#### 

#### **Example Template for Group Exercise**

**Startup Name:** SOLUTECH CORE

Student ID: 210064,210060,210039

**Estimated Capital Requirements:**

|  |  |  |
| --- | --- | --- |
| **Expense Category** | **Description** | **Estimated Cost ($)** |
| **Fixed Costs** | (Laptops, server, Website-development, Software licences) -> 5000$ |  |
| **Variable Costs** | (Digital Marketing, Instagram, Google ads, Cliemt Acquistion) -> 2000$ |  |
| **Operational Costs** | (Office Rent, Employee Salaries 2-3 employee, Utilities) -> 6000$ |  |
| **Emergency Fund** | (2500$ - 3000$) |  |
| **Total Capital Required** | 16000$ |  |

**Justification:** (Equipment & Website Development: As an IT startup, we need a strong technical infrastructure and a professional website to establish credibility and automate services.

• Marketing: We will invest in Instagram and Google Ads to attract clients and promote our services effectively.

• Operational Costs: Renting an office, paying employees, and covering utility bills will ensure smooth operations.

• Emergency Fund: Startups often face unexpected costs, so we’ve allocated 25% of the total budget as a financial cushion.)