%	100.0%	100.0%	100.0%	100.0%	34.5%	56.9%
Personnel in % of Sales	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,333	\$8,333	\$8,333	\$25,000
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.1%	49.0%	12.1%	8.0%
Rent in % of Sales	\$410	\$410	\$410	\$410	\$410	\$410	\$410	\$410	\$410	\$1,870	\$1,870	\$1,870	\$9,300
	5.4%	4.8%	0.7%	2.4%	3.2%	2.8%	0.7%	4.1%	2.3%	11.3%	11.0%	2.7%	3.0%
Other in % of Sales	\$1,308	\$1,308	\$1,308	\$1,308	\$1,308	\$1,308	\$1,308	\$1,308	\$1,308	\$1,308	\$1,308	\$1,308	\$15,700
	17.4%	15.2%	2.1%	7.6%	10.1%	9.0%	2.2%	13.0%	7.4%	7.9%	7.7%	1.9%	5.0%
<b>EBITDA</b>	\$5,822	\$6,862	\$14,382	\$15,602	\$11,282	\$11,882	\$13,722	\$8,342	\$14,862	\$5,108	\$5,508	\$11,188	\$124,560
<b>EBITDA Margin</b>	77.2%	80.0%	23.2%	90.1%	86.8%	81.4%	22.7%	82.9%	84.5%	30.7%	32.4%	16.3%	39.7%
Depreciation	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$3,125
<b>EBIT</b>	\$5,561	\$6,601	\$14,121	\$15,341	\$11,021	\$11,621	\$13,461	\$8,081	\$14,601	\$4,848	\$5,248	\$10,928	\$121,435
<b>EBIT Margin</b>	73.8%	76.9%	22.7%	88.6%	84.8%	79.6%	22.3%	80.3%	83.1%	29.2%	30.8%	15.9%	38.7%
Interests	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>EBT</b>	\$5,561	\$6,601	\$14,121	\$15,341	\$11,021	\$11,621	\$13,461	\$8,081	\$14,601	\$4,848	\$5,248	\$10,928	\$121,435
<b>EBT Margin</b>	73.8%	76.9%	22.7%	88.6%	84.8%	79.6%	22.3%	80.3%	83.1%	29.2%	30.8%	15.9%	38.7%
Taxes			\$0			\$0			\$0			\$0	\$0
<b>Net Profit</b>	\$5,561	\$6,601	\$14,121	\$15,341	\$11,021	\$11,621	\$13,461	\$8,081	\$14,601	\$4,848	\$5,248	\$10,928	\$121,435
<b>Net Profit Margin</b>	73.8%	76.9%	22.7%	88.6%	84.8%	79.6%	22.3%	80.3%	83.1%	29.2%	30.8%	15.9%	38.7%



## Profit &amp; Loss Statement 2021E

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Sales</b>	<b>\$15,472</b>	<b>\$17,296</b>	<b>\$222,096</b>	<b>\$29,784</b>	<b>\$24,600</b>	<b>\$226,520</b>	<b>\$26,144</b>	<b>\$25,984</b>	<b>\$238,816</b>	<b>\$41,128</b>	<b>\$47,176</b>	<b>\$248,408</b>	<b>\$1,163,424</b>
Material Costs	\$0	\$0	\$180,000	\$0	\$0	\$180,000	\$0	\$0	\$180,000	\$0	\$0	\$180,000	\$720,000
in % of Sales	0.0%	0.0%	81.0%	0.0%	0.0%	79.5%	0.0%	0.0%	75.4%	0.0%	0.0%	72.5%	62%
<b>Gross Profit</b>	<b>\$15,472</b>	<b>\$17,296</b>	<b>\$42,096</b>	<b>\$29,784</b>	<b>\$24,600</b>	<b>\$46,520</b>	<b>\$26,144</b>	<b>\$25,984</b>	<b>\$58,816</b>	<b>\$41,128</b>	<b>\$47,176</b>	<b>\$68,408</b>	<b>\$443,424</b>
<b>Gross Profit Margin</b>	<b>100.0%</b>	<b>100.0%</b>	<b>19.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>20.5%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>24.6%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>27.5%</b>	<b>38.1%</b>
Personnel	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$133,333
in % of Sales	53.9%	48.2%	3.8%	28.0%	33.9%	3.7%	31.9%	57.7%	6.3%	36.5%	31.8%	6.0%	11.5%
Rent	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$22,440
in % of Sales	12.1%	10.8%	0.8%	6.3%	7.6%	0.8%	7.2%	7.2%	0.8%	4.5%	4.0%	0.8%	1.9%
Other	\$1,534	\$1,534	\$1,534	\$1,534	\$1,534	\$1,534	\$1,534	\$1,534	\$1,534	\$1,534	\$1,534	\$1,534	\$18,410
in % of Sales	9.9%	8.9%	0.7%	5.2%	6.2%	0.7%	5.9%	5.9%	0.6%	3.7%	3.3%	0.6%	1.6%
<b>EBITDA</b>	<b>\$3,735</b>	<b>\$5,559</b>	<b>\$29,359</b>	<b>\$18,047</b>	<b>\$12,863</b>	<b>\$33,783</b>	<b>\$14,407</b>	<b>\$7,580</b>	<b>\$39,412</b>	<b>\$22,724</b>	<b>\$28,772</b>	<b>\$49,004</b>	<b>\$265,241</b>
<b>EBITDA Margin</b>	<b>24.1%</b>	<b>32.1%</b>	<b>13.2%</b>	<b>60.6%</b>	<b>52.3%</b>	<b>14.9%</b>	<b>55.1%</b>	<b>29.2%</b>	<b>16.5%</b>	<b>55.3%</b>	<b>61.0%</b>	<b>19.7%</b>	<b>22.8%</b>
Depreciation	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$3,125
<b>EBIT</b>	<b>\$3,474</b>	<b>\$5,298</b>	<b>\$29,098</b>	<b>\$17,786</b>	<b>\$12,602</b>	<b>\$33,522</b>	<b>\$14,146</b>	<b>\$7,319</b>	<b>\$39,151</b>	<b>\$22,463</b>	<b>\$28,511</b>	<b>\$48,743</b>	<b>\$262,116</b>
<b>EBIT Margin</b>	<b>22.5%</b>	<b>30.6%</b>	<b>13.1%</b>	<b>59.7%</b>	<b>51.2%</b>	<b>14.8%</b>	<b>54.1%</b>	<b>28.2%</b>	<b>16.4%</b>	<b>54.6%</b>	<b>60.4%</b>	<b>19.6%</b>	<b>22.5%</b>
Interests	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>EBT</b>	<b>\$3,474</b>	<b>\$5,298</b>	<b>\$29,098</b>	<b>\$17,786</b>	<b>\$12,602</b>	<b>\$33,522</b>	<b>\$14,146</b>	<b>\$7,319</b>	<b>\$39,151</b>	<b>\$22,463</b>	<b>\$28,511</b>	<b>\$48,743</b>	<b>\$262,116</b>
<b>EBT Margin</b>	<b>22.5%</b>	<b>30.6%</b>	<b>13.1%</b>	<b>59.7%</b>	<b>51.2%</b>	<b>14.8%</b>	<b>54.1%</b>	<b>28.2%</b>	<b>16.4%</b>	<b>54.6%</b>	<b>60.4%</b>	<b>19.6%</b>	<b>22.5%</b>
Taxes			\$0			\$0			\$0			\$0	\$0
<b>Net Profit</b>	<b>\$3,474</b>	<b>\$5,298</b>	<b>\$29,098</b>	<b>\$17,786</b>	<b>\$12,602</b>	<b>\$33,522</b>	<b>\$14,146</b>	<b>\$7,319</b>	<b>\$39,151</b>	<b>\$22,463</b>	<b>\$28,511</b>	<b>\$48,743</b>	<b>\$262,116</b>
<b>Net Profit Margin</b>	<b>22.5%</b>	<b>30.6%</b>	<b>13.1%</b>	<b>59.7%</b>	<b>51.2%</b>	<b>14.8%</b>	<b>54.1%</b>	<b>28.2%</b>	<b>16.4%</b>	<b>54.6%</b>	<b>60.4%</b>	<b>19.6%</b>	<b>22.5%</b>

## Profit &amp; Loss Statement 2022E

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Sales</b>	<b>\$41,520</b>	<b>\$44,592</b>	<b>\$304,192</b>	<b>\$63,224</b>	<b>\$55,160</b>	<b>\$308,040</b>	<b>\$51,520</b>	<b>\$46,912</b>	<b>\$314,192</b>	<b>\$65,736</b>	<b>\$69,192</b>	<b>\$320,536</b>	<b>\$1,684,816</b>
Material Costs	\$0	\$0	\$225,000	\$0	\$0	\$225,000	\$0	\$0	\$225,000	\$0	\$0	\$225,000	\$900,000
in % of Sales	0.0%	0.0%	74.0%	0.0%	0.0%	73.0%	0.0%	0.0%	71.6%	0.0%	0.0%	70.2%	53%
<b>Gross Profit</b>	<b>\$41,520</b>	<b>\$44,592</b>	<b>\$79,192</b>	<b>\$63,224</b>	<b>\$55,160</b>	<b>\$83,040</b>	<b>\$51,520</b>	<b>\$46,912</b>	<b>\$89,192</b>	<b>\$65,736</b>	<b>\$69,192</b>	<b>\$95,536</b>	<b>\$784,816</b>
<b>Gross Profit Margin</b>	<b>100.0%</b>	<b>100.0%</b>	<b>26.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>27.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>28.4%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>29.8%</b>	<b>46.6%</b>
Personnel	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$189,000
in % of Sales	37.9%	35.3%	5.2%	24.9%	28.6%	5.1%	30.6%	33.6%	5.0%	24.0%	22.8%	4.9%	11.2%
Rent	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$22,440
in % of Sales	4.5%	4.2%	0.6%	3.0%	3.4%	0.6%	3.6%	4.0%	0.6%	2.8%	2.7%	0.6%	1.3%
Other	\$1,673	\$1,673	\$1,673	\$1,673	\$1,673	\$1,673	\$1,673	\$1,673	\$1,673	\$1,673	\$1,673	\$1,673	\$20,071
in % of Sales	4.0%	3.8%	0.5%	2.6%	3.0%	0.5%	3.2%	3.6%	0.5%	2.5%	2.4%	0.5%	1.2%
<b>EBITDA</b>	<b>\$22,227</b>	<b>\$25,299</b>	<b>\$58,899</b>	<b>\$43,931</b>	<b>\$35,867</b>	<b>\$62,747</b>	<b>\$32,227</b>	<b>\$27,619</b>	<b>\$68,899</b>	<b>\$46,443</b>	<b>\$49,899</b>	<b>\$75,243</b>	<b>\$549,305</b>
<b>EBITDA Margin</b>	<b>53.5%</b>	<b>56.7%</b>	<b>19.4%</b>	<b>69.5%</b>	<b>65.0%</b>	<b>20.4%</b>	<b>62.6%</b>	<b>58.9%</b>	<b>21.9%</b>	<b>70.7%</b>	<b>72.1%</b>	<b>23.5%</b>	<b>32.6%</b>
Depreciation	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$3,125
<b>EBIT</b>	<b>\$21,967</b>	<b>\$25,039</b>	<b>\$58,639</b>	<b>\$43,671</b>	<b>\$35,607</b>	<b>\$62,487</b>	<b>\$31,967</b>	<b>\$27,359</b>	<b>\$68,639</b>	<b>\$46,183</b>	<b>\$49,639</b>	<b>\$74,983</b>	<b>\$546,180</b>
<b>EBIT Margin</b>	<b>52.9%</b>	<b>56.2%</b>	<b>19.3%</b>	<b>69.1%</b>	<b>64.6%</b>	<b>20.3%</b>	<b>62.0%</b>	<b>58.3%</b>	<b>21.8%</b>	<b>70.3%</b>	<b>71.7%</b>	<b>23.4%</b>	<b>32.4%</b>
Interests	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>EBT</b>	<b>\$21,967</b>	<b>\$25,039</b>	<b>\$58,639</b>	<b>\$43,671</b>	<b>\$35,607</b>	<b>\$62,487</b>	<b>\$31,967</b>	<b>\$27,359</b>	<b>\$68,639</b>	<b>\$46,183</b>	<b>\$49,639</b>	<b>\$74,983</b>	<b>\$546,180</b>
<b>EBT Margin</b>	<b>52.9%</b>	<b>56.2%</b>	<b>19.3%</b>	<b>69.1%</b>	<b>64.6%</b>	<b>20.3%</b>	<b>62.0%</b>	<b>58.3%</b>	<b>21.8%</b>	<b>70.3%</b>	<b>71.7%</b>	<b>23.4%</b>	<b>32.4%</b>
Taxes			\$0			\$0			\$0			\$0	\$0
<b>Net Profit</b>	<b>\$21,967</b>	<b>\$25,039</b>	<b>\$58,639</b>	<b>\$43,671</b>	<b>\$35,607</b>	<b>\$62,487</b>	<b>\$31,967</b>	<b>\$27,359</b>	<b>\$68,639</b>	<b>\$46,183</b>	<b>\$49,639</b>	<b>\$74,983</b>	<b>\$546,180</b>
<b>Net Profit Margin</b>	<b>52.9%</b>	<b>56.2%</b>	<b>19.3%</b>	<b>69.1%</b>	<b>64.6%</b>	<b>20.3%</b>	<b>62.0%</b>	<b>58.3%</b>	<b>21.8%</b>	<b>70.3%</b>	<b>71.7%</b>	<b>23.4%</b>	<b>32.4%</b>

Sources: Company

**Profit & Loss Statement 2023E**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Sales</b>	\$41,520	\$44,592	\$304,192	\$63,224	\$55,160	\$308,040	\$52,960	\$52,096	\$314,192	\$65,736	\$69,192	\$320,536	\$1,691,440
Material Costs	\$0	\$0	\$225,000	\$0	\$0	\$225,000	\$0	\$0	\$225,000	\$0	\$0	\$225,000	\$900,000
In % of Sales	0.0%	0.0%	74.0%	0.0%	0.0%	73.0%	0.0%	0.0%	71.6%	0.0%	0.0%	70.2%	53%
<b>Gross Profit</b>	\$41,520	\$44,592	\$79,192	\$63,224	\$55,160	\$83,040	\$52,960	\$52,096	\$89,192	\$65,736	\$69,192	\$95,536	\$791,440
<b>Gross Profit Margin</b>	100.0%	100.0%	26.0%	100.0%	100.0%	27.0%	100.0%	100.0%	28.4%	100.0%	100.0%	29.8%	46.8%
Personnel	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$198,450
In % of Sales	39.8%	37.1%	5.4%	26.2%	30.0%	5.4%	31.2%	31.7%	5.3%	25.2%	23.9%	5.2%	11.7%
Rent	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$22,440
In % of Sales	4.5%	4.2%	0.6%	3.0%	3.4%	0.6%	3.5%	3.6%	0.6%	2.8%	2.7%	0.6%	1.3%
Other	\$1,825	\$1,825	\$1,825	\$1,825	\$1,825	\$1,825	\$1,825	\$1,825	\$1,825	\$1,825	\$1,825	\$1,825	\$21,899
In % of Sales	4.4%	4.1%	0.6%	2.9%	3.3%	0.6%	3.4%	3.5%	0.6%	2.8%	2.6%	0.6%	1.3%
<b>EBITDA</b>	\$21,288	\$24,360	\$57,960	\$42,992	\$34,928	\$61,808	\$32,728	\$31,864	\$67,960	\$45,504	\$48,960	\$74,304	\$544,651
<b>EBITDA Margin</b>	51.3%	54.6%	19.1%	68.0%	63.3%	20.1%	61.8%	61.2%	21.6%	69.2%	70.8%	23.2%	32.2%
Depreciation	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$3,125
<b>EBIT</b>	\$21,027	\$24,099	\$57,699	\$42,731	\$34,667	\$61,547	\$32,467	\$31,603	\$67,699	\$45,243	\$48,699	\$74,043	\$541,526
<b>EBIT Margin</b>	50.6%	54.0%	19.0%	67.6%	62.8%	20.0%	61.3%	60.7%	21.5%	68.8%	70.4%	23.1%	32.0%
Interests	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>EBT</b>	\$21,027	\$24,099	\$57,699	\$42,731	\$34,667	\$61,547	\$32,467	\$31,603	\$67,699	\$45,243	\$48,699	\$74,043	\$541,526
<b>EBT Margin</b>	50.6%	54.0%	19.0%	67.6%	62.8%	20.0%	61.3%	60.7%	21.5%	68.8%	70.4%	23.1%	32.0%
Taxes			\$0			\$0			\$0			\$0	\$0
<b>Net Profit</b>	\$21,027	\$24,099	\$57,699	\$42,731	\$34,667	\$61,547	\$32,467	\$31,603	\$67,699	\$45,243	\$48,699	\$74,043	\$541,526
<b>Net Profit Margin</b>	50.6%	54.0%	19.0%	67.6%	62.8%	20.0%	61.3%	60.7%	21.5%	68.8%	70.4%	23.1%	32.0%

Source: Company

**Profit & Loss Statement 2024E**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Sales</b>	\$45,360	\$46,416	\$304,192	\$63,224	\$55,160	\$308,040	\$54,400	\$53,824	\$314,192	\$65,736	\$69,192	\$320,536	\$1,700,272
Material Costs	\$0	\$0	\$225,000	\$0	\$0	\$225,000	\$0	\$0	\$225,000	\$0	\$0	\$225,000	\$900,000
In % of Sales	0.0%	0.0%	74.0%	0.0%	0.0%	73.0%	0.0%	0.0%	71.6%	0.0%	0.0%	70.2%	53%
<b>Gross Profit</b>	\$45,360	\$46,416	\$79,192	\$63,224	\$55,160	\$83,040	\$54,400	\$53,824	\$89,192	\$65,736	\$69,192	\$95,536	\$800,272
<b>Gross Profit Margin</b>	100.0%	100.0%	26.0%	100.0%	100.0%	27.0%	100.0%	100.0%	28.4%	100.0%	100.0%	29.8%	47.1%
Personnel	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$208,373
In % of Sales	38.3%	37.4%	5.7%	27.5%	31.5%	5.6%	31.9%	32.3%	5.5%	26.4%	25.1%	5.4%	12.3%
Rent	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$1,870	\$22,440
In % of Sales	4.1%	4.0%	0.6%	3.0%	3.4%	0.6%	3.4%	3.5%	0.6%	2.8%	2.7%	0.6%	1.3%
Other	\$1,992	\$1,992	\$1,992	\$1,992	\$1,992	\$1,992	\$1,992	\$1,992	\$1,992	\$1,992	\$1,992	\$1,992	\$23,910
In % of Sales	4.4%	4.3%	0.7%	3.2%	3.6%	0.6%	3.7%	3.7%	0.6%	3.0%	2.9%	0.6%	1.4%
<b>EBITDA</b>	\$24,133	\$25,189	\$56,965	\$41,997	\$33,933	\$60,813	\$33,173	\$32,597	\$66,965	\$44,509	\$47,965	\$73,309	\$541,550
<b>EBITDA Margin</b>	53.2%	54.3%	18.7%	66.4%	61.5%	19.7%	61.0%	60.6%	21.3%	67.7%	69.3%	22.9%	31.9%
Depreciation	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$260	\$3,125
<b>EBIT</b>	\$23,873	\$24,929	\$56,705	\$41,737	\$33,673	\$60,553	\$32,913	\$32,337	\$66,705	\$44,249	\$47,705	\$73,049	\$538,425
<b>EBIT Margin</b>	52.6%	53.7%	18.6%	66.0%	61.0%	19.7%	60.5%	60.1%	21.2%	67.3%	68.9%	22.8%	31.7%
Interests	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>EBT</b>	\$23,873	\$24,929	\$56,705	\$41,737	\$33,673	\$60,553	\$32,913	\$32,337	\$66,705	\$44,249	\$47,705	\$73,049	\$538,425
<b>EBT Margin</b>	52.6%	53.7%	18.6%	66.0%	61.0%	19.7%	60.5%	60.1%	21.2%	67.3%	68.9%	22.8%	31.7%
Taxes			\$0			\$0			\$0			\$0	\$0
<b>Net Profit</b>	\$23,873	\$24,929	\$56,705	\$41,737	\$33,673	\$60,553	\$32,913	\$32,337	\$66,705	\$44,249	\$47,705	\$73,049	\$538,425
<b>Net Profit Margin</b>	52.6%	53.7%	18.6%	66.0%	61.0%	19.7%	60.5%	60.1%	21.2%	67.3%	68.9%	22.8%	31.7%

Source: Company

The Profit & Loss Statement for the next three years is as follows:

Profit & Loss Statement						
	2019E	2020E	2021E	2022E	2023E	2024E
<b>Total Sales</b>	<b>\$73,120</b>	<b>\$313,560</b>	<b>\$1,163,424</b>	<b>\$1,684,816</b>	<b>\$1,691,440</b>	<b>\$1,700,272</b>
<i>Growth in %</i>		328.8%	271.0%	44.8%	0.4%	0.5%
Material Costs	\$45,000	\$135,000	\$720,000	\$900,000	\$900,000	\$900,000
<i>in % of Sales</i>	61.5%	43.1%	61.9%	53.4%	53.2%	52.9%
<b>Gross Profit</b>	<b>\$28,120</b>	<b>\$178,560</b>	<b>\$443,424</b>	<b>\$784,816</b>	<b>\$791,440</b>	<b>\$800,272</b>
<i>Gross Profit Margin</i>	38.5%	56.9%	38.1%	46.6%	46.8%	47.1%
Personnel	\$0	\$25,000	\$133,333	\$189,000	\$198,450	\$208,373
<i>in % of Sales</i>	0.0%	8.0%	11.5%	11.2%	11.7%	12.3%
Rent	\$1,640	\$9,300	\$22,440	\$22,440	\$22,440	\$22,440
<i>in % of Sales</i>	2.2%	3.0%	1.9%	1.3%	1.3%	1.3%
Other	\$5,233	\$15,700	\$18,410	\$20,071	\$21,899	\$23,910
<i>in % of Sales</i>	7.2%	5.0%	1.6%	1.2%	1.3%	1.4%
<b>EBITDA</b>	<b>\$21,247</b>	<b>\$124,560</b>	<b>\$265,241</b>	<b>\$549,305</b>	<b>\$544,651</b>	<b>\$541,550</b>
<i>EBITDA Margin</i>	75.6%	69.8%	59.8%	70.0%	68.8%	67.7%
Depreciation	\$1,042	\$3,125	\$3,125	\$3,125	\$3,125	\$3,125
<b>Operating Profit</b>	<b>\$20,205</b>	<b>\$121,435</b>	<b>\$262,116</b>	<b>\$546,180</b>	<b>\$541,526</b>	<b>\$538,425</b>
<i>EBIT Margin</i>	27.6%	38.7%	22.5%	32.4%	32.0%	50.6%
Interests	\$0	\$0	\$0	\$0	\$0	\$0
<b>EBT</b>	<b>\$20,205</b>	<b>\$121,435</b>	<b>\$262,116</b>	<b>\$546,180</b>	<b>\$541,526</b>	<b>\$538,425</b>
<i>EBT Margin</i>	27.6%	38.7%	22.5%	32.4%	32.0%	31.7%
Taxes	\$0	\$0	\$0	\$0	\$0	\$0
<b>Net Profit</b>	<b>20,205.0 €</b>	<b>121,435.0 €</b>	<b>262,115.7 €</b>	<b>546,180.0 €</b>	<b>541,525.9 €</b>	<b>538,424.6 €</b>
<i>Net Profit Margin</i>	27.6%	38.7%	22.5%	32.4%	32.0%	31.7%

Source: Company

## 11 Private Expenses

Mark Miller will have monthly private expenses of 6,400 USD. They will be covered by company income at any time.

Monthly Private Expenses	
Rent	\$2,800
Food	\$1,200
Insurances	\$1,200
Clothes	\$200
Telecom/TV/Internet	\$400
Hobbies	\$100
Travelling	\$300
Other	\$200
<b>Total</b>	<b>\$6,400</b>

Source: Company

## 12 Liquidity

Hello LLC will always have enough cash.

The liquidity plan looks as follows:

### Liquidity Planing 2019E

September October November December Total

#### Inpayments

Sales including Tax	\$0	\$1,888	\$10,296	\$66,238	\$78,421
Equity	\$99,250	\$0	\$0	\$0	\$99,250
Debt	\$0	\$0	\$0	\$0	\$0
Other Inpayments	\$0	\$0	\$0	\$0	\$0
Sum of New Liquidity	\$99,250	\$1,888	\$10,296	\$66,238	\$177,671

#### Payments

Investments	\$43,000	\$0	\$0	\$0	\$43,000
Personell	\$0	\$0	\$0	\$0	\$0
Material plus Tax	\$0	\$0	\$0	\$48,263	\$48,263
Operating Costs plus Tax	\$1,843	\$1,843	\$1,843	\$1,843	\$7,372
Loan Repayment	\$0	\$0	\$0	\$0	\$0
Interests	\$0	\$0	\$0	\$0	\$0
Tax Repayments	-\$294	\$7	\$1,350	\$2,576	\$3,638
Reserves	\$0	\$0	\$0	\$0	\$0
Reserves Taxes	\$0	\$0	\$0	\$0	\$0
Other Payments	\$6,400	\$6,400	\$6,400	\$6,400	\$25,600
Liquidity	\$48,301	-\$6,362	\$703	\$7,156	\$49,799
Cummulated Liquidity	\$48,301	\$41,939	\$42,642	\$49,799	

### Liquidity Planing 2020E

January February March April May June July August September October November December Total

#### Inpayments

Sales including Tax	\$8,087	\$9,202	\$66,602	\$18,576	\$13,943	\$15,659	\$64,822	\$10,789	\$18,855	\$17,825	\$18,254	\$73,681	\$336,293
Equity	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Debt	\$0	\$0	\$0	\$0	\$18,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,000
Other Inpayments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sum of New Liquidity	\$8,087	\$9,202	\$66,602	\$18,576	\$31,943	\$15,659	\$64,822	\$10,789	\$18,855	\$17,825	\$18,254	\$73,681	\$354,293

#### Payments

Investments			\$0	\$0	\$18,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,000
Personell	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$8,333	\$8,333	\$8,333	\$25,000
Material plus Tax	\$0	\$0	\$48,263	\$0	\$0	\$0	\$48,263	\$0	\$0	\$0	\$0	\$48,263	\$144,788
Operating Costs plus Tax	\$1,843	\$1,843	\$2,915	\$1,843	\$1,843	\$2,915	\$1,843	\$1,843	\$2,915	\$3,409	\$3,409	\$4,481	\$31,103
Loan Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interests	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Tax Repayments	\$997	\$1,175	\$2,463	\$2,672	\$1,932	\$2,035	\$2,350	\$1,428	\$2,545	\$2,302	\$2,370	\$3,343	\$25,611
Reserves	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Reserves Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Payments	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$76,800
Liquidity	-\$1,153	-\$216	\$6,562	\$7,661	\$3,768	\$4,308	\$5,967	\$1,118	\$6,994	-\$2,619	-\$2,258	\$2,861	\$32,993
Cummulated Liquidity	\$48,646	\$48,430	\$54,991	\$62,653	\$66,420	\$70,729	\$76,696	\$77,814	\$84,808	\$82,189	\$79,931	\$82,791	

**Liquidity Planing 2021E**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Inpayments</b>													
Sales including Tax	\$16,594	\$18,550	\$238,198	\$31,943	\$26,384	\$242,943	\$28,039	\$27,868	\$256,130	\$44,110	\$50,596	\$266,418	\$1,247,772
Equity	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Inpayments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sum of New Liquidity	\$16,594	\$18,550	\$238,198	\$31,943	\$26,384	\$242,943	\$28,039	\$27,868	\$256,130	\$44,110	\$50,596	\$266,418	\$1,247,772
<b>Payments</b>													
Investments		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Personell	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$8,333	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$133,333
Material plus Tax	\$0	\$0	\$193,050	\$0	\$0	\$193,050	\$0	\$0	\$193,050	\$0	\$0	\$193,050	\$772,200
Operating Costs plus Tax	\$3,651	\$3,651	\$4,723	\$3,651	\$3,651	\$4,723	\$3,651	\$3,651	\$4,723	\$3,651	\$3,651	\$4,723	\$48,102
Loan Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interests	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Tax Repayments	\$2,066	\$2,379	\$6,454	\$4,517	\$3,630	\$7,212	\$3,894	\$3,867	\$9,317	\$6,460	\$7,495	\$10,960	\$68,252
Reserves	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Reserves Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Payments	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$76,800
Liquidity	-\$3,857	-\$2,213	\$19,237	\$9,042	\$4,370	\$23,224	\$5,761	-\$1,050	\$27,639	\$12,599	\$18,050	\$36,284	\$149,086
Cummulated Liquidity	\$78,934	\$76,721	\$95,958	\$105,000	\$109,369	\$132,593	\$138,354	\$137,305	\$164,944	\$177,543	\$195,593	\$231,877	

**Liquidity Planing 2022E**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Inpayments</b>													
Sales including Tax	\$44,530	\$47,825	\$326,246	\$67,808	\$59,159	\$330,373	\$55,255	\$50,313	\$336,971	\$70,502	\$74,208	\$343,775	\$1,806,965
Equity	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Inpayments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sum of New Liquidity	\$44,530	\$47,825	\$326,246	\$67,808	\$59,159	\$330,373	\$55,255	\$50,313	\$336,971	\$70,502	\$74,208	\$343,775	\$1,806,965
<b>Payments</b>													
Investments		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Personell	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$15,750	\$189,000
Material plus Tax	\$0	\$0	\$241,313	\$0	\$0	\$241,313	\$0	\$0	\$241,313	\$0	\$0	\$241,313	\$965,250
Operating Costs plus Tax	\$3,799	\$3,799	\$4,872	\$3,799	\$3,799	\$4,872	\$3,799	\$3,799	\$4,872	\$3,799	\$3,799	\$4,872	\$49,883
Loan Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interests	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Tax Repayments	\$6,503	\$7,029	\$12,783	\$10,220	\$8,839	\$13,442	\$8,216	\$7,427	\$14,495	\$10,650	\$11,242	\$15,582	\$126,427
Reserves	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Reserves Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Payments	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$76,800
Liquidity	\$12,078	\$14,846	\$45,129	\$31,639	\$24,371	\$48,597	\$21,090	\$16,937	\$54,141	\$33,902	\$37,017	\$59,859	\$399,605
Cummulated Liquidity	\$243,955	\$258,801	\$303,929	\$335,568	\$359,939	\$408,535	\$429,625	\$446,562	\$500,704	\$534,606	\$571,623	\$631,482	

**Liquidity Planning 2023E**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Inpayments</b>													
Sales including Tax	\$44,530	\$47,825	\$326,246	\$67,808	\$59,159	\$330,373	\$56,800	\$55,873	\$336,971	\$70,502	\$74,208	\$343,775	\$1,814,069
Equity	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Inpayments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sum of New Liquidity	\$44,530	\$47,825	\$326,246	\$67,808	\$59,159	\$330,373	\$56,800	\$55,873	\$336,971	\$70,502	\$74,208	\$343,775	\$1,814,069
<b>Payments</b>													
Investments		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Personell	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$16,538	\$198,450
Material plus Tax	\$0	\$0	\$241,313	\$0	\$0	\$241,313	\$0	\$0	\$241,313	\$0	\$0	\$241,313	\$965,250
Operating Costs plus Tax	\$3,963	\$3,963	\$5,035	\$3,963	\$3,963	\$5,035	\$3,963	\$3,963	\$5,035	\$3,963	\$3,963	\$5,035	\$51,844
Loan Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interests	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Tax Repayments	\$6,477	\$7,003	\$12,757	\$10,194	\$8,813	\$13,416	\$8,436	\$8,288	\$14,469	\$10,624	\$11,216	\$15,556	\$127,248
Reserves	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Reserves Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Payments	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$76,800
Liquidity	\$11,153	\$13,921	\$44,204	\$30,714	\$23,446	\$47,672	\$21,463	\$20,684	\$53,216	\$32,978	\$36,092	\$58,934	\$394,477
Cummulated Liquidity	\$642,635	\$656,556	\$700,760	\$731,474	\$754,920	\$802,592	\$824,055	\$844,739	\$897,956	\$930,933	\$967,026	\$1,025,960	

**Liquidity Planning 2024E**

	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Inpayments</b>													
Sales including Tax	\$48,649	\$49,781	\$326,246	\$67,808	\$59,159	\$330,373	\$58,344	\$57,726	\$336,971	\$70,502	\$74,208	\$343,775	\$1,823,542
Equity	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Debt	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Inpayments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sum of New Liquidity	\$48,649	\$49,781	\$326,246	\$67,808	\$59,159	\$330,373	\$58,344	\$57,726	\$336,971	\$70,502	\$74,208	\$343,775	\$1,823,542
<b>Payments</b>													
Investments		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Personell	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$17,364	\$208,373
Material plus Tax	\$0	\$0	\$241,313	\$0	\$0	\$241,313	\$0	\$0	\$241,313	\$0	\$0	\$241,313	\$965,250
Operating Costs plus Tax	\$4,143	\$4,143	\$5,215	\$4,143	\$4,143	\$5,215	\$4,143	\$4,143	\$5,215	\$4,143	\$4,143	\$5,215	\$54,000
Loan Repayment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interests	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Tax Repayments	\$7,106	\$7,287	\$12,728	\$10,165	\$8,784	\$13,387	\$8,654	\$8,555	\$14,441	\$10,595	\$11,187	\$15,527	\$128,416
Reserves	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Reserves Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Payments	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$6,400	\$76,800
Liquidity	\$13,636	\$14,587	\$43,226	\$29,736	\$22,468	\$46,694	\$21,783	\$21,264	\$52,238	\$32,000	\$35,115	\$57,956	\$390,703
Cummulated Liquidity	\$1,039,595	\$1,054,183	\$1,097,409	\$1,127,144	\$1,149,612	\$1,196,306	\$1,218,089	\$1,239,353	\$1,291,592	\$1,323,592	\$1,358,706	\$1,416,662	

Sources: Company