

XYZ CORPORATION

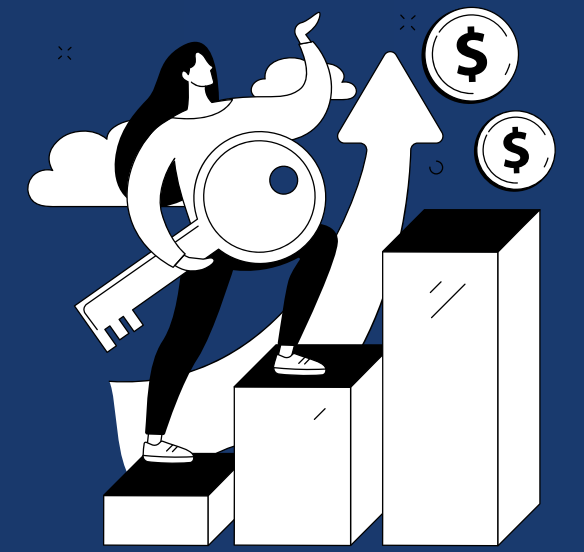
INVESTOR PITCH DECK



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THE PROBLEM



U.S. XYZ, XYZ, & XYZ SHORTAGE

Increased U.S. XYZ, XYZ, and XYZ demand while U.S. XYZ, XYZ, and XYZ XYZ must increase.



INCREASED XYZ, XYZ, & XYZ COSTS

Increased costs due to XYZs on U.S. XYZ and XYZ XYZs



INADEQUATE XYZ

U.S. XYZ, XYZ, and XYZ producers need state-of-the-art XYZ XYZ XYZ

THE SOLUTION



1

Online platform that connects all players of the XYZ, XYZ, and XYZ XYZ

2

Strategic partnerships to secure affordable XYZ for XYZ, XYZ, and XYZ XYZ and XYZ

3

Online software and AI tools that facilitate XYZ, XYZ, XYZ, and XYZ

THE COMPANY



- **XYZ Corporation**
- **Founded in May 2025 as a ABC C-Corporation**
- **Online XYZ application and business model to removed info
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- **Owned by Jane Doe (CEO) and John Doe (CMO)**
- **Will market via internet marketing, print advertising, television advertising,
industry events, e-mail marketing, text marketing, and public relations**
- **Will promote XYZ and XYZ**

THE APP



**XYZ, XYZ, & XYZ
XYZ COMPANIES**



**XYZ, XYZ, &
XYZ
XYZs**



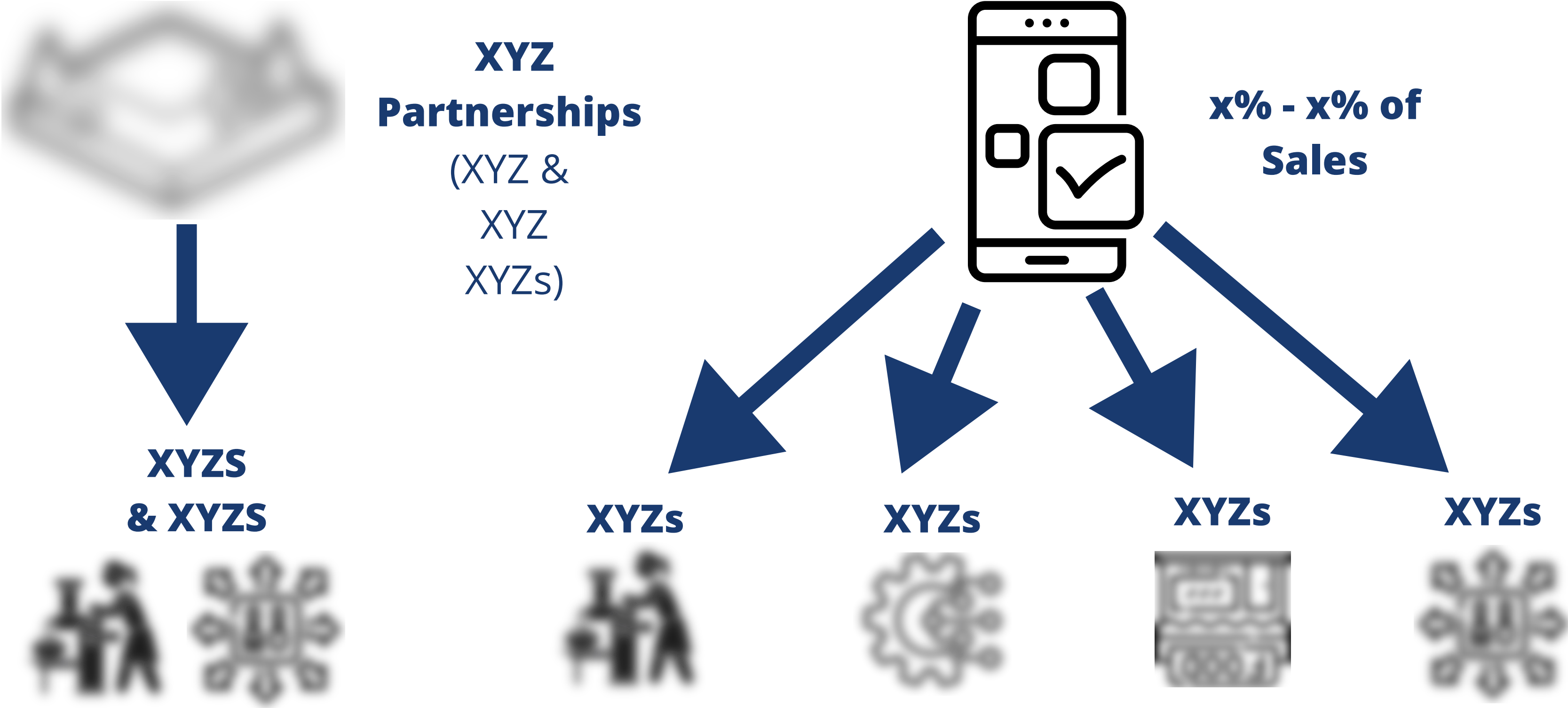
**XYZ, XYZ, &
XYZ
XYZs**



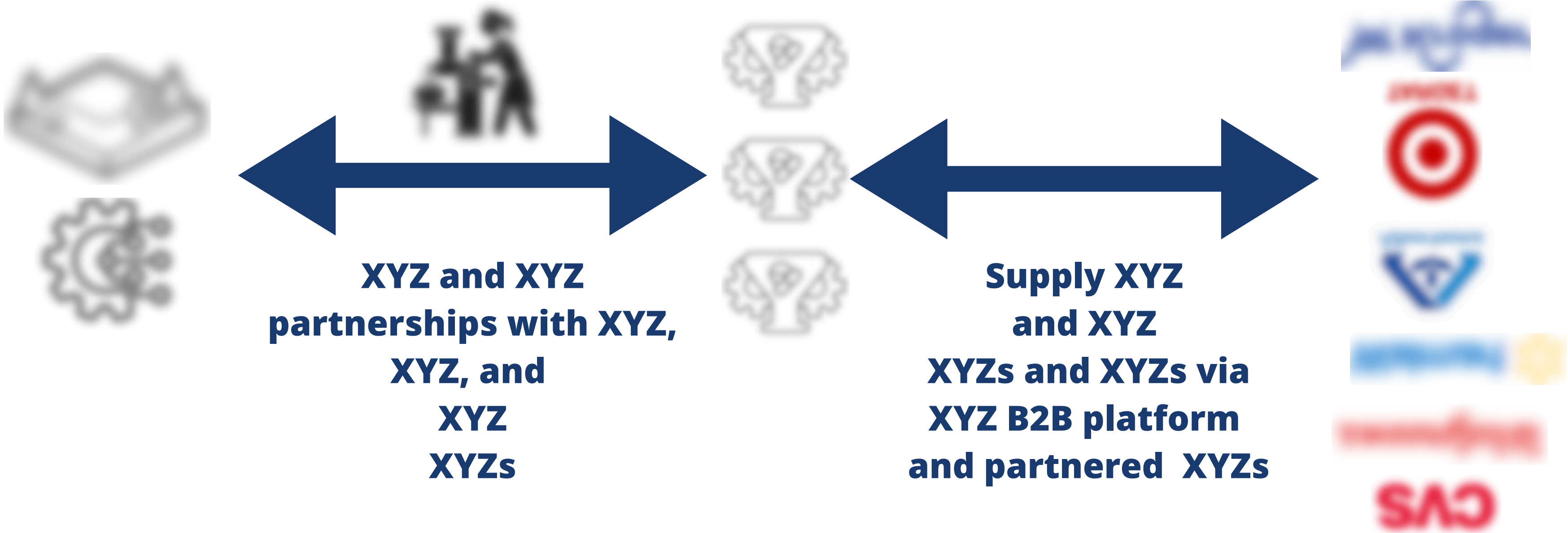
**XYZ, XYZ, & XYZ
DISTRIBUTORS**



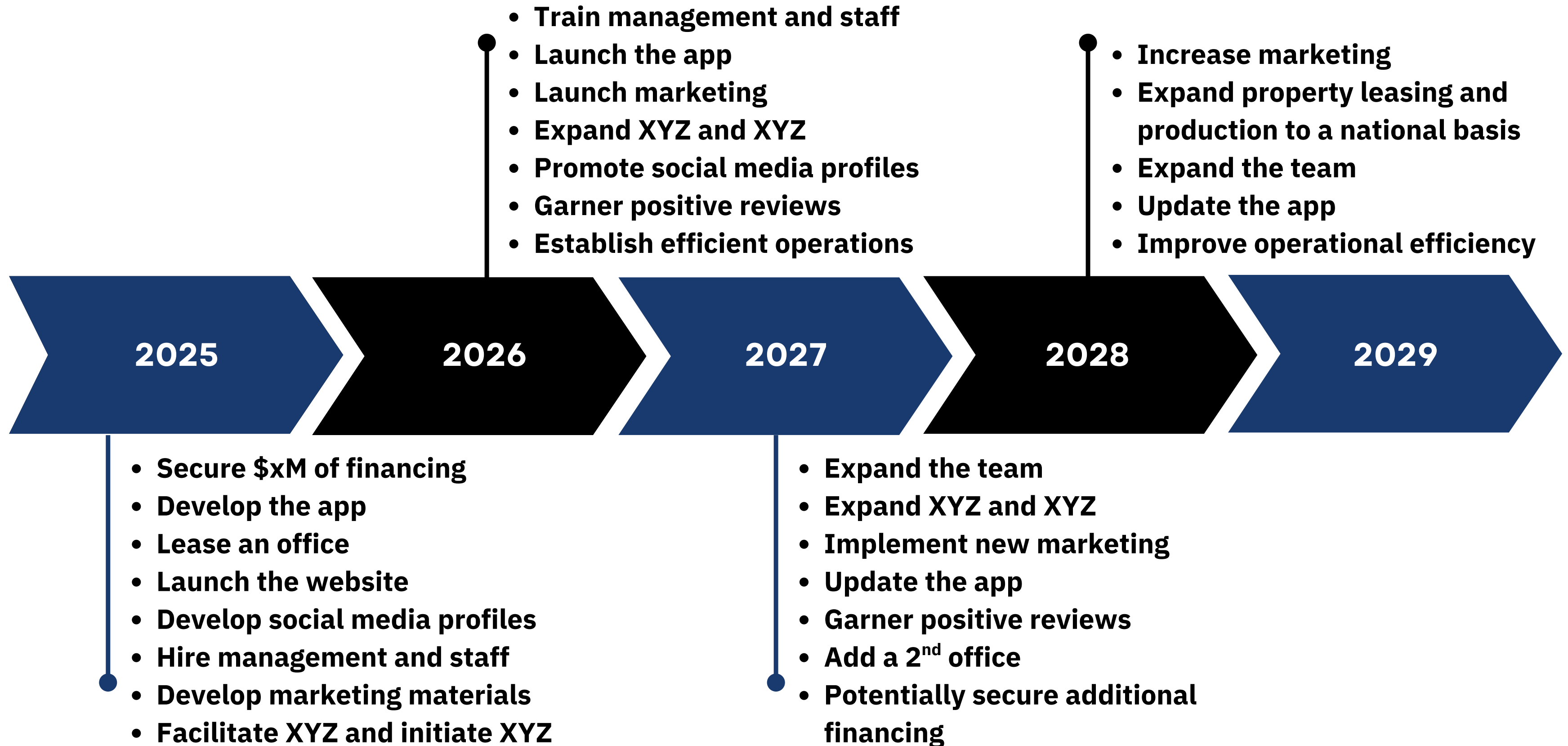
THE REVENUE MODEL



MARKET PENETRATION STRATEGY



GROWTH STRATEGY



U.S. XYZ XYZ

Low U.S. XYZ

The U.S. XYZd \$XX.X of XYZ products and \$XXX of XYZ products with a \$XXX XYZ XYZ and \$XXX XYZ XYZ in 2024.

New U.S. XYZs

New XYZs XYZd on U.S. XYZs including a XYZ on ABC XYZ (\$XX.X of XYZs) and ABC XYZ products (\$XXX of XYZs).



TARGET MARKET



U.S. XYZ & XYZ XYZs

- 111 XYZs (*IBISWorld*; 2025)



U.S. XYZ & XYZ XYZs

- 1.11M XYZs (*Economic Research Service*; 2024)
- 11,111 XYZ & XYZ XYZs (*U.S. Dept. of Commerce*; 2022)



U.S. XYZ & XYZ XYZs

- 11,111 U.S. XYZ & XYZ XYZs (*First Research*; 2025)



U.S. XYZ & XYZ XYZs

- 111,111 XYZ businesses, 111,111 XYZ businesses, 11,111 XYZ & XYZ businesses., 11,111 XYZ businesses (*IBISWorld*; 2025);

THE MARKET



\$1.1T

2025 U.S. food market=
\$1.1 trillion
*(USDA Economic
Research Service)*



\$111.1B

2025 U.S. XYZ
XYZ market= \$111.1 billion
(Grand View Research)
2025 U.S. XYZ
market = \$111.1 billion
(Statista)
2025 XYZ market = \$11.1 billion
(Statista)



\$111.1B

2025 U.S. XYZ
market= \$111.1 billion
(IBSWorld)
2025 U.S. XYZ
market= \$11.1 billion
(IBSWorld)

PROFILE OF COMPETITORS



- **Company:** XYZ
- **Founded:** 2014
- **Headquarters:** ABC, ABC
- **Description:** XYZ
- **2024 Revenues =** \$X billion +
- **Pricing =** x-x% of sales
- **VC Funding:** \$XXX; x rounds



- **Company:** XYZ
- **Founded:** 2015
- **Description:** XYZ
- **2024 Revenues =** XXX
- **Headquarters:** ABC, ABC
- **Pricing =** N/A
- **VC Funding:** \$XXX; x rounds



- **Company:** XYZ
- **Founded:** 2015
- **Description:** B2B Marketplace
- **Headquarters:** ABC, ABC
- **2024 Revenues =** N/A
- **Pricing =** x-x% of sales

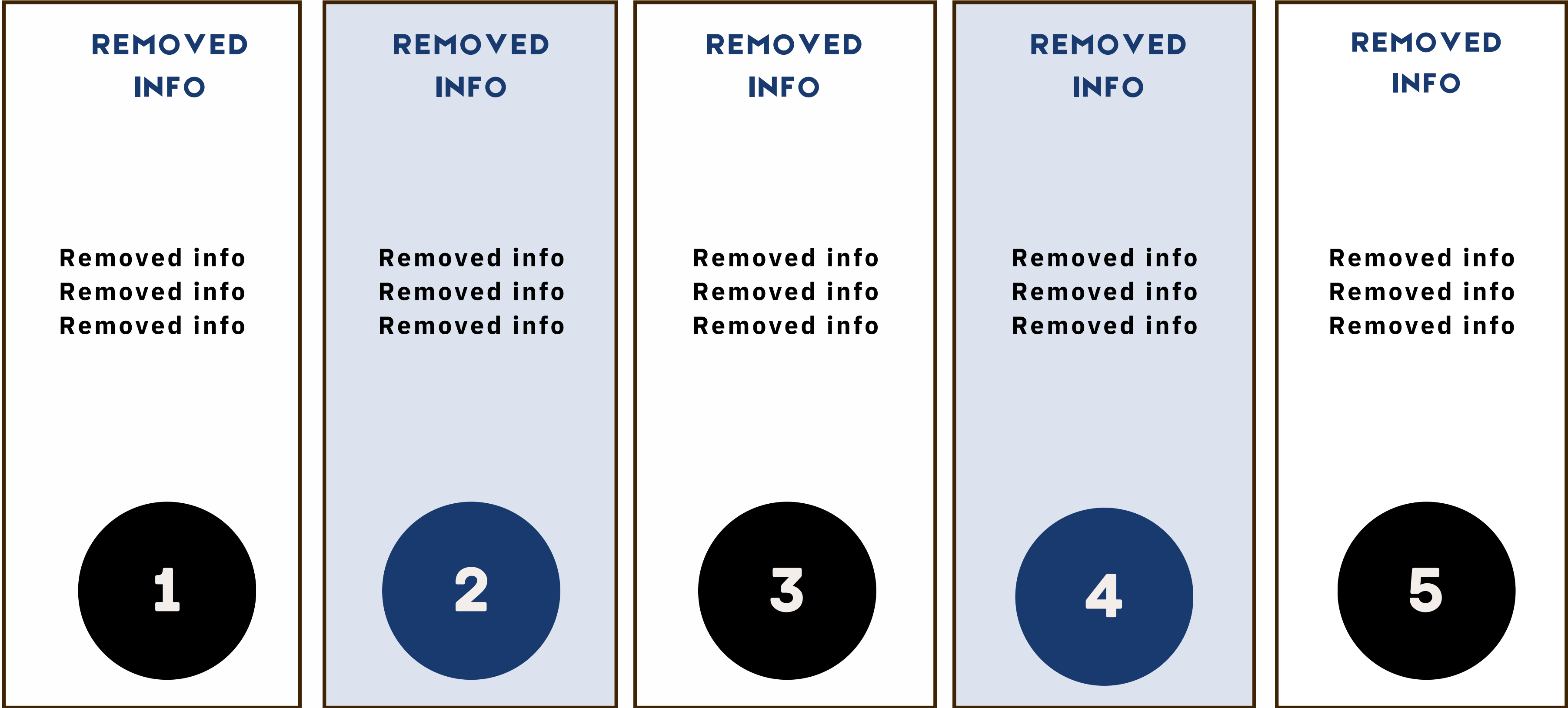


- **Company:** XYZ
- **Founded:** 1999
- **Description:** XYZ
- **Headquarters:** ABC, ABC
- **2024 Revenues =** \$XXX billion
- **Pricing =** \$xxxx(Basic); \$xx,xxx (Verified Supplier)
- **IPO Funding:** \$XXB



- **Company:** XYZ
- **Founded:** 2016
- **Description:** XYZ
- **Headquarters:** ABC, ABC
- **2024 Revenues =** \$XX.X million
- **Pricing =** x-x% of sales
- **IPO Funding:** \$XXXM; x rounds

UNIQUE VALUE PROPOSITIONS



MARKETING PLAN

SALES

TV ADVERTISING

E-MAIL MARKETING

TEXT MARKETING

RADIO ADVERTISING

INTERNET MARKETING

- PPC advertising
- Search engine optimization
- Online food directories
- Online beverage directories
- Online pharmaceutical directories
- Social media (FB, IG, Tik Tok)
- Online video advertising

PRINT ADVERTISING

- *Fortune 500 Magazine*
- *Forbes Magazine*
- *Grocer Magazine*
- *Progressive Grocer*
- *Independent Grocery Magazine*
- *Grocery Drive*

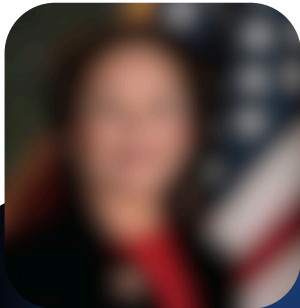
INDUSTRY TRADE SHOWS

- *XYZ Fall 2025*
- *XYZ Next 2025*
- *XYZ*
- *XYZ Conference & Expo*
- *XYZ Show*
- *XYZ Show*
- *XYZ*
- *XYZ*

PUBLIC RELATIONS

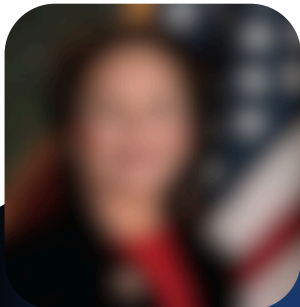
- Magazine press
- Newspaper press
- Television press
- Radio press
- Online articles & video press

THE MANAGEMENT



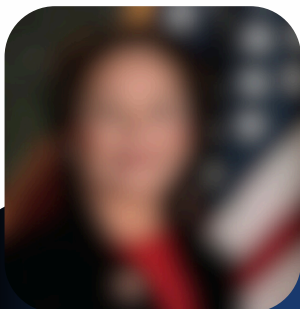
Jane Doe
Chief Executive
Officer

- 2004-Present; XYZ; ABC
 - 2011-Present; XYZ; ABC
 - 2004-2012; XYZ; ABC
 - 2008-2010; XYZ; ABC
 - 1980; B.B.A. Degree; ABC
-



John Doe
Chief Marketing
Officer

- 2024-Present; XYZ; ABC
 - 2024-Present; XYZ; ABC
 - 2023-Present; XYZ; ABC
 - 2008-2010; XYZ; ABC
 - 2007 - Present; XYZ; ABC
 - 2000; A.A. Degree, XYZ; ABC
-



John Doe
Chief Financial
Officer

- 2006-Present; XYZ; ABC
- 2003; XYZ, ABC
- 1999-2002; XYZ; ABC
- 1999; XYZ; ABC
- 1997-1998; XYZ; ABC
- 1997; B.B.A. Degree; ABC

CAC, APP COST, & SOFTWARE COST

Customer Acquisition Cost

- Average customer acquisition costs for a XYZ e-commerce website range from \$xxx to acquire small businesses to \$x,xxx to acquire enterprise-size businesses. (*First Page Sage; May 2024*)
-

App Development Cost

- Marketplace platforms and eCommerce apps require core features like hierarchical catalog management, search, payments, messaging, and review management; customizable, API-friendly shopfronts for merchant onboarding plus inspection capabilities are also preferred. App development cost can range between \$150,000 and \$950,000 (*Cubix; November 2024*)
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Software Development Cost

- Enterprise-class consultancies, often working with Fortune 500 companies, government entities, and multinational corporations charge \$750,000 to over \$100 million for software development. (*Full Stack Labs; 2025*)

FINANCING



Table 1 Business Expansion Capital Requirements	
Start-up capital expenditures:	
Facilities, equipment, & software development	\$12,250,000
Start-up marketing development	\$500,000
Start-up executive salaries	\$2,000,000
Start-up computer hardware	\$125,000
Start-up expenditures sub-total	\$14,875,000
Operating capital expenditures:	
Facilities development	\$4,000,000
R&D salaries	\$100,000
Capital expenditures sub-total	\$4,100,000
Working capital:	
Operating expenses	\$5,000,000
R&D expenses	\$12,250,000
Total working capital	\$17,250,000
Total capital requirements	\$36,225,000

SALES ASSUMPTIONS



	Year 1	Year 2	Year 3	Year 4	Year 5	
Revenue						
Product A						
Product B						
Product C						
Product D						
Product E						
Product F						
Product G						
Product H						
Product I						
Product J						
Product K						
Product L						
Product M						
Product N						
Product O						
Product P						
Product Q						
Product R						
Product S						
Product T						
Product U						
Product V						
Product W						
Product X						
Product Y						
Product Z						
Product AA						
Product AB						
Product AC						
Product AD						
Product AE						
Product AF						
Product AG						
Product AH						
Product AI						
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Product CA						
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Product CC						
Product CD						
Product CE						
Product CF						
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Product IT						
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Product IW						
Product IX						
Product IY						
Product IZ						
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Product LP						
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Product LS						
Product LT						
Product LU						
Product LV						
Product LW						
Product LX						
Product LY						
Product LZ						
Product MA						
Product MB						
Product MC						
Product MD						
Product ME						
Product MF						
Product MG						
Product MH						
Product MI						
Product MJ</						

Table 9 Revenue Projections Sales Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Low customer, including 1,000 growth					
Customer at 20% and					
High business customer at 20% and					
Medium business customer at 20% and					
Corporate customer at 20% and					
Revenue					
Low customer, including 1,000 growth					
Customer at 20% and	\$25,750,750	\$26,000,750	\$27,200,750	\$286,000,000	\$275,107,200
High business customer at 20% and					
Medium business customer at 20% and	\$27,711,000	\$27,000,750	\$280,070,000	\$270,100,000	\$270,000,070
Corporate customer at 20% and					
Enterprise customer at 20% and	\$1,000,000	\$0,000,000	\$10,707,000	\$00,000,070	\$00,000,700
Total revenue	\$26,750,750	\$26,000,750	\$270,077,000	\$286,070,000	\$275,107,970
Cost of Sales					
Low customer at 20%	\$200,070	\$270,000	\$270,000	\$270,000	\$270,000
Total cost of sales	\$200,070	\$270,000	\$270,000	\$270,000	\$270,000
Gross margin	\$26,550,680	\$25,730,750	\$267,807,000	\$285,800,000	\$274,837,970

EXPENSES



Table 4 Business Organization General & Administrative Expenses					
	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries					
Wages					
Benefits					
Travel					
Telephone					
Postage					
Supplies					
Repairs & maintenance					
Insurance					
Depreciation					
Interest					
Other					
Total general & admin. expenses	\$12,345,678	\$12,345,678	\$12,345,678	\$12,345,678	\$12,345,678

Table 4 Business Organization Selling & Marketing Expenses					
	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries					
Wages					
Benefits					
Travel					
Telephone					
Postage					
Supplies					
Repairs & maintenance					
Insurance					
Depreciation					
Interest					
Other					
Total selling & marketing expenses	\$12,345,678	\$12,345,678	\$12,345,678	\$12,345,678	\$12,345,678

		Table 4 Business Operations Half Annual Totals				
		Year 1	Year 2	Year 3	Year 4	Year 5
1	Revenue					
2	Cost of Sales					
3	Gross Profit					
4	Operating Expenses					
5	Operating Income					
6	Interest Expense					
7	Interest Income					
8	Income Before Taxes					
9	Income Tax Expense					
10	Net Income					
11	Depreciation					
12	Amortization					
13	Provision for Bad Debts					
14	Gain on Sale of Assets					
15	Loss on Sale of Assets					
16	Change in Accounts Receivable					
17	Change in Inventory					
18	Change in Accounts Payable					
19	Change in Deferred Tax Liabilities					
20	Change in Other Liabilities					
21	Change in Other Assets					
22	Change in Cash					
23	Net Change in Cash					
24	Free Cash Flow					
25	Capital Expenditures					
26	Acquisitions					
27	Dividends Paid					
28	Debt Issuance					
29	Debt Repayment					
30	Equity Issuance					
31	Equity Repurchase					
32	Other Financing Activities					
33	Net Change in Cash					
34	Free Cash Flow					
35	Capital Expenditures					
36	Acquisitions					
37	Dividends Paid					
38	Debt Issuance					
39	Debt Repayment					
40	Equity Issuance					
41	Equity Repurchase					
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43	Net Change in Cash					
44	Free Cash Flow					
45	Capital Expenditures					
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296	Acquisitions					
297	Dividends Paid					
298	Debt Issuance					
299	Debt Repayment					
300	Equity Issuance					
301	Equity Repurchase					
302	Other Financing Activities					
303	Net Change in Cash					
304	Free Cash Flow					
305	Capital					

INCOME



	Schedule 1 Supplemental Information For Financial Statements				
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000	\$100,000,000
Cost of sales	\$20,000,000	\$20,000,000	\$20,000,000	\$20,000,000	\$20,000,000
Operating expenses	\$50,000,000	\$50,000,000	\$50,000,000	\$50,000,000	\$50,000,000
Interest & administrative	\$10,000,000	\$10,000,000	\$10,000,000	\$10,000,000	\$10,000,000
Net operating income	\$20,000,000	\$20,000,000	\$20,000,000	\$20,000,000	\$20,000,000
Other income	\$10,000,000	\$10,000,000	\$10,000,000	\$10,000,000	\$10,000,000
Interest expense	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000
Income before taxes	\$25,000,000	\$25,000,000	\$25,000,000	\$25,000,000	\$25,000,000
Income taxes	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000
Net income	\$20,000,000	\$20,000,000	\$20,000,000	\$20,000,000	\$20,000,000

CASH FLOWS & BALANCE



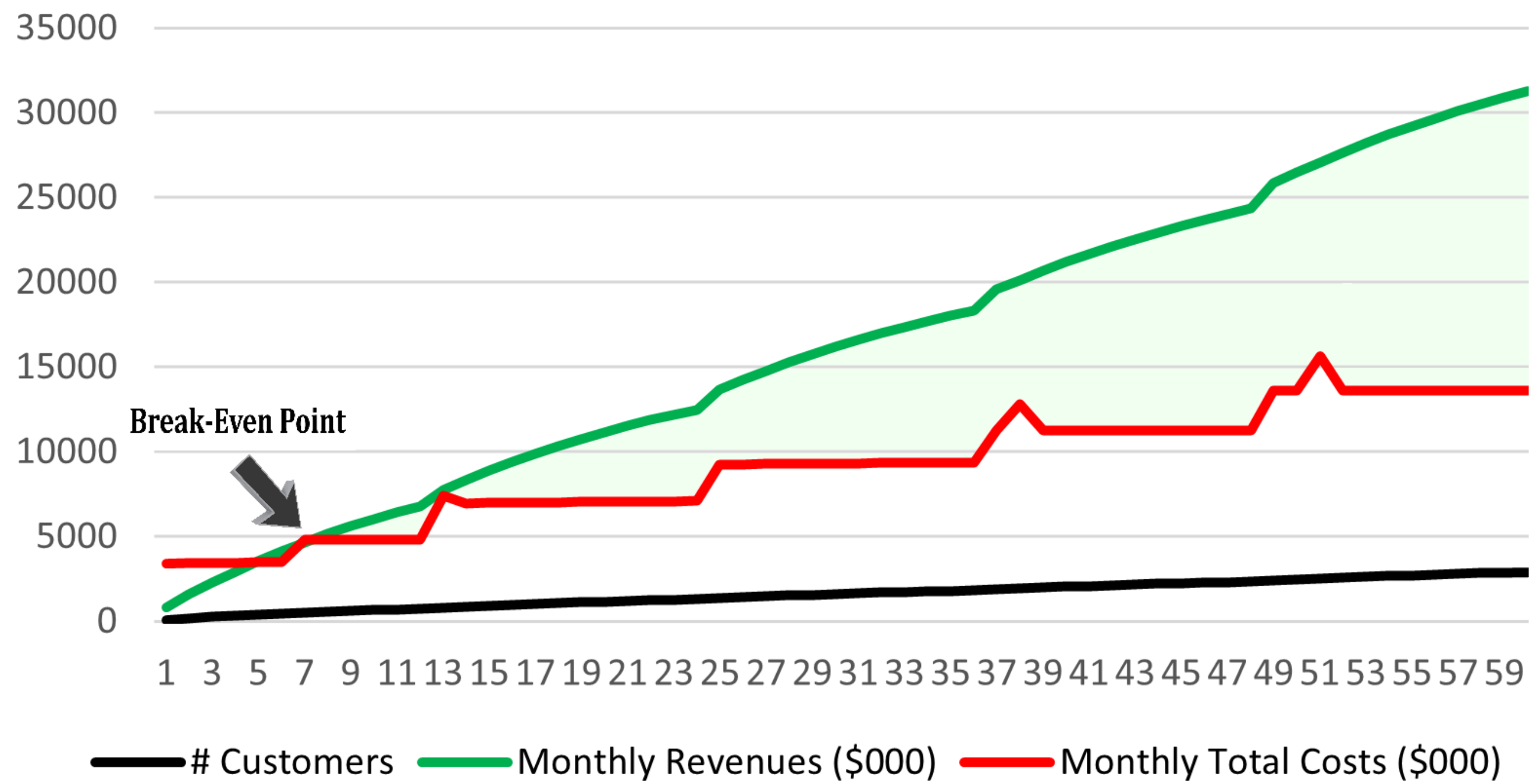
Statement of Cash Flows						
	2019	2020	2021	2022	2023	2024
Cash flows from operations						
Net income		10,000,000	12,000,000	15,000,000	18,000,000	20,000,000
Depreciation & amortization		5,000,000	6,000,000	7,000,000	8,000,000	9,000,000
Change in accounts receivable		(2,000,000)	(3,000,000)	(4,000,000)	(5,000,000)	(6,000,000)
Change in accounts payable		3,000,000	4,000,000	5,000,000	6,000,000	7,000,000
Change in inventory		(1,000,000)	(2,000,000)	(3,000,000)	(4,000,000)	(5,000,000)
Change in other assets		1,000,000	2,000,000	3,000,000	4,000,000	5,000,000
Cash flows from operations		16,000,000	19,000,000	23,000,000	27,000,000	31,000,000
Cash flows from financing						
Issuance of common stock	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
Issuance of preferred stock						
Payment of dividends						
Cash flows from financing	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
Cash flows from investing						
Acquisition of property, plant & equipment	(5,000,000)	(6,000,000)	(7,000,000)	(8,000,000)	(9,000,000)	(10,000,000)
Acquisition of intangible assets						
Disposal of property, plant & equipment						
Cash flows from investing	(5,000,000)	(6,000,000)	(7,000,000)	(8,000,000)	(9,000,000)	(10,000,000)
Net change in cash	5,000,000	14,000,000	22,000,000	29,000,000	38,000,000	41,000,000
Cash at the beginning of the year	10,000,000	14,000,000	22,000,000	29,000,000	38,000,000	41,000,000
Cash at the end of the year	15,000,000	28,000,000	44,000,000	58,000,000	76,000,000	82,000,000

Statement of Financial Position						
	2019	2020	2021	2022	2023	2024
Assets						
Current assets						
Cash	15,000,000	28,000,000	44,000,000	58,000,000	76,000,000	82,000,000
Accounts receivable	10,000,000	12,000,000	15,000,000	18,000,000	20,000,000	22,000,000
Inventory	5,000,000	6,000,000	7,000,000	8,000,000	9,000,000	10,000,000
Prepaid expenses	2,000,000	3,000,000	4,000,000	5,000,000	6,000,000	7,000,000
Other current assets	3,000,000	4,000,000	5,000,000	6,000,000	7,000,000	8,000,000
Total current assets	35,000,000	53,000,000	75,000,000	95,000,000	118,000,000	129,000,000
Non-current assets						
Property, plant & equipment	20,000,000	26,000,000	33,000,000	41,000,000	50,000,000	60,000,000
Intangible assets	5,000,000	6,000,000	7,000,000	8,000,000	9,000,000	10,000,000
Other non-current assets	5,000,000	6,000,000	7,000,000	8,000,000	9,000,000	10,000,000
Total non-current assets	30,000,000	38,000,000	47,000,000	57,000,000	68,000,000	80,000,000
Total assets	65,000,000	91,000,000	122,000,000	152,000,000	186,000,000	209,000,000
Liabilities & Shareholders' Equity						
Current liabilities						
Accounts payable	10,000,000	12,000,000	15,000,000	18,000,000	20,000,000	22,000,000
Short-term debt	5,000,000	6,000,000	7,000,000	8,000,000	9,000,000	10,000,000
Other current liabilities	5,000,000	6,000,000	7,000,000	8,000,000	9,000,000	10,000,000
Total current liabilities	20,000,000	24,000,000	29,000,000	34,000,000	38,000,000	42,000,000
Long-term liabilities						
Long-term debt	10,000,000	12,000,000	15,000,000	18,000,000	20,000,000	22,000,000
Other long-term liabilities	5,000,000	6,000,000	7,000,000	8,000,000	9,000,000	10,000,000
Total long-term liabilities	15,000,000	18,000,000	22,000,000	26,000,000	29,000,000	32,000,000
Total liabilities	35,000,000	42,000,000	51,000,000	60,000,000	67,000,000	74,000,000
Shareholders' equity						
Common stock	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
Preferred stock	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
Retained earnings	20,000,000	34,000,000	47,000,000	60,000,000	76,000,000	82,000,000
Total shareholders' equity	35,000,000	49,000,000	71,000,000	92,000,000	119,000,000	135,000,000
Total liabilities & equity	70,000,000	91,000,000	122,000,000	152,000,000	186,000,000	209,000,000

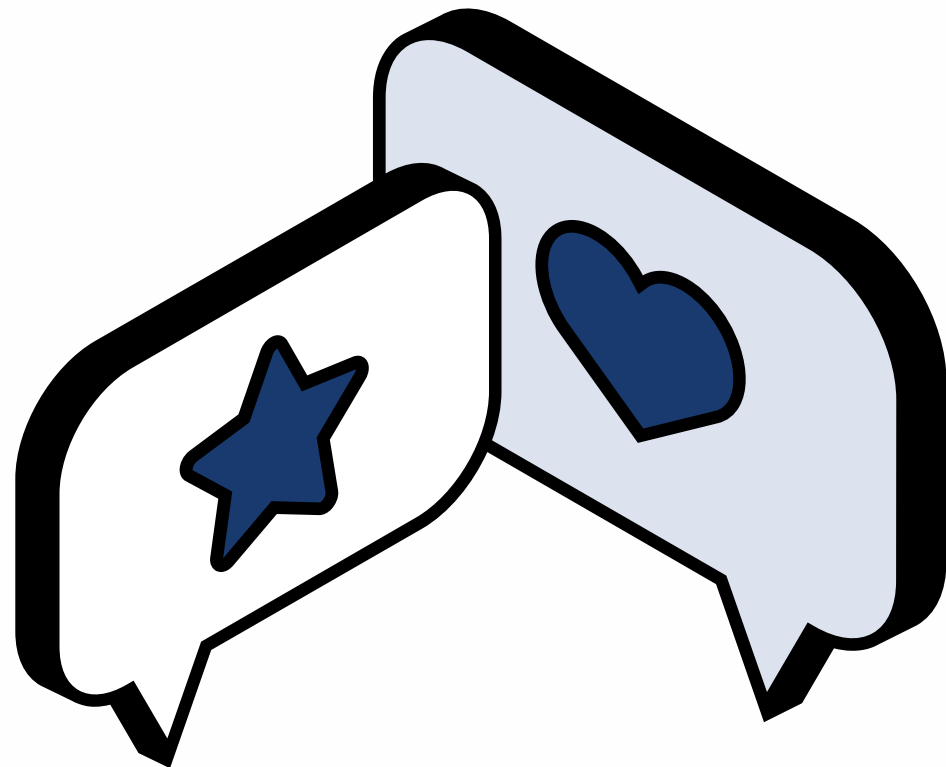
BREAK-EVEN ANALYSIS



Break-Even Analysis



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