



VUCOWORLD

Business Plan

June 17, 2022

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It is also acknowledged by the reader that the information furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of the same by the reader may cause serious harm to Vuco World.

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Printed Name



Overview

The global extended reality (XR) industry has recognized explosive growth in recent years. Industry trends suggest that the growing sophistication and ubiquity of mobile technology, along with significant growth in the interrelated augmented reality (AR), mixed reality (MR), and virtual reality (VR) spaces, have given rise to entirely new sectors within the broader global digital media industry. Corresponding growth in the blockchain and cryptocurrency space, particularly in terms of rising public awareness and demand for non-fungible tokens (NFTs) and interactive metaverse spaces, has simultaneously created opportunities across numerous markets worldwide.

Vuco World (VUCOWORLD) capitalizes on current trends and growth in the global digital media industry by offering a unique and highly prestigious virtual world where users can build, own, and monetize their digital experiences. The VUCOWORLD Metaverse incorporates immersive, user-driven virtual spaces that enable users to work, relax, socialize, and create their new lifestyles and businesses backed by VUCO, VUCOWORLD's primary utility token. The following business plan outlines Vuco World's five-year strategy and accompanying financial forecasts that we anticipate achieving.



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1.0 Executive Summary

1.1 Industry Overview

The global digital media industry comprises many different subsections and companies that develop new applications for different platforms (e.g., smartphones and mobile systems). The industry has recognized growing demand for extended reality (XR) media, driven by increasing consumer demand for novel virtual activities and interactions. These trends are epitomized by the metaverse concept: a limitless virtual world where users can interact with one-another across the globe in an effectively infinite array of applications. From play to work, the metaverse is championed by digital leaders as the next step in virtual evolution, a digital frontier where bleeding-edge technological innovation meets boundless creativity. Demand has risen significantly – particularly among younger, tech-oriented Gen Z audiences – creating new markets for virtual play and workspaces, play-to-earn games, and virtual “live” events. Many of these new creations are tethered to tangible value via non-fungible tokens (NFTs) or blockchain-based systems, which further drive consumer demand, increase platform switching costs, and incentivize engagement.

Metaverse spaces form a critical next step in global digital media trends, with many opportunities for tech-savvy industry operators in the digital media industry to capitalize in rising demand to create hybrid spaces with virtual interaction and real-world impact. The rise of blockchain technology has further blended lines between the real and the virtual and created new opportunities for industry operators to drive up higher levels of user engagement. The built-in versatility, security, and uniqueness (non-fungibility) of blockchain systems makes them exceptionally well-suited for digital media, events, and other forms of engagement. For new entrants into the global digital media industry, novel technologies offer sustainable methods of differentiation and increase retention by increasing switching costs, fostering deeper connection and time investment, and creating tangible value for users. Furthermore, they form a critical pillar of modern digital philosophies (e.g., Web 3.0), which places a higher emphasis and premium on the end user (versus the platform creator), further democratizing metaverse development and use over time.

1.2 Introducing Vuco World

Vuco World (VUCOWORLD) is a revolutionary global developer that offers a prestigious and truly unique digital experience through the VUCOWORLD Metaverse, with a cryptocurrency-driven virtual economy to generate tangible value for users. The VUCO Coin is our native token, utility currency, and primary source of value within the metaverse, allowing users to instantly buy and sell a variety of user-generated content, invest in digital businesses, and purchase property and tracts of land in VUCOWORLD. Through the highly integrated VUCOWORLD Metaverse and gamified user experiences, along with a built-in social platform, digital NFT marketplace, and virtual live events, Vuco World offers our users an innovative virtual world limited only by their creativity, ingenuity, and imagination. Vuco World excels at delivering high-quality, exclusive platform-based XR products and services – serving global users with superior value supported by key industry stakeholders and a total commitment to excellence in design, operations, and service.



1.3 Financing Summary

Startup Expenses	
Operating Expenses	4,750,000
Working Capital & Contingency	250,000
Total Startup Expenses	5,000,000
Startup Assets	
Content Production Equipment	22,500,000
Software & Technology	2,500,000
Total Startup Assets	25,000,000
Total Requirements	
Total Startup Expenses	5,000,000
Total Startup Assets	25,000,000
Total Requirements	30,000,000

Post Financing Liabilities	
Loan	0
Mortgage	0
Other Bank Debt	0
Total Liabilities	0
Post Financing Investments	
Owner	0
Investor	30,000,000
Total Investments	30,000,000
Post Financing Funding	
Total Liabilities	0
Total Planned Investment	30,000,000
Total Funding	30,000,000



2.0 Vuco World Overview

Vuco World is a cutting-edge XR-oriented developer that aims to innovate and create a lifestyle within the VUCOWORLD Metaverse. It envisions a future where users can buy and sell virtually anything – from new clothes to NFT art – to create tangible and intangible value. In VUCOWORLD, the VUCO Coin serves as the main utility currency and facilitates exchange of goods and services. Transactions are instantaneous, with blockchain systems designed to build trust and ensure security in every interaction. VUCO Coin will be available Cryptocaptrades, with holders able to purchase property and tracts of land in VUCOWORLD. No other cryptocurrencies will be accepted until Vuco World creates the digital land 1155 NFT smart contract on Opensea. Once the NFT 1155 deeds are created, users will be able to buy and virtual property quickly and easily through the VUCOWORLD Metaverse.

2.1 NFT Overview

Non-fungible tokens (NFTs) are central to the VUCOWORLD metaverse. NFTs can be pieces of art, sports trading cards, in-game items, and more. They are essentially unique digital items, where the ownership and other information is encoded into the token. NFTs are transforming the gaming industry because they allow users to own and profit from the items they earn or build in the game and carry those profits or items into the real world. Previously, if users participated in a game like Axie Infinity (AXS), rewards they earned would only have value in the game world. Now, Axie players can earn rewards in cryptocurrency that have tangible value outside the game. It's that idea of ownership that makes NFTs so important for virtual worlds and the metaverse concept at large. NFTs enable users to buy and own virtual properties and land in the metaverse. Users can also buy and create NFT avatars to interact in virtual worlds. They can also create and sell items for their avatars, including digital clothes and other aesthetic items. Through NFTs, VUCOWORLD users will benefit from:

- **Digital Ownership:** Users of VUCOWORLD are the true and perpetual owners of their digital items, even if the world became obsolete. With blockchain technology, every virtual world item can be tokenized, allowing users to decide how they want to trade, sell, or gift items.
- **Security & Immutability:** All virtual world items can be easily tokenized and traded in the primary and secondary markets that are managed and facilitated by blockchain systems. Fraud and theft are minimized on the blockchain because it is a distributed ledger with no single owner.
- **Trading:** Blockchain-based platforms provide users with ultimate control over their digital assets. They can buy and sell items freely without concern of being taken advantage of or be worried about the platform closing and losing all value of their virtual world items.
- **Cross Platform Interoperability:** Blockchain provides the capacity for virtual worlds to utilize shared assets. In this way, assets, avatars, and land can be used in other worlds that allow it. This means the virtual world items are no longer confined by a narrow digital ecosystem.



2.2 Platform Overview

VUCO Coin

VUCO Coin is the native currency of the VUCOWORLD Metaverse and an essential part of the virtual world. It is a cryptocurrency (ERC 20) token paired with Ethereum (ETH), the second-most-traded crypto currency with the second-largest market cap (over \$500 billion USD). These tokens can be used to buy avatars, wearable items, land, properties, billboards, and more within the VUCOWORLD marketplace. The VUCO Coin is also a governance token, allowing holders to participate in governance decisions of the platform using a DAO structure.

VUCOWORLD Metaverse

Vuco World's mission is to build a seamless and immersive virtual world where users will be able to buy, create, share, and trade free from central control, enjoy secure copyright ownership through blockchain technology, and earn VUCO Coin directly within the metaverse platform. These innovative features are designed to appeal to a large, fast-growing market: worldwide, there are over 500 million creation games and 160 million monthly users. However, the creation game space faces several crucial challenges:

- **The centralization of user-generated content** limits the creator rights and ownership.
- **Central control over the trading of virtual goods** created by users restricts users from generating fair value for creations, limiting what they can and cannot sell, and taking a significant portion of sales revenue.
- **Reliance on VOXEL art**, which make it difficult to prove creative ownership – especially as content is copied, altered, and built upon.
- **Reliance on fiat currencies**, which do not support true microtransactions and are vulnerable to credit card fraud that can unbalance in virtual world economies.

VUCOWORLD Land & Maps

Each land parcel purchased in VUCOWORLD will become a non-fungible token (NFT, ERC 721, or 1155) which means it is unique and cannot be forged or duplicated, the same as physical land in real life. Vuco World guarantees users exclusive ownership upon purchasing a piece of land or property. Users can buy, sell, or rent land at any time, peer-to-peer, on the VUCOWORLD marketplace or via OpenSea (where the digital land for VUCOWORLD will be minted).

The VUCOWorld metaverse encompasses 100,000 pieces of land parcels. Each parcel is 16 square meters (roughly 50 feet by 50 feet). Building and developing properties can be done in two ways: **1)** using the VUCOWORLD Builder Tool Set, which will be menu-based and easy to use, and **2)** through purchasing prefabricated buildings and homes inside VUCOWORLD prefabricated sites or from other outside builders. Buyers and builders will be able to engage in speculation and flip and sell land and properties for profit based on supply and demand for virtual land (which will appreciate based scarcity).



2.3 Three Year Objectives

Vuco World has identified the following three-year objectives:

- Acquiring initial funding via investment opportunities to source third-party contractors, procure necessary equipment, resources, and technology, and initiate the platform development process.
- Completing all strategic objectives and projects related to the initial fundraising campaign for future business expansion and VUCOWORLD product and service development and extension.
- Establishing Vuco World as an industry leader in the global digital media market by consistently generating revenues through innovative, proprietary solutions and enabling viable expansion opportunities across current and future target markets worldwide.
- Developing innovative new VUCOWORLD-based product and service lines – driven by market data and user feedback – that enhance Vuco World's value offerings and create new revenue sources.
- Executing key strategic entry and marketing plans – supported by extensive digital advertising and marketing campaigns – to expand Vuco World's influence in key target markets.
- Expanding Vuco World's website and social media into comprehensive marketing platforms to boost user conversion rates and generate brand recognition, credibility, and traction.
- Organizing and executing sales and marketing strategies across Vuco World operations to surpass sales targets, drive up user acquisition and retention, and exceed other crucial company KPIs.
- Partnering and collaborating with key industry stakeholders – including Vuco World's partners, investors, and influencers – to access new target markets, mitigate risks, and reduce costs.
- Scaling brand recognition, credibility, and traction for Vuco World through strategic objectives, market entry and go-to-market implementation, and a comprehensive marketing plan.

2.4 Keys to Success

Vuco World has identified the following keys to success:

- **Highly Skilled Workforce:** Industry operators must be highly trained and skilled in programming and design to create user-friendly, immersive platforms and visually striking digital content.
- **User-Friendly Products & Services:** Digital media industry operators must develop platforms and other content that is user-friendly, as users will exit difficult platforms (particularly with XR).
- **High Profile Outlets:** Industry products gain the most exposure through listings on popular sites and partnerships with existing platforms and digital marketplaces (e.g., Opensea), capitalizing on established audience knowledge and trust.
- **Competitive Pricing:** Developers can generate revenue through different methods (e.g., ads, paid purchases, microtransactions, etc.). The ability to set a competitive pricing scheme – along with the corresponding ability develop new revenue streams – will lead to organizational success.
- **Market Research & Alignment:** Conducting market research and aligning operations accordingly is essential to maximizing a digital platform's audience impact and crucial for success.



2.5 Core Team

Vuco World's dedicated, experienced management team and network of key industry stakeholders will provide the company with exceptional leadership, technical expertise, and strategic direction as we grow and establish the VUCOWORLD Metaverse in the global digital media industry.

John Lamb – CEO, CMO & Board of Directors

As “Chief Metaverse Officer”, John's role is Vuco World's resident tech futurist for the VUCOWORLD Metaverse. He serves as the lead for building intelligence in the blockchain while impacting the look and feel of the metaverse and VUCO Coin token.

Joe Bonica – Vice President of Marketing & NFT Development Specialist

As a master in blockchain technologies, Joe has been involved in blockchain and cryptocurrencies while building and developing Vuco World. Joe discovered a passion for smart contracts and NFT development through the global art world, and leverages experience working in startups and corporate environments. He brings tenacity and passion working with blockchain, NFT and decentralization.

Che Carson – Corporate Secretary

As corporate secretary, Che leverages hands-on experience integrating blockchain technology with NFTs across the entire blockchain journey. She has 15 years' experience and is tapped into the future of the NFT revolution.

Arcel Muldong – Legal Secretary & Assistant

Arcel provides administrative guidance and organizational and research support to Vuco Worlds General Counsel and serves as Head of Operations in developing NFTs and licensing for cryptocurrencies.

Joshua Flynn – President of Marketing & NFT Development Specialist

Joshua has experience in technology and digital business strategy and has been architecting IT systems and developing software for years. Joshua is self-driven, passionate, flexible, creative, innovative, and solution-focused, with a focus on building the VUCOWORLD Metaverse and integrating blockchain tech.

Chris Pettit – International Relations

Chris has 20 years experienced in marketing consulting as a Search Engine Optimization specialist. He brings a wealth of experience managing Vuco World's marketing teams as top SEO, pushing our content as a Search Engine Marketer. Chris also works as the head (SEM) where he excels in advertising, content, digital, growth and social media marketing.



Zita Camara – Head of Metaverse Treasury

Zita operates and maintains systems that are critical to the Vuco World’s financial infrastructure, such as the production of VUCO Coin, the disbursement of payments to shareholders, public relations, revenue collection, and the orderly safe keeping of books and records for owners and shareholders.

Muhammad Hussain – Crypto and Blockchain Expert & Metaverse Specialist

Hussain has 15 years’ experience in web development using JavaScript (React, Angular), Python (Django), and AWS. Hussain has worked on a variety of projects at companies of all sizes. He has been an important problem-solver in his teams and never fails to deliver quality work. Hussain is passionate about platform user-friendliness and the performance of Vuco World’s metaverse and currency system.

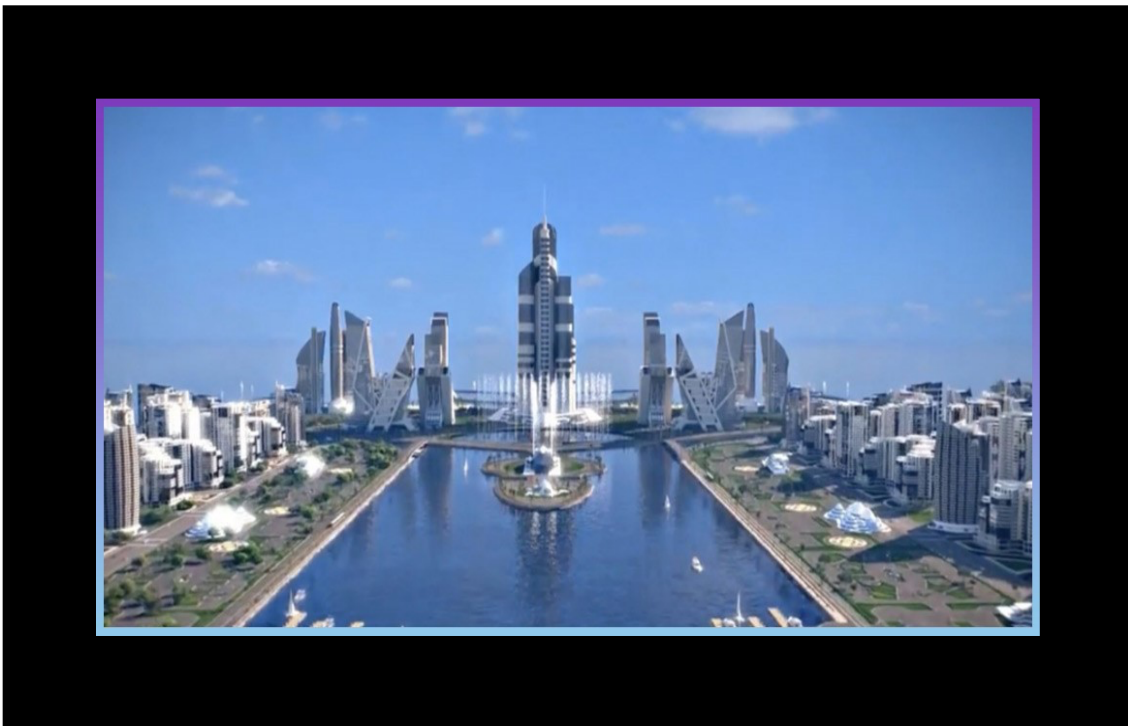
Sultan Muhammad Noor us Saqlain – Crypto and Blockchain Expert & Metaverse Specialist

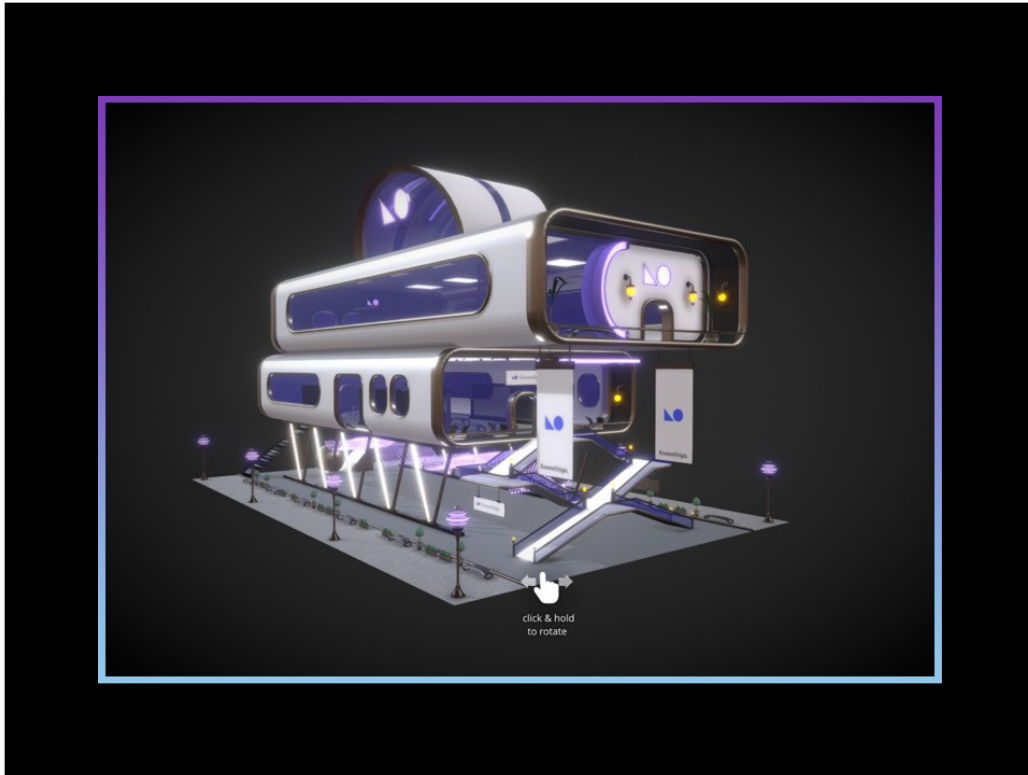
Sultan has 16 years’ experience in art design, development, and successful deployment of low latency, high-performance multi-node C++ complex systems. His strong algorithmic background and industry expertise in cryptocurrency and cloud storage systems development. Sultan prioritizes requirements and does his best to over-deliver with the highest code quality for the new VUCOWORLD metaverse.





2.6 Platform Gallery





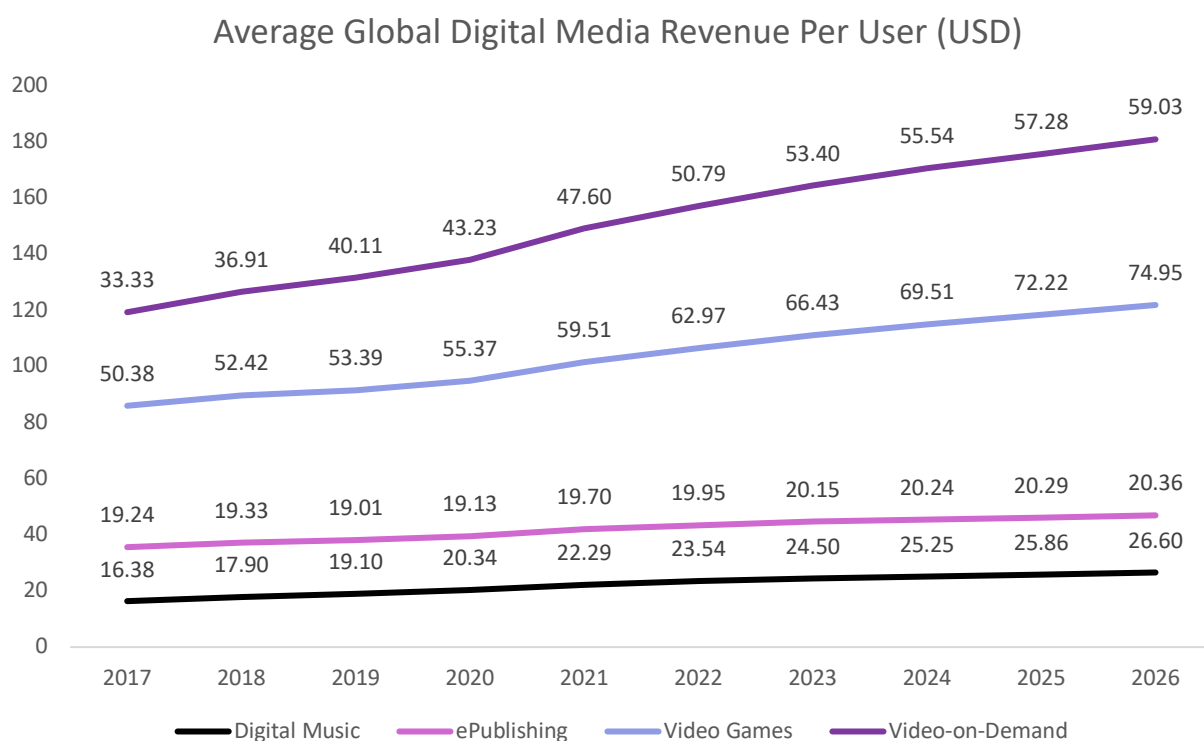


3.0 Industry Overview

The global digital media industry offers an exceptionally broad range of products and services. Operators include virtual platform developers, who design, develop, and publish applications (platforms), including creation games and other virtual worlds. Applications are typically accessed via a special platform that can be purchased or subscribed to through the company’s website or a third-party sales channel.

3.1 Market Summary

The global digital media industry has proven to be an attractive, dynamic market to enter, with anticipated revenues of \$446.95 billion (USD) by 2026. The industry expected to grow 12.9% in 2022 alone, thanks to strong market fundamentals and continued demand for blockchain products.ⁱ Within the gaming industry, the virtual reality segment is expected to increase from \$7.92 billion in 2021 to \$53.44 billion in 2028 at a blistering annualized growth rate of 31.4% (CAGR 2021-2028).ⁱⁱ

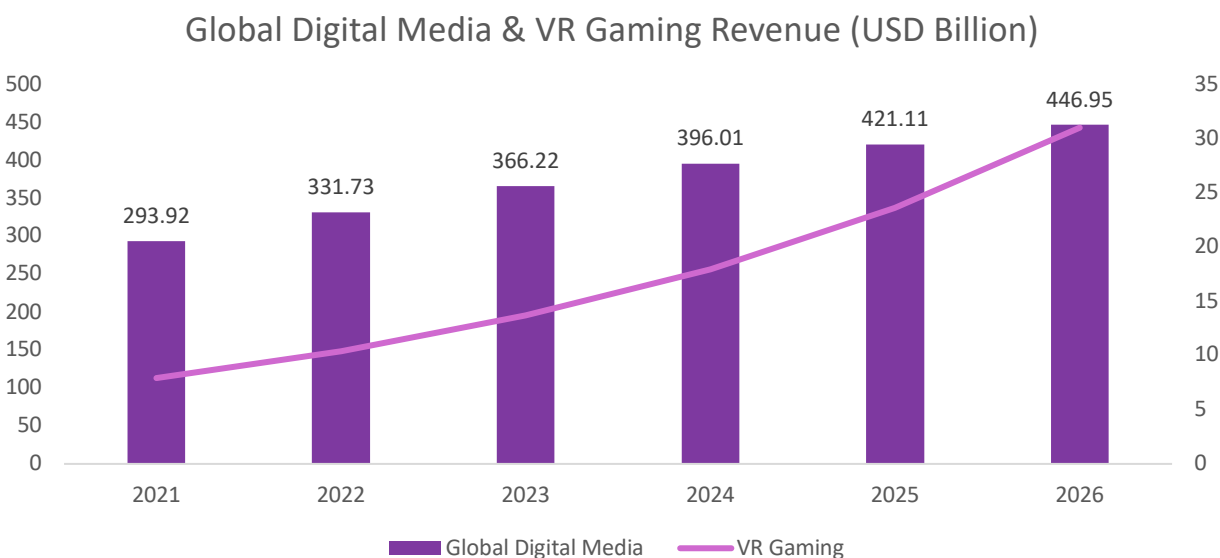


Beyond conventional digital media, the cryptocurrency market’s NF segment has grown rapidly, with \$300 million in weekly NFT sales and a market cap of \$27 billion globally. Ultimately, the burgeoning metaverse industry is forecast to grow significantly, with Morgan Stanley estimating a staggering \$8 trillion future market cap.



3.2 Market Size

Statista (2022) anticipates that the global media industry market will generate revenues of \$331.73 billion in 2022, with an annual growth rate of 12.9% (2022) and an estimated \$446.95 billion in revenue by 2026.ⁱⁱⁱ Within the media industry, PR Newswire (2022) estimates that the VR gaming sector will generate \$7.92 billion in and grow 31.4% annually to (CAGR 2021-2028).^{iv}



3.3 Key Industry Trends

- Industry profit has been quite high (if somewhat volatile) for many industry operators. The digital media industry recognized significant growth over the past several years thanks to COVID-19.
- The COVID-19 pandemic has culminated favorable and detrimental conditions for operators, with positive factors including increasing audience engagement and demand for digital services. While growth was also strong overall, reductions in per capita disposable income had a negative effect.
- The industry is expanding as new entrants continue to enter each year, increasing competition. The digital media industry is highly globalized, making it difficult to preserve regional market share for many operators. However, a globalized market also presents a larger potential user base.
- As more new platforms are produced, industry revenue growth is set to slow. However, a growing number of industry operators are seeking to diversify through integrating novel technologies.
- The digital media industry is highly fragmented and will likely remain so over the next five years.
- With a growing number of internet connections and low barriers to entry worldwide, the number of operators has expanded rapidly. This trend is largely anticipated to continue.



3.4 Industry Structure



Positive Impact

- Life Cycle: **Growth**
- Capital Intensity: **Low**
- Concentration: **Low**
- Industry Globalization: **Low / Steady**



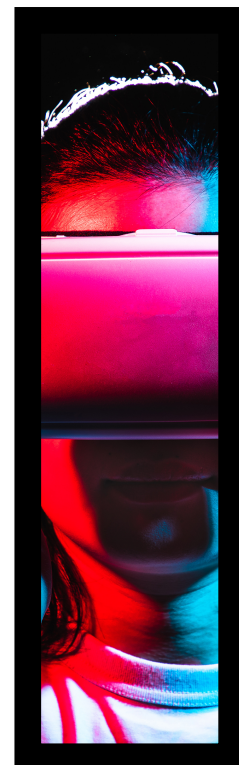
Mixed Impact

- Regulation & Policy: **Medium / Increasing**



Negative Impact

- Revenue Volatility: **Very High**
- Industry Assistance: **Low / Increasing**
- Technology Change: **High**
- Barriers to Entry: **Low / Steady**
- Competition: **High / Increasing**



3.5 Key Market Drivers

Vuco World has identified the following keys market drivers:

- **Number of Internet Connections:** The number of internet connections represents the number of consumers who own a broadband internet-capable device. Consequently, connections rise, so too does the number of platform users. The number of internet connections is expected to grow.
- **Percentage of Online Business:** The percentage of global business conducted online represents businesses' increasing use of the internet for services they used to pay for or provide at physical locations (e.g., e-commerce sales). As the percentage of business conducted online increases, so do the services offered. The percentage of business conducted online is expected to rise overall.
- **Total Advertising Expenditure:** Most modern platforms are offered to consumers free of charge. Many platforms, particularly those that provide a service, are reliant upon a high number of users to attract paid advertising or generate freemium revenue. When total advertising expenditure increases, potential revenue is likely to increase. Total advertising expenditure is expected to rise.
- **Corporate Profit:** For many companies, investing in application development is a capital expense. As a result, profit levels serve as an important indication of investment in platform development. As corporate profit increases, companies have more money to invest in platform development. Corporate profit is expected to rise.



3.6 Market Segmentation

Target Market

Vuco World and the VUCOWORLD Metaverse platform will cater to global digital media markets. Our company will seek to expand to key target markets as we grow, mature, and capture sufficient market share. Once we have accomplished our initial objectives, we will expand the platform to target niche market segments with limited competition from similar metaverse-oriented platforms.

Target Characteristics

Vuco World's target market is relatively broad. However, target demographics will most likely be younger Millennial and Gen Z consumers with access to virtual reality headsets and other technologies, along with larger B2B clientele that target these consumer segments. Consumer targets will likely have an above-average interest in digital media (particularly XR, creation games, and blockchain) and will correspondingly be attracted to our company's unique metaverse platform and services.

4.0 Competitor Analysis

4.1 Market Concentration

The global digital media industry is highly fragmented, with extreme variance in concentration between segments. Few individual companies control more than 1% of industry revenue, with relatively low entry barriers and high demand contributing to fragmentation. New entrants can easily enter the industry and attract users in many markets, particularly those that boast high growth and low saturation. Over the next five years, market share concentration is anticipated to remain relatively low, as new operators enter the industry at a faster rate than the previous five-year period.

4.2 Basis of Competition

If a company does not price their products and services competitively, they risk losing business to another company with low prices, all else being equal. Reputation is also crucial, as B2B clients typically invest tens of thousands of dollars on industry services with each platform. Without a strong reputation and security, operators risk losing would-be users who cannot trust their services. Finally, quality is important for many users, especially those who will market their platform across a range of target markets. Developers also compete with larger tech companies that develop their own XR platforms (e.g., Meta). Larger developers with established infrastructure, audiences, and economies of scale can easily take revenue from smaller, specialized industry operators with comparatively small user bases (or buy them outright).



4.3 Direct Competitors

Facebook, Inc.



Facebook and parent company Meta have emerged as market leaders in the social media and metaverse space, based on a foundation of XR M&A, such as Facebook's acquisition of Oculus in 2014. The company has emerged as a key driving force behind the public consciousness around the metaverse, which was arguably the main reason behind the formation of Meta.

Founded	2004	Latest Deal Type	Post-IPO Equity
Headquarters	Menlo Park, CA	Total Funding	\$16.1B
Funding Status	Public (NASDAQ:FB)	Acquisitions	95
Employees	10,000+	Investments	44

Tencent Holdings (腾讯)



Tencent is a massive internet-based conglomerate and internet service portal providing various key value-added internet, mobile, telecom, and advertising services. The company is a major Chinese and global operator in the virtual space, with an emphasis on games (especially mobile titles). The company has also made in-roads in the XR and metaverse space.

Founded	1998	Latest Deal Type	Post-IPO Debt
Headquarters	Shenzhen, China	Total Funding	\$12.6B
Funding Status	Public	Acquisitions	26
Employees	10,000+	Investments	703



ByteDance (字节跳动)



ByteDance is a leading internet technology company based in China, with an emphasis on creating and operating various creative platforms. Founded in 2012, the company is the driving force behind many innovative and influential platforms, including TikTok, Helo, and Resso (as well as Chinese-specific apps). The company has begun to branch into the XR space.

Founded	2012	Latest Deal Type	Private Equity
Headquarters	Shanghai, China	Total Funding	\$9.4B
Funding Status	Private	Acquisitions	12
Employees	10,000+	Investments	54

4.4 Competitive Advantages

Vuco World competes effectively through an innovative, highly unique metaverse platform, with a range of seamlessly integrated digital products and services linked to our unique VUCO Coin, complementary sales and marketing strategies, world-class service, and full commitment to excellence in design, business operations, and technical efficiency based on years of experience in multiple VR and cryptocurrency fields.

5.0 Strategy & Go-to-Market Summary

Vuco World's unique VUCOWORLD Metaverse and VUCO Coin and business model provide many benefits and opportunities for market entry and expansion into the global digital media market. Our company has identified a series of strategic phases to bring the platform to market, create a network of strategic B2B partners and platform users, and encourage rapid scale. We will create an optimal user value proposition through strategic go-to-market objectives and meaningful pathways to future revenue generation.

Phase I – Initial Fundraising Campaign

Phase one of the initial go-to-market campaign will focus on securing initial pre-seed funding. Vuco World will allocate funds to develop the minimal viable product (MVP) and establish initial brand awareness. Additionally, funds acquired through the initial fundraising campaign will also go to preliminary equipment and technology acquisitions, leasehold improvements and upgrades, staff salaries and wages, professional fees, SG&A expenses, and other OPEX and working capital expenses (as required).



Phase II – MVP Pre-Launch Marketing Initiative

In phase two of the initial go-to-market strategy, our objective is to develop brand awareness via a pre-launch marketing initiative across initial target markets. This campaign enables Vuco World to generate significant amounts of feedback through active and passive lead generation strategies. Strategies include various paid media, direct outreach, and organic marketing (outlined below). Phase two will begin once we have a working MVP prototype and initial business operations at a sufficient level.

	Paid Media
Social Media	<ul style="list-style-type: none">• Pre-launch lead generation campaign• Remarketing campaign
Google Network	<ul style="list-style-type: none">• YouTube lead generation• Search ad retargeting
	Direct Sales
Guerilla Marketing	<ul style="list-style-type: none">• Direct messaging in social media groups
	Outreach
Email Marketing	<ul style="list-style-type: none">• Lead capture welcome series• Churn prevention series• Content emails
Social Media Group Content	<ul style="list-style-type: none">• Content campaigns
	Organic
Social Marketing	<ul style="list-style-type: none">• Social media posts• Remarketing campaign
Other	<ul style="list-style-type: none">• Podcasts and livestreaming

Phase III – MVP Beta Testing & Soft Launch

Phase three will focus on beta testing the platform MVP prior to introducing it to a mass audience. MVP testing will revolve around a select focus group of beta users within the industry, enabling objective expert and user-oriented feedback on functionality and market alignment. Beta testing our products and services will allow us to quickly revise, fix, and otherwise address any outstanding functional inefficiencies before a larger soft launch. Once the testing process has finished, we will begin phase four.

As Vuco World further tests and develops our metaverse platform MVP in phase three, management and client representatives will actively establish relations with key beta users and B2B industry stakeholders. Utilizing strategic marketing tools and KPIs (outlined below) will assist future advertising and marketing campaigns. A soft launch will also allow us to scale initial target markets during future launches effectively.



	Paid Media
Social Media	<ul style="list-style-type: none">• Pre-launch lead generation campaign• Remarketing campaign
Google Network	<ul style="list-style-type: none">• YouTube lead generation• Search ad retargeting
Peripheral Social Channels	<ul style="list-style-type: none">• Twitter, Twitch, etc. (as appropriate)
	Direct Sales
Guerilla Marketing	<ul style="list-style-type: none">• Direct messaging in social media groups
	Outreach
Email Marketing	<ul style="list-style-type: none">• Lead capture welcome series• Churn prevention series• Content emails
Facebook Group Content	<ul style="list-style-type: none">• Content campaigns
SMS Marketing	<ul style="list-style-type: none">• Lead capture welcome series
	Organic
Social Marketing	<ul style="list-style-type: none">• Social media posts• Remarketing campaign

Phase IV – MVP Launch

Phase four will hinge on continued extensive user feedback and pre-launch lead generation. Paid media, outreach, direct B2B sales, and referral marketing will all be in place to support our ongoing go-to-market strategy. This phase aims to capitalize on opportunities present in primary target markets. We seek to establish a presence among user demographics, with strong recognition and credibility enabling future expansions and greater platform user growth.

	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">• Twitter, Twitch, etc. (as appropriate)



	<ul style="list-style-type: none">• Chart boost
	Direct Sales
Guerilla Marketing	<ul style="list-style-type: none">• Direct messaging to social followers• Social media group blasts
	Referral Marketing
Referral Promotion	<ul style="list-style-type: none">• Sign-up promotions (e.g., percentage off first purchase)• Refer friends and family to receive premium discounts• Referral code with partnerships (incentivize mass sign-up)
	Outreach
Email Marketing	<ul style="list-style-type: none">• Post-sale series• Churn prevention series• Content emails• Email campaigns
Social Media Group Content	<ul style="list-style-type: none">• Content marketing• Campaigns
	Organic
Social Marketing	<ul style="list-style-type: none">• Social media platform posts
Live Events Marketing	<ul style="list-style-type: none">• Social streams
Other	<ul style="list-style-type: none">• Podcasts and livestreams

Phase V – Seed Fundraising Campaigns & Expansion

At this stage of the company's lifecycle, Vuco World will have created a stable network of users and B2B stakeholders, with strong brand recognition and credibility in key target markets. We will mainly allocate funds raised in future fundraising campaigns (e.g., seed funding) toward ongoing marketing initiatives and future product and service line extensions to grow our network throughout subsequent expansions.

As Vuco World steadily scales, we will establish and implement new strategies, with adjustments made throughout the company's lifecycle, to support platform extensions. These new marketing strategies will enable us to leverage our brand's strengths in future markets, enabling smooth, efficient transitions and allowing Vuco World to capitalize on future opportunities in the fast-growing metaverse space.

5.1 SWOT

Strengths

- Innovative metaverse platform and service portfolio with an exceptional core value proposition



- Cutting-edge strategic marketing and digital technologies to enhance organizational recognition
- Experienced and dedicated management team with extensive capabilities and service experience
- Network of key industry stakeholders to strengthen our organization's industry presence
- World-class customer service and support in every Vuco World product and service

Weaknesses

- Low initial organization awareness relative to established players in global markets
- Limited capacity and economies of scale relative to larger, more established competitors
- Significant initial CAPEX and strategic funding necessary to scale platform effectively

Opportunities

- Evolving positive industry trends and demand for XR- and NFT-oriented products and services
- Developing new platform extensions to meet market demand and future opportunities
- Partnering with key stakeholders to reduce costs, increase efficiencies, and grow market share
- Entering new markets and targeting new user demographics based on outstanding demand

Threats

- Rival organizations entering key markets or copying Vuco World's XR products and services
- Evolving negative industry trends and macroeconomic shifts (e.g., cryptocurrency price volatility)
- Changing user tastes and needs leading to reduced demand for our XR products and services

6.0 Marketing Plan

Vuco World's marketing strategy will be crucial to long-term success and cover the following objectives:

1. Emphasizing the Vuco World brand name and our unique, highly exclusive metaverse platform and services via digital advertising and marketing using multiple lead generation strategies.
2. Creating an exceptional platform (VUCOWORLD Metaverse) and integrated web and social media channels that are user-friendly, effective, and visually appealing.
3. Creating robust direct outreach and sales strategies to build a rapport with potential users and key industry stakeholders such as corporate partners and event sponsors.
4. Building strategic affiliations with highly recognizable influencers in the cryptocurrency industry to drive users to our platform while maintaining minimum user acquisition costs through scale.
5. Generating significant yearly sales growth and reducing user acquisition costs through effective digital outbound marketing methods and promotion strategies to incentivize onboarding users.

Vuco World's strategy will focus on creating an innovative, user-focused advertising and marketing plan. Target demographics' needs fundamentally determine how we promote our products and services. User-



focused marketing encompasses more than prompting users to sign up to our; Vuco World’s marketing plan strives to add value at every level. Vuco World will design each marketing element to generate brand recognition and credibility, retain user loyalty, and create new engagements and referrals.

6.1 Pricing Strategy

Vuco World’s high-level pricing strategy is to price services competitively to the current market options for the user. It is essential to secure users in the early stages of the business lifecycle; offering an added-value solution will help onboard users in the early stages and allow for accelerated growth. By positioning our prices competitively to other digital media market offerings while providing a superior value and user experience, Vuco World will create an optimal value proposition. Once our brand has been recognized as a leader throughout the global market and established as a key XR-oriented product and service provider, our pricing model can be adjusted to reflect the intangible quality attributes behind the Vuco World brand.

6.2 Advertising & Promotion Strategy

Social Media

Social media will be at the forefront of Vuco World’s advertising strategies. Social media platforms such as Facebook, Instagram, Twitter, Snapchat, Tiktok, and Twitch allow the company to advertise directly to target audiences and track progress in real-time. Social media platforms are also an effective way to create a substantial following behind the brand, track popular trends, and offer promotions to followers. A heavy emphasis on social media advertising will be continuously implemented while consistently finding ways to reduce the cost of acquiring users.

Social media will be a pivotal strategic element in advertising the socially responsible practices behind our branding position. Social media and other digital advertising campaigns will highlight the brand's unique qualities and create connections to the advertising campaign, helping to create stronger brand loyalty.

Social Media Influencer Marketing

One of the leading marketing strategies Vuco World will adopt will be through affiliating our brand with reputable influencers whose online presence directly aligns with the Vuco World brand. Notable examples include XR and cryptocurrency visionaries and thought leaders, along with affiliated artists, athletes, and other figures, creating exceptional value to the Vuco World brand and potential for events. Influencers connect personally with their audience, allowing us to capitalize on existing social media presence and credibility. Sourcing and onboarding highly reputable influencers will be a crucial long-term strategy for Vuco World to scale our online presence, connect to new audiences, and present new events.

Industry Conferences & Events



In the early stages of our expansion plans, Vuco World will attend numerous industry conferences, trade shows, and events. Doing so will help us create strategic, long-lasting B2B relationships and establish a meaningful physical presence in a largely virtual and globalized industry. By attending important industry trade shows and events – along with attending and hosting virtual events in metaverse spaces – the Vuco World brand can gain further recognition in the global digital media industry and strategic partners. Over time, we can develop these professional relationships into multifaceted, long-term B2B partnerships.

Website

The Vuco World website and e-commerce platform have been designed to effectively tell the story behind our brand and support our metaverse platform. Users can navigate through our website, learn about the brand and associated products and services, and navigate from the site to our social media platforms. We will consistently integrate and monitor web ads and SEO to ensure that our website appears when visitors search for related queries. Vuco World also integrates conversion funnel optimization to ensure that the website converts optimally. Optimizing conversion funneling ensures that users do not drop out during platform and website usage.

Website Pay-Per-Click Ads

Vuco World utilizes a pay-per-click strategy through Google AdWords. This allows us to reach our target markets while adhering to strict budget plans. Pay-per-click advertising efficiently targets demographics and drives traffic through search engines. Pay-per-click advertising is an efficient advertising model used to drive traffic to our website and is associated with first-tier search engines. Pay-per-click advertising will be an integral advertising platform for generating leads and traffic to our website.

Lead Generation

Targeted Social Media Ads: This is an essential aspect of advertising, which will require more initial capital than other advertising platforms. Popular social media platforms (e.g., Facebook and Instagram) target specific demographics based on existing market research and are very useful for targeting users that are correspondingly more likely to seek out our products and services. We can narrow in on specific trends where we recognize opportunities to expand our brand recognition using targeted social media ads.

Search Engine Ads: Google AdWords will allow potential users to readily access our website and social media platforms when performing searches online. Vuco World will monitor and adjust search engine optimization to ensure our brand is available for users searching for similar products and services. Search engine optimization will ensure we are active in internet searches and potential users exploring related queries. Additionally, we will focus on SEO strategies to encourage free, organic traffic to the webpage and associated social media platforms.

Cold Lead Generation: As the Vuco World brand continues to generate awareness in the global market, we will focus increasingly on generating leads with large corporate users. Cold calling and emailing will



initiate relations with key personnel of B2B partners. This will enable us to pitch our value proposition and onboard larger corporate clients through pilot periods before adoption. Utilizing ownership's unique mix of experience gained across several industries, Vuco World will make cold calls to generate relations with key stakeholders to encourage sales with large corporate users.

Outbound Marketing

Vuco World will continually adopt and refine a potent combination of direct and indirect sales methods. We will approach potential users and industry partners (e.g., corporate sponsors), directly presenting opportunities for relationship building and business development. Company agents will be responsible for conducting B2B relationships and bringing forth sale opportunities to the brand.

Our outbound marketing will display our exceptional value proposition to potential users. Vuco World will utilize cold calling, media buys, and direct lead emails to help put our value proposition in front of our target demographics. Developing relationships with key industry stakeholders helps us to gain strategic relationships, generate future leads, and onboard new users around the world.

Inbound Marketing

Vuco World will continue to adopt a direct model to potential and existing users worldwide. The objective is to remain in touch with potential users and key stakeholders by building awareness and boosting sales through inbound marketing leads. Inbound strategies will include on-site and off-site content marketing, which is helpful in several ways. New content drives visitors to our website and keeps our existing users engaged with our brand, allowing us to maximize user retention and brand loyalty outside the platform.

Off-site marketing campaigns will function similarly, with well-written, targeted content that effectively highlights our unique value offering. Instead of publishing it on our site, however, we will post it on other sites – preferably global media platforms and tech industry publications. The advantage of this off-site content is gaining visibility with new audiences who may not have heard of our brand otherwise. This will help to generate referral traffic, and our reputation will steadily grow as we work our way up to larger, more influential digital publishers.

Marketing Qualified Leads (MQLs)

We can distinguish and emphasize specific leads, called Marketing Qualified Leads. MQLs are targets that have demonstrated an interest in Vuco World's XR products and services. They are open to the idea of engaging and have taken the initial steps to do so but have not made the final decision. The distinction between a regular lead and an MQL is that the lead's behavior is active and engaged. MQL actions include:

- Downloading initial brochures or free whitepaper
- Filling out online gated forms
- Submitting an email address for the Vuco World newsletter or mailing list



- Requesting site visits
- Spending a significant amount of time on the Vuco World webpage
- Clicking on an ad to find the Vuco World webpage
- Contacting the company to request more information

6.3 User Acquisition & Retention

Minimizing the cost of acquiring and retaining platform users will be an integral aspect of Vuco World's sales and marketing strategies. User retention will be an essential metric that our team will monitor, as the cost of retaining existing users is less than attracting new users to the platform. The nature of our XR-oriented business model allows us to effectively utilize our existing network of users for generating new income streams. Ensuring we take steps to optimize user retention will be vital and carried out through the following strategies:

- 1. Customizing Messages & Offers:** This strategy pertains to the segmentation of users based on platform usage habits. This helps when we design our retention marketing campaigns based on each group, whether our goal is to increase usage frequency or value. Our sales team's messages to each group (e.g., through weekly messages) should be highly targeted, with new offers tailored to achieve our goals. We can also offer promotions based on the latest XR products and services (like past purchases) to entice lapsed users back (since we already know what might interest them based on past marketplace purchases).
- 2. Ensuring Proactive User Service:** Vuco World understands that it's always better to prevent than cure. In the fast-paced digital media industry, it is better to anticipate and be proactive in solving incidents than to try to solve issues after they have already become problems. Good treatment, education, and willingness to resolve incidents are the basic attitudes of those in our service roles. Vuco World's service team will consistently implement these strategies whether dealing with new or returning platform users.
- 3. Preemptively Soliciting User Feedback:** Before launching any new XR product or service, we must understand what our users require. By doing so, Vuco World has more guarantees that our latest launches will be successful. This strategy will ensure that our users feel a great sense of ownership of the platform that extends beyond their subscription. Users will feel special and appreciate that Vuco World considers their suggestions in designing platform extensions. Involving our users in creating new XR products and services is an excellent way to build industry relations and foster the feeling of belonging and loyalty to the Vuco World brand.
- 4. Utilizing Social Media Networks:** Social networks are an excellent tool to improve user retention. We can understand what audiences think of the Vuco World brand through these channels and engage in direct communication to build relationships. Many users use these channels to stay informed and communicate, allowing us to respond to any queries directly. Ensuring users obtain quick, valuable answers improves brand perception and retention.



5. **Ensuring Quick & Efficient Communication:** Transparent, sincere communication is essential in building Vuco World’s brand image and inspiring confidence. Ensuring that reporting is as clear and transparent as possible is vital. It is also crucial to have a protocol or action plan to prevent bad news or a user's negative experience from spreading across social networks. Our marketing and user service personnel must understand how to act in various crises. Working fast in these cases has a strong positive impact on users’ perception of the Vuco World brand.
6. **Delighting and Surprising Users:** Whether a new discount, invitation, or acknowledgment (e.g., a limited-time discount on the digital marketplace), Vuco World believes that positive, spontaneous messages improve relationships – personally and between users and brands. The surprise factor is an essential part of our marketing mix and user retention plan. We like the unexpected, and a pleasant surprise is a stimulus that takes users out of routine and creates a dynamic, spontaneous, and lasting basis for Vuco World’s long-term relationship with platform users.





7.0 Financial Forecasts

7.1 Use of Funds

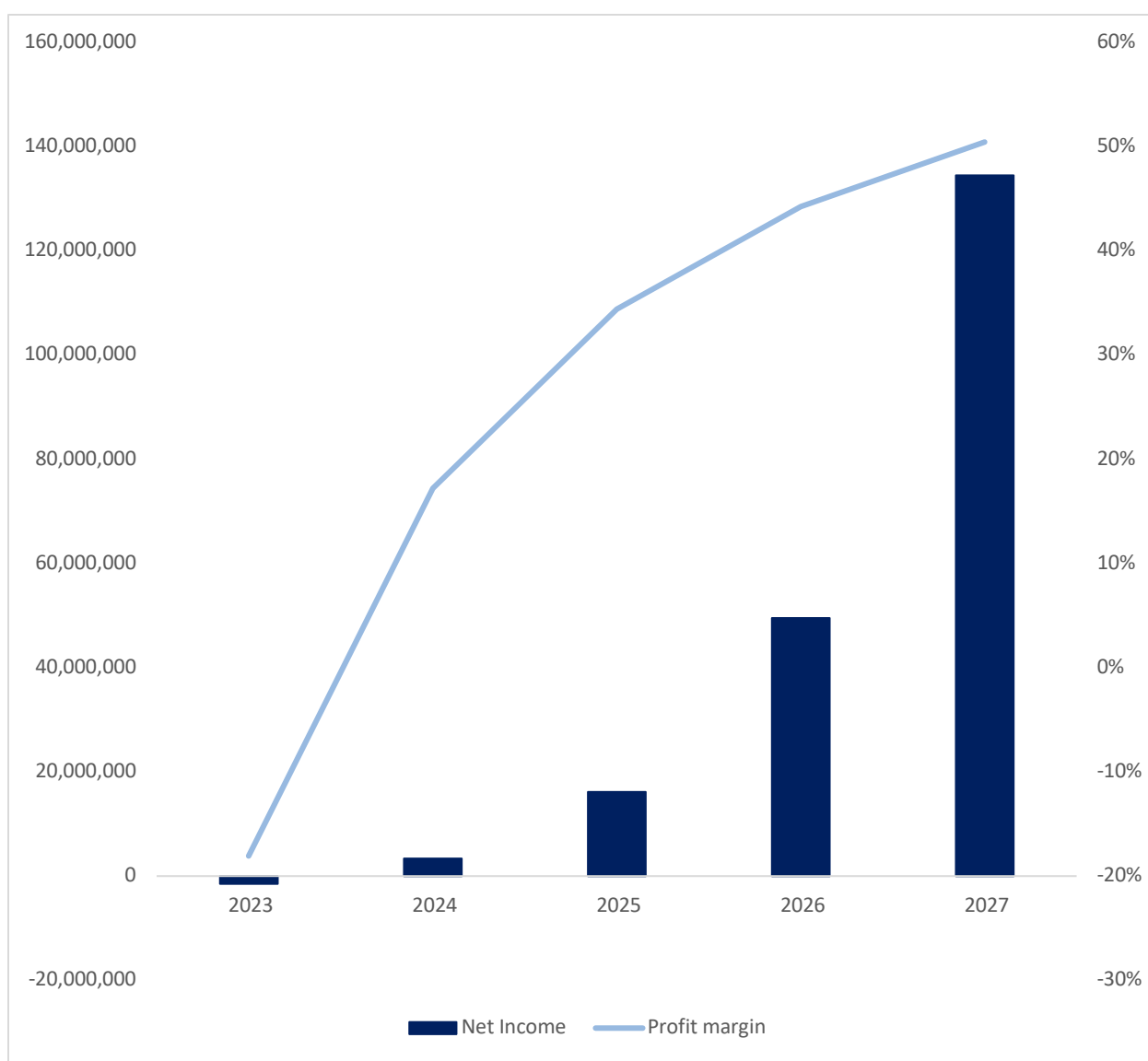
Startup Expenses	
Operating Expenses	4,750,000
Working Capital & Contingency	250,000
Total Startup Expenses	5,000,000
Startup Assets	
Content Production Equipment	22,500,000
Software & Technology	2,500,000
Total Startup Assets	25,000,000
Total Requirements	
Total Startup Expenses	5,000,000
Total Startup Assets	25,000,000
Total Requirements	30,000,000

Post Financing Liabilities	
Loan	0
Mortgage	0
Other Bank Debt	0
Total Liabilities	0
Post Financing Investments	
Owner	0
Investor	30,000,000
Total Investments	30,000,000
Post Financing Funding	
Total Liabilities	0
Total Planned Investment	30,000,000
Total Funding	30,000,000



7.2 Financial Highlights

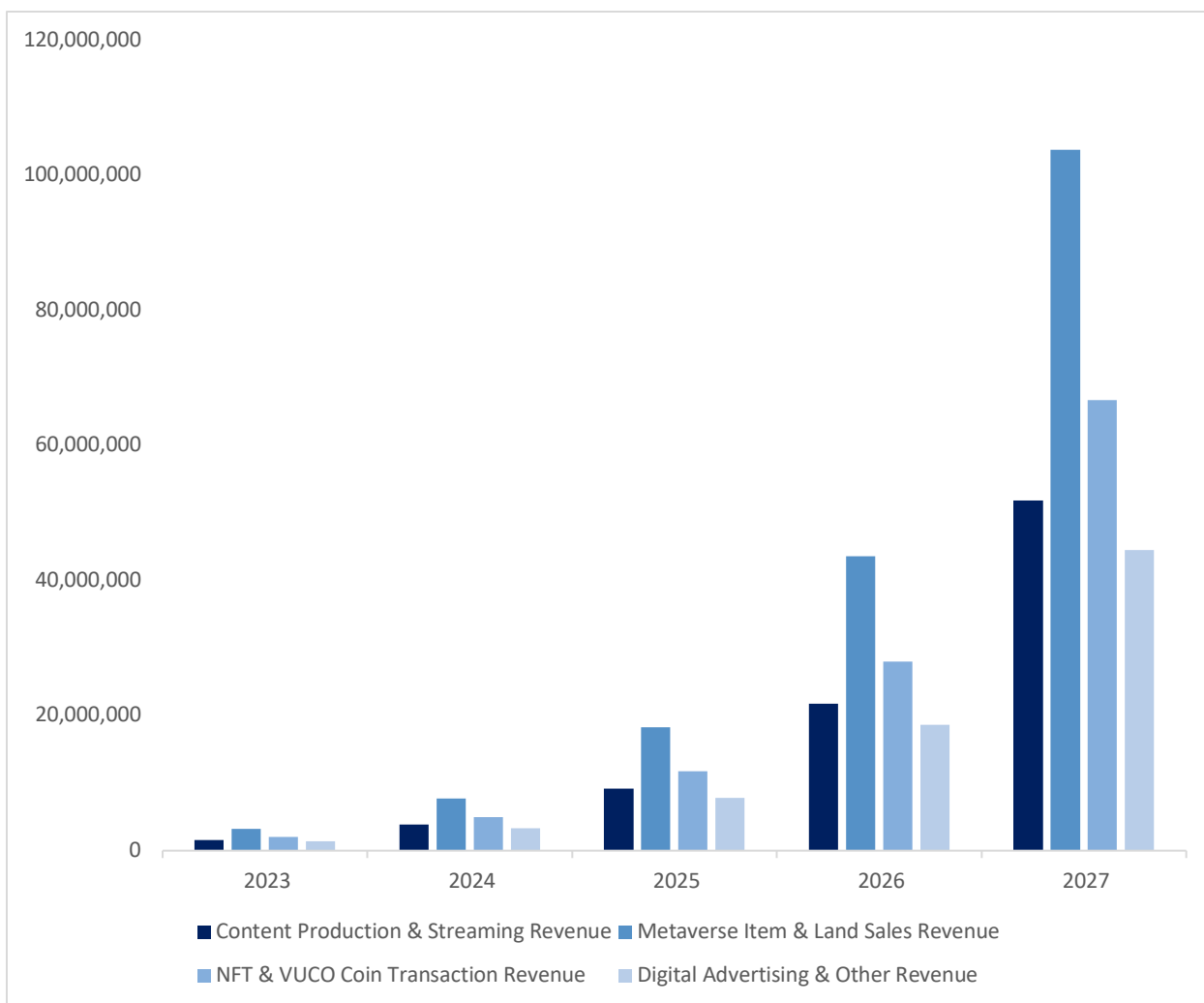
Financial Highlights						
	2023	2024	2025	2026	2027	5 years
Revenue	8,290,678	19,746,567	47,031,970	112,019,786	266,806,442	453,895,442
Gross profit	7,461,610	17,771,910	42,328,773	100,817,808	240,125,798	408,505,898
EBITDA	1,251,610	7,144,410	23,389,398	65,964,839	174,431,774	272,182,031
Net Income	-1,498,390	3,391,337	16,160,649	49,497,219	134,426,829	201,977,643
Gross margin	90%	90%	90%	90%	90%	90%
EBITDA margin	15%	36%	50%	59%	65%	60%
Profit margin	-18%	17%	34%	44%	50%	44%





7.3 Revenue Forecasts

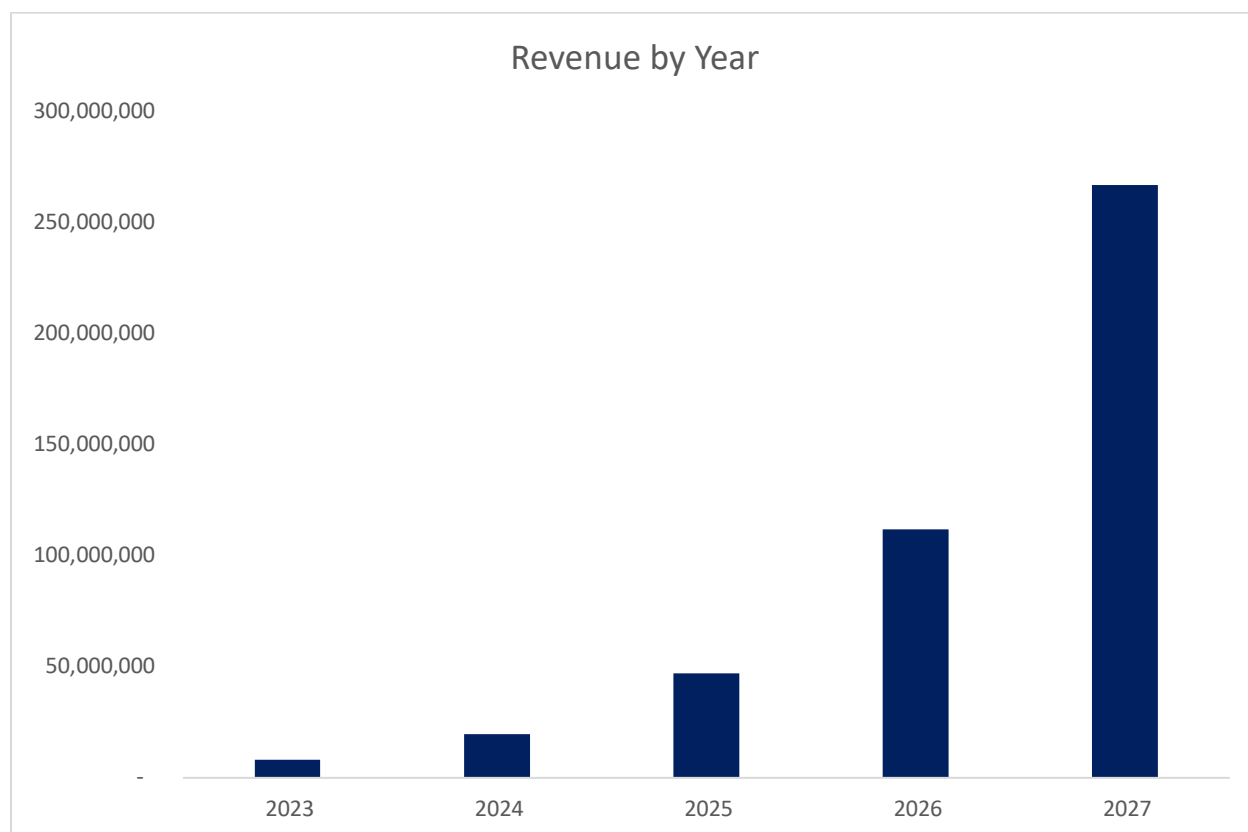
Revenue Per Distribution Channel						
	2023	2024	2025	2026	2027	5 years
Revenue						
Content Production & Streaming Revenue	1,612,076	3,839,610	9,145,105	21,781,625	51,879,030	88,257,447
Metaverse Item & Land Sales Revenue	3,224,152	7,679,220	18,290,210	43,563,250	103,758,061	176,514,894
NFT & VUCO Coin Transaction Revenue	2,072,669	4,936,642	11,757,992	28,004,947	66,701,610	113,473,861
Digital Advertising & Other Revenue	1,381,780	3,291,094	7,838,662	18,669,964	44,467,740	75,649,240
Total Revenue	8,290,678	19,746,567	47,031,970	112,019,786	266,806,442	453,895,442
Direct Cost of Revenue						
Content Production & Streaming Revenue	161,208	383,961	914,511	2,178,163	5,187,903	8,825,745
Metaverse Item & Land Sales Revenue	322,415	767,922	1,829,021	4,356,325	10,375,806	17,651,489
NFT & VUCO Coin Transaction Revenue	207,267	493,664	1,175,799	2,800,495	6,670,161	11,347,386
Digital Advertising & Other Revenue	138,178	329,109	783,866	1,866,996	4,446,774	7,564,924
Total Direct Cost of Revenue	829,068	1,974,657	4,703,197	11,201,979	26,680,644	45,389,544





7.4 Projected Profit & Loss

Pro Forma Income Statement					
(expressed in Euro (€))					
For the years ended December 31,					
	2023	2024	2025	2026	2027
Revenue	8,290,678	19,746,567	47,031,970	112,019,786	266,806,442
Direct cost of revenue	829,068	1,974,657	4,703,197	11,201,979	26,680,644
Gross margin	7,461,610	17,771,910	42,328,773	100,817,808	240,125,798
Expenses					
Salaries & Wages	3,000,000	6,000,000	12,000,000	24,000,000	48,000,000
Purchases	600,000	1,050,000	1,837,500	3,215,625	5,627,344
Sales & Marketing	420,000	840,000	1,680,000	3,360,000	6,720,000
Rent	90,000	112,500	140,625	175,781	219,727
Other SG&A	2,100,000	2,625,000	3,281,250	4,101,563	5,126,953
Total Expenses	6,210,000	10,627,500	18,939,375	34,852,969	65,694,023
EBITDA	1,251,610	7,144,410	23,389,398	65,964,839	174,431,774
Depreciation and amortization expense	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000
Interest expense	-	-	-	-	-
Earnings (loss) before taxes	(1,498,390)	4,394,410	20,639,398	63,214,839	171,681,774
Income taxes	-	1,003,073	4,478,749	13,717,620	37,254,945
Net income (loss)	(1,498,390)	3,391,337	16,160,649	49,497,219	134,426,829





7.5 Sensitivity Analysis

Best Case Scenario (Revenues Increased by 15%)

(expressed in Euro (€))

For the years ended December 31,

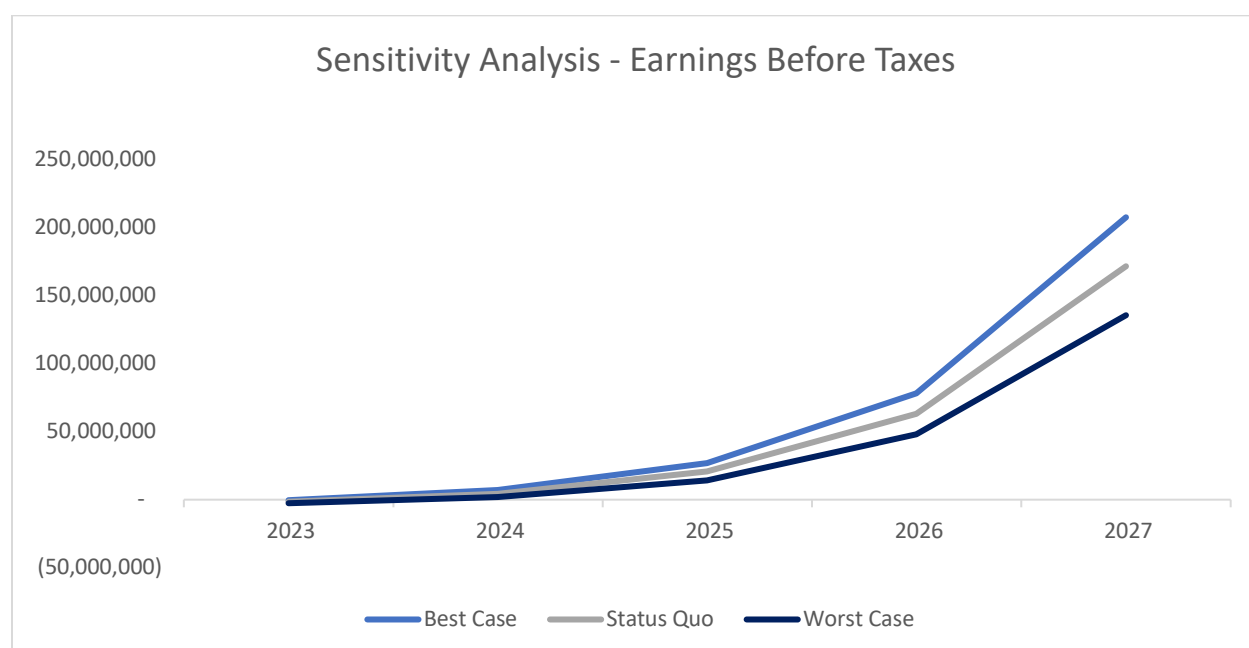
	2023	2024	2025	2026	2027
Revenue	9,534,279	22,708,552	54,086,765	128,822,754	306,827,408
COS	953,428	2,270,855	5,408,677	12,882,275	30,682,741
Gross margin	8,580,851	20,437,697	48,678,089	115,940,479	276,144,667
Operating expenses	6,210,000	10,627,500	18,939,375	34,852,969	65,694,023
EBITDA	2,370,851	9,810,197	29,738,714	81,087,510	210,450,644
Depreciation and amortization expense	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000
Interest expense	-	-	-	-	-
Earnings (loss) before taxes	(379,149)	7,060,197	26,988,714	78,337,510	207,700,644

Worst Case Scenario (Revenues Decreased by 15%)

(expressed in Euro (€))

For the years ended December 31,

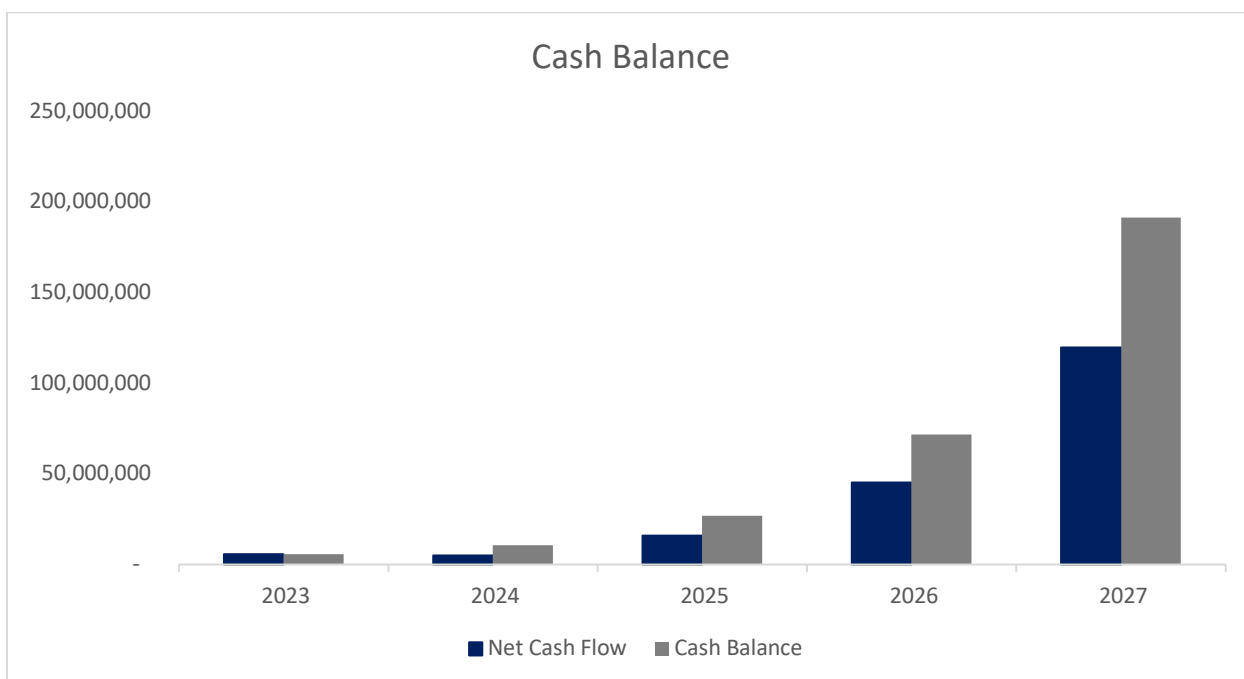
	2023	2024	2025	2026	2027
Revenue	7,047,076	16,784,582	39,977,174	95,216,818	226,785,475
COS	704,708	1,678,458	3,997,717	9,521,682	22,678,548
Gross margin	6,342,368	15,106,124	35,979,457	85,695,137	204,106,928
Operating expenses	6,210,000	10,627,500	18,939,375	34,852,969	65,694,023
EBITDA	132,368	4,478,624	17,040,082	50,842,168	138,412,904
Depreciation and amortization expense	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000
Interest expense	-	-	-	-	-
Earnings (loss) before taxes	(2,617,632)	1,728,624	14,290,082	48,092,168	135,662,904





7.6 Projected Cash Flow

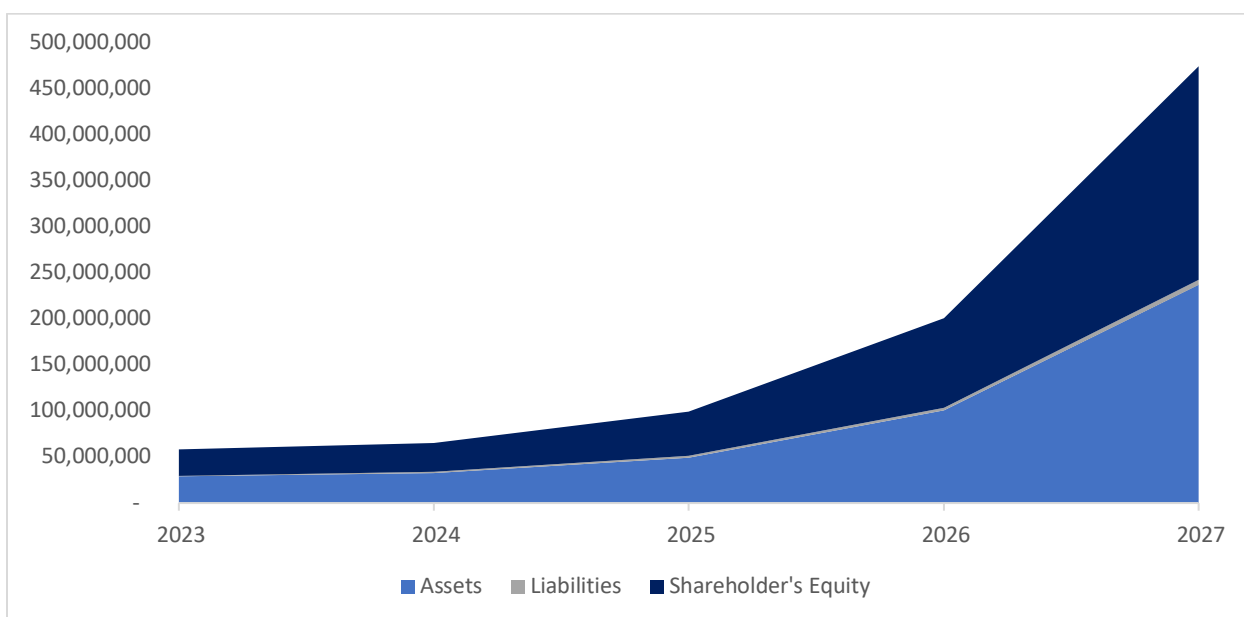
Pro Forma Statement of Cash Flows					
(expressed in Euro (€))					
For the years ended December 31,					
	2023	2024	2025	2026	2027
Cash provided from (used in):					
CASH FLOW FROM (USED IN) OPERATING ACTIVITIES:					
Net income (loss)	(1,498,390)	3,391,337	16,160,649	49,497,219	134,426,829
Adjustments for:					
Depreciation and amortization	2,750,000	2,750,000	2,750,000	2,750,000	2,750,000
(Increase)/decrease in accounts receivable	(980,679)	(1,355,083)	(3,227,508)	(7,687,214)	(18,309,249)
(Increase)/decrease in inventory	(49,034)	(67,754)	(161,375)	(384,361)	(915,462)
(Increase)/decrease in prepaid expenses	(49,851)	(68,883)	(164,065)	(390,767)	(930,720)
Increase/(decrease) in accounts payable	509,016	362,090	681,301	1,304,393	2,527,955
	681,062	5,011,707	16,039,001	45,089,271	119,549,353
CASH FLOW FROM (USED IN) FINANCING ACTIVITIES:					
Issuance of debt	-	-	-	-	-
Issuance of share capital	30,000,000	-	-	-	-
Repayment of debt	-	-	-	-	-
Distributions	-	-	-	-	-
	30,000,000	-	-	-	-
CASH FLOW FROM (USED IN) INVESTING ACTIVITIES:					
Additions to capital assets	(25,000,000)	-	-	-	-
	(25,000,000)	-	-	-	-
Change in cash	5,681,062	5,011,707	16,039,001	45,089,271	119,549,353
Cash, Beginning of year	-	5,681,062	10,692,768	26,731,769	71,821,040
Cash, end of year	5,681,062	10,692,768	26,731,769	71,821,040	191,370,393





7.7 Projected Balance Sheet

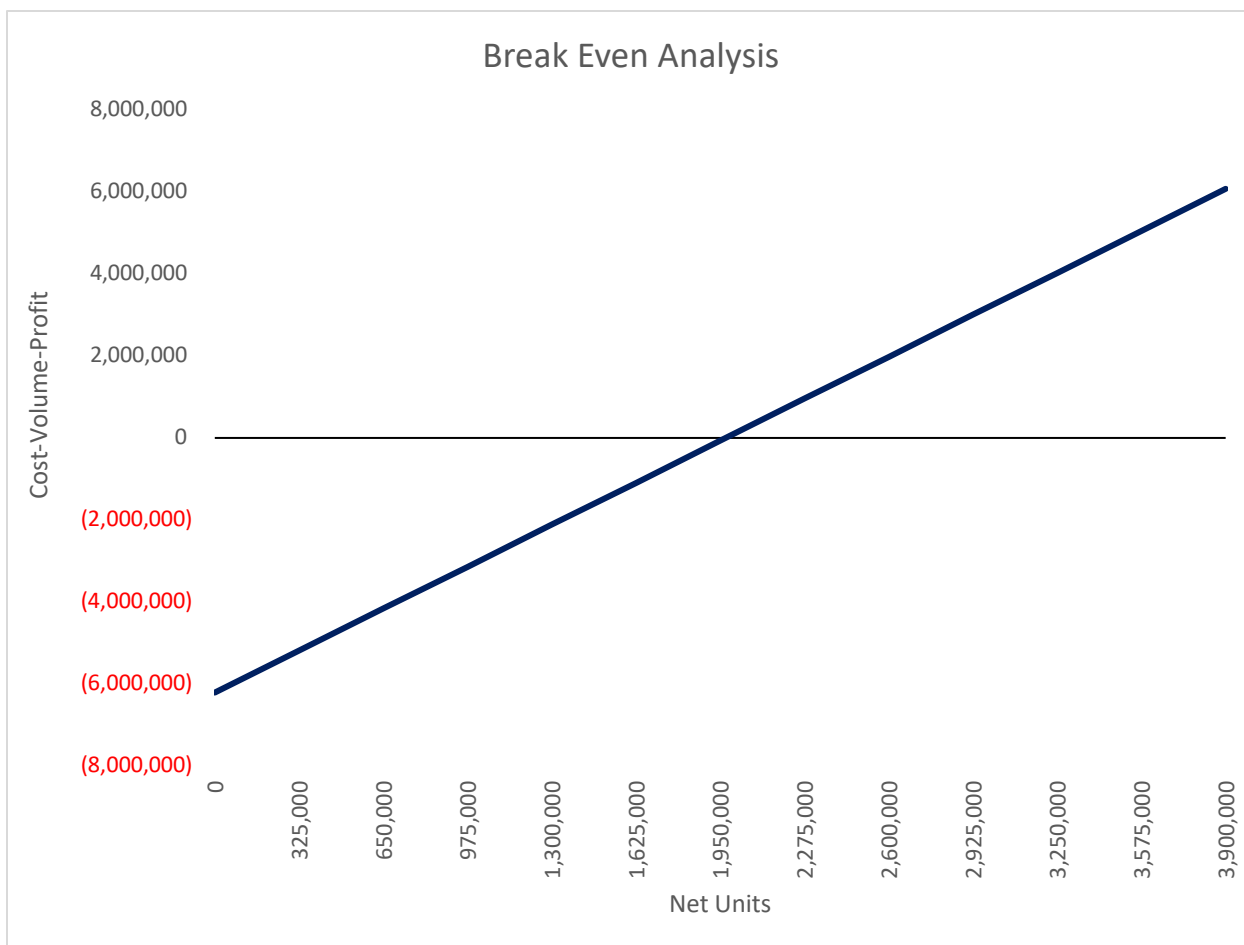
Pro Forma Balance Sheet					
(expressed in Euro (€))					
For the years ended December 31,					
	2023	2024	2025	2026	2027
ASSETS					
Current assets					
Cash	5,681,062	10,692,768	26,731,769	71,821,040	191,370,393
Accounts receivable	980,679	2,335,762	5,563,271	13,250,484	31,559,733
Inventory	49,034	116,788	278,164	662,524	1,577,987
Prepaid expenses	49,851	118,735	282,800	673,566	1,604,286
Long term assets					
PPE, net	22,250,000	19,500,000	16,750,000	14,000,000	11,250,000
Land	-	-	-	-	-
Total Assets	29,010,626	32,764,053	49,606,003	100,407,615	237,362,399
LIABILITIES					
Current liabilities					
Account payable	509,016	871,107	1,552,408	2,856,801	5,384,756
Long term liabilities					
Long term loan	-	-	-	-	-
Total liabilities	509,016	871,107	1,552,408	2,856,801	5,384,756
SHAREHOLDER'S EQUITY					
Owner's equity	30,000,000	30,000,000	30,000,000	30,000,000	30,000,000
Retained earnings	(1,498,390)	1,892,947	18,053,595	67,550,814	201,977,643
Total shareholder's equity	28,501,610	31,892,947	48,053,595	97,550,814	231,977,643
Total liabilities and shareholder's equity	29,010,626	32,764,053	49,606,003	100,407,615	237,362,399





7.8 Break-Even Analysis

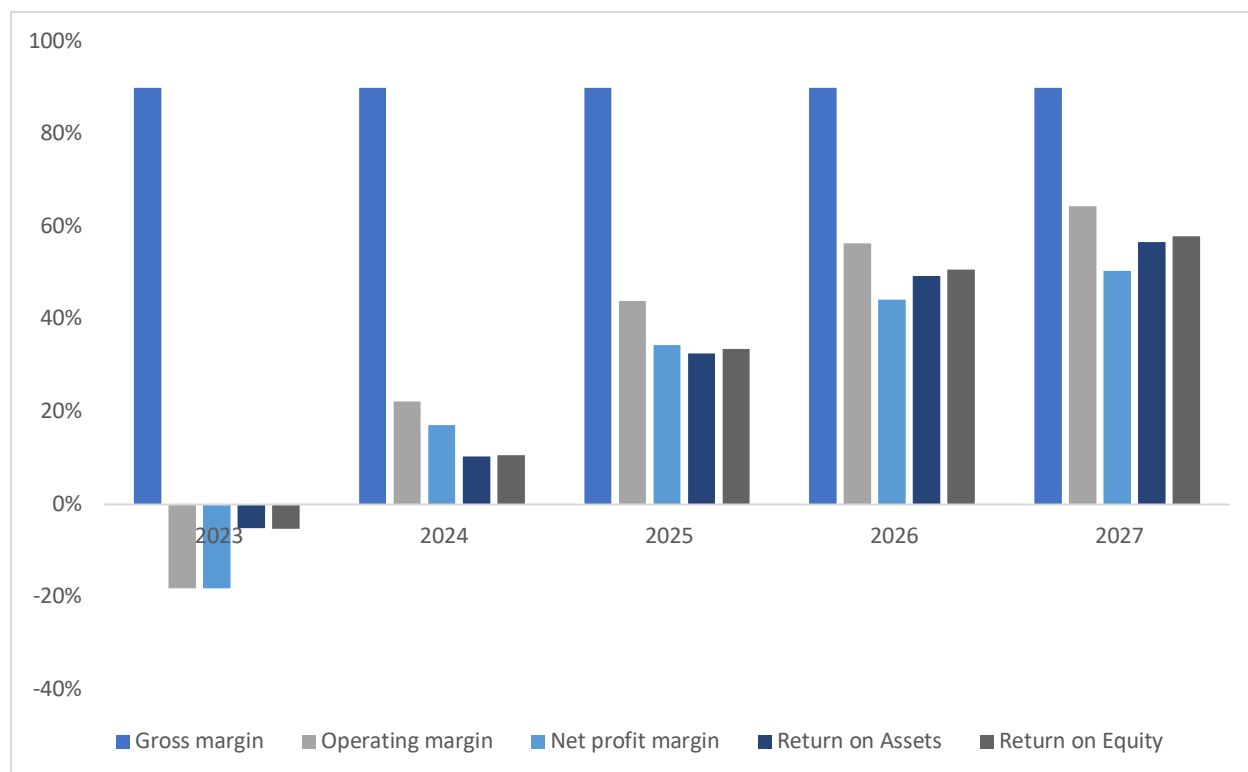
Break Even Analysis					
Units	Revenue	Fixed Costs (FC)	(VC)	(FC+VC)	Net Profit
0	0	6,210,000	0	6,210,000	-6,210,000
325,000	1,137,500	6,210,000	113,750	6,323,750	-5,186,250
650,000	2,275,000	6,210,000	227,500	6,437,500	-4,162,500
975,000	3,412,500	6,210,000	341,250	6,551,250	-3,138,750
1,300,000	4,550,000	6,210,000	455,000	6,665,000	-2,115,000
1,625,000	5,687,500	6,210,000	568,750	6,778,750	-1,091,250
1,950,000	6,825,000	6,210,000	682,500	6,892,500	-67,500
2,275,000	7,962,500	6,210,000	796,250	7,006,250	956,250
2,600,000	9,100,000	6,210,000	910,000	7,120,000	1,980,000
2,925,000	10,237,500	6,210,000	1,023,750	7,233,750	3,003,750
3,250,000	11,375,000	6,210,000	1,137,500	7,347,500	4,027,500
3,575,000	12,512,500	6,210,000	1,251,250	7,461,250	5,051,250
3,900,000	13,650,000	6,210,000	1,365,000	7,575,000	6,075,000





7.9 Financial Indicators

Ratio Analysis					
	2023	2024	2025	2026	2027
Liquidity ratios					
Current	13.28	15.23	21.16	30.25	41.99
Quick	13.19	15.09	20.99	30.01	41.70
Acid Test	13.09	14.96	20.80	29.78	41.40
Activity ratios					
Account receivable turnover	11.65	11.91	11.91	11.91	11.91
Inventory turnover	23.30	28.09	30.97	32.47	33.19
Total asset turnover	0.29	0.60	0.95	1.12	1.12
Profitability ratios					
Gross margin	90%	90%	90%	90%	90%
Operating margin	-18%	22%	44%	56%	64%
Net profit margin	-18%	17%	34%	44%	50%
Return on assets	-5%	10%	33%	49%	57%
Return on equity	-5%	11%	34%	51%	58%
Leverage					
Debt to equity	0.02	0.03	0.03	0.03	0.02
Debt to assets	0.02	0.03	0.03	0.03	0.02
Interest coverage	0.00	0.00	0.00	0.00	0.00





8.0 Appendix

Pro Forma Income Statement

(expressed in Euro (€))

For the year ended December 31,

	2023											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Revenue	450,000	483,750	520,031	559,034	600,961	646,033	694,486	746,572	802,565	862,757	927,464	997,024
Direct cost of revenue	45,000	48,375	52,003	55,903	60,096	64,603	69,449	74,657	80,257	86,276	92,746	99,702
Gross profit	405,000	435,375	468,028	503,130	540,865	581,430	625,037	671,915	722,309	776,482	834,718	897,322
Expenses												
Salaries & Wages	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000
Purchases	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000
Sales & Marketing	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000
Rent	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500
Other SG&A	175,000	175,000	175,000	175,000	175,000	175,000	175,000	175,000	175,000	175,000	175,000	175,000
Total Expenses	517,500	517,500	517,500	517,500	517,500	517,500	517,500	517,500	517,500	517,500	517,500	517,500
EBITDA	(112,500)	(82,125)	(49,472)	(14,370)	23,365	63,930	107,537	154,415	204,809	258,982	317,218	379,822
Depreciation and amortization expense	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167
Interest expense	-	-	-	-	-	-	-	-	-	-	-	-
Earnings (loss) before taxes	(341,667)	(311,292)	(278,639)	(243,536)	(205,802)	(165,237)	(121,630)	(74,752)	(24,358)	29,815	88,051	150,655
Income taxes	-	-	-	-	-	-	-	-	-	-	-	-
Net income (loss)	(341,667)	(311,292)	(278,639)	(243,536)	(205,802)	(165,237)	(121,630)	(74,752)	(24,358)	29,815	88,051	150,655



Pro Forma Statement of Cash Flows

(expressed in Euro (€))

For the years ended December 31,

	2023											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cash provided from (used in):												
CASH FLOW FROM (USED IN) OPERATING ACTIVITIES:												
Net income (loss)	(341,667)	(311,292)	(278,639)	(243,536)	(205,802)	(165,237)	(121,630)	(74,752)	(24,358)	29,815	88,051	150,655
Adjustments for:												
Depreciation and amortization	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167	229,167
(Increase)/decrease in accounts receivable	(442,623)	(33,197)	(35,686)	(38,363)	(41,240)	(44,333)	(47,658)	(51,233)	(55,075)	(59,206)	(63,646)	(68,419)
(Increase)/decrease in inventory	(22,131)	(1,660)	(1,784)	(1,918)	(2,062)	(2,217)	(2,383)	(2,562)	(2,754)	(2,960)	(3,182)	(3,421)
(Increase)/decrease in prepaid expenses	(22,500)	(1,688)	(1,814)	(1,950)	(2,096)	(2,254)	(2,423)	(2,604)	(2,800)	(3,010)	(3,235)	(3,478)
Increase/(decrease) in accounts payable	509,016	-	-	-	-	-	-	-	-	-	-	-
	(90,738)	(118,669)	(88,757)	(56,601)	(22,034)	15,126	55,073	98,016	144,180	193,806	247,154	304,503
CASH FLOW FROM (USED IN) FINANCING ACTIVITIES:												
Issuance of debt	-	-	-	-	-	-	-	-	-	-	-	-
Issuance of share capital	30,000,000	-	-	-	-	-	-	-	-	-	-	-
Repayment of debt	-	-	-	-	-	-	-	-	-	-	-	-
Distributions	-	-	-	-	-	-	-	-	-	-	-	-
	30,000,000	-	-	-	-	-	-	-	-	-	-	-
CASH FLOW FROM (USED IN) INVESTING ACTIVITIES:												
Additions to capital assets	(25,000,000)	-	-	-	-	-	-	-	-	-	-	-
	(25,000,000)	-	-	-	-	-	-	-	-	-	-	-
Change in cash	4,909,262	(118,669)	(88,757)	(56,601)	(22,034)	15,126	55,073	98,016	144,180	193,806	247,154	304,503
Cash, Beginning of year	-	4,909,262	4,790,593	4,701,837	4,645,236	4,623,202	4,638,328	4,693,402	4,791,418	4,935,598	5,129,404	5,376,559
Cash, end of year	4,909,262	4,790,593	4,701,837	4,645,236	4,623,202	4,638,328	4,693,402	4,791,418	4,935,598	5,129,404	5,376,559	5,681,062



9.0 References

ⁱ <https://www.statista.com/outlook/dmo/digital-media/worldwide>

ⁱⁱ <https://www.globenewswire.com/news-release/2021/09/22/2301045/0/en/Virtual-Reality-VR-in-Gaming-Market-to-Reach-USD-53-44-Billion-by-2028-Ubisoft-Entertainment-SA-Includes-Splinter-Cell-and-Assassin-s-Creed-in-its-Portfolio-Fortune-Business-Insigh.html>

ⁱⁱⁱ <https://www.statista.com/outlook/dmo/digital-media/worldwide>

^{iv} <https://www.globenewswire.com/news-release/2021/09/22/2301045/0/en/Virtual-Reality-VR-in-Gaming-Market-to-Reach-USD-53-44-Billion-by-2028-Ubisoft-Entertainment-SA-Includes-Splinter-Cell-and-Assassin-s-Creed-in-its-Portfolio-Fortune-Business-Insigh.html>