

HOLOME

„Connecting Worlds, One Hologram at a Time"

BUSINESS CASE

Group 09

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1 Concept description

a. Welcome to HoloMe: Reshaping boundaries

We are a communication and exploration service provider using our latest innovative technology to redefine the human interaction of today. Our groundbreaking technology introduces real-time holographic projections, reshaping the boundaries of communication and opening new horizons in exploration and beyond. HoloMe enables people to connect with places in the world as well as other people without physically being there, bridging vast distances and preserving the essence of human connection in an era where physical proximity is no longer guaranteed.

b. Our technology: Lifelike holographic projections

Here at HoloMe, our technology enables lifelike holographic projections, projecting you into the real world. This technology comes in two unique forms:



I. Normal holograms

Our untouchable, semi see-through holograms create an immersive experience. They are beamed through satellites, accessible from any hub worldwide and project your body into the world. The HoloMe hologram technology enables real time appearance, featuring the detection of how you look and hereby projecting *YOU* into the world! Our clients can hologram to different hubs, giving them the opportunity to explore new locations around hubs, travel to hub-owning locations and connecting with loved ones owning a hub. Whether you're reconnecting with friends engaging in business meetings or exploring a new city, these holograms allow you to transcend physical boundaries and experience a lifelike connection as if you were sharing the real physical space.

II. VIP holograms

With our VIP plan, we take holograms to the next level. These solid holograms are not just lifelike; they are physically touchable and interactive. With the Advanced Hologram Program (AHP) components integrated into satellites, VIP members can go beyond traditional holograms. Our VIP holograms are fully colored and represent your own body appearance in the most accurate way possible. These lifelike, touchable, and interactive holograms break the barriers of conventional communication and exploration. You can use them to work, train, and even explore uncharted territories as well as endless other possibilities, all accessible without hub limits.

c. Communication: Bringing humanity closer

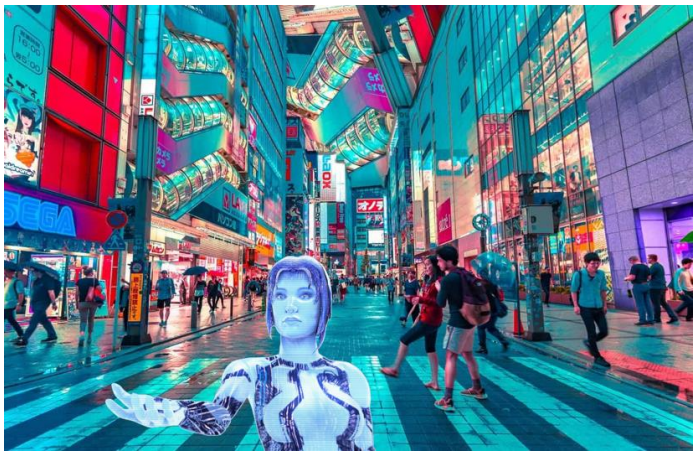
At HoloMe, our clients enjoy a unique communication experience. You use their hubs to locate your projection location and project your lifelike hologram, enabling seamless and limitless real-time communication without any disruptions or constraints. Our advanced technology captures your brainwaves to control the hologram, allowing everything you hear, say, see, and more to be transmitted into the hologram. This revolutionary approach ensures the most accurate representation of a real body, providing you with the most immersive and complete remote experience you've ever encountered.



Our immersive form of communication creates an unparalleled sense of presence and connection, transcending the impersonal nature of audio or text-based communication. This is why HoloMe is different from other communication services. It’s not just hearing or reading words; it's experiencing the nuances of human interaction which makes your communication meaningful.

d. Navigation: Finding your way in a new world

HoloMe's capabilities extend beyond communication. Our application enables users to choose where to go, serving as indispensable navigation tool in a world where familiar landscapes have been irrevocably altered. Users can project their holograms to explore unfamiliar territories, providing them with the realest remote experience possible to achieve any goal they want. Our clients can also use our technology to scout areas providing a vital survival tool in a post-apocalyptic world where known landmarks may be unrecognizable and every step into the unknown carries potential risks.



e. Exploration: Remote exploration of unknown territories

The exploration aspect of HoloMe is intrinsically linked with its navigation features. Users can project their holograms into unexplored areas to assess potential threats or search for scarce resources. This ability to remotely explore unknown territories can help users avoid hazardous zones and discover safe routes for travel. It's not just about finding your way; it's about charting a path towards survival in a world fraught with danger.



f. Connection and hope: Fostering human bonds

Perhaps the most profound impact of HoloMe is the sense of connection and hope it fosters. In a post-apocalyptic world, isolation can be as lethal as any physical threat. By enabling people to see the outside world and interact with each other, HoloMe combats this isolation, providing a lifeline of human connection in a time of despair. It's not just about seeing familiar faces; it's about preserving the bonds that make us human.



g. How HoloMe was born

Our team came together and started brainstorming for hours and hours until we finally found a way on how to merge two aspects of our youth together into one project. We picked the best side of games and the most beautiful side of science-fiction television and created HoloMe: the company that lets anyone explore the world around you without any limitations.

The skylanders-type hub and MiniMe, the "Black-Mirror" alike body-switching, the beauty of technology all-in-one. HoloMe found its origin in all of these sources and we couldn't have wished for a better outcome than what we have created today.

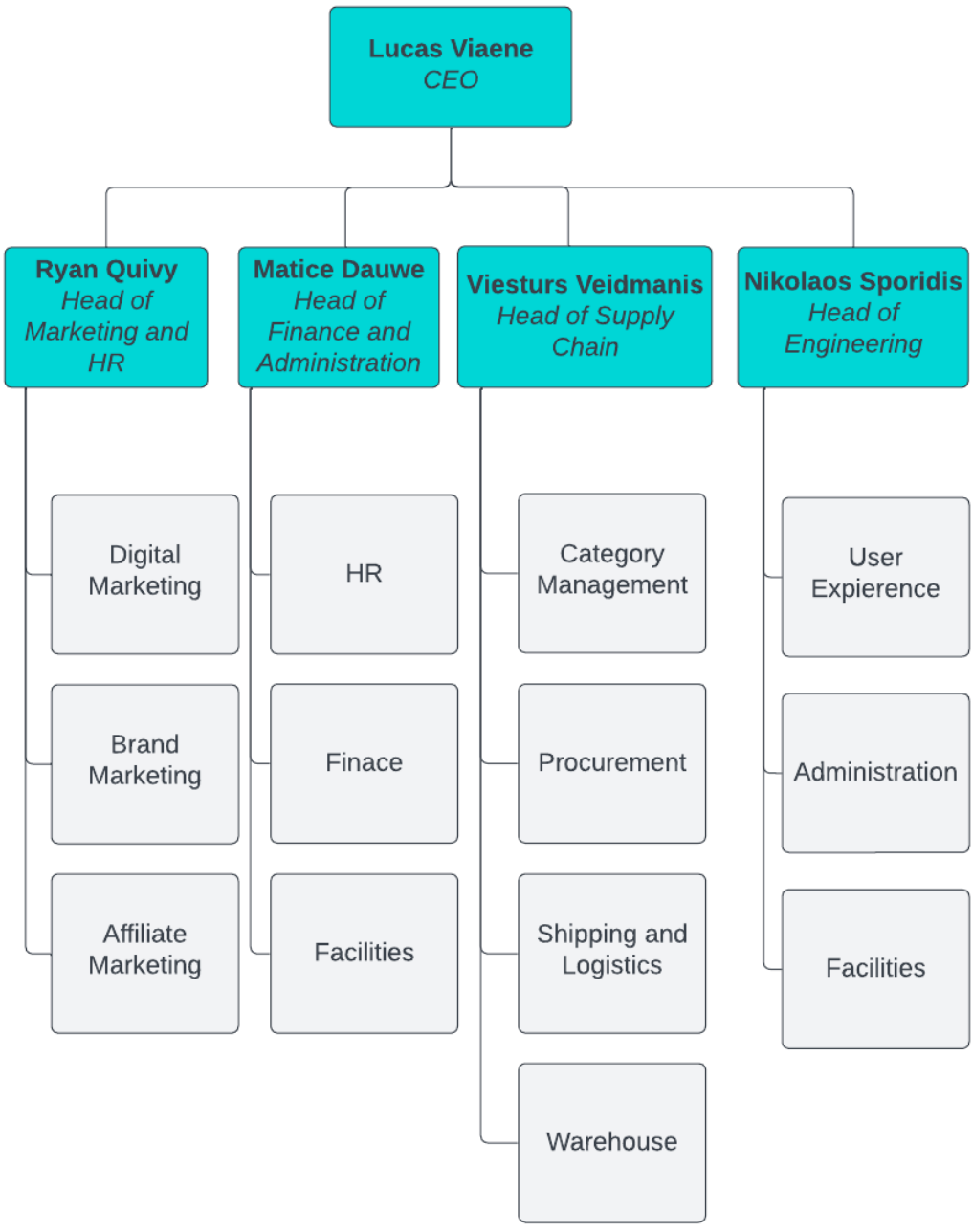
h. Conclusion

HoloMe is more than just a communication tool; it's a symbol of resilience in a world plunged into chaos. It fosters human connection, facilitates exploration, and provides a semblance of normalcy amidst extraordinary circumstances. It's not just about surviving; it's about retaining our humanity and hope in the face of adversity.

2 Organizational structure

a. Hierarchical tree

In this section, we present the hierarchical tree of HoloMe, providing a visual representation of our organizational structure. This hierarchical tree showcases the key roles and relationships within our company, offering a clear overview of how we operate and collaborate to bring the power of lifelike holographic technology to the world.



b. Current personnel

We introduce you to our dedicated team members who drive the vision and innovation behind HoloMe. Get to know the faces and roles that make up our talented workforce, each contributing their unique skills and expertise to bring lifelike holographic technology to life.

I. Nikolaos Sporidis



Our Chief Executive Officer, Nikolaos Sporidis, is the guiding force at HoloMe. With his leadership, our company is in safe and capable hands. Nikolaos brings a wealth of experience to the table, steering our team towards a future of growth and success in the dynamic world of lifelike holographic technology.

II. Ryan Quivy



Ryan Quivy, our Head of Marketing, is the creative mind behind our brand's success. With a deep understanding of market dynamics and a passion for innovation, Ryan leads our marketing efforts. His strategic vision and marketing expertise drive HoloMe's presence and reach, ensuring that our groundbreaking technology reaches the world.

III. Viesturs Veidmanis



As the Head of Finance and Administration, Viesturs Veidmanis is the financial steward of HoloMe. His impressive financial planning and administrative expertise keep our operations efficient and sustainable. Viesturs brings a wealth of experience to our team, ensuring that HoloMe maintains a strong financial foundation.

IV. Matice Dauwe



Matice Dauwe, our Head of Supply Chain, is the logistical backbone of HoloMe. With a sharp eye for detail and a talent for optimizing processes, Matice oversees our supply chain management. Matice's expertise helps us meet the ever-growing demand for our groundbreaking technology with efficiency and precision.

V. Lucas Viaene



Lucas Viaene, our Head of Engineering, is the driving force behind the technical excellence of HoloMe. His vision and expertise ensure that HoloMe remains at the forefront of lifelike holographic technology. Lucas is dedicated to pushing the boundaries of what is possible, making our interactive holograms even more immersive and engaging.

c. Open vacancies

HoloMe currently has several open positions that play crucial roles in advancing our business operations:

I. Technician

Responsibilities:
Operate, repair, and enhance machinery, including 3D printers and advanced drones.

Role:
Ensure machinery remains functional, perform non-automated tasks, and evaluate the need for equipment upgrades.

II. Helpdesk operator

Responsibilities:
Manage incoming calls, emails, and address customer complaints.

Role:
Maintain high service standards by efficiently handling client inquiries and issues.

III. Janitor

Responsibilities:
Maintain cleanliness in our workspace, including warehouses, manufacturing areas, and offices.

Role:
Create a hygienic and productive environment for our team.

Our focus is on recruiting individuals who can contribute effectively to our business. If you're interested in any of these positions, please refer to our website's Vacancies page for more details.

These roles are integral to our ongoing business operations, ensuring efficiency and customer satisfaction.

d. Future plans

I. Company expansion

With a forward-looking vision, HoloMe is set to expand strategically, aiming to amplify our global presence. This comprehensive plan involves setting up additional hubs in key locations, providing users with more access points for seamless holographic activities. We also plan to organize impactful holographic events and collaborate with larger companies to ensure our technology becomes an integral part of various implementations. Our ultimate goal is to contribute to creating a future society that benefits from the ease and efficiency offered by our innovative holographic solutions.

If our product exceeds sales projections, we might consider acquiring a new establishment. This would involve establishing a second team to guarantee seamless operations and efficient management of our growing business.

II. Expansion of personnel

With our current job openings, we anticipate expanding our team in the near future.

In the event of expanding to a new location and establishing a new building, we will assemble a dedicated team to manage the operations and objectives of this new establishment.

3 Risk management

a. Risk table

In today's dynamic landscape, businesses face multifaceted risks. Our risk table categorizes these risks by impact, probability, risk profile, and recommended action, providing a clear roadmap for proactive risk mitigation.

Category	ID	Description	Impact	Probability	Risk profile	Action
System Failures	R-SF-01	Due to overheating of the hub it can cause a miniscule explosion and destroy the device.			Major	Research
	R-SF-02	Due to possible power surges on Adria, all of the servers could lose power and shut down.			Critical	Eliminate
	R-SF-03	Satellite malfunction (cosmic event/hardware malfunction).			Critical	Eliminate
	R-SF-04	Users implanted chip malfunctions and transfers corrupted data to our system.			Minor	Accept
Security	R-S-01	Taking somebody's wrist and logging that person in.			Minor	Accept
	R-S-02	Attacker finds a way to log in with a user's account skipping the authorization part.			Critical	Eliminate
	R-S-03	Somebody hacking a satellite and redirecting all holograms to a certain place or just straight up blocking it.			Major	Reduce
Other	R-O-01	Another company joins the market with a similar holographic idea.			Critical	Research
	R-O-02	Interruptions in the supply chain (natural resource exhaustion)			Critical	Research

b. Legend

Effective risk management is a cornerstone of organizational success. Our risk management framework employs a legend with impact, probability, risk profile, and action, which feeds into a risk table. This structured approach empowers informed decision-making and resource allocation.

Impact & Probability:



Risk Profile:

*Minor***:** Handled after Critical/Major risks.
*Major***:** Must be handled ASAP.
*Critical***:** Must be mitigated/eliminated immediately.

Action:

*Research***:** Insufficient info regarding the risk, further research needed.
*Accept***:** Risk is unavoidable.
*Reduce***:** Risk will be reduced.
*Eliminate***:** Risk will be fully eliminated.

c. Steps to undertake

To address risks efficiently, a set of steps is outlined for each risk. They cover research and development, security, and operational solution strategies.

R-SF-01
Investigate the hub's material reaction to temperatures exceeding 80 degrees Celsius and correlate it with data flow. Identify any significant temperature-related performance issues for further assessment.

R-SF-02
Implement backup generators to ensure continuous server operation in the event of power outages or disruptions.

R-SF-03
Establish a comprehensive procedure for identifying and resolving malfunctions. Collaborate with satellite company partners to promptly address any system issues.

R-SF-04
Clarify the company's stance on chip malfunctions. Users experiencing chip-related issues are encouraged to assess and resolve the matter independently, as our services rely on the proper functionality of the chip.

R-S-01
Emphasize that the security of personal devices is the user's responsibility. Users acknowledge this in our Terms of Service, absolving the company of physical device security concerns.

R-S-02
In case of security breaches, detail the company's response plan, including temporary service suspension, investigation, threat mitigation, and compensation for affected parties. Ensure prompt resolution of security incidents.

R-S-03
Improve the security of the entire system by adding additional firewall layers. Engage expert teams for penetration testing and an audit report, subsequently adapting the security system based on the report's findings.

R-O-01
Conduct marketing research to refine our advertising strategies and explore the implementation of competitive or fixed pricing packages for our services.

R-O-02
Explore opportunities to recycle old or malfunctioning electrical components for the creation of new components. Investigate innovative recycling methods to enhance resource value.

4 Strategic partnerships

a. Government

We have successfully established collaborations with governmental authorities, securing critical permissions vital for the seamless execution of our holographic communication and exploration services.



I. Holographic communication permissions

Official authorization has been obtained, allowing us to use our cutting-edge technology for hologramming anywhere on Earth. This permission empowers users to engage in communication, exploration, and essential activities from any location, significantly enhancing convenience and accessibility.

II. Public hub set-up and facility usage permissions

Our collaborative efforts have resulted in the approval to set up a network of public hubs in various locations. These hubs serve as crucial access points for our services, and we have been granted permission to utilize or create public facilities adjacent to these hubs. These spaces provide users with safe and comfortable areas for holographic communication, resembling small rooms or changing rooms, enhancing the overall user experience.

III. Data collaboration for mutual advancement

In reciprocation for the granted permissions, we actively contribute aggregated and anonymized data related to the usage of our technology. This collaborative data-sharing approach serves research and public interest purposes, aiding government agencies in understanding trends, improving services, and making informed decisions. This ongoing collaboration ensures a win-win scenario, benefiting government agencies with valuable insights while advancing our mission of providing seamless and inclusive holographic communication and exploration services worldwide.

IV. Governmental collaboration agreement

Please refer to the official Governmental Collaboration Agreement.pdf.

b. ASA (Adria Space Administration)



,,Here at ASA we stand at the forefront of space exploration in a world filled with boundless opportunities. We are dedicated to pushing the boundaries of human knowledge, journeying into the cosmos, and pioneering the future of space exploration.''

I. Off-world partnership

We are proud partners with ASA, as we rely on their satellite infrastructure and cooperation to ensure the installation of our AHP (Advanced Hologram Program) components. Through this collaboration, we are granted access to ASA's existing satellites, which host our AHP technology, enabling the creation of interactive and lifelike holograms.

In addition, ASA keeps us informed about any upcoming satellite launches, allowing us to arrange the integration of our AHP components into new satellites prior to their launch.

II. Revolutionizing space operations

In exchange for these invaluable services, we propose to provide ASA with a state-of-the-art hub designed specifically for their space stations or satellites. This hub would be equipped with our AHP component VIP technology, enabling physical, touchable holograms. This technology would allow ASA personnel to conduct hologram training sessions, as well as collaborate and even work on space stations or satellites remotely, without the need for physical presence, using our VIP holograms.

Our collaboration in this regard would not only enhance ASA's capabilities but also revolutionize how they operate in space. This innovative hub opens up a world of possibilities, from holographic training to remote work, strengthening our partnership and contributing to the advancement of space exploration and communication.

III. Seamless synergy

This synergy between our technology and ASA's satellite infrastructure ensures the seamless operation of our advanced holographic communication and exploration system.

IV. Collaboration Agreement

Please refer to the official ASA Collaboration Agreement.pdf.

c. Adria Drones

,,At Ardria Drone, we specialize in making drones for your specific requirements. You can customize drones to your needs, you can buy drones but you can also lease them if you want.''



We have recently acquired an advanced, specially designed drone equipped with a robotic arm, engineered to meet the unique demands of our mission. This cutting-edge drone will play a pivotal role in the installation of our AHP (Advanced Hologram Program) components onto satellites orbiting Earth, along with future tasks such as component repairs.

I. Drone specifications

- **High Speed**

  The drone boasts exceptional speed, allowing it to visit every satellite in a relatively short period, estimated at around two weeks.

- **Space-Ready Durability**

  Designed to endure the harsh conditions of space and the rigors of space travel. It is equipped to survive the extreme conditions of space, ensuring its journey and functionality remain intact.

- **Extended Battery Life**

  The drone's advanced power system provides several days of autonomous operation before returning for resupply. In the case of satellites that are equipped with solar panels, the drone can utilize sun energy, reducing the need for frequent battery changes.

- **Safe AHP Component Transport**

  The drone is outfitted with a secure, sizeable container, measuring at least 1x0.5 meters, capable of transporting approximately 75 AHP components at a time. Each component measures 30cm in length, 20cm in width, and 5cm in height.

The acquisition of this specialized drone with its unique set of specifications ensures the efficient and precise installation of our AHP components onto satellites, as well as future maintenance tasks. This investment strengthens our capabilities and commitment to advancing space exploration and communication technology.

II. Purchase Agreement

Please refer to the official Adria_Drones_Purchase_Agreement.pdf and for the calculations please refer to the price calculation of the drone.

d. WeHelp

,,WeHelp, a subsidiary of the company Ecorp, provides a platform for groups of young entrepreneurs to realise their business ideas on Earth.''



I. Objectives

Our collaboration with WeHelp is a dynamic partnership aimed at boosting our company's visibility among potential investors. By utilizing WeHelp's specialized platform and advanced company-investor matching engine, our goal is to attract and engage a focused audience interested in supporting our innovative business ideas.

II. Service exchange

In our collaborative spirit, we engage in a strategic service exchange with WeHelp. We grant them access to our cutting-edge hologram service, enhancing the communication experience for entrepreneurs and investors on their platform. To strengthen our partnership, we extend discounted subscriptions to WeHelp's members accessing our platform through their application.

III. Benefits

This collaboration presents a mutually advantageous arrangement, as it not only expands our client base through discounted subscriptions but also increases opportunities to secure investors. While offering our cutting-edge hologram service enhances WeHelp's platform, the strategic partnership amplifies our company's visibility and potential for growth.

IV. Collaboration Agreement

Please refer to the official WeHelp Collaboration Agreement.pdf.

5 Marketing & sales

a. Product

Our product portfolio caters to the diverse needs of our clients through two main categories: Subscriptions and Hardware Products.

Subscriptions: Our subscription model offers clients a convenient monthly payment option, granting them access to specialized technological services tailored to enhance their user experience. This flexible approach ensures our clients can easily engage with and benefit from our cutting-edge technology without a significant upfront commitment.

Hardware products: The hardware segment encompasses replacements and upgrades designed for our hubs and MiniMe devices. This includes top-notch components ensuring the longevity and efficiency of our technology. Whether clients require replacements for worn-out parts or seek to upgrade their systems for enhanced performance, our hardware products provide comprehensive solutions.

By offering this dual approach, we not only provide ongoing services through subscriptions but also support the long-term usability and adaptability of our technology with robust hardware offerings. This strategic product structure aligns with our commitment to meeting the evolving needs of our clientele.

b. Price

Our pricing approach is straightforward and fair, reflecting industry norms for subscription services. The cost of our products is determined by their technological level, ensuring that the more advanced features you desire, the higher the monthly subscription fee.

Similar to other subscription-based businesses, we offer a range of plans to cater to different needs and budgets. Our entry-level plans are highly affordable, while our premium packages are designed for those seeking exclusive and advanced services. This tiered pricing structure allows us to provide flexibility, making our cutting-edge technology accessible to a broad audience.

Our goal is to strike a balance between inclusivity and exclusivity, ensuring that our services are available to a wide range of users. This pricing strategy reflects our commitment to delivering value and adapting to the diverse requirements of our customers.

c. Promotion

I. Marketing website

The HoloMe marketing website serves as a comprehensive platform to gain a profound understanding of our company and its offerings. Within this online resource, you can explore detailed information about HoloMe, its team members, and the products and services we provide. It also facilitates the purchasing of our innovative products and subscriptions, making it a valuable resource for potential clients.

In addition, the marketing website offers a unique feature that allows users to create and order their personalized MiniMe+, enhancing the interactive and customized experience that HoloMe provides. For a more in-depth exploration of our company, team, and offerings, please refer to the **HoloMe Marketing Website.**

II. Holographic billboards

In various locations across Adria and in other colonies as well, we've introduced our cutting-edge Holographic billboards. This proprietary technology allows us to project our company's advertisements into the air, eliminating the need for physical billboards and associated costs. We obtain permissions from the city of Adria and the other colonies, significantly reducing expenses.

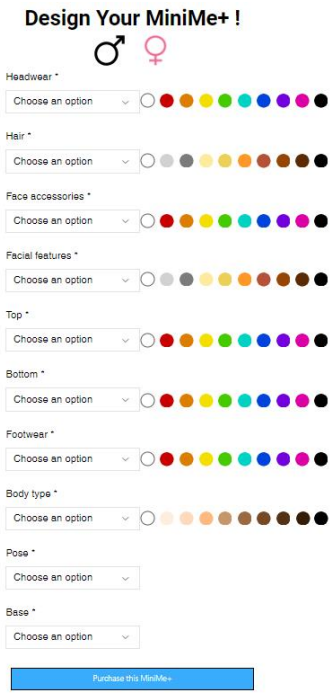
Moreover, this innovation affords us the flexibility to display ads strategically. For instance, we can relocate specific advertisements to high-traffic areas at different times. During peak hours on the highway, our holo-billboards can grace the landscape, while during busy shopping hours, we can project our advertisements in prominent shopping areas.

III. MiniMe+

MiniMe+ is an upgraded version of our standard MiniMe, offering extensive customization options for users seeking a truly personalized holographic experience. With MiniMe+, users can modify clothing, accessories, poses, and even the avatar's base appearance, allowing for a unique and tailored representation.

This enhanced level of personalization not only meets the rising demand for customizable digital content but also positions MiniMe+ as a standout offering within our product lineup. It provides users with an engaging and expressive tool to create holographic avatars that resonate with their individual style and preferences, contributing to a more immersive and satisfying user experience.

To learn more, please refer to the MiniMe+ Creation Page, or view the screenshot below.





IV. User Data

We collect user data and sell it to the government in exchange for their services, mentioned here. We are not responsible in any way for what the government does with this data and we only sell this to the government. The sole purpose of this data collection is for our application to work (catching brainwaves and sending them directly to the hologram requires partial data storage).

d. Place

I. Structural blueprint

The HoloMe establishment is intelligently designed to meet various needs seamlessly. Beyond being offices, our workspace integrates a manufacturing area and warehouse on additional floors, minimizing transport costs and enhancing our team's work experience.

II. Geographical nexus

Centrally located in the Adrian colony, our establishment strategically increases global visibility. This central position ensures easy accessibility for potential and existing personnel. The HoloHQ serves as a convenient meeting point for clients, fostering dynamic interactions.

III. Design

With a futuristic, high-tech design, the HoloHQ incorporates advanced machinery, efficient warehouse functions, and well-equipped office amenities. Our commitment to efficiency and security is reflected in the building's design, providing a visually appealing, productive, and secure environment.

Below you can find an image of our headquarters.



6 Financials

All prices are in AdriaCoin (ADCO)

All thousands separated by "," & decimals separated by "."

a. Income

Our company HoloMe has 3 main sources of income: subscriptions, hardware purchases and extra services.

I. Subscriptions

We have 3 type of subscriptions, each one needing to be renewed every month. The normal subscription will cost 20 ADCO a month and includes only a 1-month limited hologram service. This service exists of the ability to statically hologram to public hubs and has the limited amount of 20 travels. This subscription does not include a private hub or MiniMe.

Next we have the premium subscription. This one comes at a price of 169 ADCO. The premium subscription gives you to ability to freely walk around with an unlimited amount of travels each month. This means you're completely free to go wherever you want, considering to limits of the amount of hubs available. You can also travel to friends and family after acquiring their permission to travel to their private hubs.

At last we have our VIP subscription. This hyper-exclusive subscription will cost our VIP members 6999 ADCO a month. The subscription allows VIP's to travel wherever they want with an unlimited amount of travels and unlimited amount of locations. The holograms are interactive and touchable and is primarily targeted at bigger companies' research purposes but could serve any goal.

subscription	monthly price	#	(extra information)
normal subscription	20.00	1	
price for a premium subscription	169.00	1	
price for a vip subscription	6,999.00	1	

II. Hardware

We have three types of hardware. The first one being our MiniMe figurines, coming at a price of 5 ADCO. Secondly we have our more special, custom MiniMe+ figurines for 29 ADCO. Then we also sell private hubs separately for the price of 50 ADCO and lastly the public hubs for 500 ADCO.

Then there is the option to purchase our starter pack for 60 ADCO. This includes a normal subscription, one private hub and a MiniMe. This is the most profitable way of starting your HoloMe experience.

hardware	price	#	(extra information)
starter pack	60.00	1	(MiniMe + hub + normal subscription)
MiniMe	5.00	1	
Minime+	29.00	1	
private hub	50.00	1	
public hub	500.00	1	

III. Extra

For normal subscription users that want that little extra fun during their subscription time, we offer additional travels on top of the 20 travel included in the subscription. These come at a cost of only 2 ADCO.

Another extra service we provide, is the installation of public hubs. Our employees will install the public hub for you for the amount of 500 ADCO.

Extra	total price	#	(extra information)
price per additional travel	2.00	1	(for normal subscriptions only)
public hub creation/placement	500.00	1	

IV. Figures

The following tables show the total income of HoloMe for its first 36 months.

1	2	3	4	5	6	7	8	9	10
44,145.00	39,933.00	30,276.00	48,051.00	77,359.00	86,253.00	113,806.00	110,902.00	108,754.00	111,872.00

11	12	13	14	15	16	17	18	19	20
107,287.00	98,482.00	116,479.00	106,705.00	114,282.00	111,584.00	105,572.00	100,039.00	116,664.00	103,452.00

21	22	23	24	25	26	27	28	29	30
111,329.00	130,129.00	111,866.00	119,425.00	186,251.00	175,810.00	191,569.00	190,017.00	191,204.00	171,600.00

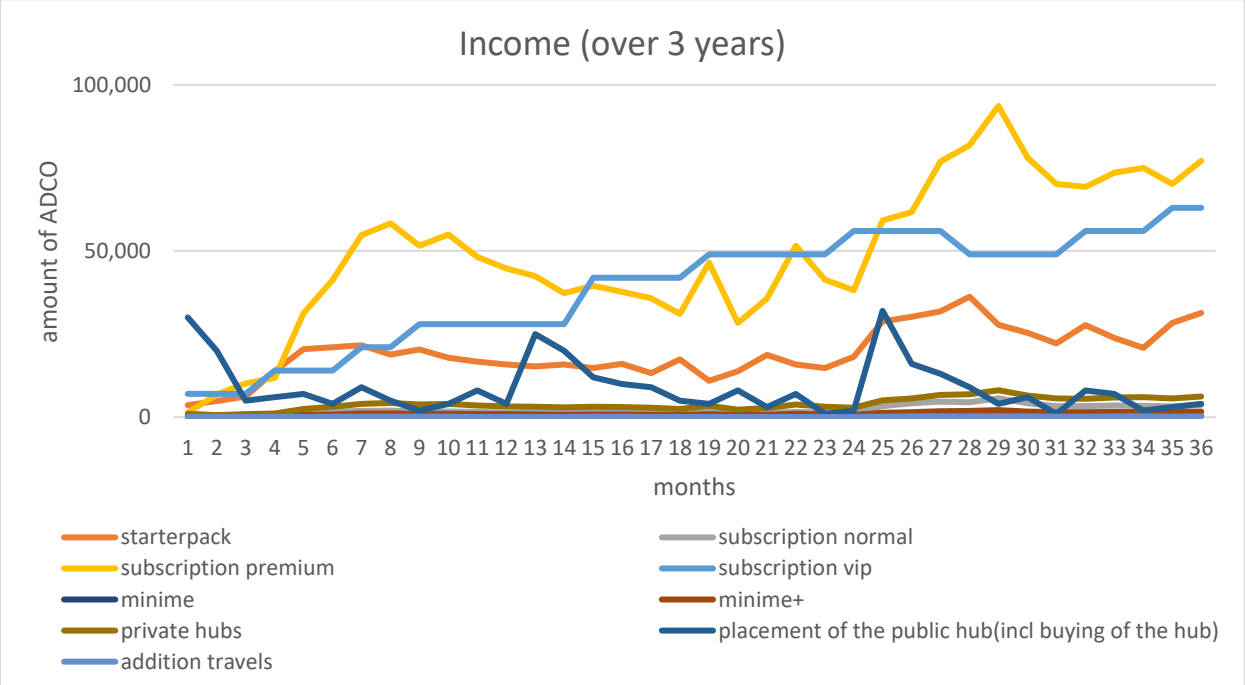
31	32	33	34	35	36
153,340.00	171,874.00	171,917.00	165,528.00	175,365.00	187,646.00

The total income for each year can be found below, as well as the total income over all 3 years.

total of year1	total of year2	total of year3	total income over 3 years
977,120.00	1,347,526.00	2,132,121.00	4,456,767.00

The fully completed table with the separate sources of income can be found in the appendices.

Below you can find a visualization of each separate income source and how it evolves over the first 36 months of our company.



b. Costs

I. Fixed Costs

HoloMe has various fixed costs.

- **Drone**

This is the helpful drone we bought a drone from Adria Drones, as mentioned in the Strategic Partnerships. The drone was bought at a price of 21 150 ADCO or in our case 587,50 ADCO a year.

- **3D printers**

These 3D printers will be used to design and create the MiniMe's and hubs. We bought 5 of them, each at a price of 2000 ADCO. The HoloMe company has to pay approximately 277,78 ADCO each month just for the 3D printers.

- **Creation of the AHP components**

The AHP components are the core of our holographic technology. These components will be installed onto the satellites thanks to Adria Space Administration. Each of these components will cost us 100,000 ADCO. We spread this over 36 months.

- **HoloHQ**

At last we have our HoloMe headquarters. This headquarters will include our warehouse and also our manufacturing area. We bought this building instead of renting it because we think that it represents the name of our company and that it's a long term investment . The HoloHQ cost us 3,000,000 ADCO or 83.333,33 each month for the first 36 months.

Fixed cost	Price (total)	Price (monthly)
drone	21,150.00	587,50
3D printers	10,000.00	277,78
AHP components	100,000.00	2.777,78
HoloHQ	3,000,000.00	83.333,33

- **Figures**

The following tables show the total costs of HoloMe for its first 36 months.

1	2	3	4	5	6	7	8	9	10
86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39

11	12	13	14	15	16	17	18	19	20
86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39

21	22	23	24	25	26	27	28	29	30
86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39

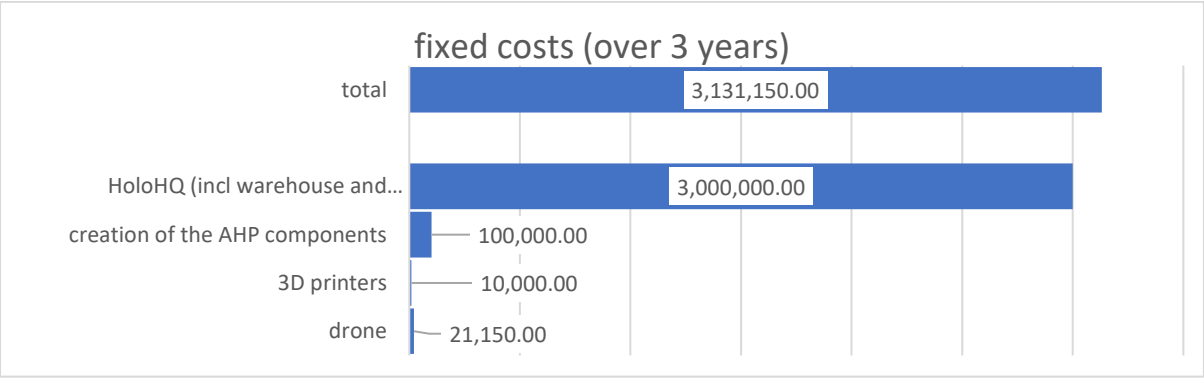
31	32	33	34	35	36
86,976.39	86,976.39	86,976.39	86,976.39	86,976.39	86,976.39

The total income for each year can be found below, as well as the total income over all 3 years.

total of year 1	total of year 2	total of year 3	total over 3 years
1,043,716.67	1,043,716.67	1,043,716.67	3,131,150.00

The fully completed table with the separate sources of costs can be found in the appendices.

Below you will find a bar chart of the separate sources of fixed costs. We chose a bar chart instead of a pie chart to make sure every cost is visible (HoloHQ overrules the other costs by far otherwise).



II. Variable costs

We also have several different variable costs for the company.

- **Water and electricity**

Each month we have a fixed amount of ADCO we have to pay for water and electricity usage. This will cost us 2.000,00 ADCO a month.

- **Maintenance costs**

Taking maintenance costs into account, this will cost us around 1200 ADCO a month. These costs will be used for the maintenance of the HoloMe machines and the building itself.

- **Personnel costs**

As the HoloMe company we have also have to pay our personnel. We are paying our current staff members 3000 ADCO a month each. Having only 5 staff members right now, this come to around 15.000,00 ADCO a month.

- **Quality control**

HoloMe also tries to invest in quality control. Our product should be of the best quality out there. To improve every month/year, this requires some effort. With 300 ADCO a month, this should be enough to make sure every product stays at high quality.

- **Research and development**

R&D is a very important aspect of a company. We constantly try to keep up with the newest technologies and that's why we invest around 1,000 ADCO each month in this cost. As a holographic company, you never know what new technologies will be around in a couple of months/years.

- **Utilities**

Utilities are necessary for a growing company like HoloMe. Basic stuff like gas for heating are essential to work around the year. This will cost us about 600 ADCO a month.

- **Marketing and promotion**

As last variable cost we have the marketing and promotion aspect. Being the fresh company we are, we still have to win the crowd. We plan to launch campaigns and already have floating holographic billboards around Adria and even intercolonial. With around 5,000 ADCO a month, we plan to have enough budget to keep the public on our side.

variable cost	Price (monthly)
Water & electricity	2,000.00
Maintenance costs	1.200,00
Personnel costs	15.000,00
Quality Control	300,00
Research & Development	1.000,00
Utilities	600,00
Marketing and Promotion	5.000,00

- **Figures**

The total variable costs for the first 36 months will be estimated as followed.

1	2	3	4	5	6	7	8	9	10
25,100.00	25,100.00	25,100.00	25,100.00	25,100.00	25,100.00	25,100.00	25,100.00	25,100.00	25,100.00

11	12	13	14	15	16	17	18	19	20
25,100.00	25,100.00	30,100.00	30,100.00	30,100.00	30,100.00	30,100.00	30,100.00	30,100.00	30,100.00

21	22	23	24	25	26	27	28	29	30
30,100.00	30,100.00	30,100.00	30,100.00	40,100.00	40,100.00	40,100.00	40,100.00	40,100.00	40,100.00

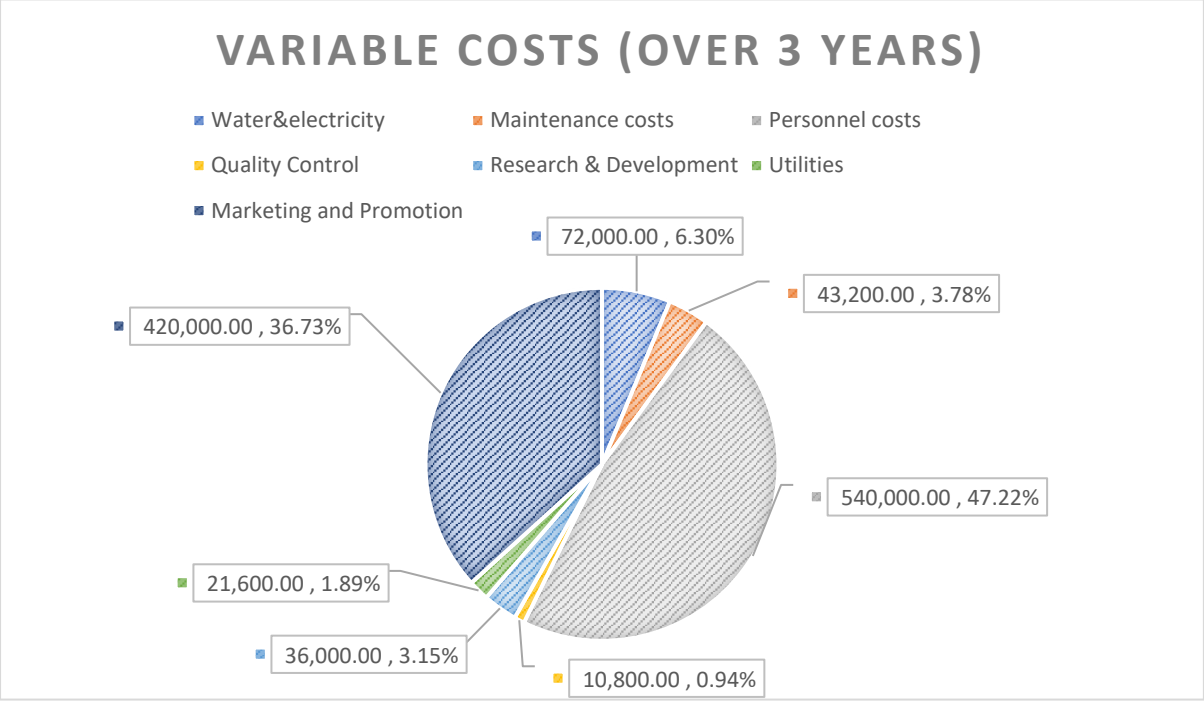
31	32	33	34	35	36
40,100.00	40,100.00	40,100.00	40,100.00	40,100.00	40,100.00

The total varbiable costs for each year can be found below, as well as the total income over all 3 years.

Total of year 1	total of year 2	total of year 3	total over 3 years
301,200.00	361,200.00	481,200.00	1,143,600.00

The full table of variable costs can be found in the appendices.

Below you will find a pie chart representing the different variable costs and their weight on the total of all variable costs together.



III. Total costs

The total cost will be the fixed costs added to the variable costs. For our estimated values this would be the following.

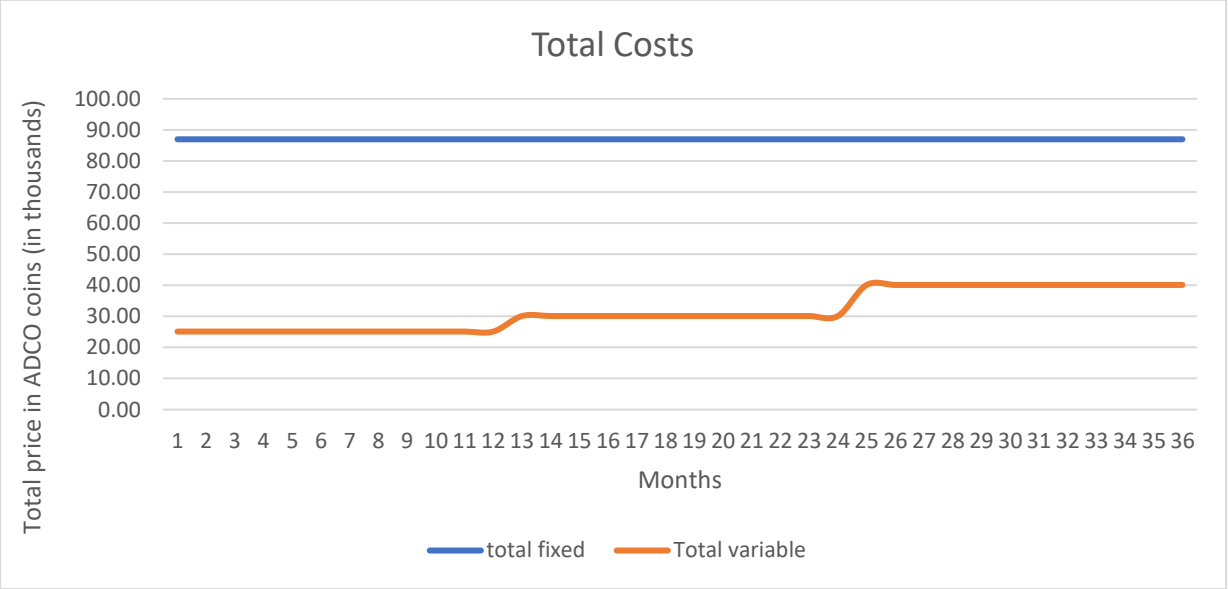
	year1	year2	year3	total over 3 years
total fixed costs	1,043,716.67	1,043,716.67	1,043,716.67	3,131,150.00

	year1	year2	year3	total over 3 years
total variable costs	301,200.00	361,200.00	481,200.00	1,143,600.00

	year1	year2	year3	total over 3 years
total costs	1,344,916.67	1,404,916.67	1,524,916.67	4,274,750.00

The full table of total costs can be found in the appendices.

Below you will find a visualization of the total variable costs along with the total fixed costs.



c. Revenue

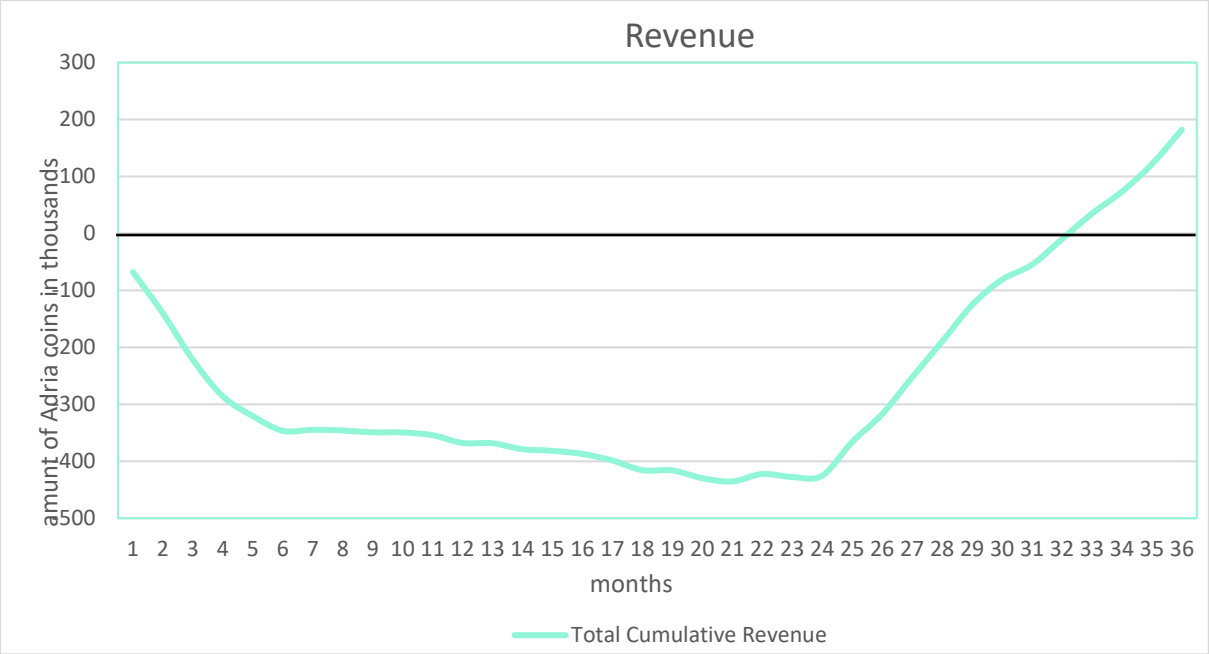
The revenue can be calculated by subtracting the costs from the income. In the appendices the full table of numbers for each month can be found.

The total revenue for each year can be found below, as well as the total income over all 3 years and a graph visualizing the revenue of our company.

	total year 1	total year 2	total year 3	total 3 years
Total Income	977,120.00	1,347,526.00	2,132,121.00	4,456,767.00
Total Costs	1,344,916.67	1,404,916.67	1,524,916.67	4,274,750.00
Total Revenue	- 367,796.67	- 57,390.67	607,204.33	182,017.00

The full table of the revenue throughout the first 36 months can be found in the appendices.

Below you can find a line chart visualizing the evolution of our total cumulative monthly revenue. You can already see a point of break-even on the graph, but we'll dig deeper into that on the next page.



d. Break-even

With the information gathered from our data in the tables Income and Costs, we can now create this graph to visualize the point of break-even.

	Month 32	Month 33
Total Cumulative Income	3,756,311.00	3,928,228.00
Total Cumulative Costs	3,766,444.44	3,893,520.83
Total Cumulative Revenue	- 10,133.44	34,707.17

We had to search for the point **when our total cumulative revenue would go above zero**. This happens **between month 32 and 33**. We calculated our break-even value as followed.

The **average of the cumulative income** of month 32 and 33 is **3,842,269,50 ADCO**. It's the average of 3,756,311 and 3,928,228. This is **how much we have to sell to be profitable** in totality.

For the cumulative cost (month 32 and 33), it is and average of 3,829,982.64 ADCO. Our break-even value is thus approximately (because we don't have the data per day, only per month) the average of the cumulative income and the cumulative cost. This comes down to a value of 3,836,126.07 ADCO.

average cumulative income (32-33)	3,842,269.50
average cumulative cost (32-33)	3,829,982.64
average of cumulative income(32-33) and cost (32-32)	**3,836,126.07**

Below you'll find a line chart representing the cost & income evolution, together with the intersection representing the point of break-even.

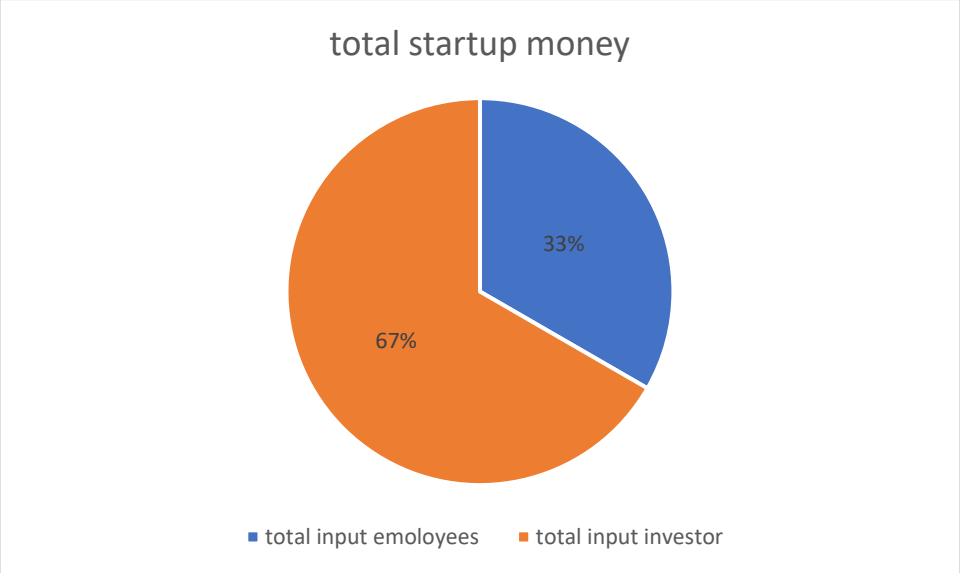


e. Finance-mix

To be able to establish the company HoloMe, we need a starting capital to cover up our initial costs and reserves.

We're expecting to have around 112 000 ADCO coins in cost the first month. When we make our expected sales, we should have around 44 000 ADCO as income. This means that we have a revenue of approximately - 68 000 in the first month. We're aiming for a starting capital of **150,000 ADCO** to give our company a small headstart for any unforeseen circumstances.

Each of our five staff members will put **10,000 ADCO** into HoloMe's starting capital. This means, we still need an extra **100,000 ADCO**. We achieved this extra budget through pitching our product to investors and succeeded in getting an investment in trade for **5%** of the company.



I. Assets

HoloMe will have several resources at its disposal. These resources will are described in this section.



- **Fixed Assets**

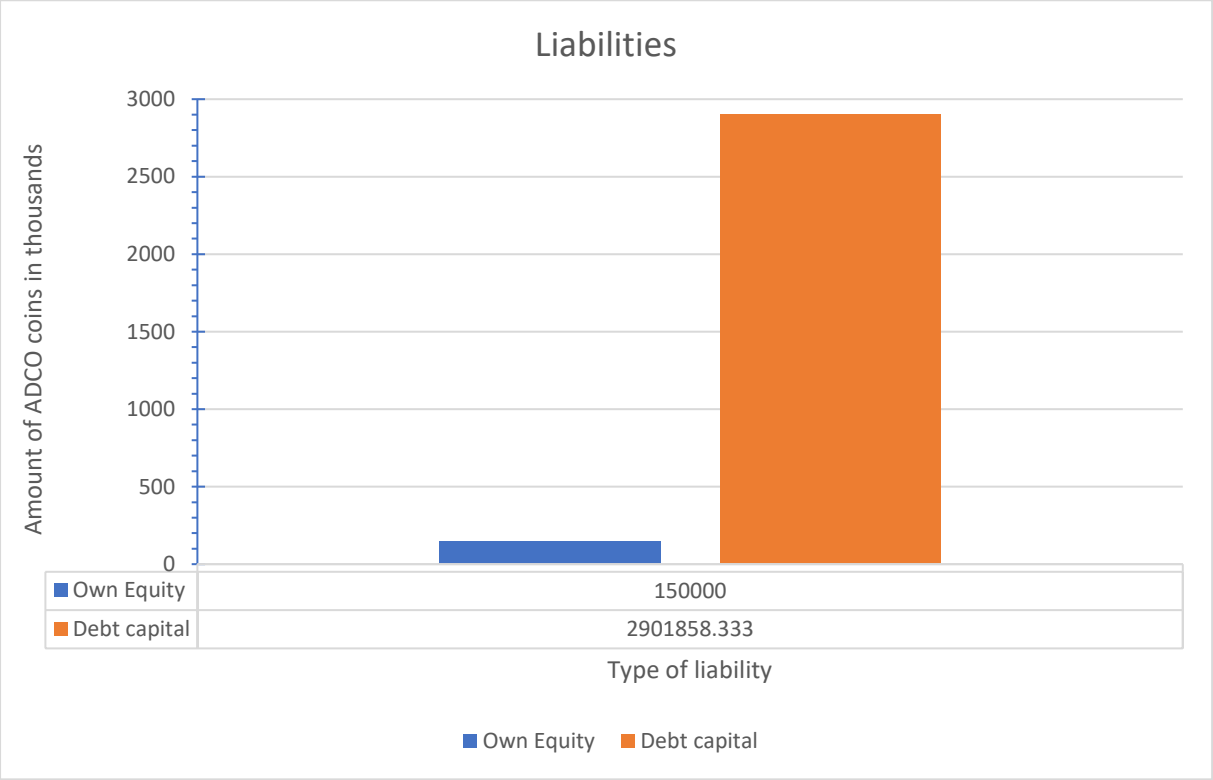
The fixed assets will contain of 2 choices. First of all, the 'commercial building' at a cost of 3 million ADCO. Secondly there's also our IT infrastructure. This contains our drone, 3d printers and AHP components. This will be worth 43,716.67 ADCO in year 1.

- **Current Assets**

They're some liquid assets available for the current assets. This will be in a kind of spare money just in case. On this wallet, we want to have 8,141.67 ADCO.

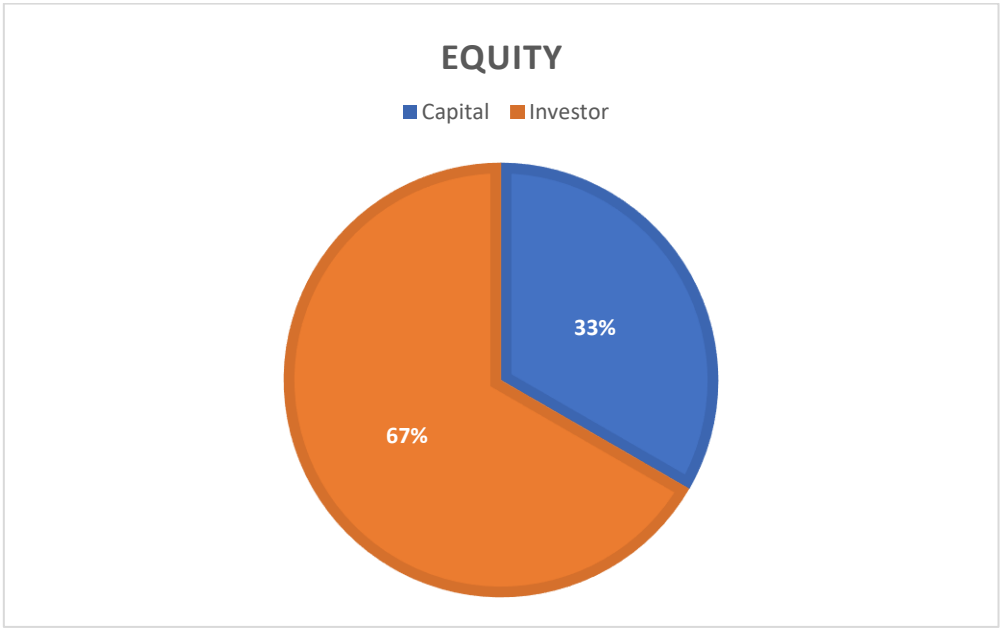
II. Liabilities

In this part, we show you how the items of the assets will be financed.



- **Own Equity**

The equity will be based of own capital and capital of an investor. Our capital is based on the savings of our employees. Each employee will put 10,000 ADCO into HoloMe. The purpose is to look for an investor which will invest 100,000 ADCO in exchange for 5% of the HoloMe company.



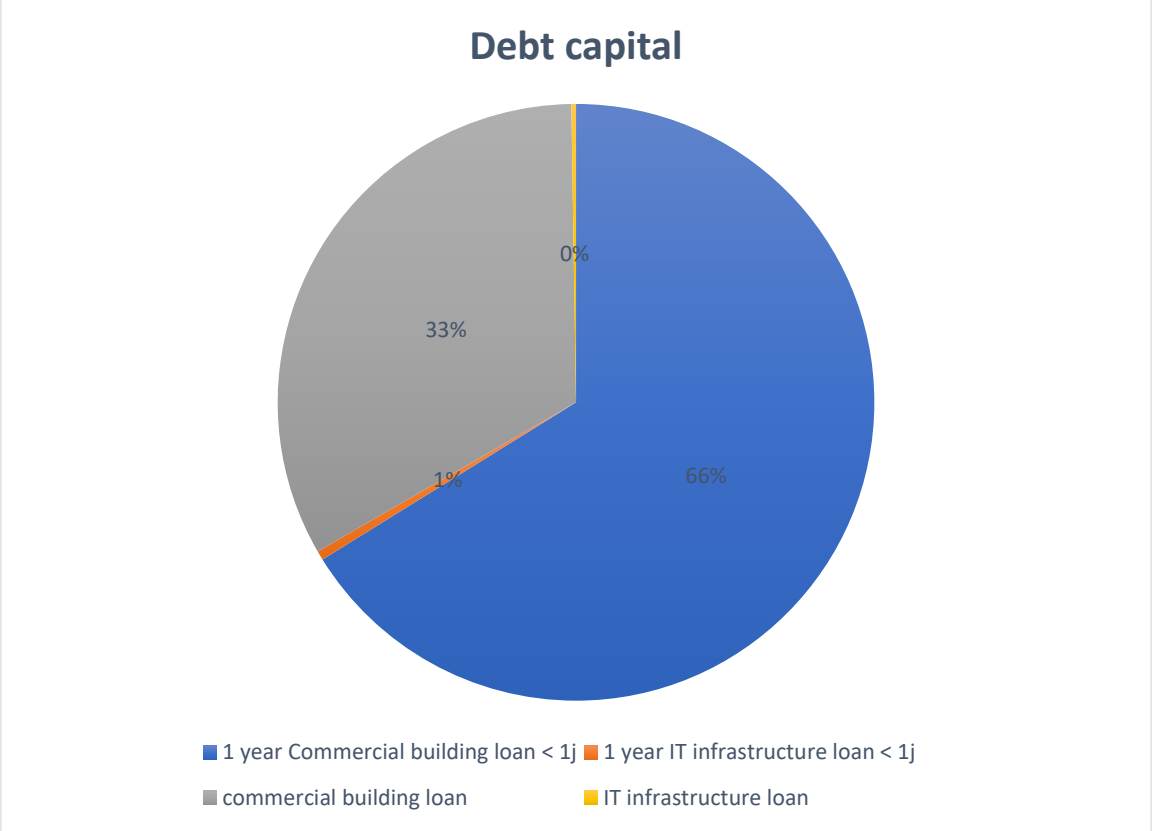
- **Debt Capital**

Just ‘equity’ will not be enough to cover all our big investments. That’s why we’re taking out 2 loans. One to finance the commercial building, where all our products will be made or stocked.

HoloMe was able to take out an interest-free loan for 96% of the total price of the building. This amounts to 2,880,000 ADCO. For the IT infrastructure, 50% will be loaned interest-free. This equals a value of 21,858.33 ADCO.

HoloMe is able to borrow interest-free because there is an agreement with the government. In the post-apocalypse world, the government also controls the banks and that’s why we could make this great deal. The government really believes in our company and invests in HoloMe this way. In return, we offer the bank 10% of our shares.

On the short term, this means that every year our debts expire. Because our commercial building is being paid off in 3 years, 960,000 ADCO will expire in 1 year. The debts of the IT infrastructure will be paid off in also 3 years, meaning 7,286.11 ADCO will expire in the first year.



III. Balance sheet

The following table shows us the Balance Sheet including the liabilities and assets.

Assets			**Liabilities**		
Fixed assets	3043716.67	acc n*	**Own Equity**	150000	acc n*
Commercial building	3,000,000.00	221	Capital	50000	100
IT infrastructure	43,716.67	251	Investor	100000	5500
Current assets	8141.67		**Debt capital**	2901858.333	
HoloMe wallet	8141.67	5590	**Debt capital < 1 year**		
			1 year Commercial building loan < 1j	1,920,000.00	430
			1 year IT infrastructure loan < 1j	14,572.22	430
			Debt capital > 1 year		
			commercial building loan	960,000.00	172
			IT infrastructure loan	7,286.11	172
Total	**3051858**		**Total**	**3051858**	

7 Appendices

a. Schematics

Business Model Canvas:
https://miro.com/app/board/uXjVMjMSpQc=/

Flowcharts:
https://lucid.app/lucidchart/cdda52c6-29e2-420a-bb63-a778d0c522c6/edit?viewport_loc=-2356%2C-1021%2C5690%2C3231%2C0_0&invitationId=inv_77a2877f-8898-449f-88c0-c5bcac9b1336

UCD:
https://miro.com/app/board/uXjVNbn9ZGk=/

ERD:
https://lucid.app/lucidchart/8e7ca583-5d96-4dbc-93ff-e10272b66108/edit?viewport_loc=134%2C-307%2C2653%2C1196%2C0_0&invitationId=inv_3f4a299c-f2ee-4fc5-8d41-1e88c956d295

C4:
https://docs.google.com/document/d/1PkYAkVVn4SXRqsLkWic3HBJdDvgY7CSkU0kFouUFKBA/edit?usp=sharing

b. Other links

Excel Financials:
holome finance.xlsx

Wireframes:
https://www.figma.com/file/LGVjZYdbKXWGJ8cQbH52J3/AD-project---HoloMe---Group-9?type=design&t=MAnqyHcM6Q7oThNB-6

c. financial data (all)

Below you can find the data from our finance excel.

I. Income

- **Necessary Numbers**

subscriptions (monthly)	**total price**	**#**	**(extra information)**
price for a normal subscription	20,00	1	
price for a premium subscription	169,00	1	
price for a vip subscription	6.999,00	1	
hardware	**total price**	**#**	**(extra information)**
starter pack	60,00	1	(MiniMe + hub + normal subscription)
MiniMe	5,00	1	
Minime+	29,00	1	
private hub	50,00	1	
public hub	500,00	1	
extra	**total price**	**#**	**(extra information)**
price per additional travel	2,00	1	(for normal subscriptions only)
public hub creation/placement	500,00	1	

- **Estimated purchase amounts**

Month 1-6

income source	month 1	month 2	month 3	month 4	month 5	month 6
starterpack	60	81	104	231	341	350
subscription normal	25	23	33	42	65	84
subscription premium	8	40	60	70	185	244
subscription vip	1	1	1	2	2	2
minime	20	9	14	17	38	49
minime+	20	6	8	10	23	29
private hubs	34	21	31	38	83	109
placement of the public hub(incl buying of the hub)	30	20	5	6	7	4
addition travels	14	13	18	23	36	46

Month 7-12

income source	month 7	month 8	month 9	month 10	month 11	month 12
starterpack	361	314	340	297	278	264
subscription normal	94	97	84	86	81	71
subscription premium	324	345	305	325	285	265
subscription vip	3	3	4	4	4	4
minime	61	64	57	60	54	49
minime+	37	39	34	36	32	30
private hubs	139	147	130	137	122	112
placement of the public hub(incl buying of the hub)	9	5	2	4	8	4
addition travels	52	53	46	47	45	39

Month 13-18

income source	month 13	month 14	month 15	month 16	month 17	month 18
starterpack	254	264	247	268	220	289
subscription normal	75	78	84	85	81	64
subscription premium	251	221	234	223	212	184
subscription vip	4	4	6	6	6	6
minime	48	44	47	46	43	37
minime+	29	26	28	27	26	22
private hubs	109	100	107	104	99	84
placement of the public hub(incl buying of the hub)	25	20	12	10	9	63
addition travels	41	43	46	47	45	35

Month 19-24

income source	month 19	month 20	month 21	month 22	month 23	month 24
starterpack	254	264	247	268	220	289
subscription normal	75	78	84	85	81	64
subscription premium	251	221	234	223	212	184
subscription vip	4	4	6	6	6	6
minime	52	34	41	57	47	43
minime+	31	20	25	34	28	26
private hubs	119	77	93	130	107	98
placement of the public hub(incl buying of the hub)	4	8	3	7	1	2
addition travels	43	32	35	45	39	34

Month 25-30

income source	month 25	month 26	month 27	month 28	month 29	month 30
starterpack	254	264	247	268	220	289
subscription normal	75	78	84	85	81	64
subscription premium	251	221	234	223	212	184
subscription vip	4	4	6	6	6	6
minime	77	85	101	104	121	98
minime+	46	51	61	63	73	59
private hubs	174	193	230	237	279	224
placement of the public hub(incl buying of the hub)	32	16	13	9	4	6
addition travels	92	116	129	124	156	116

Month 31-36

income source	month 31	month 32	month 33	month 34	month 35	month 36
starterpack	254	264	247	268	220	289
subscription normal	75	78	84	85	81	64
subscription premium	251	221	234	223	212	184
subscription vip	4	4	6	6	6	6
minime	85	85	89	90	85	94
minime+	51	51	53	54	51	57
private hubs	194	192	204	206	193	214
placement of the public hub(incl buying of the hub)	1	8	7	2	3	4
addition travels	91	90	96	95	89	101

- **Income per month per income source**

Month 1-6

income source	month 1	month 2	month 3	month 4	month 5	month 6
starterpack	3.600,00	4.860,00	6.240,00	13.860,00	20.460,00	21.000,00
subscription normal	500,00	460,00	660,00	840,00	1.300,00	1.680,00
subscription premium	1.352,00	6.760,00	10.140,00	11.830,00	31.265,00	41.236,00
subscription vip	6.999,00	6.999,00	6.999,00	13.998,00	13.998,00	13.998,00
minime	100,00	45,00	70,00	85,00	190,00	245,00
minime+	580,00	174,00	232,00	290,00	667,00	841,00
private hubs	986,00	609,00	899,00	1.102,00	2.407,00	3.161,00
placement of the public hub(incl buying of the hub)	30.000,00	20.000,00	5.000,00	6.000,00	7.000,00	4.000,00
addition travels	28,00	26,00	36,00	46,00	72,00	92,00
total	**44.145,00**	**39.933,00**	**30.276,00**	**48.051,00**	**77.359,00**	**86.253,00**

Month 7-12

income source	month 7	month 8	month 9	month 10	month 11	month 12
starterpack	21.660,00	18.840,00	20.400,00	17.820,00	16.680,00	15.840,00
subscription normal	1.880,00	1.940,00	1.680,00	1.720,00	1.620,00	1.420,00
subscription premium	54.756,00	58.305,00	51.545,00	54.925,00	48.165,00	44.785,00
subscription vip	20.997,00	20.997,00	27.996,00	27.996,00	27.996,00	27.996,00
minime	305,00	320,00	285,00	300,00	270,00	245,00
minime+	1.073,00	1.131,00	986,00	1.044,00	928,00	870,00
private hubs	4.031,00	4.263,00	3.770,00	3.973,00	3.538,00	3.248,00
placement of the public hub(incl buying of the hub)	9.000,00	5.000,00	2.000,00	4.000,00	8.000,00	4.000,00
addition travels	104,00	106,00	92,00	94,00	90,00	78,00
total	**113.806,00**	**110.902,00**	**108.754,00**	**111.872,00**	**107.287,00**	**98.482,00**

Month 13-18

income source	month 13	month 14	month 15	month 16	month 17	month 18
starterpack	15.240,00	15.840,00	14.820,00	16.080,00	13.200,00	17.340,00
subscription normal	1.500,00	1.560,00	1.680,00	1.700,00	1.620,00	1.280,00
subscription premium	42.419,00	37.349,00	39.546,00	37.687,00	35.828,00	31.096,00
subscription vip	27.996,00	27.996,00	41.994,00	41.994,00	41.994,00	41.994,00
minime	240,00	220,00	235,00	230,00	215,00	185,00
minime+	841,00	754,00	812,00	783,00	754,00	638,00
private hubs	3.161,00	2.900,00	3.103,00	3.016,00	2.871,00	2.436,00
placement of the public hub(incl buying of the hub)	25.000,00	20.000,00	12.000,00	10.000,00	9.000,00	5.000,00
addition travels	82,00	86,00	92,00	94,00	90,00	70,00
total	**116.479,00**	**106.705,00**	**114.282,00**	**111.584,00**	**105.572,00**	**100.039,00**

Month 19-24

income source		month 19	month 20	month 21	month 22	month 23	month 24
starterpack	10.920,00	13.860,00	18.720,00	15.840,00	14.820,00	18.120,00	
subscription normal	1.580,00	1.160,00	1.260,00	1.620,00	1.420,00	1.240,00	
subscription premium	46.475,00	28.392,00	35.659,00	51.545,00	41.405,00	38.194,00	
subscription vip	48.993,00	48.993,00	48.993,00	48.993,00	48.993,00	55.992,00	
minime	260,00	170,00	205,00	285,00	235,00	215,00	
minime+	899,00	580,00	725,00	986,00	812,00	754,00	
private hubs	3.451,00	2.233,00	2.697,00	3.770,00	3.103,00	2.842,00	
placement of the public hub(incl buying of the hub)	4.000,00	8.000,00	3.000,00	7.000,00	1.000,00	2.000,00	
addition travels	86,00	64,00	70,00	90,00	78,00	68,00	
total	**116.664,00**	**103.452,00**	**111.329,00**	**130.129,00**	**111.866,00**	**119.425,00**	

Month 25-30

income source	month 25	month 26	month 27	month 28	month 29	month 30
starterpack	28.800,00	30.180,00	31.800,00	36.240,00	27.780,00	25.380,00
subscription normal	3.360,00	4.220,00	4.680,00	4.520,00	5.680,00	4.220,00
subscription premium	59.150,00	61.685,00	76.895,00	81.796,00	93.626,00	78.078,00
subscription vip	55.992,00	55.992,00	55.992,00	48.993,00	48.993,00	48.993,00
minime	385,00	425,00	505,00	520,00	605,00	490,00
minime+	1.334,00	1.479,00	1.769,00	1.827,00	2.117,00	1.711,00
private hubs	5.046,00	5.597,00	6.670,00	6.873,00	8.091,00	6.496,00
placement of the public hub(incl buying of the hub)	32.000,00	16.000,00	13.000,00	9.000,00	4.000,00	6.000,00
addition travels	184,00	232,00	258,00	248,00	312,00	232,00
total	**186.251,00**	**175.810,00**	**191.569,00**	**190.017,00**	**191.204,00**	**171.600,00**

Month 31-36

income source	month 31	month 32	month 33	month 34	month 35	month 36
starterpack	22.200,00	27.660,00	23.820,00	20.880,00	28.320,00	31.380,00
subscription normal	3.300,00	3.280,00	3.500,00	3.440,00	3.240,00	3.680,00
subscription premium	70.135,00	69.290,00	73.515,00	75.036,00	70.135,00	77.064,00
subscription vip	48.993,00	55.992,00	55.992,00	55.992,00	62.991,00	62.991,00
minime	425,00	425,00	445,00	450,00	425,00	470,00
minime+	1.479,00	1.479,00	1.537,00	1.566,00	1.479,00	1.653,00
private hubs	5.626,00	5.568,00	5.916,00	5.974,00	5.597,00	6.206,00
placement of the public hub(incl buying of the hub)	1.000,00	8.000,00	7.000,00	2.000,00	3.000,00	4.000,00
addition travels	182,00	180,00	192,00	190,00	178,00	202,00
total	**153.340,00**	**171.874,00**	**171.917,00**	**165.528,00**	**175.365,00**	**187.646,00**

- **Income per year per income source**

income source	year 1	year 2	year 3	total over 3 years
starterpack	181.260,00	184.800,00	334.440,00	700.500,00
subscription normal	15.700,00	17.620,00	47.120,00	80.440,00
subscription premium	415.064,00	465.595,00	886.405,00	1.767.064,00
subscription vip	216.969,00	524.925,00	657.906,00	1.399.800,00
minime	2.460,00	2.695,00	5.570,00	10.725,00
minime+	8.816,00	9.338,00	19.430,00	37.584,00
private hubs	31.987,00	35.583,00	73.660,00	141.230,00
placement of the public hub(incl buying of the hub)	104.000,00	106.000,00	105.000,00	315.000,00
addition travels	864,00	970,00	2.590,00	4.424,00
total	**977.120,00**	**1.347.526,00**	**2.132.121,00**	**4.456.767,00**

II. Costs

- **Necessary Numbers**

fixed costs	**total amount to be written off**
drone	21.150,00
3D printers	10.000,00
creation of the AHP components	100.000,00
HoloHQ (incl warehouse and manufacturing area)	3.000.000,00
total	**3.131.150,00**
variable costs	**total amount to be written off**
Water&electricity	72.000,00
Maintenance costs	43.200,00
Personnel costs	540.000,00
Quality Control	10.800,00
Research & Development	36.000,00
Utilities	21.600,00
Marketing and Promotion	420.000,00
Total	**1.143.600,00**

- **Costs per month per individual cost source**

Month 1-6

fixed costs	month 1	month 2	month 3	month 4	month 5	month 6
drone	587,50	587,50	587,50	587,50	587,50	587,50
3D printers	277,78	277,78	277,78	277,78	277,78	277,78
creation of the AHP components	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78
HoloHQ (incl warehouse and manufacturing area)	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33
total	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**
variable costs	**month 1**	**month 2**	**month 3**	**month 4**	**month 5**	**month 6**
Water&electricity	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00
Maintenance costs	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00
Personnel costs	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00
Quality Control	300,00	300,00	300,00	300,00	300,00	300,00
Research & Development	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00
Utilities	600,00	600,00	600,00	600,00	600,00	600,00
Marketing and Promotion	5.000,00	5.000,00	5.000,00	5.000,00	5.000,00	5.000,00
total	**25.100,00**	**25.100,00**	**25.100,00**	**25.100,00**	**25.100,00**	**25.100,00**

Month 7-12

fixed costs	month 7	month 8	month 9	month 10	month 11	month 12
drone	587,50	587,50	587,50	587,50	587,50	587,50
3D printers	277,78	277,78	277,78	277,78	277,78	277,78
creation of the AHP components	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78
HoloHQ (incl warehouse and manufacturing area)	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33
total	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**
variable costs	**month 7**	**month 8**	**month 9**	**month 10**	**month 11**	**month 12**
Water&electricity	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00
Maintenance costs	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00
Personnel costs	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00
Quality Control	300,00	300,00	300,00	300,00	300,00	300,00
Research & Development	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00
Utilities	600,00	600,00	600,00	600,00	600,00	600,00
Marketing and Promotion	5.000,00	5.000,00	5.000,00	5.000,00	5.000,00	5.000,00
total	**25.100,00**	**25.100,00**	**25.100,00**	**25.100,00**	**25.100,00**	**25.100,00**

Month 13-18

fixed costs	month 13	month 14	month 15	month 16	month 17	month 18
drone	587,50	587,50	587,50	587,50	587,50	587,50
3D printers	277,78	277,78	277,78	277,78	277,78	277,78
creation of the AHP components	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78
HoloHQ (incl warehouse and manufacturing area)	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33
total	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**
variable costs	**month 13**	**month 14**	**month 15**	**month 16**	**month 17**	**month 18**
Water&electricity	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00
Maintenance costs	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00
Personnel costs	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00
Quality Control	300,00	300,00	300,00	300,00	300,00	300,00
Research & Development	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00
Utilities	600,00	600,00	600,00	600,00	600,00	600,00
Marketing and Promotion	10.000,00	10.000,00	10.000,00	10.000,00	10.000,00	10.000,00
total	**30.100,00**	**30.100,00**	**30.100,00**	**30.100,00**	**30.100,00**	**30.100,00**

Month 19-24

fixed costs	month 19	month 20	month 21	month 22	month 23	month 24
drone	587,50	587,50	587,50	587,50	587,50	587,50
3D printers	277,78	277,78	277,78	277,78	277,78	277,78
creation of the AHP components	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78
HoloHQ (incl warehouse and manufacturing area)	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33
total	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**
variable costs	**month 19**	**month 20**	**month 21**	**month 22**	**month 23**	**month 24**
Water&electricity	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00
Maintenance costs	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00
Personnel costs	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00
Quality Control	300,00	300,00	300,00	300,00	300,00	300,00
Research & Development	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00
Utilities	600,00	600,00	600,00	600,00	600,00	600,00
Marketing and Promotion	10.000,00	10.000,00	10.000,00	10.000,00	10.000,00	10.000,00
total	**30.100,00**	**30.100,00**	**30.100,00**	**30.100,00**	**30.100,00**	**30.100,00**

Month 25-30

fixed costs	month 25	month 26	month 27	month 28	month 29	month 30
drone	587,50	587,50	587,50	587,50	587,50	587,50
3D printers	277,78	277,78	277,78	277,78	277,78	277,78
creation of the AHP components	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78
HoloHQ (incl warehouse and manufacturing area)	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33
total	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**
variable costs	**month 25**	**month 26**	**month 27**	**month 28**	**month 29**	**month 30**
Water&electricity						
Maintenance costs	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00
Personnel costs	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00
Quality Control	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00
Research & Development	300,00	300,00	300,00	300,00	300,00	300,00
Utilities	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00
Marketing and Promotion	600,00	600,00	600,00	600,00	600,00	600,00
total	**40.100,00**	**40.100,00**	**40.100,00**	**40.100,00**	**40.100,00**	**40.100,00**

Month 31-36

fixed costs	month 31	month 32	month 33	month 34	month 35	month 36
drone	587,50	587,50	587,50	587,50	587,50	587,50
3D printers	277,78	277,78	277,78	277,78	277,78	277,78
creation of the AHP components	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78	2.777,78
HoloHQ (incl warehouse and manufacturing area)	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33	83.333,33
total	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**	**86.976,39**
variable costs	**month 31**	**month 32**	**month 33**	**month 34**	**month 35**	**month 36**
Water&electricity						
Maintenance costs	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00	2.000,00
Personnel costs	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00	1.200,00
Quality Control	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00	15.000,00
Research & Development	300,00	300,00	300,00	300,00	300,00	300,00
Utilities	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00	1.000,00
Marketing and Promotion	600,00	600,00	600,00	600,00	600,00	600,00
total	**40.100,00**	**40.100,00**	**40.100,00**	**40.100,00**	**40.100,00**	**40.100,00**

- **Costs per year per individual cost source**

fixed costs	**year 1**	**year 2**	**year 3**	**total over 3 years**
drone	7.050,00	7.050,00	7.050,00	21.150,00
3D printers	3.333,33	3.333,33	3.333,33	10.000,00
creation of the AHP components	33.333,33	33.333,33	33.333,33	100.000,00
HoloHQ	1.000.000,00	1.000.000,00	1.000.000,00	3.000.000,00
total	**1.043.716,67**	**1.043.716,67**	**1.043.716,67**	**3.131.150,00**
variable costs	**year 1**	**year 2**	**year 3**	**total over 3 years**
Water&electricity	24.000,00	24.000,00	24.000,00	72.000,00
Maintenance costs	14.400,00	14.400,00	14.400,00	43.200,00
Personnel costs	180.000,00	180.000,00	180.000,00	540.000,00
Quality Control	3.600,00	3.600,00	3.600,00	10.800,00
Research & Development	12.000,00	12.000,00	12.000,00	36.000,00
Utilities	7.200,00	7.200,00	7.200,00	21.600,00
Marketing and Promotion	60.000,00	120.000,00	240.000,00	420.000,00
total	301.200,00	361.200,00	481.200,00	1.143.600,00
	year 1	**year 2**	**year 3**	**total over 3 years**
TOTAL COSTS	**1.344.916,67**	**1.404.916,67**	**1.524.916,67**	**4.274.750,00**

III. Revenue

- **Revenue calculation per month**

Month 1-6

Element	month 1	month 2	month 3	month 4	month 5	month 6
Total Income	44.145,00	39.933,00	30.276,00	48.051,00	77.359,00	86.253,00
Total Costs	112.076,39	112.076,39	112.076,39	112.076,39	112.076,39	112.076,39
Total Revenue	**- 67.931,39**	**- 72.143,39**	**- 81.800,39**	**- 64.025,39**	**- 34.717,39**	**- 25.823,39**
Total Cumulative Income	44.145,00	84.078,00	114.354,00	162.405,00	239.764,00	326.017,00
Total Cumulative Costs	112.076,39	224.152,78	336.229,17	448.305,56	560.381,94	672.458,33
Total Cumulative Revenue	**- 67.931,39**	**-140.074,78**	**- 221.875,17**	**- 285.900,56**	**- 320.617,94**	**- 346.441,33**

Month 7-12

Element	month 7	month 8	month 9	month 10	month 11	month 12
Total Income	113.806,00	110.902,00	108.754,00	111.872,00	107.287,00	98.482,00
Total Costs	112.076,39	112.076,39	112.076,39	112.076,39	112.076,39	112.076,39
Total Revenue	**1.729,61**	**- 1.174,39**	**- 3.322,39**	**- 204,39**	**- 4.789,39**	**- 13.594,39**
Total Cumulative Income	439.823,00	550.725,00	659.479,00	771.351,00	878.638,00	977.120,00
Total Cumulative Costs	784.534,72	896.611,11	1.008.687,50	1.120.763,89	1.232.840,28	1.344.916,67
Total Cumulative Revenue	**- 344.711,72**	**- 345.886,11**	**- 349.208,50**	**- 349.412,89**	**- 354.202,28**	**- 367.796,67**

Month 13-18

Element	month 13	month 14	month 15	month 16	month 17	month 18
Total Income	116.479,00	106.705,00	114.282,00	111.584,00	105.572,00	100.039,00
Total Costs	117.076,39	117.076,39	117.076,39	117.076,39	117.076,39	117.076,39
Total Revenue	**- 597,39**	**- 10.371,39**	**- 2.794,39**	**- 5.492,39**	**- 11.504,39**	**- 17.037,39**
Total Cumulative Income	1.093.599,00	1.200.304,00	1.314.586,00	1.426.170,00	1.531.742,00	1.631.781,00
Total Cumulative Costs	1.461.993,06	1.579.069,44	1.696.145,83	1.813.222,22	1.930.298,61	2.047.375,00
Total Cumulative Revenue	**- 368.394,06**	**- 378.765,44**	**- 381.559,83**	**- 387.052,22**	**- 398.556,61**	**- 415.594,00**

Month 19-24

Element	month 19	month 20	month 21	month 22	month 23	month 24
Total Income	116.664,00	103.452,00	111.329,00	130.129,00	111.866,00	119.425,00
Total Costs	117.076,39	117.076,39	117.076,39	117.076,39	117.076,39	117.076,39
Total Revenue	**- 412,39**	**- 13.624,39**	**- 5.747,39**	**13.052,61**	**- 5.210,39**	**2.348,61**
Total Cumulative Income	1.748.445,00	1.851.897,00	1.963.226,00	2.093.355,00	2.205.221,00	2.324.646,00
Total Cumulative Costs	2.164.451,39	2.281.527,78	2.398.604,17	2.515.680,56	2.632.756,94	2.749.833,33
Total Cumulative Revenue	**- 416.006,39**	**- 429.630,78**	**- 435.378,17**	**- 422.325,56**	**- 427.535,94**	**- 425.187,33**

Month 25-30

Element	month 25	month 26	month 27	month 28	month 29	month 30
Total Income	186.251,00	175.810,00	191.569,00	190.017,00	191.204,00	171.600,00
Total Costs	127.076,39	127.076,39	127.076,39	127.076,39	127.076,39	127.076,39
Total Revenue	**59.174,61**	**48.733,61**	**64.492,61**	**62.940,61**	**64.127,61**	**44.523,61**
Total Cumulative Income	2.510.897,00	2.686.707,00	2.878.276,00	3.068.293,00	3.259.497,00	3.431.097,00
Total Cumulative Costs	2.876.909,72	3.003.986,11	3.131.062,50	3.258.138,89	3.385.215,28	3.512.291,67
Total Cumulative Revenue	**- 366.012,72**	**- 317.279,11**	**- 252.786,50**	**- 189.845,89**	**- 125.718,28**	**- 81.194,67**

Month 31-36

Element	month 31	month 32	month 33	month 34	month 35	month 36
Total Income	153.340,00	171.874,00	171.917,00	165.528,00	175.365,00	187.646,00
Total Costs	127.076,39	127.076,39	127.076,39	127.076,39	127.076,39	127.076,39
Total Revenue	**26.263,61**	**44.797,61**	**44.840,61**	**38.451,61**	**48.288,61**	**60.569,61**
Total Cumulative Income	3.584.437,00	3.756.311,00	3.928.228,00	4.093.756,00	4.269.121,00	4.456.767,00
Total Cumulative Costs	3.639.368,06	3.766.444,44	3.893.520,83	4.020.597,22	4.147.673,61	4.274.750,00
Total Cumulative Revenue	**- 54.931,06**	**- 10.133,44**	**34.707,17**	**73.158,78**	**121.447,39**	**182.017,00**

IV. Drone price

specification	price
standard cargo	400
weather resistant padding	3500
anti gravity generators	6500
360 32K camera	1500
robotic arms	2500
scanner	6750
total	**21150**