

Market Analysis

Here, we perform a basic bottom-up Market Analysis:

- Slow start - assuming we launch on Solana mainnet early in Q4 2021
- Closed beta with 10 famous artists already on-boarded
- Each sale renders 2 invites to the buyer
- Assume each artist creates 2 NFTs a month
- Total NFTs in a month = Total artists x 2 = 20 NFTs
- Assume no sales in 3 months
- In Q1 2022,
we can have 60 NFTs ready on portal
- Assume sales start by this time
- Assume 5% NFTs are sold every month
- Average sales in 4th month = 3 NFTs
- Average cost of each NFT = \$1200
- Average total sales value in 4th month = \$3600
- Platform fees per sale = 15%
- Platform fees in 4th month = \$560
- Number of artists on-boarded in 4th month = 6 artists

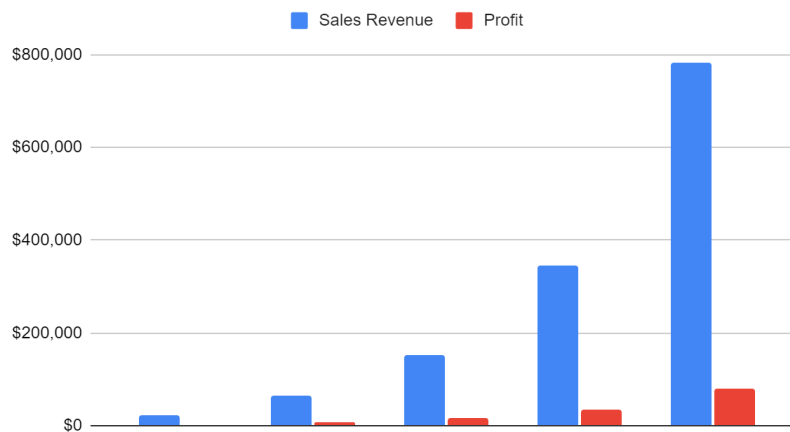
Rest of the forecasts attached herewith are based on the above analysis.

Forecasts

Financial Planning

	2021	2022			
	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Sales Revenue	\$21,600	\$63,839	\$150,812	\$344,735	\$783,136
Profit	\$2,700	\$7,980	\$18,851	\$43,092	\$97,892
Gross Profit	\$2,700	\$10,680	\$29,531	\$72,623	\$170,515
CAPEX					
On-boarding Artists	\$20,000	\$5,000	\$3,000	\$1,000	\$1,000
Hardware & IT	\$5,000	0	0	0	0
OPEX					
Salaries	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000
Marketing	\$3,000	\$1,000	\$1,000	\$1,000	\$1,000
Office Space	\$0	\$0	\$3,000	\$3,000	\$3,000
Miscellaneous	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Total Expenses	\$38,500	\$16,500	\$17,500	\$15,500	\$15,500
EBITDA	-\$35,800	-\$50,570	-\$51,181	-\$6,853	\$146,449
Taxes	\$8,950	\$12,643	\$12,795	\$1,713	\$36,612
Net earnings	-\$44,750	-\$63,213	-\$63,977	-\$8,567	\$109,837

Sales Revenue & Gross Profit



Cash Flow Projection

- As per the financial plan presented above in Table. 1,
Total Expenses till EoY 2022 = \$103,500
- Seed fund required = ~ \$100,000
- With the given Seed,
Burn rate = \$6666.67 / month
Runway = 15 months
Break-even = Early Q3 2022