

Quantifying Abuse – Requested Investment = 450,000.00.

Start of Project – June 2026, Investment to be met by revenue by December 2026

Media Support	25,000.00
Project Ambassadors	150,000.00
Quantifying Abuse – App	250,000.00
Project Debt	10,000.00
Buffer	15,000.00

Note – because this business is based on an app, and a print to order clothing company, costs will be front loaded but will have little direct costs to maintain. 150,000.00 planned in the out years for product maintenance.

There are 2 revenue streams for which Quantifying Abuse will profit.

- 1. Quantifying Abuse App.** This application will be central in calculating abuse metrics for use within the court system. Once launched, the plan is to offer this application for free (many abuse victims are financially stressed) but support in app advertising. Based on research regarding app development¹, **the time to design and launch the application will take 6 months.** The application’s LTV will be based on a one time use for the period it takes to calculate and utilize the metrics within their specific case. For the purposes of calculating projected revenue however, we will be utilizing Revenue Per Download (RPD) and will use the non-gaming calculation of \$2.87/download². This does not include impression-based advertising which will also likely be utilized.
- 2. The Label – clothing line.** The clothing line is an awareness campaign that will be launched ahead of the application to connect abuse victims with each other. This component of the project is near completion (please see executivedysfunction.ca and check out the label), and simply needs minimal support for marketing to launch this. This component of the project will have very little overhead once launched (this includes upkeep of the social platforms and marketing). LTV for the clothing line is 75.00/victim.

Market: The market for both revenue streams will be geared towards domestic abuse victims in all markets. The plan, however, is intended to be launched within Canada first (this will be dependent on investment), then be pushed out to additional markets.

Intimate partner violence statistics are difficult to calculate as many cases go unreported. For the purposes of this assessment however, we will be using statistics Canada numbers³, which is 128K/year.

TAM Calculation. (128,000 (domestic abuse victims/year) x 2.87 (calculation for app) = 367,380) + (128,000 (domestic abuse victims/year) x 75.00 (clothing estimation/person) = 9,600,000) = 9,967,380

CGAR. I honestly hope this number does not grow, but considering the social atmosphere I have put in a calculation of 5%

Application - Due to the lack of competition of the application (this is new science, and may be supported by patents), its assumed at this point that the share of the market will be substantial. In lieu of other options, for this calculation we are assuming 50% participation annually – which is 64K annually (or 5333/month). Estimations include a steady increase to this amount at 20% per month for the first 5 months.

Label – Not all abuse victims will purchase clothing from the label. We are assuming for this calculation that approx. 50% of the allocated app users will purchase clothing and the buildup will take longer. Assuming for this calculation that it increases at 5% per month to a total of 50% of the app users (2667/month). **Note: the clothing line will likely attract some out-of-market consumers.**

Exit Valuation – for this calculation we will be using a EBITDA multiple of x6, this is based on the clothing line – but is assessed at the top of the multiple range due to the fact that it will be aligned with the application, and thus has additional support⁴. Exit valuation = 5,124,458 x 6 = 30,746,748.

¹ <https://medium.com/@atumcodeseo/how-long-does-it-take-to-develop-a-mobile-app-complete-timeline-explained-2bc1b942a3dd>

² <https://studiomosaicapps.com/2024/05/01/what-is-revenue-per-download-and-how-to-maximize-it/>

³ <https://www150.statcan.gc.ca/n1/daily-quotidien/251028/dq251028a-eng.htm>

⁴ <https://www.vikingmergers.com/valuation-multiples-by-industry/selling-a-printing-company/#:~:text=Understanding%20the%20valuation%20multiples%20specific,better%20positioned%20for%20the%20future.>

Indirect Costs – 10% inflation added at year 3

Legal, Copyright, Regulatory (30K first year, 15K maintenance)	30,000.00
Salary – Founder	200,000.00
Ongoing Marketing	50,000.00
Administrative Support	50,000.00
Buffer	25,000.00

Annual Projections

Financial Projections	Actual	↓ Projections assuming full funding as of today ↓				
	Last Y	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	-	\$1,776,422	\$4,359,940	\$6,943,458	\$9,526,977	\$12,110,496
Direct costs	-	\$450,000	\$600,000	\$750,000	\$900,000	\$1,050,000
Gross Margin	\$0	\$1,326,422	\$3,759,940	\$6,193,458	\$8,626,977	\$11,060,496
Indirect costs	-	\$355,000	\$695,000	\$1,069,000	\$1,480,400	\$1,931,840
EBIDTA	\$0	\$971,422	\$3,064,940	\$5,124,458	\$7,146,577	\$9,128,656
Share (%)	N/A%	16.97%	39.68%	60.18%	78.64%	95.20%

Date (Month)	Market (starting at 20%)	Projected Revenue - Application	Cumulative Revenue - Application	Market (starting at 5% to 50% of the allocated market)	Projected Revenue - The Label	Cumulative Revenue - The Label
Jun-26				267	\$19,998.75	\$19,998.75
Jul-26				533	\$39,997.50	\$59,996.25
Aug-26				800	\$59,996.25	\$119,992.50
Sep-26				1067	\$79,995.00	\$199,987.50
Oct-26				1333	\$99,993.75	\$299,981.25
Nov-26				1600	\$119,992.50	\$419,973.75
Dec-26	1067	\$3,061.14	\$3,061.14	1867	\$139,991.25	\$559,965.00
Jan-27	2133	\$6,122.28	\$9,183.43	2133	\$159,990.00	\$719,955.00
Feb-27	3200	\$9,183.43	\$18,366.85	2400	\$179,988.75	\$899,943.75
Mar-27	4266	\$12,244.57	\$30,611.42	2667	\$199,987.50	\$1,099,931.25
Apr-27	5333	\$15,305.71	\$45,917.13	2667	\$199,987.50	\$1,299,918.75
May-27	5333	\$15,305.71	\$61,222.84	2667	\$199,987.50	\$1,499,906.25
Jun-27	5333	\$15,305.71	\$76,528.55	2667	\$199,987.50	\$1,699,893.75
Jul-27	5333	\$15,305.71	\$91,834.26	2667	\$199,987.50	\$1,899,881.25
Aug-27	5333	\$15,305.71	\$107,139.97	2667	\$199,987.50	\$2,099,868.75
Sep-27	5333	\$15,305.71	\$122,445.68	2667	\$199,987.50	\$2,299,856.25
Oct-27	5333	\$15,305.71	\$137,751.39	2667	\$199,987.50	\$2,499,843.75
Nov-27	5333	\$15,305.71	\$153,057.10	2667	\$199,987.50	\$2,699,831.25
Dec-27	5333	\$15,305.71	\$168,362.81	2667	\$199,987.50	\$2,899,818.75
Jan-28	5333	\$15,305.71	\$183,668.52	2667	\$199,987.50	\$3,099,806.25
Feb-28	5333	\$15,305.71	\$198,974.23	2667	\$199,987.50	\$3,299,793.75
Mar-28	5333	\$15,305.71	\$214,279.94	2667	\$199,987.50	\$3,499,781.25
Apr-28	5333	\$15,305.71	\$229,585.65	2667	\$199,987.50	\$3,699,768.75
May-28	5333	\$15,305.71	\$244,891.36	2667	\$199,987.50	\$3,899,756.25
Jun-28	5333	\$15,305.71	\$260,197.07	2667	\$199,987.50	\$4,099,743.75
Jul-28	5333	\$15,305.71	\$275,502.78	2667	\$199,987.50	\$4,299,731.25
Aug-28	5333	\$15,305.71	\$290,808.49	2667	\$199,987.50	\$4,499,718.75
Sep-28	5333	\$15,305.71	\$306,114.20	2667	\$199,987.50	\$4,699,706.25
Oct-28	5333	\$15,305.71	\$321,419.91	2667	\$199,987.50	\$4,899,693.75
Nov-28	5333	\$15,305.71	\$336,725.62	2667	\$199,987.50	\$5,099,681.25
Dec-28	5333	\$15,305.71	\$352,031.33	2667	\$199,987.50	\$5,299,668.75
Jan-29	5333	\$15,305.71	\$367,337.04	2667	\$199,987.50	\$5,499,656.25
Feb-29	5333	\$15,305.71	\$382,642.75	2667	\$199,987.50	\$5,699,643.75
Mar-29	5333	\$15,305.71	\$397,948.46	2667	\$199,987.50	\$5,899,631.25
Apr-29	5333	\$15,305.71	\$413,254.17	2667	\$199,987.50	\$6,099,618.75
May-29	5333	\$15,305.71	\$428,559.88	2667	\$199,987.50	\$6,299,606.25
Jun-29	5333	\$15,305.71	\$443,865.59	2667	\$199,987.50	\$6,499,593.75
Jul-29	5333	\$15,305.71	\$459,171.30	2667	\$199,987.50	\$6,699,581.25
Aug-29	5333	\$15,305.71	\$474,477.01	2667	\$199,987.50	\$6,899,568.75
Sep-29	5333	\$15,305.71	\$489,782.72	2667	\$199,987.50	\$7,099,556.25
Oct-29	5333	\$15,305.71	\$505,088.43	2667	\$199,987.50	\$7,299,543.75
Nov-29	5333	\$15,305.71	\$520,394.14	2667	\$199,987.50	\$7,499,531.25
Dec-29	5333	\$15,305.71	\$535,699.85	2667	\$199,987.50	\$7,699,518.75
Jan-30	5333	\$15,305.71	\$551,005.56	2667	\$199,987.50	\$7,899,506.25
Feb-30	5333	\$15,305.71	\$566,311.27	2667	\$199,987.50	\$8,099,493.75
Mar-30	5333	\$15,305.71	\$581,616.98	2667	\$199,987.50	\$8,299,481.25
Apr-30	5333	\$15,305.71	\$596,922.69	2667	\$199,987.50	\$8,499,468.75
May-30	5333	\$15,305.71	\$612,228.40	2667	\$199,987.50	\$8,699,456.25
Jun-30	5333	\$15,305.71	\$627,534.11	2667	\$199,987.50	\$8,899,443.75
Jul-30	5333	\$15,305.71	\$642,839.82	2667	\$199,987.50	\$9,099,431.25
Aug-30	5333	\$15,305.71	\$658,145.53	2667	\$199,987.50	\$9,299,418.75
Sep-30	5333	\$15,305.71	\$673,451.24	2667	\$199,987.50	\$9,499,406.25
Oct-30	5333	\$15,305.71	\$688,756.95	2667	\$199,987.50	\$9,699,393.75
Nov-30	5333	\$15,305.71	\$704,062.66	2667	\$199,987.50	\$9,899,381.25
Dec-30	5333	\$15,305.71	\$719,368.37	2667	\$199,987.50	\$10,099,368.75
Jan-31	5333	\$15,305.71	\$734,674.08	2667	\$199,987.50	\$10,299,356.25
Feb-31	5333	\$15,305.71	\$749,979.79	2667	\$199,987.50	\$10,499,343.75
Mar-31	5333	\$15,305.71	\$765,285.50	2667	\$199,987.50	\$10,699,331.25
Apr-31	5333	\$15,305.71	\$780,591.21	2667	\$199,987.50	\$10,899,318.75
May-31	5333	\$15,305.71	\$795,896.92	2667	\$199,987.50	\$11,099,306.25
Jun-31	5333	\$15,305.71	\$811,202.63	2667	\$199,987.50	\$11,299,293.75
Jul-31	5333	\$15,305.71	\$826,508.34	2667	\$199,987.50	\$11,499,281.25
Aug-31	5333	\$15,305.71	\$841,814.05	2667	\$199,987.50	\$11,699,268.75
Sep-31	5333	\$15,305.71	\$857,119.76	2667	\$199,987.50	\$11,899,256.25
Oct-31	5333	\$15,305.71	\$872,425.47	2667	\$199,987.50	\$12,099,243.75
Nov-31	5333	\$15,305.71	\$887,731.18	2667	\$199,987.50	\$12,299,231.25
Dec-31	5333	\$15,305.71	\$903,036.89	2667	\$199,987.50	\$12,499,218.75
Jan-32	5333	\$15,305.71	\$918,342.60	2667	\$199,987.50	\$12,699,206.25
Feb-32	5333	\$15,305.71	\$933,648.31	2667	\$199,987.50	\$12,899,193.75
Mar-32	5333	\$15,305.71	\$948,954.02	2667	\$199,987.50	\$13,099,181.25
Apr-32	5333	\$15,305.71	\$964,259.73	2667	\$199,987.50	\$13,299,168.75
May-32	5333	\$15,305.71	\$979,565.44	2667	\$199,987.50	\$13,499,156.25
Jun-32	5333	\$15,305.71	\$994,871.15	2667	\$199,987.50	\$13,699,143.75
Jul-32	5333	\$15,305.71	\$1,010,176.86	2667	\$199,987.50	\$13,899,131.25
Aug-32	5333	\$15,305.71	\$1,025,482.57	2667	\$199,987.50	\$14,099,118.75
Sep-32	5333	\$15,305.71	\$1,040,788.28	2667	\$199,987.50	\$14,299,106.25
Oct-32	5333	\$15,305.71	\$1,056,093.99	2667	\$199,987.50	\$14,499,093.75
Nov-32	5333	\$15,305.71	\$1,071,399.70	2667	\$199,987.50	\$14,699,081.25
Dec-32	5333	\$15,305.71	\$1,086,705.41	2667	\$199,987.50	\$14,899,068.75
Jan-33	5333	\$15,305.71	\$1,102,011.12	2667	\$199,987.50	\$15,099,056.25
Feb-33	5333	\$15,305.71	\$1,117,316.83	2667	\$199,987.50	\$15,299,043.75
Mar-33	5333	\$15,305.71	\$1,132,622.54	2667	\$199,987.50	\$15,499,031.25
Apr-33	5333	\$15,305.71	\$1,147,928.25	2667	\$199,987.50	\$15,699,018.75
May-33	5333	\$15,305.71	\$1,163,233.96	2667	\$199,987.50	\$15,899,006.25
Jun-33	5333	\$15,305.71	\$1,178,539.67	2667	\$199,987.50	\$16,099,993.75
Jul-33	5333	\$15,305.71	\$1,193,845.38	2667	\$199,987.50	\$16,299,981.25
Aug-33	5333	\$15,305.71	\$1,209,151.09	2667	\$199,987.50	\$16,499,968.75
Sep-33	5333	\$15,305.71	\$1,224,456.80	2667	\$199,987.50	\$16,699,956.25
Oct-33	5333	\$15,305.71	\$1,239,762.51	2667	\$199,987.50	\$16,899,943.75
Nov-33	5333	\$15,305.71	\$1,255,068.22	2667	\$199,987.50	\$17,099,931.25
Dec-33	5333	\$15,305.71	\$1,270,373.93	2667	\$199,987.50	\$17,299,918.75
Jan-34	5333	\$15,305.71	\$1,285,679.64	2667	\$199,987.50	\$17,499,906.25
Feb-34	5333	\$15,305.71	\$1,300,985.35	2667	\$199,987.50	\$17,699,893.75
Mar-34	5333	\$15,305.71	\$1,316,291.06	2667	\$199,987.50	\$17,899,881.25
Apr-34	5333	\$15,305.71	\$1,331,596.77	2667	\$199,987.50	\$18,099,868.75
May-34	5333	\$15,305.71	\$1,346,902.48	2667	\$199,987.50	\$18,299,856.25
Jun-34	5333	\$15,305.71	\$1,362,208.19	2667	\$199,987.50	\$18,499,843.75