

I. REVENUE DETAIL

(A) Revenue Assumptions: Year 1: 114,000 units sold at \$5/unit= \$570,000, Year 3: 2,850,000 units sold at \$5/unit= \$14,250,000, Year 5: 9,120,000 units sold at \$5/unit= \$45,600,000

(B) Revenue estimates for years 1, 3, 5 represent a .01%, .25%, and .8% respective share of the US RTD coffee market according to industry averages

(C) The \$1000 value in year 1 cash sources represents the CMU Venture Exploration Grant awarded in March, 2025

II. CASH FLOW & BALANCE

	YEAR 1	YEAR 3	YEAR 5
Cash Sources			
Revenue (A)	\$570,000	\$14,250,000	\$45,600,000
Loans/Other Debt Receipts	\$0	\$0	\$0
Investments/Grants/Awards	\$1,000	\$0	\$0
Subtotal	\$571,000	\$14,250,000	\$45,600,000
Cash Uses			
Cost of Goods Sold (B)	\$228,000	\$5,700,000	\$18,240,000
Wages	\$100,000	\$500,000	\$1,500,000
Rent	\$24,000	\$100,000	\$200,000
Utilities	\$5,000	\$15,000	\$25,000
General and Administrative	\$10,000	\$20,000	\$35,000
Marketing	\$7,500	\$50,000	\$150,000
Other Expenses (D)	\$30,000	\$50,000	\$100,000
Other Expenses (E)	\$0	\$0	\$0
Estimated Taxes (25% rate)	\$39,500	\$1,945,625	\$6,316,875
Capital Expenditures (C)	\$30,000	\$100,000	\$200,000
Mortgage/Loan/Other Debt Payments	\$0	\$0	\$0
Subtotal	\$474,000	\$8,480,625	\$26,766,875
Cash Flow	\$97,000	\$5,769,375	\$18,833,125
Starting Cash Balance	\$0	\$97,000	\$5,866,375
Ending Cash Balance	\$97,000	\$5,866,375	\$24,699,500

III. COST DETAIL

(B) Cost of Goods Sold: Year 1: 114,000 units sold at \$2 cost/unit= \$228,000 COGS, Year 3: 2,850,000 units sold at \$2 cost/unit= \$5,700,000 COGS, Year 5: 9,120,000 units sold at \$2 cost/unit= \$18,240,000 COGS

(C) Capital Expenditures: Large capital expenditures include commercial brewing systems, sterilization equipment, and mixing tanks

(D) Other Uses: Product development and continuous improvement