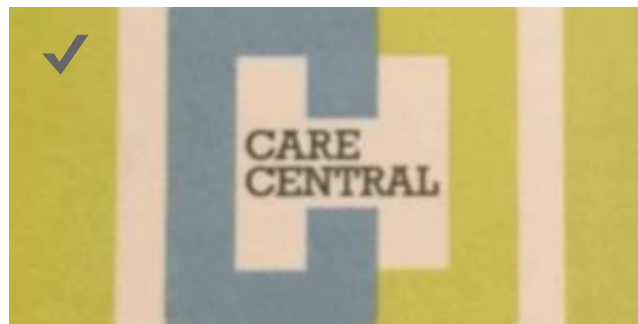


BUSINESS PLAN

Care Central, LLC.



Catrina Giorgio, Owner

Created on January 20, 2017

1. EXECUTIVE SUMMARY

1.1 Product

Implement a business model that provides individuals a chance to design their own model of care. Services include legal advocacy, care coordination, care management, outreach, insurance coordination, housing and social needs, financial stability. Our team provides hand on service coordination to individuals who are looking to better the health of their own life and within the family.

1.2 Customers

Recipients of medicaid, and private health insurance.

1.3 What Drives Us

To provide quality healthcare advocacy while building a company that will grow based on client outcomes and success.

2. COMPANY DESCRIPTION

2.1 Mission Statement

Care Central, LLC looks to improve the quality of life for others by examining the individual health dynamics that also encompass housing, social, and medical needs. We strive to build better relations for clients and their families by building better relationships with community providers. The better you are, the better we are.

2.2 Principal Members

Legal Advocates

Social Workers

Physician Assistant

Pharmacist

Non-Profit Expert

Data Analyst

Secretary

Clinical Therapist

Outreach Specialist

2.3 Legal Structure

Assigned Attourney will have areas of expertise within the practice of healthcare, and insurance law while examining partnerships, corporations and liability offered to consumers with FAQ's Guides.

3. MARKET RESEARCH

3.1 Industry

Care Central, LLC. is defined by our consumers who benefit from our services. Without them, Care Central cannot grow. Care Central targets individuals that have found themselves in suffer from chronic conditions and barriers that result from low income. Care Central works to rebuild the lives of others using a caring, and compassionate approach.

3.2 Customers

Our Consumers are motivated to improve their overall quality of life by remaining strong to the goals they create for themselves.

3.3 Competitors

Insurance Providers with Care Managers.

3.4 Competitive Advantage

Expertise, Relationships with clients one-on-one and in person versus over the phone or by e-mail.

3.5 Regulations

Federal regulations by providing assistance to recipients of federally governed health care.

4. PRODUCT/SERVICE LINE

4.1 Product or Service

Providing one on one counseling, home visits, care coordination, and collaboration with health care providers.

4.2 Pricing Structure

Pricing for non-medicare per house begins at \$100 per hour. Medicare will be reimbursed.

4.3 Product/Service Life Cycle

4th year as a NYS Health Home but will be ending after 2017.

4.4 Intellectual Property Rights

Property Rights of logo, name, idea, and the type of population we serve.

4.5 Research & Development

Networking with other Small Business partners, and Insurance companies to create a formula for success.

5. MARKETING & SALES

5.1 Growth Strategy

Our company will grow based on the outcomes of our clients. If our clients receive positive care, and results, the company will grow. In other words, the healthier our clients become, the faster our company grows.

5.2 Communication

Face to Face, Mail, Phone, Facetime, E-mail.

5.3 Prospects

Networking, Sponsorships, Advertising.

6. FINANCIAL PROJECTIONS

6.1 PROFIT & LOSS

	Year 1	Year 2	Year 3
Sales			
Costs/Goods Sold			
GROSS PROFIT	\$0	\$0	\$0

OPERATING EXPENSES

Salary (Office & Overhead)			
Payroll (taxes, etc.)			
Outside Services			
Supplies (office & operation)			
Repairs & Maintenance			
Advertising			
Car, delivery & travel			
Accounting & legal			
Rent			
Telephone			
Utilities			
Insurance			
Taxes (real estate, etc.)			
Interest			
Depreciation			
Other expenses			
TOTAL EXPENSES	\$0	\$0	\$0

NET PROFIT (before taxes)	\$0	\$0	\$0
Income Taxes			
NET PROFIT (after tax)	\$0	\$0	\$0

Owner Draw/Dividends			
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ADJUSTED TO RETAINED	\$0	\$0	\$0
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6.2 CASH FLOW (08/01/2017 to 08/01/2018)

	Pre Startup EST	Year 1	Year 2	Year 3	Total Item EST
Cash on hand		\$0	\$0	\$0	\$0
CASH RECEIPTS					
Cash Sales					\$0
Collections from CR Accounts					\$0
Loan/Cash Injection					\$0
TOTAL CASH RECEIPTS	\$0	\$0	\$0	\$0	\$0
TOTAL CASH AVAILABLE (before cash out)	\$0	\$0	\$0	\$0	\$0
CASH PAID OUT					
Purchases					\$0
Gross Wages					\$0
Outside Services					\$0
Supplies					\$0
Repairs & Maintenance					\$0
Advertising					\$0
Car, delivery & travel					\$0
Accounting & legal					\$0
Rent					\$0
Telephone					\$0
Utilities					\$0
Insurance					\$0
Taxes (real estate, etc.)					\$0
Interest					\$0
Other expenses					\$0
SUBTOTAL	\$0	\$0	\$0	\$0	\$0
Loan principal payment					\$0
Capital purchase					\$0
Other startup costs					\$0
Reserve and/or Escrow					\$0
Others withdrawal					\$0
TOTAL CASH PAID OUT	\$0	\$0	\$0	\$0	\$0

CASH POSITION	\$0	\$0	\$0	\$0	\$0
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6.3 BALANCE SHEET

Assets

Start Date:08/01/2017

End Date:08/01/2018

CURRENT ASSETS		
Cash in bank		
Accounts Receivable		
Inventory		
Prepaid Expenses		
Deposits		
Other current Assets		
TOTAL CURRENT ASSETS	\$0	\$0

FIXED ASSETS		
Machinery & Equipment		
Furniture & Fixtures		
Leaseholder improvements		
Land & Buildings		
Other fixed assets		
TOTAL FIXED ASSETS (net of depreciation)	\$0	\$0

OTHER ASSETS		
Intangibles		
Other		

TOTAL OTHER ASSETS	\$0	\$0
TOTAL ASSETS	\$0	\$0

Liabilities & Equity

CURRENT LIABILITIES		
Accounts Payable		
Interest Payable		
Taxes Payable		
Notes, short term (due in 12 months)		
Current part, long-term debt		
TOTAL CURRENT LIABILITIES	\$0	\$0

LONG TERM DEBT		
Bank loans payable		
Notes payable to stockholders		
LESS: short-term portion		
Other long-term debt		
TOTAL LONG-TERM DEBT	\$0	\$0

TOTAL LIABILITIES	\$0	\$0
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OWNERS EQUITY		
Common Stock		
Retained Earnings		
TOTAL OWNERS EQUITY	\$0	\$0
TOTAL LIABILITIES & EQUITY	\$0	\$0

6.4 BREAK EVEN ANALYSIS

DIRECT COSTS	Fixed Costs (\$)	Variable Costs (%)
Cost of Goods Sold		
Inventory		
Raw Materials		
Direct Labor		

INDIRECT COSTS

Salaries		
Supplies		
Repairs & Maintenance		
Advertising		
Car, delivery & travel		
Rent		
Telephone		
Utilities		
Insurance		
Taxes		
Interest		
Depreciation		
Other Costs		
TOTAL DIRECT COSTS	\$0	0%
TOTAL INDIRECT COSTS	\$0	0%

BREAKEVEN SALES LEVEL: \$0

6.5 FINANCIAL ASSUMPTIONS

6.5.1 Assumptions for Profit and Loss Projections

Our first year may have loss due to healthcare policies changing however once healthcare becomes more stabilized, we will find that the healthcare of our clients will become stable leading to more ideal projections.

6.5.2 Assumptions for Cash Flow Analysis

NA

6.5.3 Assumptions for Balance Sheet

NA

6.5.4 Assumptions for Break Even Analysis

NA