

Edengarden Indoor Sports Center

BUSINESS PLAN 2025

SBA Loan Business
Proposal

A Brand-New Indoor Sports
Complex in Mountain
House, California

Confidential and Proprietary

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Company Analysis

Edengarden Indoor Sports Center

Edengarden Indoor Sports Center (also referred to as "the Company") is an upcoming indoor sports and recreation facility located in the growing community of Mountain House, California. Edengarden Indoor Sports Center will serve as a premier venue for local families, schools, and community groups seeking a flexible space for sports, recreation, and private celebrations.

Complemented by an on-site restaurant and retail units, Edengarden is designed to be a one-stop destination for year-round activity, community engagement, and family-friendly entertainment.

MULTI-SPORT INDOOR FACILITY

Edengarden Indoor Sports Center will offer multi-use lanes and courts designed to accommodate indoor cricket, soccer, baseball, and basketball for all age groups and skill levels. Guests will have the flexibility to either purchase a monthly membership for recurring access or rent a lane by the half hour or hour, depending on their needs. This model caters to casual players, competitive groups, and families looking for reliable, weather-independent spaces to train, play, or gather.

VERSATILE SPACES FOR IMMERSIVE PLAY AND PARTIES

Beyond sports, Edengarden will offer zones that can be reserved for birthday parties and immersive group activities like laser tag and virtual reality games, offering unique, high-energy experiences not found elsewhere in the area. The facility enables guests to celebrate special occasions while actively engaging in sports and entertainment—creating a dynamic, all-in-one environment that's both memorable and social. With a selection of party packages to choose from, Edengarden will offer a seamless, activity-rich experience tailored to a variety of group sizes and event styles.

Edengarden Indoor Sports Center

Founded

2025

Headquarters

541 Wicklund Crossing Way,
Mountain House, CA 95391

Management

Sridhar Vennela and
Sucharita Puli

Offerings

Indoor Sports Facility

Industry (s)

Indoor Sports Facilities
Management

Market

Mountain House, CA and
Surrounding Areas

Capital Requirements

\$5,000,000

Fund Use

Construction Expenses,
FF&E, Working Capital

ON-SITE DINING AND RETAIL

The Company will manage and operate an in-house restaurant under the Biryani Junction franchise, offering a convenient dining experience for visitors before or after their sports and recreational sessions. In addition, Edengarden will feature retail spaces leased to complementary commercial tenants, expanding the site's appeal and creating a vibrant, multi-use environment. This integrated approach positions Edengarden not just as a sports facility, but as a community hub for entertainment, food, and family activity.

MEET THE FOUNDERS

Edengarden Indoor Sports Center is spearheaded by the husband-and-wife team of Sridhar Vennela and Sucharita Puli. Sridhar is a seasoned entrepreneur with a strong background in business development, technology consulting, and sports coaching. As the Founder of Iven Technologies (2021–present), he grew a profitable IT consultancy generating \$1 million in annual revenue with 50% year-over-year growth. He also served for four years as Head Coach of the Belmont Blasters, leading five youth baseball teams and winning two Little League tournaments.

Sucharita brings over 15 years of hands-on experience in youth sports coordination, event management, and community outreach. Since 2011, she has led operations for multiple youth sports teams, citywide recreational leagues, and community events through her work with the Belmont-Redwood Shores Parks and Recreation Department and local PTSA organizations. She has managed networks of over 100 volunteers, developed partnerships with local businesses, and driven significant increases in community participation in sports programs.

Together, Sridhar and Sucharita combine operational excellence, financial acumen, and authentic community leadership to build Edengarden Indoor Sports Center into the premier destination for sports, recreation, and events in Mountain House and the surrounding region.

THE FUNDRAISE

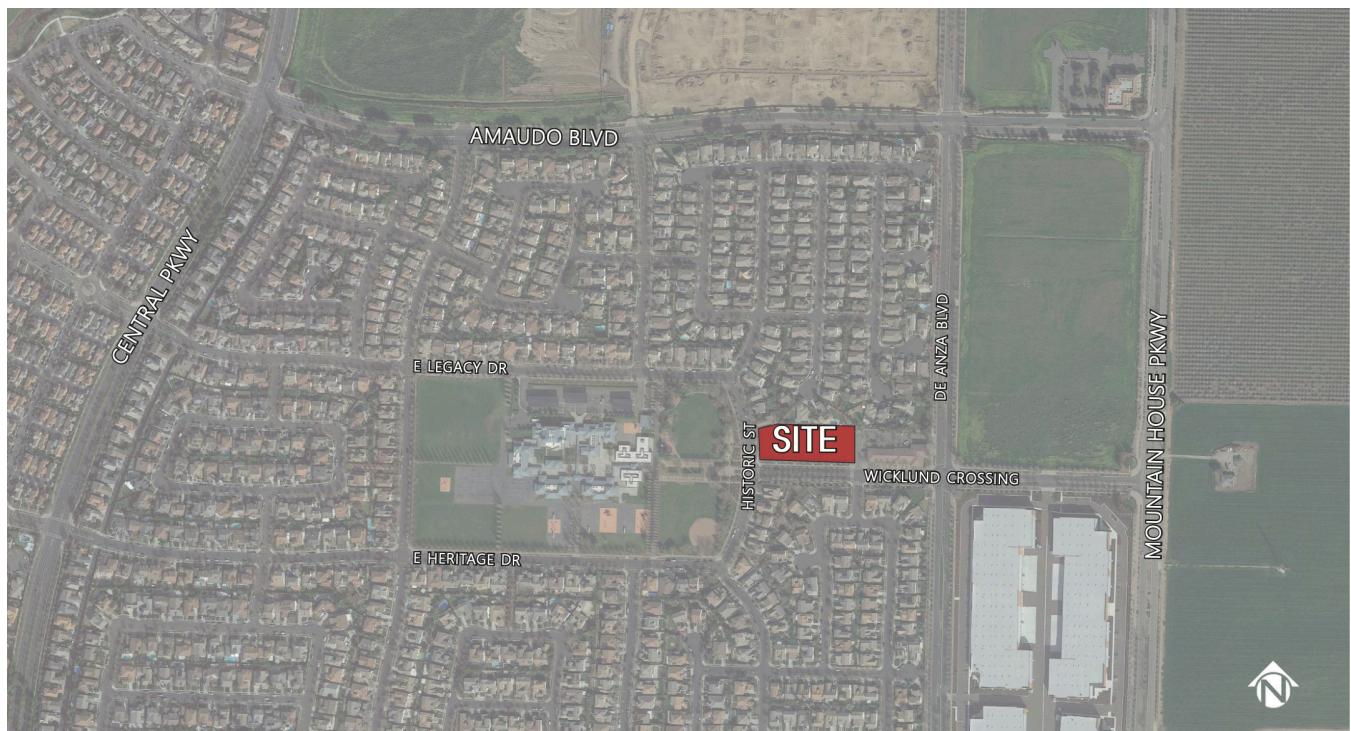
The Company is seeking a total capital infusion of \$5 million to fund the construction and launch of Edengarden Indoor Sports Center. The funding will be structured as \$4.25 million in SBA-backed financing and a 15% equity injection of \$750,000 from the founders. A full breakdown of this fund use is provided in the Financial Plan section of this business plan.

The Location

Edengarden Indoor Sports Center will be located in the heart of Mountain House, California, a fast-growing, master-planned community known for its family-oriented neighborhoods and high household incomes. The Company's address is embedded directly within a residential zone, placing the facility just minutes from local schools, parks, and high-traffic community areas—maximizing visibility and convenience for families and youth.

Mountain House sits at the convergence of key regional markets, including Tracy, Livermore, Stockton, and San Ramon, allowing Edengarden to tap into a broader suburban customer base. Currently, the only major commercial indoor sports facility in Mountain House is Altamont Athletics, whose offerings are limited to baseball, softball, and basketball. However, it is situated farther from the core residential areas and commercial hubs, making Edengarden the first centrally located, multi-sport indoor venue offering a broad range of sports and recreational experiences.

Figure 1: The Location at 541 Wicklund Crossing Way, Mountain House, CA 95391



Location Features

The facility is thoughtfully designed with essential infrastructure and key amenities to support high-traffic recreational use, tenant operations, and seamless customer experience.

Figure 2: Location Features

Location Features	1.56 Acres Neighborhood Commercial Zone Connected to Major Electrical Grids and Sewer Networks Access to Roads and/or Major Thoroughfares
Key Features of the Sports Center	8,536 SF Sports Center 10,698 SF Retail Space (7 Units) Second-Floor Office Reception Area
	Men's and Women's Restrooms Storage Area

Figure 3: Architectural Plan



West Elevation - Historic St.



East Elevation - Parking entrance

Exterior Materials:

- 1 Metal Roof
- 2 Stucco
- 3 Stucco Trim
- 4 Brick Veneer
- 5 Storefront Windows
- 6 Storefront Signage
- 7 Decorative Metal Panels
- 8 Simulated Pre-Cast Trim
- 9 Simulated Pre-Cast Decorative Elements



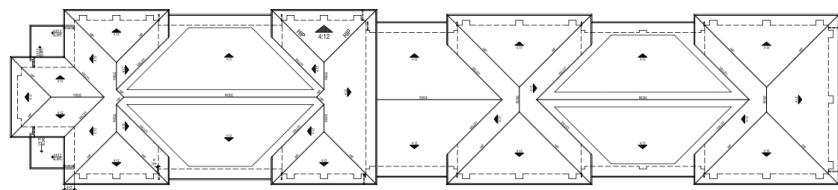
North Elevation - Parking Lot



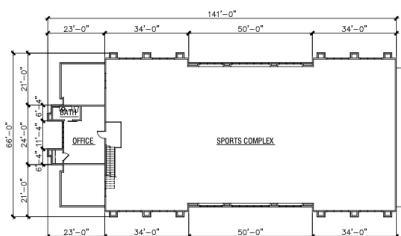
Decorative Metal Panel Detail
10'-1 1/2" x 14'-5"



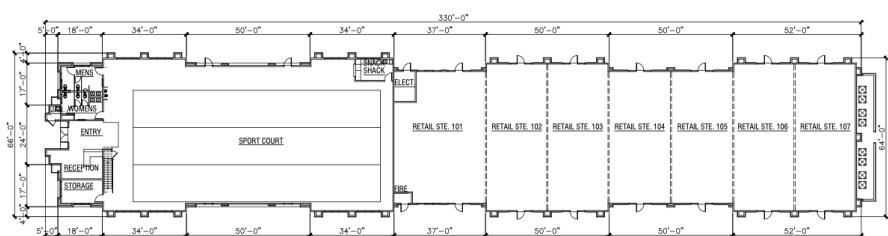
South Elevation - Wicklund Crossing



Roof Plan



Floor Plan - Second Floor
Sports Center: 536 SF



Floor Plan - First Floor
Sports Center: 8,000 SF

Market Opportunity

The market opportunity for Edengarden Indoor Sports Center is large and growing, driven by national industry trends and strong local demographics. As consumer interest in health, recreation, and organized sports continues to rise, indoor sports facilities are experiencing sustained demand—especially in suburban communities like Mountain House. Combined with a rapidly growing population, high household incomes, and a strong presence of school-aged children, the surrounding market presents an ideal environment for a multi-use, family-focused recreational facility.

- **A Growing Industry:** IBISWorld forecasts steady growth for the Indoor Sports Facilities Management industry. Aside from macroeconomic factors, key trends such as the rise of recreational consumer spending and sports participation will propel the industry forward. Industry revenue is expected to grow from \$1.60 billion in 2025 to \$1.72 billion by 2030, reinforcing long-term viability for new entrants like Edengarden.
- **Large Potential Customer Base:** The Company will serve a substantial and expanding population base. Mountain House itself has over 25,108 residents, while San Joaquin County expands the total market reach to 787,416 residents. Within the key 20–64 age demographic, the population reaches 14,523 in Mountain House and 452,391 countywide, presenting a large base of active adults and families likely to engage in sports and events.
- **High-Income Households:** Mountain House is a high-income suburban community with an average household income of \$186,198, far above the \$114,559 average in San Joaquin County. Additionally, 78% of households in Mountain House earn over \$100,000 annually, compared to only 44% countywide—indicating strong purchasing power in the local area for discretionary services.
- **Strong Youth and Student Population:** With 8,850 residents aged 3 and older enrolled in school in Mountain House, the community reflects a strong youth demographic and a natural customer base for birthday parties, sports programs, and family entertainment. In the broader San Joaquin County region, over 217,638 individuals are enrolled in school, further reinforcing year-round demand for indoor recreation options.

Business Model

Edengarden Indoor Sports Center will operate a diversified business model designed to generate recurring and event-based revenue from multiple customer segments.

MEMBERSHIP FEES

Customers will have the option to purchase monthly memberships that provide regular access to the center's sports facilities.

Figure 4: Membership Programs

	Rate
1 Month Membership	\$90-\$190 per month
6 Month Membership	\$440-\$625 for 6 months
1 Year Membership	\$625-\$900 for 12 months

LANE RENTALS

For users seeking flexibility, lanes can be rented on a half-hour or hourly basis.

Figure 5: Lane Rental

	Rate
Lane Rental 30 Minutes	\$45
Lane Rental 1 Hour	\$65

PARTY PACKAGES

Edengarden will host birthday parties, group events, and private bookings with packages that include access to recreational zones and party essentials such as tables, chairs, and decorations.

Figure 6: Party Packages

	Rate
Party Package	\$550-\$675

FOOD AND BEVERAGE SALES

The on-site restaurant, operated under the Biryani Junction brand, will offer food and beverages for dine-in, to-go, and for pick-up.

Figure 7: Menu

	Price
Soups	\$7.99-\$9.99
Appetizers	\$4.99-\$13.99
Tandoori	\$3.99-\$13.99
Veg Curries	\$10.99-\$14.99
Combos	\$10.99-\$11.99
Sandwiches	\$8.99-\$11.99
Indo Chinese	\$9.99-\$12.99
Bread	\$1.99-\$8.99
Chaats	\$7.49-\$7.99
Snacks and Cookies	\$2.99-\$11.99
Biryani	\$11.99-\$16.99
Family Pack Biryani	\$22.99-\$32.99
Pastries & Desserts	\$2.49-\$5.99
Drinks	\$1.00-\$4.99
Extras	\$1.00-\$3.99
Podi's & Pickles	\$4.99-\$14.99

OPERATING HOURS

The operating hours of the sports center and the Company's restaurant are highlighted below.

Figure 8: Operating Hours

	Sports Center Hours	Restaurant Hours
Monday	8AM-10PM	7AM-10PM
Tuesday	8AM-10PM	7AM-10PM
Wednesday	8AM-10PM	7AM-10PM
Thursday	8AM-10PM	7AM-10PM
Friday	8AM-10PM	7AM-10PM
Saturday	8AM-10PM	7AM-10PM
Sunday	8AM-10PM	7AM-10PM

Value Proposition

Edengarden Indoor Sports Center will offer a multifold value proposition, as shown below.

DIVERSE REVENUE STREAMS

Edengarden will offer several ways for the community to engage with its services, including monthly memberships, lane rentals, party bookings, and in-house dining. This multi-channel approach will reduce dependency on any one income stream, enhancing financial resilience and maximizing facility utilization throughout the week.

PROVEN LEADERSHIP

Founders Sridhar Vennela and Sucharita Puli bring a strong combination of business acumen, community involvement, and sports experience. Their leadership will ensure the business is not only well-structured from day one but also equipped to respond to market needs with agility. Sridhar's background in coaching and entrepreneurship, paired with Sucharita's community ties and operational insight, positions the team to execute with focus.

PRIME LOCATION

The facility's location in the heart of Mountain House, CA offers immediate proximity to family homes, schools, and community gathering points—driving daily visibility and convenience. With extended reach into neighboring cities like San Ramon and Stockton, Edengarden will benefit from both local and regional demand. The site's accessibility and embedded neighborhood presence give it a strategic edge over more remote competitors.

UNIQUE MARKET OFFERING

Edengarden will feature indoor lanes and courts that support a wide range of activities, from sports and games to parties and other special events. This all-in-one format—combining multi-sport access with dynamic entertainment—will make it a uniquely versatile destination in the local market. Unlike general fitness centers, it will cater to both recreational play and social events in a single, high-energy environment.

LEAN OPERATIONS AND EXCELLENT CUSTOMER SERVICE

The Company will operate with a lean, efficient team while maintaining high standards of facility cleanliness, safety, and customer support. From the reception area to the play zones, every touchpoint will be managed with attention to detail. This focus on service quality will help drive customer satisfaction and repeat usage.

Industry Analysis

Indoor Sports Facilities Management in the US

Committed to providing the best indoor sports experience, Edengarden Indoor Sports Center will compete in the Indoor Sports Facilities Management industry. The Indoor Sports Facilities Management industry includes operators who maintain and operate recreational indoor sports facilities.

Figure 9: Indoor Sports Facilities Management: Industry Snapshot (IBISWorld, 2025)

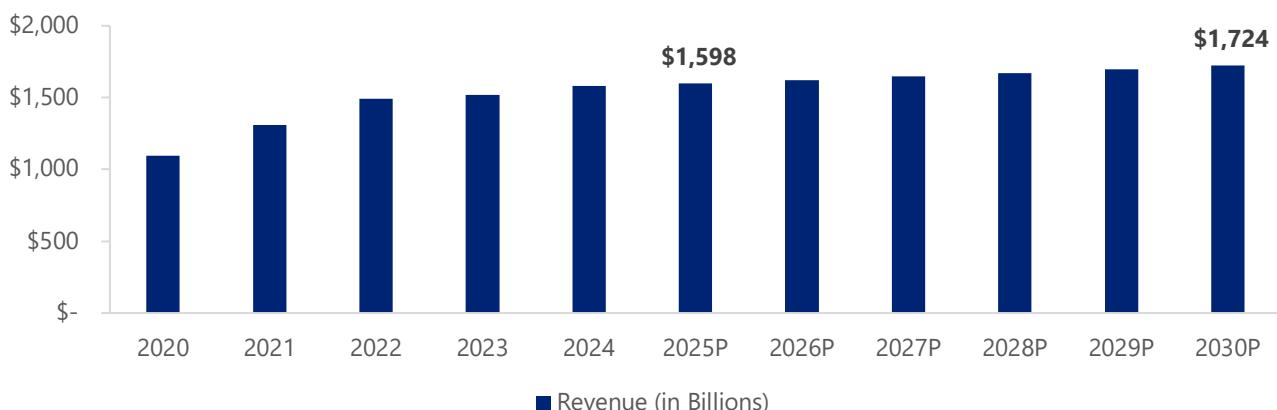
Industry Revenue (2025) \$1.6 bn	Profit Margin (2025) 5.5%	Industry Revenue (2030) \$1.7 bn	Annual Growth ('25-'30) 1.5%
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Industry Performance and Outlook

The Indoor Sports Facilities Management industry has experienced a strong recovery and sustained expansion in the last five years.

As consumer demand for recreational fitness and community-based sports rebounded from the disruptions of the COVID-19 pandemic, industry revenue grew at a compound annual growth rate (CAGR) of 1.6%. This growth trajectory reflects renewed interest in indoor recreational activities, particularly as families and local organizations return to structured sports programs and group fitness. The industry has also benefited from broader macro trends—rising sports participation rates, increasing health consciousness, and growing disposable incomes—which have fueled demand for flexible, year-round, weather-independent sports venues.

Figure 10: Indoor Sports Facilities Management: Revenue Estimates (IBISWorld, 2025)



Expansion in per capita disposable income, consumer confidence and health awareness will benefit the industry over the next few years. The retiring baby boomer generation is poised to create opportunities for indoor sports facilities that focus on this massive potential market segment. Rising concern over childhood obesity rates and inactivity levels will also present the industry with diverse opportunities in the youth market. These positive demographic and economic trends are poised to accelerate the industry's post-pandemic recovery, **with revenue expected to inch upward at a CAGR of 1.5% to an estimated \$1.72 billion over the years to 2030.**

Key Industry Trends

PER CAPITA DISPOSABLE INCOME

Per capita disposable income measures the amount of household spending money after taxes. As the level of disposable income rises, the more likely it is that customers will spend a portion of that income on membership or admission fees to use indoor sports facilities to improve their health and conditioning. Per capita disposable income is expected to inch upward at an annual rate of 3.2% from 2023-2030.

TOTAL RECREATION EXPENDITURE

Total recreation expenditure represents the total spent by US consumers on recreation services per year. Consumer spending on recreational activities closely aligns with per capita disposable income. Moreover, total recreation expenditures are tied to leisure time. As the amount of leisure time rises, customers will be more willing to incur recreational expenditures on services provided by industry operators. Total recreation expenditure is expected to spike at a CAGR of 1.9% from 2023-2030, representing a potential opportunity for the Company.

PARTICIPATION IN SPORTS

Driven by rising obesity levels and surging healthcare costs, the percentage of people who participate in sports, exercise, or other recreational activity each day is a key indicator of the demand for indoor sports recreation facilities. As sports participation rates increase, so does the demand for indoor sports facilities. Participation in sports is expected to remain steady in the next five years.

NUMBER OF ADULTS AGED 20 TO 64

Indoor sports facilities are primarily used by adults between the ages of 20 and 64. Increased health spending by aging baby boomers and the coming of age of "echo boomers" will broaden the market for indoor sports facilities. The number of adults between the ages of 20 and 64 is expected to grow in the next five years.

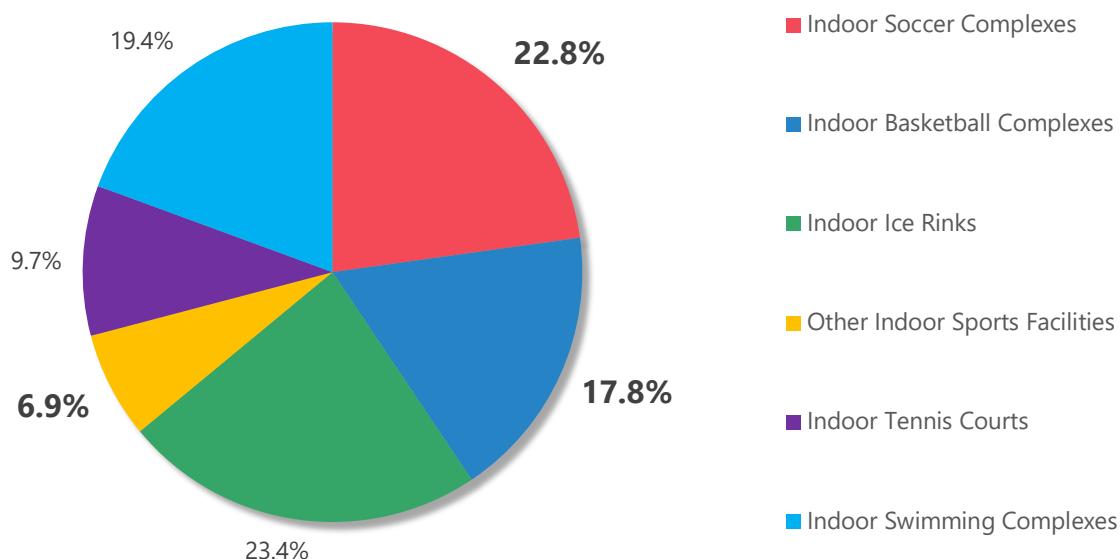
Products and Services

Edengarden Indoor Sports Center will offer customers a variety of indoor sports services and thus, operate under these segments:

- Indoor Soccer Complexes
- Indoor Basketball Complexes
- Other Indoor Sports Facilities

These segments collectively comprise 47.5% of industry demand or \$759 million in annual revenues. Each of the industry's key services are further highlighted below.

Figure 11: Indoor Sports Facilities Management: Key Products and Services (IBISWorld, 2025)



INDOOR SOCCER COMPLEXES

Indoor soccer complexes are estimated to generate 22.8% or \$364 million in industry revenue. This product segment generates revenue from the sale of admission and membership fees at indoor soccer complexes. A diverse customer base ensures a steady revenue stream from soccer complexes. Soccer remains a popular sport across the United States, with a broad mix of adults and young consumers interested and active in the sport.

Like volleyball courts, industry operators will typically use a basketball court for soccer purposes, which means they only have to invest in goals and balls. As the sport becomes more popular in the US and advancements in turf fields incentivize construction projects to come online, this segment is expected to have increased its share of revenue over the past five years.

INDOOR BASKETBALL COMPLEXES

Indoor basketball complexes comprise 17.8% or \$284 million in revenue. This product segment generates revenue from admission fees and league fees at indoor basketball complexes. The continuous popularity of basketball, particularly among younger consumers, has helped this segment generate a steady revenue stream for the industry. Easier maintenance costs of indoor basketball courts and ease of playing the sport itself makes it broadly popular and ensured growth over the past five years.

OTHER INDOOR SPORTS FACILITIES

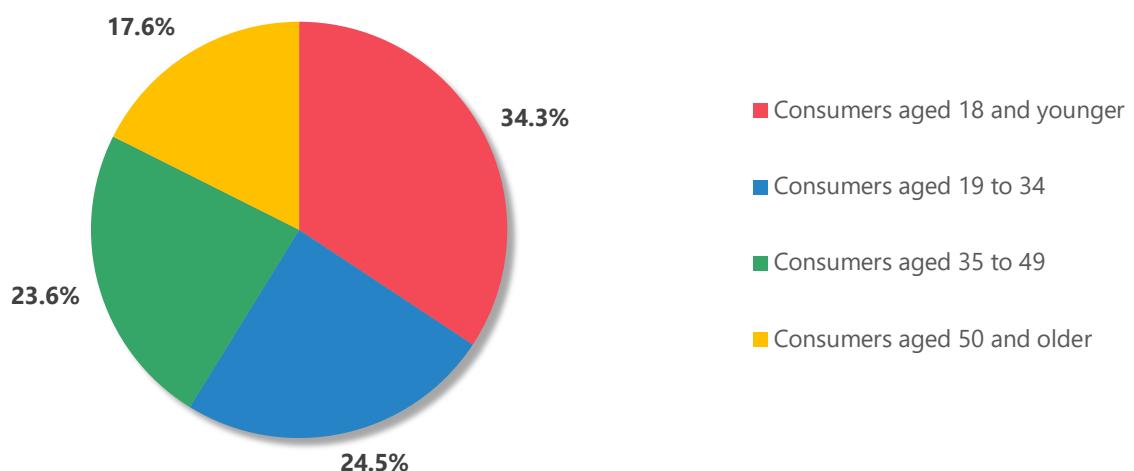
This product segment generates revenue from other sports facilities, such as indoor tracks, baseball, softball, and volleyball. Facilities like indoor tracks are primarily appropriated for individual use and have limited appeal in group events; as such, these facilities generate the smallest revenue share for the industry. The COVID-19 pandemic also affected this segment, as many individual consumers cut back on their spending and invested in at-home track machines that provide convenience and save time. Overall, this segment accounts for 6.9% or \$110 million in industry revenue.

Market Analysis

Market Overview

Edengarden Indoor Sports Center will open its doors to sports enthusiasts of all ages, including individuals aged 18 and younger all the way to older adults. Each segment is highlighted below.

Figure 12: Indoor Sports Facilities Management Industry: Major Market Segmentation (IBISWorld, 2025)



CONSUMERS AGED 18 AND YOUNGER

Consumers aged 18 and younger are expected to comprise \$548 million or 34.3% of industry revenue. Team sports such as basketball and soccer maintain significant audiences among consumers under the age of 18, with the segment encompassing the largest revenue stream for the industry. Even as the segment continues to be the largest driver of revenue for operators, higher inflationary pressures have played a role in dampening demand among younger consumers, as they lack the robust fiscal flexibility to pursue more expensive indoor activities.

CONSUMERS AGED 18 TO 34

Consumers aged 18-34 are anticipated to account for \$392 million or 24.5% of industry revenue. Most young adults continue to generate interest within team sports and see indoor sports facilities as an opportunity to work on their health and socialize at the same time. Many young adults returned to practice at facilities shortly following the pandemic. Rising competition from traditional gyms provides a noteworthy alternative for this age group.

CONSUMERS AGED 35 TO 49

Consumers aged between 35 and 49 are forecast to make up \$377 million or 23.6% of industry revenue. Although older adults have interest in team sports, it is less intense compared with younger adults, as they prefer more individual sports such as track and tennis. Many older adults enjoy visits to indoor sports facilities, with their fiscal flexibility bolstering their rate of participation in indoor sports.

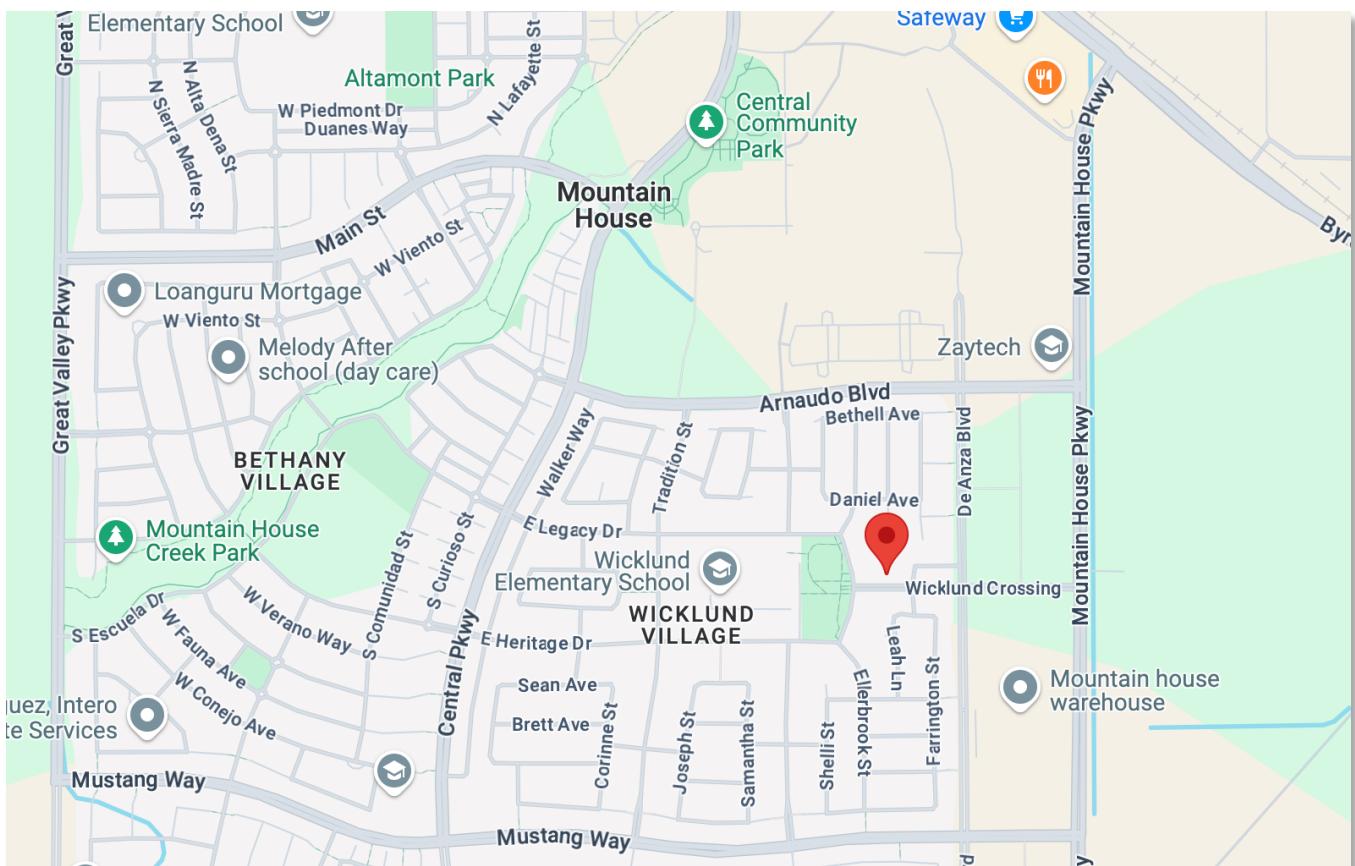
CONSUMERS AGED 50 AND OLDER

Consumers aged 50+ are predicted to comprise \$281 million or 17.6% of industry revenue. Emphasis on healthier habits enhances demand among consumers aged 50 and older. Baby boomers have been shrinking as a share of revenue over the past few years. The availability of at-home exercise equipment is another factor in this segment's contraction, making it more convenient for baby boomers to exercise at home.

Target Market Demographics

Set to open at 541 Wicklund Crossing, Mountain House, CA 95391, the Company has included demographic data for Mountain House and the broader San Joaquin County in California to highlight the local market opportunity for its operations.

Figure 13: Target Market Outline (Google Maps)



POPULATION

The total population is at over 25,108 in Mountain House and grows to 787,416 when accounting for San Joaquin County. Within the key 20-64 demographic, the population is estimated at 14,523 and 452,391, respectively, highlighting a large potential customer base for the facility.

Figure 14: Population Analysis (US Census Bureau, 2023)

Variable	Mountain House, CA	San Joaquin County, CA
Total Population	25,108	787,416
Total Households	6,601	241,373

Total Families	5,825	180,811
Population Aged Under 5 Years	1,532	52,015
Population Aged 5 to 9 Years	2,321	54,459
Population Aged 10 to 14 Years	2,757	65,272
Population Aged 15 to 19 Years	2,249	58,798
Population Aged 20 to 24 Years	2,033	52,027
Population Aged 25 to 29 Years	547	53,630
Population Aged 30 to 34 Years	1,400	55,242
Population Aged 35 to 39 Years	2,279	54,798
Population Aged 40 to 44 Years	2,674	53,917
Population Aged 45 to 49 Years	2,205	47,628
Population Aged 50 to 54 Years	1,363	46,968
Population Aged 55 to 59 Years	1,215	45,956
Population Aged 60 to 64 Years	807	42,225
Population Aged 65 to 69 Years	570	34,846
Population Aged 70 to 74 Years	573	27,837
Population Aged 75 to 79 Years	194	18,315
Population Aged 80 to 84 Years	310	11,478
Population Aged 85 Years and Over	79	12,005

HOUSEHOLD INCOME

Mountain House, CA stands out as a high-income community, making it an ideal location for a premium indoor sports facility like Edengarden. With an average household income of \$186,198, significantly exceeding the San Joaquin County average of \$114,559, the area reflects strong discretionary spending potential. Notably, 78% of households in Mountain House earn \$100,000 and above annually, compared to just 44% countywide. This affluent demographic is well-aligned with the Company's business model.

Figure 15: Household Income (US Census Bureau, 2023)

Variable	Mountain House, CA	San Joaquin County, CA
Average Household Income	\$186,198	\$114,559
Household Income Less than \$10,000	106	10,620
Household Income \$10,000 to \$14,999	33	6,758
Household Income \$15,000 to \$24,999	66	12,793
Household Income \$25,000 to \$34,999	26	14,000
Household Income \$35,000 to \$49,999	191	21,724
Household Income \$50,000 to \$74,999	429	35,965
Household Income \$75,000 to \$99,999	574	32,344
Household Income \$100,000 to \$149,999	1,208	46,585
Household Income \$150,000 to \$199,999	1,366	27,999
Household Income \$200,000 or more	2,601	32,344

SCHOOL ENROLLMENT

There are 8,850 residents aged 3 and older enrolled in school in Mountain House. The town includes 507 in kindergarten, 4,170 in elementary school (Grades 1–8), and 2,264 in high school, making up the core demographic for youth sports programming. Looking at the broader region, San Joaquin County reports a significantly larger educational population of 217,638, including 96,308 elementary students and nearly 50,000 high schoolers.

Figure 16: School Enrollment (US Census Bureau, 2023)

Variable	Mountain House, CA	San Joaquin County, CA
Population 3+ Years Enrolled in School	8,850	217,638
Nursery School, Preschool	379	10,235
Kindergarten	507	10,568
Elementary: Grade 1 to Grade 4	1,995	44,713
Elementary: Grade 5 to Grade 8	2,175	51,595
High School: Grade 9 to Grade 12	2,264	49,471
College, Undergraduate	8,850	217,638

Competitive Analysis

Competitive Overview

The Company has identified Hattrick Sports Club, Cricket Champs, and Altamont Athletics as its major competitors. Edengarden Indoor Sports Center will rise above the competition through the following factors:

- **Strategic Location:** Edengarden will be located within the heart of Mountain House, CA, embedded directly in a residential neighborhood surrounded by family homes, schools, and community hubs. This family-centric suburb boasts high household incomes—demographics that align directly with Edengarden's offerings.
- **First-of-Its-Kind Facility:** Edengarden will be the first indoor sports center of its kind in the immediate area, offering year-round access to multiple sports and entertainment experiences under one roof.
- **Diverse, Multi-Use Activity Zones:** The facility will offer flexible lane rentals for cricket, soccer, basketball, and baseball, as well as immersive spaces for laser tag, virtual reality, and birthday parties—making it a versatile destination for both casual play and events.
- **Minimal Direct Competition:** Unlike general fitness centers or single-sport clubs, Edengarden will provide specialty offerings—such as indoor cricket and VR—that are currently underserved in the region, creating a defensible niche in the local market.
- **Integrated On-Site Dining and Retail:** With a franchise restaurant (Biryani Junction) operated in-house and additional retail units on-site, Edengarden will function as a one-stop community hub for sports, dining, and social experiences.
- **High Standards for Maintenance and Operations:** The facility will be professionally managed with a focus on safety, cleanliness, and customer service—ensuring a consistently well-maintained, welcoming environment.

Figure 17: Major Competitors of Edengarden Indoor Sports Center

	Hattrick Sports Club	Cricket Champs	Altamont Athletics
Company Overview	Hattrick Sports Club is an indoor sports center offering courts, coaching, and summer camps for basketball, badminton, cricket, futsal, volleyball, and table tennis.	Cricket Champs is an indoor cricket facility. They offer lane rentals, cricket equipment, a full-gym, and an after-school cricket program.	Altamont Athletics is a private sports club located in Mountain House California. They offer private lessons, rentals, and memberships for baseball, softball, and basketball athletes and enthusiasts.
Location and Hours	3708 Shamrock Way # 101, Tracy, CA 95377 Mon-Sun: 7AM-12AM	7073 Commerce Cir, Pleasanton, CA 94588 Mon-Sun: 9AM-10PM	17400 Bethany Rd, Tracy, CA 95391 Mon-Thurs: 3PM-10PM Fri: 2PM-10PM Sat-Sun: 8AM-9PM
Website	https://www.hattricksportsclub.com/	https://www.cricketchamps.net/	https://www.altamontathleticsmh.com/
Key Services	<ul style="list-style-type: none"> Club Membership: \$99.99-\$119.99 per month / \$999.99 per year Summer Camp Coaching Personal Training (Badminton, Basketball, Cricket): \$120-\$300 per month 	<ul style="list-style-type: none"> Lane Rental: \$45-\$70 hourly Gym Cricket Gear After-School Cricket Program 	<ul style="list-style-type: none"> Rentals: \$15-\$195 Lessons: \$25-\$40 Classes and Camps: \$25 per session Memberships: \$119 per month

Marketing Strategy	A well-designed website highlights the club's services and allows customers to reserve a slot. Active on Instagram.	Customers can learn more about their services and find their contact details through their website. Active on Facebook and Instagram.	Altamont Athletics' website allows customers to book their services. Customers can also sign up to their mailing list for updates. Brand partnerships also help promote the club and drive referrals.
Online Reviews	Google: 4.6/5 (45 reviews) Yelp: 3.5/5 (2 reviews)	Google: 4.7/5 (27 reviews)	Unavailable

**Online
Reviews**

Google: 4.6/5 (45 reviews)
Yelp: 3.5/5 (2 reviews)

Google: 4.7/5 (27 reviews)

Unavailable

Marketing Plan

Marketing Overview

Edengarden Indoor Sports Center will implement an integrated marketing strategy to raise demand and become the top indoor sports complex in its target market. The Company's marketing will be driven by a strong focus on influencing organic growth through online channels such as the company website, search optimization strategies, avid use of social media, and generating excellent online reviews on platforms such as Yelp and Google Reviews.

These will be supplemented by direct marketing strategies such as strategic partnerships with local organizations and cultivating positive word-of-mouth referrals among satisfied visitors to increase awareness of the location. A summary of the Company's proposed marketing strategies is highlighted below.

Figure 18: Proposed Marketing Strategies



DIGITAL MARKETING



Website Brand Identity

Search Engine Optimization

Social Media and Online Reviews



DIRECT MARKETING



Strategic Partnerships

Word of Mouth / Referrals

Digital Marketing Strategies

WEBSITE AND BRAND IDENTITY

According to Forbes Magazine, 97% of consumers search for businesses online. It is therefore critical to have an online presence. The Company will create a modern and well-developed website to streamline the user experience and attract potential visitors, which will allow users to

make reservations, view information about the Company, and much more. The Company's website will be carefully designed to convert traffic and establish the Company's brand through stylish visual motifs, such as a recurring typeface, color scheme, and logo placement.

SEARCH ENGINE OPTIMIZATION (SEO)

Internet searches are by far the most common activity on the Internet. Therefore, it is crucial to appear among the top results when a user searches for keywords related to its indoor sports facility. The Company will implement an aggressive search engine optimization strategy, whereby the Company optimizes content using keywords related to its business. By optimizing the website's content and continuing to have an active social media presence, the Company will organically aggregate higher on Google, Bing, and Yahoo search engines.

SOCIAL MEDIA

Edengarden Indoor Sports Center will implement a targeted social media strategy to build brand awareness, drive online bookings, and foster community engagement. The Company will actively manage accounts on Instagram, Facebook, and TikTok, leveraging high-quality visuals, video highlights of gameplay, behind-the-scenes content, and customer testimonials to generate interest and encourage shares.

In addition, the Company will run targeted ad campaigns by geo-fencing around Mountain House, Tracy, San Ramon, and the surrounding areas to reach parents, young adults, and youth groups. Social media will also serve as a platform for promotions, seasonal offers, and event signups, with direct integration into the website for seamless conversion.

ONLINE REVIEWS

Online review websites like Yelp and Google Reviews are incredibly useful in generating customer interest. Having many highly rated reviews increases trust and leads to more potential customers choosing Edengarden Indoor Sports Center over a competitor. According to the 2023 Local Consumer Review Survey conducted by market research firm BrightLocal, the following was found:

- 98% of consumers read online reviews for local businesses, with 21% looking for a local business online every day
- 98% of consumers use the internet to find information about local businesses
- 37% of consumers left reviews for local businesses following a positive experience
- 87% of consumers would not consider a business with an average rating below 3 stars

Noting these crucial factors, positive reviews, especially 5-star ones, will ensure the Company's reputation on the market. These reviews will be vital for the Company's operations. Therefore, the Company will organically generate positive reviews through well-maintained facilities and high-quality customer service.

Direct Marketing Strategies

STRATEGIC PARTNERSHIPS

To strengthen its local presence, Edengarden Indoor Sports Center will develop strategic partnerships with schools and businesses across Mountain House and the surrounding areas such as Stockton, Tracy, and San Ramon. These collaborations are designed to increase brand visibility, drive consistent bookings, and embed the facility into the fabric of the community.

By aligning with trusted institutions and high-traffic businesses, the Company will position itself as the go-to destination for family recreation, youth sports, and group events.

- **Local Schools:** The Company will collaborate with elementary, middle, and high schools across Mountain House, Tracy, and nearby districts to offer discounted facility rentals for PE programs, after-school sports, and team practices.
- **Local Businesses:** Edengarden Indoor Sports Center will collaborate with nearby retailers and service providers—particularly Indian grocery stores and restaurants—for co-marketing, cross-promotions, and event sponsorships. Partnerships will also extend to other community-based businesses serving families.

WORD OF MOUTH REFERRALS

Data from the White House Office of Consumer Affairs shows that news of bad customer service reaches more than twice as many ears as opposed to praise for a good service experience. Furthermore, loyal customers are worth up to ten times as much as their first purchase. Cultivating satisfied customers is therefore extremely valuable and profitable towards a business as their opinion and endorsements with colleagues, friends, or family can help result in significant recurring business opportunities for the Company.

Every positive experience with the Company encourages clients to share their experiences with others. Understanding this, the Company will continue to consistently provide positive experiences worth sharing and a rewards system for those who do.

Operations Plan

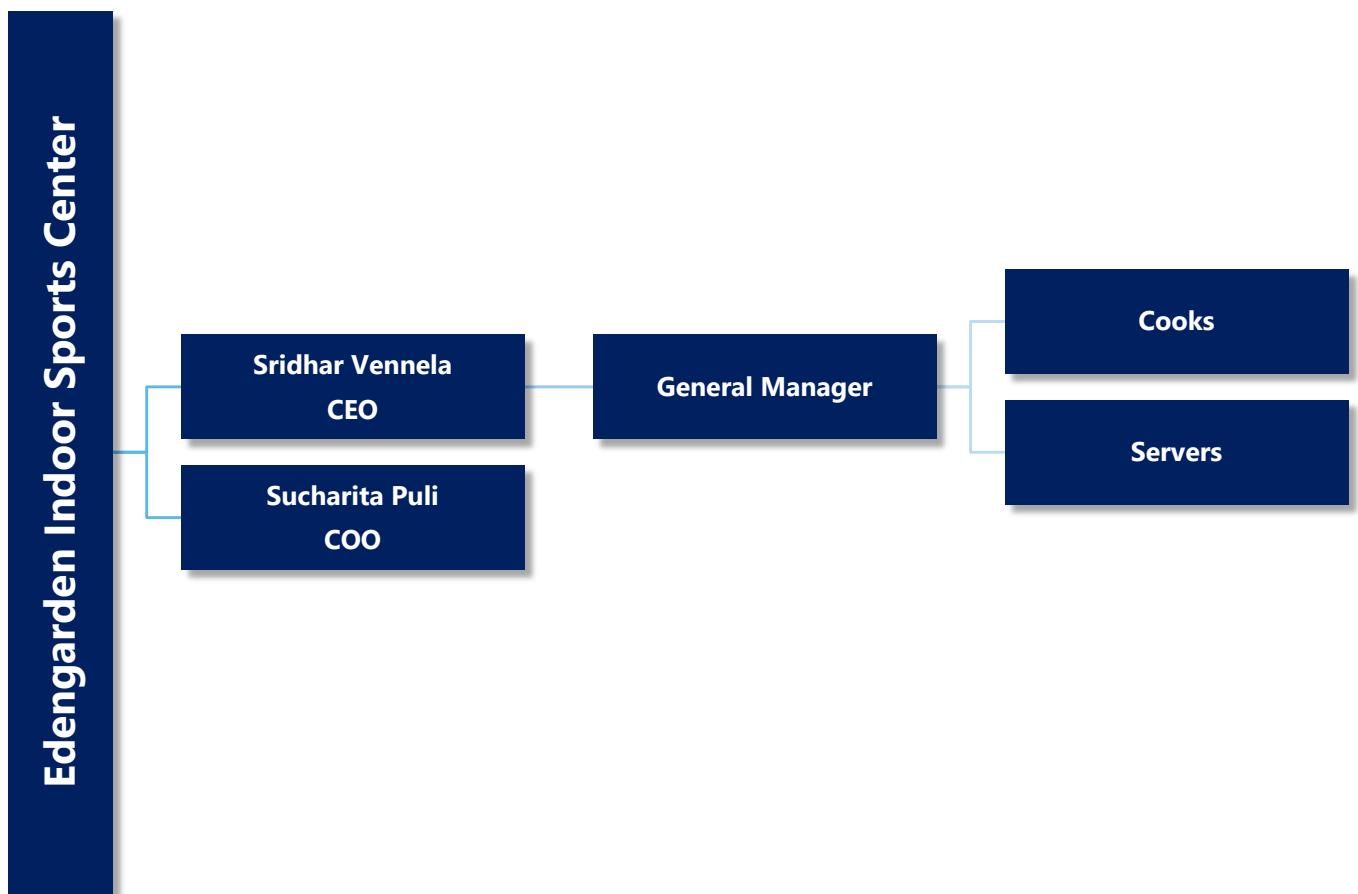
Corporate Information

Ownership	Sridhar Vennela and Sucharita Puli
Business Entity	Edengarden Indoor Sports Center
State of Registration	California
Physical Address	541 Wicklund Crossing Way, Mountain House, CA 95391

Corporate Structure

The full organizational structure of the Company is further highlighted below.

Figure 19: Organizational Structure



Management Team

SRIDHAR VENNELA

Chief Executive Officer / Co-Founder

Sridhar Vennela is a seasoned entrepreneur with a dual expertise in technology consulting and sports management. Since founding Iven Technologies in 2021, Sridhar has built a highly profitable IT consultancy specializing in cloud infrastructure, AI automation, and data analytics for small to mid-sized enterprises. Under his leadership, the firm has achieved \$1 million in annual revenue with 50% year-over-year growth and reinvested over \$2 million in profits into business expansion.

Complementing his entrepreneurial achievements, Sridhar spent four years as Head Coach for the Belmont Blasters, where he trained five teams and led two to Little League tournament wins. In this role, he developed a full baseball curriculum for both youth and adult programs and partnered with schools and local clubs to expand participation. His experience in youth sports programming, community outreach, and team leadership provides a strong foundation for building Edengarden into a vibrant, family-centered destination.

SUCHARITA PULI

Chief Operating Officer / Co-Founder

Sucharita Puli brings over 15 years of leadership experience in community engagement, sports team management, and volunteer leadership. Her extensive background managing large-scale recreational programs, volunteer networks, and citywide events positions her uniquely to lead the Company.

Since 2011, Sucharita has served as a Volunteer Coordinator and Team Manager for multiple youth sports teams across Belmont-Redwood Shores, successfully organizing player recruitment, practice scheduling, and gameday logistics for hundreds of participants. In parallel, she has led community engagement efforts as a High School PTSA President and Community Outreach Leader, strengthening partnerships between schools, families, and local businesses to enhance support for athletic and educational programs.

Furthermore, Sucharita has directed citywide recreational initiatives as a Citywide Sports Program Manager for Belmont Redwood Shores Parks and Recreation since 2011, where she has been responsible for league development, event budgeting, marketing, and volunteer training. Her proven ability to build strong community relationships, manage budgets, coordinate multi-stakeholder events, and lead diverse teams will be instrumental in ensuring Edengarden's operational success and delivering an exceptional guest experience from day one.

Financial Plan

Fund Use

Edengarden Indoor Sports Center is seeking a total capital infusion of \$5 million to fund the development of its new multi-use indoor sports facility in Mountain House, California. The project will be financed through a \$4,250,000 loan and a 15% equity injection (\$750,000) from the founders. The full amount will be allocated to capital expenditures, specifically the \$5,000,000 buildout of the facility. This structure ensures that the business enters its next stage with a fully owned, operational base supported by a stable financing plan.

Fund Use Analysis		Year 1
Capital Expenditures		
Building Purchase		\$5,000,000
Total Fixed Assets		\$5,000,000
Total Infusion Required		\$5,000,000
Equity Investment		\$750,000
Debt		\$4,250,000

LOAN STRUCTURE

To finance the \$5 million project, Edengarden Indoor Sports Center will utilize a blended SBA 504 loan structure, combining funding from a commercial lender and the SBA. This structure enables the Company to access long-term, fixed-rate capital with a manageable equity injection and a favorable amortization schedule.

Source	Amount	Interest Rate	Term
Bank Loan	\$2,500,000	9.00%	25 years
SBA 504 Loan	\$1,750,000	6.43%	25 years
Equity (Borrower)	\$750,000	-	-
Total Project Funding	\$5,000,000	-	-

- The bank loan will represent 50% of the project and will be senior in position.
- The SBA 504 debenture, administered by a Certified Development Company (CDC), will represent 35% of the project.

- The borrower will contribute 15% equity (or \$750,000), satisfying SBA's minimum injection requirement for new construction.

This structure offers both cost efficiency and long-term stability, with a blended amortization profile that supports positive cash flow from Year 1. Total annual debt service across both loans is estimated at \$396,580, aligned with projected EBITDA and DSCR requirements.

Key Revenue Assumptions

MEMBERSHIP FEES

The Company has projected the total members at the sports center over the next five years.

	Monthly Growth Rate	Total Yearly	Total Monthly
Year 1	2.00%	4,225	352
Year 2	0.10%	4,731	394
Year 3	0.25%	4,835	403
Year 4	0.20%	4,966	414
Year 5	0.10%	5,053	421

Assumptions regarding the different prices and utilization rates along with the weighted average are highlighted in the following page.

	Price Per Month	Sales Mix
1 Month Membership	\$140.00	75.00%
6 Month Membership	\$88.75	20.00%
1 Year Membership	\$63.54	5.00%
Weighted Average	\$125.93	

Given the weighted average price, total revenues are highlighted below.

	Total Revenues
Year 1	\$532,018
Year 2	\$595,713
Year 3	\$608,816
Year 4	\$625,295
Year 5	\$636,313

LANE RENTAL

The total number of customers renting a lane is estimated below.

	Monthly Growth Rate	Total Yearly	Total Monthly
Year 1	2.00%	4,292	358
Year 2	0.10%	4,806	400
Year 3	0.50%	4,992	416
Year 4	0.20%	5,197	433
Year 5	0.20%	5,324	444

Revenues are based on the following pricing assumptions.

	Price Per Hour	Sales Mix
Lane Rental 30 Minutes	\$45.00	50.00%
Lane Rental 1 Hour	\$65.00	50.00%
Weighted Average	\$55.00	

	Total Revenues
Year 1	\$236,053
Year 2	\$264,314
Year 3	\$274,567
Year 4	\$285,856
Year 5	\$292,793

PARTY PACKAGES

The projected volume of party packages sold is estimated below.

	Monthly Growth Rate	Total Yearly	Total Monthly
Year 1	3.75%	74	6
Year 2	0.10%	91	8
Year 3	0.50%	94	8
Year 4	0.25%	98	8
Year 5	0.20%	101	8

Party packages range from \$550 to \$675, with an estimated cost of goods at 15% of the sale price, covering all inclusions such as party bags, decorations, and other giveaways. Revenues and costs are further highlighted below.

	Total Revenues	Total Costs
Year 1	\$45,362	\$6,804
Year 2	\$55,456	\$8,318
Year 3	\$57,607	\$8,641
Year 4	\$60,172	\$9,026
Year 5	\$61,800	\$9,270

RESTAURANT SALES

The estimated number of restaurant customers is highlighted below.

	Monthly Growth Rate	Total Yearly	Total Monthly
Year 1	3.00%	11,070	922
Year 2	0.10%	13,041	1,087
Year 3	0.25%	13,328	1,111
Year 4	0.25%	13,733	1,144
Year 5	0.25%	14,151	1,179

Assumptions regarding the different prices, costs, and utilization rates along with the weighted average are further highlighted in the chart below.

	Average Price	Cost	Sales Mix
Soups	\$8.99	\$2.92	5%
Appetizers	\$9.49	\$3.08	7%
Tandoori	\$8.99	\$2.92	7%
Veg Curries	\$12.99	\$4.22	10%
Combos	\$11.49	\$3.73	12%
Sandwiches	\$10.49	\$3.41	12%
Indo Chinese	\$11.49	\$3.73	5%
Bread	\$5.49	\$1.78	3%
Chaats	\$7.74	\$2.52	3%
Snacks and Cookies	\$7.49	\$2.43	3%

Biryani	\$14.49	\$4.71	40%
Family Pack Biryani	\$27.99	\$9.10	3%
Pastries & Desserts	\$4.24	\$1.38	7%
Drinks	\$3.00	\$0.97	50%
Extras	\$2.50	\$0.81	3%
Podi's & Pickles	\$9.99	\$3.25	2%
Weighted Average	\$15.58	\$5.06	

Revenues and costs are highlighted below. On average, food and drink costs are estimated at 32.5% of revenues.

	Total Revenues	Total Costs
Year 1	\$172,472	\$56,053
Year 2	\$203,184	\$66,035
Year 3	\$207,653	\$67,487
Year 4	\$213,969	\$69,540
Year 5	\$220,477	\$71,655

Financial Summary

Edengarden Indoor Sports Center projects strong and consistent revenue growth over its first five years of operations, starting at \$985,905 in Year 1 and reaching \$1,211,384 by Year 5, fueled by increased facility usage, party bookings, and food and beverage sales. With a consistently high gross margin of 93–94%, the business is structured to maintain healthy profitability through efficient cost controls and a lean operational model.

Operating expenses—including staffing and general administrative costs—are projected to scale proportionally with revenue growth. As a result, EBITDA is expected to rise from \$492,015 in Year 1 to \$623,452 by Year 5, demonstrating strong cash flow performance and financial efficiency.

Despite meaningful debt service obligations—reflected in annual interest costs exceeding \$318,000—Edengarden is projected to post positive net income from Year 1 (\$16,010), growing steadily to \$123,985 by Year 5. Net income margin improves from 2% to 10%, signaling scalable profitability and sound financial stewardship. These projections underscore a resilient, revenue-diversified business model with early breakeven and long-term growth potential.

Summary of Financial Projections	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$985,905	\$1,118,667	\$1,148,644	\$1,185,292	\$1,211,384
Total Cost of Goods Sold	\$62,858	\$74,353	\$76,128	\$78,566	\$80,925
Gross Profit	\$923,047	\$1,044,314	\$1,072,516	\$1,106,727	\$1,130,459
Gross Margin (%)	94%	93%	93%	93%	93%
General & Administrative Costs	\$128,296	\$141,677	\$145,559	\$150,105	\$153,855
Salary & Wage Costs	\$302,736	\$314,578	\$326,913	\$339,764	\$353,152
Total Operational Costs	\$431,032	\$456,255	\$472,472	\$489,869	\$507,007
EBITDA	\$492,015	\$588,059	\$600,044	\$616,858	\$623,452
Depreciation Cost	-\$128,000	-\$128,000	-\$128,000	-\$128,000	-\$128,000
Amortization Cost	\$0	\$0	\$0	\$0	\$0
Interest Cost	-\$339,888	-\$335,211	-\$330,148	-\$324,667	-\$318,735
Pre-Tax Profit	\$24,127	\$124,848	\$141,895	\$164,190	\$176,717
Retained Earnings	\$24,127	\$148,975	\$290,870	\$455,060	\$631,778
Taxable Income	\$27,202	\$124,848	\$141,895	\$164,190	\$176,717
Income Tax Cost	\$8,117	\$37,255	\$42,342	\$48,994	\$52,732
Net Income	\$16,010	\$87,593	\$99,554	\$115,196	\$123,985
Net Income Margin (%)	2%	8%	9%	10%	10%

Operating Expenses

Operating Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Professional Fees (Legal, Accounting)	\$3,600	\$3,708	\$3,819	\$3,934	\$4,052
Supplies	\$12,000	\$12,360	\$12,731	\$13,113	\$13,506
Bank Charges and Merchant Fees	\$19,718	\$22,373	\$22,973	\$23,706	\$24,228
Insurance	\$3,600	\$3,708	\$3,819	\$3,934	\$4,052
Maintenance and Cleaning Expenses	\$12,000	\$12,360	\$12,731	\$13,113	\$13,506
Phone and Internet Fees	\$3,600	\$3,708	\$3,819	\$3,934	\$4,052
Travel, Meals, and Entertainment	\$2,400	\$2,472	\$2,546	\$2,623	\$2,701
Advertising and Marketing	\$19,718	\$22,373	\$22,973	\$23,706	\$24,228
Dues and Subscriptions	\$3,600	\$3,708	\$3,819	\$3,934	\$4,052
Utilities	\$39,436	\$44,747	\$45,946	\$47,412	\$48,455
Franchise Fees	\$8,624	\$10,159	\$10,383	\$10,698	\$11,024
TOTAL	\$128,296	\$141,677	\$145,559	\$150,105	\$153,855

Headcount

Headcount Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5
Management Team					
Sridhar Vennela - CEO	1	1	1	1	1
Sucharita Puli - COO	1	1	1	1	1
General Manager	1	1	1	1	1
Total Management Team Compensation	\$115,000	\$120,750	\$126,788	\$133,127	\$139,783
Support					
Cooks	2	2	2	2	2
Servers	2	2	2	2	2
Total Support Team Compensation	\$137,280	\$141,398	\$145,640	\$150,010	\$154,510
Total Headcount	7	7	7	7	7
Total Headcount Compensation	\$252,280	\$262,148	\$272,428	\$283,136	\$294,293
Payroll Taxes and Other Benefits	\$50,456	\$52,430	\$54,486	\$56,627	\$58,859
Total Headcount Cost	\$302,736	\$314,578	\$326,913	\$339,764	\$353,152

Appendix

INCOME STATEMENT

Income Statement	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Total Revenue	\$985,905	\$1,118,667	\$1,148,644	\$1,185,292	\$1,211,384
Total Revenue	\$985,905	\$1,118,667	\$1,148,644	\$1,185,292	\$1,211,384
Direct Cost	\$62,858	\$74,353	\$76,128	\$78,566	\$80,925
Total Cost of Goods Sold	\$62,858	\$74,353	\$76,128	\$78,566	\$80,925
Gross Profit	\$923,047	\$1,044,314	\$1,072,516	\$1,106,727	\$1,130,459
Gross Margin (%)	94%	93%	93%	93%	93%
Operational Expenses					
General & Administrative Costs	\$128,296	\$141,677	\$145,559	\$150,105	\$153,855
Salary & Wage Costs	\$302,736	\$314,578	\$326,913	\$339,764	\$353,152
Total Operational Costs	\$431,032	\$456,255	\$472,472	\$489,869	\$507,007
EBITDA	\$492,015	\$588,059	\$600,044	\$616,858	\$623,452
Depreciation Cost	-\$128,000	-\$128,000	-\$128,000	-\$128,000	-\$128,000
Amortization Cost	\$0	\$0	\$0	\$0	\$0
Interest Cost	-\$339,888	-\$335,211	-\$330,148	-\$324,667	-\$318,735
Pre-Tax Profit	\$24,127	\$124,848	\$141,895	\$164,190	\$176,717
Retained Earnings	\$24,127	\$148,975	\$290,870	\$455,060	\$631,778
Taxable Income	\$27,202	\$124,848	\$141,895	\$164,190	\$176,717
Income Tax Cost	\$8,117	\$37,255	\$42,342	\$48,994	\$52,732
Net Income	\$16,010	\$87,593	\$99,554	\$115,196	\$123,985
Net Income Margin (%)	2%	8%	9%	10%	10%

BALANCE SHEET

Balance Sheet	Year 1	Year 2	Year 3	Year 4	Year 5
ASSETS					
Current Assets					
Cash	\$136,318	\$290,542	\$451,664	\$622,947	\$797,086
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0	\$0
Prepaid Expenses	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$136,318	\$290,542	\$451,664	\$622,947	\$797,086
Fixed Assets					
Building Purchase	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000
Total Fixed Assets	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000
(Less Accumulated Depreciation)	-\$128,000	-\$256,000	-\$384,000	-\$512,000	-\$640,000
Intangible Assets Investments					
Total Intangibles	\$0	\$0	\$0	\$0	\$0
(Less Accumulated Amortization)	\$0	\$0	\$0	\$0	\$0
Total Assets	\$5,008,318	\$5,034,542	\$5,067,664	\$5,110,947	\$5,157,086
LIABILITIES & EQUITY					
Current Liabilities					
Accounts Payable	\$0	\$0	\$0	\$0	\$0
Accrued Expenses	\$0	\$0	\$0	\$0	\$0
Current Portion of Debt	\$56,067	\$60,693	\$65,700	\$71,120	\$76,988
Total Current Liabilities	\$56,067	\$60,693	\$65,700	\$71,120	\$76,988
Long Term Liabilities					
Long Term Debt	\$4,186,241	\$4,120,246	\$4,048,807	\$3,971,474	\$3,887,761
Total Long Term Liabilities	\$4,186,241	\$4,120,246	\$4,048,807	\$3,971,474	\$3,887,761
Total Liabilities	\$4,242,308	\$4,180,939	\$4,114,507	\$4,042,594	\$3,964,749
Equity					
Common Stock	\$750,000	\$750,000	\$750,000	\$750,000	\$750,000
Retained Earnings	\$16,010	\$103,603	\$203,157	\$318,353	\$442,338
Total Equity	\$766,010	\$853,603	\$953,157	\$1,068,353	\$1,192,338
Total Liabilities and Equity	\$5,008,318	\$5,034,542	\$5,067,664	\$5,110,947	\$5,157,086

CASH FLOW

Cash Flow Statement	Year 1	Year 2	Year 3	Year 4	Year 5
OPERATIONS					
Cash Flow From Operations					
Net Income	\$16,010	\$87,593	\$99,554	\$115,196	\$123,985
Plus Depreciation	\$128,000	\$128,000	\$128,000	\$128,000	\$128,000
Plus Amortization	\$0	\$0	\$0	\$0	\$0
Changes in Working Capital					
Changes in A/R	\$0	\$0	\$0	\$0	\$0
Changes in Inventory	\$0	\$0	\$0	\$0	\$0
Changes in Prepaid Costs	\$0	\$0	\$0	\$0	\$0
Changes in A/P	\$0	\$0	\$0	\$0	\$0
Changes in Accrued Expenses	\$0	\$0	\$0	\$0	\$0
Total Cash Flow From Operations	\$144,010	\$215,593	\$227,554	\$243,196	\$251,985
INVESTMENTS					
Fixed Asset Investments					
Building Purchase	-\$5,000,000	\$0	\$0	\$0	\$0
Total Fixed Assets	-\$5,000,000	\$0	\$0	\$0	\$0
Intangible Assets Investments					
Total Intangible Investments	\$0	\$0	\$0	\$0	\$0
Total Cash Flow From Investments	-\$5,000,000	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING					
Financing					
Paid In Capital	\$750,000	\$0	\$0	\$0	\$0
Debt	\$4,242,308	-\$61,369	-\$66,432	-\$71,913	-\$77,846
Total Current Liabilities	\$4,992,308	-\$61,369	-\$66,432	-\$71,913	-\$77,846
TOTAL CASH FLOW	\$136,318	\$154,224	\$161,122	\$171,283	\$174,139
Cash at the Beginning of Period	\$0	\$136,318	\$290,542	\$451,664	\$622,947
Cash at the End of Period	\$136,318	\$290,542	\$451,664	\$622,947	\$797,086