

# American Data Science And Engineering LLC

12/12/23

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# Confidentiality Disclaimer

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## Table of Contents

<b>BUSINESS INFORMATION</b> .....	4
General Information.....	5
Services and/or Products.....	7
Industry.....	8
Customer Base.....	9
Marketing Strategy.....	10
Competition.....	11
Research.....	12
Operations.....	13
Management.....	15
<b>FINANCIAL INFORMATION</b> .....	16
Personal Financial Statement.....	17
Balance Sheet.....	18
Income Statement.....	19
Cash Flow Statement.....	20
Break Even Analysis.....	25
<b>SUPPORTING DOCUMENTATION</b> .....	26



# BUSINESS INFORMATION



## General Information

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### OWNERSHIP INFORMATION

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### BUSINESS STRUCTURE

A Limited Liability Company is being selected wholly owned by Shavelieva LLC.

- Experienced data scientists and engineer with industry expertise
- Strong leadership with business development and financial management skills



- Advisory industry experts from the community to provide guidance and support when needed

## BUSINESS PURPOSE

1. Data Science
  - a. Collecting, analyzing, and interpreting large datasets for clients across various industries.
  - b. Developing and deploying machine learning models for predictive analytics, automation, and optimization.
  - c. Building data pipelines and infrastructure for efficient data processing and storage.
  - d. Providing data visualization and reporting services to communicate insights and trends.
  - e. Consulting with clients on data-driven strategies and solutions to improve their business operations.
2. Engineering:
  - a. Designing and developing data-driven applications and software solutions.
  - b. Building and maintaining data infrastructure, including databases, data warehouses, and cloud platforms.
  - c. Integrating data science models into production environments.
  - d. Creating custom data visualization tools and dashboards.
  - e. Automating data-driven tasks and workflows.
3. Additional Services:
  - a. Providing training and workshops on data science and engineering topics.
  - b. Conducting research and development on new data science and engineering methods.
  - c. Partnering with other companies to offer complementary services.
4. Primary Market Focus:
  - a. Target industries: healthcare, finance, manufacturing, retail, local and regional gov
  - b. Focus on addressing specific challenges within chosen industries.
  - c. Offer customized solutions based on client needs.
5. 5. Geographical Scope:
  - a. Primarily serve clients in Kentucky and the southeast.
  - b. Open to serving clients remotely nationwide and globally.
6. Competitive Advantage:
  - a. Highlight unique expertise, experience, or technology.
  - b. Focus on building strong relationships with clients.
  - c. Offer competitive pricing and flexible engagement models.
7. Commitment to Ethical Data Practices:
  - a. Ensure data privacy and security.
  - b. Use data responsibly and ethically.
  - c. Promote transparency and accountability in data-driven decision making.
8. Community Engagement:
  - a. Contribute to the growth of the data science and engineering community in Kentucky.
  - b. Support local educational initiatives and research efforts.
  - c. Promote diversity and inclusion in the data science and engineering fields.



## BUSINESS STATUS

Business Start Date: 2023

Business Status: Active.

## TYPE OF BUSINESS

Examples: Consultation Services, Contract Services, Manufacturing Automation, Professional Services, Hosting, Implementation.

## GOALS

- Become a leading provider of data science and engineering services in Kentucky.
- Expand services to new markets and industries.
- Develop innovative solutions to solve complex problems.
- Contribute to the advancement of data science and technology.



## Services and/or Products

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### Services Offered by Data Science and Engineering LLC

#### Data Science:

- **Data Collection and Analysis:** We help you collect, organize, and analyze large datasets from various sources, including internal databases, external sources, and real-time data streams.
- **Machine Learning Model Development and Deployment:** We build and deploy machine learning models for various tasks, including predictive analytics, fraud detection, customer segmentation, and anomaly detection.
- **Data Pipeline and Infrastructure Development:** We design and build data pipelines and infrastructure to efficiently process, store, and manage your data.
- **Data Visualization and Reporting:** We create compelling visualizations and reports to communicate insights and trends from your data to stakeholders.
- **Data-Driven Consulting:** We provide expert advice and guidance to help you use data science to solve critical business problems and optimize your operations.

#### Engineering:

- **Data-Driven Application Development:** We design and develop custom software applications that leverage data science models and insights to automate processes, improve decision-making, and enhance customer experiences.
- **Data Infrastructure Management:** We build and maintain your data infrastructure, including databases, data warehouses, and cloud platforms, ensuring scalability, security, and performance.
- **Model Integration and Deployment:** We help you integrate your data science models into production environments and deploy them for real-world applications.
- **Custom Data Visualization Tools:** We create interactive dashboards and visualization tools tailored to your specific needs to monitor data trends and make informed decisions.
- **Data-Driven Workflow Automation:** We automate repetitive data-driven tasks and workflows to increase efficiency and reduce manual effort.

### Need for Data Science and Engineering Services in Kentucky

The need for data science and engineering services is rapidly growing in Kentucky, driven by several factors:

1. **Increasing Data Volume and Complexity:** Businesses are generating and collecting more data than ever before, from various sources like customer transactions, social media, and sensor networks. This data has become too complex for traditional analysis methods, requiring advanced data science tools and expertise to unlock its full potential.





2. Need for Data-Driven Decision Making: In today's competitive landscape, businesses need to make informed decisions based on data insights, not just gut feeling or experience. Data science helps businesses understand their customers, optimize operations, predict future trends, and ultimately gain a competitive advantage.

3. Increasing Adoption of Artificial Intelligence (AI): AI is revolutionizing various industries, and data science forms the foundation for building and deploying AI models. Businesses in Kentucky need data science expertise to implement AI solutions and leverage its potential for automation, personalization, and efficiency gains.

4. Specific Industry Needs: Kentucky's economy is diverse, with major industries like healthcare, manufacturing, finance, and agriculture. Each industry has unique data challenges and opportunities that data science can address.

5. Talent Gap and Growing Demand: Despite the increasing demand for data scientists and engineers, there is a significant talent gap in Kentucky. This creates an opportunity for companies like American Data Science and Engineering LLC to fill this gap and provide much-needed expertise to Kentucky businesses.

Here are some specific examples of how businesses in Kentucky can benefit from Data Science and Engineering services:

Healthcare: Hospitals can use data science to predict patient readmission rates, optimize resource allocation, and personalize treatment plans.

Manufacturing: Manufacturers can use data science to identify production bottlenecks, predict equipment failures, and optimize supply chains.

Finance: Financial institutions can use data science to detect fraud, assess creditworthiness, and develop personalized financial products.

Retail: Retailers can use data science to personalize marketing campaigns, optimize inventory management, and predict customer behavior.

Agriculture: Farmers can use data science to analyze soil conditions, predict crop yields, and optimize irrigation practices.

By providing data science and engineering services, American Data Science and Engineering LLC can help Kentucky businesses unlock the power of their data and achieve significant competitive advantages in the data-driven economy.

## Competitive Advantages of American Data Science and Engineering LLC

American Data Science and Engineering LLC offers several key benefits over industry competitors:

1. Deep Local Expertise: We have a deep understanding of the specific data challenges and opportunities facing businesses in Kentucky, allowing us to provide tailored solutions that address their unique needs.



2. **Industry-Specific Knowledge:** Our team possesses expertise in various industries relevant to Kentucky's economy, such as healthcare, manufacturing, finance, and agriculture. This allows us to quickly grasp your specific needs and develop data-driven solutions that deliver impactful results.
3. **Agile and Flexible Engagement Models:** We offer flexible engagement models to meet your specific budget and project requirements. We can work with you on a project-by-project basis, provide ongoing consulting services, or build a dedicated team to address your long-term data needs.
4. **Commitment to Transparency and Ethics:** We are committed to transparent communication and ethical data practices. We ensure data privacy and security and explain our models and algorithms clearly, building trust and long-lasting relationships with our clients.
5. **Focus on Business Outcomes:** We go beyond simply providing data insights. We focus on translating insights into actionable recommendations and tangible business outcomes, ensuring that your investment in data science delivers real return on investment.
6. **Strong Partnerships and Ecosystem:** We have built strong partnerships with leading technology companies and academic institutions in the data science field, allowing us to access cutting-edge technology and talent, ensuring our clients remain at the forefront of data-driven innovation.
7. **Competitive Pricing:** We offer competitive rates and flexible pricing options to make our services accessible to businesses of all sizes in Kentucky.
8. **Personalized Approach:** We take the time to understand your unique business goals and challenges, working closely with you to develop customized data solutions that deliver maximum impact.

By combining local expertise, industry knowledge, flexible engagement models, and an unwavering commitment to transparency and ethical practices, American Data Science and Engineering LLC stands out as a trusted partner for Kentucky businesses seeking to unlock the power of data science and achieve their business objectives.

## Lifecycle of American Data Science and Engineering LLC Services:

1. **Project Initiation:**
  - Client consultation: Understanding the client's needs, challenges, and objectives.
  - Data discovery and assessment: Identifying and evaluating available data sources.
  - Project scope definition: Defining deliverables, timelines, and budget.
2. **Development and Implementation:**
  - Data preparation and cleaning: Ensuring data quality and consistency.
  - Model building and development: Selecting and implementing appropriate data science models.
  - Model testing and validation: Evaluating model performance and accuracy.
  - Model deployment and integration: Integrating models into production environments.
3. **Monitoring and Optimization:**



- Model monitoring: Tracking model performance and identifying potential issues.
- Model retraining: Updating models as new data becomes available.
- Continuous improvement: Identifying and implementing opportunities to improve model performance and efficiency.

#### 4. Maintenance and Support:

- Addressing client needs and requests.
- Providing ongoing technical support.
- Ensuring compliance with data privacy and security regulations.

#### 5. Retirement and Archival:

- Archiving project data and models for future reference.
- Ensuring compliance with data retention and disposal policies.

### Factors Affecting Product Lifecycle:

- Technological advancements: New data science techniques, tools, and platforms will emerge, requiring adaptation and continuous learning.
- Evolving client needs: Clients' needs and expectations will change over time, requiring flexibility and adaptability in service offerings.
- Data governance regulations: Changes in data privacy and security regulations will necessitate compliance updates and adjustments to data handling practices.
- Market competition: The data science landscape is constantly evolving, requiring continuous innovation and differentiation to maintain a competitive edge.
- Economic fluctuations: Economic downturns may impact client spending and necessitate adjustments to service offerings and pricing models.

Here are some specific actions American Data Science and Engineering LLC can take to mitigate the impact of these factors:

- Investing in continuous research and development to stay ahead of the technological curve.
- Developing strong relationships with clients to understand their evolving needs and expectations.
- Implementing a robust data governance framework to ensure compliance with regulations.
- Monitoring the competitive landscape and implementing strategies to differentiate services and offerings.
- Developing a flexible business model that can adapt to changing market conditions.

By anticipating and proactively addressing these factors, American Data Science and Engineering LLC can ensure its services remain relevant and valuable in the ever-evolving data science landscape.



## Industry

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### Industry Analysis for American Data Science and Engineering LLC

#### Industry: Data Science and Engineering Services

##### Size:

- Global market size estimated at USD 95.3 billion in 2021 (Markets and Markets)
- Projected to grow at a CAGR of 27.7% from 2021 to 2026, reaching USD 322.9 billion (Markets and Markets)
- US market size estimated at USD 47.2 billion in 2021 (Technavio)
- Projected to grow at a CAGR of 18.6% from 2022 to 2026, reaching USD 89.1 billion (Technavio)

##### Growth:

- High growth driven by factors like:
- Increasing data volume and complexity
- Rising adoption of artificial intelligence (AI) and machine learning (ML)
- Growing demand for data-driven insights and decision making
- Need for automation and process optimization
- Increasing awareness of the value of data science

##### Trends:

- Cloud-based data science platforms: Increasing adoption of cloud infrastructure for data storage, analysis, and model deployment.
- Democratization of data science: Easier-to-use tools and platforms making data science accessible to individuals and businesses with limited technical expertise.
- Focus on domain expertise: Demand for data scientists with specific industry knowledge and experience.
- Emergence of new data science applications: Data science being applied to new areas like healthcare, finance, and agriculture.
- Growing emphasis on data privacy and security: Regulations and ethical concerns driving focus on responsible data use.

##### Characteristics:

- Highly fragmented: Large number of small and medium-sized players competing alongside larger IT consulting firms and technology companies.
- Rapidly evolving: Continuous innovation and development of new technologies and tools.
- High demand for skilled talent: Global shortage of data scientists and engineers.
- Competitive landscape: Intense competition for clients and projects.
- Focus on value-driven solutions: Clients demanding tangible business outcomes from data science initiatives.



### Specific Kentucky Context:

- Kentucky's data science ecosystem is growing but still developing.
- Several universities are offering data science programs, increasing the talent pool.
- State government initiatives are supporting the growth of the data science industry.
- Kentucky businesses are increasingly recognizing the value of data science.

### Opportunities for American Data Science and Engineering LLC:

- Leverage local expertise to serve Kentucky businesses.
- Focus on industry-specific solutions in key sectors like healthcare, manufacturing, and finance.
- Partner with universities and research institutions to access talent and collaborate on projects.
- Build a strong reputation for ethical and responsible data practices.
- Offer flexible engagement models and competitive pricing to attract clients.

### Challenges for American Data Science and Engineering LLC:

- Competing with established national and global players.
- Attracting and retaining top talent in a competitive market.
- Staying ahead of the rapidly evolving technological landscape.
- Building brand awareness and establishing a strong reputation in the Kentucky market.
- By understanding the industry landscape and leveraging its unique strengths, American Data Science and Engineering LLC can navigate the competitive landscape and position itself for success in the growing data science market.

### Target Market for American Data Science and Engineering LLC:

#### Primary Target:

- Small and Medium-sized Businesses (SMBs):
  - Lacking internal data science expertise.
  - Seeking to gain insights from their data.
  - Needing assistance with data analysis, model building, and implementation.
  - Operating in industries like healthcare, manufacturing, finance, and agriculture.

#### Secondary Target:

- Larger Enterprises:
  - Have existing data science teams but require additional expertise.
  - Need specific solutions for complex data challenges.
  - Seeking to leverage cutting-edge data science techniques and tools.

#### Geographic Focus:

- Kentucky:
  - Leverage local expertise and knowledge of the market.
  - Build strong relationships with local businesses and organizations.



- Contribute to the growth of Kentucky's data science ecosystem.

### Industry Focus:

- Healthcare:
  - Analyze patient data to predict readmission rates, personalize treatment plans, and optimize resource allocation.
- Manufacturing:
  - Identify production bottlenecks, predict equipment failures, and optimize supply chains.
- Finance:
  - Detect fraud, assess creditworthiness, and develop personalized financial products.
- Retail:
  - Personalize marketing campaigns, optimize inventory management, and predict customer behavior.
- Agriculture:
  - Analyze soil conditions, predict crop yields, and optimize irrigation practices.

### Other Target Segments:

- Start-ups:
  - Needing data-driven insights to inform product development and business strategies.
- Non-profit organizations:
  - Collecting data on social impact and program effectiveness.
- Educational institutions:
  - Conducting research and developing data-driven solutions for educational challenges.

### Selection Criteria:

- Data availability: Businesses with access to relevant data for analysis.
- Budget: Willingness to invest in data science services.
- Need for data-driven solutions: Recognizing the value of data science for addressing business challenges.

By focusing on these target segments, American Data Science and Engineering LLC can effectively allocate its resources and develop solutions tailored to the specific needs of its clients.

The major customer groups for the industry of American Data Science and Engineering LLC can be categorized into several key segments:

#### 1. Business Organizations:

- Small and Medium-Sized Businesses (SMBs): This segment represents a large potential market, as many SMBs lack the internal expertise and resources to leverage data effectively.



They often require assistance with data analysis, model building, and implementation, making them ideal customers for data science and engineering services.

- Large Enterprises: While these companies often possess internal data science teams, they may require additional expertise for specific projects or need access to cutting-edge techniques and tools. American Data Science and Engineering LLC can offer specialized solutions and complement existing data science capabilities.

## 2. Industry-Specific Segments:

- Healthcare: Hospitals, clinics, and pharmaceutical companies rely heavily on data to improve patient care, predict outcomes, and optimize operations. Data science can be used to analyze medical records, identify trends, and develop personalized treatment plans, making this a major customer group.
- Manufacturing: Manufacturers need data-driven solutions to optimize production processes, predict equipment failures, and reduce costs. American Data Science and Engineering LLC can offer data science services to analyze production data and develop predictive models, leading to improved efficiency and productivity.
- Finance: Data science plays a crucial role in the financial sector, enabling fraud detection, risk assessment, and personalized financial product development. Banks, insurance companies, and financial institutions are key customer groups for data science and engineering services.
- Retail: Retailers rely on data to understand customer behavior, personalize marketing campaigns, and optimize inventory management. American Data Science and Engineering LLC can help retailers leverage data to gain insights into customer preferences and optimize their marketing and sales strategies.
- Agriculture: Farmers need data-driven solutions to analyze soil conditions, predict crop yields, and optimize irrigation practices. American Data Science and Engineering LLC can offer data science services to analyze agricultural data and develop predictive models, leading to improved yields and resource management.

## 3. Additional Customer Segments:

- Start-ups: These young companies often lack the resources and experience to leverage data effectively. Data science services can help them develop data-driven products, inform business strategies, and gain a competitive edge.
- Non-profit organizations: Data science can be used by non-profits to analyze program effectiveness, measure social impact, and optimize resource allocation. This makes them a valuable customer group for American Data Science and Engineering LLC.
- Educational institutions: Universities and research institutions can benefit from data science services for conducting research, developing data-driven solutions for educational challenges, and improving student outcomes.
- Government agencies: Government agencies collect a vast amount of data that can be analyzed to improve policy decisions, resource allocation, and public services. This presents a potential market for American Data Science and Engineering LLC to offer data science services and expertise.
- It is important to note that the specific customer groups within each segment will vary depending on the company's focus and offerings. American Data Science and Engineering LLC should carefully consider its target market and tailor its services and solutions to meet the specific needs and challenges of these customer groups.



American Data Science and Engineering LLC can achieve future growth by implementing several strategies:

1. Expanding Service Offerings:

- Develop new services and solutions in emerging areas like AI, machine learning, and data visualization.
- Offer specialized services for specific industries, like healthcare, manufacturing, and finance.
- Provide training and workshops to help clients build their internal data science capabilities.
- Conduct research and development on new data science techniques and tools.

2. Building Strong Partnerships:

- Partner with universities and research institutions to access talent and collaborate on projects.
- Partner with technology companies to access cutting-edge tools and platforms.
- Partner with complementary businesses to offer integrated solutions to clients.

3. Enhancing Brand Awareness and Reputation:

- Participate in industry events and conferences to showcase expertise.
- Publish thought leadership content and blog posts on relevant topics.
- Develop case studies to demonstrate successful client projects.
- Build strong relationships with key stakeholders in the industry.

4. Utilizing Technology and Automation:

- Invest in cloud-based data science platforms to improve efficiency and scalability.
- Automate data analysis and model building tasks to reduce costs and improve accuracy.
- Implement data governance and security measures to ensure compliance and build trust with clients.

5. Recruiting and Retaining Top Talent:

- Create a competitive compensation and benefits package.
- Offer opportunities for professional development and training.
- Foster a collaborative and innovative work environment.
- Build a strong employer brand to attract and retain top talent.

6. Adapting to Changing Market Demands:

- Continuously monitor industry trends and customer needs.
- Adjust services and solutions to address evolving challenges and opportunities.
- Invest in research and development to stay ahead of the technological curve.
- Remain flexible and adaptable to thrive in a dynamic market.

7. Focusing on Ethical Data Practices:

- Ensure data privacy and security.
- Explain models and algorithms transparently.
- Develop data science solutions that are fair and unbiased.





- Build trust with clients by demonstrating commitment to ethical data practices.

## 8. Expanding Geographic Reach:

- Initially focusing on Kentucky but eventually expanding to other states or even internationally.
- Building a strong network of partners and collaborators in new markets.
- Adapting services and solutions to meet the specific needs and regulations of different markets.

By implementing these strategies, American Data Science and Engineering LLC can position itself for sustainable growth in the competitive and rapidly evolving data science industry.



## Customer Base

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Existing market resources currently meet the needs of American Data Science and Engineering LLC's customers in several ways:

### 1. Large IT Consulting Firms:

- Offer a comprehensive range of data science services, including data analysis, model building, and implementation.
- Have extensive experience working with clients across various industries.
- Possess a large pool of data science talent and resources.
- Can offer economies of scale, making their services cost-effective for large enterprises.

### 2. Technology Companies:

- Develop and sell data science tools and platforms, enabling businesses to build their own data science capabilities.
- Offer cloud-based data science solutions, providing easy access to data storage, analysis, and modeling tools.
- Partner with data science consulting firms to provide additional expertise and services.
- Can offer scalable and flexible solutions that meet the needs of businesses of all sizes.

### 3. Freelancers and Independent Consultants:

- Provide specialized data science expertise in specific areas.
- Offer flexible and affordable solutions for smaller businesses with limited budgets.
- Can work remotely, providing access to talent regardless of location.
- May offer a more personalized approach compared to larger firms.

### 4. Open-Source Software:

- Provides free access to data science tools and libraries.
- Allows businesses to build custom data science solutions without relying on proprietary software.
- Fosters collaboration and innovation within the data science community.
- Can be a cost-effective option for businesses with the technical expertise to use them.

### 5. Educational Resources:

- Universities and colleges offer data science programs, training individuals with the necessary skills and knowledge.
- Online courses and bootcamps provide shorter and more focused training options.
- Industry associations and organizations offer workshops and conferences to share knowledge and best practices.
- These resources help businesses build their internal data science capabilities and reduce reliance on external service providers.

However, some existing resources may not adequately address the specific needs of American Data Science and Engineering LLC's customers:



1. Lack of Local Expertise: Large IT firms and technology companies may lack specific knowledge of the Kentucky market and its unique challenges.
2. Limited Industry Focus: Many service providers offer generic data science solutions without tailoring them to specific industries.
3. Cost and Scalability: Large firms' services might be cost-prohibitive for small businesses, while freelancers may lack the resources to scale for large projects.
4. Technology Complexity: Open-source software requires technical expertise, which some businesses may lack.
5. Lack of Ongoing Support: Freelancers and independent consultants may not offer ongoing support and maintenance for data science solutions.

This is where American Data Science and Engineering LLC can differentiate itself by:

- Providing deep local expertise and understanding of the Kentucky market.
- Focusing on specific industries and developing tailored solutions.
- Offering flexible and affordable solutions to meet the needs of businesses of all sizes.
- Providing user-friendly tools and platforms with ongoing support and maintenance.
- Building strong relationships with clients and offering personalized service.

By leveraging these strengths and addressing the limitations of existing resources, American Data Science and Engineering LLC can effectively meet the needs of its customers and establish itself as a leading provider of data science services in Kentucky.

American Data Science and Engineering LLC will meet our customers' needs by focusing on the following key areas:

### 1. Deep Local Expertise:

- We will leverage our deep understanding of the Kentucky market and its unique challenges to develop data-driven solutions that address the specific needs of local businesses.
- We will build strong relationships with local stakeholders, including universities, research institutions, and industry associations, to stay up-to-date on the latest trends and developments.
- We will actively participate in local events and conferences to showcase our expertise and build awareness of our services.

### 2. Industry-Specific Focus:

- We will offer specialized data science solutions tailored to the specific needs of key industries in Kentucky, such as healthcare, manufacturing, finance, and agriculture.
- We will develop a deep understanding of the challenges and opportunities in each industry and leverage our expertise to deliver impactful results.
- We will partner with industry experts and organizations to ensure our solutions are aligned with industry best practices and regulations.



### 3. Flexible and Affordable Solutions:

- We will offer a range of flexible engagement models to meet the diverse needs and budgets of our clients.
- We will provide competitive pricing and transparent cost structures.
- We will offer customized solutions that scale to meet the specific needs of each project.

### 4. User-Friendly Tools and Platforms:

- We will provide easy-to-use data science tools and platforms that are accessible to businesses of all sizes and technical capabilities.
- We will invest in developing and maintaining user-friendly interfaces and documentation.
- We will offer training and support to ensure our clients can use our tools and platforms effectively.

### 5. Ongoing Support and Maintenance:

- We will provide dedicated customer support and maintenance for our solutions.
- We will be proactive in identifying and addressing any issues that may arise.
- We will offer ongoing consultations and updates to ensure our solutions remain effective and aligned with client needs.

### 6. Personalized Service:

- We will take the time to understand our clients' unique business goals and challenges.
- We will work closely with our clients to develop customized data science solutions that deliver tangible results.
- We will build long-term relationships with our clients and provide ongoing support and guidance.

### 7. Commitment to Ethical Data Practices:

- We will ensure the privacy and security of our clients' data.
- We will use data responsibly and ethically.
- We will be transparent about our data collection, analysis, and modeling practices.
- We will build trust with our clients by demonstrating our commitment to ethical data practices.

### 8. Continuous Learning and Innovation:

- We will invest in ongoing research and development to stay ahead of the curve in the rapidly evolving data science landscape.
- We will actively learn from our clients and partners to continuously improve our services and solutions.
- We will be open to feedback and adapt our approaches to meet the changing needs of our clients.

By focusing on these key areas, American Data Science and Engineering LLC will be well-positioned to meet the diverse needs of our customers and deliver exceptional value to businesses in Kentucky.



## Marketing Strategy

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### Customer Acquisition Strategy for American Data Science and Engineering LLC

American Data Science and Engineering LLC will implement a multi-pronged customer acquisition strategy to attract its target audience. This strategy will focus on building brand awareness, establishing expertise, and demonstrating value to potential customers. Here's a summary of the key elements:

#### 1. Building Brand Awareness:

- Develop a strong brand identity and messaging that resonates with the target audience.
- Participate in industry events and conferences to showcase expertise and network with potential clients.
- Publish thought leadership content and blog posts on relevant data science topics.
- Utilize social media and online marketing channels to reach a wider audience.
- Develop partnerships with complementary businesses to expand reach and credibility.

#### 2. Establishing Expertise:

- Recruit and retain top data science talent with strong industry knowledge and proven experience.
- Highlight client success stories and testimonials on the company website and marketing materials.
- Publish case studies that demonstrate the value delivered to past clients.
- Offer free consultations or workshops to demonstrate expertise and build trust with potential customers.
- Participate in industry awards and recognition programs to gain visibility and credibility.

#### 3. Demonstrating Value:

- Develop data-driven solutions tailored to the specific needs and challenges of different customer segments.
- Focus on quantifiable results and measurable outcomes to demonstrate the return on investment (ROI) of data science services.
- Offer flexible engagement models and competitive pricing to meet the diverse needs and budgets of businesses.
- Provide excellent customer service and ongoing support to ensure client satisfaction and build long-term relationships.
- Prioritize ethical data practices and transparency to build trust and confidence with potential customers.

#### 4. Leveraging Local Expertise:

- Highlight the company's local roots and understanding of the Kentucky market.
- Develop partnerships with local universities, research institutions, and industry associations.



- Tailor services and solutions to address the specific needs of Kentucky businesses.
- Participate in local events and networking opportunities to build relationships and trust.

## 5. Utilizing Technology:

- Develop a user-friendly website and online resources that provide valuable information about data science services.
- Invest in cloud-based data science platforms and tools to improve efficiency and accessibility.
- Offer online training and webinars to educate potential customers about the benefits of data science.
- Utilize automation and data-driven marketing tools to reach the target audience and personalize communication.

By implementing this comprehensive customer acquisition strategy, American Data Science and Engineering LLC can effectively attract new customers, build a strong brand reputation, and establish itself as a leading provider of data science services in Kentucky.

## MARKET PENETRATION

### Attracting First Time Users for American Data Science and Engineering LLC

Since American Data Science and Engineering LLC targets first-time users with limited data science experience, the company will need to focus on building trust, demonstrating value, and providing a smooth onboarding experience. Here are some specific strategies:

#### Building Trust:

- Offer free consultations or introductory workshops to educate potential customers about data science and its benefits.
- Publish clear and concise content on their website and marketing materials, explaining complex concepts in simple terms.
- Highlight client testimonials and success stories to showcase the company's expertise and the positive impact of its services.
- Provide transparent pricing and engagement models to ensure customers understand the costs involved.
- Emphasize the company's commitment to ethical data practices and data security.

#### Demonstrating Value:

- Develop data-driven solutions that address common pain points and challenges faced by first-time users.
- Offer free trial periods or limited-scope projects to allow customers to experience the value of data science firsthand.
- Create case studies that demonstrate the positive outcomes achieved for clients with similar challenges and goals.
- Develop user-friendly tools and platforms that make it easy for non-technical users to experiment with data science.



- Provide clear and actionable insights from data analysis, helping users understand the benefits of data-driven decision-making.

### Smooth Onboarding Experience:

- Offer dedicated customer support and resources to guide first-time users through the process.
- Provide clear documentation and tutorials for using data science tools and platforms.
- Host regular webinars and training sessions to answer questions and provide ongoing support.
- Create a community forum where first-time users can connect with each other and share experiences.
- Develop a feedback loop to collect user input and continually improve the onboarding experience.

### Additional Strategies:

- Offer freemium models or tiered pricing plans to allow first-time users to start small and upgrade as their needs grow.
- Partner with technology companies or software providers to offer data science solutions integrated with existing tools and workflows.
- Participate in industry events and conferences specifically targeted at first-time users of data science.
- Develop targeted marketing campaigns on social media and other channels to reach potential customers with relevant content.
- Run referral programs and incentivize existing customers to recommend the company to others.

By implementing these strategies, American Data Science and Engineering LLC can effectively attract and retain first-time users, building a loyal customer base and establishing itself as a trusted partner for businesses looking to leverage the power of data science.

## Here are some ways "American Data Science and Engineering LLC" can gain customers from competitors:

### By emphasizing its unique selling propositions:

- Deep local expertise: Leverage its understanding of the Kentucky market and its specific challenges to develop customized solutions that address the needs of local businesses.
- Industry-specific focus: Offer specialized data science solutions tailored to the needs of key industries in Kentucky, such as healthcare, manufacturing, finance, and agriculture.
- Flexible and affordable solutions: Provide various engagement models and competitive pricing to meet the diverse needs and budgets of businesses of all sizes.
- User-friendly tools and platforms: Develop easy-to-use data science tools and platforms that are accessible to businesses with limited technical capabilities.
- Ongoing support and maintenance: Offer dedicated customer support and maintenance to ensure clients can use their solutions effectively and receive ongoing guidance.



- Personalized service: Build strong relationships with clients and take the time to understand their unique needs and challenges.
- Commitment to ethical data practices: Demonstrate transparency and responsible data use to build trust and differentiate from competitors who may not prioritize ethical considerations.
- Continuous learning and innovation: Invest in ongoing research and development to stay ahead of the evolving data science landscape and offer cutting-edge solutions.

#### By effectively communicating its value proposition:

- Develop clear and concise messaging that highlights the benefits of using their services.
- Use data and case studies to demonstrate the tangible results they have achieved for past clients.
- Participate in industry events and conferences to showcase their expertise and network with potential clients.
- Publish thought leadership content and blog posts on relevant data science topics.
- Utilize social media and online marketing channels to reach a wider audience and share success stories.

#### By providing excellent customer service:

- Build a team of highly skilled and responsive data science professionals.
- Offer dedicated customer support and ensure clients have access to the resources they need.
- Be proactive in addressing client concerns and providing ongoing guidance.
- Collect and implement feedback to continuously improve the customer experience.

#### By offering competitive pricing and flexible engagement models:

- Develop a range of pricing options to meet the diverse needs and budgets of businesses.
- Offer project-based, retainer-based, and hourly engagement models to provide clients with flexibility.
- Consider freemium models or tiered pricing plans to attract new customers and allow them to scale their usage as needed.

#### By building strategic partnerships:

- Collaborate with other technology companies or software providers to offer integrated data science solutions.
- Partner with universities, research institutions, and industry associations to gain access to talent and expertise.
- Develop referral programs and incentivize existing customers to recommend the company to others.

By focusing on these strategies, "American Data Science and Engineering LLC" can effectively differentiate itself from competitors and attract new customers by demonstrating its unique value proposition, providing excellent customer service, and offering competitive pricing and flexible engagement models.





## American Data Science and Engineering LLC's Plan for Introducing New Products and Services

While specific information about American Data Science and Engineering LLC's product roadmap is not publicly available, here are some potential strategies the company could employ to introduce or use new products and services:

### 1. Market Research and Analysis:

- Conduct thorough market research to identify emerging trends and unmet needs in the data science industry.
- Analyze the competitive landscape to understand the strengths and weaknesses of existing offerings.
- Identify opportunities to develop unique and innovative solutions that address specific customer challenges.

### 2. Product Development and Innovation:

- Invest in research and development to stay at the forefront of the data science landscape.
- Develop new data science tools and platforms that are user-friendly, scalable, and secure.
- Explore emerging technologies like artificial intelligence (AI), machine learning (ML), and deep learning to create cutting-edge solutions.
- Partner with universities and research institutions to access cutting-edge research and talent.

### 3. Strategic Partnerships and Collaborations:

- Collaborate with other technology companies and software providers to offer integrated data science solutions.
- Partner with industry leaders to gain access to data and expertise, and to develop industry-specific solutions.
- Consider acquiring or merging with other companies to expand its product portfolio and market reach.

### 4. Product Launch and Marketing:

- Develop a comprehensive marketing strategy to raise awareness of new products and services.
- Utilize various marketing channels such as industry events, trade shows, online advertising, and content marketing.
- Offer free trials or demos to allow potential customers to experience the value of new offerings.
- Gather feedback from early adopters to continuously improve and refine new products and services.

### 5. Customer Service and Support:

- Provide excellent customer service and support to ensure a positive experience with new products and services.
- Offer ongoing training and resources to help customers use new products effectively.
- Collect and implement feedback to continuously improve the user experience.



Here are some specific examples of new products or services American Data Science and Engineering LLC could introduce:

- Industry-specific data science platforms: Pre-built data science tools and models tailored to the specific needs of industries like healthcare, manufacturing, finance, and agriculture.
- Cloud-based data science solutions: Scalable and accessible data science platforms offered as a service.
- Data science for non-technical users: Easy-to-use tools and platforms that allow businesses with limited technical expertise to leverage the power of data science.
- AI-powered solutions: Cutting-edge data science solutions that utilize artificial intelligence and machine learning for advanced data analysis and predictive modeling.
- Data science consulting services: Comprehensive data science consulting services that help businesses develop and implement data-driven strategies.

By implementing these strategies, American Data Science and Engineering LLC can effectively introduce and leverage new products and services to expand its market share, attract new customers, and maintain its position as a leading provider of data science solutions in Kentucky and beyond.

## GROWTH STRATEGY

### Strategies for American Data Science and Engineering LLC to Deal with Growth

As American Data Science and Engineering LLC experiences growth, it will need to implement effective strategies to manage the challenges and opportunities that come with it. Here are some key areas to focus on:

#### 1. Scaling Operations:

- Invest in infrastructure and technology to handle increased demand.
- Develop efficient processes and workflows to optimize operations.
- Implement automation tools to streamline tasks and reduce manual work.
- Expand the team by recruiting and hiring top data science talent.
- Delegate tasks effectively and empower employees to take ownership and drive results.

#### 2. Maintaining Quality and Customer Satisfaction:

- Establish clear quality standards and processes to ensure consistently high-quality work.
- Invest in employee training and development to keep skills and knowledge up-to-date.
- Prioritize excellent customer service and focus on building strong relationships with clients.
- Implement a robust feedback loop to gather client input and continuously improve services.
- Develop a scalable customer support system to handle increased inquiries and requests.

#### 3. Adapting to Change:

- Stay informed about the latest trends and developments in the data science industry.
- Be flexible and adaptable to respond to changing customer needs and market demands.
- Embrace innovation and encourage experimentation with new technologies and approaches.
- Foster a culture of learning and continuous improvement within the organization.



- Develop a process for managing and integrating new products and services into existing offerings.

#### 4. Managing Finances and Resources:

- Develop a sound financial plan to support growth and ensure sufficient resources are available.
- Implement cost-effective solutions and optimize resource allocation.
- Explore financing options such as venture capital or angel investors to fuel growth.
- Invest in systems and tools to improve financial planning, forecasting, and reporting.
- Manage cash flow effectively to avoid financial challenges during periods of rapid growth.

#### 5. Building a Strong Brand and Reputation:

- Develop a clear and consistent brand identity that resonates with the target audience.
- Participate in industry events and conferences to increase visibility and build relationships.
- Publish thought leadership content and blog posts to establish expertise and credibility.
- Showcase client success stories and testimonials to demonstrate the value of services.
- Build strong relationships with the media and influencers to gain positive coverage.

#### Additionally, American Data Science and Engineering LLC can consider:

- Expanding geographically to new markets.
- Developing strategic partnerships with complementary businesses.
- Merging or acquiring other companies to enhance capabilities and reach.
- Leveraging technology and automation to improve efficiency and scalability.
- Investing in employee training and development to foster a culture of innovation and continuous learning.

By focusing on these key areas and implementing effective strategies, American Data Science and Engineering LLC can successfully navigate the challenges of growth and emerge as a stronger, more sustainable, and more successful company.

## Internal Growth Strategy for American Data Science and Engineering LLC

### Human Resources:

- Recruit and retain top data science talent:
  - Offer competitive salaries and benefits packages.
  - Provide opportunities for professional development and training.
  - Foster a collaborative and innovative work environment.
  - Build a strong employer brand to attract and retain top talent.
- Develop and implement a talent management strategy:
  - Identify critical skills and competencies needed for success.
  - Create clear career paths and development opportunities for employees.



- Implement performance management programs to track progress and provide feedback.
- Invest in ongoing training and development programs to keep employees' skills and knowledge up-to-date.
- Promote diversity and inclusion:
  - Implement initiatives to attract and retain diverse talent.
  - Create a culture of inclusion where everyone feels valued and respected.
  - Leverage diversity of perspectives to drive innovation and creativity.

## Internal Communications:

- Keep employees informed about company news and updates:
  - Utilize regular communication channels such as email, intranet, and company meetings.
  - Encourage open and transparent communication between all levels of the organization.
  - Promote a culture of information sharing and collaboration.
- Build a strong internal brand:
  - Articulate a clear mission, vision, and values for the company.
  - Develop a consistent brand identity and messaging that resonates with employees.
  - Celebrate successes and recognize employee achievements.
  - Foster a sense of pride and belonging among employees.
- Promote employee engagement:
  - Create opportunities for employees to participate in decision-making and contribute their ideas.
  - Encourage employee feedback and provide mechanisms for employees to voice their concerns.
  - Organize social events and team-building activities to promote collaboration and connection.
  - Invest in employee well-being programs to support a healthy and balanced work-life environment.

## Organizational Structure and Processes:

- Develop a scalable organizational structure that can support growth:
  - Clearly define roles and responsibilities to avoid confusion and duplication of effort.
  - Streamline processes and workflows to improve efficiency and productivity.
  - Implement project management tools and methodologies to ensure projects are delivered on time and within budget.
- Empower employees to make decisions and take ownership:
  - Delegate tasks effectively and provide employees with the autonomy to do their jobs.
  - Foster a culture of accountability and responsibility.



- Encourage open communication and collaboration across teams.
- Invest in technology and infrastructure:
  - Implement tools and systems to automate tasks and improve data analysis capabilities.
  - Ensure the company has the necessary infrastructure to support growth.
  - Invest in cybersecurity measures to protect sensitive data and information.

#### Training and Development:

- Provide ongoing training and development programs for employees:
  - Offer training on data science tools and techniques, as well as soft skills such as communication, collaboration, and leadership.
  - Encourage employees to attend industry events and conferences to stay up-to-date on the latest trends.
  - Support employees in pursuing professional certifications and accreditations.
- Develop a culture of learning and continuous improvement:
  - Encourage employees to take risks and experiment with new ideas.
  - Celebrate innovation and creativity.
  - Provide opportunities for employees to learn from each other through mentorship and peer learning programs.

By implementing these strategies, American Data Science and Engineering LLC can create a strong and supportive internal environment that fosters employee engagement, promotes growth, and helps the company achieve its goals.

## DISTRIBUTION STRATEGY

American Data Science and Engineering LLC" can employ several strategies to effectively get its products and services to market:

### 1. Direct Sales:

- Build a sales team to directly contact and engage with potential clients.
- Develop targeted sales materials and presentations tailored to specific industries and customer needs.
- Offer free consultations and demos to showcase the value of products and services.
- Attend industry events and conferences to network with potential clients and build relationships.
- Leverage online platforms and social media to reach a wider audience and generate leads.

### 2. Channel Partnerships:

- Partner with technology companies, software providers, and other complementary businesses to reach their customer base.
- Develop co-branded solutions and marketing campaigns to leverage partner expertise and reach.



- Offer referral programs to incentivize partners to promote products and services.
- Create joint sales teams and marketing initiatives to maximize collaboration and impact.
- Participate in partner programs and platforms to increase visibility and exposure.

### 3. Online Marketing and Advertising:

- Develop a strong online presence with a user-friendly website and active social media channels.
- Implement search engine optimization (SEO) and pay-per-click (PPC) advertising campaigns to drive traffic to the website.
- Create valuable content such as blog posts, white papers, and case studies to demonstrate expertise and attract potential clients.
- Utilize online marketing automation tools to personalize the customer journey and nurture leads.
- Engage in online communities and forums to connect with other professionals and build brand awareness.

### 4. Content Marketing and Thought Leadership:

- Publish thought leadership content on relevant data science topics to establish expertise and credibility.
- Contribute articles and guest blogs to industry publications and websites.
- Present at industry events and conferences to share knowledge and insights.
- Develop online courses and webinars to educate potential customers about data science and its benefits.
- Create a community around the brand by engaging with customers online and offline.

### 5. Public Relations and Media outreach:

- Develop proactive media relations strategies to secure positive coverage in industry publications and news outlets.
- Issue press releases and participate in media interviews to promote new products and services.
- Build relationships with journalists and influencers to generate buzz and awareness.
- Leverage social media to amplify media coverage and engage with the public.
- Participate in award programs and recognition initiatives to enhance brand reputation.

By implementing a combination of these go-to-market strategies, "American Data Science and Engineering LLC" can effectively reach its target audience, generate leads, and convert potential customers into loyal clients, ultimately achieving its business goals and establishing itself as a leading provider of data science solutions in its target market.

## COMMUNICATION STRATEGY

### American Data Science and Engineering LLC's Customer Outreach Strategy

American Data Science and Engineering LLC will utilize a multi-channel approach to reach its target customers, including a mix of traditional and digital marketing tactics:



### Digital Marketing:

- Website: Develop a user-friendly website with clear information about the company's services, target audience, and successes. The website will include case studies, testimonials, and contact information to encourage inquiries.
- Search Engine Optimization (SEO): Implement SEO strategies to improve website visibility in search engine results for relevant keywords related to data science and its applications in Kentucky.
- Pay-Per-Click (PPC) Advertising: Run targeted ads on search engines and social media platforms to reach potential customers actively searching for data science solutions.
- Content Marketing: Publish blog posts, articles, and white papers on relevant data science topics to establish expertise and attract website traffic.
- Social Media: Actively engage on social media platforms like Facebook, Twitter, and LinkedIn to build brand awareness, share valuable content, and connect with potential customers.
- Email Marketing: Build an email list and send regular newsletters with company updates, industry trends, and special offers.

### Traditional Marketing:

- Trade Shows: Participate in industry events and conferences to showcase products and services, network with potential clients and partners, and stay up-to-date with industry trends.
- Promotional Materials: Develop brochures, flyers, and other materials to distribute at trade shows, events, and through other channels.
- Public Relations: Build relationships with journalists and media outlets to generate positive coverage of the company and its services.
- Networking: Attend industry meetings, workshops, and other events to connect with potential customers and partners.
- Speaking Engagements: Give presentations at industry events and conferences to share expertise and establish thought leadership.

### Direct Outreach:

- Direct Mail: Send targeted direct mail campaigns to businesses in Kentucky that could benefit from data science solutions.
- Telephone Sales: Develop a team of skilled salespeople to make outbound calls to potential clients and discuss their needs.
- One-on-One Sales: Conduct face-to-face meetings with potential clients to understand their specific needs and tailor solutions accordingly.
- Referrals: Encourage existing customers to refer their colleagues and business partners to the company.

By implementing this comprehensive outreach strategy, American Data Science and Engineering LLC can effectively reach its target audience and build strong relationships with potential customers, ultimately leading to increased sales and business growth.

## SALES STRATEGY

All sales will occur through site advertisement and B2B referral.



## Operations

### PERSONNEL

#### Hiring

1 full-time person is currently employed. Depending on sales volume and workload will dictate any future hiring plans.

#### Wages

Employees are to be paid hourly or by salary depending on the position. A salary schedule by position has not yet been established.

#### Personnel Costs

Our estimated personnel costs, beyond salaries (State & Federal Unemployment Insurance, Workers Comp Insurance, and employers portion of payroll taxes—FICA, etc.) will include non-core positions(cleaning, one time-maintenance, legal services, accounting, etc.).

#### Benefits

Benefits have not been determined but may include items such as 401k, tuition reimbursement, expense reimbursement, travel and meal per diems, etc.

#### Training

Training may be required and will be provided by 'American Data Science and Engineering LLC' when necessary.

### EQUIPMENT

#### Special Equipment

American Data Science and Engineering LLC may require special equipment such as[but not limited to] computers, software, communications devices(cellular, broadband), and vehicles?

#### Inventory

No current inventory in possession.

#### Replacement Schedule

No replacement schedule is currently available.





## Additional Equipment

Additional equipment may be required.

## FACILITIES

### Specialized Facilities

At this time no special facilities are needed for the business to operate.

### Current Facility

The current business location in relation to customer base is a virtual to virtual one. What are the costs and benefits of your current location?

- a. Virtual allows for flexible meeting times and support
- b. Accessibility is open to anyone with an email, phone, video conferencing, or internet connection.
- c. There are minimal costs associated with the current location being based out of home office.

## MATERIALS

### Supplies

Supplies have not been deemed necessary at this time.

## DISTRIBUTION

### Distribution

Distribution has not been deemed necessary at this time.

### Schedule

Business operations will be conducted 24/7/365. Specific work campaigns may be necessary to complete customer objectives.

### Shipments

Shipments have not been deemed necessary at this time.

## RESEARCH

### Research

Some products, applications, and services may require research and development. We may conduct research in house or use outside resources as necessary.



## Research cost

There is currently no estimated costs available.



## Management

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### OWNERS

#### Ownership

Shavelieva LLC

Michael Shavelieva

Member/Owner

611 Wakefield Street, Bowling Green, KY 42103

(270) 799-9485

Michael@Shavelieva.LLC

#### Percentage of Ownership

Shavelieva LLC: 100%

#### Owner's involvement in the business

American Data Science and Engineering LLC is a wholly owned subsidiary company of Shavelieva LLC. Shavelieva LLC may provide guidance, financing, and any other services necessary to ensure the operation of American Data Science and Engineering LLC.

#### Forms of Ownership

Shavelieva LLC owns all stock of American Data Science and Engineering LLC.

### MANAGERS

## Management

### Owner

#### Name

Michael Shavelieva

#### Position

Owner

#### Primary responsibilities

All operations

#### Educational attainment

Computer Science and Engineering background



**Unique experience and skills**

Development, implementation, project management

**Prior employment (summarize and add formal resumes as supporting documentation)**

None necessary at this time

**Special skills (certifications, licenses, etc.)**

None necessary at this time

**Past track record**

None necessary at this time

**Number of years with the company**

Since establishment

**Compensation**

To be determined by percentage of Sales as Weekly salary. Dividends issued quarterly as available.

# FINANCIAL INFORMATION





## Personal Financial Statement

A	<b>ASSETS</b>		
S	Cash	\$	0.00
S	Savings Accounts	\$	0.00
E	Retirement Accounts	\$	0.00
T	Accounts & Notes Receivable	\$	0.00
S	Life Insurance, cash surrender value	\$	0.00
A	Stocks & Bonds (market value)	\$	0.00
N	Real Estate (market value)	\$	0.00
D	Automobiles (market value)	\$	0.00
L	Other Property	\$	0.00
I	Other Assets	\$	0.00
A	<b>TOTAL ASSETS</b>	<b>\$</b>	<b>0.00</b>
B	<b>LIABILITIES</b>		
I	Accounts Payable	\$	0.00
L	Notes Payable	\$	0.00
I	Residential Mortgage, balance	\$	0.00
L	Investment Mortgage, balance	\$	0.00
I	Installment Loan Balance, auto	\$	0.00
T	Installment Loan Balance, other	\$	0.00
I	Unpaid Taxes	\$	0.00
E	Other Liabilities	\$	0.00
S	<b>TOTAL LIABILITIES</b>		<b>0.00</b>

<b>NET WORTH (Assets less Liabilities)</b>	<b>\$</b>	<b>0.00</b>
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I	<b>ANNUAL INCOME</b>		
N	Salary, Bonuses, and Commissions	\$	0.00
C	Dividends, Interest, Investment Income	\$	0.00
O	Real Estate Income	\$	0.00
M	Other Income	\$	0.00
E	<b>TOTAL ANNUAL INCOME</b>		<b>0.00</b>
A	<b>ANNUAL EXPENSES</b>		
N	Mortgage/Rental Payments	\$	0.00
D	Loans and Notes Payable	\$	0.00
E	Taxes: Federal, State, Local, Property	\$	0.00
X	Insurance Premiums	\$	0.00
P	Alimony and Child Support	\$	0.00
E	Tuition	\$	0.00
	Medical Expenses (includes insurance)	\$	0.00
	Contingent Liabilities	\$	0.00



N S E S	Other Debt or Liabilities	\$	0.00
		\$	
	<b>TOTAL ANNUAL EXPENSES</b>		<b>0.00</b>

This statement is true and accurate. I authorize any inquiries necessary to verify its accuracy.

SIGNATURE: Michael Shumate

DATE: \_\_\_\_\_

## Balance Sheet

Date: 12/12/2023

### ASSETS

#### CURRENT ASSETS

Cash	\$	0.00
Accounts Receivable	\$	0.00
Inventory (ending)	\$	0.00
Other Current Assets	\$	0.00
<b>TOTAL CURRENT ASSETS</b>	<b>\$</b>	<b>0.00</b>

#### NON-CURRENT ASSETS

Fixed Assets	\$	0.00
Less Depreciation	\$	-0.00
Fixed Assets (net)	\$	0.00
Advances to Owners	\$	0.00
Other Non-Current Assets	\$	0.00
<b>TOTAL NON-CURRENT ASSETS</b>	<b>\$</b>	<b>0.00</b>

<b>TOTAL ASSETS</b>	<b>\$</b>	<b>0.00</b>
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### LIABILITIES

#### CURRENT LIABILITIES

Current Portion of Long-Term Debt	\$	0.00
Notes Payable	\$	0.00
Accrued Taxes	\$	0.00
Accounts Payable	\$	0.00
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$</b>	<b>0.00</b>



**LONG-TERM LIABILITIES**

Loan Payable	\$	0.00
Other Long-Term Liabilities	\$	0.00
<b>TOTAL LONG-TERM LIABILITIES</b>	<b>\$</b>	<b>0.00</b>

<b>TOTAL LIABILITIES</b>	<b>\$</b>	<b>0.00</b>
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**CAPITAL**

Owner's Investment	\$	0.00
Retained Earnings	\$	0.00
<b>TOTAL CAPITAL</b>	<b>\$</b>	<b>0.00</b>

<b>TOTAL LIABILITIES &amp; CAPITAL</b>	<b>\$</b>	<b>0.00</b>
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## Income Statement

Date: 12/12/2023

### SALES

Net Sales	\$	0.00
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### LESS COST OF GOODS SOLD

Beginning Inventory	\$	0.00
Purchases	\$	0.00
Labor	\$	0.00
Total	\$	0.00
Less: Ending Inventory	\$	-0.00
Cost of Goods Sold	\$	0.00
Gross Profit	\$	0.00

### EXPENSES

#### OPERATING EXPENSES

Selling Expenses	\$	0.00
General and Administrative	\$	0.00
Total Expenses	\$	0.00
Operating Income	\$	0.00
Interest Expense	\$	0.00

### PROFIT

Net Profit Before Taxes	\$	0.00
Less: All Income Taxes	\$	-0.00
Net Profit	\$	0.00



## Cash Flow Statement

NOTE: Start-up costs found in Annual Cash Flow Spreadsheet.

FIRST (FISCAL) QUARTER CASH FLOW				
	January	February	March	Q1 Totals
<b>CASH ON HAND</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$ 0.00</b>
<b>CASH RECEIPTS</b>				
Cash Sales	\$0.00	\$0.00	\$0.00	\$ 0.00
Collections from Credit Accounts	\$0.00	\$0.00	\$0.00	\$ 0.00
Loan or Other Cash Injection	\$0.00	\$0.00	\$0.00	\$ 0.00
<b>TOTAL CASH RECEIPTS</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>TOTAL CASH AVAILABLE</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH PAID OUT:</b>				
Purchases	\$0.00	\$0.00	\$0.00	\$ 0.00
Gross Wages	\$0.00	\$0.00	\$0.00	\$ 0.00
Payroll Expenses	\$0.00	\$0.00	\$0.00	\$ 0.00
Outside Services	\$0.00	\$0.00	\$0.00	\$ 0.00
Supplies	\$0.00	\$0.00	\$0.00	\$ 0.00
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$ 0.00
Advertising	\$0.00	\$0.00	\$0.00	\$ 0.00
Car, Delivery and Travel	\$0.00	\$0.00	\$0.00	\$ 0.00
Professional Services	\$0.00	\$0.00	\$0.00	\$ 0.00
Rent	\$0.00	\$0.00	\$0.00	\$ 0.00
Telephone	\$0.00	\$0.00	\$0.00	\$ 0.00
Utilities	\$0.00	\$0.00	\$0.00	\$ 0.00
Insurance	\$0.00	\$0.00	\$0.00	\$ 0.00
Taxes	\$0.00	\$0.00	\$0.00	\$ 0.00
Interest	\$0.00	\$0.00	\$0.00	\$ 0.00
Other Expenses	\$0.00	\$0.00	\$0.00	\$ 0.00
Miscellaneous	\$0.00	\$0.00	\$0.00	\$ 0.00
Subtotal	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
<b>OTHER OPERATING COSTS:</b>				
Loan Principal Payment	\$0.00	\$0.00	\$0.00	\$ 0.00
Capital Purchases	\$0.00	\$0.00	\$0.00	\$ 0.00
Other Start-up Costs	\$0.00	\$0.00	\$0.00	\$ 0.00
Reserve and/or Escrow	\$0.00	\$0.00	\$0.00	\$ 0.00
Owner's Withdrawal	\$0.00	\$0.00	\$0.00	\$ 0.00
<b>TOTAL CASH PAID OUT</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH POSITION</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>ESSENTIAL OPERATING DATA</b>				
Accounts Receivable	\$0.00	\$0.00	\$0.00	\$ 0.00
Bad Debt	\$0.00	\$0.00	\$0.00	\$ 0.00



Inventory on Hand	\$0.00	\$0.00	\$0.00	\$ 0.00
Accounts Payable	\$0.00	\$0.00	\$0.00	\$ 0.00
Monthly Depreciation	\$0.00	\$0.00	\$0.00	\$ 0.00

## SECOND (FISCAL) QUARTER CASH FLOW

	April	May	June	Q2 Totals
<b>CASH ON HAND</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$ 0.00</b>
<b>CASH RECEIPTS</b>				
Cash Sales	\$0.00	\$0.00	\$0.00	\$ 0.00
Collections from Credit Accounts	\$0.00	\$0.00	\$0.00	\$ 0.00
Loan or Other Cash Injection	\$0.00	\$0.00	\$0.00	\$ 0.00
<b>TOTAL CASH RECEIPTS</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>TOTAL CASH AVAILABLE</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH PAID OUT:</b>				
Purchases	\$0.00	\$0.00	\$0.00	\$ 0.00
Gross Wages	\$0.00	\$0.00	\$0.00	\$ 0.00
Payroll Expenses	\$0.00	\$0.00	\$0.00	\$ 0.00
Outside Services	\$0.00	\$0.00	\$0.00	\$ 0.00
Supplies	\$0.00	\$0.00	\$0.00	\$ 0.00
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$ 0.00
Advertising	\$0.00	\$0.00	\$0.00	\$ 0.00
Car, Delivery and Travel	\$0.00	\$0.00	\$0.00	\$ 0.00
Professional Services	\$0.00	\$0.00	\$0.00	\$ 0.00
Rent	\$0.00	\$0.00	\$0.00	\$ 0.00
Telephone	\$0.00	\$0.00	\$0.00	\$ 0.00
Utilities	\$0.00	\$0.00	\$0.00	\$ 0.00
Insurance	\$0.00	\$0.00	\$0.00	\$ 0.00
Taxes	\$0.00	\$0.00	\$0.00	\$ 0.00
Interest	\$0.00	\$0.00	\$0.00	\$ 0.00
Other Expenses	\$0.00	\$0.00	\$0.00	\$ 0.00
Miscellaneous	\$0.00	\$0.00	\$0.00	\$ 0.00
Subtotal	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
<b>OTHER OPERATING COSTS:</b>				
Loan Principal Payment	\$0.00	\$0.00	\$0.00	\$ 0.00
Capital Purchases	\$0.00	\$0.00	\$0.00	\$ 0.00
Other Start-up Costs	\$0.00	\$0.00	\$0.00	\$ 0.00
Reserve and/or Escrow	\$0.00	\$0.00	\$0.00	\$ 0.00
Owner's Withdrawal	\$0.00	\$0.00	\$0.00	\$ 0.00
<b>TOTAL CASH PAID OUT</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH POSITION</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>ESSENTIAL OPERATING DATA</b>				



Accounts Receivable	\$0.00	\$0.00	\$0.00	\$ 0.00
Bad Debt	\$0.00	\$0.00	\$0.00	\$ 0.00
Inventory on Hand	\$0.00	\$0.00	\$0.00	\$ 0.00
Accounts Payable	\$0.00	\$0.00	\$0.00	\$ 0.00
Monthly Depreciation	\$0.00	\$0.00	\$0.00	\$ 0.00



THIRD (FISCAL) QUARTER CASH FLOW				
	July	August	September	Q3 Totals
<b>CASH ON HAND</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$ 0.00</b>
<b>CASH RECEIPTS</b>				
Cash Sales	\$0.00	\$0.00	\$0.00	\$ 0.00
Collections from Credit Accounts	\$0.00	\$0.00	\$0.00	\$ 0.00
Loan or Other Cash Injection	\$0.00	\$0.00	\$0.00	\$ 0.00
<b>TOTAL CASH RECEIPTS</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>TOTAL CASH AVAILABLE</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH PAID OUT:</b>				
Purchases	\$0.00	\$0.00	\$0.00	\$ 0.00
Gross Wages	\$0.00	\$0.00	\$0.00	\$ 0.00
Payroll Expenses	\$0.00	\$0.00	\$0.00	\$ 0.00
Outside Services	\$0.00	\$0.00	\$0.00	\$ 0.00
Supplies	\$0.00	\$0.00	\$0.00	\$ 0.00
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$ 0.00
Advertising	\$0.00	\$0.00	\$0.00	\$ 0.00
Car, Delivery and Travel	\$0.00	\$0.00	\$0.00	\$ 0.00
Professional Services	\$0.00	\$0.00	\$0.00	\$ 0.00
Rent	\$0.00	\$0.00	\$0.00	\$ 0.00
Telephone	\$0.00	\$0.00	\$0.00	\$ 0.00
Utilities	\$0.00	\$0.00	\$0.00	\$ 0.00
Insurance	\$0.00	\$0.00	\$0.00	\$ 0.00
Taxes	\$0.00	\$0.00	\$0.00	\$ 0.00
Interest	\$0.00	\$0.00	\$0.00	\$ 0.00
Other Expenses	\$0.00	\$0.00	\$0.00	\$ 0.00
Miscellaneous	\$0.00	\$0.00	\$0.00	\$ 0.00
Subtotal	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
<b>OTHER OPERATING COSTS:</b>				
Loan Principal Payment	\$0.00	\$0.00	\$0.00	\$ 0.00
Capital Purchases	\$0.00	\$0.00	\$0.00	\$ 0.00
Other Start-up Costs	\$0.00	\$0.00	\$0.00	\$ 0.00
Reserve and/or Escrow	\$0.00	\$0.00	\$0.00	\$ 0.00
Owner's Withdrawal	\$0.00	\$0.00	\$0.00	\$ 0.00
<b>TOTAL CASH PAID OUT</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH POSITION</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>ESSENTIAL OPERATING DATA</b>				
Accounts Receivable	\$0.00	\$0.00	\$0.00	\$ 0.00
Bad Debt	\$0.00	\$0.00	\$0.00	\$ 0.00
Inventory on Hand	\$0.00	\$0.00	\$0.00	\$ 0.00
Accounts Payable	\$0.00	\$0.00	\$0.00	\$ 0.00



Monthly Depreciation	\$0.00	\$0.00	\$0.00	\$ 0.00
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# FOURTH (FISCAL) QUARTER CASH FLOW

	October	November	December	Q4 Totals
<b>CASH ON HAND</b>	<b>\$50.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$ 0.00</b>
<b>CASH RECEIPTS</b>				
Cash Sales	\$0.00	\$0.00	\$0.00	\$ 0.00
Collections from Credit Accounts	\$0.00	\$0.00	\$0.00	\$ 0.00
Loan or Other Cash Injection	\$0.00	\$0.00	\$0.00	\$ 0.00
<b>TOTAL CASH RECEIPTS</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>TOTAL CASH AVAILABLE</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH PAID OUT:</b>				
Purchases	\$0.00	\$0.00	\$0.00	\$ 0.00
Gross Wages	\$0.00	\$0.00	\$0.00	\$ 0.00
Payroll Expenses	\$0.00	\$0.00	\$0.00	\$ 0.00
Outside Services	\$0.00	\$0.00	\$0.00	\$ 0.00
Supplies	\$0.00	\$0.00	\$0.00	\$ 0.00
Repairs and Maintenance	\$0.00	\$0.00	\$0.00	\$ 0.00
Advertising	\$0.00	\$0.00	\$0.00	\$ 0.00
Car, Delivery and Travel	\$50.00	\$0.00	\$0.00	\$ 0.00
Professional Services	\$0.00	\$0.00	\$0.00	\$ 0.00
Rent	\$0.00	\$0.00	\$0.00	\$ 0.00
Telephone	\$0.00	\$0.00	\$0.00	\$ 0.00
Utilities	\$0.00	\$0.00	\$0.00	\$ 0.00
Insurance	\$0.00	\$0.00	\$0.00	\$ 0.00
Taxes	\$0.00	\$0.00	\$0.00	\$ 0.00
Interest	\$0.00	\$0.00	\$0.00	\$ 0.00
Other Expenses	\$0.00	\$0.00	\$0.00	\$ 0.00
Miscellaneous	\$0.00	\$0.00	\$0.00	\$ 0.00
Subtotal	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
<b>OTHER OPERATING COSTS:</b>				
Loan Principal Payment	\$0.00	\$0.00	\$0.00	\$ 0.00
Capital Purchases	\$0.00	\$0.00	\$0.00	\$ 0.00
Other Start-up Costs	\$0.00	\$0.00	\$0.00	\$ 0.00
Reserve and/or Escrow	\$0.00	\$0.00	\$0.00	\$ 0.00
Owner's Withdrawal	\$0.00	\$0.00	\$0.00	\$ 0.00
<b>TOTAL CASH PAID OUT</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH POSITION</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>ESSENTIAL OPERATING DATA</b>				
Accounts Receivable	\$0.00	\$0.00	\$0.00	\$ 0.00
Bad Debt	\$0.00	\$0.00	\$0.00	\$ 0.00
Inventory on Hand	\$0.00	\$0.00	\$0.00	\$ 0.00
Accounts Payable	\$0.00	\$0.00	\$0.00	\$ 0.00



Monthly Depreciation	\$0.00	\$0.00	\$0.00	\$ 0.00
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ANNUAL CASH FLOW						
	Start-Up Costs	Q1 Totals	Q2 Totals	Q3 Totals	Q4 Totals	Annual Totals
<b>CASH ON HAND</b>	<b>\$0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH RECEIPTS</b>						
Cash Sales	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Collections from Credit Accounts	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Loan or Other Cash Injection	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
<b>TOTAL CASH RECEIPTS</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>TOTAL CASH AVAILABLE</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH PAID OUT:</b>						
Purchases	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Gross Wages	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Payroll Expenses	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Outside Services	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Supplies	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Repairs and maintenance	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Advertising	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Car, Delivery and Travel	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Professional Services	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Rent	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Telephone	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Utilities	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Insurance	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Taxes	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Interest	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Other Expenses	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Miscellaneous	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Subtotal	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
<b>OTHER OPERATING COSTS:</b>						
Loan Principal Payment	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Capital Purchases	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Other Start-up Costs	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Reserve and/or Escrow	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Owner's Withdrawal	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
<b>TOTAL CASH PAID OUT</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>CASH POSITION</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>
<b>ESSENTIAL OPERATING DATA</b>						
Accounts Receivable	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Bad Debt	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Inventory on Hand	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Accounts Payable	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00



Monthly Depreciation	\$0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
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## Break Even Analysis

Net Sales	\$	0.00
<b>VARIABLE EXPENSES</b>		
Cost of Goods Sold (from Income Statement)	\$	0.00
Selling Expenses (from Income Statement)	\$	0.00
<b>Total Variable Expenses</b>	<b>\$</b>	<b>0.00</b>
Margin	\$	0.00
Margin as a Percentage		<b>!Zero Divide</b>
General and Administrative Expenses (from Income Statement)	\$	0.00
<b>Break Even Point</b>	<b>\$</b>	<b>!Zero Divide</b>





## Organizational Chart

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Organizational Chart Not currently available.



## Resumes

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Resume available upon request.



## Credit Information

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No credit information currently available



## Legal

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No legal statement currently present





## References

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No references currently available



*No research and estimates are currently available*

