

**Aqua Jet Razor** – A Shaving Revolution

# BUSINESS PLAN

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## ***How did it all start?***

After experiencing all sorts of irritations and discomfort after shave, we realized that the current shaving process is exactly the same as it was more than 60 years ago, when we started using shaving foam, and very similar to the one used thousands of years ago.

Every year we hear about a “new” company trying to “revolutionize” the shaving industry, but the harsh reality is that besides bringing a less expensive product or a much more expensive one, no one offers anything new.

Shaving foams and balms are such a huge business, that no one even dares to think about coming up with a product that would eliminate the need for them.

In 2015, after understanding that 99% of all shaving creams contain harmful ingredients that cause health issues and all the waste that is released in our environment from traditional shaving we decided that is time for a change, so we got to work and created Aqua Jet Razor.

## ***Executive Summary***

Aqua Jet Razor is the first and only state-of-the-art razor, which completely relies on the power of water and requires NO shaving foam, gel or cream for a perfect shave. Made for men and women, its ingenious design directs continuous jets of water through the razor, between the blades and your skin. The result is a super smooth close shaving experience with no irritations and absolutely no clogged blades. You simply have to fit Aqua Jet Razor onto your existing shower hose and go! Aqua Jet Razor offers a healthier chemical-free shave and the consumer is treating our environment with great respect.

Here are a few reasons why the world would love to switch to Aqua Jet Razor shaving style:

- Using shaving products dries out skin and in turn, this causes premature aging. Aqua Jet Razor therefore helps skin look more youthful, for longer.
- Harmful chemicals used in shaving foams and balms and in packaging of shaving products often end up on landfill and in the oceans, polluting water and soil therefore posing huge risk to marine life, animals and us.
- Using Aqua Jet Razor saves you money because there’s no need to keep buying shaving products or overpaying for blades or razors – just one razor and your own source of water!
- Aqua Jet Razor is completely convenient, easy to travel with and small enough to take with you wherever you go

# ***Marketing Strategy***

Our target market includes men and women of all ages who shave daily or several times a week.

The company's marketing strategy will include adopting a sales approach that will show the benefits to the consumer of the superiority of this shaving style to traditional shaving. This will be done through educational and informative videos and explanatory demonstrations.

Aqua Jet Razor will lead an effective promotion policy through product advertising in the media and also give some incentives for the costumers so we can accumulate a strong, loyal customer base in all regions of the world. New innovations will be used as a strong and solid foundation for brand development, as well as maintaining advertising policy and creating educational content and videos that can improve customer's prospective. Over the years, the company will invest strategically by promoting our product via bloggers, influencers, social media and TV around the world so we can get a good market share. The marketing strategy will be guided with the benefits of savings, personal health and the environment effect by using Aqua Jet Razor shaving method over the traditional shaving.

## ***Promotion strategy***

The promotions will be organized so that it will be sent a clear message of the product. As part of the promotion strategy, Aqua Jet Razor will work with successful influencers in various fields such as sports, film, show business, that will promote Aqua Jet Razor directly. The strategy is to bring awareness of the audience that successful people use the chemical-free and ecological products such Aqua Jet Razor that in the process saves them money also.

As part of the Aqua Jet Razor promotion strategy, the following tools will be used to keep current customers with new product innovations and launches.

Direct Marketing: TV commercials, social media presence, You Tube blogs, direct emails, etc. Aqua Jet Razor website will be very attractive and educational to all our customers. It will host videos on how to use the products, as well as highlighting the benefits of the product. The target market for Aqua Jet Razor is vast; a huge number of people are hungry to make a change

towards an eco-friendlier and chemical-free shaving by changing old habits, and we will get to them.

Articles: Aqua Jet Razor will use health, skin care, environmentally friendly, and fashion magazines for men and women to promote our product.

Sales Promotion: Aqua Jet Razor will offer sales promotion tactics throughout the year. Discount products, money towards purchasing our product or free promotional products will be offered to popularize Aqua Jet Razor products. Once the monthly subscription system is implemented, discounts will be created for customers who will claim a stable subscription for several months or refer their friends and family members.

Aqua Jet Razor core selling will be done online. Many people spend a lot of time online and prefer to shop in the comfort of their home without the hustle of driving to the store or the fear that might forget to buy razors or blades. Aqua Jet Razor will facilitate the way to order online products and the buyer will receive delivery at home. Due to its small size, this makes it an ideal item for online shopping.

## ***Benefits of this project***

For the **consumers**, some of the advantages are:

1. Never pay for shaving foams and balms
2. Elimination of hundreds of hazardous chemicals found in shaving products
3. Close shaving for all parts of the body without the need for a trimmer
4. Competitive prices for blades
5. Very easy to use
6. Removal from use of razors with dangerous "moisturizing strips"

For the **investors**, some of the advantages are:

1. The worldwide market
2. Trademarks and patent pending inventions
3. Stunning margins
4. An extraordinary chance to grow and bring amazing profits to investors
5. A wide demographic of customers
6. The first and only startup that offers this eco-friendly and chemical-free shaving style at an affordable price for consumers
7. The company is debt free with no legal issues

From the **environmental protection** perspective the advantages are:

1. Eliminate the billions of empty cans trashed annually on landfills and oceans
2. Eliminate millions of tons of pre-shave foam chemicals from public water systems
3. Global waste reduction, which translates in safer marine life, more land to grow food and trees, less diseases and a greener planet.

## ***Competitive Environment***

Listed below, are the current key players in the world of razor, blades and shaving products:



[www.gillette.com](http://www.gillette.com)

Gillette, which dominates the global razor business, has long followed a simple and lucrative strategy: Add new features and raise prices. Gillette razors and blades are important, high-margin products for P&G, which bought Gillette for \$57 billion in 2005

Beard busting a big business—a business long dominated by Procter and Gamble which, led by its \$20.4 billion Gillette brand, controls 70% of the world's razors.

Gillette has dominated the American razor market for over a century. An estimated 750 million men in over 200 countries use Gillette's razors and it sold \$2 billion in razors and blades in 2014 in the US alone.

The launch of the Gillette Shave Club in mid-2015, is offering a similar service to Harry's and Dollar Shave (automatically delivering cartridge refills to your door), it is unmistakably an attempt to take on the shave clubs on their own turf. At the same time, Gillette has begun introducing hard tags on its blades sold at offline retailers, removing the need to place them behind lock and key.



[www.bicworld.com](http://www.bicworld.com)

In 1975, after partnering with Violex, a Greek manufacturer of razor blades, BIC was the first brand to launch a one-piece razor

## HARRY'S

[www.harrys.com](http://www.harrys.com)

**Harry's** is a New York-based company that manufactures and sells shaving equipment by mail order. The company was founded in March 2013.

The number two online shave club, Harry's, headquartered in SoHo, has amassed some 3 million customers, growing twice as fast as the e-commerce shaving category overall, with estimated revenue of \$200 million in 2016.

Harry's main advantage is that it can promote having superior products and good value due to its business model. It has raised a total of \$287.1 million at a valuation of \$750 million, and used more than \$100 million of that to acquire a German razor factory last year. Raider and Katz-Mayfield said they are using their money to further develop the factory and improve their products while maintaining their affordable prices. At 35 percent year-on-year, Harry's is growing faster than Dollar Shave Club, and is three times faster than the industry average.

They think in the long term their strategy can continue to win customers from the big guys like Gillette and trump Dollar Shave Club's expensive advertising push.



## Dollar Shave Club

[www.dollarshaveclub.com](http://www.dollarshaveclub.com)

Dollar Shave Club, with its slogan "Our Blades Are F---ing Great," was sold in 2016 for \$1Billion. This startup, based in Los Angeles launched in 2012 with an idea to steal market share from razor powerhouses like Gillette, Schick, Bic etc. Dollar Shave Club has received \$148 million from investors and in 2016 sold close to \$200 million. CEO Michael Dubin created a crude and goofy viral video to support the launch, which garnered 19 million views. People buy razors, need to change the blades frequently, and most people shave on a very regular basis... this is a product category that lends itself perfectly to subscription on a long-term basis.



Did you know that Dollar Shave Club doesn't even make their own razors? Well, now that they've been bought for \$1 billion by Unilever, this might change, but for now a company named Dorco makes their 4-blade and 6-blade razors. Dorco also sells razors directly to US consumers at [DorcoUSA.com](http://DorcoUSA.com).



[www.schickhydro.com](http://www.schickhydro.com)

Schick, owned by Edgewell Personal Care, is currently the No. 2 U.S. brand behind Gillette. And with a \$3 billion battle for men's faces on the line. Schick claims roughly 15% of the US razor market for men, according to Euromonitor. That number has fallen from 19% as recently as 2011

In 1946, Eversharp, Inc. acquired the Magazine Repeating Razor Company and renamed it the Schick Safety Razor Company. American Chain and Cable produced the product for Schick until 1958, when Schick set up its own manufacturing operations in Bridgeport, Connecticut. In 1961, Schick moved its manufacturing facilities into its present home in Milford, Connecticut, where the headquarters for the Shaving Products Group now resides. The following years were busy ones for Schick as it introduced many product innovations.

In 1963, Schick became the first U.S. manufacturer to sell stainless steel blades coated with Teflon. This non-stick material improved comfort by reducing friction during the shave. Five years later, Schick pioneered another innovation when scientists succeeded in depositing a thin layer of chromium to the blade edge, making it more durable. After the acquisition of Schick by Warner-Lambert in 1970, steady technical progress moved forward as it had in the past.

# Shaving Statistics

A man drags a razor over his face 1.7 million times, give or take. That's 170 strokes a shave; +/- 10,000 shaves in a lifetime. Almost 60% of women use shaving as a hair removal method. Shaving is a habit, a ritual, an obligation that unites elites and the masses.

Women Shaving Statistics	Data
Average amount of times a woman shaves each month	12
Average amount of times a woman will shave in her lifetime	7,718
Average amount of money a woman will spend in her life on shaving related products	\$10,000
Average amount of time it takes for a woman to shave	10.9 minutes
Percent of women that shave everyday	11%
Percent of women that use shaving as hair removal method	58%
Percent of women that use waxing as hair removal method	21%
Percent of women who use depilatory creams and lotions as hair removal method	18%
Men Shaving Statistics	Data
Percent of men who shave their face everyday	75%
Percent of men who don't shave for religious convictions	7%
Percent of men who don't shave because they don't care to do so	3%
Percent of men who shave who prefer to wet shave	85%
Total amount of U.S. men 15 years or older who remove hair	94 million
Total amount of men worldwide who use a razor blade to shave with	1.3 billion

# ***FINANCIAL PROJECTIONS***

***2018***

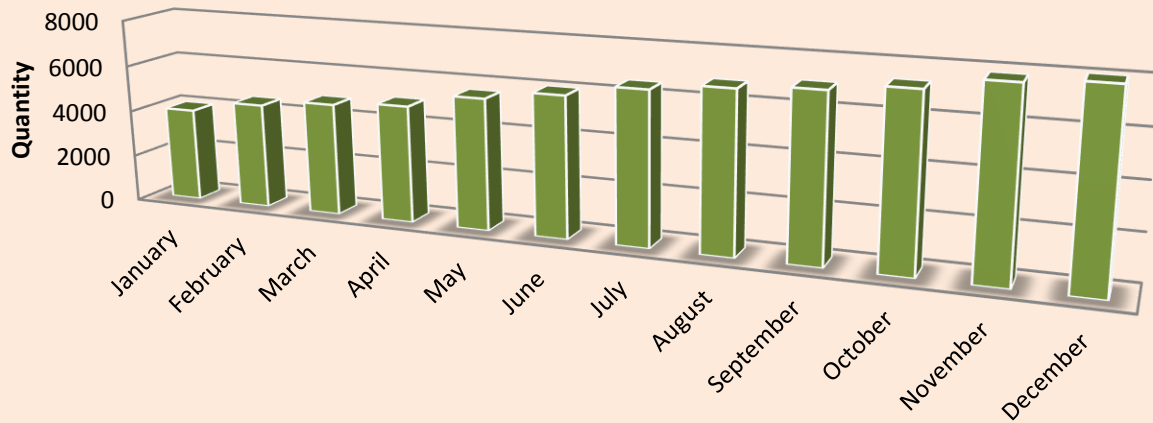
***2019***

***2020***

## ***Projected Sales (AJR Sets)***

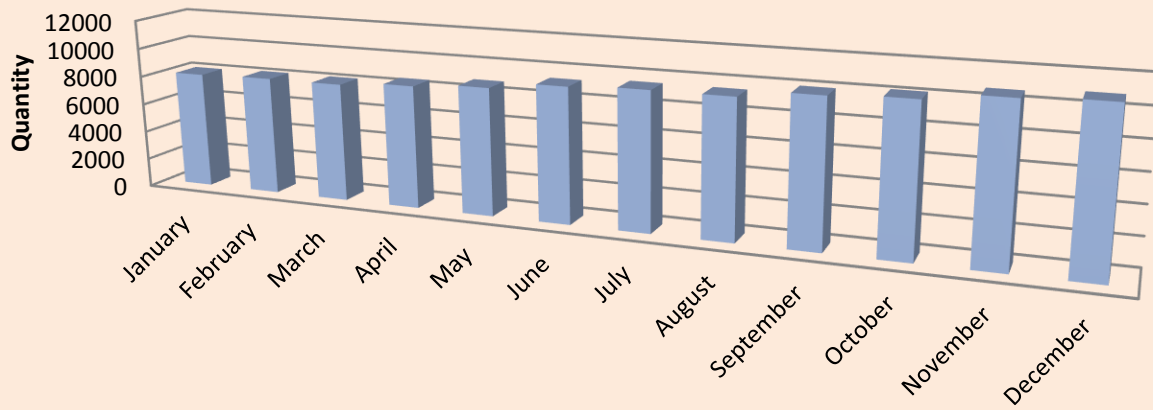
Period of Time	Year 2018	Year 2019	Year 2020
January	4,000	8,100	11,000
February	4,500	8,200	11,500
March	4,800	8,200	12,000
April	5,000	8,500	13,000
May	5,600	8,800	13,700
June	6,000	9,300	14,300
July	6,500	9,500	15,100
August	6,800	9,500	15,600
September	7,000	10,000	16,000
October	7,300	10,200	16,900
November	7,800	10,700	17,600
December	8,000	10,900	18,500
<b>Total pieces</b>	<b>73,300</b>	<b>111,900</b>	<b>175,200</b>

## Projectet sales 2018



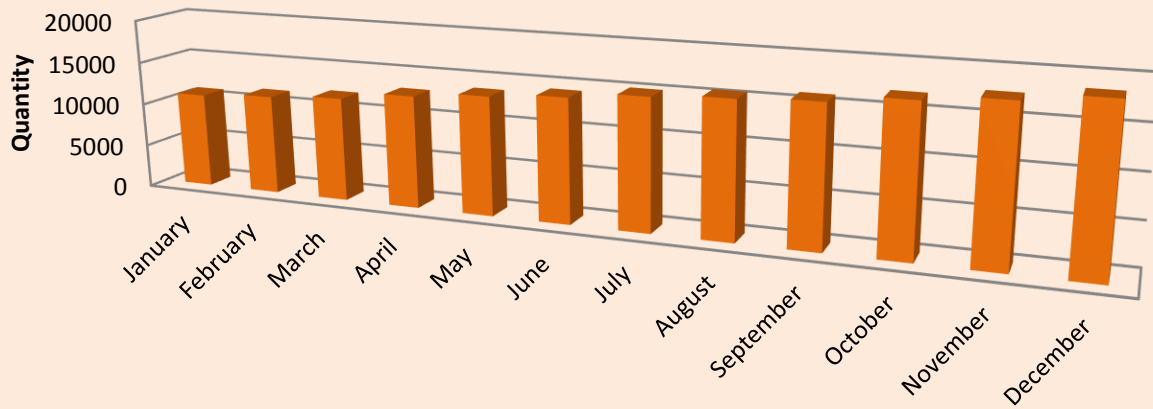
	January	February	March	April	May	June	July	August	September	October	November	December
Series1	4000	4500	4800	5000	5600	6000	6500	6800	7000	7300	7800	8000

## Projectet sales 2019



	January	February	March	April	May	June	July	August	September	October	November	December
Series2	8100	8200	8200	8500	8800	9300	9500	9500	10000	10200	10700	10900

## Projectet sales 2020



	January	February	March	April	May	June	July	August	September	October	November	December
Series1	11000	11500	12000	13000	13700	14300	15100	15600	16000	16900	17600	18500

# Projected Sales

AJR Set												
Time Period	2018			Progression	2019			Progression	2020			Progression
	# of AJR Sets	Price \$/Unit	Gross Sales \$		Units	Price \$/Unit	Gross Sales \$		Units	Price \$/Unit	Gross Sales \$	
January	4,000	19.00	76,000	4,000	8,100	19.00	153,900	81,400	11000	19.00	209,000	196,200
February	4,500	19.00	85,500	8,500	8,200	19.00	155,800	89,600	11500	19.00	218,500	207,700
March	4,800	19.00	91,200	13,300	8,200	19.00	155,800	97,800	12000	19.00	228,000	219,700
April	5,000	19.00	95,000	18,300	8,500	19.00	161,500	106,300	13000	19.00	247,000	232,700
May	5,600	19.00	106,400	23,900	8,800	19.00	167,200	115,100	13700	19.00	260,300	246,400
June	6,000	19.00	114,000	29,900	9,300	19.00	176,700	124,400	14300	19.00	271,700	260,700
July	6,500	19.00	123,500	36,400	9,500	19.00	180,500	133,900	15100	19.00	286,900	275,800
August	6,800	19.00	129,200	43,200	9,500	19.00	180,500	143,400	15600	19.00	296,400	291,400
September	7,000	19.00	133,000	50,200	10,000	19.00	190,000	153,400	16000	19.00	304,000	307,400
October	7,300	19.00	138,700	57,500	10,200	19.00	193,800	163,600	16900	19.00	321,100	324,300
November	7,800	19.00	148,200	65,300	10,700	19.00	203,300	174,300	17600	19.00	334,400	341,900
December	8,000	19.00	152,000	73,300	10,900	19.00	207,100	185,200	18500	19.00	351,500	360,400
<b>Total</b>	<b>73,300</b>	<b>X</b>	<b>1,392,700</b>	<b>73,300</b>	<b>111,900</b>	<b>X</b>	<b>2,126,100</b>	<b>185,200</b>	<b>175200</b>	<b>X</b>	<b>3,328,800</b>	<b>360,400</b>

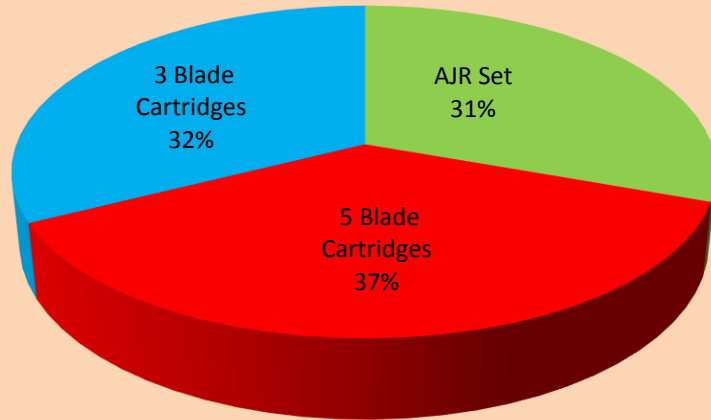
<b>5 Blade Cartridges</b>												
<b>Time Period</b>	<b>2018</b>				<b>2019</b>				<b>2020</b>			
	<b>Units</b>	<b>Price \$/Unit</b>	<b>Gross Sales \$</b>		<b>Units</b>	<b>Price \$/Unit</b>	<b>Gross Sales \$</b>		<b>Units</b>	<b>Price \$/Unit</b>	<b>Gross Sales \$</b>	
January	8,000	2.00	16,000		162,800	2.00	325,600		392,400	2.00	784,800	
February	17,000	2.00	34,000		179,200	2.00	358,400		415,400	2.00	830,800	
March	26,600	2.00	53,200		195,600	2.00	391,200		439,400	2.00	878,800	
April	36,600	2.00	73,200		212,600	2.00	425,200		465,400	2.00	930,800	
May	47,800	2.00	95,600		230,200	2.00	460,400		492,800	2.00	985,600	
June	59,800	2.00	119,600		248,800	2.00	497,600		521,400	2.00	1,042,800	
July	72,800	2.00	145,600		267,800	2.00	535,600		551,600	2.00	1,103,200	
August	86,400	2.00	172,800		286,800	2.00	573,600		582,800	2.00	1,165,600	
September	100,400	2.00	200,800		306,800	2.00	613,600		614,800	2.00	1,229,600	
October	115,000	2.00	230,000		327,200	2.00	654,400		648,600	2.00	1,297,200	
November	130,600	2.00	261,200		348,600	2.00	697,200		683,800	2.00	1,367,600	
December	146,600	2.00	293,200		370,400	2.00	740,800		720,800	2.00	1,441,600	
<b>Total</b>	<b>847,600</b>	<b>X</b>	<b>1,695,200</b>		<b>3,136,800</b>	<b>X</b>	<b>6,273,600</b>		<b>6,529,200</b>	<b>X</b>	<b>13,058,400</b>	



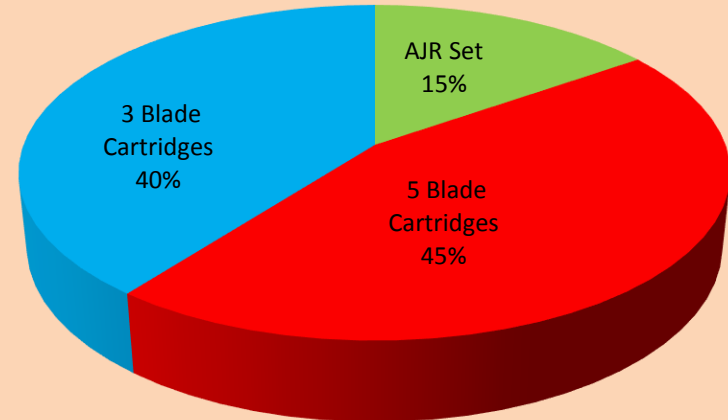
<b>3 Blade Cartridges</b>												
Time Perioad	2018				2019				2020			
	Units	Price \$/Unit	Gross Sales \$		Units	Price \$/Unit	Gross Sales \$		Units	Price \$/Unit	Gross Sales \$	
January	8,000	1.75	14,000		162,800	1.75	284,900		392,400	1,75	686,700	
February	17,000	1.75	29,750		179,200	1.75	313,600		415,400	1,75	726,950	
March	26,600	1.75	46,550		195,600	1.75	342,300		439,400	1,75	768,950	
April	36,600	1.75	64,050		212,600	1.75	372,050		465,400	1,75	814,450	
May	47,800	1.75	83,650		230,200	1.75	402,850		492,800	1,75	862,400	
June	59,800	1.75	104,650		248,800	1.75	435,400		521,400	1,75	912,450	
July	72,800	1.75	127,400		267,800	1.75	468,650		551,600	1,75	965,300	
August	86,400	1.75	151,200		286,800	1.75	501,900		582,800	1,75	1,019,900	
September	100,400	1.75	175,700		306,800	1.75	536,900		614,800	1,75	1,075,900	
October	115,000	1.75	201,250		327,200	1.75	572,600		648,600	1,75	1,135,050	
November	130,600	1.75	228,550		348,600	1.75	610,050		683,800	1,75	1,196,650	
December	146,600	1.75	256,550		370,400	1.75	648,200		720,800	1,75	1,261,400	
<b>Total</b>	<b>847,600</b>	<b>X</b>	<b>1,483,300</b>		<b>3,136,800</b>	<b>X</b>	<b>5,489,400</b>		<b>6,529,200</b>	<b>X</b>	<b>1,142,6100</b>	

<b>Total (AJR set + 5blade + 3blade)</b>	<b>4571200,00</b>	<b>USD</b>	<b>Total 2019</b>	<b>13889100,00</b>	<b>USD</b>	<b>Total 2020</b>	<b>27813300,00</b>	<b>USD</b>
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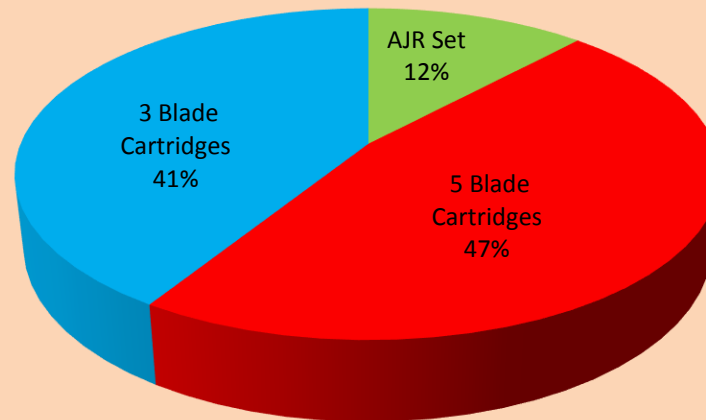
**Revenue by category 2018**



**Revenue by category 2019**



**Revenue by category 2020**

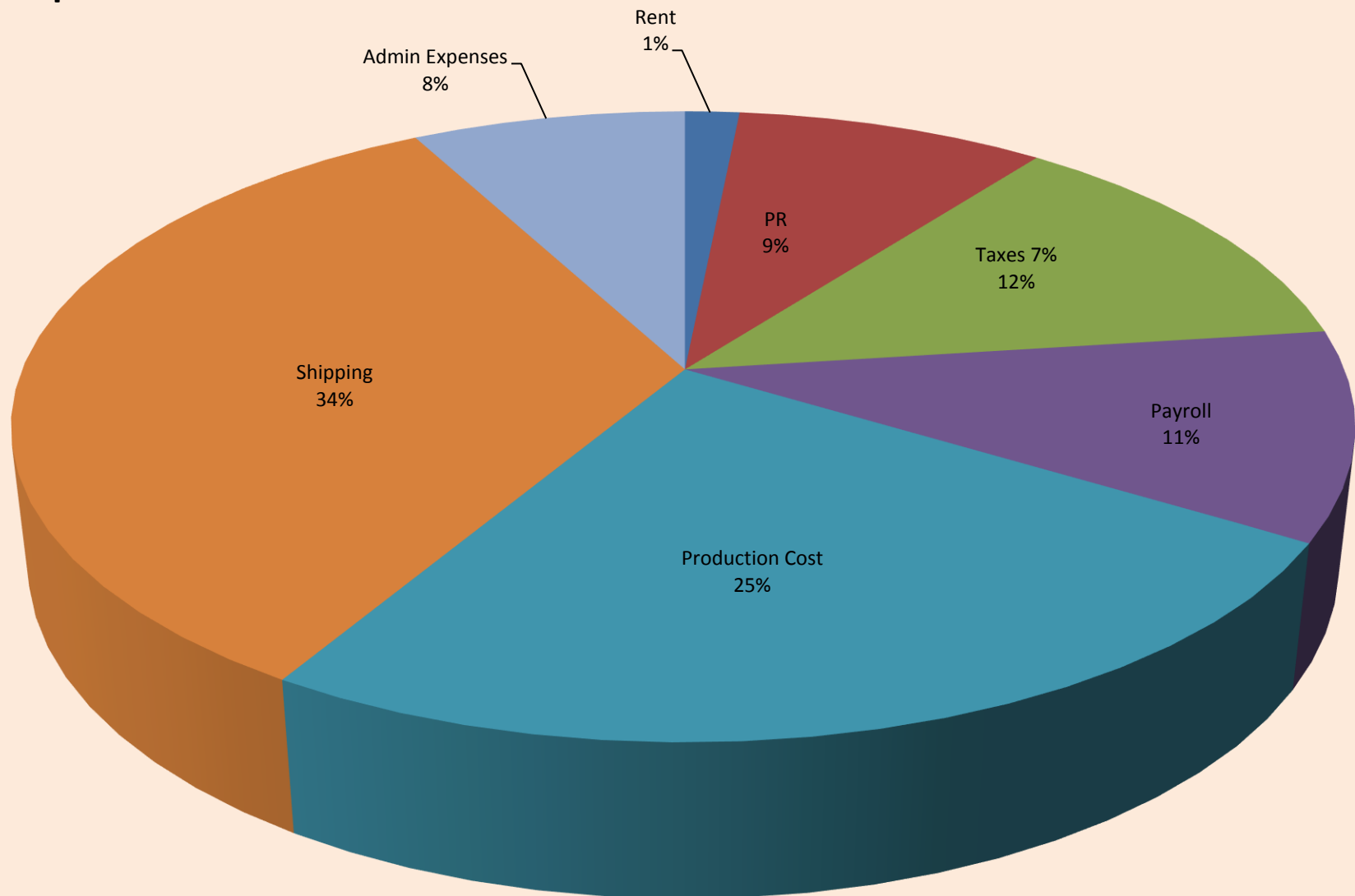


2018

## Planned Expenses

2018	Time Period	Rent \$	PR \$	Taxes 7%	Payroll \$	Production Cost \$	Shipping \$	Admin Expenses \$	Total Expenses \$
	January	3,300.00	5,000.00	\$7,420.00	22,000.00	15,353.60	18,000.00	16,000.00	87,073.60
	February	3,300.00	20,000.00	\$10,447.50	22,000.00	21,301.60	26,250.00	16,000.00	119,299.10
	March	3,300.00	20,000.00	\$13,366.50	22,000.00	26,985.52	34,350.00	16,000.00	136,002.02
	April	3,300.00	20,000.00	\$16,257.50	22,000.00	32,587.76	42,450.00	16,000.00	152,595.26
	May	3,300.00	20,000.00	\$19,995.50	22,000.00	39,926.80	52,650.00	16,000.00	173,872.30
	June	3,300.00	20,000.00	\$23,677.50	22,000.00	47,102.48	62,850.00	16,000.00	194,929.98
	July	3,300.00	20,000.00	\$27,755.00	22,000.00	55,064.88	74,100.00	16,000.00	218,219.88
	August	3,300.00	20,000.00	\$31,724.00	22,000.00	62,763.20	85,200.00	16,000.00	240,987.20
	September	3,300.00	20,000.00	\$35,665.00	24,000.00	70,379.84	96,300.00	16,000.00	265,644.84
	October	3,300.00	20,000.00	\$39,896.50	24,000.00	78,581.76	108,150.00	18,000.00	291,928.26
	November	3,300.00	20,000.00	\$44,656.50	24,000.00	87,853.52	121,350.00	18,600.00	319,760.02
	December	3,300.00	20,000.00	\$49,122.50	24,000.00	96,477.36	133,950.00	18,600.00	345,449.86
	<b>Total 2018</b>	<b>39,600.00</b>	<b>225,000.00</b>	<b>\$319,984.00</b>	<b>272,000.00</b>	<b>634,378.32</b>	<b>855,600.00</b>	<b>199,200.00</b>	<b>2,545,762.32</b>

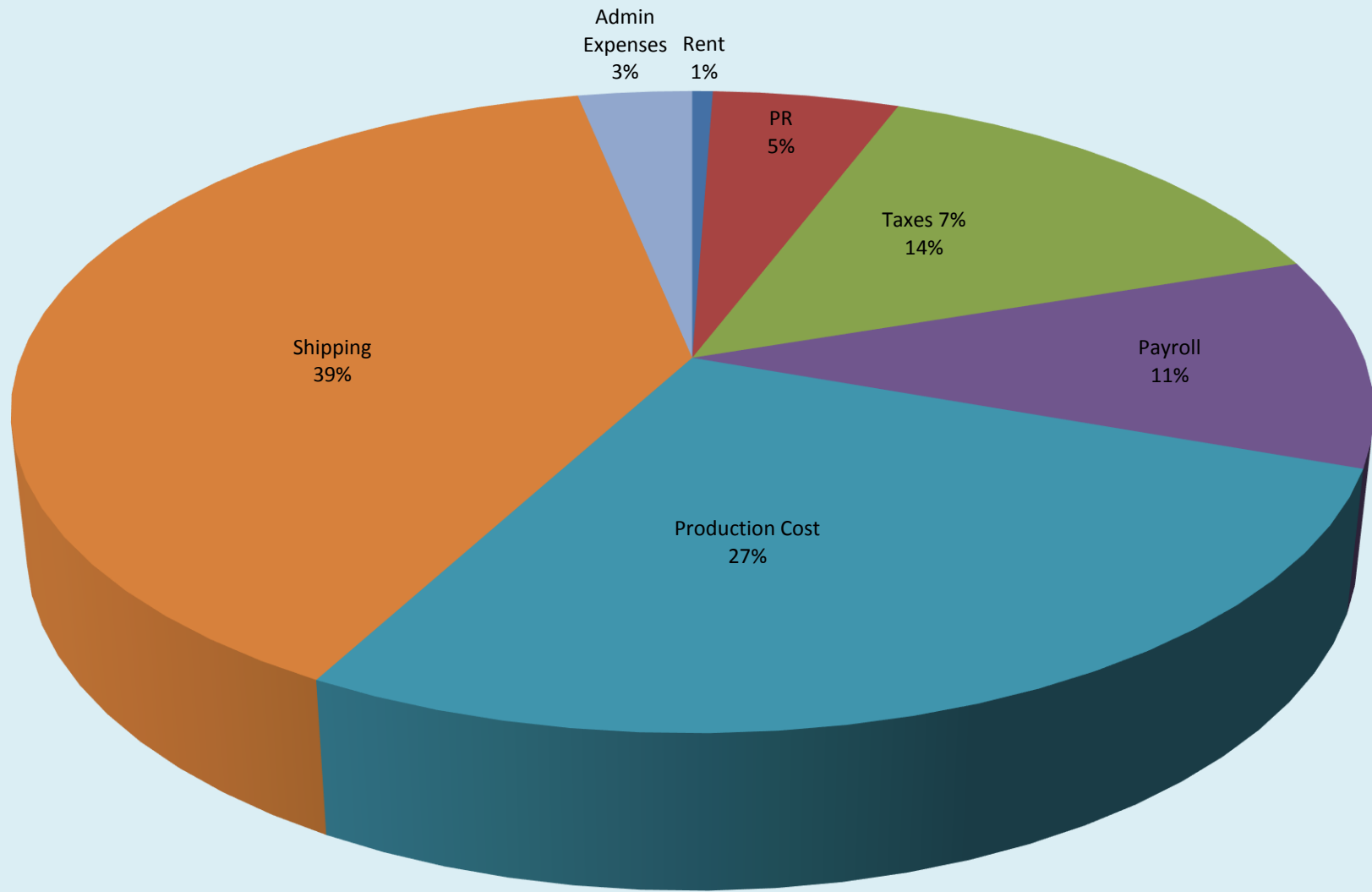
## Planned Expenses 2018



# 2019

Time Period		Rent \$	PR \$	Taxes 7%	Payroll \$	Production Cost \$	Shipping \$	Admin Expenses \$	Total Expenses \$
2019	January	3,300.00	30,000.00	\$53,508.00	50,000.00	104,918.80	146,400.00	18,000.00	406,126.80
	February	3,300.00	30,000.00	\$57,946.00	50,000.00	113,460.96	159,000.00	18,000.00	431,706.96
	March	3,300.00	30,000.00	\$62,251.00	50,000.00	121,720.00	171,300.00	18,000.00	456,571.00
	April	3,300.00	30,000.00	\$67,112.50	60,000.00	131,130.56	184,950.00	18,000.00	494,493.06
	May	3,300.00	30,000.00	\$72,131.50	60,000.00	140,843.28	199,050.00	18,000.00	523,324.78
	June	3,300.00	30,000.00	\$77,679.00	60,000.00	151,625.84	214,500.00	18,000.00	555,104.84
	July	3,300.00	30,000.00	\$82,932.50	60,000.00	161,760.48	229,350.00	18,000.00	585,342.98
	August	3,300.00	30,000.00	\$87,920.00	68,000.00	171,328.88	243,600.00	18,800.00	622,948.88
	September	3,300.00	30,000.00	\$93,835.00	68,000.00	182,816.48	260,100.00	18,800.00	656,851.48
	October	3,300.00	30,000.00	\$99,456.00	68,000.00	193,656.16	276,000.00	18,800.00	689,212.16
	November	3,300.00	30,000.00	\$105,738.50	68,000.00	205,848.80	293,550.00	18,800.00	725,237.30
	December	3,300.00	30,000.00	\$111,727.00	70,000.00	217,393.52	310,500.00	18,800.00	761,720.52
	<b>Total 2019</b>	<b>39,600.00</b>	<b>360,000.00</b>	<b>\$972,237.00</b>	<b>732,000.00</b>	<b>1,896,503.76</b>	<b>2,688,300.00</b>	<b>220,000.00</b>	<b>6,908,640.76</b>

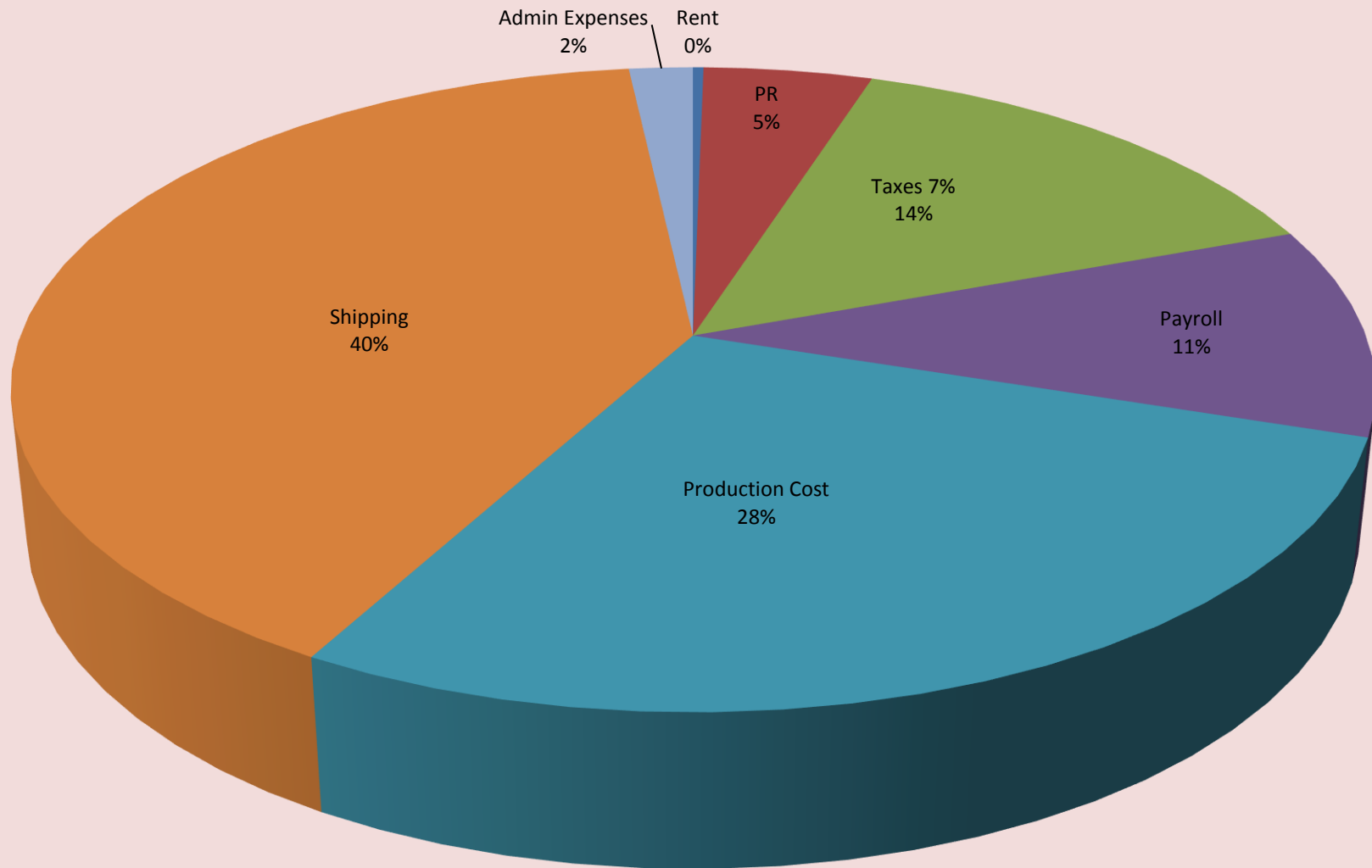
## Planned Expenses 2019



# 2020

Time Period		Rent \$	PR \$	Taxes 7%	Payroll \$	Production Cost \$	Shipping \$	Admin Expenses \$	Total Expenses \$
2020	January	3,300.00	50,000.00	\$117,635.00	92,000.00	228,755.84	327,300.00	18,600.00	837,590.84
	February	3,300.00	50,000.00	\$124,337.50	92,000.00	241,754.24	346,050.00	18,600.00	876,041.74
	March	3,300.00	50,000.00	\$131,302.50	92,000.00	255,256.24	365,550.00	18,600.00	916,008.74
	April	3,300.00	50,000.00	\$139,457.50	110,000.00	271,181.04	388,050.00	18,600.00	980,588.54
	May	3,300.00	50,000.00	\$147,581.00	110,000.00	286,961.52	410,700.00	18,600.00	1,027,142.52
	June	3,300.00	55,000.00	\$155,886.50	110,000.00	303,063.20	433,950.00	21,000.00	1,082,199.70
	July	3,300.00	55,000.00	\$164,878.00	130,000.00	320,536.88	459,000.00	21,000.00	1,153,714.88
	August	3,300.00	55,000.00	\$173,733.00	130,000.00	337,664.80	483,900.00	21,000.00	1,204,597.80
	September	3,300.00	55,000.00	\$182,665.00	130,000.00	354,912.48	509,100.00	21,000.00	1,255,977.48
	October	3,300.00	55,000.00	\$192,734.50	130,000.00	374,482.24	537,150.00	21,000.00	1,313,666.74
	November	3,300.00	55,000.00	\$202,905.50	150,000.00	394,190.80	565,650.00	21,000.00	1,392,046.30
	December	3,300.00	55,000.00	\$213,815.00	150,000.00	415,372.08	596,100.00	21,000.00	1,454,587.08
	<b>Total 2020</b>	<b>39,600.00</b>	<b>635,000.00</b>	<b>\$1,946,931.00</b>	<b>1,426,000.00</b>	<b>3,784,131.36</b>	<b>5,422,500.00</b>	<b>240,000.00</b>	<b>13,494,162.36</b>

## Planned Expenses 2020





## ***Financial Indicators***

<b>Year</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
<b>Gross Sales (USD)</b>	<b>4,571,200.00</b>	<b>13,889,100.00</b>	<b>27,813,300.00</b>
<b>Expenses (USD)</b>	<b>2,545,762.32</b>	<b>6,908,640.76</b>	<b>13,494,162.36</b>
<b>Gross Profit (USD)</b>	<b>2,025,437.68</b>	<b>6,980,459.24</b>	<b>14,319,137.64</b>
<b>Net Profit (USD)</b>	<b>1,620,350.14</b>	<b>5,584,367.39</b>	<b>11,455,310.11</b>

# ***Investment Needed To Launch Aqua Jet Razor***

- 1. 12 Moulds (life time expectancy- 1Million pcs) - \$120,000**
  
- 2. China Trips – 3 Trips**
  - a. 1<sup>st</sup> Trip (2 people 7-10 days) Mould design specifications/requirements - \$4,500**
  - b. 2<sup>nd</sup> Trip (2 people 7-10 days) Mould design confirmation - \$4,500**
  - c. 3<sup>rd</sup> Trip (2 people 20 days) Launching and testing of the product - \$9,000**
  
- 3. SEO (Search engine optimization) -(5 months) \$1,600 per month = \$8,000**
  
- 4. Website improvement and adaption for payments and subscriptions = \$1,500**
  
- 5. Prelaunch PR (TV, bloggers, websites, newspapers, media) = \$25,000**
  
- 6. Payroll (5 months) - \$22,000**
  
- 7. Total amount for launching the product - \$194,500**

## ***Meet the founders of Aqua Jet Razor***

The founders of Aqua Jet Razor, Constantin Ciortan and Victor Valcov, are two longtime friends who grew up in a small town in Republic of Moldova.

As we grew up and successfully graduated two of the most prestigious universities in our countries, so did our passion for innovations, which will bring a brighter future for the consumers of our innovation and for our planet. We always wanted to come up with something that would reduce the amount of waste in the fields and waters and be useful to the people as well at affordable prices.

Constantin- After I graduated from a top University in Moldova, I came to USA (2008) where I worked in hospitality industry (one of my University major) and in transportation business.

Victor- I also finished a top University in Moldova and had owned a small Transportation Business, and worked for a while in Banking System.

### ***For more info:***

<http://aquajetrazor.com/>

<https://www.facebook.com/AquaJetRazor/>

<https://twitter.com/aquajetrazor>

<https://www.instagram.com/aquajetrazor/>

<https://www.youtube.com/channel/UCJybQ7TAueKO5stQRgHKzrg>