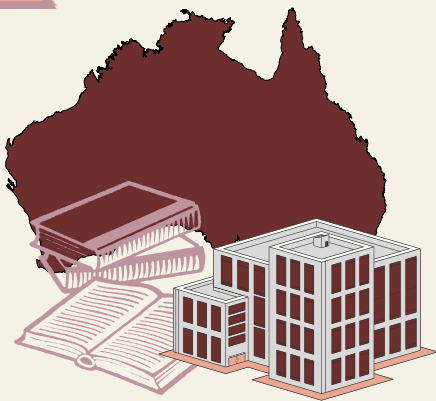


# I. EXECUTIVE SUMMARY



## Description of business and location

Joey's Jungle Daycare is a ECEC (**Early Childhood Education and Care**) company with facilities all over Australia. Our business **utilizes unused office spaces** as our facilities, so that way the children will be close to their working parents, giving parents a sense of safety and security. By doing so, we **provide childcare** for areas that desperately need it and give the parents peace of mind. We enrich Australia's economy by **enabling parents, especially mothers** (the most affected demographic), **to go back to work** without having childcare as a barrier.

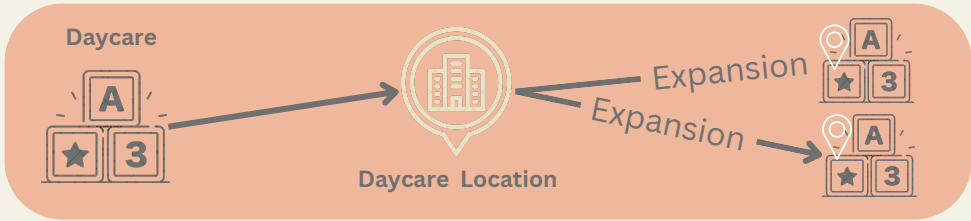


## Mission Statement

At Joey's Jungle Daycare(JJD), our mission is not to just meet the needs of all kinds of Australian families, but also **enable them to be able to reach their goals**. We believe that by providing quality childcare across the country, **we will able to enrich the family and work values which strongly resonate with Australia's culture**.



## Business Model



Joey's Jungle Daycare's business model is a service based model. As we aim to educate the younger children of Australia, we created a daycare. This daycare is also conveniently located in office spaces to address the underutilization, exacerbated by the covid pandemic. This provides us a win win situation. By using our unique business model we can expand in several countries around the world.



## Problems

- Despite numerous Australian households having children, **35% of Australia doesn't have access to proper childcare**.
- Only 27% of office space is being used**, cause companies to struggle with the financial obligations of such huge buildings, and leading them to sell at a much lower value.
- Compared to married men, married women are in the workforce considerably less. **25% of women who want to work cite caring for children as their main barrier**.



## Solutions

**Childcare Deserts**

JJD **creates high-quality daycares where childcare is lacking**. This allows children in the area to receive an early education that increases their potential in adolescence and onward.

**Unused Office Spaces**

JJD **relieves mothers' childcare obligations, allowing them to return to the work force** with the comfort that their children are in safe hands, and are close by.

**Gender Gaps**

JJD **transforms empty office spaces into daycare facilities**, decreasing the financial burden on companies. Additionally, childcare close to offices provides incentives for parents to return to work.



## Customer Segments

### Geographic

JJD targets the urban areas of Australia. We use vacant office spaces of businesses that align with our goals, serving employees there as well as the nearby public who look for quality childcar.

### Demographic

Our primary market is employees aged 25-35 at our host company locations, children in our daycare are 1-5. We focus on dual-income and single-parent households in urban areas.

### Needs-Based/Behavioral

We recognize that our customers prioritize quality childcare at affordable prices and value child-friendly environments. We adapt by targeting these preferences.

### Physcographic

We cater to working parents valuing work-life balance and quality early childhood education, offering a supportive environment for both child development and parental well-being.



## Unique Value Proposition

**Close to Work, Close to Heart:**  
Cultivating Early Childhood Growth with  
each baby step

C

**Compassion:** Our company values compassion by allowing parents to be close to their children during work, bonding them in ways that will last forever.

A

**Accessibility:** We provide access to quality childcare in the urban areas of Australia that truly need it.

R

**Respect:** We value and respect every child, parent, and staff member in our facility, making sure to foster a positive environment full of inclusivity.

E

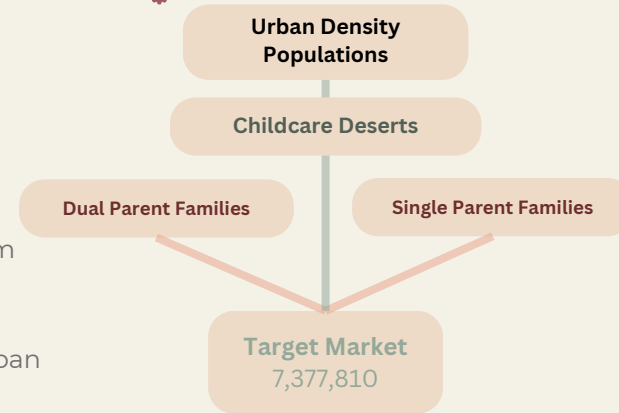
**Education:** We are ensuring that these children do not just come to our centers so we can take care of them, but so they can thrive. We take the future of our children very seriously, and make sure they are prepared to the best level possible.

S

**Support:** We offer emotional and education support to the children in our facility, ensuring that they know we are always there for them. Furthermore, we offer support for the parents of these children to be able to return to work knowing that their kids are in good hands.



## Customer Segments



## Revenue Streams

### Revenue Stream 1 - School Year ECEC Enrollement:



The first revenue stream is our **ECEC school year enrolment**. Our daycare follows the same calendar as the 200-day Australian school year, + breaks and holidays

### Revenue Stream 2 - 6-week summer camp program:

The second revenue stream is our **6-week summer camp program**. Throughout summer, parents can continue to go to work knowing that their children are taken care of.

JJD	2025	2026	2027
Revenue	\$1,708,494.00	\$4,089,724.02	\$8,474,677.49

Above is our revenue for the next three years.

Customer Lifetime Value	Year 1	Year 2	Year 3	Total
Primary(Employees' Children)	\$8,052.66	\$8,696.87	\$9,392.62	\$26,142.16
Secondary(General Public Children)	\$10,736.88	\$11,595.83	\$12,523.50	\$34,856.21

Above is our customer lifetime values for our two revenue streams.

Human Resources			
Sectors	Number of Employees	Bonus Rate	Annual Payroll Expense
Marketing Professionals	2	7.20%	\$147,269.13
Supervisors	2	7.20%	\$152,743.53
Caretakers	14	5.60%	\$481,372.66
IT Management	1	7.20%	\$7,661.83
Reception	2	5.60%	\$42,043.80
<b>Total</b>	<b>21</b>		<b>\$831,090.95</b>

Above are our types of human resources

Insurance Costs		
Type	Cost Monthly	Cost Yearly
Public Liability Insurance	\$53.00	\$636.00
Employer's Liability Insurance	\$170.00	\$2,040.00
Childcare Liability Insurance	\$57.00	\$684.00
Child Protection Insurance	\$105.00	\$1,260.00
<b>Total Insurance Costs</b>	<b>\$385.00</b>	<b>\$4,620.00</b>

The insurance costs to the right are necessary to establish a daycare.



## Cost Structure

Customer Acquisition Cost (CAC) Full Market	
JOEY Plan	
(J) Fixed Costs	Yearly Cost
Bulletin Board	\$48.96
Posters	\$24.48
Variable Costs	
Emails	\$0.00
Flyers	\$270.00
Merchandise	\$600.00
(O) Social Media Content	
Facebook Ads	\$411.26
LinkedIn Ads	\$483.84
(O) Website	
Website Hosting	\$53.88
SEO Marketing	\$2,412.00
(E) Community Events	Yearly Cost
Event Costs	
Food and Beverages	\$10,200
Venue Rental	\$2,040.00
Equipment and Supplies	\$1,530.00
Promotion of Event	\$561.00
Administrative Costs/Miscellaneous	\$357.00
(Y) Brand Positioning	Yearly Cost
Merch	\$600.00
Toy Donations	\$1,800.00
Sub-urban/Rural Training	\$28,656.00
Employees	Total Yearly
Marketing Employees	\$146,994.37
<b>Total Advertising Cost:</b>	<b>\$196,099.36</b>

Startup Costs Per Location	
Category	Costs
Legal and Administrative	
Health and Safety Code Checks	\$235.00
Government Approval	\$39.00
Remodeling	
Furniture Catered to Kids	\$1,300.00
Mini Bed Mats	\$5,200.00
Posters	\$100.00
Indoor Playstructure	\$450.00
Outdoor Playstructure	\$3,200.00
Bathrooms	\$3,250.00
Safety Equipment	
First Aid	\$300.00
Fire Extinguisher	\$250.00
Safety Gates/Child Proofing	\$700.00
Security Cameras	\$750.00
Rent	\$200,000
Total Startup Costs	\$215,774.00

Our **start-up costs** can be categorized as legal and administrative costs, remodeling costs, and safety. These are necessary to converting a office space into appropriate daycare space.

Our **childcare costs** cover food and snacks, toys and material, as well as cleaning supplies which is important as we host children.



## Detailed Financials

Total Operating Revenue	\$1,708,494.00	\$4,089,724.02	\$8,474,677.49
Total Cost of Services Sold	\$441,360.00	\$662,040.00	\$1,103,400.00
Gross Profit	\$1,267,134.00	\$3,427,684.02	\$7,371,277.49
Gross Profit Margin	74.17%	83.81%	86.98%
Total Operating Expenses	\$770,406.15	\$2,027,099.60	\$3,980,033.98
Net Income	\$372,545.89	\$1,050,438.31	\$2,543,432.63

Childcare Costs (Operational)		
Category	Cost Monthly	Cost Yearly
Nutritional Care	\$33,000.00	\$396,000.00
All Toys and Tools	\$20.00	\$240.00
Cleaning Supplies		
Diapers	\$1,850.00	\$22,200.00
Wipes	\$1,800.00	\$21,600.00
Tissues/Kleenex	\$60.00	\$720.00
Miscellaneous	\$50.00	\$600.00
Total Childcare Costs	\$36,780.00	\$441,360.00

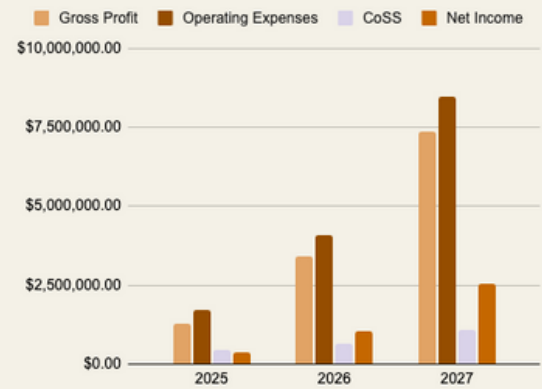
## Channels

### Joey Market Penetration Plan

- J Job-Oriented Outreach
- O Online Marketing
- E Engaging the Community
- Y Youth-Centric Branding



## Summarized 3-Year Income Statement



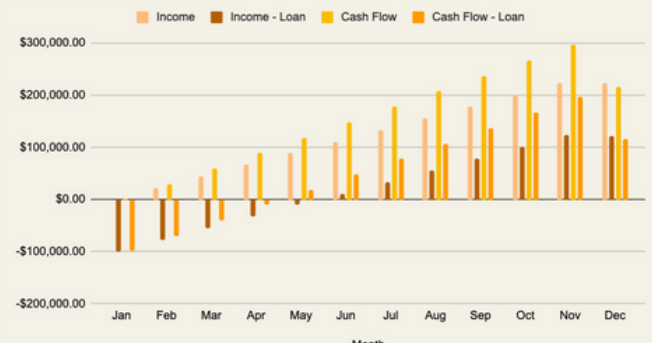
## Key Metrics

Metric	Purpose	Analysis
Revenue	Measure total income generated	Track revenue growth to monitor unusual activity and variability from projected costs to adjust pricing
Return on Investment (ROI)	Evaluate the profitability of an investment	Higher ROI indicates a more profitable investment, this helps us identify underperforming locations, or potential new locations
Net Promoter Score (NPS)	Measure customer loyalty and satisfaction	Higher NPS indicates higher customer satisfaction and loyalty for recurring revenue



## Conclusion

### Break Even Analysis



The break-even analysis shows when our revenue exceeds our costs including the cost of the loan. The graph above shows a transition during the 6th month where JJD hits his break-even point.



## Competitive Advantage



### Cost Leadership

Compared to other childcare institutions in Australia, JJD charges 50% less than closer location, while maintaining quality service.



### Convenience

Having childcare on-site helps with commute for drop-offs and pickups, and gives parents peace of mind knowing their children are nearby.



### Strategic Alliance

Partnering with a company to provide on-site valuable financial and operational benefits to both the company and our daycare.

Total Loan: \$100,000  
Percent interest: 8%  
Total Interest: \$6,898.78  
ROI: 6.90%

