



BUSINESS PLAN

Duru, Ezey

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1. Business Plan

A. Service Description (shorten, should not be this long)

Duru Digital (D²) offers tailored User Generated Content (UGC) digital marketing services for businesses of all sizes. From small startups to established enterprises. We work alongside business owners to create engaging and authentic content that builds brand trust, reaches wider audiences, and drives customer engagement. We understand that entrepreneurs are busy with balancing numerous responsibilities without the time and expertise needed to develop content that connects meaningfully with their audience. With the rise of digital and social media marketing, UGC has become a vital tool for businesses to share real, relatable content that resonates with their customers.

At Duru Digital, we specialize in delivering versatile, cost-effective UGC that aligns with each client's unique brand goals. In today's digital landscape, consumers seek authenticity, and brands that embrace genuine, user-driven content are better positioned to succeed. COVID-19 accelerated the shift to digital channels, making UGC essential for brand engagement and helping businesses stand out in crowded markets. By partnering with Duru Digital, entrepreneurs can save time and resources, focusing on growth while we create high-quality, relatable content that builds trust and turns casual viewers into loyal customers.

Our services range from product demonstrations and testimonials to trend-driven content like unboxing and "Get Ready With Me" (GRWM) videos, for clients to post on their social media like Instagram, TikTok, or other channels ensuring our clients have a wide array of options to connect with their target audience and reach a wider audience.

To start, **Duru Digital** will focus on serving businesses in metropolitan areas with high digital engagement, initially targeting clients connected to our team's existing network. This will allow us to concentrate on refining our content creation process, building our online portfolio, and gathering client feedback. Our aim is to ensure each service we offer (from content planning and storyboarding to filming, editing, and final delivery) meets the specific marketing needs of our clients. As we grow, we plan to expand our service offerings, providing additional support, including content analytics, marketing strategy consultations, and more personalized social media integrations to help businesses achieve maximum impact.

To establish itself in the UGC market, Duru Digital will initially focus on building a robust portfolio by leveraging UGC marketing platforms such as Billo, Cohley, and Brand Meets Creator. These UGC-focused apps connect creators with brands, providing exposure to potential clients and the opportunity to demonstrate our content creation expertise across various industries. Additionally, we will employ a proactive outreach strategy, using email and social media to pitch directly to small-and medium-sized business accounts. These pitches will offer complimentary or discounted services in exchange for brand testimonials, helping us establish credibility and refine our offerings based on real client feedback.

We will start initially accepting complimentary gifted collabs in exchange for UGC service which will reflect our focus on portfolio-building. Then set our rates at the base in the market at \$150 per video to attract brands looking for affordable yet high-quality UGC solutions. This approach will allow us to deliver valuable content to clients at a competitive rate, while positioning Duru Digital as a go-to provider for engaging and authentic brand storytelling. Over the first few years, as we build a strong portfolio and client base, we'll transition to charging higher industry rates that reflect our growth and position in the UGC community. This pricing structure will support our financial growth while also aligning with our goal to offer high-impact, cost-effective content that meets the unique needs of each brand.

To establish Duru Digital in this competitive market, we are seeking an initial capital investment of **\$1,900**. This investment will be used to acquire essential equipment such as a professional phone setup, basic lighting, a backdrop, and aesthetic props to enhance our production quality. By equipping ourselves with these essentials, we will be able to produce a polished portfolio, attract a steady flow of clients, and position Duru Digital as a trusted partner for businesses seeking UGC solutions.

This funding will enable us to take the first step toward providing impactful content solutions that drive engagement and growth for businesses everywhere.

To establish and supply Duru Digital initial equipment and subscription costs, we are requesting \$1,900 in exchange for 4.57% ownership Duru Digital based on a post money valuation of \$41,583.49 and pre money valuation of \$39,683.49 with a 40% return on investment.

B. The Market Problem

The key market problem Duru Digital solves is the challenge brands face in creating authentic, relatable, and cost-effective content that resonates with today's consumers. In an era where audiences are increasingly skeptical of traditional advertising, people crave real, user-driven content that showcases genuine experiences with products and services. Many brands struggle to consistently produce this type of content in-house due to time, resource, or expertise limitations.

Duru Digital addresses this need by offering user-generated content that captures the authenticity consumers desire while helping brands build trust, boost engagement, and ultimately drive sales. Our UGC solutions allow businesses to maintain a strong online presence, stand out in competitive markets, and connect with their audience in a meaningful

User-Generated Content (UGC) has been demonstrated to be substantially more effective in driving conversions than brand-created content, leading to a robust Return on Investment (ROI) for companies. A study by *TurnTo Networks* found that UGC is 6.9 times more engaging than traditional brand content, contributing to higher conversion rates due to UGC's perceived authenticity and reliability among consumers. UGC is cost-effective, as brands can leverage content created by their customers with minimal production costs, which is especially valuable in today's social media-driven environment where platforms like Instagram and TikTok prioritize user content over branded posts .

The effectiveness of UGC is further supported by research from Nielsen, which revealed that 92% of consumers trust organic, user-generated content more than traditional advertising, as it is often viewed as more authentic and less biased. By showcasing real experiences, brands across various sectors can build trust, enhance engagement, and drive conversions on their websites and social media channels.

The findings from TurnTo Networks emphasize that UGC is outpacing traditional marketing tools in enhancing shopper confidence and influencing purchasing decisions. Marketers looking to connect with consumers must find ways to incorporate UGC into every step of the customer journey, not just on product pages

According to a survey by *Hootsuite*, 60% of marketers plan to increase their use of UGC in the next year. Brands are recognizing the power of UGC not only for its authenticity but also for the way it reduces advertising costs while increasing reach and engagement. Indicating a shift in advertising strategy. As brands become more reliant on technology and therefore digital marketing, there are endless opportunities for marketing techniques in all sorts of industries and there will always be a new product or new service that needs to be advertised, so there will always be a need for marketing, and more immediately digital marketing.

C. Addressable Market

Duru Digital operates in a rapidly expanding market with significant growth potential in the User-Generated Content (UGC) space. According to *Grand View Research*, the global UGC platform market was valued at \$4.4 billion in 2022 and is projected to grow to \$71.3 billion by 2032, expanding at a CAGR of 29.4% from 2023 to 2030. Additionally, *MarketNerd Advisors* reports that the global digital marketing market was valued at \$780 billion in 2023 and is expected to grow at a CAGR of 11.1% from 2024 to 2030. This rapid expansion is driven by increasing demand for authentic and relatable content, particularly in industries such as beauty, travel, health and fitness, and food.

These industries are increasingly turning to UGC to engage audiences in a way that traditional marketing methods cannot. Both large and small brands are actively seeking creators who can deliver high-quality, authentic content, with a growing preference for creators who engage directly with their target audiences rather than relying solely on big-name influencers. As demand for UGC creators continues to outpace the number of available creators, there is ample opportunity for Duru Digital to capitalize on this growing, underserved market.

Duru Digital's remote model allows for scalability, enabling the company to work with brands across the U.S. and internationally. With brands constantly in need of fresh, engaging content, there is always room to capture new opportunities. This dynamic environment ensures that there will be sustained demand for high-quality UGC services, presenting a substantial addressable market for Duru Digital.

D. Go to Market Strategy

Duru Digital's strategic launch begins with comprehensive preparation, focusing on building a robust foundation for success. In the first two months, the company will invest in essential equipment including a business phone, computer, content creation tools, and a CapCut Premium subscription. Simultaneously, the company owner will undergo intensive training through UGC webinars and the Creatively Linda UGC Bootcamp to enhance content creation and pitching skills. This initial phase is designed to develop a compelling initial portfolio and establish core competencies in user-generated content production.

The marketing approach will leverage multiple channels to build brand recognition and client relationships. Starting with platforms like Bilo, Duru Digital will collaborate with smaller brands, offering complimentary services, after which will have a base rate set for video at \$150 and utilizing Instagram and TikTok as key marketing tools. The company will strategically grow its portfolio through complimentary collaborations and targeted pitches to beauty and travel brands. As the content portfolio expands, Duru Digital will continuously refine its services based

on client feedback, gradually increasing rates and visibility. By Year 3, the company plans to develop a professional website to showcase its work and streamline client interactions, with a long-term vision of becoming a leader in the travel and beauty UGC market. While having all services available from single video, to 3 video packages and raw footage content that can be integrated into the brands marketing posts at the brands own discretion.

E. Competitor Analysis

The User-Generated Content (UGC) industry is continuously evolving, driven by an increasing demand from brands seeking authentic, relatable content that resonates with real consumers. While the number of UGC creators is steadily growing, the market itself is expanding as well, with brands from a variety of industries in need of fresh, unique content to promote their products. At Duru Digital, we stand out by focusing on specialized niches, avoiding the oversaturation found in larger influencer networks. Industries such as beauty, skincare, fashion, food & beverage, fitness & health, travel, technology, home decor, and sustainability all have an ongoing need for fresh UGC. These sectors are continuously launching new products and require tailored marketing strategies that focus on authentic customer experiences rather than traditional influencer-driven content.

Brands are increasingly shifting from the traditional influencer model, opting instead for real user-generated content that captures the essence of customer experiences. This shift opens up many opportunities for emerging UGC creators to showcase their work, with industries like skincare, tech gadgets, and home decor actively looking for fresh perspectives. Despite the growing number of creators, the sheer number of brands, particularly those in specialized niches, ensures there is room for a wide variety of content creators. Each brand, whether it's a skincare line or an eco-friendly product, requires marketing that reflects genuine customer engagement, leading to high demand for UGC content. Furthermore, brands are actively seeking fresh faces, voices, and perspectives to connect with their audiences. This creates a balanced and thriving market where both new and established UGC creators have ample opportunities to stand out. The growing demand from brands ensures that there is a significant space for specialization in particular niches, such as sustainability or fitness, as long as the content remains high-quality and engaging.

Ultimately, while there are many emerging UGC creators, the constant stream of new products and diverse industries ensures that there is enough space for talent in the market. With a focus on delivering specialized content and quickly pitching to brands, Duru Digital can continue to thrive in this expanding and competitive UGC market.

F Vital Metrics

For Duru Digital, a User-Generated Content (UGC) marketing business, the most critical financial metrics include Gross Margin, Return on Assets, Return on Equity, and Cash Flow from Operations. Our unique business model offers several advantages that set us apart from traditional product-based companies. Unlike businesses that rely on physical inventory, Duru Digital operates with minimal costs and no inventory-related COGS, ensuring consistently strong gross margins and profitability.

The absence of Cost of Goods Sold in our service-based UGC business is a significant financial advantage. With revenue driven by creative services and time, our gross margin can grow to and remain high, with potential of nearing 100%. This structure eliminates the need for inventory discount liquidation. As a result, our cash flow from operations shows promising growth, projected to increase from \$5,476 in Year 0 to nearly \$50,000 by Year 5, reflecting substantial scalability and revenue potential growth.

Duru Digital's ROE demonstrates strong capital, going from 72.91% in Year 0 to 236.63% by Year 5. This strong trajectory demonstrated that each dollar invested in the business generates incredibly high returns, showcasing the effectiveness of our efficient, high-margin approach. With a focus on digital services, low overhead costs, and the ability to scale efficiently, Duru Digital is well-positioned for successful financial performance in the evolving UGC marketing space.

Our financial strategy is built on these unique advantages. By minimizing fixed expenses, eliminating inventory costs, and investing in the continued improvement of our content creation capabilities, we have created a sustainable, scalable model. This enables us to maintain near 100% gross margins. As we continue to innovate and offer cost-effective marketing solutions, we are confident in our ability to deliver outstanding financial results while positioning Duru Digital as a leading player in the competitive digital marketing space.

G. Management Team

Ezey Duru – CEO & Founder

Ezey Duru is the multifaceted CEO and Founder of Duru Digital, specializing in User-Generated Content (UGC) marketing. With a background in Cognitive Brain Science and Computer Science, Ezey brings a unique blend of creativity, analytical skills, and technical expertise to her business. She oversees outbound pitching, manages social media platforms, and drives content creation for brands, ensuring that every campaign resonates with audiences and achieves client goals. Additionally, Ezey handles financial tracking, legal contracts, and website development, leveraging her finance and coding experience to minimize costs and ensure efficient operations.

As an experienced content creator, Ezey has worked with a diverse range of brands, including hostels across Europe, beauty and skincare companies, and tech apps. Her deep understanding of both the creative and technical sides of digital marketing positions her to lead Duru Digital to success. Whether managing brand collaborations or optimizing backend processes, Ezey is committed to delivering high-quality, impactful UGC solutions.

Project Assistant

Supporting Ezey in daily operations of Duru Digital the assistant, will join in year 4, and will work heavily on brands for outreach during outbound pitches and inbound requests, and communications ensuring that the business stays organized. Their responsibilities also include managing contract evaluations, ensuring all agreements align with the company's objectives, and maintaining relationships with brands throughout the duration of their partnerships.

In addition to administrative tasks, they will also contribute creatively by assisting with video creation and editing. They help bring campaigns to life to ensure that Duru Digital runs efficiently and produces high-quality content.

H. Exit Opportunities

Duru Digital, with an estimated Enterprise Value (EV) of \$115,415.91 and a Terminal Value (TV) 137,027.36, presents several attractive exit opportunities. One option is acquisition by larger marketing agencies seeking to expand their UGC capabilities. With the increasing demand for authentic user-generated content in digital marketing, Duru Digital's expertise and established client base make it an appealing target. Additionally, private equity firms may be interested in investing to help scale the business, particularly if Duru Digital has solid financials and a clear growth trajectory. The potential for higher returns over time could also draw these investors. Another possibility is a partnership or acquisition by singular e-commerce or consumer brands, especially those in industries like beauty, skincare, or travel. These companies often seek to enhance their marketing strategies with UGC and could view Duru Digital as a strategic acquisition to streamline content creation. Lastly, a strategic merger with a complementary platform or content creation company could allow Duru Digital to scale quickly while expanding its market reach. All these exit opportunities align with the growing demand for UGC-driven marketing and position Duru Digital as an attractive business for acquisition, investment, or strategic partnerships.

I. Why Now?

Now is a prime time to enter the User-Generated Content (UGC) business due to the increasing demand for authentic, relatable marketing strategies. Consumers today are seeking more genuine, trust-based content, which UGC naturally provides. Studies show that UGC is significantly more engaging than traditional brand-generated content, with some reports indicating it's 6.9 times more likely to engage consumers. As social media platforms like Instagram, TikTok, and YouTube continue to dominate, brands are eager to tap into the UGC trend to strengthen their connection with audiences and build credibility. The rapid growth of these platforms, with TikTok boasting over 1 billion active users and Instagram nearing 2 billion, presents an ever-expanding market for UGC creators. Additionally, the rise of the creator economy has made content creation a viable full-time career for many. With tools becoming more accessible, it's easier than ever for creators to enter the space and produce high-quality content without needing a professional setup. This trend is supported by the fact that 79% of marketers now use UGC in their strategies, and the industry continues to expand. Furthermore, UGC creators have ample opportunities to monetize their content through sponsored posts, affiliate marketing, and platform monetization features, making it an attractive business for those looking to build a brand and generate sustainable income. Given these trends, the market for UGC is thriving, making this the perfect time to enter the space.

2. Investor Return Analysis

Investor Return Analysis									
			Year						
			yr 0	yr 1	yr 2	yr 3	yr 4	yr5	yr of sale
Revenue			\$ -	\$ 7,200.00	\$ 16,080.00	\$ 39,200.40	\$ 62,550.00	\$ 111,960.00	
Expenses			\$ -	\$ (2,086.24)	\$ (7,704.44)	\$ (17,006.65)	\$ (33,474.18)	\$ (63,777.13)	
Net Income			\$ -	\$ 5,113.76	\$ 8,375.56	\$ 22,193.75	\$ 29,075.82	\$ 48,182.87	
+ Depreciation			\$ -	\$ 362.50	\$ 367.50	\$ 367.50	\$ 409.50	\$ 409.50	
-Changes in Working Capital				\$ -	\$ 215.36	\$ 309.65	\$ 661.27	\$ 1,198.73	
-CAPEX			\$ -	\$ (1,800.00)	\$ (20.00)	\$ -	\$ (206.00)	\$ -	
Annual Cash Flow Before Financing			\$ -	\$ 3,676.26	\$ 8,938.42	\$ 22,870.90	\$ 29,940.58	\$ 49,791.09	
+Equity Investment made/(Payed Off)			\$ 1,900.00	\$ -	\$ -	\$ -	\$ -	\$ -	
+Debt Raised/(Paid Off)			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
-Dividends/Distributions			\$ -	\$ -	\$ -	\$ (21,084.07)	\$ (27,622.03)	\$ (45,773.72)	
Total Co Cash Flow before Sale			\$ 1,900.00	\$ 3,676.26	\$ 8,938.42	\$ 1,786.84	\$ 2,318.56	\$ 4,017.37	
EXIT Terminal Value				\$ -	\$ -	\$ -	\$ -	\$ -	\$ 137,027.36
Investor Ownership	4.57%								
Total Cash Flow			\$ 1,900.00	\$ -	\$ -	\$ 21,084.07	\$ 27,622.03	\$ 45,773.72	\$ 137,027.36
Investor Cash Flow			\$ (1,900.00)	\$ -	\$ -	\$ 963.36	\$ 1,262.08	\$ 2,091.46	\$ 6,260.95
Investor IRR and Multiple			40.00%	2.27	X				
Post Money Valuation			= PV yr 0	\$41,583.49	EBITA MULT =	2.03	X		
Pre Money Valuation			= NPV yr 0	\$ 39,683.49	SALES MULT =	1.22	X		

3. Financial Assumptions

		KEY ASSUMPTIONS				
		1	2	3	4	5
REVENUE ASSUMPTIONS						
Individual Video Price		\$ 150.00	\$ 200.00	\$ 300.00	\$ 375.00	\$ 500.00
Total Orders of Individual Video Weekly		1	1	2	2	3
Total Orders of Individual Video Monthly (4 weeks)		4	4	8	8	12
Total Orders of Individual Video Yearly (48 weeks)		48	48	96	96	144
Total Revenue from Individual Videos		\$ 7,200.00	\$ 9,600.00	\$ 28,800.00	\$ 36,000.00	\$ 72,000.00
3 Video Package Price (10% discount)		\$ -	\$ 540.00	\$ 810.00	\$ 1,012.50	\$ 1,350.00
Total Orders of 3 Video Package Weekly		0	0.25	0.25	0.5	0.5
Total Orders of 3 Video Package Monthly		0	1	1	2	2
Total Orders of 3 Video Package Yearly		0	12	12	24	24
Total Revenue from 3 Package Videos		\$ -	\$ 6,480.00	\$ 9,720.00	\$ 24,300.00	\$ 32,400.00
Raw Footage Price		\$ -	\$ -	\$ 90.00	\$ 125.00	\$ 150.00
Percent of Clients buying raw footage		0.00%	0.00%	7%	15%	30%
Total Raw Footage Sold Yearly		\$ -	\$ -	\$ 680.40	\$ 2,250.00	\$ 7,560.00
Total Revenue from all Pricing Models		\$ 7,200.00	\$ 16,080.00	\$ 39,200.40	\$ 62,550.00	\$ 111,960.00
COGS ASSUMPTIONS						
Assistant #		0	0	0	1	1
Cost/Hour of usage (total)		\$ -	\$ -	\$ -	\$ 15.00	\$ 15.00
Weekly Hours		0	0	0	10	20
Monthly Hours		0	0	0	40	80
Yearly Hours		0	0	0	480	960
Total Assistant Labor Cost		\$ -	\$ -	\$ -	\$ 7,200.00	\$ 14,400.00
OPEX ASSUMPTIONS						
G&A Hour/Year		80	100	75	100	100
Overhead Cost/Hour		\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00
Marketing Hours/Year	all marketing done in house, no co	10	30	50	100	150
Marketing Cost	we are the marketing	\$ -	\$ -	\$ -	\$ -	\$ -
Website Hours/Year	free on canva switch to website, do	0	0	0	100	40
Website Hosting Cost	\$10/month	\$ -	\$ -	\$ -	\$ 120.00	\$ 120.00
Subscriptions	\$10/month for CapCut Premium	\$ -	\$ -	\$ 120.00	\$ 120.00	\$ 120.00
Total		\$ 800.00	\$ 1,000.00	\$ 870.00	\$ 1,240.00	\$ 1,240.00
WORKING CAPITAL ASSUMPTIONS						
Days Sales Outstanding		0	0	0	0	0
Days Wages Payable Outstanding	bi weekly	15	15	15	15	15
Inventory Cost		\$ -	\$ -	\$ -	\$ -	\$ -
CAPITAL EXPENDITURE ASSUMPTIONS						
Annual CAPEX						
Phone		\$ 700.00	\$ -	\$ -	\$ -	\$ -
Laptop		\$ 1,000.00	\$ -	\$ -	\$ -	\$ -
Tripod		\$ 30.00	\$ -	\$ -	\$ 36.00	\$ -
Drone		\$ -	\$ -	\$ -	\$ 200.00	\$ -
Light Stand		\$ 20.00	\$ -	\$ -	\$ -	\$ -
Backdrop		\$ 50.00	\$ -	\$ -	\$ -	\$ -
Props		\$ -	\$ 20.00	\$ -	\$ -	\$ -
Total		\$ 1,800.00	\$ 20.00	\$ -	\$ 236.00	\$ -
Annual Depreciation						
Phone	life expectancy:	\$ 140.00	\$ 140.00	\$ 140.00	\$ 140.00	\$ 140.00
Laptop	5 yr	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00
Tripod	3 yr	\$ 10.00	\$ 10.00	\$ 10.00	\$ 12.00	\$ 12.00
Drone	5 yr	\$ -	\$ -	\$ -	\$ 40.00	\$ 40.00
Light Stand	8 yr	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50
Backdrop	5 yr	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00
Props	4 yr	\$ -	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00
Total		\$ 362.50	\$ 367.50	\$ 367.50	\$ 409.50	\$ 409.50
FINANCING ASSUMPTIONS						
Common Stock Outstanding		\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00
Debt Outstanding @ EOY		0	0	0	0	0
Average Debt Outstanding		0	0	0	0	0
Interest @ 7%		0	0	0	0	0
Dividends	start in year 3	\$ -	\$ -	\$ 4,438.75	\$ 5,815.16	\$ 9,636.57
OTHER ASSUMPTIONS						
Tax Rate		15.30%	15.30%	15.30%	15.30%	15.30%
Total Revenue		\$ 7,200.00	\$ 16,080.00	\$ 39,200.40	\$ 62,550.00	\$ 111,960.00
Total Expenses		\$ 2,600.00	\$ 1,020.00	\$ 870.00	\$ 8,676.00	\$ 15,640.00

4. Financial Metrics

Years	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
KEY FINANCIAL METRICS						
Revenue Growth %		-	123%	144%	60%	79%
Gross Margin %		100.00%	100.00%	100.00%	88.49%	87.14%
Profit Margin %/ ROS		71.02%	52.09%	56.62%	46.48%	43.04%
EBITDA %		89%	64%	68%	56%	51%
Return On Assets		71.02%	52.09%	56.62%	46.48%	43.04%
Return on Equity		72.91%	54.42%	66.96%	51.55%	50.74%
Current ratio		-	67.40	62.76	48.11	40.77
Quick ratio		-	67.40	62.76	48.11	40.77
Inventory Turn		-	-	-	-	-
Net Income + Depreciation		\$5,476.26	\$8,743.06	\$22,561.25	\$29,485.32	\$48,592.37
Cash flow From Operations		5,476.26	8,958.42	22,870.90	30,146.58	49,791.09
Total Cash Flow	\$1,900.00	\$3,676.26	\$8,938.42	\$18,432.15	\$24,125.42	\$40,154.52
Debt/Equity		-	-	-	-	-
Debt/Total Assets		-	-	-	-	-
Debt Service Coverage		-	-	-	-	-
Interst Coverage Ratio		-	-	-	-	-
Working Capital Ratios						
Day Sales Outstanding		0	0	0	0	0
Day Payable Outstanding		15	15	15	15	15
Inventory Turnover Ratio		-	-	-	-	-
Days Inventory Outstanding		-	-	-	-	-

5. Five Year Summary Pro Forma

A. Income Statement

Yearly Income Statements 1-5						
Years	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue		\$ 7,200.00	\$ 16,080.00	\$ 39,200.40	\$ 62,550.00	\$ 111,960.00
Individual Videos		\$ 7,200.00	\$ 9,600.00	\$ 28,800.00	\$ 36,000.00	\$ 72,000.00
3 Vid Pack		\$ -	\$ 6,480.00	\$ 9,720.00	\$ 24,300.00	\$ 32,400.00
Raw Footage		\$ -	\$ -	\$ 680.40	\$ 2,250.00	\$ 7,560.00
Total		\$ 7,200.00	\$ 16,080.00	\$ 39,200.40	\$ 62,550.00	\$ 111,960.00
COGS		\$ -	\$ -	\$ -	\$ 7,200.00	\$ 14,400.00
Gross Margin		\$ 7,200.00	\$ 16,080.00	\$ 39,200.40	\$ 55,350.00	\$ 97,560.00
Total Operating Expenses		\$ 800.00	\$ 5,824.00	\$ 12,630.12	\$ 20,612.50	\$ 40,264.00
Salaries		\$ -	\$ 4,824.00	\$ 11,760.12	\$ 19,372.50	\$ 39,024.00
G&A Costs		\$ 800.00	\$ 1,000.00	\$ 750.00	\$ 1,000.00	\$ 1,000.00
Website Hosting		\$ -	\$ -	\$ -	\$ 120.00	\$ 120.00
Marketing		\$ -	\$ -	\$ -	\$ -	\$ -
Subscriptions		\$ -	\$ -	\$ 120.00	\$ 120.00	\$ 120.00
EBITDA		\$ 6,400.00	\$ 10,256.00	\$ 26,570.28	\$ 34,737.50	\$ 57,296.00
Depreciation		\$ (362.50)	\$ (367.50)	\$ (367.50)	\$ (409.50)	\$ (409.50)
EBIT		\$ 6,037.50	\$ 9,888.50	\$ 26,202.78	\$ 34,328.00	\$ 56,886.50
Interest Expenses		\$ -	\$ -	\$ -	\$ -	\$ -
Earnings Before Taxes (EBT)		\$ 6,037.50	\$ 9,888.50	\$ 26,202.78	\$ 34,328.00	\$ 56,886.50
Tax Rate	Single Member LLC	15.30%	15.30%	15.30%	15.30%	15.30%
Taxes		\$ (923.74)	\$ (1,512.94)	\$ (4,009.03)	\$ (5,252.18)	\$ (8,703.63)
Net Income After Tax		\$ 5,113.76	\$ 8,375.56	\$ 22,193.75	\$ 29,075.82	\$ 48,182.87
Dividends		\$ -	\$ -	\$ 4,438.75	\$ 5,815.16	\$ 9,636.57

B. Balance Sheet

Yearly Balance Sheets 1-5						
Years		Year 1	Year 2	Year 3	Year 4	Year 5
Assets						
Cash	\$ 1,900.00	\$ 5,576.26	\$ 14,514.68	\$ 32,946.83	\$ 57,072.25	\$ 97,226.77
Accounts Recievable		\$ -	\$ -	\$ -	\$ -	\$ -
inventory		\$ -	\$ -	\$ -	\$ -	\$ -
Current Assets	\$ 1,900.00	\$ 5,576.26	\$ 14,514.68	\$ 32,946.83	\$ 57,072.25	\$ 97,226.77
Gross Long Term Assets PPE		\$ 1,800.00	\$ 1,820.00	\$ 1,820.00	\$ 2,026.00	\$ 2,026.00
Phone		\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00
Laptop		\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Tripod		\$ 30.00	\$ 30.00	\$ 30.00	\$ 36.00	\$ 36.00
Drone		\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00
Light Stand		\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00
Backdrop		\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
Props		\$ -	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00
Accumulated Depreciation		\$ (362.50)	\$ (730.00)	\$ (1,097.50)	\$ (1,507.00)	\$ (1,916.50)
Net Book Value of Long Term Assets PPE		\$ 1,437.50	\$ 1,090.00	\$ 722.50	\$ 519.00	\$ 109.50
Total Assets	\$ 1,900.00	\$ 7,013.76	\$ 15,604.68	\$ 33,669.33	\$ 57,591.25	\$ 97,336.27
Liabilities & Owners Equity						
Wages Payable		\$ -	\$ -	\$ -	\$ 321.43	\$ 642.86
Salaries Payable		\$ -	\$ 215.36	\$ 525.01	\$ 864.84	\$ 1,742.14
Accounts Payable		\$ -	\$ -	\$ -	\$ -	\$ -
Current Loans Payable		\$ -	\$ -	\$ -	\$ -	\$ -
Current Liabilities		\$ -	\$ 215.36	\$ 525.01	\$ 1,186.27	\$ 2,385.00
Long Term Debt		\$ -	\$ -	\$ -	\$ -	\$ -
Long Term Liabilities		\$ -	\$ -	\$ -	\$ -	\$ -
Total Liabilities	\$ -	\$ -	\$ 215.36	\$ 525.01	\$ 1,186.27	\$ 2,385.00
Common Stock	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00
Preferred Stock		\$ -	\$ -	\$ -	\$ -	\$ -
Retianed Earnings	\$ -	\$ 5,113.76	\$ 13,489.32	\$ 31,244.33	\$ 54,504.98	\$ 93,051.27
Total Owner's Equity	\$ 1,900.00	\$ 7,013.76	\$ 15,389.32	\$ 33,144.33	\$ 56,404.98	\$ 94,951.27
Total Liabilities & Equity	\$ 1,900.00	\$ 7,013.76	\$ 15,604.68	\$ 33,669.33	\$ 57,591.25	\$ 97,336.27

C. Cash Flow

Yearly Cash Flow 1-5						
Years	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Net Income		\$ 5,113.76	\$ 8,375.56	\$ 22,193.75	\$ 29,075.82	\$ 48,182.87
Depreciation		\$362.50	\$367.50	\$367.50	\$409.50	\$409.50
Change in Acc Receivable	work cap cha	\$ -	\$ -	\$ -	\$ -	\$ -
Change in Inventory		\$ -	\$ -	\$ -	\$ -	\$ -
Change in Salaries Payable		\$ -	\$ 215.36	\$ 309.65	\$ 339.84	\$ 877.30
Change in Wages Payable		\$ -	\$ -	\$ -	\$ 321.43	\$ 321.43
Total Cash Flow from Operation		\$ 5,476.26	\$ 8,958.42	\$ 22,870.90	\$ 30,146.58	\$ 49,791.09
Change in Gross Long-term PPE		\$ (1,800.00)	(\$20.00)	\$0.00	\$ (206.00)	\$0.00
Change in Investments		\$ -	\$ -	\$ -	\$ -	\$ -
Total Cash Flow from Investments		(\$1,800.00)	(\$20.00)	\$0.00	(\$206.00)	\$0.00
Short Term Debt		\$ -	\$ -	\$ -	\$ -	\$ -
Long Term Debt		\$ -	\$ -	\$ -	\$ -	\$ -
Preferred Stock		\$ -	\$ -	\$ -	\$ -	\$ -
Change in Common Stock	\$ 1,900.00		\$ -	\$ -	\$ -	\$ -
Dividends		\$ -	\$ -	\$ (4,438.75)	\$ (5,815.16)	(\$9,636.57)
Total Cash Flow from Financing	\$ 1,900.00	\$ -	\$ -	\$ (4,438.75)	\$ (5,815.16)	\$ (9,636.57)
Total Annual Cash Flow	\$ 1,900.00	\$ 3,676.26	\$ 8,938.42	\$ 18,432.15	\$ 24,125.42	\$ 40,154.52
Cash Balance at Beginning of Year		\$ 1,900.00	\$ 5,576.26	\$ 14,514.68	\$ 32,946.83	\$ 57,072.25
Cash Balance at End of Year	\$ 1,900.00	\$ 5,576.26	\$ 14,514.68	\$ 32,946.83	\$ 57,072.25	\$ 97,226.77

a. Income Statement

[illegible]

b. Balance Sheet

Year 1 Monthly Balance Sheet													
Months	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
Assets													
Cash	\$ 48.16	\$ 250.41	\$ 452.67	\$ 654.93	\$ 857.18	\$ 1,313.54	\$ 1,769.90	\$ 2,226.25	\$ 3,190.81	\$ 4,155.37	\$ 4,611.72	\$ 5,576.28	\$ 5,576.28
Accounts Recievables	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
inventory	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Current Assets	\$ 48.16	\$ 250.41	\$ 452.67	\$ 654.93	\$ 857.18	\$ 1,313.54	\$ 1,769.90	\$ 2,226.25	\$ 3,190.81	\$ 4,155.37	\$ 4,611.72	\$ 5,576.28	\$ 5,576.28
Gross Long Term Assets PPE	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00
Phone	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00
Laptop	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Tripod	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00
Drone	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Light Stand	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00
Backdrop	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
Props	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Accumulated Depreciation	\$ (30.21)	\$ (60.42)	\$ (90.63)	\$ (120.84)	\$ (151.05)	\$ (181.26)	\$ (211.47)	\$ (241.68)	\$ (271.89)	\$ (302.10)	\$ (332.31)	\$ (362.52)	\$ (362.52)
Net Book Value of Long Term Assets PPE	\$ 1,769.79	\$ 1,739.58	\$ 1,709.37	\$ 1,679.16	\$ 1,648.95	\$ 1,618.74	\$ 1,588.53	\$ 1,558.32	\$ 1,528.11	\$ 1,497.90	\$ 1,467.69	\$ 1,437.48	\$ 1,437.48
Total Assets	\$ 1,817.95	\$ 1,989.99	\$ 2,162.04	\$ 2,334.09	\$ 2,506.13	\$ 2,932.28	\$ 3,358.43	\$ 3,784.58	\$ 4,718.92	\$ 5,653.27	\$ 6,079.42	\$ 7,013.76	\$ 7,013.76
Liabilities & Owners Equity													
Wages Payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Salaries Payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Accounts Payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Current Loans Payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Current Liabilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Long Term Debt	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Long Term Liabilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Liabilities	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Common Stock	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00
Preferred Stock	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Retianed Earnings	\$ (82.05)	\$ 89.99	\$ 262.04	\$ 434.09	\$ 606.13	\$ 1,032.28	\$ 1,458.43	\$ 1,884.58	\$ 2,818.92	\$ 3,753.27	\$ 4,179.42	\$ 5,113.76	\$ 5,113.76
Total Owner's Equity	\$ 1,817.95	\$ 1,989.99	\$ 2,162.04	\$ 2,334.09	\$ 2,506.13	\$ 2,932.28	\$ 3,358.43	\$ 3,784.58	\$ 4,718.92	\$ 5,653.27	\$ 6,079.42	\$ 7,013.76	\$ 7,013.76
Total Liabilities & Equity	\$ 1,817.95	\$ 1,989.99	\$ 2,162.04	\$ 2,334.09	\$ 2,506.13	\$ 2,932.28	\$ 3,358.43	\$ 3,784.58	\$ 4,718.92	\$ 5,653.27	\$ 6,079.42	\$ 7,013.76	\$ 7,013.76

c. Cash Flow

Year 1 Month Cash Flow														
Months	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Total	
Net Income	\$ (82.05)	\$ 172.05	\$ 172.05	\$ 172.05	\$ 172.05	\$ 426.15	\$ 426.15	\$ 426.15	\$ 934.35	\$ 934.35	\$ 426.15	\$ 934.35	\$ 5,113.76	
Depreciation	\$ 30.21	\$ 30.21	\$ 30.21	\$ 30.21	\$ 30.21	\$ 30.21	\$ 30.21	\$ 30.21	\$ 30.21	\$ 30.21	\$ 30.21	\$ 30.21	\$ 362.52	
Change in Acc Receivable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Change in Inventory	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Change in Salaries Payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Change in Wages Payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Cash Flow from Operation	\$ (51.84)	\$ 202.26	\$ 202.26	\$ 202.26	\$ 202.26	\$ 456.36	\$ 456.36	\$ 456.36	\$ 964.56	\$ 964.56	\$ 456.36	\$ 964.56	\$ 5,476.28	
Change in Gross Long-term PPE	\$ (1,800.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (1,800.00)	
Change in Investments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Cash Flow from Investments	\$ (1,800.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (1,800.00)	
Short Term Debt	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Long Term Debt	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Preferred Stock	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Change in Common Stock	\$ 220.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 220.00	
Dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Cash Flow from Financing	\$ 220.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 220.00	
Total Annual Cash Flow	\$ (1,631.84)	\$ 202.26	\$ 202.26	\$ 202.26	\$ 202.26	\$ 456.36	\$ 456.36	\$ 456.36	\$ 964.56	\$ 964.56	\$ 456.36	\$ 964.56	\$ 3,896.28	
Cash Balance at Beginning of Mont	\$ -	\$ 48.16	\$ 250.41	\$ 452.67	\$ 654.93	\$ 857.18	\$ 1,313.54	\$ 1,769.90	\$ 2,226.25	\$ 3,190.81	\$ 4,155.37	\$ 4,611.72	\$ -	
Cash Balance at End of Month	\$ 48.16	\$ 250.41	\$ 452.67	\$ 654.93	\$ 857.18	\$ 1,313.54	\$ 1,769.90	\$ 2,226.25	\$ 3,190.81	\$ 4,155.37	\$ 4,611.72	\$ 5,576.28	\$ 5,576.26	

B. Year 2, Quarterly Summary Pro Forma

a. Income Statement

Year 2 Quarterly Income Statements					
Quarters	Q1	Q2	Q3	Q4	Total
Revenue	\$ 2,010.00	\$ 3,210.00	\$ 2,820.00	\$ 8,040.00	\$ 16,080.00
Individual Videos	\$ 1,200.00	\$ 2,400.00	\$ 1,200.00	\$ 4,800.00	\$ 9,600.00
3 Vid Pack	\$ 810.00	\$ 810.00	\$ 1,620.00	\$ 3,240.00	\$ 6,480.00
Raw Footage	\$ -	\$ -	\$ -	\$ -	\$ -
Total					\$ 16,080.00
COGS	\$ -	\$ -	\$ -	\$ -	\$ -
Gross Margin	\$ 2,010.00	\$ 3,210.00	\$ 2,820.00	\$ 8,040.00	\$ 16,080.00
Total Operating Expenses	\$ 1,456.00	\$ 1,456.00	\$ 1,456.00	\$ 1,456.00	\$ 5,824.00
Salaries	\$ 1,206.00	\$ 1,206.00	\$ 1,206.00	\$ 1,206.00	\$ 4,824.00
G&A Costs	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 1,000.00
Website Hosting	\$ -	\$ -	\$ -	\$ -	\$ -
Marketing	\$ -	\$ -	\$ -	\$ -	\$ -
Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -
EBITDA	\$ 554.00	\$ 1,754.00	\$ 1,364.00	\$ 6,584.00	\$ 10,256.00
Depreciation	\$ (91.88)	\$ (91.88)	\$ (91.88)	\$ (91.88)	\$ (367.50)
EBIT	\$ 462.13	\$ 1,662.13	\$ 1,272.13	\$ 6,492.13	\$ 9,888.50
Interest Expenses	\$ -	\$ -	\$ -	\$ -	\$ -
Earnings Before Taxes (EBT)	\$ 462.13	\$ 1,662.13	\$ 1,272.13	\$ 6,492.13	\$ 9,888.50
Tax Rate	15.30%	15.30%	15.30%	15.30%	
Taxes	\$70.71	\$254.31	\$194.64	\$993.30	\$ (1,512.94)
Net Income After Tax	\$ 391.42	\$ 1,407.82	\$ 1,077.49	\$ 5,498.83	\$ 8,375.56
Dividends	\$ 1,109.69	\$ 1,109.69	\$ 1,109.69	\$ 1,109.69	\$ 4,438.75

b. Balance Sheet

Year 2 Quarterly Balance Sheet						
Years		Q1	Q2	Q3	Q4	Total
Assets						
Cash		\$ 6,254.91	\$ 7,754.61	\$ 8,923.98	\$ 14,514.69	\$ 19,123.34
Accounts Recievables		\$ -	\$ -	\$ -	\$ -	\$ -
inventory		\$ -	\$ -	\$ -	\$ -	\$ -
Current Assets		\$ 6,254.91	\$ 7,754.61	\$ 8,923.98	\$ 14,514.69	\$ 19,123.34
Gross Long Term Assets PPE		\$ 1,820.00	\$ 1,820.00	\$ 1,820.00	\$ 1,820.00	\$ 1,820.00
Phone		\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00	\$ 700.00
Laptop		\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Tripod		\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00
Drone		\$ -	\$ -	\$ -	\$ -	\$ -
Light Stand		\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00
Backdrop		\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00
Props		\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00
Accumulated Depreciation		\$ (91.88)	\$ (183.76)	\$ (275.64)	\$ (367.52)	\$ (367.52)
Value After Year 1 + new prop		\$ 1,457.50	\$ 1,457.50	\$ 1,457.50	\$ 1,457.50	\$ 1,457.50
Net Book Value of Long Term Assets PPE		\$ 1,365.63	\$ 1,273.75	\$ 1,181.87	\$ 1,089.99	\$ 1,089.99
Total Assets		\$ 7,620.54	\$ 9,028.36	\$ 10,105.85	\$ 15,604.68	\$ 20,213.32
Liabilities & Owners Equity						
Wages Payable		\$ -	\$ -	\$ -	\$ -	\$ -
Salaries Payable		\$ 215.36	\$ 215.36	\$ 215.36	\$ 215.36	\$ 4,824.00
Accounts Payable		\$ -	\$ -	\$ -	\$ -	\$ -
Current Loans Payable		\$ -	\$ -	\$ -	\$ -	\$ -
Current Liabilities		\$ 215.36	\$ 215.36	\$ 215.36	\$ 215.36	\$ 4,824.00
Long Term Debt		\$ -	\$ -	\$ -	\$ -	\$ -
Long Term Liabilities		\$ -	\$ -	\$ -	\$ -	\$ -
Total Liabilities		\$ 215.36	\$ 215.36	\$ 215.36	\$ 215.36	\$ 4,824.00
Common Stock		\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00	\$ 1,900.00
Preferred Stock		\$ -	\$ -	\$ -	\$ -	\$ -
Retianed Earnings	started	\$ 5,505.18	\$ 6,913.00	\$ 7,990.49	\$ 13,489.32	\$ 13,489.32
Total Owner's Equity		\$ 7,405.18	\$ 8,813.00	\$ 9,890.49	\$ 15,389.32	\$ 15,389.32
Total Liabilities & Equity		\$ 7,620.54	\$ 9,028.36	\$ 10,105.85	\$ 15,604.68	\$ 20,213.32

c. Cash Flow

Year 2 Quarterly Cash Flow					
Quarters	Q1	Q2	Q3	Q4	Total
Net Income	\$ 391.42	\$ 1,407.82	\$ 1,077.49	\$ 5,498.83	\$ 8,375.56
Depreciation	\$ 91.88	\$ 91.88	\$ 91.88	\$ 91.88	\$367.50
Change in Acc Receivable	\$ -	\$ -	\$ -	\$ -	\$ -
Change in Inventory	\$ -	\$ -	\$ -	\$ -	\$ -
Change in Salaries Payable	\$ 215.36	\$ -	\$ -	\$ -	\$ 215.36
Change in Wages Payable	\$ -	\$ -	\$ -	\$ -	\$ -
					\$ -
Total Cash Flow from Operation	\$ 698.65	\$ 1,499.69	\$ 1,169.36	\$ 5,590.70	8,958.42
Change in Gross Long-term PPE	\$ (20.00)	\$ -			\$ (20.00)
Change in Investments	\$ -	\$ -	\$ -	\$ -	\$ -
Total Cash Flow from Investments	\$ (20.00)	\$ -	\$ -	\$ -	\$ (20.00)
Short Term Debt	\$ -				\$ -
Long Term Debt	\$ -				\$ -
Preferred Stock	\$ -				\$ -
Change in Common Stock	\$ -	\$ -	\$ -	\$ -	\$ -
Dividends	\$ -				\$ -
					\$ -
Total Cash Flow from Financing	\$ -	\$ -	\$ -	\$ -	\$ -
Total Annual Cash Flow	\$ 678.65	\$ 1,499.69	\$ 1,169.36	\$ 5,590.70	\$ 8,938.42
					\$ -
Cash Balance at Beginning of Year	\$ 5,576.26	\$ 6,254.91	\$ 7,754.61	\$ 8,923.98	\$ 5,576.26
Cash Balance at End of Year	\$ 6,254.91	\$ 7,754.61	\$ 8,923.98	\$ 14,514.69	\$ 14,514.69

C. Break Even Analysis

Revenue by Video Year 1	Fee per video	# of Videos	Total Sales
Individual Video	\$ 150.00	48	\$ 7,200.00
3 Video Package Price (10% discount)	\$ -	0	0
Raw Footage Price	\$ -	\$ -	0
Total Revenue			\$ 7,200.00

Expenses	Total	% Fixed	Gross Fixed	Gross Variable
COGS				
Labor	\$ -	0%	\$ -	\$ -
OPEX				
Salaries		100%	\$ -	\$ -
G&A	\$ 800.00	100%	\$ 800.00	\$ -
Marketing	\$ -	100%	\$ -	\$ -
Other				
Depreciation	\$ 362.50	100%	\$ 362.50	\$ -
Total Expenses	\$ 1,162.50		\$ 1,162.50	\$ -

Break Even Volume	
Fixed Costs	\$ 1,162.50
Depreciation	\$ 362.50
Weighted Avg Selling Price	\$ 150.00
Weighted Avg Var Cost/Unit	0
Break Even Volume (NI) - Videos	8
Break Even Volume (CF) - videos	6
Contribution Margin	1
Revenue to Break Even Net Income Basis	\$ 1,162.50
Revenue to Break Even Cash Basis	\$ 800.00

D. Capital Expenditures Schedule

			Year 1	Year 2	Year 3	Year 4	Year 5
Phone							
Capital Expenditure	<i>1 item</i>		\$ 700.00	\$ -	\$ -	\$ -	\$ -
Depreciation	<i>straight-line dep.</i>		\$ 140.00	\$ 140.00	\$ 140.00	\$ 140.00	\$ 140.00
Acc Depreciation	<i>5 yr life</i>		\$ 140.00	\$ 280.00	\$ 420.00	\$ 560.00	\$ 700.00
Net Book Value			\$ 560.00	\$ 420.00	\$ 280.00	\$ 140.00	\$ -
Laptop							
Capital Expenditure	<i>1 item</i>		\$ 1,000.00	\$ -	\$ -	\$ -	\$ -
Depreciation	<i>straight-line dep.</i>		\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00
Acc Depreciation	<i>5 yr life</i>		\$ 200.00	\$ 400.00	\$ 600.00	\$ 800.00	\$ 1,000.00
Net Book Value			\$ 800.00	\$ 600.00	\$ 400.00	\$ 200.00	\$ -
Tripod							
Capital Expenditure	<i>1 item</i>		\$ 30.00	\$ -	\$ -	\$ 36.00	\$ -
Depreciation	<i>straight-line dep.</i>		\$ 10.00	\$ 10.00	\$ 10.00	\$ 12.00	\$ 12.00
Acc Depreciation	<i>3 yr life</i>		\$ 10.00	\$ 20.00	\$ 30.00	\$ 42.00	\$ 54.00
Net Book Value			\$ 20.00	\$ 10.00	\$ -	\$ 24.00	\$ 12.00
Drone							
Capital Expenditure	<i>1 item</i>		\$ -	\$ -	\$ -	\$ 200.00	\$ -
Depreciation	<i>straight-line dep.</i>		\$ -	\$ -	\$ -	\$ 40.00	\$ 40.00
Acc Depreciation	<i>5 yr life</i>		\$ -	\$ -	\$ -	\$ 40.00	\$ 80.00
Net Book Value						\$ 160.00	\$ 120.00
Light Stand							
Capital Expenditure	<i>1 item</i>		\$ 20.00	\$ -	\$ -	\$ -	\$ -
Depreciation	<i>straight-line dep.</i>		\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50
Acc Depreciation	<i>8 yr life</i>		\$ 2.50	\$ 5.00	\$ 7.50	\$ 10.00	\$ 12.50
Net Book Value			\$ 17.50	\$ 15.00	\$ 12.50	\$ 10.00	\$ 7.50
Backdrop							
Capital Expenditure	<i>1 item</i>		\$ 50.00	\$ -	\$ -	\$ -	\$ -
Depreciation	<i>straight-line dep.</i>		\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00
Acc Depreciation	<i>5 yr life</i>		\$ 10.00	\$ 20.00	\$ 30.00	\$ 40.00	\$ 50.00
Net Book Value			\$ 40.00	\$ 30.00	\$ 20.00	\$ 10.00	\$ -
Props							
Capital Expenditure	<i>1 set</i>		\$ -	\$ 20.00	\$ -	\$ -	\$ -
Depreciation	<i>straight-line dep.</i>		\$ -	\$ 5.00	\$ 5.00	\$ 5.00	\$ 5.00
Acc Depreciation	<i>4 yr life</i>		\$ -	\$ 5.00	\$ 10.00	\$ 15.00	\$ 20.00
Net Book Value			-	\$ 15.00	\$ 10.00	\$ 5.00	\$ -

E. Debt/Equity Debt Financing Schedule

Debt and Equity Financing Schedule
Note: Duru Digital LLC does not expect to take on any debt or equity financing in addition to our initial investment

F. Labor Staffing Schedule

Labor Staffing Schedule					
	Year 1	Year 2	Year 3	Year 4	Year 5
CEO	0	1	1	1	1
Assistant	0	0	0	1	1

G. Industry Financial Metrics

	Industry Financial Metric (Competitor Analysis)							
	Omnicom Media Group	Billo.App	Publicis Groupe	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$ 129,531,455	\$ 6,691,903.00	95,592,420	\$ 7,200.00	\$ 16,080.00	\$ 39,200.40	\$ 62,550.00	\$ 111,960.00
COGS	\$ (117,769,646)	\$ 7,534,590.00	17,863.65	\$ -	\$ -	\$ -	\$ 7,200.00	\$ 14,400.00
EBITDA	\$ 7,285,017	\$ 5,000.00	4,492,380	\$ 6,400.00	\$ 10,256.00	\$ 26,570.28	\$ 34,737.50	\$ 57,296.00
Net Income	\$ 7,285,017	\$ (842,687.00)	3,859,975	\$ 5,113.76	\$ 8,375.56	\$ 22,193.75	\$ 29,075.82	\$ 48,182.87
CF from Operations	\$ 5,682,832	\$ 159,524.00	-31,084,877	\$ 5,476.26	\$ 8,958.42	\$ 22,870.90	\$ 30,146.58	\$ 49,791.09
% Gross Margin	9.08%	(0.13)	4.66%	100.00%	100.00%	100.00%	88.49%	87.14%
% Profit Margin	4.74%	-12.59%	4.04%	71.02%	52.09%	56.62%	46.48%	43.04%
% EBITDA Margin	5.62%	0.30%	4.70%	88.89%	63.78%	67.78%	55.54%	51.18%
ROA	12.45%	-45.09%	8.69%	71.02%	52.09%	56.62%	46.48%	43.04%
ROE	40.46%	32.62%	50.43%	72.91%	54.42%	134.52%	161.96%	236.63%
Note: Omnicom Media Group, Billo.App, Publicis Groupe are used as industry approximations since our more direct competitors are individuals private LLC's and do not report publicly								

H. Valuation and Capital Schedule

Valuation and Capital Schedule		
Capital Needed from Investors	\$	1,900.00
Post-Money Valuation	\$	41,583.49
Pre-Money Valuation	\$	39,683.49
Investor Ownership		4.57%

I. Terminal Value Analysis

Terminal Value Analysis		
Net Income	\$	48,182.87
Depreciation	\$	409.50
Interest	\$	-
CAPEX	\$	-
Recurring Cash Flow	\$	46,566.37
Discount Rate		40%
Enterprise Value	\$	116,415.91
Debt	\$	-
Cash	\$	22,637.44
Terminal Value	\$	137,027.36

J. Implementation Timetable

Implementation Time Table		
Day 0	Initial Investment,	Create Duru Digital social media accounts
Day 1	Purchase phones, computer, tripod	
Day 2	Create example content on phone and CapCut	Post examples on social accounts
Day 3	Create draft portfolio on Canva	
Day 4	Purchase light stand, backdrop,	
Day 5	Create more example content	
Day 6	Finalize UGC portfolio	
Y1 M1	Start pitching to brands, trade content for gifted c	Sign up for 3rd party platforms,
Y1 M2	Partner with first two brands,	Pitch -> Contract -> Content -> Paid
Y1 M12	Reach \$7,200 in revenue	
Y2 Q1	Raise individual video price from \$150-\$200	Start offering 3 vido package at 10% discount
	Purchase Props	Start paying salary to CEO of LLC
Y2 Q4	Reach \$16,080 in revenue	
Y3 Q1	Reach \$39,200 in revenue	Having retained and new clients
	Purchase CapCut subscription at \$10/month	Start offering add-on Raw Footage
Y3 Q2	Start coding website with portfolio	
Y3 Q4	Launch website Dec 30 11:59 P.M.	
Y4 Q1	Reach \$62,550 in revenue	Lauch website start hosting on the web
	Hire assistant starting at 15 hrs a week	Purchase Drone and another tripod
Y4 Q4	Start paying dividends to investor	
Y5 Q1	Reach \$111,960 in revenue	
Y5 Q4	Plan to sell company	

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