

★ BARISTAR

HOSPITALITY HIRING BEYOND ORDINARY

BUSINESS PLAN

Prepared 2024



Barista

Wait Staff

Chef

Manager

Bartender

Maître d'

Sommelier

Cook

Kitchen hand

All rounder

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Executive summary

Baristar is a hospitality jobs mobile app startup registered as a proprietary limited company in Australia. The company is led by co-founders Nesh Kandic and Sanja Kandic, with the goal of building a leading platform to connect hospitality businesses with qualified on-demand workers.

Key metrics Baristar tracks relate to user growth, job posts/fills, and revenue per transaction. The target is over 25,000 business customers and thousands of active workers facilitating 2,000 daily job matches in year one. Baristar's lean startup approach centers around a mobile platform without reliance on brick-and-mortar locations.

On the demand side, Baristar acquires hospitality business customers through digital ads and industry partnerships. Offering discounts and trials incentivizes early adopters. The supply side leverages online channels to attract worker candidates.

Baristar aims to revolutionize hospitality staffing by empowering businesses to instantly connect with reliable workers to fill open shifts. For workers, Baristar provides notification of nearby jobs matching their skills and flexibility. The rating system and secure in-app payment processing builds accountability and convenience.

In an industry facing pressing labor shortages, Baristar presents a mutually beneficial solution - driving revenue growth for businesses while giving workers control over their work-life balance through an on-demand employment model.



Opportunity

Problems Worth Solving

As my team and I embarked on a leisurely stroll along the bustling shopping strip in Sydney's vibrant southern suburbs, we became acutely aware of a prevailing issue. Numerous hospitality businesses proudly displayed "hiring" signs on their shopfronts, yet the owners expressed deep frustration over the scarcity of job applicants. It quickly became evident that these businesses were in desperate need of an affordable and reliable means to advertise their job opportunities. Conventional online job boards and agencies proved to be both expensive and unreliable, falling short of their needs.

However, that was not the only observation we made. We also noticed a growing demand among workers for cash payments, even in a society that is becoming increasingly cashless. This unique challenge posed a dilemma in the hospitality industry, which is a thriving sector for young individuals seeking flexible employment options. These aspiring workers desire the freedom to choose when, where, and how they work. Unfortunately, the cumbersome interview processes and time-consuming applications create unnecessary barriers that discourage these individuals from pursuing roles. These obstacles could be attributed to the complexity of the process or the perception of inadequate qualifications.

Nevertheless, amidst these challenges lies an exceptional opportunity to completely revolutionize the hiring process for the hospitality industry. Our vision is to provide a proactive platform that empowers businesses to identify top talent with unparalleled ease. By introducing this innovative platform, we aim to create a seamless experience for both employers and prospective employees. Furthermore, our platform strives to address the issue of cash payments by offering a convenient and secure method of worker compensation, rendering physical cash transactions unnecessary.

Our mission is clear - to transform the way businesses connect with skilled workers and streamline the payment process. Through our innovative app, we are resolute in our determination to enhance the efficiency, effectiveness, and overall enjoyment of the hospitality industry for all parties involved.

Opportunity



Validation of the problem

To validate that there is a real problem worth solving, we conducted interviews with managers at 20 local restaurants and bars. The key problems identified were:

- 80% said hiring reliable staff is extremely challenging
- 70% have open positions they have not been able to fill for over a month
- 100% said last-minute call-outs from staff are very disruptive

In addition, we surveyed 50 hospitality workers in the area. The key problems they identified were:

- 64% said it's difficult to find enough work hours across multiple part-time jobs
- 66% have struggled with late or incorrect payment from employers
- 76% said they have left at least one job due to poor treatment

It is clear there is strong validation from both sides of the market that major problems exist in hiring, scheduling, paying and retaining hospitality staff. Baristar aims to solve these problems for both businesses and workers in the hospitality industry.

Baristar Jobs App

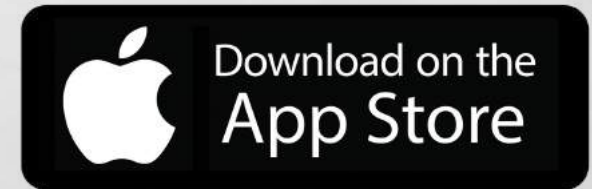
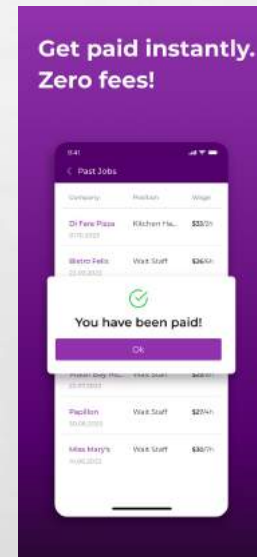
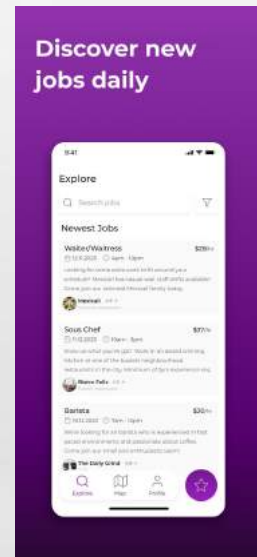
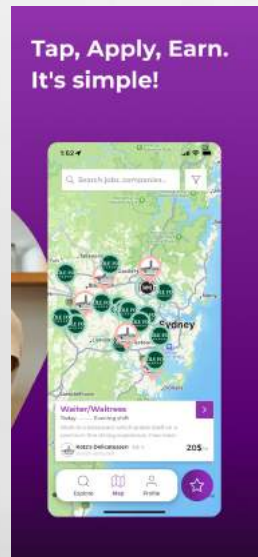
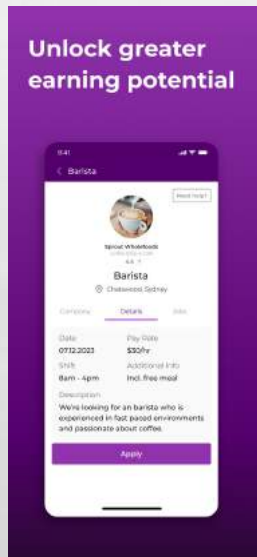
Baristar provides a unique solution for hospitality businesses and workers. Our app connects businesses with a ready talent pool, while empowering workers with flexibility and control over their schedule.

For businesses, hiring and retaining staff amid labor shortages and high turnover has become increasingly difficult. Baristar offers a way for hospitality managers to easily browse and connect with qualified workers in their area. This gives businesses access to an on-demand workforce ready to pick up shifts.

For workers, Baristar provides notification of nearby jobs matching their skills and availability. Workers can select opportunities that fit their schedule without the constraints of a typical 9-5 job. This flexibility allows students, parents, and others seeking supplemental income to find work opportunities in the thriving hospitality industry.

Additionally, Baristar handles payments between businesses and workers. Businesses can conveniently pay workers upon job completion, while workers have assurance they will be fairly compensated. The rating system also builds accountability on both sides.

In an industry plagued by labor challenges, Baristar presents a win-win connecting business with an on-demand workforce while empowering workers with flexibility and control.



Baristar Jobs App

Validation of the solution

To validate that our solution effectively addresses the problems we aim to solve, we conducted interviews with managers at 5 local hospitality businesses. We asked them to evaluate our app prototype and provide feedback on its usability and ability to streamline hiring and payment processes.

The key findings from these interviews were:

- All managers said our app would save them time and money in recruitment and payroll processes.
- 80% said our payment processing fees were lower than their current methods.
- All felt the app provided needed flexibility in shift scheduling and hiring.

Based on this positive response, we are confident our solution solves major pain points for hospitality employers. We will continue gathering feedback as we finalize development to ensure the product meets local market needs before launch.



Target Market

Market size & segments

The hospitality industry in India is rapidly growing and expected to reach \$512 billion by 2028. Key factors driving this growth include rising incomes, expanding middle class, increasing domestic and international tourism, and government initiatives. There is also a shift towards experiential travel with travelers seeking more immersive cultural and sustainable experiences from hotels and resorts.

Our Baristar app targets small and medium hospitality businesses in India. With over 7 million such establishments and high mobile penetration, there is a sizable addressable market. Additionally, larger hospitality chains could potentially use a white-labeled version of Baristar.

Based on the current \$191 billion size of India's travel and tourism industry, and 10% projected CAGR, the estimated market size for hospitality technology solutions is:

- 2023: \$19.1 billion
- 2024: \$21 billion
- 2025: \$23.1 billion
- 2026: \$25.4 billion
- 2027: \$28 billion

As a SaaS-based mobile app for hospitality hiring and payment solutions, Baristar is creating a new market segment. If we capture even 0.5% market share of the overall hospitality technology solutions market, that still represents over \$100 million revenue opportunity by 2027.

Our beachhead market is focused solely on India to establish product-market fit and build density in key cities before expanding globally. Early adopter segments include hotels, restaurants, contract catering firms and event venues in major metro areas.



Indian Brand Equity Foundation - <https://www.ibef.org/industry/tourism-hospitality-india/infographic>

Target Market

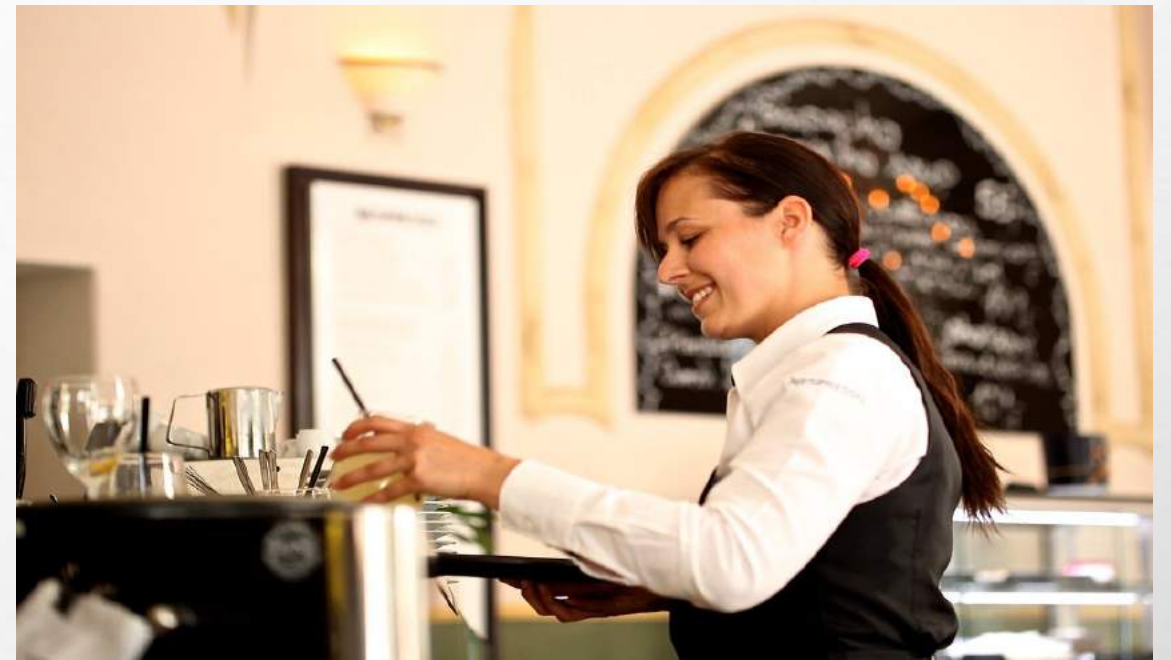
Key customers

As a hospitality jobs app connecting workers with businesses, our key customers are primarily small and medium businesses in the restaurant, hotel, and events industries. These businesses rely on flexible staffing to meet fluctuating demand but struggle with the overhead costs of recruitment and HR administration. By providing an on-demand platform to find workers and handle payment processing, we solve a major pain point for these establishments.

We will target hospitality businesses with 5-100 employees such as:

- Independent restaurants, bars and cafes
- Boutique hotels
- Catering companies
- Event venues

These businesses rely on flexible staffing to meet fluctuating demand but struggle with the overhead costs of recruitment and HR administration



The hospitality industry has been deeply impacted by labor shortages, making our on-demand hiring and payment services even more valuable. Our customers are seeking to reduce hiring costs and access a larger pool of qualified workers. We allow them to staff up or down as needed while we handle screening, payroll, and compliance. This saves them substantial time and overhead expenses.

By focusing on this target customer segment's key pain points around staffing and labor costs, we will drive rapid adoption and retention. Our self-service platform empowers these businesses to find staff for any shift or event quickly and easily.

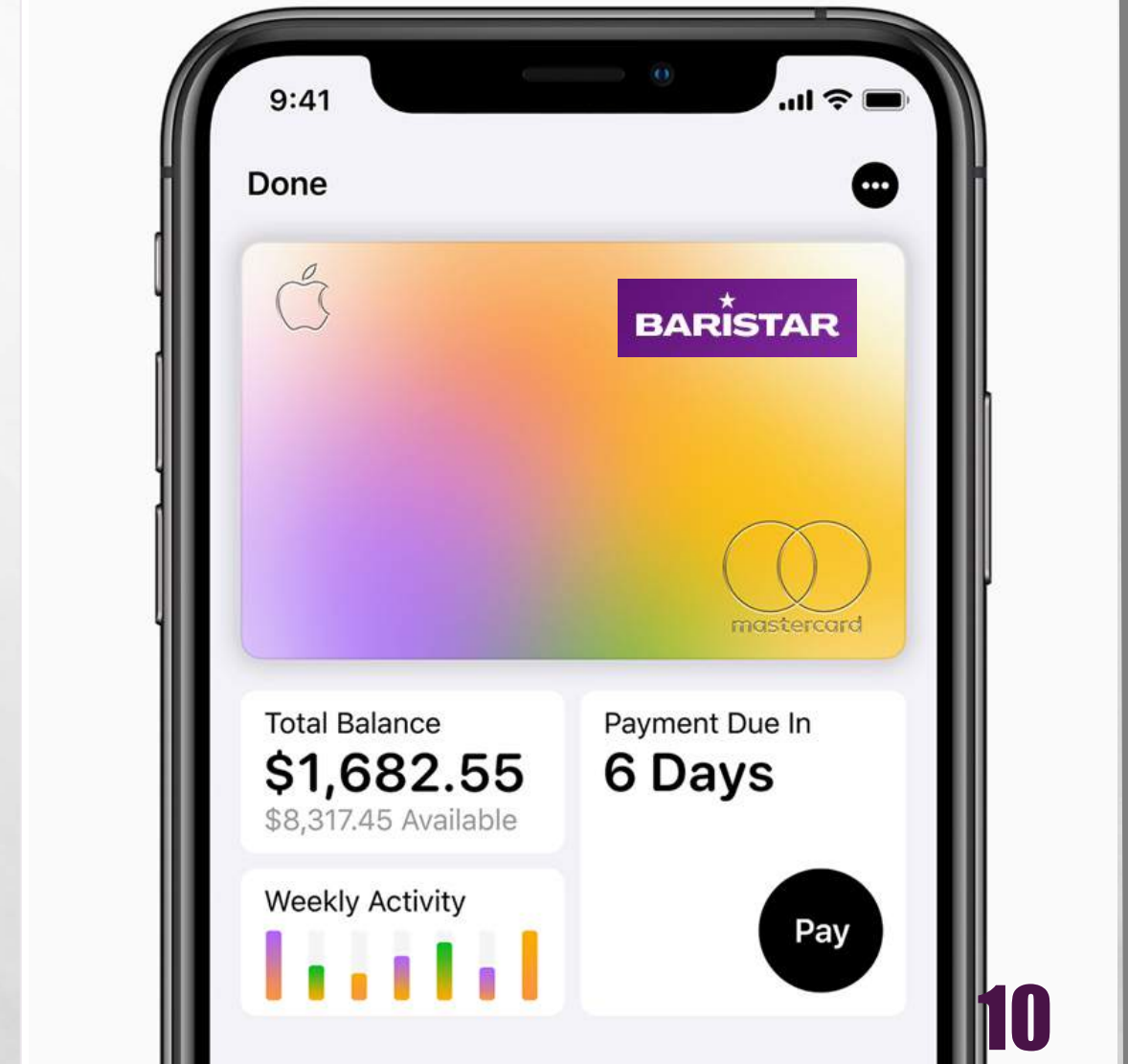
Target Market

Future markets

As Baristar grows, we see significant opportunities to expand our services into new hospitality sectors. Our technology and approach can be applied to hotels, resorts, casinos, stadiums, theme parks, and other venues needing flexible staffing. As we build traction in India, we will explore licensing partnerships to launch Baristar as a white-label solution for large hospitality corporations to use internally. There is also long-term potential to provide similar on-demand staffing services to the construction, events, healthcare, and professional services industries.

Our expansion plan is to first establish market leadership in India over the next three years. We will then look to enter the US market which has over 15 million hospitality and food service jobs. From there we can expand to other English-speaking countries like Canada, the UK, and Australia where our platform will require minimal localization. Further down the road, we may translate Baristar into other languages to tap into massive underserved hospitality labor markets such as China, Mexico, Brazil, and Indonesia.

As on-demand staffing becomes more commonplace globally, we envision Baristar becoming the premier flexible hiring platform for the hospitality industry and beyond. Our future vision is to enable economic opportunities for workers while providing businesses access to qualified staff within minutes rather than days. We also envisage Baristar being a supplier of a digital debit card to assist workers with payment receipt options and an option for workers to go premium by paying for a vetting and identification service. The future of work is flexible, decentralized, and on-demand - we aim for Baristar to lead that revolution.



Competition

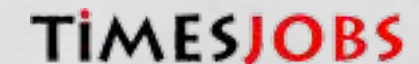
Current Alternatives

As a startup in the hospitality jobs platform industry, we face competition from various alternatives that are currently being used by job seekers and businesses:

- General job boards such as Indeed, ZipRecruiter, and Monster, which provide hospitality job listings but lack a specialized focus.
- Hospitality industry associations like the National Restaurant Association and American Hotel & Lodging Association, which offer job boards.
- Direct applications through hospitality business websites and physical locations.
- Staffing agencies that supply temporary workers to hospitality businesses.
- Facebook Groups where hospitality workers connect and find job opportunities.

While these options are functional, they have limitations in terms of convenience, speed of hiring, and effectively matching qualified workers. As an on-demand mobile app, our platform offers greater efficiency and specialization tailored specifically for the hospitality industry.

Our value proposition focuses on assisting businesses in actively searching for qualified workers with available hospitality shifts, streamlining payroll processes, and building comprehensive worker profiles. This significantly enhances and improves upon the traditional job boards and manual hiring processes currently in use.



Competition

SWOT Analysis

As a hospitality jobs app startup, Baristar has several key strengths and opportunities to leverage as well as weaknesses and threats to address in the competitive landscape:

Strengths

- First-mover advantage in the hospitality jobs app space
- Strong founding team with experience in marketing and lean business operations
- Hire-to-payment business model

Weaknesses

- Limited brand awareness and user base as a new startup
- Relies heavily on strong network effects to drive value
- High customer acquisition costs initially to attract both businesses and workers

Opportunities

- Rapid growth of the gig economy and shift towards flexible work models
- High demand from hospitality businesses for qualified staff
- Ability to expand into related verticals like retail and events

Threats

- Potential for larger established players to enter the space
- Maintaining strong quality standards across a dispersed, flexible workforce
- Economic downturns that impact the hospitality industry

By focusing on our core strengths, Baristar aims to rapidly acquire users and become the go-to jobs app for businesses and workers in hospitality. We will need to aggressively invest in marketing and development early on to establish ourselves before larger competitors emerge. If executed successfully,

Competition

Our advantages

Baristar offers a wide range of advantages that make it a standout in the hospitality industry. With our on-demand hiring capabilities, employers have the flexibility to proactively search for and hire workers whenever they need them at the click of a button. This allows businesses to quickly and efficiently fill staffing gaps, ensuring smooth operations and customer satisfaction.

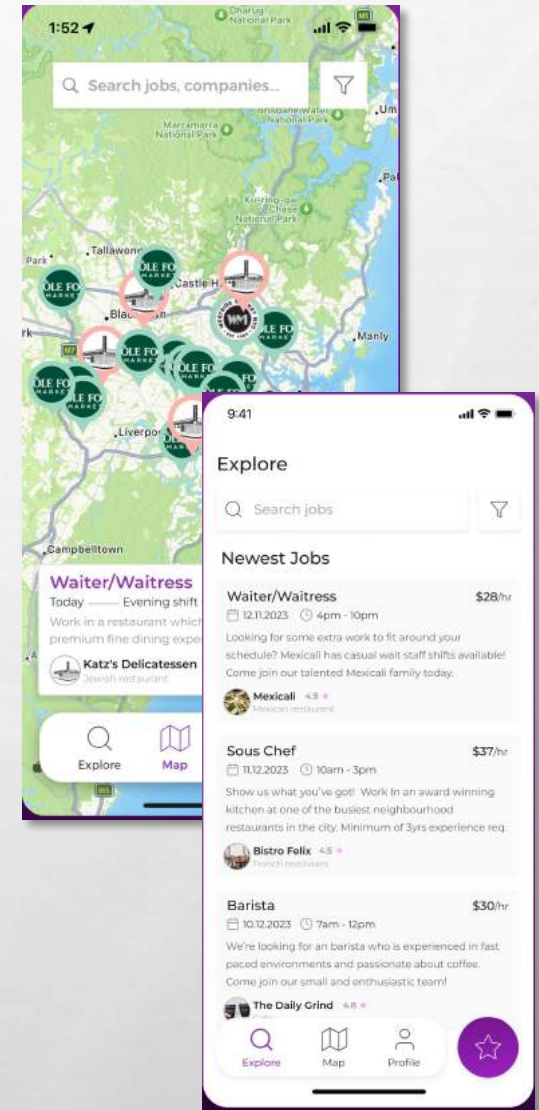
In addition, Baristar provides an easy and convenient way for employers to pay their workers. Our platform streamlines the payment process, saving businesses time and effort. Employers can easily manage and track payments, ensuring accurate and timely compensation for their workers.

Another key advantage of Baristar is the ability to rate workers. Our platform allows employers to provide feedback and ratings for each worker, helping to maintain a high level of quality and professionalism. This enables businesses to build a reliable network of skilled workers who consistently deliver exceptional service.

Furthermore, Baristar offers the convenience of posting multiple jobs. Employers can easily list multiple job openings on our platform, reaching a wider pool of candidates and increasing the chances of finding the right fit for their business.

One of the standout features of Baristar is its low cost. We provide affordable hiring and payment solutions for businesses of all sizes. With our competitive pricing, employers can access top talent without breaking the bank.

For workers, Baristar offers a user-friendly platform that allows them to search for and apply for roles that match their skills and preferences. Best of all, workers do not have to pay any fees to use Baristar, making it a cost-effective choice for job seekers.



Execution

MARKETING PLAN

As a dynamic startup in the hospitality industry, Baristar is driven by a passionate ambition to revolutionize staffing solutions. Our marketing strategy is strategically designed to not only raise awareness, but to also drive widespread adoption among hospitality businesses and workers alike.

To achieve our goals, we will employ a multi-channel approach, leveraging the power of digital marketing and strategic influencer partnerships.

The pillars of our marketing efforts will encompass:

- **Search engine optimization (SEO):** by optimizing our online presence, we will ensure that Baristar is easily discoverable by both hospitality businesses and workers seeking seamless staffing solutions.
- **Search engine marketing (SEM):** we will invest in strategic Google and Bing ads to maximize our reach and captivate our target audience effectively.
- **App store marketing (ASM):** we will invest in a strategy to market our apps on the applicable app stores across the differing platforms
- **Social media marketing (SMM):** our dedicated presence on platforms such as Facebook, Instagram, and Twitter will enable us to engage with our audience, building meaningful connections and fostering loyalty.
- **Influencer marketing:** collaborating with influential leaders in the hospitality industry will enable us to amplify our message, leveraging their expertise and credibility to generate excitement and trust.
- **Radio & print advertising:** we will strategically utilize local radio spots and industry-specific publications to target specific demographics and expand our brand presence.

To captivate our audience and convert visitors into registered users, we are committed to producing high-quality content. Our arsenal will include engaging landing pages, insightful blogs, compelling and persuasive case studies.

Central to our messaging will be the emphasis on the unparalleled benefits that Baristar provides, including flexibility, convenience, and access to a multitude of exciting opportunities.

Our success will be measured through meticulously tracked key metrics:

- **Website Visitors:** We will analyze the number of visitors, ensuring continuous growth and optimizing our online presence.
- **Registered Users:** Monitoring the growth of both businesses and workers who join our platform will be crucial, highlighting the increasing adoption and trust in Baristar.
- **Job Posts & Applications:** Tracking the number of job posts and applications will provide insight into the platform's popularity and effectiveness.
- **Cost per Acquisition:** Evaluating the cost-effectiveness of our marketing efforts will allow us to make informed decisions and allocate resources strategically.

As our user base expands and we gain traction, our laser focus will be on doubling down on the most successful customer acquisition channels. We will also harness the power of referral marketing, tapping into the enthusiasm of our registered users to fuel accelerated growth.



Execution

Sales Plan

As a startup hospitality staffing platform, our primary sales channel is through our mobile app and website. We utilize a self-service model where hospitality businesses can easily sign up, post job openings, and hire vetted workers on demand. Our value proposition centers around providing hospitality businesses a reliable pipeline of qualified workers to fill open shifts.

Our sales and marketing strategy focuses on acquiring new hospitality business customers through targeted digital advertising and partnerships with local hospitality associations. We plan to offer discounts and free trials to incentivize early adopters. Referral programs will also help drive word-of-mouth customer acquisition.

On the worker side, we utilize job boards, social media and digital ads to promote open positions and attract qualified candidates. Our screening process ensures we only accept workers who meet our standards.

As we scale, establishing partnerships with major hospitality brands can significantly expand our customer reach. Integrations with leading point-of-sale and payroll platforms will also help drive adoption by streamlining onboarding and payouts.

Key sales metrics we track include number of new business customers per month, job openings posted, job fill rate percentage, and revenue per customer. As we grow our customer base, maintaining high customer satisfaction and retention will be critical to sustainable long-term sales growth.



Execution

Locations & Facilities



As a startup hospitality staffing platform, Baristar currently has a minimal physical footprint. Our headquarters are located in a small office in Sydney, Australia. This office houses our founding team and early engineering staff.

However, as an app-based platform, our business model is designed for rapid geographic expansion without the overhead of traditional brick-and-mortar locations. Our services will be accessible via our mobile apps on the Apple App Store and Google Play Store.

We plan to strategically open small support offices in additional major cities as we expand our services. But the flexibility of our online platform allows us to scale our staffing services across India and eventually internationally, without being limited by physical locations.

Our focus is on our robust web and mobile apps to connect hospitality workers with businesses needing staff. As we grow, we may explore opening larger hubs for training and support. But the virtual nature of our platform is central to our strategy, allowing us to disrupt traditional hospitality staffing models.

Execution

Technology

Baristar is a custom mobile app and web platform used to connect hospitality workers with businesses needing to fill shifts. The app and web platform has been built using React Native, Node.js, MongoDB, and AWS services. Our payment platform currently utilizes the Stripe API.

Key technical features include:

- User profiles for workers and businesses to store information
- A shift posting and application system
- In-app messaging for coordination between workers and businesses
- Seamless in-app payment processing using Stripe
- User rating systems to enable accountability on both sides
- Geolocation service with map functionality

Our current development talent is in Novi Sad, Serbia and we endeavor to continue to have the team support the app and adjust to the needs of the Indian population (and eventually globally).

Equipment & Tools

As a hospitality jobs app startup, our equipment and tool needs are currently minimal. We utilize a cloud-based platform and tools to build and run our web and mobile applications. This allows us to avoid large upfront investments in physical servers or data centers.

Our key equipment and tools include:

- Laptops and mobile devices for our developers and operations team
- Cloud computing services like AWS to host our platform
- Software as a Service (SaaS) tools such as project management, design, and communication apps
- A customer email support phone system to manage inbound inquiries

As we continue to grow our user base, we will monitor usage of our cloud services to scale up computing power and storage as needed. We will also evaluate whether to lease office space and purchase additional equipment like printers and phones at that time.

Our lean approach allows us to launch the business without major upfront equipment investments. We will take a data-driven approach to scaling up equipment as the business grows.

Execution

Metrics

As a hospitality jobs platform startup, some of our key metrics to track include:

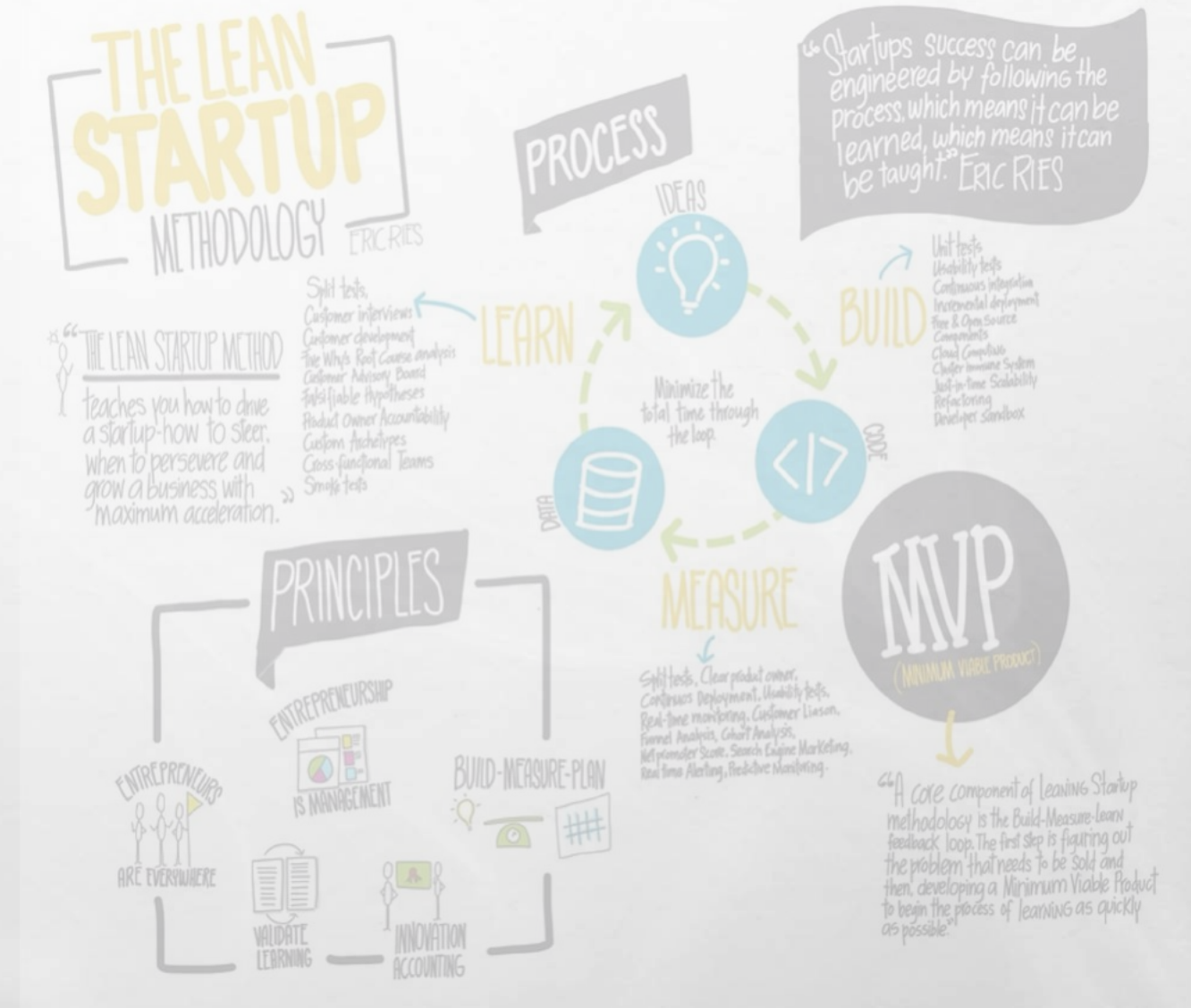
- Number of businesses signed up
- Number of workers signed up
- Number of job posts per month
- Number of job applications per month
- Number of jobs filled per month
- Average time to fill a job
- Business customer retention rate

Tracking these metrics monthly will allow us to monitor the growth and engagement on our platform. As we scale, we aim to have over 25000 businesses signed up within the first year along with several thousand active workers. Our goal is to facilitate at least 2,000 successful job matches per day by the end of year one.

Additionally, we will track revenue metrics such as:

- Number of payment transactions
- Total transaction volume
- Average revenue per transaction
- Revenue growth month-over-month

As our monetization model is based on taking a small transaction fee for each worker payment processed or payment for advertising, monitoring the key revenue and transaction metrics will be critical.



Company

Overview

Baristar is registered as a Proprietary Limited company in Australia. The company has two co-founders who each own 50% of the business - Nesh Kandic as CEO and Sanja Kandic as CMO. As a startup company, Baristar is structured with the founding team holding equal equity stakes and leadership positions to drive the business forward. With clear roles and responsibilities, Nesh and Sanja complement each other well and are aligned on the vision to build Baristar into a leading hospitality jobs platform.

The co-founders have invested significantly in Baristar's technology and operations to date. As the business grows, outside investment through venture capital or other sources may be considered to fuel expansion. Baristar's legal structure as a registered Proprietary Limited company provides the framework to issue stock options as part of employee compensation packages. This will allow the company to attract and retain top talent.

Team

The CEO of Baristar is Nesh Kandic, who possesses over 15 years of experience in the financial services industry. Throughout his career, Nesh has held various positions, ranging from branch manager to leading a significant program of work for offshore operations in Bangalore, India. With a Bachelor's degree in Business and a Master's degree in Project Management, Nesh recently completed a graduate certificate in Psychology. Notably, he has led the redesign of the end-to-end curriculum function at an enterprise level for The University of Sydney, aiming to enhance the student and staff experience.



The Chief Marketing Officer for Baristar is Sanja Kandic. Sanja has completed a Bachelor's degree in Marketing, specializing in digital marketing. Additionally, she has obtained certification as a Prosci Change Manager. Sanja's professional background includes working for prominent data agencies like Nielsen Research and Oztam. She has also served as a marketing manager for both major and boutique suppliers of white goods and other consumer products in Australia. More recently Sanja has been involved in rolling out a major government initiative as a Change Lead, implementing better mental health capturing tools in primary and secondary schools in Australia.



Financial Plan - Forecast

Key assumptions

Based on the number of signups to date, we are projecting the ability to facilitate approximately 1200 job postings per day in the first year. This translates to over 447,000 hospitality job postings facilitated annually. We aim to capture 1% of the overall hospitality staffing market in India in the first year.

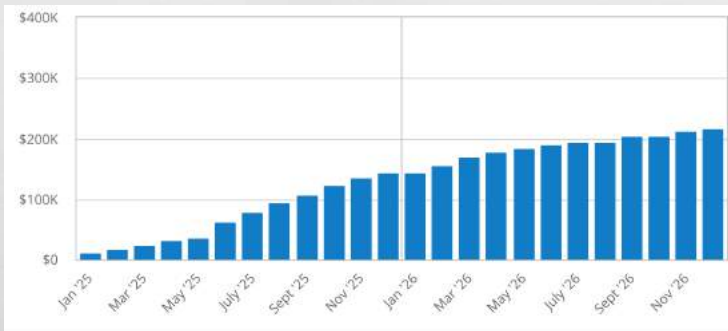
With the expected 6% annual growth of the Indian hospitality industry, we anticipate strong increasing demand for our on-demand hiring platform year-over-year. Our profit margins are projected to be negligible in the first year as we focus on customer acquisition, but we forecast healthy profits by year two as transaction volumes increase.

Key assumptions underlying our growth forecast include:

- Hiring approximately 1 business development manager and a 3-person sales team in the first year to drive partner acquisition.
- Bringing on a digital marketing assistant to help promote our services and acquire worker users.
- Leveraging our functional MVP app with limited additional development expenses is needed.

By securing key hires for business development and marketing, as well as leveraging our existing technology, we are positioned to capture the projected first year transaction volumes and accelerate growth in subsequent years.

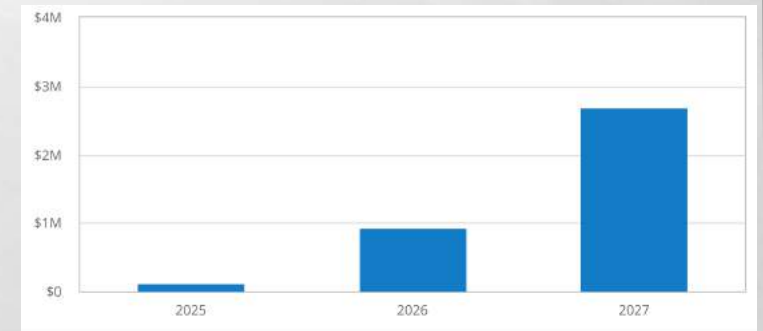
Revenue by month



Expenses by month



Net Profit (or Loss) per year



Financial Plan - Financing

Use of funds

The funds raised will be used to establish a dedicated sales and business development team based in India. This team will focus on acquiring new hospitality business customers and expanding our market presence. We anticipate needing 5-7 full-time sales representatives and 1-2 managers to oversee the team.

Additionally, funds will support building a local operations team to handle day-to-day support of our India-based customers. We expect to hire 2-3 full-time support staff to interface with businesses, respond to inquiries, and provide high-touch account management.

A portion of funds will go towards making minor product adaptations to ensure our app aligns with local needs and preferences in the Indian market. We have budgeted for approximately 2-3 months of development time from our engineering team for these updates.

The remaining funds raised will be allocated to marketing efforts such as search engine optimization, paid advertising, and content creation/social media marketing to drive customer acquisition. We have earmarked ~25% of funds for these critical growth-driving activities.

Source of funds

Baristar has been bootstrapped to date through a personal investment of approximately \$200,000. This funding has allowed us to develop a fully functional application available on both Android and iOS. Moving forward, we are seeking outside investment in order to fuel our growth plans.

We will offer investors an equity share in Baristar in exchange for their investment. The exact terms and percentage of equity offered have yet to be determined, as they will depend on investor interest and negotiation. However, our goal is to give up the minimum equity possible while still securing the funds required for expansion.

At this time, we are focused exclusively on equity financing and are not considering loans or other forms of debt. Equity allows investors to share in the potential growth and profits of Baristar while also providing us with maximum flexibility in how the funds are utilized.

Target sources of equity financing include:

- Angel investors
- Venture capital firms
- Crowdfunding platforms

We have begun making connections within the startup investment community and are optimistic about securing financing within the next 6-12 months to facilitate our launch into additional markets.

Financial Plan - Statements

Projected Profit and Loss

	2025	2026	2027
Revenue	\$872,625	\$2,254,200	\$5,235,000
Direct Costs	\$130,035	\$145,923	\$180,203
Gross Margin	\$742,590	\$2,108,277	\$5,054,798
Gross Margin %	85%	94%	97%
Operating Expenses			
Salaries & Wages	\$304,800	\$310,896	\$317,109
Employee Related Expenses	\$60,960	\$62,179	\$63,422
Online Marketing	\$120,000	\$120,000	\$120,000
General Marketing	\$60,000	\$60,000	\$60,000
Total Operating Expenses	\$545,760	\$553,075	\$560,531
Operating Income	\$196,830	\$1,555,202	\$4,494,267
Income Taxes	\$78,732	\$622,081	\$1,797,706
Total Expenses	\$754,527	\$1,321,080	\$2,538,439
Net Profit	\$118,098	\$933,121	\$2,696,561
Net Profit / Sales	14%	41%	52%

Financial Plan - Statements

Projected Balance Sheet

	2025	2026	2027
Cash	\$996,830	\$2,473,299	\$6,655,985
Total Current Assets	\$996,830	\$2,473,299	\$6,655,985
Total Assets	\$996,830	\$2,473,299	\$6,655,985
Accounts Payable	\$0	\$0	\$0
Income Taxes Payable	\$78,732	\$622,081	\$1,797,706
Total Current Liabilities	\$78,732	\$622,081	\$2,108,206
Total Liabilities	\$78,732	\$622,081	\$2,108,206
Paid-In Capital	\$800,000	\$800,000	\$800,000
Retained Earnings		\$118,098	\$1,051,218
Earnings	\$118,098	\$933,121	\$2,696,561
Total Owner's Equity	\$918,098	\$1,851,218	\$4,547,779
Total Liabilities & Equity	\$996,830	\$2,473,299	\$6,655,985

Financial Plan - Statements

Projected Cash Flow

	2025	2026	2027
Net Profit	\$118,098	\$933,121	\$2,696,561
Change in Accounts Receivable	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$78,732	\$543,349	\$1,175,625
Net Cash Flow from Operations	\$196,830	\$1,476,470	\$4,182,686
Investments Received	\$800,000		
Net Cash from Financing	\$800,000		
Cash at Beginning of Period	\$0	\$996,830	\$2,473,299
Net Change in Cash	\$996,830	\$1,476,470	\$4,182,686
Cash at End of Period	\$996,830	\$2,473,299	\$6,655,985

CONCLUSION

In conclusion, Baristar identifies a significant opportunity to address critical challenges within the hospitality industry. Through comprehensive research and validation, it's evident that there is a pressing need for a solution that streamlines the hiring process, addresses payment concerns, and offers flexibility for both businesses and workers.

By leveraging technology and innovation, Baristar proposes a unique platform that connects businesses with qualified workers efficiently while providing workers with flexibility and control over their schedules. The validation of the problem and solution through interviews and surveys underscores the relevance and necessity of Baristar's services.

With a clear understanding of the target market and a strategic approach to expansion, Baristar aims to capture a substantial share of the rapidly growing hospitality industry, particularly in India. The company's marketing and sales strategies are poised to raise awareness and drive adoption among businesses and workers.

The management team's expertise, coupled with a robust financial plan and projected growth trajectory, positions Baristar for success. By securing outside investment to fuel expansion plans, Baristar is poised to become a leading player in the hospitality staffing market, offering tangible benefits to businesses, workers, and investors alike.

Find flexible hospitality job opportunities near you



Appendix

Profit and Loss Statement (With Monthly Detail)

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Total Revenue	\$11,700	\$17,550	\$25,350	\$32,175	\$37,050	\$62,400	\$79,950	\$95,550	\$107,250	\$122,850	\$136,500	\$144,300
Total Direct Costs	\$10,135	\$10,202	\$10,292	\$10,370	\$10,426	\$10,718	\$10,919	\$11,099	\$11,233	\$11,413	\$11,570	\$11,659
Gross Margin	\$1,565	\$7,348	\$15,058	\$21,805	\$26,624	\$51,682	\$69,031	\$84,451	\$96,017	\$111,437	\$124,930	\$132,641
Gross Margin %	13%	42%	59%	68%	72%	83%	86%	88%	90%	91%	92%	92%
Salaries and Wages	\$25,400	\$25,400	\$25,400	\$25,400	\$25,400	\$25,400	\$25,400	\$25,400	\$25,400	\$25,400	\$25,400	\$25,400
Employee Related Expenses	\$5,080	\$5,080	\$5,080	\$5,080	\$5,080	\$5,080	\$5,080	\$5,080	\$5,080	\$5,080	\$5,080	\$5,080
Online Marketing	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
General Marketing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Total Operating Expenses	\$45,480	\$45,480	\$45,480	\$45,480	\$45,480	\$45,480	\$45,480	\$45,480	\$45,480	\$45,480	\$45,480	\$45,480
Operating Income	(\$43,915)	(\$38,132)	(\$30,422)	(\$23,675)	(\$18,856)	\$6,202	\$23,551	\$38,971	\$50,537	\$65,957	\$79,450	\$87,161
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$12,088	\$31,780	\$34,864
Total Expenses	\$55,615	\$55,682	\$55,772	\$55,850	\$55,906	\$56,198	\$56,399	\$56,579	\$56,713	\$68,981	\$88,830	\$92,003
Net Profit	(\$43,915)	(\$38,132)	(\$30,422)	(\$23,675)	(\$18,856)	\$6,202	\$23,551	\$38,971	\$50,537	\$53,869	\$47,670	\$52,297
Net Profit / Sales	(375%)	(217%)	(120%)	(74%)	(51%)	10%	29%	41%	47%	44%	35%	36%

Appendix

Profit and Loss Statement (With Monthly Detail)

2026	Jan '26	Feb '26	Mar '26	Apr '26	May '26	June '26	July '26	Aug '26	Sept '26	Oct '26	Nov '26	Dec '26
Total Revenue	\$144,300	\$156,000	\$169,650	\$179,400	\$185,250	\$191,100	\$195,000	\$195,000	\$204,750	\$204,750	\$212,550	\$216,450
Total Direct Costs	\$11,659	\$11,794	\$11,951	\$12,063	\$12,130	\$12,198	\$12,243	\$12,243	\$12,355	\$12,355	\$12,444	\$12,489
Gross Margin	\$132,641	\$144,206	\$157,699	\$167,337	\$173,120	\$178,902	\$182,758	\$182,758	\$192,395	\$192,395	\$200,106	\$203,961
Gross Margin %	92%	92%	93%	93%	93%	94%	94%	94%	94%	94%	94%	94%
Salaries and Wages	\$25,908	\$25,908	\$25,908	\$25,908	\$25,908	\$25,908	\$25,908	\$25,908	\$25,908	\$25,908	\$25,908	\$25,908
Employee Related Expenses	\$5,182	\$5,182	\$5,182	\$5,182	\$5,182	\$5,182	\$5,182	\$5,182	\$5,182	\$5,182	\$5,182	\$5,182
Online Marketing	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
General Marketing	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Total Operating Expenses	\$46,090	\$46,090	\$46,090	\$46,090	\$46,090	\$46,090	\$46,090	\$46,090	\$46,090	\$46,090	\$46,090	\$46,090
Operating Income	\$86,551	\$98,116	\$111,609	\$121,247	\$127,030	\$132,813	\$136,668	\$136,668	\$146,306	\$146,306	\$154,016	\$157,871
Income Taxes	\$34,620	\$39,247	\$44,644	\$48,499	\$50,812	\$53,125	\$54,667	\$54,667	\$58,522	\$58,523	\$61,606	\$63,149
Total Expenses	\$92,369	\$97,131	\$102,685	\$106,652	\$109,032	\$111,412	\$112,999	\$112,999	\$116,966	\$116,967	\$120,140	\$121,728
Net Profit	\$51,931	\$58,869	\$66,965	\$72,748	\$76,218	\$79,688	\$82,001	\$82,001	\$87,784	\$87,783	\$92,410	\$94,722
Net Profit / Sales	36%	38%	39%	41%	41%	42%	42%	42%	43%	43%	43%	44%

Appendix

Profit and Loss Statement

	2025	2026	2027
Total Revenue	\$872,625	\$2,254,200	\$5,235,000
Total Direct Costs	\$130,035	\$145,923	\$180,203
Gross Margin	\$742,590	\$2,108,277	\$5,054,798
Gross Margin %	85%	94%	97%
Salaries and Wages	\$304,800	\$310,896	\$317,109
Employee Related Expenses	\$60,960	\$62,179	\$63,422
Online Marketing	\$120,000	\$120,000	\$120,000
General Marketing	\$60,000	\$60,000	\$60,000
Total Operating Expenses	\$545,760	\$553,075	\$560,531
Operating Income	\$196,830	\$1,555,202	\$4,494,267
Income Taxes	\$78,732	\$622,081	\$1,797,706
Total Expenses	\$754,527	\$1,321,080	\$2,538,439
Net Profit	\$118,098	\$933,121	\$2,696,561
Net Profit / Sales	14%	41%	28%

Appendix

Balance Sheet (with monthly detail)

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Cash	(\$43,915)	(\$82,046)	(\$112,468)	(\$136,143)	(\$154,999)	(\$148,797)	(\$125,246)	(\$86,275)	(\$35,738)	\$30,219	\$109,669	\$196,830
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	(\$43,915)	(\$82,046)	(\$112,468)	(\$136,143)	(\$154,999)	(\$148,797)	(\$125,246)	(\$86,275)	(\$35,738)	\$30,219	\$109,669	\$196,830
Total Assets	(\$43,915)	(\$82,046)	(\$112,468)	(\$136,143)	(\$154,999)	(\$148,797)	(\$125,246)	(\$86,275)	(\$35,738)	\$30,219	\$109,669	\$196,830
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$12,088	\$43,868	\$78,732
Total Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$12,088	\$43,868	\$78,732
Total Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$12,088	\$43,868	\$78,732
Retained Earnings												
Earnings	(\$43,915)	(\$82,046)	(\$112,468)	(\$136,143)	(\$154,999)	(\$148,797)	(\$125,246)	(\$86,275)	(\$35,738)	\$18,131	\$65,801	\$118,098
Total Owner's Equity	(\$43,915)	(\$82,046)	(\$112,468)	(\$136,143)	(\$154,999)	(\$148,797)	(\$125,246)	(\$86,275)	(\$35,738)	\$18,131	\$65,801	\$118,098
Total Liabilities & Equity	(\$43,915)	(\$82,046)	(\$112,468)	(\$136,143)	(\$154,999)	(\$148,797)	(\$125,246)	(\$86,275)	(\$35,738)	\$30,219	\$109,669	\$196,830

Appendix

Balance Sheet (with monthly detail)

2026	Jan '26	Feb '26	Mar '26	Apr '26	May '26	June '26	July '26	Aug '26	Sept '26	Oct '26	Nov '26	Dec '26
Cash	\$283,381	\$381,497	\$414,375	\$535,622	\$662,652	\$795,465	\$932,133	\$1,068,800	\$1,215,106	\$1,361,412	\$1,515,428	\$1,673,299
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$283,381	\$381,497	\$414,375	\$535,622	\$662,652	\$795,465	\$932,133	\$1,068,800	\$1,215,106	\$1,361,412	\$1,515,428	\$1,673,299
Total Assets	\$283,381	\$381,497	\$414,375	\$535,622	\$662,652	\$795,465	\$932,133	\$1,068,800	\$1,215,106	\$1,361,412	\$1,515,428	\$1,673,299
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$113,352	\$152,599	\$118,511	\$167,010	\$217,822	\$270,947	\$325,614	\$380,281	\$438,803	\$497,326	\$558,932	\$622,081
Total Current Liabilities	\$113,352	\$152,599	\$118,511	\$167,010	\$217,822	\$270,947	\$325,614	\$380,281	\$438,803	\$497,326	\$558,932	\$622,081
Total Liabilities	\$113,352	\$152,599	\$118,511	\$167,010	\$217,822	\$270,947	\$325,614	\$380,281	\$438,803	\$497,326	\$558,932	\$622,081
Retained Earnings	\$118,098	\$118,098	\$118,098	\$118,098	\$118,098	\$118,098	\$118,098	\$118,098	\$118,098	\$118,098	\$118,098	\$118,098
Earnings	\$51,931	\$110,800	\$177,766	\$250,514	\$326,732	\$406,420	\$488,421	\$570,422	\$658,205	\$745,988	\$838,398	\$933,121
Total Owner's Equity	\$170,029	\$228,898	\$295,864	\$368,612	\$444,830	\$524,518	\$606,519	\$688,519	\$776,303	\$864,086	\$956,496	\$1,051,218
Total Liabilities & Equity	\$283,381	\$381,497	\$414,375	\$535,622	\$662,652	\$795,465	\$932,133	\$1,068,800	\$1,215,106	\$1,361,412	\$1,515,428	\$1,673,299

Appendix

Balance Sheet

	2025	2026	2027
Cash	\$196,830	\$1,673,299	\$5,855,985
Accounts Receivable	\$0	\$0	\$0
Total Current Assets	\$196,830	\$1,673,299	\$5,855,985
Total Assets	\$196,830	\$1,673,299	\$5,855,985
Accounts Payable	\$0	\$0	\$0
Income Taxes Payable	\$78,732	\$622,081	\$1,797,706
Sales Taxes Payable			\$310,500
Total Current Liabilities	\$78,732	\$622,081	\$2,108,206
Total Liabilities	\$78,732	\$622,081	\$2,108,206
Retained Earnings		\$118,098	\$1,051,218
Earnings	\$118,098	\$933,121	\$2,696,561
Total Owner's Equity	\$118,098	\$1,051,218	\$3,747,779
Total Liabilities & Equity	\$196,830	\$1,673,299	\$5,855,985

Appendix

Cash Flow Statement (with monthly detail)

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Net Profit	(\$43,915)	(\$38,132)	(\$30,422)	(\$23,675)	(\$18,856)	\$6,202	\$23,551	\$38,971	\$50,537	\$53,869	\$47,670	\$52,297
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$12,088	\$31,780	\$34,864
Net Cash Flow from Operations	(\$43,915)	(\$38,132)	(\$30,422)	(\$23,675)	(\$18,856)	\$6,202	\$23,551	\$38,971	\$50,537	\$65,957	\$79,450	\$87,161
Cash at Beginning of Period	\$0	(\$43,915)	(\$82,046)	(\$112,468)	(\$136,143)	(\$154,999)	(\$148,797)	(\$125,246)	(\$86,275)	(\$35,738)	\$30,219	\$109,669
Net Change in Cash	(\$43,915)	(\$38,132)	(\$30,422)	(\$23,675)	(\$18,856)	\$6,202	\$23,551	\$38,971	\$50,537	\$65,957	\$79,450	\$87,161
Cash at End of Period	(\$43,915)	(\$82,046)	(\$112,468)	(\$136,143)	(\$154,999)	(\$148,797)	(\$125,246)	(\$86,275)	(\$35,738)	\$30,219	\$109,669	\$196,830

Appendix

Cash Flow Statement (with monthly detail)

2026	Jan '26	Feb '26	Mar '26	Apr '26	May '26	June '26	July '26	Aug '26	Sept '26	Oct '26	Nov '26	Dec '26
Net Profit	\$51,931	\$58,869	\$66,965	\$72,748	\$76,218	\$79,688	\$82,001	\$82,001	\$87,784	\$87,783	\$92,410	\$94,722
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$34,620	\$39,247	(\$34,088)	\$48,499	\$50,812	\$53,125	\$54,667	\$54,667	\$58,522	\$58,523	\$61,606	\$63,149
Net Cash Flow from Operations	\$86,551	\$98,116	\$32,877	\$121,247	\$127,030	\$132,813	\$136,668	\$136,668	\$146,306	\$146,306	\$154,016	\$157,871
Cash at Beginning of Period	\$196,830	\$283,381	\$381,497	\$414,375	\$535,622	\$662,652	\$795,465	\$932,133	\$1,068,800	\$1,215,106	\$1,361,412	\$1,515,428
Net Change in Cash	\$86,551	\$98,116	\$32,877	\$121,247	\$127,030	\$132,813	\$136,668	\$136,668	\$146,306	\$146,306	\$154,016	\$157,871
Cash at End of Period	\$283,381	\$381,497	\$414,375	\$535,622	\$662,652	\$795,465	\$932,133	\$1,068,800	\$1,215,106	\$1,361,412	\$1,515,428	\$1,673,299

Appendix

Cash Flow Statement

	2025	2026	2027
Net Profit	\$118,098	\$933,121	\$2,696,561
Change in Accounts Receivable	\$0	\$0	\$0
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$78,732	\$543,349	\$1,175,625
Net Cash Flow from Operations	\$196,830	\$1,476,470	\$4,182,686
Cash at Beginning of Period	\$0	\$196,830	\$1,673,299
Net Change in Cash	\$196,830	\$1,476,470	\$4,182,686
Cash at End of Period	\$196,830	\$1,673,299	\$5,855,985