



INVESTMENT BUSINESS PLAN

Month X, 20XX

Prepared By:

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Building a Greener Future



Readership Agreement

Sample Company's undersigned reader hereby acknowledges that information provided is confidential. Therefore, the reader agrees not to disclose anything within this business plan without the express written consent of Sample Company (hereafter also referred to as the "company").

The reader also acknowledges that all information present in this business plan is in all aspects confidential in nature, other than information available in the public domain through other means. Furthermore, the reader acknowledges that any disclosure or use of the same may cause serious harm to Sample Company.

This business plan document will be immediately returned to Sample Company upon request.

This is a business plan. It does not imply an offer of any securities.

Applicable Law

The laws in Sample Country shall govern this contract.

Signature

Printed Name



Overview

Sample Country's environmental consulting industry is a thriving sector comprised of specialized firms that offer a comprehensive range of services such as environmental impact assessments, pollution control strategies, sustainability planning, and regulatory compliance advice to various industries, including energy, mining, construction, and government agencies, with an emphasis on balancing economic growth with protection and sustainability. Simultaneously, a new generation of environmental, social, and governance (ESG) firms have emerged with a focus on improving companies' organizational sustainability culture and resources.

Sample Company is an innovative environmental consulting company that excels in fostering eco-cultures in organizations. Our expertise lies in partnering with environmentally conscious businesses to provide our comprehensive portfolio of environmental advisory and technical services. Our team of experts comprises psychologists, engineers, marketing and communication specialists, and designers, enabling our company to closely collaborate with clients to gain a deep understanding of their distinctive culture, objectives, and preferences. Today, management is seeking strategic investment capital in the amount of \$X,XXX,XXX, dedicated to increasing brand awareness and expanding the company's footprint in the market. In doing so, the company will create many new meaningful pathways to monetization. The following business plan outlines Sample Company's five-year operational strategy and accompanying financial forecasts that we anticipate achieving.

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1.0 Executive Summary

1.1. Industry Summary

The Sample Country environmental consulting industry (NAICS XXXXX) – as defined with North American Industry Classification System (NAICS) standards – has recognized a substantial level of growth in recent years. Due to the heightened recognition of climate change and environmental harm, environmental consulting has emerged as a highly profitable industry. In this sector, operators assist private and public organizations in mitigating the detrimental impact of operations on the surrounding environment, while simultaneously implementing ESG strategies across their organization. Correspondingly, key services include conducting environmental assessments and audits, managing natural resources and waste, developing environmental policies, facilitating the acquisition of licenses and permits, and building sustainable corporate cultures in a wide variety of industries. Prior to Year 20XX, regulatory requirements were relaxed with the implementation of Bill C-38, which reduced the need for assessments of various developments. This trend, combined with a decline in commodity prices, initially impeded industry demand.

However, operating conditions gradually improved over the five-year period leading up to year 20XX, enabling the Sample Country market to expand. As the economy recovered and business sentiment improved, there was an increased demand for environmental consultants, despite modest growth in key downstream markets – for example, non-residential building and construction investments. Other downstream developments, such as the rebounding commodity prices, with a temporary surge in oil prices after the Year 20XX lows before collapsing again in Year 20XX due to the COVID-19 pandemic, contributed to the industry’s growth, even amid a moderately performing market. Subsequently, sector revenue experienced a compound annual growth rate (CAGR) of X.X% (CAGR Year 20XX-Year 20XX), reaching \$XX.XXB in 20XX. Similarly, gross profit – measured as earnings before interest and taxes (EBIT) – reached X.X% of revenue in Year 20XX. As the Sample Country economy continues its recovery from the pandemic, revenue is predicted to increase by X.X% in Year 20XX alone.ⁱ

1.1.1. Industry Forecast

Sample Country environmental consultants are anticipated to sustain favourable growth rates as post-pandemic recovery growth continues. As economic uncertainty declines and downstream drivers (e.g., commodity prices, residential and non-residential development rates, etc.) recover, the industry is likely to continue flourish. Simultaneously, increased investment and public interest in sustainability is likely to spur a higher level of corporate investment in ESG consultancies. Consequently, sector revenue is expected to increase by an annualized rate of X.X% (CAGR Year 20XX-20XX) to reach \$X.XB over the current five-year period.ⁱⁱ



1.2. Introduction to Sample Company



Sample Company, a Sample Country environmental consulting firm headquartered in Sample City, is deeply committed to sustainability. Our primary mission is to instill eco-consciousness within organizations, catalyzing meaningful transformations in both the private and public sectors. By working closely with our clients, we strive to cultivate, develop, and nurture sustainable cultures that foster positive change. From reducing carbon footprints to promoting innovative practices with positive environmental impacts, our diverse range of services offers a comprehensive value proposition. Together with our key stakeholders, we are dedicated to driving the growth and advancement of a sustainable future.

1.3. Mission & Vision

Sample Company is dedicated to empowering clients with the knowledge, skills, and a profound sense of responsibility to lead sustainable practices. We achieve this through our innovative education, training, and awareness initiatives, enabling individuals within organizations to embrace sustainability both personally and professionally. Moreover, we actively collaborate with external entities, such as organizations and policymakers, to advocate for sustainable policies. Our objectives revolve around fostering innovation and protecting the environment, ensuring a brighter and greener future for all.

VISION

To empower individuals, businesses, and communities with innovative environmental solutions, fostering a harmonious coexistence between humanity and nature.

MISSION

To be a leading force in driving global environmental stewardship, catalyzing positive change for a thriving and sustainable planet.

1.4. Financing Summary

The purpose of this business plan is to facilitate Sample Company's market entry and expansion process, including accessing new funding sources, with a key focus on Sample Country investors. The Use of Funds table (outlined below) indicates how funding received and internally generated will be allocated to capital (CAPEX) and operating expenses (OPEX) such as salaries, supplies, and working capital.

Startup Expenses		Post Financing Liabilities	
Advertising & Marketing	3,600	Loan	0
Bank Fees	360	Mortgage	0
Legal & Professional Fees	900	Other Bank Debt	0
Licenses & Insurance	3,000	Total Liabilities	0
Miscellaneous SG&A	2,400	Post Financing Investments	
Office Expenses	2,400	Owner	0
Rent	9,600	Investor	500,000
Supplies	240	Total Investments	500,000
Telephone	360	Post Financing Funding	
Travel, Meals & Entertainment	4,200	Total Liabilities	0
Vehicle & Maintenance	24,000	Total Planned Investment	500,000
Salaries & Wages	261,528	Total Funding	500,000
Contingency Fund	97,412		
Total Startup Expenses	410,000		
Startup Assets			
Vehicles	90,000		
Total Startup Assets	90,000		
Total Requirements			
Total Startup Expenses	410,000		
Total Startup Assets	90,000		
Total Requirements	500,000		
Funding Round			
Pre-Money Valuation			1,166,667
Funding Round Preferred Shares			500,000
Post-Money Valuation			1,666,667

2.0 Sample Company Overview

2.1. Business Description

Sample Company is a forward-thinking environmental consultancy based in Sample City, led by CEO and founder John Doe. Our purpose is to provide a wide range of tailored consulting services, catering to the diverse needs of both private and public sector businesses. By focusing on sustainability and offering expertise in eco-friendly practices, we empower organizations to transform their operations and minimize their carbon footprint, ultimately reducing their overall environmental impact. With a team of seasoned professionals spanning various disciplines including organizational psychology, environmental engineering, marketing, communication, and design, we collaborate closely with our clients to comprehend their unique culture, goals, and priorities. Leveraging this insight, we deliver data-driven solutions that drive meaningful, lasting change, fostering a sustainable future.

2.1.1. Guiding Principles



2.2. ESG Service Portfolio

Sample Company offers the following B2B services for public and private clientele:

- **Carbon Threshold Assessment & Reduction:** We conduct comprehensive assessments of carbon footprints, identifying emission sources. Utilizing data analysis and innovative solutions, we help clients reduce their carbon footprint and achieve emission reduction goals.
- **Ecological Culture Transformation:** We specialize in transforming organizational cultures to embrace sustainability, fostering eco-conscious habits and behaviors. Through close collaboration with clients, we design and implement effective initiatives for sustainable mindset shifts.
- **Environmental Advisory & Compliance Solutions:** Our team of environmental experts offers a range of advisory services, including environmental impact assessments, regulatory compliance guidance, and sustainable resource management. We ensure organizations navigate environmental regulations and achieve sustainability targets.
- **ESG Reporting & Performance Metrics:** We assist organizations in developing comprehensive frameworks for Environmental, Social, and Governance (ESG) reporting. By identifying relevant metrics and providing data analysis, we enable clients to track progress, meet reporting requirements, and enhance transparency.
- **Impact Measurement & Communication:** We help organizations measure and communicate their positive environmental impact resulting from sustainability initiatives. Our expertise enables clients to effectively showcase tangible benefits to stakeholders and the wider community.
- **Renewable Energy Integration & Transition:** We guide organizations in integrating renewable energy sources such as solar and wind power. Our experts evaluate feasibility, provide implementation guidance, and support the transition to sustainable energy alternatives, reducing reliance on fossil fuels.
- **Stakeholder Engagement & Sustainability Communication:** We assist firms in engaging stakeholders, including employees, customers, investors, and communities, to drive sustainability initiatives. Our communication specialists develop tailored strategies to convey the organization's commitment to sustainability and foster meaningful engagement.
- **Ecological Strategy Consulting & Planning:** We offer expert guidance and consulting services to help businesses and clients develop and implement sustainable strategies. Our team assesses sustainability performance, identifies improvement areas, and designs tailored strategies for long-term success.
- **Sustainability Training & Empowerment Programs:** We provide comprehensive training programs and workshops to educate employees on sustainable practices and empower them as sustainability advocates within their organizations. Topics include conservation, waste management, and sustainable procurement.

2.3. Three-Year Objectives

Sample Company has identified the following three-year organizational objectives:

Expand Market Presence:

- Increase market share by acquiring new clients and expanding service offerings.
- Establish strategic partnerships with organizations that share our vision of sustainability.
- Enhance brand recognition and reputation through targeted marketing and thought leadership initiatives.

Drive Sustainable Transformations:

- Help a minimum of 50 organizations achieve significant reductions in their carbon footprints.
- Assist clients in implementing sustainable practices across their operations, resulting in measurable environmental impact.
- Foster eco-cultures in at least 25 organizations, promoting sustainability as an integral part of their corporate identity.

Advocate for Environmental Stewardship:

- Engage with policymakers and industry leaders to influence sustainable policies and practices.
- Contribute to the development of local, national, and international environmental standards.
- Collaborate with non-profit organizations and community groups to raise awareness and inspire action for environmental conservation.

Expand Service Portfolio:

- Continuously innovate and expand the range of consulting services to address emerging environmental challenges.
- Develop specialized expertise in areas such as circular economy, water conservation, and biodiversity conservation.
- Stay at the forefront of industry trends and advancements, ensuring our services remain relevant and impactful.

Build a High-Performing Team:

- Recruit and retain top talent with diverse expertise in environmental science, engineering, sustainability, and other relevant fields.
- Foster a culture of continuous learning and professional development within the organization.
- Create a supportive and inclusive work environment that empowers employees to thrive and contribute their best.

2.4. Keys to Success

Sample Company has identified the following keys to long-term success:

- **Environmental Requirements:** Industry operators in the environmental consulting industry must understand requirements to assist other businesses, along with key regulatory standards.
- **External Contract Management:** Environmental consultants often require external contracts with other professional service providers (e.g., geophysical service providers, laboratory testing, etc.).
- **Market Proximity:** Operators in the sector need to be close to key client groups (e.g., construction service providers, mines, etc.) to provide accurate and timely analysis, consultations, and studies.
- **Qualified Workforce:** Environmental consulting – as with other consultancy services – is a highly value-added industry. Correspondingly, firms provide expertise to other sectors, which requires highly skilled and knowledgeable staff.
- **Regulatory Compliance:** Operators in the sector assist businesses with regulatory requirements, requiring them to be able to keep pace with and adjust to new Sample Country requirements.

2.5. Management Team



John Doe – CEO & Founder

John Doe is a visionary environmentalist and the CEO and founder of EcoSage. With a deep passion for environmental stewardship, John has dedicated his career to empowering organizations to embrace sustainable practices and drive positive change. His expertise in eco-culture development and carbon footprint reduction has garnered recognition within the industry, making him a trusted advocate for a greener future.



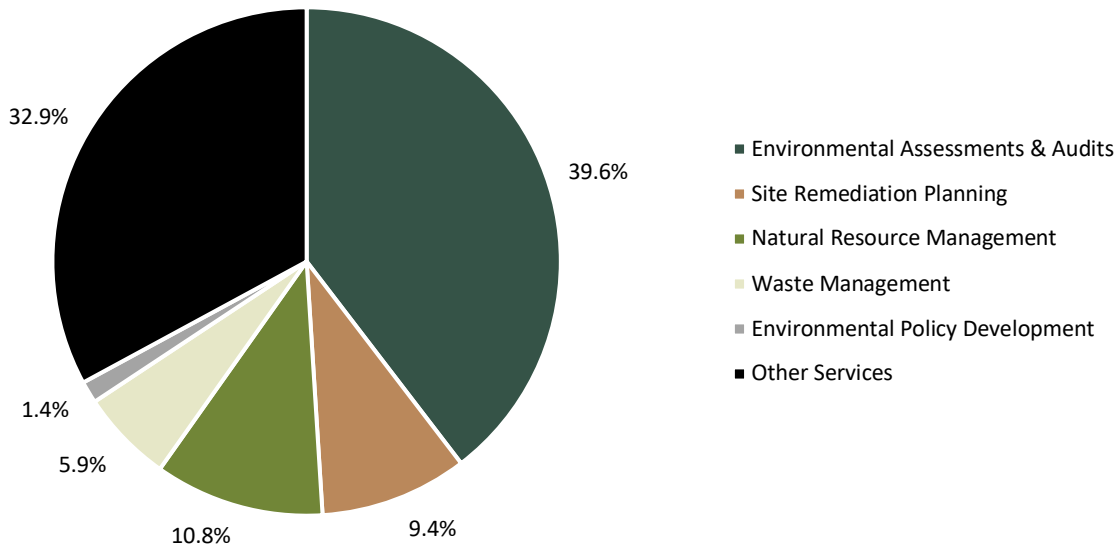
Kim McMullen – CCO

Jane Doe is a passionate environmental advocate and the Chief Sustainability Officer at EcoSage. With a strong commitment to sustainability and expertise in sustainable supply chain management, Jane plays a pivotal role in guiding organizations towards eco-conscious practices. Her dedication to fostering positive change and her extensive knowledge of environmental impact assessment make her a trusted leader in the field.

3.0 Industry Overview

3.1. Industry Description

Sample Country Environmental Consulting Market Segments (%)



Operators in Sample Country’s environmental consulting sector (NAICS XXXXX) offer guidance to both businesses and governments regarding key environmental matters, including (but not limited to) the management of pollutants, toxic substances, hazardous materials, and environmental contaminants. They play a vital role in identifying issues, assessing risks, and proposing effective solutions. This industry correspondingly relies on a diverse workforce comprising scientists, engineers, technicians, and other subject experts, with a key focus on multidisciplinary expertise and collaboration.

Industry Activities

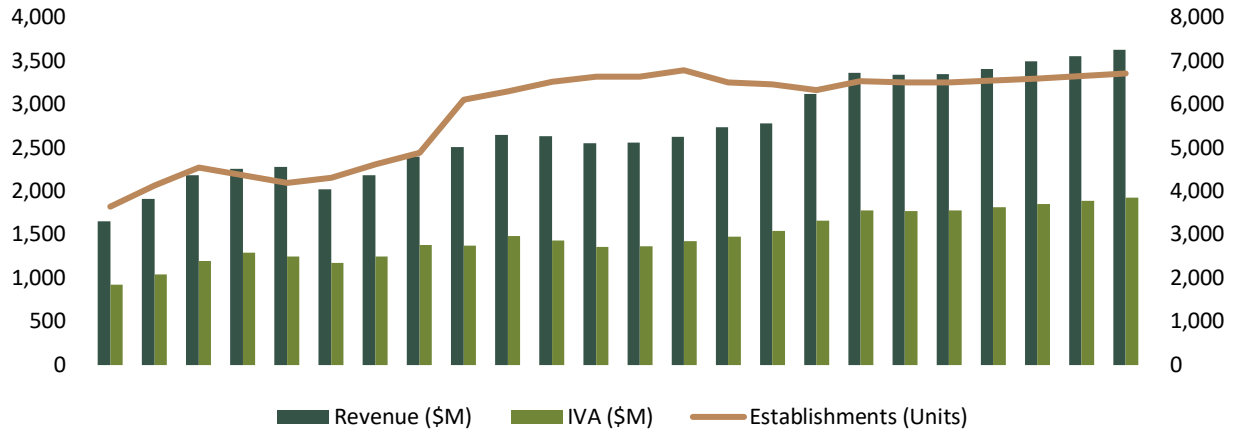
- Environmental impact assessment.
- Natural resource management.
- Sanitation consulting.
- Site remediation consulting.
- Other ESG-oriented consultancy services.



3.2. Industry Performance

IBISWorld (Year 20XX) predicts that the Sample Country environmental consulting industry will generate revenues in excess of \$X.XXB in Year 20XX, with annualized growth of X.X% (CAGR Year 20XX-Year 20XX) to generate \$X.XXB by Year 20XX.ⁱⁱⁱ

Sample Country Environmental Consulting Industry Performance



3.2.1. Global Outlook

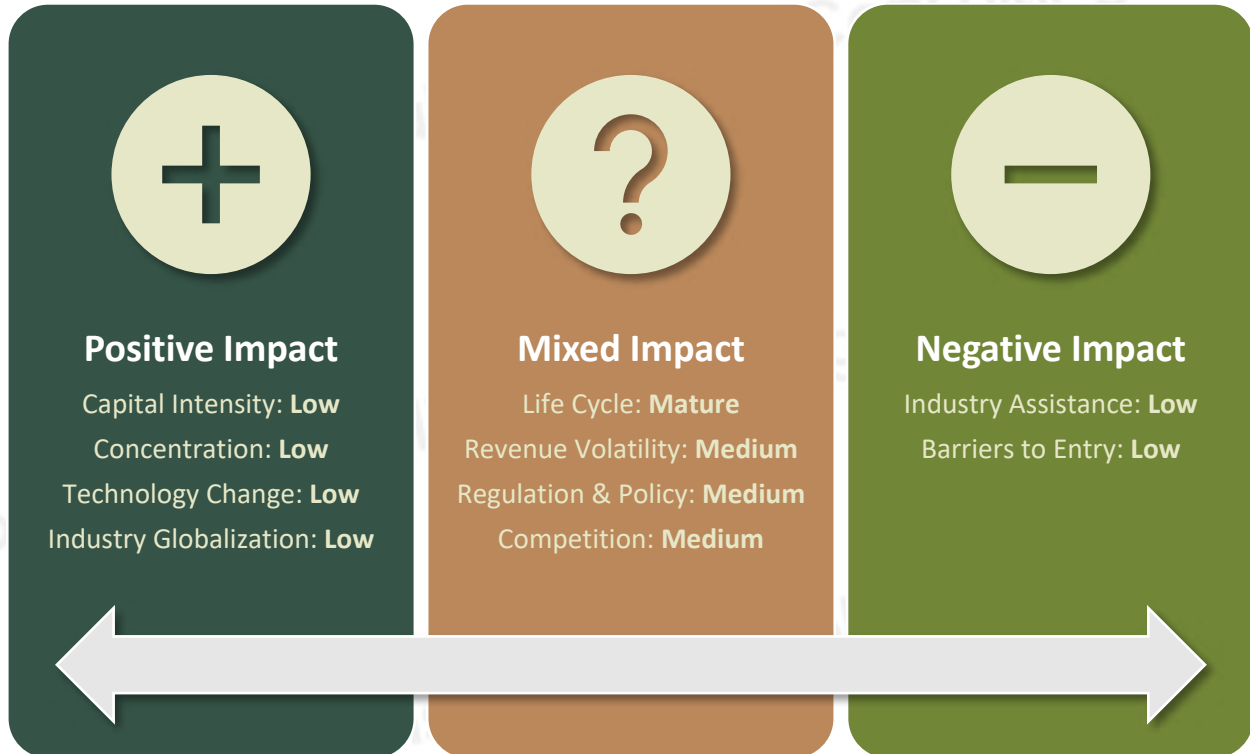
More broadly, Sample Source (Year 20XX) expects that the global ESG consulting sector will generate \$XX.XB in Year 20XX, with annualized growth of X.X% (CAGR Year 20XX-20XX) leading to \$XX.XB worldwide by Year 20XX.^{iv}

Global ESG Consulting Industry Outlook (\$B)



3.3. Industry Structure

Industry structure summarizes vital factors such as competition and profitability in the Sample Country consulting industry. Within this business plan, industry structure is defined in terms of underlying characteristics that shape the competitive strategy for operators that offer similar services. Ultimately, industry structure can determine whether the consulting industry is favorable to enter and operate in.

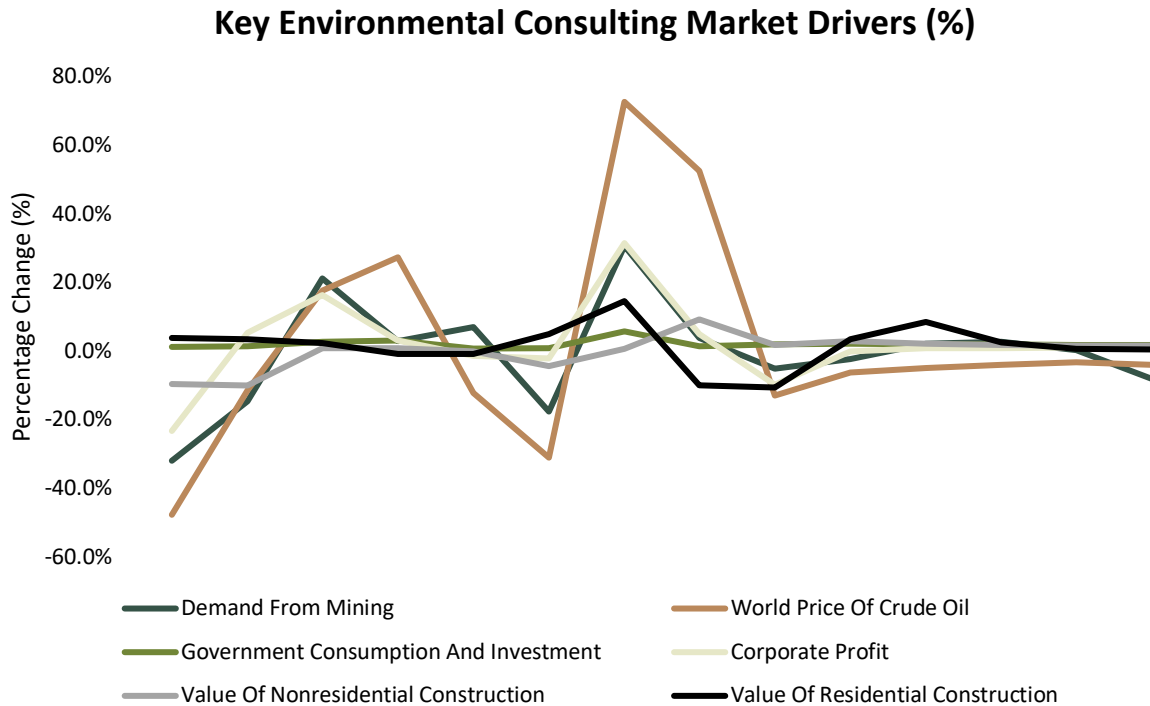


3.4. Current Trends

Sample Company has identified the following key market trends:

- Enhanced ESG reporting and disclosure to build trust and attract sustainable investment, aligning with global frameworks, is of increasing importance to Sample Country and global companies.
- Growing demand for ESG integration is recognized as firms prioritize sustainability and long-term value creation, while simultaneously seeking to ensure alignment of federal and provincial laws.
- Increased focus on climate change and carbon management has led to demand for business risk assessment, carbon measurement, clean energy opportunities, and other key advisory services.
- Integration of technology and data analytics systems has allowed for more accurate assessments, automated reporting, and efficient ESG consulting services in Sample Country markets.
- Rising emphasis on social impact, diversity, and community engagement has emerged through a triple-bottom-line focus, alongside existing environmentally oriented ESG considerations.

3.5. Key Market Drivers

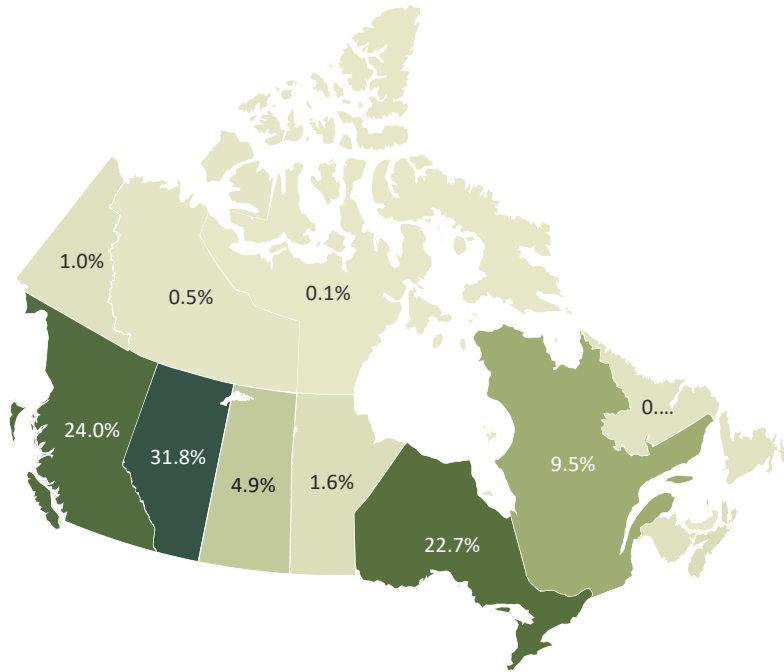


Sample Company has identified the following key market drivers:

- **Corporate Profit:** Rising firm profits prompt businesses to invest in facilities and upgrade existing ones, leading to increased demand for ESG consulting services.
- **Demand From Mining:** Mining activities can harm the environment, leading to increased demand for environmental consultants. Consequently, mining concerns are among the top client groups in the ESG consulting space.
- **Government Consumption & Investment:** Government expenditure and investment reflect the services provided by governments. They often seek industry operators' independent assessments and investigations, driving demand for consulting services.
- **Value of Non-Residential Construction:** Non-residential development has a major environmental stress impacts due to excavations and impact on surrounding areas. Consequently, construction companies are a key client group for environmental consultants.
- **Value Of Residential Construction:** Though it is less environmentally taxing, residential buildings also require environmental assessments, lifecycle advice, and waste management services.
- **World Price of Crude Oil:** Crude oil prices drive oil companies' exploration investments, which in turn increase demand for environmental consulting services. High prices correlate with increased demand for consulting, while lower prices dampen it.

3.6. Market Segmentation

Environmental Consulting Revenue Concentration (%)



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Sample Company is headquartered in Sample City, and caters primarily to private- and public-sector clientele across the Sample Country market. As our company grows, matures, and captures additional market share across our initial Sample Country target markets, we will expand to target key domestic and international regions.



3.6.1. Target Client Groups

Sample Company's target clients are public and private organizations that are actively seeking ways to enhance their ecological culture and improve their environmental performance. Our clients are further motivated by several key factors:

Sustainable Cost Optimization: Our clients are organizations seeking to optimize their costs through sustainable practices. They aim to reduce energy expenses, minimize waste, and enhance resource efficiency to achieve long-term financial savings.

Environmental Stewardship Commitment: We serve clients deeply committed to environmental stewardship. These organizations prioritize reducing their ecological footprint, mitigating emissions, conserving resources, and minimizing waste. By partnering with us, they can align their operations with sustainable practices that contribute to a greener future.

Supply Chain Sustainability Leadership: Our clients aim to demonstrate leadership in supply chain sustainability. They understand that consumers and buyers increasingly prioritize environmentally friendly partners and suppliers. By enhancing their sustainability metrics, these organizations position themselves as preferred partners, attracting and retaining B2B and B2C customers who value sustainable practices.

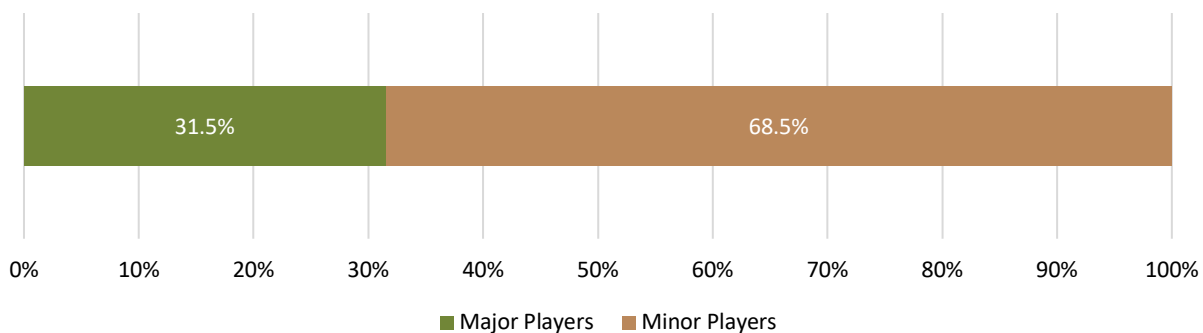
Talent Engagement and Retention: We target clients who recognize the importance of attracting and retaining top talent, particularly individuals who prioritize environmental responsibility. By cultivating a strong sustainability culture, these organizations gain a competitive advantage in recruiting professionals passionate about making a positive impact on the planet.



4.0 Competitor Analysis

4.1. Market Concentration

The environmental consulting industry has a fragmented structure with relatively low concentration. The sector is primarily comprised of small businesses, which often function as sole proprietors or partnerships. The demand for environmental consulting services remains steady for larger industry players due to their involvement in significant projects. Larger projects necessitate advisory services throughout the process, including initial assessments and ongoing analyses of government policies and land development. While more operators are expected to enter the market, concentration is predicted to remain low.



4.2. Basis of Competition

In the Sample Country environmental consulting industry, operators face competition from internal and external operators, with the current level of competition defined as moderate and steadily increasing. This is due to low barriers to entry and the emergence of alternative service providers as competitors. As new players enter the industry, established operators must focus on enhancing competitive advantage by building a strong reputation, offering a broad range of services, and specializing in specific sub-industries. Operators correspondingly benefit from attracting larger clients, which typically demand consultants who can deliver high-quality services across various areas. Building a reputation for excellence is crucial in this industry, as operators need to demonstrate their expertise to thrive. Providing a comprehensive set of services is also advantageous, as it allows operators to meet diverse business needs and secure a larger share of revenue. Additionally, specializing in specific sub-sectors enables operators to offer tailored solutions that cater to the unique requirements of sectors such as construction, mining, power, oil and gas, and governments.



4.3. Direct Competitors

Sample Company recognizes the following direct industry competitors:



“Big Four” Consultancies – PwC, KPMG, Deloitte & EY

The “Big Four” consulting firms – including Deloitte, PwC, EY, and KPMG – offer comprehensive ESG consulting services that help various organizations understand and manage key ESG risks, develop sustainable business strategies, align with international reporting standards, measure and report ESG performance, navigate emerging regulations, and integrate sustainability into various aspects of their operations. Their services encompass key areas such as climate change, social impact, supply chain sustainability, and responsible governance.

Korn Ferry – ESG & Sustainability Segment



Korn Ferry’s ESG & Sustainability Segment is a specialized division within the global consulting firm that focuses on environmental, social, and governance issues and sustainability practices. It provides strategic guidance and advisory services to organizations seeking to integrate ESG principles into their business strategies, improve sustainability performance, and address stakeholder expectations. This relatively new segment helps clients navigate the evolving global landscape of responsible firm practices and make informed decisions for long-term success.

Green Motivate – US-Based Sample Company Alternative



Green Motivate is a US ESG consulting company that specializes in designing environmental outreach programs to promote environmentally responsible behavior. They aim to change business behavior and motivate individuals and organizations to act more sustainably. Green Motivate offers services and tools to help their clients take the next step in motivating their audience, and their work includes client collaborations, speaking engagements, and more.

4.4. Competitive Advantages

Sample Company has established a dominant presence in the Sample Country market by offering a diverse range of highly specialized consulting services tailored to meet the unique needs and challenges of various industries. Our competitive advantage lies in our ability to leverage a dynamic and seasoned team that possesses expertise and capabilities unmatched by our competitors. By embracing cutting-edge technology and fostering a culture of innovation, we ensure our solutions remain at the forefront of the industry. Furthermore, our unwavering commitment to delivering world-class service and maintaining strong client relationships distinguishes us as a trusted partner. Our extensive industry experience enables us to optimize operations, providing efficient and effective solutions that consistently exceed client expectations.



Through an evidence-based approach to organizational behavior, Sample Company establishes itself as a trusted and effective consulting partner, focusing on the small- to mid-sized enterprise (SME) market. This strategic focus enables us to deeply understand the unique dynamics and challenges faced by smaller businesses, allowing us to tailor solutions that are efficient and cost-effective. By offering a diverse range of consulting services, Sample Company not only provides additional value to SME clients but also opens up opportunities for expansion into new markets and industries. This expansion not only drives revenue growth and profitability but also allows us to cater to a wider range of client needs and preferences, solidifying our market position.



5.0 Strategy & Go-to-Market Overview

5.1. Phased Approach

Phase I – Short-Term Objectives

In the short term, Sample Company aims to build a strong market presence by completing existing contracts and securing new contracts with reputable clients. By successfully delivering on these contracts, we establish credibility and build a foundation of satisfied clients who can serve as references for future business opportunities. To reach key industry stakeholders and decision-makers, we will employ digital advertising strategies and outbound cold lead generation, targeting organizations actively seeking to enhance their sustainability culture and improve their environmental performance. Additionally, we will expand our team by hiring an environmental consultant who will bring specialized expertise, enabling us to provide comprehensive and highly tailored consulting services. This strategic growth in our team will support our objective of generating \$X.XM in revenue, laying the groundwork for future expansion and success.

Phase II – Intermediate Objectives

In the medium term, Sample Company will focus on enhancing brand awareness and expanding our service offerings. We will strengthen brand recognition and awareness through targeted marketing initiatives, content creation, and thought leadership. By showcasing our expertise and success stories, we aim to position Sample Company as a trusted authority in sustainable consulting, attracting a wider range of clients and expanding our market reach. Furthermore, we will continuously innovate and expand our service portfolio to address emerging environmental challenges and industry trends. This includes developing specialized expertise in areas such as circular economy, water conservation, and biodiversity conservation. By staying at the forefront of industry developments and offering comprehensive solutions, we ensure that Sample Company remains relevant, competitive, and capable of addressing the evolving needs of our clients.

Paid Media	
Social Media	<ul style="list-style-type: none"> Brand awareness campaign Remarketing campaign Retention campaign
Google Network	<ul style="list-style-type: none"> Search ad retargeting Search conversion ads YouTube conversion ads
Peripheral Social Channels	<ul style="list-style-type: none"> Instagram, LinkedIn, etc. (as appropriate)
Direct Sales	

Guerilla Marketing	<ul style="list-style-type: none"> • Cold lead messaging • Direct messaging in social media groups • Social media group blasts
Partnership Marketing	
Stakeholder Partnerships	<ul style="list-style-type: none"> • Government and environmental agencies • Sustainability not-for-profit organizations
Direct Outreach	
Email Marketing	<ul style="list-style-type: none"> • Content emails • Email campaigns
Social Media Group Content	<ul style="list-style-type: none"> • Content marketing • Other content campaigns
Organic Marketing	
Social Marketing	<ul style="list-style-type: none"> • Remarketing campaign • Social media platform posts
Live Events Marketing	<ul style="list-style-type: none"> • Social streams • Speaking engagements and seminars
Other Methods	<ul style="list-style-type: none"> • Search engine optimization

Phase III – Long-Term Objectives

In the long term, Sample Company will pursue market expansion and industry leadership. Building upon our strong foundation in the Sample Country market, we will conduct extensive market research to identify opportunities for growth and penetration into international markets. This may involve strategic partnerships and collaborations to establish a presence in new geographic regions. As part of our industry leadership goals, Sample Company will contribute to the development of industry standards and regulations. By actively participating in industry discussions and leveraging our expertise, we aim to shape environmental policies, drive sustainable practices, and advocate for positive change. Additionally, our long-term objectives focus on achieving significant positive environmental impact. Through our consulting services, we will collaborate closely with clients to achieve substantial reductions in carbon footprints, implement sustainable practices, and make meaningful contributions to the global transition towards a greener future. Our aim is to create a lasting legacy of sustainable impact, leaving the world a better place for future generations. These concerted efforts are in line with the broader objectives of growing our consulting firm's revenue to \$X.XM within three years, reaching \$XXM within five years, and ultimately positioning Sample Company for a successful sale by the end of the five-year timeframe.



5.2. SWOT Analysis

Strengths

Unique SME-oriented ESG consulting service portfolio with an exceptional value proposition.
Cutting-edge strategic marketing and digital technologies to enhance organizational recognition.
Experienced and dedicated management team with extensive capabilities and industry expertise.
Network of key industry stakeholders to strengthen our company's ESG consultancy capabilities.
World-class client service and support in every signature consulting service.

Weaknesses

Limited capacity and economies of scale relative to larger, more established consultancies.
Low initial brand awareness relative to established industry operators in international markets.
Significant initial CAPEX and strategic funding necessary to scale during go-to-market phases.

Opportunities

Current positive Canadian industry trends and demand growth for ESG-oriented consulting services.
Developing new consultancy services to meet existing demand and future advisory opportunities.
Partnering with key industry stakeholders to reduce costs, increase efficiencies, and drive growth.
Pushing into new markets and targeting new client types based on consulting industry demand.
Sale of company and profitable exit after current five-year forecast period.

Threats

Direct competitors entering key target markets or copying our unique ESG-focused services.
Evolving negative industry trends and macroeconomic shifts (e.g., reduced corporate income).
Shifting B2B client requirements leading to declining demand for ESG consulting services.

6.0 Marketing Plan

Sample Company's marketing strategy leverages our innovative, client-oriented sales and marketing initiatives, with clients' needs determining how we promote our ESG consulting services. Subsequently, Sample Company's marketing plan strives to add value for our clients at every level and thus reduce expenses associated with attracting, converting, and retaining clients. Sample Company's marketing plan is essential to our long-term success and includes the following key objectives:

1. Design and develop innovative B2B sales and marketing initiatives – utilizing key technologies and marketing tools – to consistently grow client engagement levels and increase Sample Company's recognition, credibility, and traction within the Sample Country consulting services market.
2. Emphasize the Sample Company brand name and innovative consulting service portfolio by investing in digital and conventional advertising – utilizing multiple lead generation strategies and emphasizing social media platforms and other internet-based advertising methods.
3. Execute robust sales and marketing strategies to build long-term relationships with current and future clients and key industry stakeholders across Sample Country and beyond.
4. Foster additional brand recognition and credibility via strategic affiliations with influential figures and organizations in the ESG consulting industry to bolster our reputation and build rapport.
5. Generate significant revenue growth and reduce client acquisition costs via effective inbound and outbound sales and marketing techniques, including strategic partnerships and referral strategies.

6.1.1. Pricing Strategy

Sample Company's high-level pricing strategy is to price our services competitively relative to current options for target clients. Our company recognizes that attracting and retaining clients throughout the business lifecycle is essential, and that offering value-added ESG solutions helps to attract clients and accelerate growth over time. By positioning our prices competitively relative to competing market offerings while simultaneously providing superior per-dollar value and client service experiences, Sample Company creates optimal value propositions for clients of all sizes and types. Once Sample Company has been recognized as a leader in the market and established as a premium ESG consulting service provider, our pricing model can be adjusted to reflect the intangible service attributes underpinning the Sample Company brand.

6.2. Advertising & Promotion Strategy

Social Media

Popular social media platforms used by clients enable Sample Company to advertise directly to target clients and track marketing progress via integrated data analytics and marketing tools in real-time. Subsequently, key social media platforms can be used to establish and scale a following behind Sample

Company, track popular industry trends, and highlight special projects and milestones directly to followers. Social media platforms also allow us to exhibit our brand's unique services and effectively attract and educate audiences at a relatively low cost, ultimately driving up client engagement levels throughout sales and marketing initiatives.

Industry Conferences & Events

Throughout Sample Company's go-to-market phases and subsequent business development activities, we will seek to attend leading consulting industry events (e.g., conferences, expos, etc.). Industry events are essential for professional networking and relationship-building, providing opportunities to build a meaningful presence in the Sample Country market and throughout the wider global consulting industry. Sample Company will actively tailor our presence based on event type – from a trade show booth to a team presence at a black-tie industry awards gala – to best represent the Sample Company brand. Doing so helps management to foster strategic relationships and establish a meaningful industry network. Over time, Sample Company can develop professional relationships into new formal business partnerships with long-term mutual benefits.

Company Website & SEO

The Sample Company website has been designed to attract and convert clients, promote our ESG consulting services, and convey the story behind our brand. Visitors can easily navigate our website, learn about the Sample Company brand and our ongoing ESG initiatives, and transition from the site to our social media platforms. The website also hosts essential service information and insightful digital content designed to engage clients and help them access crucial client service resources. Sample Company will monitor and adjust website advertisements and search engine optimization (SEO) to ensure that our webpage consistently appears when prospective visitors search online for related queries. We will also seek to integrate conversion funnel optimization to ensure that the website converts optimally and that our visitors do not drop out during usage. Ultimately, Sample Company's SEO and conversion funnel optimization objective is to deliver a seamless online experience.

Google Pay-Per-Click Ads

Sample Company will also utilize a pay-per-click (PPC) digital advertising strategy via Google's AdWords platform. PPC advertising enables us to efficiently reach target clients through popular search engines and is an efficient ad method – associated with first-tier search engines – that we will use to drive traffic to our company's website. Sample Company will focus PPC ads on reputable, popular webpages, with priority given to key sites and social media platforms that directly align with the Sample Company brand and associated service attributes.

6.3. Lead Generation Strategy

Sample Company has identified the following lead generation methods:

- **Targeted Social Media Ads:** Social media ads are an essential aspect of modern digital advertising, with integrated advertising services and tools designed to let firms orient key sales and marketing initiatives toward specific groups. Subsequently, they provide our company with opportunities for developing targeted leads among target client groups more likely to seek our consulting services.
- **Targeted Professional Platform Ads:** Professional networking can benefit lead generation relating to key stakeholders and partnerships. Sample Company can use established relationships and target market data – gathered in earlier stages of sales and marketing campaigns – to augment leads. As a result, professional platforms (e.g., LinkedIn) are excellent for cold leads and B2B relationship-building.
- **Search Engine Ads:** Google AdWords provides us with tools to help potential clients readily access our website and social media platforms when performing related searches online. SEO will ensure we are visible to prospective clients exploring related queries online and encouraging free, organic traffic to our company’s webpage.
- **Cold Lead Generation:** Sample Company will also focus on cold lead generation (e.g., calling and emailing) to establish and build relations with large-scale clients and key industry stakeholders. This will enable our company to effectively pitch our value proposition to key personnel. Management will make cold calls and reach out directly to build a rapport with key stakeholders.

Outbound Marketing

Sample Company will continually adopt and refine a combination of direct and indirect sales methods. With outbound sales and marketing initiatives, we will directly approach potential clients and partners, presenting new strategic opportunities for relationship-building and further business development in key target markets. Outbound marketing displays our company’s exceptional value proposition to potential clients with low overhead, with cold calling, targeted media buys, and direct lead emails and social media messages to effectively highlight our core value proposition. Outbound marketing with key industry stakeholders helps us gain strategic relationships, generate leads, and onboard clients.

Inbound Marketing

Sample Company will adopt an inbound sales and marketing model to engage with current and potential clients. With inbound marketing, our objective is to remain in touch with potential clients and key industry stakeholders by building awareness and boosting revenue via inbound strategies, including on-site and off-site content marketing. Inbound content drives visitors to our company’s website and keeps existing clients engaged with the Sample Company brand, allowing us to maximize client retention and brand loyalty. Off-site inbound content will function similarly, with an emphasis on well-written, targeted digital content. Instead of publishing it on our site, however, Sample Company will post it on external platforms

– preferably consulting industry platforms and influential publications. The main advantage of off-site content is gaining visibility with new audiences who may not have otherwise heard of the Sample Company brand. This helps us generate additional referral traffic and build our reputation as we work our way up to larger, more influential digital publishers.

Marketing Qualified Leads

Sample Company can distinguish and emphasize specific leads – typically referred to as Marketing Qualified Leads (MQLs). MQLs are target clients that have demonstrated an interest in Sample Company’s services in meaningful ways (outlined below). They are open to the idea of undertaking a project with us and have taken initial steps to engage but have not made the final decision. The distinction between an ordinary lead and an MQL is that the qualified lead’s behavior is comparatively active and engaged. MQL actions include:

- Downloading initial brochures or free whitepaper.
- Filling out online gated forms.
- Submitting an email address for the Sample Company newsletter or mailing list.
- Requesting website visits.
- Spending a significant amount of time on Sample Company’s website.
- Clicking on an ad to find the Sample Company webpage.
- Contacting the company to request more information.



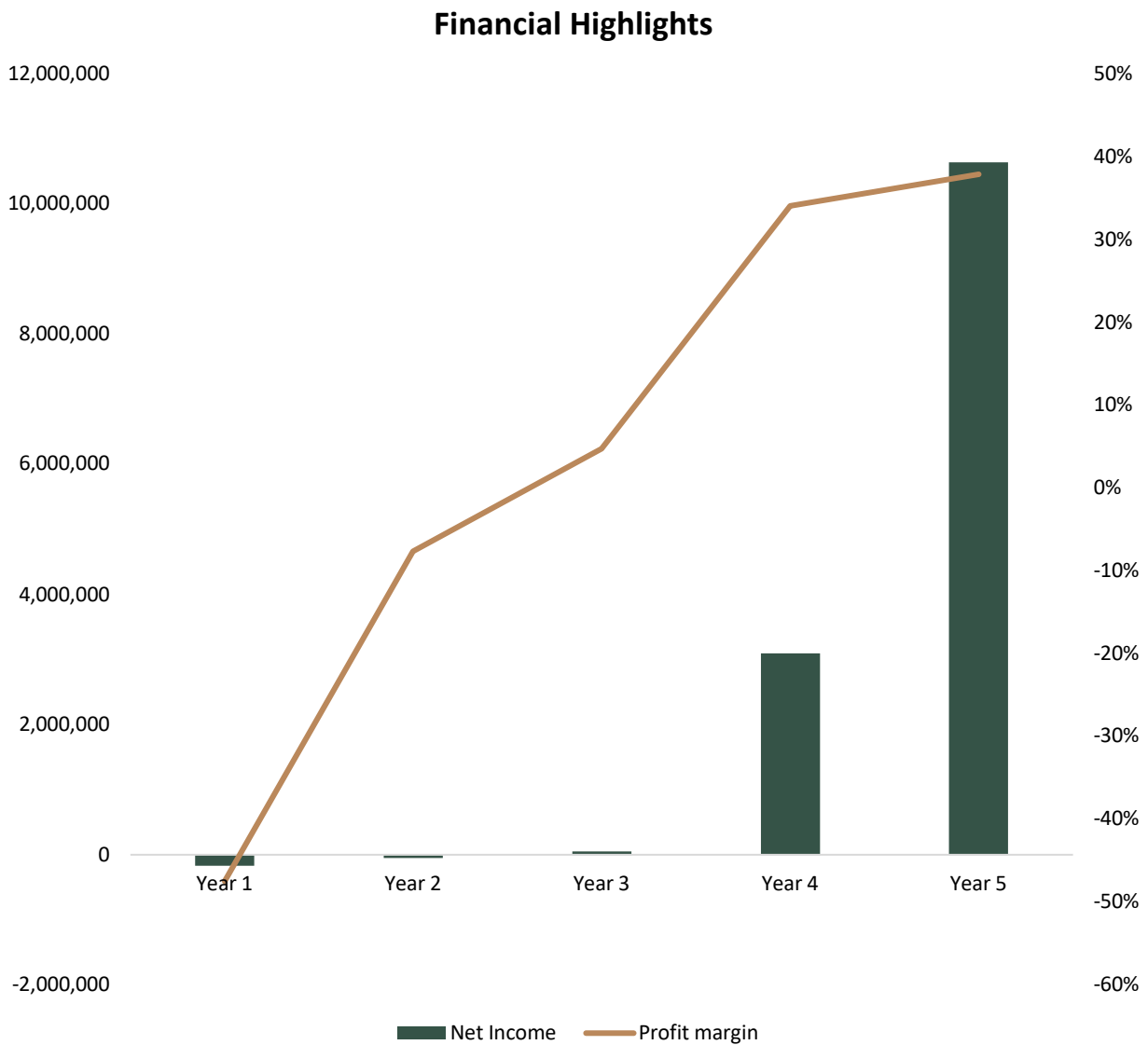
7.0 Financial Forecasts

7.1. Use of Funds

Startup Expenses		Post Financing Liabilities	
Advertising & Marketing	3,600	Loan	0
Bank Fees	360	Mortgage	0
Legal & Professional Fees	900	Other Bank Debt	0
Licenses & Insurance	3,000	Total Liabilities	0
Miscellaneous SG&A	2,400	Post Financing Investments	
Office Expenses	2,400	Owner	0
Rent	9,600	Investor	500,000
Supplies	240	Total Investments	500,000
Telephone	360	Post Financing Funding	
Travel, Meals & Entertainment	4,200	Total Liabilities	0
Vehicle & Maintenance	24,000	Total Planned Investment	500,000
Salaries & Wages	261,528	Total Funding	500,000
Contingency Fund	97,412		
Total Startup Expenses	410,000		
Startup Assets			
Vehicles	90,000		
Total Startup Assets	90,000		
Total Requirements			
Total Startup Expenses	410,000		
Total Startup Assets	90,000		
Total Requirements	500,000		
Funding Round			
Pre-Money Valuation			1,166,667
Funding Round Preferred Shares			500,000
Post-Money Valuation			1,666,667

7.2. Financial Highlights

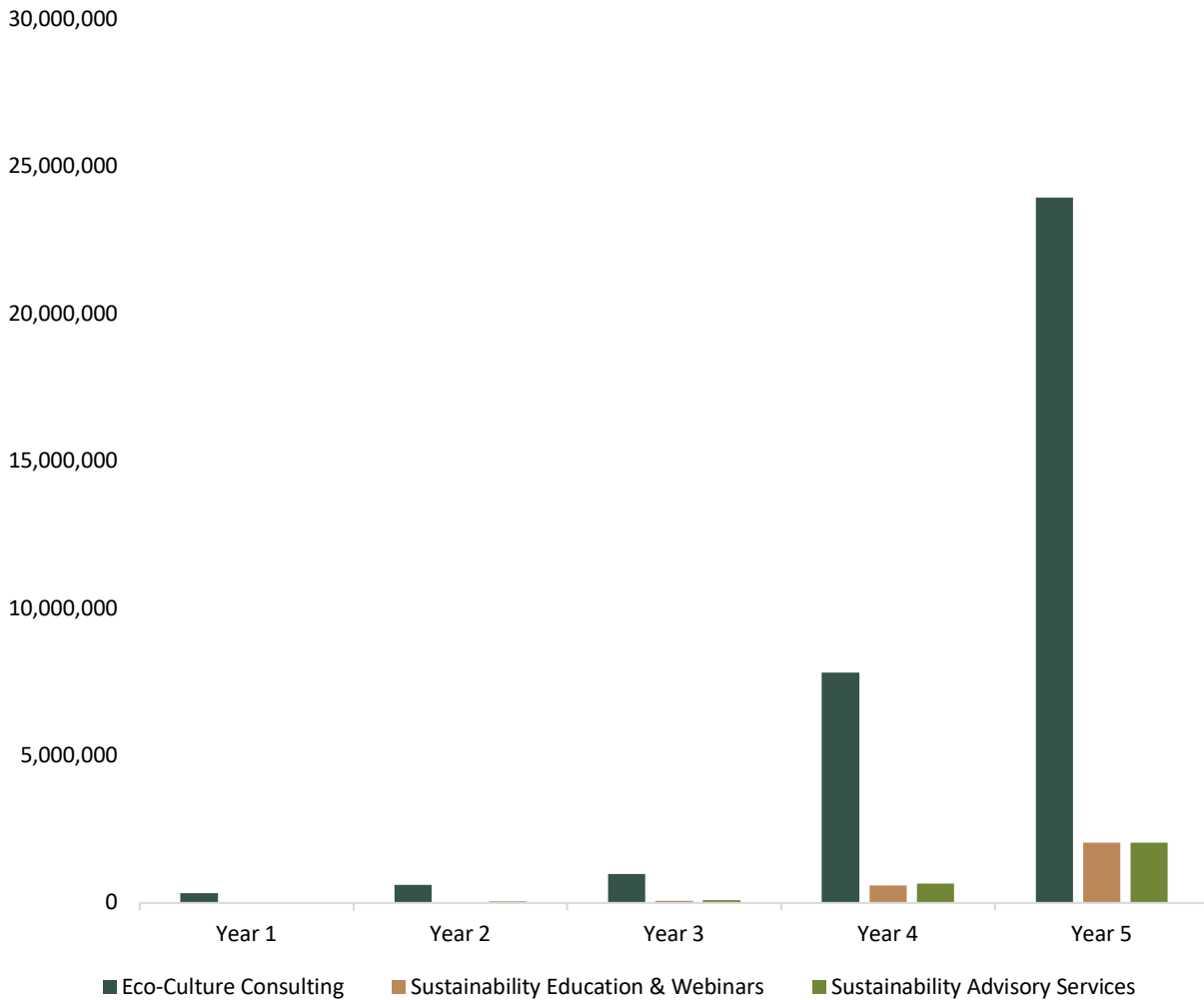
Financial Highlights						
	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
Revenue	357,024	684,901	1,141,456	9,093,797	28,076,672	39,353,850
Gross profit	165,050	294,781	506,211	4,131,354	13,011,141	18,108,538
EBITDA	(147,538)	(23,219)	104,026	3,659,189	12,533,488	16,125,948
Net Income	(169,538)	(52,068)	54,714	3,097,573	10,642,695	13,573,377
Gross margin	46.23%	43.04%	44.35%	45.43%	46.34%	46.01%
EBITDA margin	-41.32%	-3.39%	9.11%	40.24%	44.64%	40.98%
Profit margin	-47.49%	-7.60%	4.79%	34.06%	37.91%	34.49%



7.3. Revenue Forecast

Revenue Per Distribution Channel						
	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
Revenue						
Eco-Culture Consulting	321,907	602,713	992,570	7,829,097	23,967,891	33,714,178
Sustainability Education & Webinars	11,706	32,875	66,171	602,238	2,054,391	2,767,381
Sustainability Advisory Services	23,411	49,313	82,714	662,462	2,054,391	2,872,291
Total Revenue	357,024	684,901	1,141,456	9,093,797	28,076,672	39,353,850
Direct Cost of Revenue						
Eco-Culture Consulting	175,586	356,148	578,999	4,516,787	13,695,938	19,323,458
Sustainability Education & Webinars	4,682	9,315	14,889	114,425	342,398	485,709
Sustainability Advisory Services	11,706	24,656	41,357	331,231	1,027,195	1,436,146
Total Direct Cost of Revenue	191,974	390,119	635,245	4,962,443	15,065,531	21,245,313

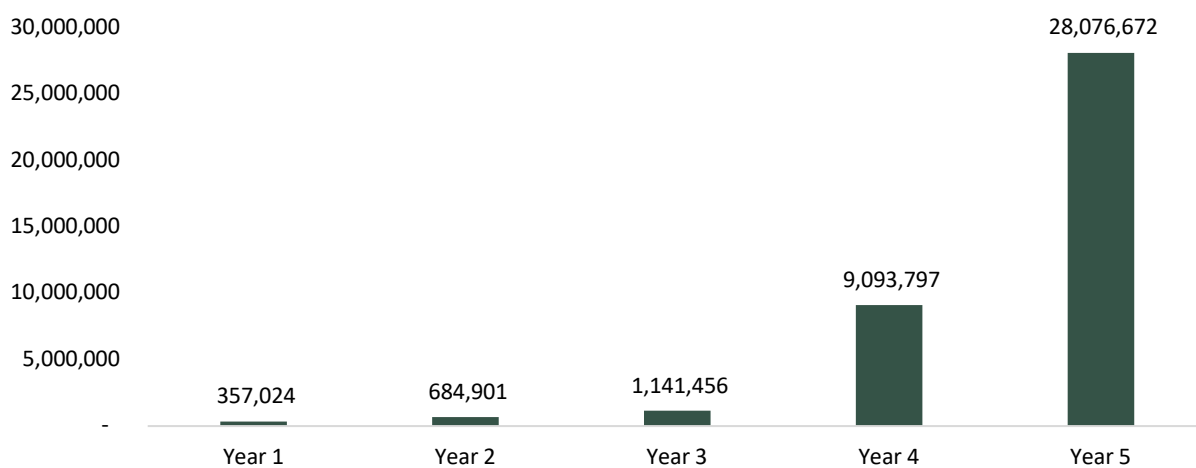
Revenue Forecasts



7.4. Projected Profit & Loss

Pro Forma Income Statement					
(expressed in Sample Currency)					
For the years ended December 31,					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	357,024	684,901	1,141,456	9,093,797	28,076,672
Direct cost of revenue	191,974	390,119	635,245	4,962,443	15,065,531
Gross margin	165,050	294,781	506,211	4,131,354	13,011,141
Expenses					
Advertising & Marketing	3,600	7,200	9,000	11,250	14,063
Bank Fees	360	396	436	479	527
Legal & Professional Fees	900	990	1,089	1,198	1,318
Licenses & Insurance	3,000	3,300	3,630	3,993	4,392
Miscellaneous SG&A	2,400	2,760	3,174	3,650	4,198
Office Expenses	2,400	2,760	3,174	3,650	4,198
Rent	9,600	9,600	24,000	24,000	24,000
Supplies	240	276	317	365	420
Telephone	360	360	900	900	900
Travel, Meals & Entertainment	4,200	4,830	5,555	6,388	7,346
Vehicle & Maintenance	24,000	24,000	24,000	24,000	24,000
Salaries & Wages	261,528	261,528	326,910	392,292	392,292
Total Expenses	312,588	318,000	402,185	472,165	477,652
EBITDA	(147,538)	(23,219)	104,026	3,659,189	12,533,488
Depreciation and amortization expense	22,000	28,849	40,264	131,202	411,968
Interest expense	-	-	-	-	-
Earnings (loss) before taxes	(169,538)	(52,068)	63,763	3,527,988	12,121,520
Income taxes	-	-	9,049	430,415	1,478,825
Net income (loss)	(169,538)	(52,068)	54,714	3,097,573	10,642,695

Revenue by Year



7.5. Sensitivity Analysis

Best Case Scenario (Revenues Increased by 15%)

(expressed in Sample Currency)

For the years ended December 31,

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	410,578	787,636	1,312,674	10,457,867	32,288,173
Cost of Services	220,770	448,637	730,532	5,706,810	17,325,361
Gross margin	189,808	338,998	582,142	4,751,058	14,962,812
Operating expenses	312,588	318,000	402,185	472,165	477,652
EBITDA	(122,780)	20,998	179,958	4,278,893	14,485,160
Depreciation and amortization expense	22,000	28,849	40,264	131,202	411,968
Interest expense	-	-	-	-	-
Earnings (loss) before taxes	(144,780)	(7,851)	139,694	4,147,691	14,073,191

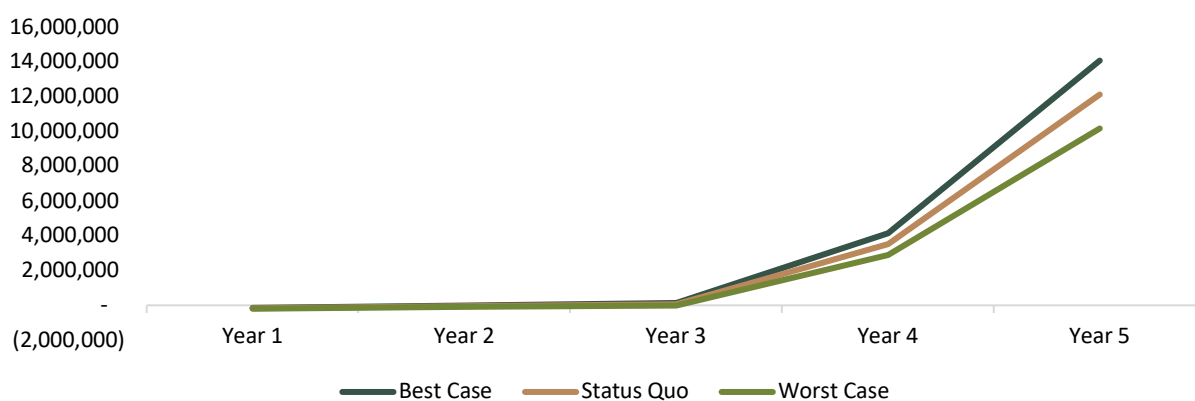
Worst Case Scenario (Revenues Decreased by 15%)

(expressed in Sample Currency)

For the years ended December 31,

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	303,470	582,166	970,237	7,729,728	23,865,171
Cost of Services	163,178	331,601	539,958	4,218,077	12,805,702
Gross margin	140,293	250,564	430,279	3,511,651	11,059,470
Operating expenses	312,588	318,000	402,185	472,165	477,652
EBITDA	(172,295)	(67,436)	28,095	3,039,486	10,581,817
Depreciation and amortization expense	22,000	28,849	40,264	131,202	411,968
Interest expense	-	-	-	-	-
Earnings (loss) before taxes	(194,295)	(96,285)	(12,169)	2,908,285	10,169,849

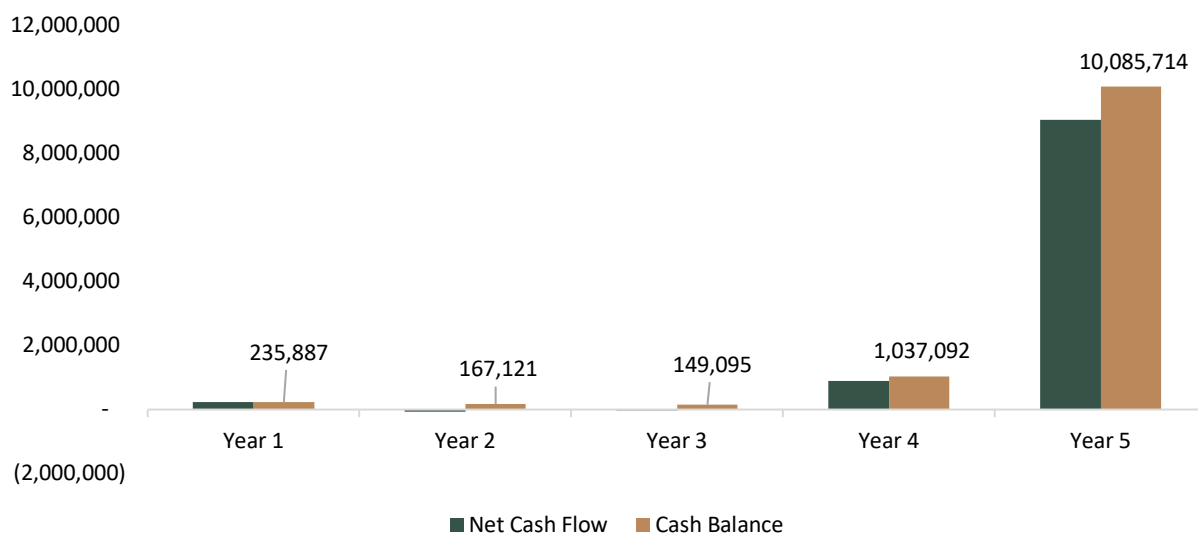
Sensitivity Analysis (Earnings Before Taxes)



7.6. Projected Cash Flow

Pro Forma Statement of Cash Flows					
(expressed in Sample Currency)					
For the years ended December 31,					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash provided from (used in):					
CASH FLOW FROM (USED IN) OPERATING ACTIVITIES:					
Net income (loss)	(169,538)	(52,068)	54,714	3,097,573	10,642,695
Adjustments for:					
Depreciation and amortization	22,000	28,849	40,264	131,202	411,968
(Increase)/decrease in accounts receivable	(49,672)	(11,177)	(59,792)	(1,800,309)	(573,504)
(Increase)/decrease in inventory	-	-	-	-	-
(Increase)/decrease in prepaid expenses	(2,525)	(568)	(3,039)	(91,516)	(29,153)
Increase/(decrease) in accounts payable	25,622	444	6,900	5,736	450
	(174,113)	(34,521)	39,046	1,342,687	10,452,456
CASH FLOW FROM (USED IN) FINANCING ACTIVITIES:					
Issuance of debt	-	-	-	-	-
Issuance of share capital	500,000	-	-	-	-
Repayment of debt	-	-	-	-	-
Distributions	-	-	-	-	-
	500,000	-	-	-	-
CASH FLOW FROM (USED IN) INVESTING ACTIVITIES:					
Additions to capital assets	(90,000)	(34,245)	(57,073)	(454,690)	(1,403,834)
	(90,000)	(34,245)	(57,073)	(454,690)	(1,403,834)
Change in cash	235,887	(68,766)	(18,027)	887,997	9,048,622
Cash, Beginning of year	-	235,887	167,121	149,095	1,037,092
Cash, end of year	235,887	167,121	149,095	1,037,092	10,085,714

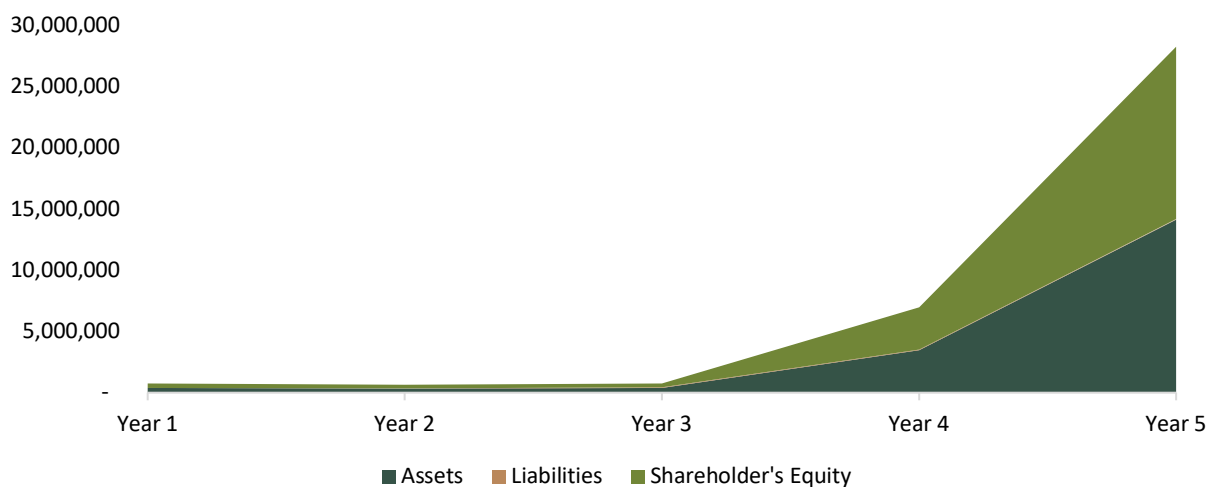
Cash Balance



7.7. Projected Balance Sheet

Pro Forma Balance Sheet					
(expressed in Sample Currency)					
For the years ended December 31,					
	Year 1	Year 2	Year 3	Year 4	Year 5
ASSETS					
Current assets					
Cash	235,887	167,121	149,095	1,037,092	10,085,714
Accounts receivable	49,672	60,850	120,642	1,920,950	2,494,454
Inventory	-	-	-	-	-
Prepaid expenses	2,525	3,093	6,133	97,648	126,801
Long term assets					
PPE, net	88,000	93,396	110,205	433,694	1,425,559
Land	-	-	-	-	-
Total Assets	376,084	324,460	386,075	3,489,384	14,132,528
LIABILITIES					
Current liabilities					
Account payable	25,622	26,066	32,966	38,702	39,152
Long term liabilities					
Long term loan	-	-	-	-	-
Total liabilities	25,622	26,066	32,966	38,702	39,152
SHAREHOLDER'S EQUITY					
Owner's equity	520,000	520,000	520,000	520,000	520,000
Retained earnings	(169,538)	(221,605)	(166,891)	2,930,682	13,573,377
Total shareholder's equity	350,462	298,395	353,109	3,450,682	14,093,377
Total liabilities and shareholder's equity	376,084	324,460	386,075	3,489,384	14,132,528

Balance Sheet

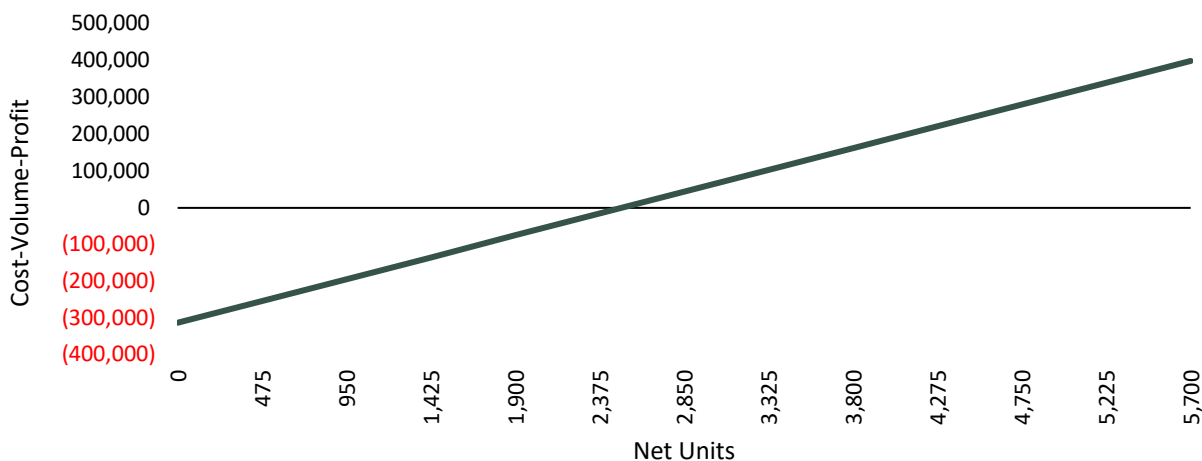


7.8. Break-Even Analysis

Break Even Analysis	
Total Fixed Expenses (Year 1)	312,588
Contribution margin (per unit)	
Selling price	275.00
Variable costs	150.00
Contribution Margin	125
Breakeven even units	2,501
Breakeven sales	687,720

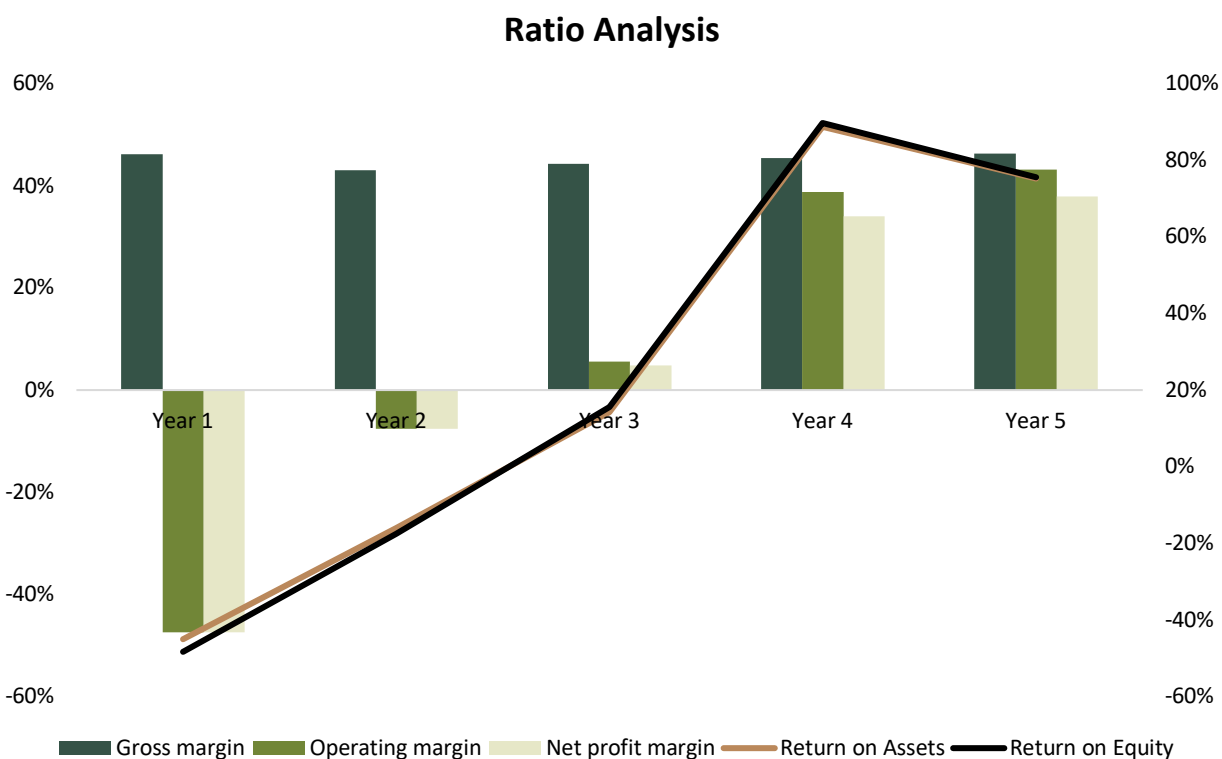
Break Even Analysis					
Units	Revenue	Fixed Costs (FC)	Variable Cost (VC)	Total Cost (FC+VC)	Net Profit
0	0	312,588	0	312,588	(312,588)
475	130,625	312,588	71,250	383,838	(253,213)
950	261,250	312,588	142,500	455,088	(193,838)
1,425	391,875	312,588	213,750	526,338	(134,463)
1,900	522,500	312,588	285,000	597,588	(75,088)
2,375	653,125	312,588	356,250	668,838	(15,713)
2,850	783,750	312,588	427,500	740,088	43,662
3,325	914,375	312,588	498,750	811,338	103,037
3,800	1,045,000	312,588	570,000	882,588	162,412
4,275	1,175,625	312,588	641,250	953,838	221,787
4,750	1,306,250	312,588	712,500	1,025,088	281,162
5,225	1,436,875	312,588	783,750	1,096,338	340,537
5,700	1,567,500	312,588	855,000	1,167,588	399,912

Break Even Analysis



7.9. Financial Indicators

Ratio Analysis					
	Year 1	Year 2	Year 3	Year 4	Year 5
Liquidity ratios					
Current	11.24	8.86	8.37	78.95	324.56
Quick	11.24	8.86	8.37	78.95	324.56
Acid Test	11.15	8.75	8.18	76.43	321.32
Activity ratios					
Account receivable turnover	11.04	12.39	12.58	8.91	12.72
Inventory turnover	0.00	0.00	0.00	0.00	0.00
Total asset turnover	0.95	2.11	2.96	2.61	1.99
Profitability ratios					
Gross margin	46.23%	43.04%	44.35%	45.43%	46.34%
Operating margin	-47.49%	-7.60%	5.59%	38.80%	43.17%
Net profit margin	-47.49%	-7.60%	4.79%	34.06%	37.91%
Return on assets	-45.08%	-16.05%	14.17%	88.77%	75.31%
Return on equity	-48.38%	-17.45%	15.49%	89.77%	75.52%
Leverage					
Debt to equity	0.07	0.09	0.09	0.01	0.00
Debt to assets	0.07	0.08	0.09	0.01	0.00
Interest coverage	0.00	0.00	0.00	0.00	0.00



8.0 Appendix

8.1. 12-Month Profit & Loss Forecast

Pro Forma Income Statement												
(expressed in Sample Currency)												
For the year ended December 31,												
	Year 1											
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	15,250	17,004	18,959	21,139	23,571	26,281	29,303	32,673	36,431	40,620	45,292	50,500
Direct cost of revenue	8,200	9,143	10,194	11,367	12,674	14,131	15,757	17,569	19,589	21,842	24,354	27,154
Gross profit	7,050	7,861	8,765	9,773	10,897	12,150	13,547	15,105	16,842	18,779	20,938	23,346
Expenses												
Advertising & Marketing	300	300	300	300	300	300	300	300	300	300	300	300
Bank Fees	30	30	30	30	30	30	30	30	30	30	30	30
Legal & Professional Fees	75	75	75	75	75	75	75	75	75	75	75	75
Licenses & Insurance	250	250	250	250	250	250	250	250	250	250	250	250
Miscellaneous SG&A	200	200	200	200	200	200	200	200	200	200	200	200
Office Expenses	200	200	200	200	200	200	200	200	200	200	200	200
Rent	800	800	800	800	800	800	800	800	800	800	800	800
Supplies	20	20	20	20	20	20	20	20	20	20	20	20
Telephone	30	30	30	30	30	30	30	30	30	30	30	30
Travel, Meals & Entertainment	350	350	350	350	350	350	350	350	350	350	350	350
Vehicle & Maintenance	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Salaries & Wages	21,794	21,794	21,794	21,794	21,794	21,794	21,794	21,794	21,794	21,794	21,794	21,794
Total Expenses	26,049	26,049	26,049	26,049	26,049	26,049	26,049	26,049	26,049	26,049	26,049	26,049
EBITDA	(18,999)	(18,188)	(17,284)	(16,276)	(15,152)	(13,899)	(12,502)	(10,944)	(9,207)	(7,270)	(5,111)	(2,703)
Depreciation and amortization expense	1,833	1,833	1,833	1,833	1,833	1,833	1,833	1,833	1,833	1,833	1,833	1,833
Interest expense	-	-	-	-	-	-	-	-	-	-	-	-
Earnings (loss) before taxes	(20,832)	(20,022)	(19,118)	(18,110)	(16,986)	(15,733)	(14,335)	(12,778)	(11,041)	(9,104)	(6,944)	(4,536)
Income taxes	-	-	-	-	-	-	-	-	-	-	-	-
Net income (loss)	(20,832)	(20,022)	(19,118)	(18,110)	(16,986)	(15,733)	(14,335)	(12,778)	(11,041)	(9,104)	(6,944)	(4,536)



8.2. 12-Month Cash Flow Forecast

Pro Forma Statement of Cash Flows												
(expressed in Sample Currency)												
For the years ended December 31,												
	Year 1											
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash provided from (used in):												
CASH FLOW FROM (USED IN) OPERATING ACTIVITIES:												
Net income (loss)	(20,832)	(20,022)	(19,118)	(18,110)	(16,986)	(15,733)	(14,335)	(12,778)	(11,041)	(9,104)	(6,944)	(4,536)
Adjustments for:												
Depreciation and amortization	1,833	1,833	1,833	1,833	1,833	1,833	1,833	1,833	1,833	1,833	1,833	1,833
(Increase)/decrease in accounts receivable	(15,000)	(1,725)	(1,923)	(2,145)	(2,391)	(2,666)	(2,973)	(3,315)	(3,696)	(4,121)	(4,595)	(5,123)
(Increase)/decrease in inventory	-	-	-	-	-	-	-	-	-	-	-	-
(Increase)/decrease in prepaid expenses	(763)	(88)	(98)	(109)	(122)	(136)	(151)	(168)	(188)	(209)	(234)	(260)
Increase/(decrease) in accounts payable	25,622	-	-	-	-	-	-	-	-	-	-	-
	(9,140)	(20,001)	(19,305)	(18,530)	(17,665)	(16,701)	(15,626)	(14,427)	(13,091)	(11,601)	(9,939)	(8,087)
CASH FLOW FROM (USED IN) FINANCING ACTIVITIES:												
Issuance of debt	-	-	-	-	-	-	-	-	-	-	-	-
Issuance of share capital	500,000	-	-	-	-	-	-	-	-	-	-	-
Repayment of debt	-	-	-	-	-	-	-	-	-	-	-	-
Distributions	-	-	-	-	-	-	-	-	-	-	-	-
	500,000	-	-	-	-	-	-	-	-	-	-	-
CASH FLOW FROM (USED IN) INVESTING ACTIVITIES:												
Additions to capital assets	(90,000)	-	-	-	-	-	-	-	-	-	-	-
	(90,000)	-	-	-	-	-	-	-	-	-	-	-
Change in cash	400,860	(20,001)	(19,305)	(18,530)	(17,665)	(16,701)	(15,626)	(14,427)	(13,091)	(11,601)	(9,939)	(8,087)
Cash, Beginning of year	-	400,860	380,860	361,554	343,024	325,359	308,658	293,032	278,604	265,514	253,913	243,974
Cash, end of year	400,860	380,860	361,554	343,024	325,359	308,658	293,032	278,604	265,514	253,913	243,974	235,887



9.0 References

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- ⁱ Source
 - ⁱⁱ Source
 - ⁱⁱⁱ Source
 - ^{iv} Source