# Executive Summary

## Opportunity

### Problem

The greatest obstacle to ending World hunger is to end the average crop loss of 32% that every farmer suffers economically every year due to improper farm field monitoring, Field Rovers ends this by real 24/7 farm field monitoring management and then enacting proper treatments.

* Almost every farm field has a complex soil story, it can be anywhere from sand to heavy clay, farmers overwater the clay and underwater the sandy soils because they have no real way to know what the levels of fertilization and water are. Crops are very delicate, what I mean is that crops need water at a pivotal times of growth and if they don't get it at the very least the harvest will be cut in half or more.

* Watering (Irrigation) is difficult because if you over water or under water the crops it can have a catastrophic event that cannot be reversed. * Side note; Only 14% of American farms are irrigated BUT those farms produce 39% of total US production! With Field Rovers farmers will be able to afford irrigation.*

* Full field pesticide spraying that kills everything, including the important pollinators such as bees and the organisms that actually breakdown plant debris that creates the food (SOIL) for next years crop has to end. Field Rovers sprays when the AI insect identification operating system detects a detrimental insect at that point only, not the entire field. Biopesticides are the future, they are formulated to only affect each crops detrimental insects and no others.

* Petrochemical fertilizers are poisoning our groundwaters with nitrates, potassium sulfates and super phosphates, they are synthetic compounds manufactured to replace organic fertilizers, they are easily used and distributed but are inorganic, they are like drugs they slowly destroy the crops they are intended to fertilize. The farmer is stuck, they either over fertilize sandy soils with their watering irrigation systems or lose crop production because of under fertilizing. Organic fertilizers are now manufactured that are cost effective in large scale farm applications.

## Solution

* Soil Testing: Field Rovers tests soils for pH (fertilizers) as the machine drives down each set of field rows testing as programed, it tests by having a air It tests the ground by penetrating a probe (with sensors) into the ground, which then analyze the pH and water levels in the ground.

* Water Level Testing, this is part of the same pH testing automatic probe procedure. Our system maps out the entire farm field as it travels through the field 24/7, and the information from the testing results is then transferred to the irrigation operating system. With this information, the irrigation system then waters and fertilizes only where needed to encourage optimal crop growth. Another great thing that will come from using our robot is that through the farmers increased profitability, farmers that cannot afford motorized irrigation will be able to because Field Rovers works with these systems insuring maximum profitability.

*Pesticides, Field Rovers uses AI to identify detrimental insects and only sprays at the insect contact area, there are pesticides coming into the market that are non petroleum based (Neem and other non toxics) that will do little damage to the environment. * IMPORTANT SIDENOTE: Petroleum pesticides not only kill crop damaging insects it kills every organism, most people don't know that insects, bacteria, fungi, earthworms and various other soil animals that break down past vegetation and make new soil for future plantings. What farmers have been forced to use are unnatural fertilizers and insecticides because of costs. Field Rovers cuts these insecticides usage by up to 80%*

Attached atop the Field Rover cab is a custom built ultraviolet lighted bug zapper. Imagine as you're driving down a country road and out in the fields are brightly lighted ultraviolet blue insect zappers. This is HUGE, it works at night when one of the most damaging insects to growing corn when the corn borer is most active. (Bees are not active at night and the wire mesh will be small enough to not harm the beautiful moths like the Cecropia Moth). Corn borers destroy entire fields, utilizing both the AI spray targeting system and the nighttime bug zapper system this will decimate the corn borer and all other detrimental insects. If you want to talk about the environment, Field Rovers is what everyone will be talking about, a future of less pollution, a World heading towards organic life.

## Market

The Big Picture; There are over 899,500,000 farmed acres in the United States, the Worlds total farmed acres is 4.62 billion acres, neither of these markets can afford not to  use the Field Rovers robotic vehicle. We recommend that farmers have at least one Field Rover for every 1,000 acres to have a minimum of field monitoring. Field Rovers' main role is for spraying crops, and the crop-spraying category in the United States sold $2.2 billion of field sprayers in 2020[1].

* Farm Implement Wholesalers; **B**usinesses primarily engaged in the wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the **farm** or the lawn or garden; and daily and other livestock equipment. This group gets approximately 20% of the retail cost as their sales distribution revenue.

* Farm Implement Retailers; These are the storefront implement sales dealers that deal directly with the farmer and are the service/repair services too. This groups revenue is approximately 20% of sales.

* Direct Sales; Field Rovers was designed so that it can be assembled by the end user. There are many farmers here and around the World who's dealers can be many miles away. Field Rovers saves approximately 40% in sales costs with direct sales.

[1] United States Farm Sprayer Sales 2020

## Competition

* Field spraying machines/tractors are the main competitors for Field Rovers, but offer much less efficiency and savings versus field rovers.

* UAV drones are being used for field monitoring to view the health of plants, but their weakness is that they can only see a bird's eye view of the field, and therefore only see the tops of crops.  But when the tops of crops have visible discoloration/damage, the entire plant is already compromised.

* Ground sensors are another competitor, which basically are sensors that are dug into the ground to monitor water table depths. Field rovers however can analyze the ground anywhere in the field and therefore inform the farmer of the water needs of their entire field.

### Why Us?

Field rovers is a functional farm field monitoring system and sprayer that has no equal. It brings technology that is normally used on the moon and Mars to farmers' fields around the world, with ground analyzing capabilities, invasive bug detection and elimination via localized spraying, and complete farm monitoring all in one platform. Field Rovers will not only help farmers be more efficient and save money on fertilizing costs and lost crops, but will also help imrpove farming operations' impact on the environment.

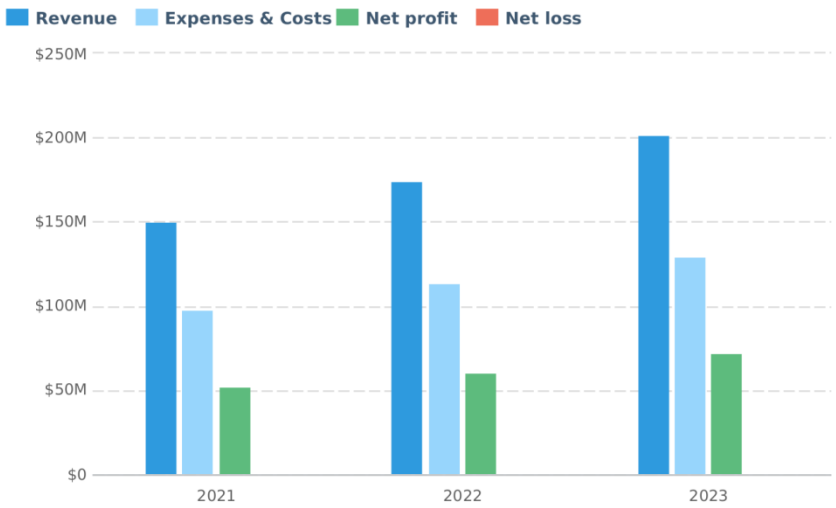
## Expectations

### Forecast

There are over 2 million farmers in the United States. On the low end, we expect to sell a minimum of 1000 units in our first year of operation, meaning a 0.05% market penetration of the total 2 million farmers in the country. 1000 units translates to $150 million of retail sales, or a 6.8% market share of agricultural field sprayers. The launch of field rovers will undoubtedly expand the farming category however, so the majority of our market share will most likely be incremental above the current market size.

Our recommended retail price is $150,000, with our price to distributors being $102,200. Our margin is 29%, with a retailer margin of 32%. 1000 units sold in the first year means a revenue of $102,200,000. The agriculutral sprayers category is estimated to grow from its current $2.2 billion in 2020 to $3.1 billion in 2025, or a 6.5% CAGR. Due to the revolution that field rovers is set to bring to the agriucultural sector, we believe our growth will be double that of category growth, giving us a 13% CAGR, meaning year 3 sales of $130,499,180.

## Financial Highlights by Year




## Financing Needed

We are seeking investors that are truly interested in making a difference in ending World hunger. Our investors will be visionaries, those that understand that when people can grow their own foods they tend not to want war and they flourish.

# Opportunity

## Problem & Solution

### Problem Worth Solving

Farming has gone through changes throughout the years, from using manure for fertilizer to using petrochemical fertilizers, the same with insect control which went from a healthy environmental answer like predator insects that ate the detrimental to mass field spraying that kills everything. Farming went from an environmentally friendly occupation to an industrial operation totally based on profit, this happened because our farmers became the food suppliers to the World, out of necessity. Field Rovers is the reset button, our machine will literally make farming an environmental friendly, high profitability occupation through precise field crop management. If you think that farmers don't care you would be mistaken, they share the same environment as we do but economically they have to do whatever it takes to survive.

Farmers worldwide lose on average 32% of their crop production due to bad field management and insect infestations, FIELD ROVERS ends this sad statistic and is truly the answer to world hunger. I know it's a cool catch phrase but imagine if those farmers could go from losing 32% of their fields production to using Field Rovers Robot the next year and automatically they end their losses? There is another great positive, the Earths farming environment varies drastically by moisture and various soils, we will help people who live in inhospitable environments the opportunity to raise food.

The positives are endless, less fuel for farm equipment, removing only insects that are detrimental to host crops, bees and butterflies will once again abound in our environment, our watersheds will no longer be polluted by over fertilization, real time crop observation

### Our solution

The Field Rover will be at every farm equipment and supplies store worldwide, it is a four wheel drive Robotic self driving Autonomous vehicle that will revolutionize farming Worldwide. It can be driven by using GPS mapping, programmed instruction, smartphone/computer communication and autonomous tractor companion download of the farmers field. The Field Rover can do the following applications/tasks.

Farm field monitoring with soil testing, digital scanning of plant health and heat testing which indicates insects, insect actually have higher temperature than the plants they inhabit. Solar powered with backup generator that starts when the 12 volt batteries power storage drops from lack of the Sun. Targeted pesticide application, not the accepted broad spectrum destroying that is decimating our bee populations that are necessary for healthy fruit producing plants. Soil testing will produce a digital graph showing testing results in real time.

Testing Examples: Soil water levels, heat levels, fertilizer analysis (PH) levels. The manager can literally see in real time the condition of their fields, golf courses and orchards and be able to target areas that have problems with water, fertilizer levels by utilizing their existing irrigation system with our system. This will be done by installing fertilizer tanks (these tanks will be small because their field will require approximately 80% less fertilizer than in previous years)at each well head or integrated irrigation systems that will pump directly into the irrigation water pumping system, targeting its applications to the needed areas. The Rover's height can be adjusted with leg extenders, this offers the ability for the Rover to monitor the field from planting until harvest.

# Target Market

Introduction: Field Rovers is a farm field monitoring system that will end the overuse of pesticides, fertilizers and our shared groundwater supply. I will endeavor to explain this machines capabilities so that someone with little farm life experience can feel confident in investing in the future of farming. *Field Rovers will also be used on golf courses, they are known polluters and of overwatering, we will offer them an opportunity to be good stewards of their facilities and to their neighbors.*

A. Value of the Project, Expected Outcomes and Impact.

Field Rovers implications are many, it will give the farmer the ability to monitor their crops and soils in real time 24/7, they will be able to control the applications of fertilizer, pesticides and waters through the testing insuring their crop production. At this time there is no reliable way to perform this monitoring that works. Field Rovers through soil testing will stop broadcast pesticide spraying {entire field} that's killing our beneficial insects like honey bees. Stop the overuse of fertilizers that are poisoning our water supplies, and only watering when needed.

These new farming practices will increase field production by approximately 32%, think of it like this. The farmer has a 1,000 acre farm, on average because of not being able to monitor and operate correctly they lose 320 acres of field production, think on that. Instead of losing that amount they now add it to their production, adding to their investment and not losing all of the extra labor and fuel. This system will also end the over farming of natural lands, farmers don't want to do the extra work of increasing their field sizes but because of not being able to monitor and correct field operation they are forced to to stay in business.

I designed Field Rovers to be able to be paid for in two years by increased production and easily operated by farmers all over the World, it should substantially end food shortages.

B. Company Overview:

Field Rovers is a prototype startup, with a founder/inventor who has over twenty years experience in farming, growing and management experience. We are sourcing the very best technology from the most innovative companies in America. We search for new technology everyday, just to put technology into context when I came up with the idea of using cameras to monitor and identify beneficial/detrimental insects through ultraviolet at night and ocular cameras during the day it was basically unknown, now you can download an insect identifying APP on your phone!

1. Market, Customers and Competition:

America has 899,500,000 acres in production, if farmers were to buy one Field Rover for each 1,000 acres that would equate to 899.500 Field Rovers!

Worldwide farmland in production is 4.62 BILLION ACRES! Farmers cannot afford not to buy Field Rovers.

Our competitors are using drones which by the time they collect their information from the air it's too late because to understand your crops you must be on the ground that just like a house the foundation (soil and stems) is key to the plants health.

# Competition

## Current alternatives

At this time there are basically two different types of technologies that are in use.

* The Drone analysis systems are great for simple overview processes flying over the farm field but they cannot see those things that actually harm field health in real time, what I mean is that yes they can see the insects but by that time the entire field will be infested with adults laying eggs across the entire field. Consider this, if a drone flies over a field and sees yellowing of the crops leaves due to insects it's already too late, you can spray and try to save as much of the field as you can, the same for plants suffering from dehydration, by the time you see it, it's too late. https://www.precisionhawk.com/agriculture

Field Rovers detects insects from eggs to adults with digital with ocular cameras and for nighttime ultraviolet cameras. Field Rovers drives down each row of crops and scans for insects, fertilizer PH and water depth in real time (watch from your computer) and information stored in Field Rovers computer easily accessed anytime, anywhere.  We detect a detrimental insect we spray in that targeted area in real time, our PH and water testing system stores the exact location and a graph is created that then communicates to the watering and fertilizer irrigation system.

* Farm Field Sensors; Farm field sensors are inserted into the farm field in predetermined intervals to monitor moisture and can only get readings from their locations. https://www.cleverfarm.ag/field-sensor

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## Our advantages

Our advantage over our competitors is that Field Rovers robot actually does what they hope theirs will do.

Our price point is competitive, our robot does what other forms of monitors trying to do the same applications would be too cost prohibitive.

Anyone that can operate a smart phone can operate Field Rovers, it was actually designed to be used by anyone of any language, anywhere. Anyone that can put together LEGOS can put together the robot, it comes in a twenty four inch by seven foot by seven foot case ready to be put together.

# Execution

## Marketing & Sales

### Marketing Plan

* Create the Field Rovers APP that is downloadable by invitation or from purchasing a Field Rover, downloaders will be able to see Field Rover in action examining pre staged corn rows with insects attached in a faux natural setting and spray on their smart phones as they are attending the shows. Imagine it, every farmer with a smartphone is watching in real time Field Rovers seeing detrimental insects, spraying and doing PH and water level testing and scanning the plants health which is saved to memory so they can know exactly where the problem is.

* Farm Publications; Agriculture's Independent Voice | DTNPF.com, Farm Equipment (farm-equipment.com) There are others but these are focused on farm equipment.

* Direct Farmer Marketing; United States Agricultural Machine Shows, United States Agriculture Machinery Exhibitions, Shows, Fairs (showsbee.com) The best U.S. and international farm shows | Farm Progress

* At the farm equipment shows we will blow the visitors away with our robot, they will see it come to life (activate) move into a preset position and start it's work, it can be driven manually too so they can understand it's potential. There would be a video download showing Field Rover driving through field rows during the daylight they will see it actually spraying and during the night they will see the Field Rover ultraviolet blue light mounted atop the cabin zapping insects.

* The one thing that all of the different agricultural tech companies never got was that farmers expect to push the start button and it works, they're not going to help them build their products systems, Field Rovers works out of the box, no excuses just great field monitoring and great crop production.

* Finally we will have the Field Rover marketing movie, operating during the day and at night where they will see the blue ultraviolet lit bug zapper electrocuting bugs as it drives through a crop field.

## Sales Plan

Field Rovers is one of those great products that literally sells itself because it pays for itself in outstanding crop production and the savings from using less pesticides and fertilizers. Farmers cannot afford not to own the farm robot that will insure their economic future come what may, a farmers life is one of plenty and at other times survival.

* We will attend the farm implement shows: FPS back in Illinois in 2021 | Farm Progress

* International farm equipment shows: Top 10 of the largest agriculture and farming shows and fairs in the world (tradefest.io) The best U.S. and international farm shows | Farm Progress

* I will be the initial sales leader at the farm machinery shows , my experience in farming and my belief in Field Rovers and my ability to talk the talk with our farmer customers will be expected (no popcorn salesmen). I have sold high end products at trade shows in the past, it's a fantastic experience, you get to meet face to face with your customers and show them your product in operation. What must be understood is that in a farmers day to day operation it is pretty simple because they know their machines will start and do the job. We will be selling them a robot, a robot that will replace sleepless nights with a new future of high crop output and they can once again hold their heads high as the World's food producers and doing that job without poisoning the Earth and the foods they grow.

**One Growing Season By The Numbers. (fuel savings/costs, labor and time not included)**

**1. Fertilizer per acre average cost: - $80.00**

**2. Insecticide per acre cost: - $65.00**

**TOTAL PER ACRE: -$145.00**

**Cost Per 1000 Acres: - $145,000.00**

**Corn at $3.80 a bushel gross profit@ 1000 Acres:**

**Bushels Gross Profit:** **+ $760,000.00**

**Net Profit Subtracting Costs:** **+ $615,000.00**

**Approximate savings of 80% utilizing Field Rovers targeted application systems per acre:** **$116.00**

**Savings Per 1000 Acres:** **+ $116,000.00**

**Cost of Field Rovers UAV:** **$200,000.00**

# Operations

## Locations & Facilities

I realize that some investors want to at the very least be near the building of the robot, I have no problem with that. I do have a suggestion though, there is a town in Central Minnesota called Little Falls and the reason I mention it is because the talent and infrastructure is already present, up until a couple of years ago they built fiberglass speed boats (Larson). Our robots cabin tray where all the tech is stored will be constructed out of carbon fiber which is basically the same process as fiberglass. They can also build/form the clear polycarbonate cabin cover that protects the solar panels and the ultraviolet bug zapper cabin attached to the top of the Field Rover cabin where the blue light will be seen from afar.

## Technology

The GPS system for the autonomous drive and software/hardware hub stored in the robots cabin. We will be using Viper Imaging for all of our visual and infrared scanning cameras and software.

Field monitoring with soil testing with ocular scanning of plant health and insect infestation as well heat testing, which indicates insect egg hatching's. Solar powered with backup generator that starts when the 12 volt batteries power storage drops from lack of the Sun. Targeted pesticide application, not the broad spectrum destroying our bee populations necessary for healthy plants. Soil testing will produce a digital graph showing testing results in real time. Examples: Soil water levels, heat levels, fertilizer analysis levels, PH levels. The manager can

literally see in real time the condition of their fields, golf courses and orchards and be able to target areas that have problems with water, fertilizer and insect infestation levels by utilizing their existing irrigation system with our system. This will be done by installing fertilizer tanks at each well head or integrated irrigation systems that will pump directly into the irrigation water pumping system, targeting its applications to the needed areas. Each irrigation sprinkler head will be valve controlled, the farmer can actually control their fields correct ground water and fertilizers, saving a lot of money, time and waste.  The Rover's height can be adjusted with leg extenders, this offers the ability for the Rover to monitor the field from planting until harvest. The Field Rover will be made from UV resistant PVC, non- corrosive materials. It has the ability to test localized temperature for the farmer to create a better understanding of how their field actually grows which helps in planting. The autonomous driving system is paired with existing software that monitors the field through it's digital eyes that monitor growth and insect infestation. The soil tester also works through the system making a detailed field graph that is accessed through the wireless system which is in real time. The manager can literally access the system through their smartphone or computer and monitor the plants visually or the graph. The digital eye system will have 3D scanning software to monitor harmful insects stored in it's computer memory which will activate when a harmful insect is spotted the Rover automatically sprays insecticide in a localized application not the entire field, this allows non-harmful and beneficial insects such as bees to not be harmed. The rover will either automatically or by command go to a predetermined place either in the field or back to the farm house once the sensors in the gas tank or pesticide tanks level falls to a predetermined level to be refilled.  . The Rover has emergency/warning lights that can either be turned on manually, be programmed into the Rover's computer or by the farmers computer/smartphone to run when going from one field to another and when they return to be refilled as a safety measure.

Ultraviolet lighted custom bug zapper attached to top of polycarbonate cover.

## Equipment & Tools

* Our technical suppliers are HEXAGON AutonomouStuff | Enabling The Future of Autonomy and VIPER IMAGING Industrial Thermal Imaging & Process Monitoring | Viper Imaging.

* HEXAGON is the premier autonomous system for vehicle GPS tracking for the drive system and the computer (the brain) for all software applications for Field Rovers. **FORT Robotics Vehicle Safety Controller**

*** VIPER IMAGING is the premier maker of thermal and ocular imaging cameras which will be used to detect insects through day vision and infrared for night time scanning to record crop health for the farmers inspection.**

*** We will custom build the ultraviolet bug zapper atop the Field Rovers cabin.**

# Milestones & Metrics

## Milestones Table

| Milestone | Due Date | Details |
|---|---|---|
| Located All Tech and Hardware for Field Rovers | November 23, 2020 | I have sourced everything needed to build the prototype. |

## Key metrics

The best gauge to our success will be the general publics acclamation to Field Rovers ability to let their food producers grow products good for the environment and of course great for them. We live in a world where people understand the new technologies that will enhance their lives. Humans love machines that enhance their existence, the first time a video shows Field Rovers driving through a corn field and watch it's operations they will be excited and amazed, I believe every farmer will be too.

Now comes the profitability, our machines return after all expenses should be approximately 30%, it is a good margin and this will increase after the new GPS and scanning apparatus's building companies prices come down to wholesale pricing , this will be determined by our growth.

The one thing that hasn't be mentioned is that many other industry professionals will be looking at Field Rovers and wonder, "Can it do this too?" The answer is that

the machine can be rethought to fit the needs of many industries because in reality the basic machine is the body and they can add their needed applications to get their desired operations.

# Company

## Overview

### Ownership & Structure

Field Rovers is an LLC registered in Florida.

Owner: Stephen DeLong/Designer/Inventor

### Company history

The design/concept of Field Rovers was envisioned in 2018, it was an idea derived from my reading that all the people living in the country around me that their water wells were being poisoned by nitrates from their farming neighbors. I then designed the concept, I see things differently than most because I know how machines work and I created Field Rovers to work efficiently and well. The necessity to creating machines that work is to have experience in the industry so that they work well out of the box, in the environment that they will operate in. I have operated huge mining machines and I have been a farmer, I know how things work.

## Team

### Management team

Stephen Delong is the designer of this machine, his skills range from owning/operating five different businesses with entirely different business models and running an organic vegetable farm.

* I see things as a mechanical engineer, in the eleventh grade I took the required federal IQ test, it took me fifteen minutes to complete and I aced it, in seventh grade I was taking college level classes in biology, physics and mathematics. I know

how machines work, I don't design machines to just look great, I design machines that will work properly in their intended environment to which they must operate.

* I have designed many workable machines. I design machines to make the human experience easier, not to take away jobs but to make jobs that are too labor cost prohibitive into easily completed by Field Rover and help the environment reach a natural place with humans.

* I have been a organic vegetable farmer and cattle ranch manager. I understand how machines work in their environment and I design them to excel and not be rendered inoperable by dirt, pollen and the weather

## Advisors

* Our technical advisors will be sourced from our suppliers, they will install the systems in the prototype because our success will create theirs.

* The trade (farm equipment/machinery) shows will give us many potential contacts that can be brought into the company. There are sales people, retired farm managers and farm machinery executives that are always looking for the next new thing.

# Financial Plan

## Forecast

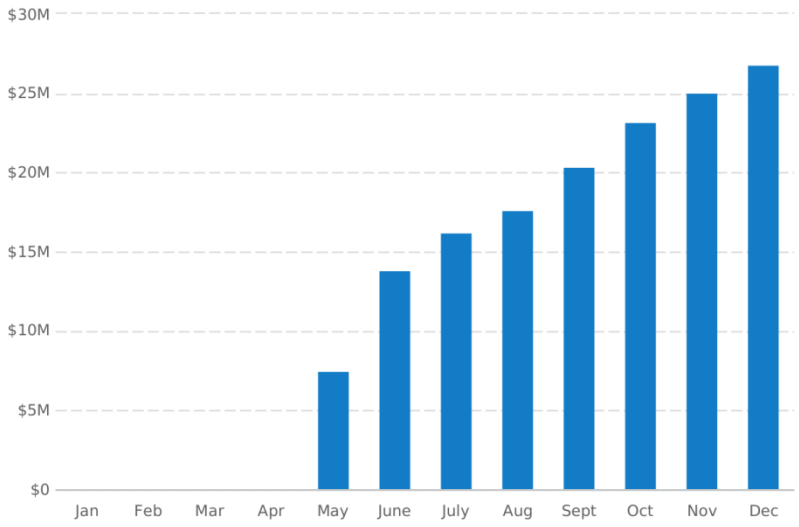
### Key assumptions

* The values are based upon estimated sales projections derived from the 2018 sales of farm field sprayers (This product is our main competitor and our intention is to replace it) and the price point percentage projected profits calculated from profit and loss.

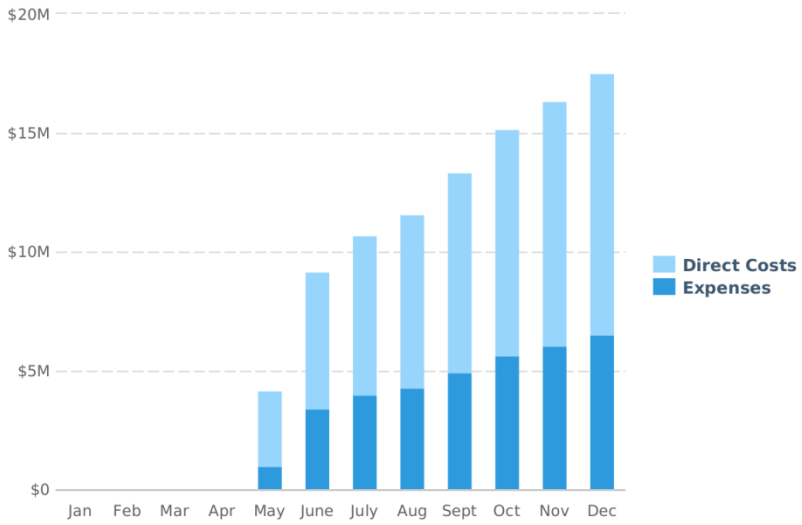
AGRICULTURE SPRAYERS MARKET - SEGMENTED BY SOURCE OF POWER AND GEOGRAPHY - GROWTH, TRENDS, AND FORECAST (2020 - 2025)

The Global Agriculture Sprayers Market was valued at USD 4,775.4 billion in 2018, and it is expected to register a CAGR of 5.4% during the forecast period (2019-2024). The Agriculture Sprayers Market report offers full and customized analysis of country-level forecast, current trends, top players, market share, industry statistics, Agriculture Sprayers Market growth, competitive analysis, and future outlook to 2024.

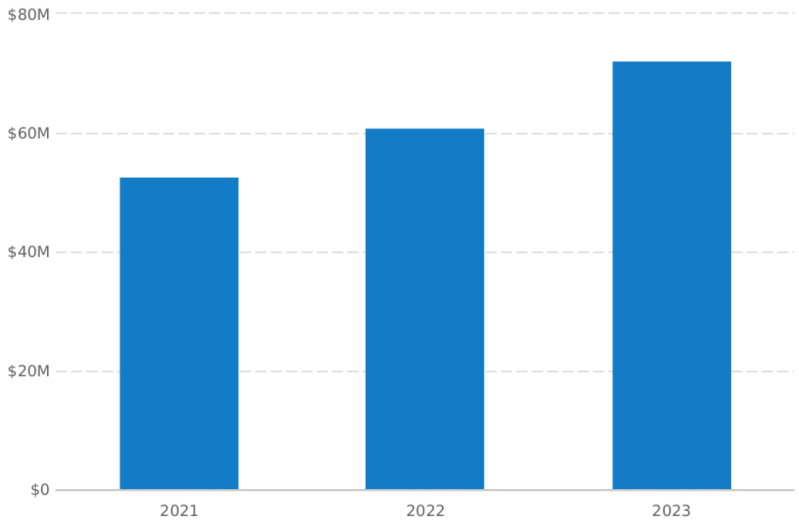
### Revenue by Month



## Expenses by Month




## Net Profit (or Loss) by Year



# Financing

## Use of funds

Phase one investment: Phase one investment will be used for the construction of the Field Rover prototype, marketing and advertising costs. The initial marketing and advertising costs will be incurred in the exhibition at the national farm equipment shows. National and International Equipment Shows

Phase two investment: Phase two will be to open our manufacturing facility and purchase our parts inventory and hire the talent to mass produce Field Rovers.

## Sources of Funds

I expect investors who can understand the financial implications to become members of the Field Rover organization. These individuals will be of financial and investment acumen.

# Statements

## Projected Profit and Loss

| | 2021 | 2022 | 2023 |
|---|---|---|---|
| **Revenue** | **$150,669,345** | **$174,770,355** | **$201,871,470** |
| **Direct Costs** | **$62,119,760** | **$70,535,640** | **$79,532,040** |
| Gross Margin | $88,549,585 | $104,234,715 | $122,339,430 |
| **Gross Margin %** | **59%** | **60%** | **61%** |
| **Operating Expenses** | | | |
| Salaries & Wages | $900,000 | $1,350,000 | $1,350,000 |
| Employee Related Expenses | $180,000 | $270,000 | $270,000 |
| F-150 Ford Pickups for Trailer Hauling | $19,200 | $28,800 | $28,800 |
| Trade Shows | $50,288 | $75,432 | $75,432 |
| Website Build | $35,000 | | |
| Website Monthly Charge | $800 | $1,200 | $1,200 |
| Warehouse Rental | $50,000 | $75,000 | $75,000 |
| Utilities | $5,600 | $8,400 | $8,400 |
| F 150 Insurance | $8,400 | $12,600 | $12,600 |
| Workman's Comp. | $3,360 | $5,040 | $5,040 |
| Health Insurance | $36,800 | $55,200 | $55,200 |
| F 150 and Vehicle Trailer Advertising Wraps | $30,000 | | |
| Marketing | $21,473,078 | $26,215,553 | $30,280,720 |
| **Total Operating Expenses** | **$22,792,526** | **$28,097,225** | **$32,162,392** |
| **Operating Income** | **$65,757,060** | **$76,137,489** | **$90,177,038** |
| Interest Incurred | | | |
| Depreciation and Amortization | $1,650 | $1,650 | $1,650 |
| Gain or Loss from Sale of Assets | | | |
| Income Taxes | $13,151,082 | $15,227,168 | $18,035,077 |

| | | | |
|---|---|---|---|
| **Total Expenses** | **$98,065,018** | **$113,861,683** | **$129,731,159** |
| **Net Profit** | **$52,604,328** | **$60,908,671** | **$72,140,311** |
| **Net Profit / Sales** | **35%** | **35%** | **36%** |

## Projected Balance Sheet

| | Starting Balances | 2021 | 2022 | 2023 |
|---|---|---|---|---|
| Cash | | $65,858,925 | $121,988,897 | $195,272,328 |
| Accounts Receivable | | $0 | $0 | $0 |
| Inventory | | | | |
| Other Current Assets | | | | |
| **Total Current Assets** | | **$65,858,925** | **$121,988,897** | **$195,272,328** |
| Long-Term Assets | | $16,500 | $16,500 | $16,500 |
| Accumulated Depreciation | | ($1,650) | ($3,300) | ($4,950) |
| **Total Long-Term Assets** | | **$14,850** | **$13,200** | **$11,550** |
| **Total Assets** | | **$65,873,775** | **$122,002,097** | **$195,283,878** |
| Accounts Payable | | $0 | $0 | $0 |
| Income Taxes Payable | | $6,511,247 | $3,896,286 | $4,572,737 |
| Sales Taxes Payable | | $5,258,200 | $3,092,812 | $3,557,831 |
| Short-Term Debt | | | | |
| Prepaid Revenue | $0 | $0 | $0 | $0 |
| **Total Current Liabilities** | **$0** | **$11,769,447** | **$6,989,098** | **$8,130,568** |
| Long-Term Debt | | | | |
| **Long-Term Liabilities** | | | | |
| **Total Liabilities** | **$0** | **$11,769,447** | **$6,989,098** | **$8,130,568** |
| Paid-In Capital | | $1,500,000 | $1,500,000 | $1,500,000 |
| Retained Earnings | $0 | $0 | $52,604,328 | $113,512,999 |
| Earnings | | $52,604,328 | $60,908,672 | $72,140,311 |
| **Total Owner's Equity** | **$0** | **$54,104,328** | **$115,012,999** | **$187,153,310** |

| | | | | |
|---|---|---|---|---|
| **Total Liabilities & Equity** | **$0** | **$65,873,775** | **$122,002,097** | **$195,283,878** |

## Projected Cash Flow Statement

| | 2021 | 2022 | 2023 |
|---|---|---|---|
| **Net Cash Flow from Operations** | | | |
| Net Profit | $52,604,328 | $60,908,671 | $72,140,311 |
| Depreciation & Amortization | $1,650 | $1,650 | $1,650 |
| Change in Accounts Receivable | $0 | $0 | $0 |
| Change in Inventory | | | |
| Change in Accounts Payable | $0 | $0 | $0 |
| Change in Income Tax Payable | $6,511,247 | ($2,614,961) | $676,451 |
| Change in Sales Tax Payable | $5,258,200 | ($2,165,388) | $465,019 |
| Change in Prepaid Revenue | $0 | $0 | $0 |
| **Net Cash Flow from Operations** | **$64,375,425** | **$56,129,973** | **$73,283,431** |
| **Investing & Financing** | | | |
| Assets Purchased or Sold | ($16,500) | | |
| **Net Cash from Investing** | **($16,500)** | | |
| Investments Received | $1,500,000 | | |
| Dividends & Distributions | | | |
| Change in Short-Term Debt | | | |
| Change in Long-Term Debt | | | |
| **Net Cash from Financing** | **$1,500,000** | | |
| Cash at Beginning of Period | $0 | $65,858,925 | $121,988,897 |
| Net Change in Cash | $65,858,925 | $56,129,973 | $73,283,431 |
| **Cash at End of Period** | **$65,858,925** | **$121,988,897** | **$195,272,328** |

# Appendix

## Profit and Loss Statement (With monthly detail)

| 2021 | Jan '21 | Feb '21 | Mar '21 | Apr '21 | May '21 | June '21 | July '21 | Aug '21 | Sept '21 | Oct '21 | Nov '21 | Dec '21 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total Revenue** | | | | | **$7,515,495** | **$13,831,590** | **$16,249,380** | **$17,617,470** | **$20,338,260** | **$23,211,750** | **$25,038,450** | **$26,866,950** |
| **Total Direct Costs** | | | | | **$3,174,970** | **$5,745,370** | **$6,724,570** | **$7,275,370** | **$8,376,970** | **$9,539,770** | **$10,274,170** | **$11,008,570** |
| Gross Margin | | | | | $4,340,525 | $8,086,220 | $9,524,810 | $10,342,100 | $11,961,290 | $13,671,980 | $14,764,280 | $15,858,380 |
| **Gross Margin %** | | | | | **58%** | **58%** | **59%** | **59%** | **59%** | **59%** | **59%** | **59%** |
| **Operating Expenses** | | | | | | | | | | | | |
| Salaries and Wages | | | | | $112,500 | $112,500 | $112,500 | $112,500 | $112,500 | $112,500 | $112,500 | $112,500 |
| Employee Related Expenses | | | | | $22,500 | $22,500 | $22,500 | $22,500 | $22,500 | $22,500 | $22,500 | $22,500 |
| F-150 Ford Pickups for Trailer Hauling | | | | | $2,400 | $2,400 | $2,400 | $2,400 | $2,400 | $2,400 | $2,400 | $2,400 |
| Trade Shows | | | | | $6,286 | $6,286 | $6,286 | $6,286 | $6,286 | $6,286 | $6,286 | $6,286 |
| Website Build | $35,000 | | | | | | | | | | | |
| Website Monthly Charge | | | | | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 |
| Warehouse Rental | | | | | $6,250 | $6,250 | $6,250 | $6,250 | $6,250 | $6,250 | $6,250 | $6,250 |
| Utilities | | | | | $700 | $700 | $700 | $700 | $700 | $700 | $700 | $700 |
| F 150 Insurance | | | | | $1,050 | $1,050 | $1,050 | $1,050 | $1,050 | $1,050 | $1,050 | $1,050 |
| Workman's Comp. | | | | | $420 | $420 | $420 | $420 | $420 | $420 | $420 | $420 |
| Health Insurance | | | | | $4,600 | $4,600 | $4,600 | $4,600 | $4,600 | $4,600 | $4,600 | $4,600 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| F 150 and Vehicle Trailer Advertising Wraps | | | | | | $30,000 | | | | | | |
| Marketing | | | | | | $2,074,739 | $2,437,407 | $2,642,620 | $3,050,739 | $3,481,763 | $3,755,767 | $4,030,043 |
| **Total Operating Expenses** | **$35,000** | | | | **$156,806** | **$2,261,545** | **$2,594,213** | **$2,799,426** | **$3,207,545** | **$3,638,569** | **$3,912,573** | **$4,186,849** |
| **Operating Income** | **($35,000)** | | | | **$4,183,719** | **$5,824,676** | **$6,930,597** | **$7,542,673** | **$8,753,745** | **$10,033,412** | **$10,851,706** | **$11,671,532** |
| Interest Incurred | | | | | | | | | | | | |
| Depreciation and Amortization | $138 | $137 | $138 | $137 | $138 | $137 | $138 | $137 | $138 | $137 | $138 | $137 |
| Gain or Loss from Sale of Assets | | | | | | | | | | | | |
| Income Taxes | $0 | $0 | $0 | $0 | $829,606 | $1,164,908 | $1,386,092 | $1,508,507 | $1,750,722 | $2,006,654 | $2,170,314 | $2,334,279 |
| **Total Expenses** | **$35,138** | **$137** | **$138** | **$137** | **$4,161,520** | **$9,171,960** | **$10,705,012** | **$11,583,441** | **$13,335,375** | **$15,185,130** | **$16,357,195** | **$17,529,835** |
| **Net Profit** | **($35,138)** | **($137)** | **($138)** | **($137)** | **$3,353,976** | **$4,659,630** | **$5,544,367** | **$6,034,029** | **$7,002,886** | **$8,026,620** | **$8,681,255** | **$9,337,115** |
| **Net Profit / Sales** | | | | | **45%** | **34%** | **34%** | **34%** | **34%** | **35%** | **35%** | **35%** |

| | 2021 | 2022 | 2023 |
|---|---|---|---|
| **Total Revenue** | **$150,669,345** | **$174,770,355** | **$201,871,470** |
| **Total Direct Costs** | **$62,119,760** | **$70,535,640** | **$79,532,040** |
| Gross Margin | $88,549,585 | $104,234,715 | $122,339,430 |
| **Gross Margin %** | **59%** | **60%** | **61%** |
| **Operating Expenses** | | | |
| Salaries and Wages | $900,000 | $1,350,000 | $1,350,000 |
| Employee Related Expenses | $180,000 | $270,000 | $270,000 |
| F-150 Ford Pickups for Trailer Hauling | $19,200 | $28,800 | $28,800 |
| Trade Shows | $50,288 | $75,432 | $75,432 |
| Website Build | $35,000 | | |
| Website Monthly Charge | $800 | $1,200 | $1,200 |
| Warehouse Rental | $50,000 | $75,000 | $75,000 |
| Utilities | $5,600 | $8,400 | $8,400 |
| F 150 Insurance | $8,400 | $12,600 | $12,600 |
| Workman's Comp. | $3,360 | $5,040 | $5,040 |
| Health Insurance | $36,800 | $55,200 | $55,200 |
| F 150 and Vehicle Trailer Advertising Wraps | $30,000 | | |
| Marketing | $21,473,078 | $26,215,553 | $30,280,720 |
| **Total Operating Expenses** | **$22,792,526** | **$28,097,225** | **$32,162,392** |
| **Operating Income** | **$65,757,060** | **$76,137,489** | **$90,177,038** |
| Interest Incurred | | | |
| Depreciation and Amortization | $1,650 | $1,650 | $1,650 |
| Gain or Loss from Sale of Assets | | | |
| Income Taxes | $13,151,082 | $15,227,168 | $18,035,077 |

| | | | |
|---|---|---|---|
| **Total Expenses** | **$98,065,018** | **$113,861,683** | **$129,731,159** |
| **Net Profit** | **$52,604,328** | **$60,908,671** | **$72,140,311** |
| **Net Profit / Sales** | **35%** | **35%** | **36%** |

## Balance Sheet (With Monthly Detail)

| | Starting Balances | Jan '21 | Feb '21 | Mar '21 | Apr '21 | May '21 | June '21 | July '21 | Aug '21 | Sept '21 | Oct '21 | Nov '21 | Dec '21 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Cash | | ($51,500) | ($51,500) | ($51,500) | $1,448,500 | $6,158,304 | $12,951,191 | $17,530,435 | $26,306,330 | $36,483,754 | $39,702,309 | $52,306,707 | $65,858,925 |
| Accounts Receivable | | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Inventory | | | | | | | | | | | | | |
| Other Current Assets | | | | | | | | | | | | | |
| **Total Current Assets** | | **($51,500)** | **($51,500)** | **($51,500)** | **$1,448,500** | **$6,158,304** | **$12,951,191** | **$17,530,435** | **$26,306,330** | **$36,483,754** | **$39,702,309** | **$52,306,707** | **$65,858,925** |
| Long-Term Assets | | $16,500 | $16,500 | $16,500 | $16,500 | $16,500 | $16,500 | $16,500 | $16,500 | $16,500 | $16,500 | $16,500 | $16,500 |
| Accumulated Depreciation | | ($138) | ($275) | ($413) | ($550) | ($688) | ($825) | ($963) | ($1,100) | ($1,238) | ($1,375) | ($1,513) | ($1,650) |
| **Total Long-Term Assets** | | **$16,363** | **$16,225** | **$16,088** | **$15,950** | **$15,813** | **$15,675** | **$15,538** | **$15,400** | **$15,263** | **$15,125** | **$14,988** | **$14,850** |
| **Total Assets** | | **($35,138)** | **($35,275)** | **($35,413)** | **$1,464,450** | **$6,174,117** | **$12,966,866** | **$17,545,972** | **$26,321,730** | **$36,499,017** | **$39,717,434** | **$52,321,695** | **$65,873,775** |
| Accounts Payable | | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Income Taxes Payable | | $0 | $0 | $0 | $0 | $829,606 | $1,994,514 | $1,386,092 | $2,894,599 | $4,645,321 | $2,006,654 | $4,176,968 | $6,511,247 |
| Sales Taxes Payable | | | | | | $526,085 | $1,494,296 | $1,137,457 | $2,370,679 | $3,794,358 | $1,624,822 | $3,377,514 | $5,258,200 |
| Short-Term Debt | | | | | | | | | | | | | |
| Prepaid Revenue | $0 | | | | | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| **Total Current Liabilities** | **$0** | **$0** | **$0** | **$0** | **$0** | **$1,355,691** | **$3,488,810** | **$2,523,549** | **$5,265,278** | **$8,439,679** | **$3,631,476** | **$7,554,482** | **$11,769,447** |
| Long-Term Debt | | | | | | | | | | | | | |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Long-Term Liabilities** | | | | | | | | | | | | | |
| **Total Liabilities** | **$0** | **$0** | **$0** | **$0** | **$0** | **$1,355,691** | **$3,488,810** | **$2,523,549** | **$5,265,278** | **$8,439,679** | **$3,631,476** | **$7,554,482** | **$11,769,447** |
| Paid-In Capital | | | | | $1,500,000 | $1,500,000 | $1,500,000 | $1,500,000 | $1,500,000 | $1,500,000 | $1,500,000 | $1,500,000 | $1,500,000 |
| Retained Earnings | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Earnings | | ($35,138) | ($35,275) | ($35,413) | ($35,550) | $3,318,426 | $7,978,056 | $13,522,423 | $19,556,452 | $26,559,338 | $34,585,958 | $43,267,213 | $52,604,328 |
| **Total Owner's Equity** | **$0** | **($35,138)** | **($35,275)** | **($35,413)** | **$1,464,450** | **$4,818,426** | **$9,478,056** | **$15,022,423** | **$21,056,452** | **$28,059,338** | **$36,085,958** | **$44,767,213** | **$54,104,328** |
| **Total Liabilities & Equity** | **$0** | **($35,138)** | **($35,275)** | **($35,413)** | **$1,464,450** | **$6,174,117** | **$12,966,866** | **$17,545,972** | **$26,321,730** | **$36,499,017** | **$39,717,434** | **$52,321,695** | **$65,873,775** |

| | Starting Balances | 2021 | 2022 | 2023 |
|---|---|---|---|---|
| Cash | | $65,858,925 | $121,988,897 | $195,272,328 |
| Accounts Receivable | | $0 | $0 | $0 |
| Inventory | | | | |
| Other Current Assets | | | | |
| **Total Current Assets** | | **$65,858,925** | **$121,988,897** | **$195,272,328** |
| Long-Term Assets | | $16,500 | $16,500 | $16,500 |
| Accumulated Depreciation | | ($1,650) | ($3,300) | ($4,950) |
| **Total Long-Term Assets** | | **$14,850** | **$13,200** | **$11,550** |
| **Total Assets** | | **$65,873,775** | **$122,002,097** | **$195,283,878** |
| Accounts Payable | | $0 | $0 | $0 |
| Income Taxes Payable | | $6,511,247 | $3,896,286 | $4,572,737 |
| Sales Taxes Payable | | $5,258,200 | $3,092,812 | $3,557,831 |
| Short-Term Debt | | | | |
| Prepaid Revenue | $0 | $0 | $0 | $0 |
| **Total Current Liabilities** | **$0** | **$11,769,447** | **$6,989,098** | **$8,130,568** |
| Long-Term Debt | | | | |
| **Long-Term Liabilities** | | | | |
| **Total Liabilities** | **$0** | **$11,769,447** | **$6,989,098** | **$8,130,568** |
| Paid-In Capital | | $1,500,000 | $1,500,000 | $1,500,000 |
| Retained Earnings | $0 | $0 | $52,604,328 | $113,512,999 |
| Earnings | | $52,604,328 | $60,908,672 | $72,140,311 |
| **Total Owner's Equity** | **$0** | **$54,104,328** | **$115,012,999** | **$187,153,310** |
| **Total Liabilities & Equity** | **$0** | **$65,873,775** | **$122,002,097** | **$195,283,878** |

## Cash Flow Statement (With Monthly Detail)

| 2021 | Jan '21 | Feb '21 | Mar '21 | Apr '21 | May '21 | June '21 | July '21 | Aug '21 | Sept '21 | Oct '21 | Nov '21 | Dec '21 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Net Cash Flow from Operations** | | | | | | | | | | | | |
| Net Profit | ($35,138) | ($137) | ($138) | ($137) | $3,353,976 | $4,659,630 | $5,544,367 | $6,034,029 | $7,002,886 | $8,026,620 | $8,681,255 | $9,337,115 |
| Depreciation & Amortization | $138 | $138 | $138 | $138 | $138 | $138 | $138 | $138 | $138 | $138 | $138 | $138 |
| Change in Accounts Receivable | $0 | | | | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Change in Inventory | | | | | | | | | | | | |
| Change in Accounts Payable | $0 | | | | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Change in Income Tax Payable | $0 | $0 | $0 | $0 | $829,606 | $1,164,908 | ($608,422) | $1,508,507 | $1,750,722 | ($2,638,667) | $2,170,314 | $2,334,279 |
| Change in Sales Tax Payable | | | | | $526,085 | $968,211 | ($356,839) | $1,233,222 | $1,423,679 | ($2,169,536) | $1,752,692 | $1,880,686 |
| Change in Prepaid Revenue | $0 | | | | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| **Net Cash Flow from Operations** | **($35,000)** | **$0** | **$0** | **$0** | **$4,709,804** | **$6,792,887** | **$4,579,244** | **$8,775,896** | **$10,177,424** | **$3,218,555** | **$12,604,399** | **$13,552,218** |
| **Investing & Financing** | | | | | | | | | | | | |
| Assets Purchased or Sold | ($16,500) | | | | | | | | | | | |
| **Net Cash from Investing** | **($16,500)** | | | | | | | | | | | |
| Investments Received | | | | $1,500,000 | | | | | | | | |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Dividends & Distributions | | | | | | | | | | | | |
| Change in Short-Term Debt | | | | | | | | | | | | |
| Change in Long-Term Debt | | | | | | | | | | | | |
| **Net Cash from Financing** | | | | **$1,500,000** | | | | | | | | |
| Cash at Beginning of Period | $0 | ($51,500) | ($51,500) | ($51,500) | $1,448,500 | $6,158,304 | $12,951,191 | $17,530,435 | $26,306,330 | $36,483,754 | $39,702,309 | $52,306,707 |
| Net Change in Cash | ($51,500) | $0 | $0 | $1,500,000 | $4,709,804 | $6,792,887 | $4,579,244 | $8,775,896 | $10,177,424 | $3,218,555 | $12,604,399 | $13,552,218 |
| **Cash at End of Period** | **($51,500)** | **($51,500)** | **($51,500)** | **$1,448,500** | **$6,158,304** | **$12,951,191** | **$17,530,435** | **$26,306,330** | **$36,483,754** | **$39,702,309** | **$52,306,707** | **$65,858,925** |

| | 2021 | 2022 | 2023 |
|---|---|---|---|
| **Net Cash Flow from Operations** | | | |
| Net Profit | $52,604,328 | $60,908,671 | $72,140,311 |
| Depreciation & Amortization | $1,650 | $1,650 | $1,650 |
| Change in Accounts Receivable | $0 | $0 | $0 |
| Change in Inventory | | | |
| Change in Accounts Payable | $0 | $0 | $0 |
| Change in Income Tax Payable | $6,511,247 | ($2,614,961) | $676,451 |
| Change in Sales Tax Payable | $5,258,200 | ($2,165,388) | $465,019 |
| Change in Prepaid Revenue | $0 | $0 | $0 |
| **Net Cash Flow from Operations** | **$64,375,425** | **$56,129,973** | **$73,283,431** |
| **Investing & Financing** | | | |
| Assets Purchased or Sold | ($16,500) | | |
| **Net Cash from Investing** | **($16,500)** | | |
| Investments Received | $1,500,000 | | |
| Dividends & Distributions | | | |
| Change in Short-Term Debt | | | |
| Change in Long-Term Debt | | | |
| **Net Cash from Financing** | **$1,500,000** | | |
| Cash at Beginning of Period | $0 | $65,858,925 | $121,988,897 |
| Net Change in Cash | $65,858,925 | $56,129,973 | $73,283,431 |
| **Cash at End of Period** | **$65,858,925** | **$121,988,897** | **$195,272,328** |