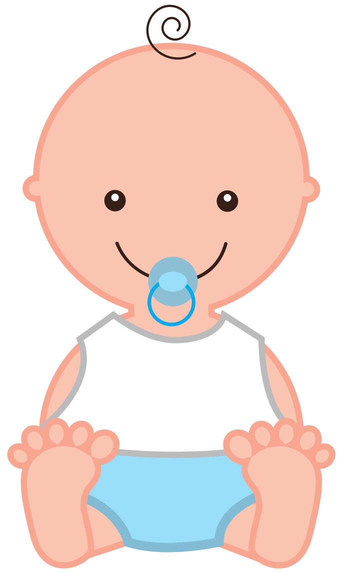
Hablo babies

PITCH DECK (MOBILE APP)

AI Technology for your babies well-being

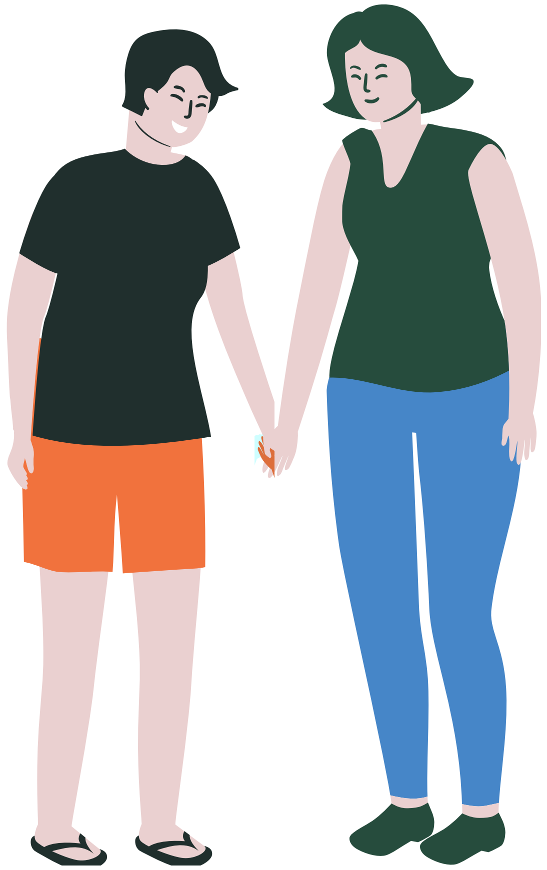
Hablo babies

Problem



Sarah

Parents'
Anxiety & Frustrations



Youssef & Myriam

Hablo babies

We make parenting easier and funnier

By Providing an AI Platform and advice that enables parents to analyze
and understand babies' cries in real time

Mobile App

Record your baby cry through our Mobile App and submit the audio to our AI Technology.

Key Features

- Alerts in Real Time
- Reasons of Cry
- Advice & Recommandations
- Health Record

35 Scientific Base

Market Size

Baby Care Market

43 Billion €

Total Available Market (TAM)

2.7 Billion €

European Market

20 %

IT & IoT Baby Care Product

Go To Market

How ?

Prospects Connection

Points / Promotion

Influencer Relationships

Co-Branding

Where ?

Social Media

Parents Blogs

Parents Co-Working

Associations

Business Model

Free

Limited Baby Cries Record

Limited Baby Cries Prediction

4 Appointments Scheduled

Babies Cries Statistics (Overview)

11,99 € / Month

Unlimited Baby Cries Record

Unlimited Baby Cries Prediction

Unlimited Appointments Scheduled

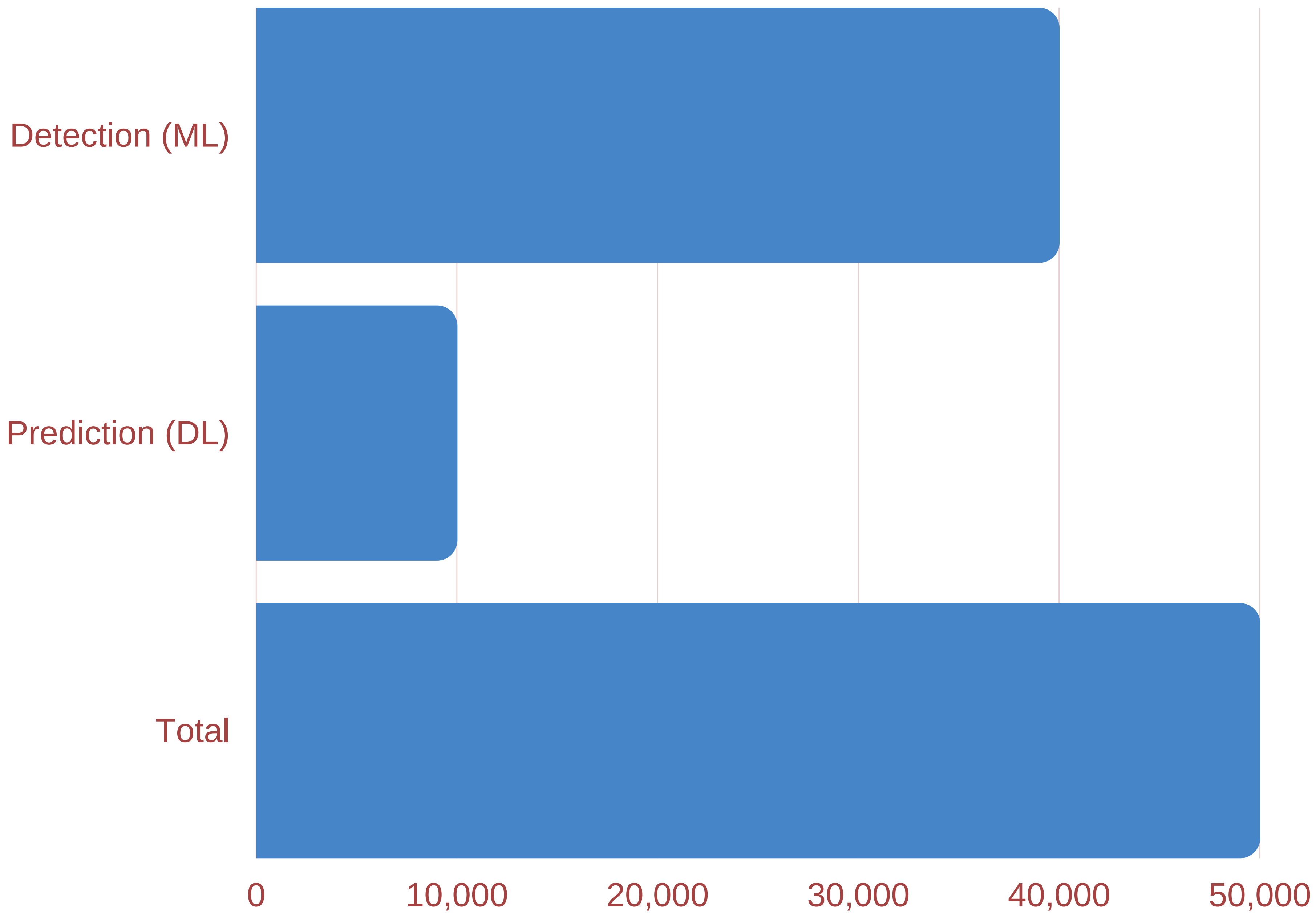
Personalized Advice

Baby Cries Statistics (Details)

Baby's Evolution Track

Partners Deals

Blog Access



98 %

Detection

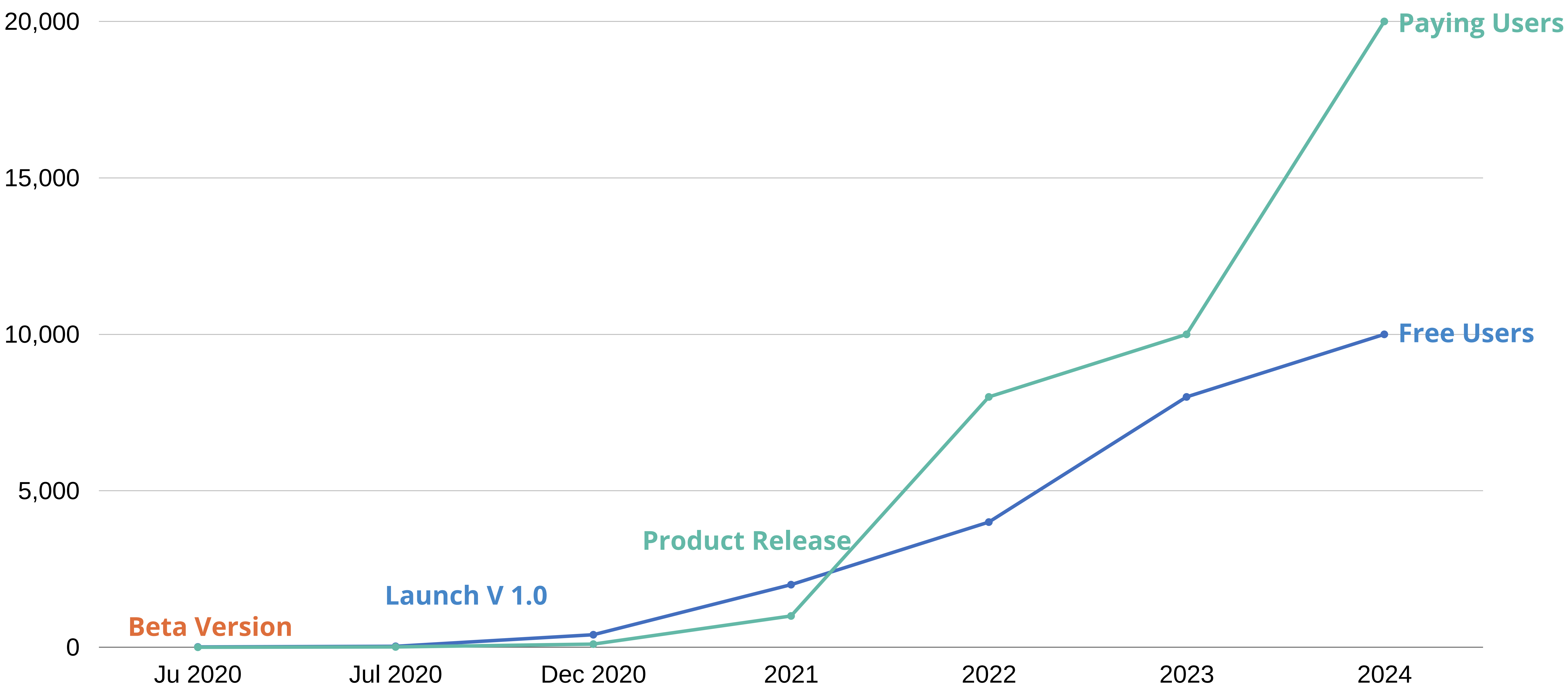
80 %

Prediction

Babies' Cries Collection & Analytics

Users Evolution

Mobile App



Our First User

爱屿宝贝

EYFS 国际早教托育中心

INTERNATIONAL EARLY EDUCATION CHILDCARE

BABY ISLAND

1M Users (Parents)

+50 Hospitals

3 Pediatric Centers

2 AI Labs

MVP

2019 - Tunisian Market

Beta Version Launch

Ju 2020 - Estonian Market

Product Release 1.1

July 2020 - Baltic & Nordic Market

Device Launch

2021

Managed Services (B2B)

2022

Product Road Map

Competitive Landscape

	Real Time Notifications	Personalized Advice	Managed Services	Baby Cries Analysis	Health Record	Community & Share
Hablo babies	✓	✓	✓	✓	✓	✓
Biloop	✓	✗	✗	✓	✗	✗
	✗	✗	✗	✓	✗	✗
Baby Phones	✓	✗	✗	✗	✗	✗

Exit Strategy

	2020	2024
Pre-Money Valuation	**1.8 M€**	-
Investor Round (BA)	**300 K€**	-
Return On Investment	-	**X 89**
Exit Valuation	-	**65 M€**

Exit Partners	**Google / Aws AI Program**	**Clinics / Manged Services Companies**

Hablo babies

The Ask

300 K€

For 13 % Equity

Mobile App Optimization

UX/ UI , Front / Back end optimization

Data Hosting & Collection

Developing Babies Cries DataSet , Cloud Optimization , Data Collection

Sales

User Acquisition , Sales Development

Marketing & Branding

Partnerships,Ads,Social Media

Hablo babies

Team

Mousser Rahmouni

Product

- Strategic Planning & Management
- Product Development
- UX/UI
-Product / Market Fit

Oumayma Ben Ayed

Marketing

-Data Analysis
-Market Analysis
- Digital Marketing
- Sales & Go To Market Strategy

Hazem M'hiri

CTO F619

Alaa Abidi

DataScientist

M.Ali Mimouni

DataScientist

Ghofrane Ghanemi

Data Analyst

yasser Mahroug

DataScientist

Ons Hosni

Data Analyst

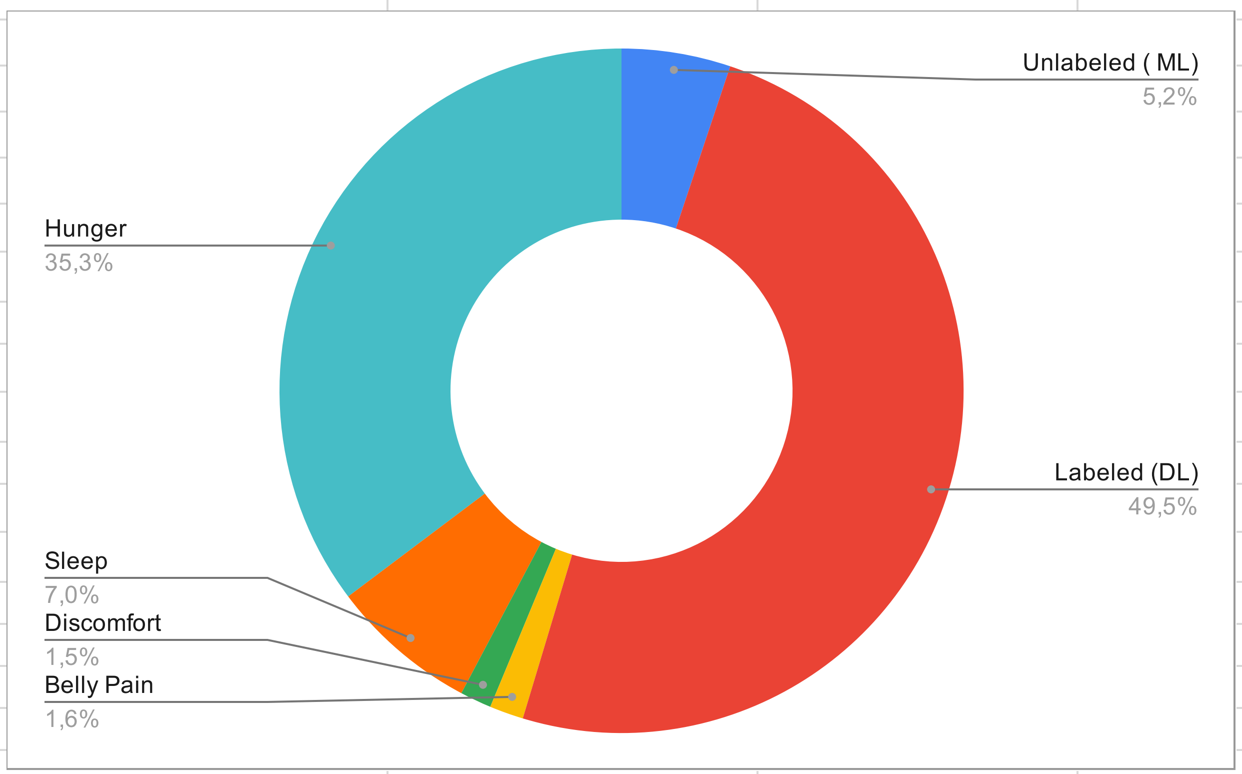
Yacine Kanzari

Full-Stack

babies
Hablo

DATA BENCHMARK

Prototype Data (Open Sources) : 2020						
	Data	Number (1s)		Nature de Dataset	Composition de la Dataset	Nature de Dataset
Babies Cries : 1 s	Unlabeled (ML)	782		MP3	50 MP3 of 1sc each / Not labeled	MP3
	Labeled (DL)	7517		Data_Set 2	Nombre de vidéo : 2370	Data_Set 2
	Belly Pain	*244*		Data_Set 3	20 mixed	Data_Set 3
	Discomfort	*226*		Data_Set 4	252 mixed cries	Data_Set 4
	Sleep	*1060*		.WAV	336 cry mixed between labeled and	.WAV
	Hunger	*5354*		Dataset	306 mixed cries	Dataset
	Total Data Processed	*8299*		Dataset	60 mixed	Dataset
				.CAF	Labeled using DL	.CAF
				Dataset	1840 mixed	Dataset
				.ogg	108 not labeled	.ogg
				videos	Mixed	videos
				Videos	Mixed	Videos



Total
3937

Labeled
528

Not Labeled
3409

Storage Size

		1 Customer = 1 baby	Pre Launch Data	2020	2021	2022	2023	2024
Customers Forecasts		1	-	400	2000	4000	6000	10000
Average crying segment/day/client		7,0	-	7,0	7,0	7,0	7,0	7,0
Size of the data / Month/ client (KB)		360597,6	1433237,3	144239040	721195200	1442390400	2163585600	3605976000
Size of the data / Month/ client (GB)		0,3438926697	1,367	137,557	687,785	1375,571	2063,356	3438,927
Compression Scenario & Format / Month	**Average Compression Size gain**							
Shorten	67,29%	0,2314	0,920	92,56	462,81	925,62	1388,43	2314,05
WavPack	62,71%	0,2157	0,857	86,26	431,31	862,62	1293,93	2156,55
Flac	62,30%	0,2142	0,852	85,70	428,49	856,98	1285,47	2142,45
OptimFROG	59,46%	0,2045	0,813	81,79	408,96	817,91	1226,87	2044,79
Monkey's Audio	59,09%	0,2032	0,808	81,28	406,41	812,82	1219,24	2032,06

Cost Per Client		
Year	**Cost**	**Gain**
2020	7,92 €	4,08 €
2021	5,16 €	6,84 €
2022	3,73 €	8,27 €
2023		
2024		

Other Data	
Users Data	First Name
	Last Name
	Tel
Babies Data	First Name
	Birth Date
	Gender
	Time of baby crying

	0---3 Month	3---6 Month	6---9 Month	9---12 Month	>12 Month
Number of crying / baby / day (Sec)	7200	7200	5400	3600	2700
Prediction Samples (sec)	10	10	10	10	10
Accurrancy Rate AI	80%	80%	80%	80%	80%
Number of crying treated / day	576	576	432	288	216
Number of crying segment / day	10	10	7	5	4
Average crying segment/day/client			**7,0**		

Aws Benchmark

Amazon Services

Aws SQS					
Requests	**2020**	**2021**	**2022**	**2023**	**2024**
Standard Queue:Requests (Month)	0	0	0	0	0
FIFO Queue:Requests (Month)	250560	1252800	2505600	3758400	6264000
Data Transfer					
Data Transfer Out:GB/Month	0	0	0	0	0
Data Transfer In:GB/Month	12	36	72	108	180
Total Aws SQS / Month	$0,14	$3,05	$5,70	$9,83	$15,73
Total Aws SQS / Year	$0,98	$21,35	$39,90	$68,81	$110,11

			2020		2021		2022		2023		2024	
	Components	Region	Component Price	Service Price	Component Price	Service Price	Component Price	Service Price	Component Price	Service Price	Component Price	Service Price
Amazon S3				$255,94		$481,22		$692,57		$1 022,82		$1 494,24
	Compute:	*Europe (Paris)*	$197,94		$197,94		$197,94		$197,94		$197,94	
	EBS Volumes:	*Europe (Paris)*	$58,00		$283,28		$494,63		$824,88		$1 296,30	
AWS Support (Business)	*Support for all AWS services:*			$0,00		$0,00		$0,00		$101,94		$149,08
		Total Monthly Payment:		$508,40		$958,96		$1 381,66		$2 042,16		$2 985,00
		Total Yearly Payment:		$3 558,80		$11 507,52		$16 579,92		$24 505,92		$35 820,00

			2020	2021	2022	2023	2024
Aws Lambda	*Number of executions (month)*		250560	1252800	2505600	3758400	6264000
	Estimated average duration (ms)		1000	1000	1000	1000	1000
		Total Monthly Payment	$0,06	$9,34	$21,42	$40,31	$67,26
		Total Yearly Payment	$0,42	$65,38	$149,94	$282,17	$470,82

Other Aws Services	*Aws Amplify*	User Pool Management
	Aws SageMaker	AI Deployment and Mangement
	Aws DynamoDB	Information & Cloud Data
	Aws Pinpoint	Mobile App Tracking
	Aws Lex	ChatBot & Customer Support

ENVIRONMENT TEST & CUSTOMER VALIDATION

Hablo Pilot Program

Partner: Co-working parents (https://parentscoworking.com/)

Description: Development and implementation of a Pilot Program for the Hablo Project based on data collection, analysis and reporting, and its adaptation according to the target market.

Phase 1: Parents exchange and awareness creation

1. Definition of features and recommendations for the mobile app
   Tools: Google sheets, Google docs
   - Data collection
   - Data preprocessing (cleaning & verification)
   - Data classification (depending on age, sexe, etc.)
2. Definition of sessions content
3. Definition and development of a feedback system
   Tools: Google forms, google docs, other
   - Forms to collect the feedback and expectations
   - Define ways to push the users to provide valuable data
4. Persuasion of parents
   - Channels identification: where the largest number of parents can be found (online & offline).
   - Create Interest: post on specific websites such as reddit, hacker news or social media groups (testing product, different offers)
5. Definition of clients' acquisition strategy
   Tools: Google sheets, AWS (DB & Reporting)
   - Data Collection (habits): where to find parents, when, what do they read, and every other detail about parents' habits and interests that can be used.
   - Data Collection (people): DB of actual parents names and contacts.
   - Data visualization: visualize the results to conclude the most suitable customer persona.
   - Approaching strategy: define how to tackle those parents needs and contact them to become potential clients
6. Newsletter content to be shared every x days with the parents
   Tools: Google sheets, Google docs, Hubspot/ Mailchimp
   - Understanding the interest: Define the topics that should be included in the newsletter and how frequently the emails should be sent, through google forms and group fb interactions.

- Data Visualisation & Reporting: Understand the customers interests and interactions.
- Content Creation: 10 E-mails to write in french and in English each taking into consideration interesting content for parents.

7. Webinar definition

   - Info Collection: how and what apps are used etc.
   - Content preparation: webinar content.
   - Video preparation: the actual video

Phase 2: Mobile App Launch

1. Definition and development of AI tracking system
   Tools: AWS

   - DB creation
   - Dynamic reporting and conclusions
   - Recommendations extraction

2. Implementation of the different versions of the app
   Tools: AWS, segment, Amplitude, Google docs

   - A/B Testing and tracking of the application
   - Features identification (those to add and those to removed)
   - Reporting and new recommendations

Phase 3: Pre-Serie Launch

3. Early adopters follow up
   Tools: Hubspot/ Mailchimp, Amplitude, Segment, AWS

4. Recommendations and improvements reporting
   Tools: Hubspot/ Mailchimp, AWS

5. Marketing strategy for the product
   Tools: Hubspot, Mailchimp, AWS

   - Data reporting
   - Customer identification
   - Define a marketing strategy
   - Identify strategy to drive leads through online marketing

Hablo babies

MARKETING PLAN

Hablo Digital Marketing Plan

							Links
Branding	Understand your baby cry in real time to make parenting more easier and funnier						
Persona			Demographic	Region			google.com/spreadsheets/d/19ZMGBheBtq7AtoHsCYZhoehST6H-N3XODimmNVjZWI0/edit?
	All types of parents		24- 55	Baltics & Nordics (Launch), Europe (Product Release)			
	Baby sitters						
	Pediaters						
	Parents co-working spaces						
	Baby sitting businesses						
	Creche						
Service/product	Smart baby phones						
	Interractive mobile application						
Marketing Goals	June 2020	July 2020	August 2020	September 20	October 2020	November 2	
	Create Interactions	Users Engagement through Partners Deals					
	Generates traffic through a CAT to Play Store	Generates Traffic through App Store & Google Play					
	30 Free Users	60 Free Users					
Channels	Social media: Facebook, Twitter, Instagram, Linkedin						nt/d/1n72No N3nzSv84Yb MHd8Sn7Yfr RRxmpuhGv
	Blogs: Reddit, Product Hunt, Hacker News						
	Website						MGBheBtq7 AtoHsCYZho ehST6H- N3XODimm
	Direct Emails (Newsletters)						
Competitive advantage	Real time notification						
	Labelling						
	Cute decorative piece						
Sales Strategy (B2C)	Online presence						https://docs.go
	Baby points						https://docs.go
	Webinars						https://docs.go
	Emails						https://docs.go
	One to ones						https://docs.go
	Create video tutorials about: Product, mobile app, and taking care of the baby						
	SEO techniques						
	Leverage influencers						https://docs.go
	Story telling (emotions)						
Lead Magnents	Cheat Sheet						https://docs.go

Marketing & Communication			
Postes de dépense	**2020**	**2021**	**2022**
Magazines & Webmarketing	**1 200,0 €**	**5 840,0 €**	**8 240,0 €**
Email Marketing	1 000,0 €	4 800,0 €	7 200,0 €
Magazines Parents	100,0 €	530,0 €	530,0 €
Magazines MagicMaman	100,0 €	510,0 €	510,0 €
Social media marketing	**4 250,0 €**	**14 670,0 €**	**24 850,0 €**
Facebook	1 200,0 €	4 800,0 €	5 760,0 €
Twitter	1 920,0 €	4 320,0 €	7 680,0 €
LinkedIn	0,0 €	2 160,0 €	5 760,0 €
Instagram	1 130,0 €	3 390,0 €	5 650,0 €
E-Notrioty	**1 100,0 €**	**6 800,0 €**	**13 600,0 €**
Google Adwords	300,0 €	3 600,0 €	7 200,0 €
Search Engine Organisation (SEO)	800,0 €	3 200,0 €	6 400,0 €
Demand Creation	**1 000,0 €**	**4 000,0 €**	**8 000,0 €**
Blogs	500,0 €	2 000,0 €	4 000,0 €
Partnerships (Parents Place)	500,0 €	2 000,0 €	4 000,0 €
Promotions	**100,0 €**	**1 000,0 €**	**2 000,0 €**
Points	100,0 €	1 000,0 €	2 000,0 €
Yearly Cost	**7 650,0 €**	**32 310,0 €**	**56 690,0 €**
Monthly Cost	**1 530,0 €**	**6 462,0 €**	**11 338,0 €**

FINANACIALS
(MOBILE APP)

ESTIMATED INCOME

	2020	2021	2022
PRODUCTS (DF)			
Paying Users	150	2150	6150
Membrship / Month	12 €	12 €	12 €
Turnover	9 000 €	309 600 €	885 600 €
Financial products			
Capital contribution	2 500 €		
Shareholders' current account	50 000 €		300 000 €
Extraordinary income			
TOTAL PRODUCTS	**61 500 €**	**309 600 €**	**1 185 600 €**
COSTS (DF)			
OPERATING COSTS			
Purchases (variable costs)			
Aws Costs (Software)	3 960 €	11 094 €	23 124 €
Data Hosting & Collection (Cloud)	3 000 €	10 000 €	20 000 €
Product Development	600 €	1 800 €	5 400 €
External loads			
Communication & Marketing	7 650 €	32 310 €	56 690 €
Staff costs			
Salaries & project management (Net)	21 000 €	50 070 €	83 515 €
FINANCIAL COSTS			
Legal Fees	600 €	2 000 €	4 000 €
TOTAL COSTS	**36 810 €**	**107 274 €**	**192 729 €**
Pre-tax Income	24 690 €	202 326 €	992 871 €

CASH FLOW FORECASTS 2020

	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec	
1. Opening Balance													
2. CASH-IN													
Operating													
Selling Price HT	0 €	0 €	0 €	0 €	0 €	0 €	12 €	12 €	12 €	12 €	12 €	12 €	
Paying Users	0	0	0	0	0	0	0	10	20	30	40	50	
Total Paying Users	0	0	0	0	0	0	0	10	30	60	100	150	
Free Users	0	0	0	0	0	0	30	30	50	60	80	100	
Revenues	0 €	0 €	0 €	0 €	0 €	0 €	0 €	120 €	360 €	720 €	1 200 €	1 800 €	
Total Users							**30**	**40**	**70**	**90**	**120**	**150**	**500**
Total operating cash-in	0 €	0 €	0 €	0 €	0 €	0 €	0 €	120 €	360 €	720 €	1 200 €	1 800 €	
Non-Operating													
Capital contribution							2 500 €						
Associates current accounts contributions								10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	
Subsidies													
Loans middle & long term													
Self-financing													
Total non-operating cash-in	0 €	0 €	0 €	0 €	0 €	0 €	2 500 €	10 000 €	10 000 €	10 000 €	10 000 €	10 000 €	
A. TOTAL CASH-IN	**0,0 €**	**0,0 €**	**0,0 €**	**0,0 €**	**0,0 €**	**0,0 €**	**2 500,0 €**	**10 120,0 €**	**10 360,0 €**	**10 720,0 €**	**11 200,0 €**	**11 800,0 €**	
3. CASH-OUT													
Operating													
Aws Costs (Software)	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	237,6 €	316,8 €	554,4 €	712,8 €	950,4 €	1 188,0 €	
Data Hosting & Collection	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	500,0 €	500,0 €	500,0 €	500,0 €	500,0 €	500,0 €	
Mobile App (UX/UI)	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	100,0 €	100,0 €	100,0 €	100,0 €	100,0 €	100,0 €	
Communication & Marketing	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	1 275,0 €	1 275,0 €	1 275,0 €	1 275,0 €	1 275,0 €	1 275,0 €	
Salaries & project management (Net)	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	4 200,0 €	4 200,0 €	4 200,0 €	4 200,0 €	4 200,0 €	
other Legal Fees	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	100,0 €	100,0 €	100,0 €	100,0 €	100,0 €	100,0 €	
Total operating cash-out	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	0,0 €	2 212,6 €	6 491,8 €	6 729,4 €	6 887,8 €	7 125,4 €	7 363,0 €	
Non-Operating													
							0 €	0 €	0 €	0 €	0 €	0 €	
Total non-operating cash-out	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	0 €	
B. TOTAL CASH-OUT	**0 €**	**0 €**	**0 €**	**0 €**	**0 €**	**0 €**	**2 213 €**	**6 492 €**	**6 729 €**	**6 888 €**	**7 125 €**	**7 363 €**	
4. BALANCE OF THE MONTH	*0 €*	*0 €*	*0 €*	*0 €*	*0 €*	*0 €*	*287 €*	*3 628 €*	*3 631 €*	*3 832 €*	*4 075 €*	*4 437 €*	
5. END-OF-MONTH BALANCE	**0 €**	**0 €**	**0 €**	**0 €**	**0 €**	**0 €**	**287 €**	**3 916 €**	**7 546 €**	**11 378 €**	**15 453 €**	**19 890 €**	

Recruitment plan at 3 years

Gross salaries

Departement		2020	2021	2022
Strategic Direction	CEO	0,0 €	9 600,0 €	9 600,0 €
	COO	0,0 €	8 400,0 €	8 400,0 €
Technical Direction	Technical manager	7 000,0 €	7 490,0 €	8 014,3 €
	Backend Developer	0,0 €	0,0 €	0,0 €
	Mobile Developer	4 000,0 €	4 280,0 €	4 579,6 €
	Datascientist	4 000,0 €	4 280,0 €	4 579,6 €
	Embadded Engineer	0,0 €	0,0 €	0,0 €
Commercial Direction	Sales Manager	0,0 €	0,0 €	31 200,0 €
	Commercial Export	0,0 €	0,0 €	0,0 €
	Sales Representative	0,0 €	0,0 €	0,0 €
Financial Direction	Financial Assistant	0,0 €	9 600,0 €	10 272,0 €
Marketing Direction	Business Developer	0,0 €	0,0 €	0,0 €
	Business Analyst	6 000,0 €	6 420,0 €	6 869,4 €
Communication Department	Community Manager	0,0 €	0,0 €	0,0 €
	PR	0,0 €	0,0 €	0,0 €
	TOTAL	**21000**	**50070**	**83515**
Team		5	7	8

Forecast financial study over 3 years

HABLO COMPANY

SAS (IS)

(372) 58 069 700
contact@hablocompany.com
Estonia

7/10/2020

Funding and Investment

HABLO COMPANY

INVESTMENT	Pre-tax amount €
Intangible assets	**21 600,00**
Administration fees	*600,00*
Account opening fees	-
Software & training	-
Branding, IP & Patent	-
Admittance	
Business Purchase	*21 000,00*
Right to lease	-
Deposit or Security deposit	-
File Fees	-
Lawyer fees	-
Property, plant and equipment	**7 560,00**
Signboard & Communication	-
Property purchase	-
Works & development	*7 560,00*
Equipments	-
Office equipments	-
Production & Commecialization investments	**7 650,00**
Initial Cash flow	**-**
TOTAL NEEDS	**36 810,00**

INVESTMENT FINANCING	Pre-tax amount €
Personal contribution	**-**
Love money	-
Contributions in kind (value)	-
Loan *rate duration- m*	**-**
Loan n°1 (name of the bank)	-
Loan n°2 (name of the bank)	-
Loan n°3 (name of the bank)	-
Business Angels	**36 810,00**
Subvention n°2	**-**
Other fundings	**-**
TOTAL RESSOURCES	**36 810,00**

Salaries and social charges

HABLO COMPANY

Legal status : SAS (IS)
Benefits of Accre: Non
Social status of the manager (s): Assimilé-salarié

	2020	2021	2022
Remuneration of the executives	**-**	**22 222,22**	**22 222,22**
% increase			*0%*
Social charges of the manager (s)	**-**	**15 555,56**	**15 555,56**
Salaries of employees	**21 000,00**	**27 847,78**	**61 292,68**
% increase		*33%*	*120%*
Employee social charges	**15 120,00**	**20 050,40**	**44 130,73**

Detail of depreciation

	2020	2021	2022
Intangible amortization	**120,00**	**120,00**	**120,00**
Administration fees	*120,00*	*120,00*	*120,00*
Software & training	*0,00*	*0,00*	*0,00*
Admittance	*0,00*	*0,00*	*0,00*
File Fees	*0,00*	*0,00*	*0,00*
Lawyer fees	*0,00*	*0,00*	*0,00*
Corporal depreciation	**1 512,00**	**1 512,00**	**1 512,00**
Signboard & Communication	*0,00*	*0,00*	*0,00*
Property purchase	*0,00*	*0,00*	*0,00*
Works & development	*1 512,00*	*1 512,00*	*1 512,00*
Equipments	*0,00*	*0,00*	*0,00*
Office equipments	*0,00*	*0,00*	*0,00*
Total depreciation	**1 632,00**	**1 632,00**	**1 632,00**

3 year forecast income statement

HABLO COMPANY

	2020	2021	2022
Operating products	**11 880,00**	**309 600,00**	**885 600,00**
Turnover from the sales of goods (TF)	*11 880,00*	*309 600,00*	*885 600,00*
Services turnover (TF)			
Operating costs	**-**	**-**	**-**
Consumed purchases	-	-	-
Gross margin	**11 880,00**	**309 600,00**	**885 600,00**
External charges	**7 650,00**	**53 404,00**	**99 814,00**
Aws Costs (Software)	-	*11 094,00*	*23 124,00*
Data Hosting & Collection (Cloud)	-	*10 000,00*	*20 000,00*
Distribution	-	-	-
Logistics	-	-	-
Electricity	-	-	-
Rental charges	-	-	-
Insurance	-	-	-
Servicing	-	-	-
Accounting & jural expenses	-	-	-
Marketing & Communication	*7 650,00*	*32 310,00*	*56 690,00*
Phone , internet fees	-	-	-
Administration fees	-	-	.
Branding	-	-	-
Membership fees	-	-	-
Other fees 2	-	-	-
Other fees 3	-	-	-
Added value	**4 230,00**	**256 196,00**	**785 786,00**
PTC	**600,00**	**2 000,00**	**4 000,00**
Employees	**21 000,00**	**27 847,78**	**61 292,68**
Employees social charges	15 120,00	20 050,40	44 130,73
Directing levy (s)	**-**	**22 222,22**	**22 222,22**
Social charges officer (s)	-	15 555,56	15 555,56
Gross operating surplus	**- 32 490,00**	**168 520,04**	**638 584,82**
Bank charges, financial charges	**-**	**-**	**-**
Depreciation and provisions	**1 632,00**	**1 632,00**	**1 632,00**
Income before taxes	**- 34 122,00**	**166 888,04**	**636 952,82**
Impôt sur les sociétés	**-**	**41 773,05**	**173 391,19**
Net profit	**- 34 122,00**	**125 114,99**	**463 561,63**

Intermediate management rebate

Project : *HABLO COMPANY*
CFO

	2020	%	2021	%	2022	%
Turnover	11 880,00	100%	309 600,00	100%	885 600,00	100%
Sales + actual production	11 880,00	100%	309 600,00	100%	885 600,00	100%
Consumed purchases	-	0%	-	0%	-	0%
Overall margin	**11 880,00**	**100%**	**309 600,00**	**100%**	**885 600,00**	**100%**
External charges	7 650,00	64%	53 404,00	17%	99 814,00	11%
Added Value	**4 230,00**	**36%**	**256 196,00**	**83%**	**785 786,00**	**89%**
Dues and taxes	600,00	5%	2 000,00	1%	4 000,00	0%
Staff costs	36 120,00	304%	85 675,96	28%	143 201,18	16%
Gross operating surplus	**- 32 490,00**	**-273%**	**168 520,04**	**54%**	**638 584,82**	**72%**
Depreciation and provisions	1 632,00	14%	1 632,00	1%	1 632,00	0%
Operating profit	**- 34 122,00**	**-287%**	**166 888,04**	**54%**	**636 952,82**	**72%**
Financial expenses	-	0%	-	0%	-	0%
Financial results	-	0%	-	0%	-	0%
Currenr result	**- 34 122,00**	**-287%**	**166 888,04**	**54%**	**636 952,82**	**72%**
Operating result	**- 34 122,00**	**-287%**	**125 114,99**	**40%**	**463 561,63**	**52%**
Internal financing capacity	- 32 490,00	-273%	126 746,99	41%	465 193,63	53%

Internal financing capacity

	2020	2021	2022
Operating result	**- 34 122,00**	**125 114,99**	**463 561,63**
+ Depreciation and provisions	1 632,00	1 632,00	1 632,00
Internal financing capacity	**- 32 490,00**	**126 746,99**	**465 193,63**
- Loans reimbursement	-	-	-
Net self-financing	**- 32 490,00**	**126 746,99**	**465 193,63**

Economic break-even point

Project : *HABLO COMPANY*
CFO

	2020	2021	2022
Sales + Real Production	**11 880,00**	**309 600,00**	**885 600,00**
Consumed purchases	-	-	-
Total variable costs	-	-	-
Margin on variable costs	**11 880,00**	**309 600,00**	**885 600,00**
Margin rate on variable costs	**100%**	**100%**	**100%**
Fixed costs	46 002,00	142 711,96	248 647,18
Total expenses	**46 002,00**	**142 711,96**	**248 647,18**
Current result before tax	- 34 122,00	166 888,04	636 952,82
Break-even point (turnover)	**46 002,00**	**142 711,96**	**248 647,18**
Surplus / insufficiency	- 34 122,00	166 888,04	636 952,82
Breakneck in turnover per day	*184,01*	*570,85*	*994,59*

Working capital requirements

Customer / supplier analysis:

	delay days	2020	2021	2022
Needs				
Customer credit volume TF	*30*	976,44	25 446,58	72 789,04
Ressources				
Accounts Payable Volume TF	*30*	-	-	-
Working capital requirements		**976,44**	**25 446,58**	**72 789,04**

Three-year financing plan

Project : *HABLO COMPANY*
CFO

	2020	2021	2022
Assets	29 160,00		
Investment Production & Marketing	7 650,00		
Variation of working capital requirements	976,44	24 470,14	47 342,47
Loans reimbursement	-	-	-
Total needs	**37 786,44**	**24 470,14**	**47 342,47**
Personal contribution	-		
Loans	-		
Subsidies	36 810,00		
Other financing	-		
Working capital requirements	- 32 490,00	126 746,99	465 193,63
Total ressources	**4 320,00**	**126 746,99**	**465 193,63**
Cash changes	- 33 466,44	102 276,86	417 851,16
Available cash-flow	**- 33 466,44**	**68 810,42**	**486 661,58**
Net Cash-flow	**- 85 966,44**	**- 231 189,58**	**486 661,58**

CAP TABLE

Hablo Cap Table

	Company Creation			BA (2020)				Serie A :VCs (2022)				Exit Valuation (2024)			
	Amount invested	Nombre d'actions	% capital	Amount invested	New Shares	Shares	% capital	Amount invested	New Shares	Shares	% capital	Amount Achievable	Multiple	Shares	% capital
Mousser Rahmouni	1 025 €	1 025	40%			1 025	36,7%			1 025	31,7%	20 960 429 €	20 453	1 025	31,7%
Oumayma Ben Ayed	1 025 €	1 025	40%			1 025	36,7%			1 025	31,7%	20 960 429 €	20 453	1 025	31,7%
Factory 319	475 €	475	18%			475	17,0%			475	14,7%	9 714 615 €	20 453	475	14,7%
Tehnopol Startup Incubaator	- €	50	2%			50	1,8%			50	1,5%	1 022 627 €	#DIV/0!	50	1,5%
Business Angel 1				50 215 €	220	220	7,9%			220	6,8%	4 499 559 €	89,6	220	6,8%
Business Angel 2				0 €	-	-	0,0%			-	0,0%	- €	#DIV/0!	-	0,0%
Business Angel 3				0 €	-	-	0,0%			-	0,0%	- €	#DIV/0!	-	0,0%
Business Angel 4				0 €	-	-	0,0%			-	0,0%	- €	#DIV/0!	-	0,0%
Business Angel 5				0 €	-	-	0,0%			-	0,0%	- €	#DIV/0!	-	0,0%
VC 1								300 069 €	440	440	13,6%	8 988 892 €	30,0	440	13,6%
VC 2								0 €		-	0,0%	- €	#DIV/0!	-	0,0%
Total Shares		2 575	100,0%		220	2 795	100,0%		440	3 234	100,0%			3 234	100,0%
Share Nominal Value	1 €			1 €				1 €				1 €			
Share issue Premium	- €			227 €				**682 €**							
Share Value	**1 €**			**228 €**				**683 €**				**20 453 €**			
Share Capital	**2 575 €**			**2 795 €**				**3 234 €**							
Pre-money Valuation	- €			**587 665 €**				**1 908 050 €**							
Investor Round	2 525 €			50 215 €				300 069 €							
Post-money Valuation	**2 525 €**			**637 880 €**				**2 208 119 €**				**66 146 551 €**			
Dilution Round			1,9%				7,9%				13,6%				
Founders Diluted Shares			1,9%				9,7%				21,9%				