Business Plan

Founders:

👤 John Smith   👤 Chris Doe   👤 Joe Lopez

PLAN WRITERS

THIS IS A SAMPLE BUSINESS PLAN

This file was created by redacting an actual business plan The Plan Writers wrote for a client. All client information and proprietary content has been removed. As such, the business model, managers and financial pro forma herein are entirely theoretical – only the structure of the plan itself and portions of the market and industry research remain "real".

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MISSION
STATEMENT

The mission of NN is to use Artificial Intelligence and other emerging technology to create a streamlined, optimal tech solution to recruiting and marketing travel nurse positions.

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EXECUTIVE SUMMARY

NN is a nurse-led tech-forward business based in Southwest Sample State Name which has developed a platform that can quickly revolutionize the travel nurse industry. NN has been operating since 2015, and the experience of founder, Jason Smith, has enabled the team to develop and refine a "Version 2.0" of an efficient, effective digital portal for travel nurse recruitment.

NN's proprietary AI system analyzes the thousands of travel nurse jobs posted hourly. It updates the jobs and creates accurate quotes all over the country in seconds. NN anticipates and provides exactly what nurses need when they are looking for new assignments. At the same time, the platform solves the problem of recruiter burnout by removing the recruiter. NN's AI system gathers the newest jobs and cuts through the maze of thousands of less-than-optimal jobs. NN's system also greatly shortens nurse application times and streamlines their process.

PROBLEM

In past years, travel nurses were loyal to recruitment companies. But as the field has grown exponentially in recent years, nurses are now aware they can command higher rates and look for the best prices for their services.

Present-day recruitment companies and industry leaders haven't responded to today's travel nurse market.

Their portals contain thousands of jobs, many of which aren't attractive or suitable for the majority of nurses seeking travel nurse positions.

FOR NURSES

There are thousands of jobs every day – it's time-consuming and sometimes almost impossible to obtain quotes for desirable jobs.

FOR RECRUITERS

There are thousands of jobs every day and matching candidates is time-consuming and sometimes almost impossible. On average, recruiters burn out within only four months. They must make hundreds of calls a day to place a single candidate.

The current industry uses time-consuming and data-overwhelmed tech systems that don't support the needs of nurses, recruiters, or hiring partners, including hospitals and clinics.

THE OPPORTUNITY

The travel nurse industry was a $21.8 billion industry in 2021, anticipated to grow by 5.8% a year between now and 2025. However, the industry has been burdened by technology that gets in the way of efficient nurse placements. Many industry operators began in the days before mobile technology was commonplace, and their technology doesn't use AI or machine learning to improve processes. Putting nurses first with a placement tech that has been developed and designed by nurses for nurses, can disrupt the industry, capitalizing on the slower, less-effective systems used by competitors.

NN LLC is owned by John Smith and Chris Doe

SOLUTION

NN has developed its own AI-driven technology that analyzes thousands of travel nurse jobs a day and identifies only the top jobs. The business goal is to assist nurses and recruiters to benefit from the most efficient, effective, and transparent placement system.

NN plans to purchase an existing travel nurse placement agency and grow the business to 800 to 1,000 nurses within 5 years. The platform and its efficiency will attract the best nurses. The business can make the most effective placements using its combination of industry

experience and expertise and intelligent technology, analyzing and processing 5,000 jobs in 30 minutes. This performance is possible based on years of experience and data.

NN is like a travel nurse job sniper, quickly identifying the exact right job for the exact right candidate in the shortest possible period of time.

MARKET SIZE

Travel nurse agencies are the largest revenue segment of the healthcare staffing industry, which is estimated to reach $21.8 billion in revenue by 2025.

The market is expected to grow at a rate of 4.9% a year over the next five years according to IBISWorld Reports. Growth is driven by government healthcare funding along with demographic trends, including the aging population. An estimated 75 million people are part of the "Baby Boom" generation, and as Boomers continue to age and retire, they require more nursing and healthcare. These factors guarantee a strong and growing market for NN and travel nurses.

MARKETING AND DISTRIBUTION

NN will market its services to travel nurses through a state-of-the art website along with appropriate and effective social media presence. The website will offer a portal for nurses to seek the best jobs and obtain accurate quotes as quickly as possible, much faster than competitors. In addition, NN is purchasing an existing travel nurse placement agency and will build upon that agency's contacts and contracts for placements. The business will join nurse staffing associations and other industry associations to promote its platform and build nurse placements to the goal of 400 to 500 nurses after 5 years of successful operation.

TARGET MARKET

The target market for NN are travel nurses who are seeking the best-paying jobs as quickly as possible. NN also serves healthcare industry businesses which hire travel nurses, including hospitals and clinics. Travel nursing increased by 30% in 2020 during the COVID-19 pandemic, and grew an additional 40% in 2021, according to Health Affairs.org. The current systems to serve travel nurses are slow, cumbersome, and so frustrating for recruiters that many recruiters burn out after only a few months in the profession. According to the American

Nurses Association (ANA), there are 4.3 million registered nurses in the U.S. Retirements are currently outpacing new nurses entering the field. As a result, travel nurses who are continuing to practice can "write their own ticket" and are highly selective in the jobs they take. NN is serving travel nurses who want the best and best-paying jobs.

COMPETITION AND COMPETITIVE ADVANTAGES

NN has competitors in the travel nurse placement industry, including industry leaders AMN Healthcare Services and CHG HealthCare Services. AMN Healthcare Services employs approximately 10,500 nurses annually with over 3,200 corporate partners and has approximately 11% of the travel nurse placements in the U.S.. They reported revenue of $2.4 billion in 2021. CHG HealthCare has approximately 8% of the travel nurse healthcare market, and reported revenue of $1.8 billion in 2021. Aya Healthcare was named "best staffing firm to work for" by the Staffing Industry Analysts in 2021, and reported revenue of $1.3 billion. Additional competitors include Cross Country Healthcare, which is headquartered in Boca Raton, FL, and has nurses employed in all 50 states. Sample State Name-local Nightingale Nurses reported approximately $15 million in revenue in 2021, and placed nurses in all 50 states. The larger businesses were incorporated in the 1980s and 1990s, with the exception of Aya Healthcare, which was founded in 2001. NN's advantages are its proprietary AI-driven technology that can search through thousands of jobs in seconds to find the top jobs for travel nurses. NN's technology is built by nurses, for nurses. Competitor systems are clogged by thousands of jobs without any AI system to target the best jobs quickly. NN is competitive in speed, efficiency, and support.

MANAGEMENT

NN is led by Jason Smith, who is a registered nurse with over 20 years of management and clinical experience. Mr. Smith is an experienced healthcare industry leader and expert in recruiting travel nurses. He is assisted by CIO Chris Lopez, who has a strong background in technology, recruiting, and sales, and John Doe, Manager, who has an extensive, 20-year background managing a travel nurse agency.

Objectives

The purpose of this plan is to provide investors or financial institutions with the information necessary to evaluate the scope and future growth of NN in the marketplace. In addition to serving as a roadmap for management, the plan will show that:

- a significant market opportunity exists as a result of the inefficient and frustrating systems for recruitment and placement in the travel nurse industry;

- the management team is committed, experienced and qualified to execute a well-thought-out operational, marketing and sales strategy, and

- the tech platform and efficiency will ensure a long-lasting, profitable business.

$3M
Amount of funding being requested

$23M
Projected annual gross revenue by year 5

$8M
Projected net profit by year 5

To achieve the Company's objectives, NN is seeking $9,000,000 in total funding. The funding will be utilized in app development, business purchase, and marketing initiatives. NN's financial model shows consistent growth for the brand over the next five years. By year five, plans call for the Company to achieve $393 million in annual gross revenue, with a net profit of $58.8 million or approximately 14.35%.

FINANCIAL OBJECTIVES

The following table and graphs illustrate the financial goals of NN during the next five years. The financials are explained in detail throughout the duration of the plan.

Financial Highlights ($1,000's)

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Y1	Y2	Y3	Y4	Y5
Revenue	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000
Gross Margin	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000
Operating Expenses	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000
EBITDA	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000
Net Profit	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000
Gross Margin/ Revenue	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000
EBITDA/ Revenue	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000
Net Profit /Revenue	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000
Net Cash Flow	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000
Cash Balance - Ending	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000	000

Projected Operating Highlights By Year ($1,000's)

Revenue ■ Gross Margin ■ EBITDA ■ Net Profit
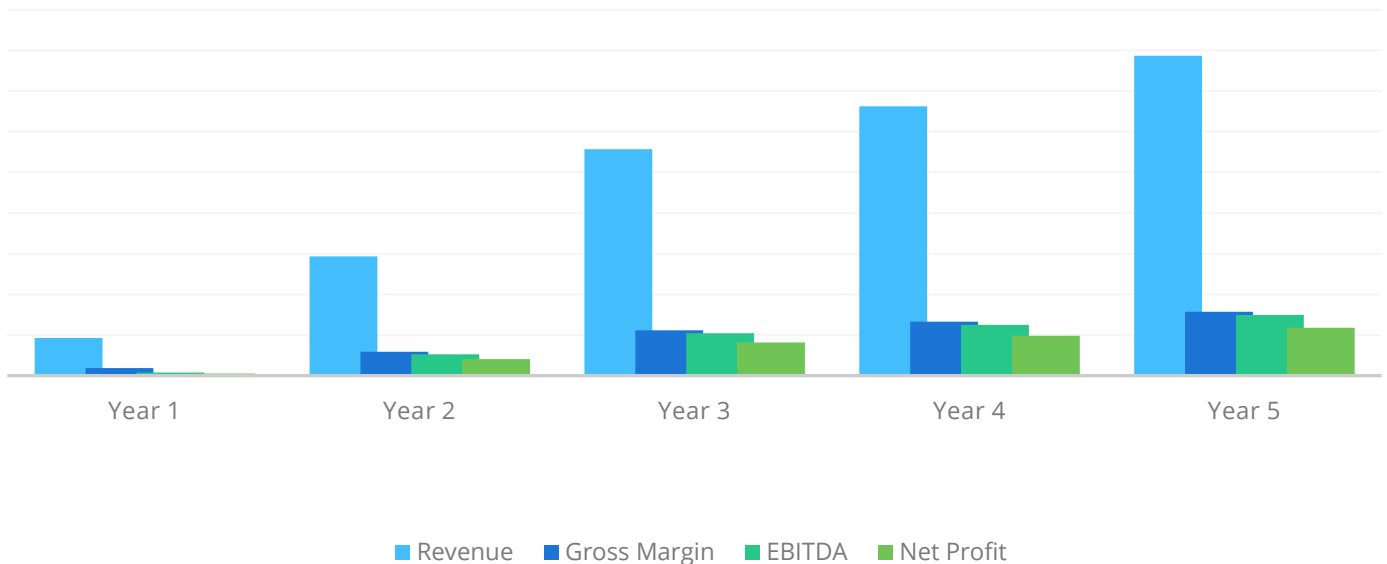
START–UP SUMMARY

The following tables and graphs detail the funding the business will need to bring the vision to reality.

Use of Start–up Funding

Expenses	
Legal Fees	$000
App Development	$000
Marketing and Branding	$000
Total Start-up Expenses	$000
Long-term Assets	
Business Purchase	$000
Computer & Equipment	$000
Total Long-Term Assets	$000
Short-Term Assets	
Working Capital	$000
Inventory	$000
Total Short-Term Assets	$000
Total Expenses & Assets	
Total Start-up Expenses	$000
Total Start-up Assets	$000
Total Funding Requirements	$000

Total Start–up Funding

Total Amount Being Requested	$000
Total Funds Already Received	$000
Total Funding	$000
New Start-up Funding Being Requested	
Bank Amount Being Requested	$000
Line-of-Credit (LOC) Requested	$000
Investor Amount Being Requested	$000
Total Amount Being Requested	$000
Start-up Funding Already Received	
Owner Contribution	$0
Investor Contribution	$0
Total Funding Already Received	**$0**
Start-up Capital and Liabilities	
Loss at Start-up (Start-up Expenses)	$000
Total Funds Received & Requested	$000
Cash Balance on Starting Date	$000

NN

NN is a travel nurse placement business that has developed an AI-driven platform that can search through thousands of travel nurse jobs in minutes.

Products and Services

The following is a listing of the types of services that are available through NN.

AI-DRIVEN RECRUITMENT PLATFORM
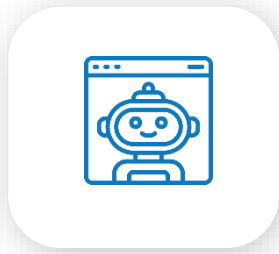
NN is using artificial intelligence to develop its travel nurse recruitment and placement platform. This high-tech platform makes optimal use of the many years of experience of the founding team, led by Jason Smith and John Williams.

The platform serves the needs of all of NN's customers, including hiring partner organizations: hospitals, clinics, and healthcare systems, as well as:

Travel nurses working in:

PACU –
Post Anesthesia Care Units

CCU –
Critical Care Units

Med Surg –
Medical and Surgery

ICU –
Intensive Care Units

Will be served by receiving optimal, accurate quotes for jobs representing the best placements available for them.

Recruiters will be able to use a state-of-the-art platform allowing them to make successful placement more quickly and smoothly than competitor platforms.

EXPERIENCED, NURSE-FIRST RECRUITMENT AND PLACEMENT

Travel nurses have become accustomed to selecting the highest-paid placements in areas where they personally want to travel and work. However, the platforms that offer these jobs have thousands of positions available a day. It can take 45 minutes or longer to fill out an application for a single job, followed by long waits for recruiters to contact them. The reality is that only a small percentage of the thousands of travel nursing positions are truly appealing to the travel nurse. NN will shorten the time needed for nurses to obtain a reliable quote and make a choice regarding their travel nurse placement. It will also enable them to select the optimal placement in the shortest amount of time.

NN is designed by nurses to serve the travel nurse community. As a result, it will be able to recruit the best nurses, serving the partner hospital, clinic, or healthcare system better than competitors as well.

MARKET ANALYSIS SUMMARY:

TRAVEL NURSING

Revenue

$21.8bn

Annual Growth 2015–2020

▲ **4.9%**

Annual Growth 2020–2025

▲ **5.8%**

Profit

$895.2m

Annual Growth 2015–2020

▲ **7.1%**

Businesses

2,922

Annual Growth 2015–2020

▲ **0.8%**

Annual Growth 2020–2025

▲ **3.5%**

Profit Margin

4.1%

Annual Growth 2015–2020

0.4pp

Employment

347k

Annual Growth 2015–2020

▲ **3.1%**

Annual Growth 2020–2025

▲ **5.0%**

NN is part of the Healthcare Staff Recruitment Agency industry. According to IBISWorld Reports, the industry is expected to grow at a compound annual growth rate of 4.9% between now and 2025 to reach $21.8 billion in revenue. Industry growth is driven by increasing demand for healthcare services, driven by a progressively aging US population with greater need for medical services. The industry is also impacted by a shortage of qualified physicians, nurses and other healthcare personnel.

In general, profit margins in the industry are low, primarily as a result of inefficiencies and high costs for recruitment, with an average profit margin of 4.1% as of 2021, according to IBISWorld Reports. NN is projecting a higher profit margin of over 15% because of the effectiveness of its AI-driven analysis and placement software platform which will speed the ability of nurses to get quotes on the best jobs, and for recruiters to contact and place nurses into jobs they desire.

Grandview Research predicts a larger market size, expected to reach $31.1 billion by 2028, growing at a compound annual growth rate of 3.71%. The differences in market size estimate derive from analysis of different companies and types of placements in the industry. Travel nurse staffing is expected to grow at a faster rate than any other healthcare staffing placement category, according to several different industry and market analysts.

Products and Services Segmentation

Overall, the healthcare staffing industry provides placements for nurses, locum tenens physicians, and other professionals, including physical therapists and occupational therapists. The industry serves hospitals and clinics, providing essential staffing resources. Travel nurses represent the largest single segment of the healthcare staffing industry at 53.1%. According to IBISWorld Reports, "Travel nurses are hired to work at a specified location for a temporary duration, usually ranging from two to three months. These nurses normally have guaranteed shifts and earn competitive wages when compared with their fulltime colleagues." Travel nursing is expected to continue to be the largest segment of the healthcare staffing industry by number of employees and volume of revenue.

24.0% Allied staffing services

53.1% Per diem and travel nurse staffing

22.9% Locum tenens staffing

OPERATIONAL STRATEGY

Company Structure

NN is a limited liability corporation incorporated in the state of X.

Location

NN is based in X city, Sample State Name, in X County. The region is one of the fastest growing in the U.S., gaining between 1 and 2% a year in population every year between 2008 and 2021. The area has a population of nearly 1 million and is experiencing growth in median household income and home values.

Ownership is held by John Smith and Chris Doe.

Sample State Name is a business-friendly and business-forward state, with favorable business income tax rates, and no state income tax for employees.

Education in the area is strong, with over 3,000 local college and university graduates from three schools, including State College of Sample State Name - Sample City Name/X, Sample City Name Technical College, and X Technical College. Registered Nursing is the second largest population of college graduates in the area, with nearly 300 RNs graduating from local programs every year.

Target Market

NN has three main target markets for its services. They include

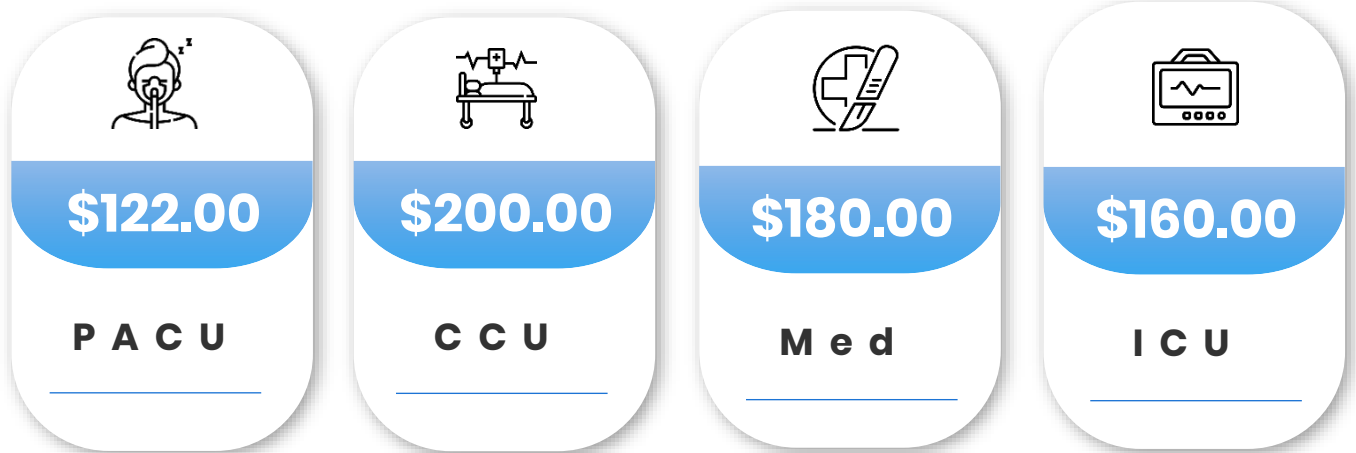Hospitals, medical clinics, and healthcare systems nationwide (not just in Florida).

Recruiters and others in the travel nursing industry.

Travel nurses (nationwide)

Business/Pricing Model

NN has based its revenue projections on starting out with 30 travel nurses in the following specialties/areas:

PACU	CCU	Med	ICU
$122.00	$200.00	$180.00	$160.00

This financial plan uses a cost of goods sold percentage of 80% (80% paid to nurses/20% to agency – NN)

Milestones

The tentative milestones are shown below. Management reserves the right to make changes to this schedule as needed.

Milestones *Manager: Jason Smith*	2022												2023											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Obtain Funding							▰	▰																
Initiate Agency Purchase								▰	▰															
Hire/Train Staff								▰	▰	▰														
App Development								▰	▰	▰	▰													
Expand Client Base									▰	▰	▰	▰	▰	▰	▰	▰	▰	▰	▰	▰	▰			
Begin Investor Repayment										▰	▰	▰	▰	▰	▰	▰	▰	▰	▰	▰	▰	▰		
Achieve $18 million in Gross Profit										▰	▰	▰	▰	▰	▰	▰	▰	▰	▰	▰	▰	▰		
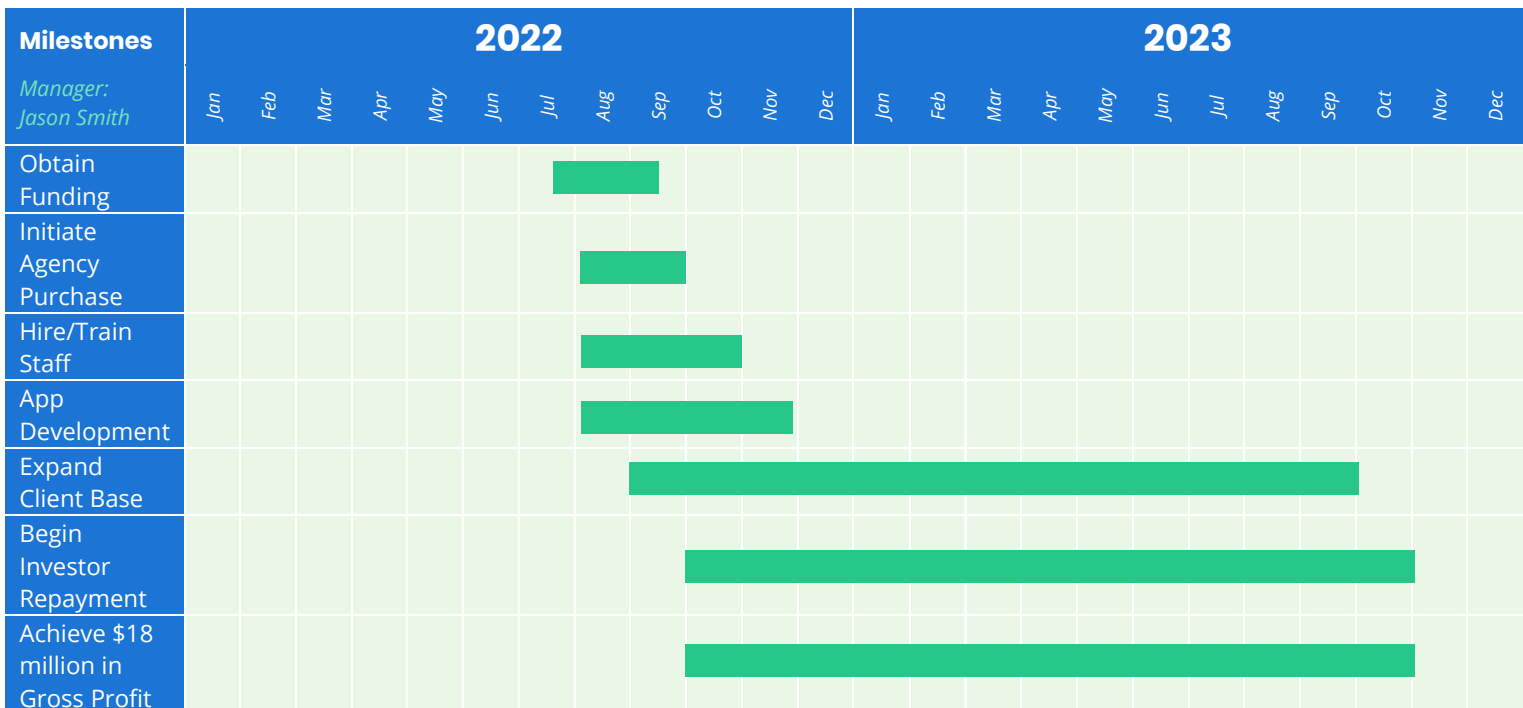
BRANDING AND MARKETING

NN will strive to meet the following objectives as it accomplishes specific keys to success:

Goals

01. Become a recognized market leader in the online Travel Nursing recruitment and placement industry

02. Improve brand reputation and achieve targets for growth, starting with 30 nurses to eventually reach 850 to 950 nurses

03. Retain qualified recruiters who can reliably use NN's system to fulfill contracts and fill positions

04. Become known as the "nurse-first" travel nurse agency that can provide rapid quotes and services to every part of its market

05. Achieve good market penetration by word of mouth as well as online/digital marketing strategies

Keys to Success

- Completing the NN artificial intelligence travel nurse platform and launching it

- Provide excellent service to all partners, nurses, and others

- Meet and exceed industry standards for excellence of pay and nurse experience

- Maintain a high-level support team who contributes to quality nurse retention.

Marketing Campaign

Marketing will be done through the following media:

NETWORKING

Networking at industry events for travel nurses, hospitals and clinics, and other similar associations

- Registration with associations such as the National Association of Travel Healthcare Organizations

- Promotional connections with similar businesses, including travel nurse housing organizations and others serving travel nurses

ENDORSEMENT

- Satisfied nurses and hiring partners will be featured on the business website and other media, including videos and advertising partners.

WEBSITE AND SOCIAL MEDIA

- NN will develop a state-of-the-art website to go along with its AI-driven travel nursing platform. The website will serve as the primary marketing channel of the Company's products.

- The website will further be promoted by Search Engine Optimization (SEO). SEO campaign targeted toward travel nurses will help the Company gain better rankings in search engine result pages, which translates to more targeted visits and more clients.

- The business will consider a YouTube channel that will be created and optimized with the benefits of SEO, which will accelerate the process of reaching the best travel nurses.

- Social media, including LinkedIn, will be used to promote the business to travel nurse candidates and to hiring partners.

DIRECT SALES

NN will employ a direct sales force and account managers to work with key hiring partners, in order to maintain optimal relationships in the industry.

Word of Mouth:

Word of mouth among top-performing travel nurses will help to build the talent pool for NN and increase successful placements, growing the business.

Printed Material:

NN will invest in some printed materials as appropriate, including business cards, brochures, and takeaways for industry events and networking.

Digital and Traditional Media:

Competitors advertise heavily in media publications, including some ads in local and regional television. NN will consider advertising in digital and traditional media as the business grows.

OTHERS

Press Release:

NN will issue press releases about its AI platform and about notable achievements and milestones for the company, raising awareness among hospitals, clinics, and other hiring partners.

COMPETITIVE ANALYSIS


AMN HEALTHCARE SERVICES

AMN Healthcare Services is the parent company of NurseFinders and NurseChoice. They were founded in 1985 and their current CEO is Steven Francis. Their headquarters are located in San Diego, CA. However, AMN staffs all healthcare personnel as well as travel nurses across all 50 states. Their overall revenue for 2021 was $2.4 billion, representing the single largest share of medical staffing industry market at 11%. As of December 31, 2019, AMN Healthcare had approximately 3,236 corporate employees and during their 4th quarter of 2019 they employed an average of 10,462 nurses across their network.

CHG HEALTHCARE

CHG HealthCare is the parent company of RNnetwork that staffs traveling nurses across all 50 states. They were founded in 1979 and their current CEO is Michael R. Weinholtz. Their headquarters are located in Midvale, UT and in 2022 was ranked in Forbes' 500 best midsize employers in America. Their revenue for 2019 was $1.8 billion and the company controlled 8.2% of the market share. They currently employ approximately 2,200 corporate employees.

CROSS COUNTRY HEALTHCARE

Cross Country Healthcare was founded in 1986 with co-founder Kevin C Clark acting as CEO. They are located in Boca Raton, FL, and staff traveling nurses and physicians across all 50 states. In 2021 their reported annual revenue was $1.6 billion with 96% of its revenue derived from traveling nurses and allied staffing. They currently employ about 1,100 corporate employees and about 2,500 field employees and 1,600 contracted employees.
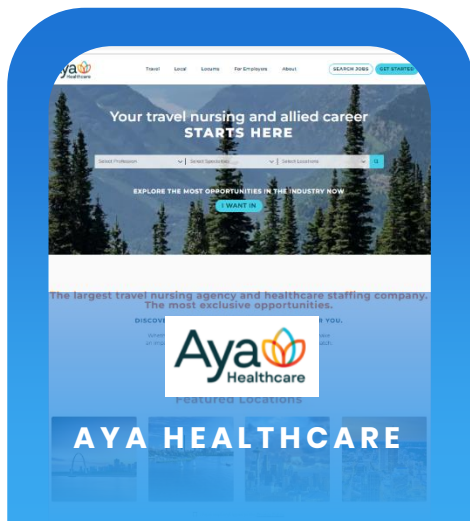
AYA HEALTHCARE

Aya Healthcare was founded in 2001 with their headquarters located in San Diego, CA. Their current CEO is Alan Braynin. Their last reported annual revenue in 2021 was $1.3 billion with approximately 1,000 corporate employees. In 2022 they were named best staffing firm to work for by the Staffing Industry Analyst (SIA) survey.

NIGHTINGALE NURSES
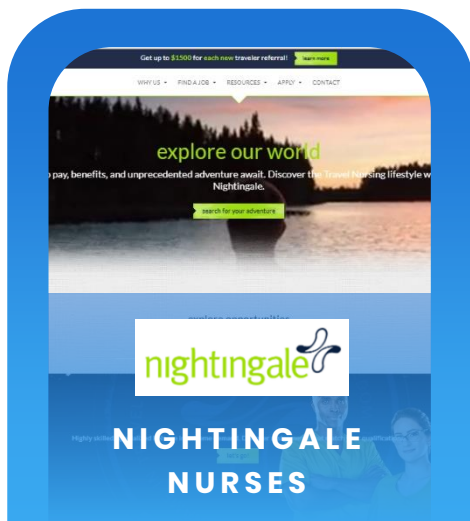
Nightingale Nurses is a Sample State Name grown LLC that has been in business since 2003. Their reported revenue is approximately $15 million and currently staff about 50 corporate employees. They have job listings in all 50 states and currently have 150 job listings for traveling nurses in the state of Sample State Name alone.

Competitive Advantages

The following is a listing of the primary competitive advantages of the Company upon entering the market.

- NN is designed by nurses for nurses – it's not a staffing business that also offers travel nurse placement opportunities

- Artificial Intelligence-driven platform that can reduce the time for quotes

- Business is located in business-friendly Sample State Name

- Nurse-first platform will meet the needs of travel nurses and hiring partners

- Pricing is appealing to nurses and superior to competitors

- Easy-to-use, efficient platform will support top recruiters and slow or reduce burnout

- NN is starting out with the base of an existing travel nurse agency

- NN's effective process eliminates the need for nurses to rely on recruiters

Barriers to Entry

The Travel Nursing industry has medium barriers to entry according to IBISWorld Reports. NN is able to overcome these barriers because it is buying an established travel nurse agency. It has also been working for several years to create and implement its AI-driven travel nurse platform.

SWOT ANALYSIS

The following is a listing of the key strengths and weaknesses of NN, as well as the opportunities and threats that exist within the marketplace.
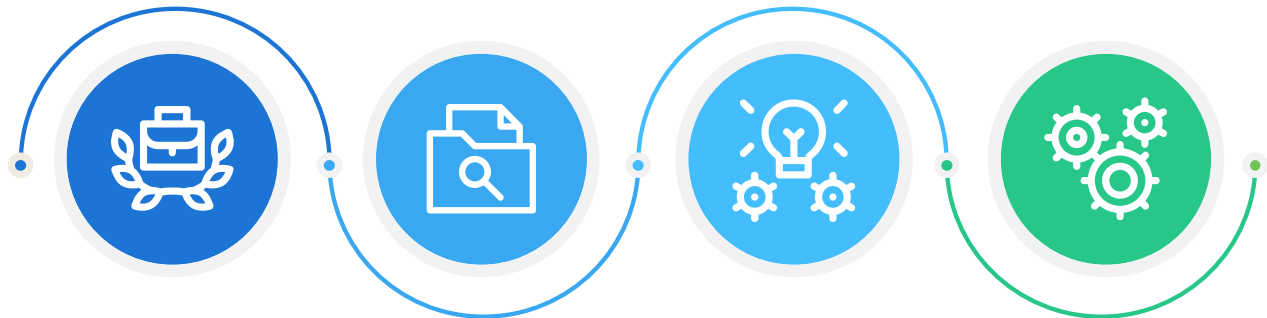
Strengths

- Experienced owners – built by nurses for nurses
- AI platform is unique in the industry
- Business is located in a business-friendly state and fast-growing region
- Commitment to success
- Business is purchasing an established travel nurse agency and strengthening it
- AI Platform and pricing is appealing to top travel nurses

Weaknesses

- Company needs funding and working capital to develop its AI-driven nurse placement platform
- The business needs to purchase the existing travel nurse agency as well as develop the platform
- Competitors spend heavily on marketing online

Opportunities

- Business may expand into additional nursing specialties
- Business may expand into other national regions

Threats

- Competitors may develop a similar AI platform
- Larger companies that have more resources and the ability to reach deeper into the market
- Additional healthcare crises may further disrupt the industry (however, the need for travel nurses isn't anticipated to decline)

Risk Analysis

The risks involved with NN will be minimal. The business is purchasing an established travel nurse agency, so placements, nurses, and hiring partners are in place. The business already knows how to serve travel nurses and placement partners optimally. Therefore, the Company stands as a viable business opportunity that has the potential to deliver significant returns to any investor or lending institution.

EXIT STRATEGY

After careful consideration, the Company is willing to consider the following strategies to exit the venture:

Buyout & Merger

NN is willing to consider merger and buyout offers from other larger businesses in the sector. An analysis of sector businesses shows that while they all have extensive tech stacks supporting their digital recruitment platforms, few to none have AI-driven recruitment platforms. NN is aware that its platform could be seen as an attractive asset to other businesses in the sector. It is willing to consider buyout and merger options after three years of successful operation.

RETURN ON INVESTMENT (ROI)

NN is currently seeking an equity investor. The Company has placed a value on the Company of $45,000,000 dollars, and it is looking for a $9,000,000 dollar investment for 20 % of the company. Below is a return scenario for this investment.

Return on Investment Projection

	Company Valuation*	Outstanding Shares	Per Share Valuation
Issued & Committed	$0,000,000	$0,000,000	$0,000,000
After Investment Group	$0,000,000	$0,000,000	$0,000,000
	Proposed Shares	**Per Share**	**Dollar Investment**
Investment Group (IG)	$0,000,000	$0,000,000	$0,000,000

	10,000,000	Total Shares - ROI for the IG is as follows:	
	Company Valuation	**Per Share Price**	**ROI for IG**
Year 1	$0,000,000	$0,000,000	$0,000,000
Year 2	$0,000,000	$0,000,000	$0,000,000
Year 3	$0,000,000	$0,000,000	$0,000,000
Year 4	$0,000,000	$0,000,000	$0,000,000
Year 5	$0,000,000	$0,000,000	$0,000,000
	Number of Shares	**Per Share Price**	**Proceeds from Sale**
	(for IG)		**(for IG)**
Year 1	$0,000,000	$0,000,000	$0,000,000
Year 2	$0,000,000	$0,000,000	$0,000,000
Year 3	$0,000,000	$0,000,000	$0,000,000
Year 4	$0,000,000	$0,000,000	$0,000,000
Year 5	$0,000,000	$0,000,000	$0,000,000

*The assumed company valuation was based on a multiplier of 3 multiplied by EBITDA.

PERSONNEL FORECAST

The personnel forecast below shows the staffing needs for the next five years.

Personnel Forecast

	Year 1	Year 2	Year 3	Year 4	Year 5
Staff Count					
Chief Executive Officer - CEO	0	0	0	0	0
Chief Information Officer - CIO	0	0	0	0	0
Health Care Consultant	0	0	0	0	0
On Boarding Managers	0	0	0	0	0
On Boarding staff	0	0	0	0	0
Manager of Accounts	0	0	0	0	0
Manager Sales & Marketing	0	0	0	0	0
Sales & Marketing Associate	0	0	0	0	0
Human Resources	0	0	0	0	0
Office Assistant	0	0	0	0	0
Vice President	0	0	0	0	0
Total Personnel	0	0	0	0	0
Staff Salary					
Chief Executive Officer - CEO	$000,000	$000,000	$000,000	$000,000	$000,000
Chief Information Officer - CIO	$000,000	$000,000	$000,000	$000,000	$000,000
Health Care Consultant	$000,000	$000,000	$000,000	$000,000	$000,000
On Boarding Managers	$000,000	$000,000	$000,000	$000,000	$000,000
On Boarding staff	$000,000	$000,000	$000,000	$000,000	$000,000
Manager of Accounts	$000,000	$000,000	$000,000	$000,000	$000,000
Manager Sales & Marketing	$000,000	$000,000	$000,000	$000,000	$000,000
Sales & Marketing Associate	$000,000	$000,000	$000,000	$000,000	$000,000
Human Resources	$000,000	$000,000	$000,000	$000,000	$000,000
Office Assistant	$000,000	$000,000	$000,000	$000,000	$000,000
Vice President	$000,000	$000,000	$000,000	$000,000	$000,000
Staff Salary - Total					
Chief Executive Officer - CEO	$000,000	$000,000	$000,000	$000,000	$000,000
Chief Information Officer - CIO	$000,000	$000,000	$000,000	$000,000	$000,000
Health Care Consultant	$000,000	$000,000	$000,000	$000,000	$000,000
On Boarding Managers	$000,000	$000,000	$000,000	$000,000	$000,000
On Boarding staff	$000,000	$000,000	$000,000	$000,000	$000,000
Manager of Accounts	$000,000	$000,000	$000,000	$000,000	$000,000
Manager Sales & Marketing	$000,000	$000,000	$000,000	$000,000	$000,000
Sales & Marketing Associate	$000,000	$000,000	$000,000	$000,000	$000,000
Human Resources	$000,000	$000,000	$000,000	$000,000	$000,000
Office Assistant	$000,000	$000,000	$000,000	$000,000	$000,000
Vice President	$000,000	$000,000	$000,000	$000,000	$000,000
Total Payroll	$000,000	$000,000	$000,000	$000,000	$000,000

REVENUE FORECAST

The following is a five-year revenue and direct cost forecast.

Revenue Forecast

	Year 1	Year 2	Year 3	Year 4	Year 5
Estimated Billed Hours					
Pacu	$000,000	$000,000	$000,000	$000,000	$000,000
CCU	$000,000	$000,000	$000,000	$000,000	$000,000
Med	$000,000	$000,000	$000,000	$000,000	$000,000
ICU	$000,000	$000,000	$000,000	$000,000	$000,000
Price Per Hour					
Pacu	$000,000	$000,000	$000,000	$000,000	$000,000
CCU	$000,000	$000,000	$000,000	$000,000	$000,000
Med	$000,000	$000,000	$000,000	$000,000	$000,000
ICU	$000,000	$000,000	$000,000	$000,000	$000,000
Revenue					
Pacu	$000,000	$000,000	$000,000	$000,000	$000,000
CCU	$000,000	$000,000	$000,000	$000,000	$000,000
Med	$000,000	$000,000	$000,000	$000,000	$000,000
ICU	$000,000	$000,000	$000,000	$000,000	$000,000
Total Revenue	$000,000	$000,000	$000,000	$000,000	$000,000
Direct Cost					
Pacu	$000,000	$000,000	$000,000	$000,000	$000,000
CCU	$000,000	$000,000	$000,000	$000,000	$000,000
Med	$000,000	$000,000	$000,000	$000,000	$000,000
ICU	$000,000	$000,000	$000,000	$000,000	$000,000
Direct Cost of Revenue					
Pacu	$000,000	$000,000	$000,000	$000,000	$000,000
CCU	$000,000	$000,000	$000,000	$000,000	$000,000
Med	$000,000	$000,000	$000,000	$000,000	$000,000
ICU	$000,000	$000,000	$000,000	$000,000	$000,000
Subtotal Cost of Revenue	$000,000	$000,000	$000,000	$000,000	$000,000

BREAK-EVEN ANALYSIS

The following break-even analysis shows the revenue necessary to break even in the first year of operation. Break-even is where revenue equals expenses. As shown below, the Company is expected to incur average monthly fixed costs of **$000,000** in Year 1. To cover fixed costs and variable costs, which rise and fall with revenue, the Company must, on average, achieve revenue of **$000,000** per month to break even when development costs for the AI platform are taken into consideration.

Year 1 Break-even Analysis

Monthly Revenue Break-even	$000,000
Assumptions:	
Average Monthly Revenue	$000,000
Average Monthly Variable Cost	$000,000
Estimated Monthly Fixed Cost	$000,000

YEAR 1 BREAK-EVEN ANALYSIS
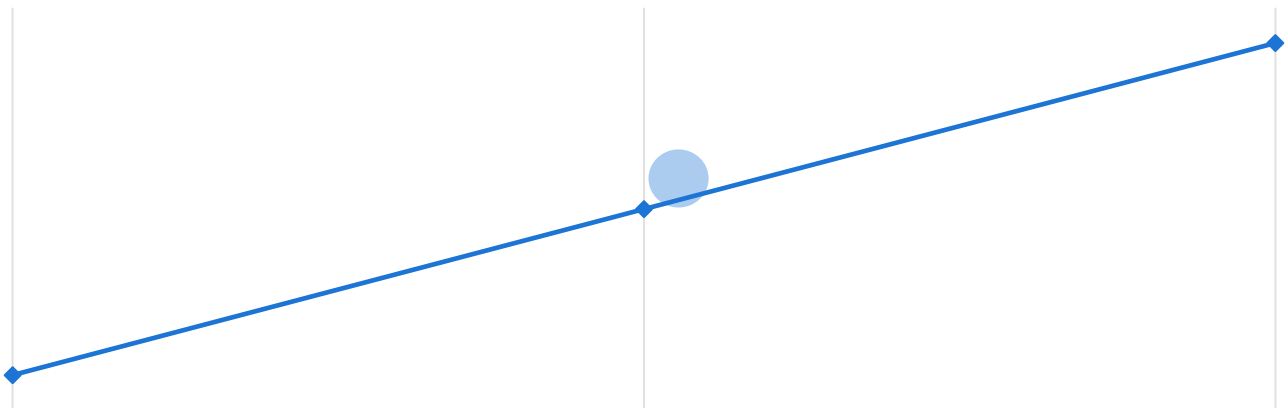
PROJECTED INCOME STATEMENT

NN intends to deploy its funding to maximize growth and profitability. Below is the projected income statement of the Company:

Pro Forma Income Statement

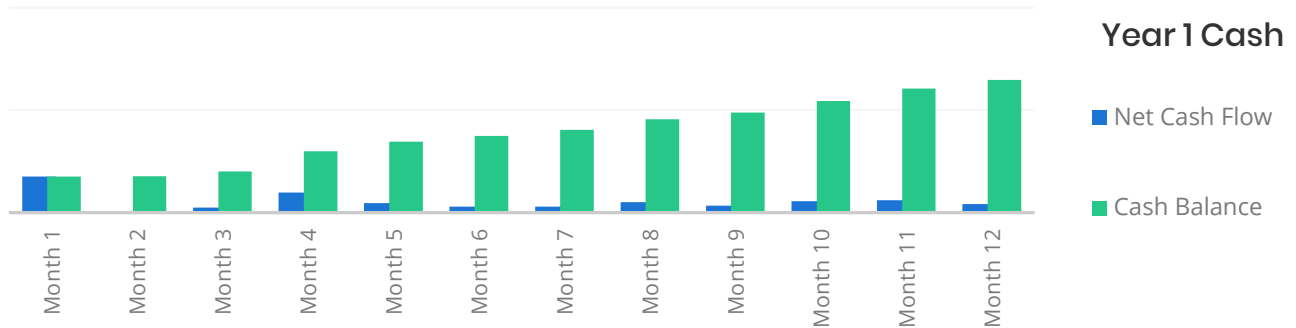|	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	$000,000	$000,000	$000,000	$000,000	$000,000
Subtotal Cost of Revenue	$000,000	$000,000	$000,000	$000,000	$000,000
Merchant Credit Card Fees	$000,000	$000,000	$000,000	$000,000	$000,000
Total Cost of Revenue	$000,000	$000,000	$000,000	$000,000	$000,000
Gross Margin	$000,000	$000,000	$000,000	$000,000	$000,000
Gross Margin/Revenue	$000,000	$000,000	$000,000	$000,000	$000,000
Expenses					
Rent	$000,000	$000,000	$000,000	$000,000	$000,000
General Insurance Liability	$000,000	$000,000	$000,000	$000,000	$000,000
Business License/Permits	$000,000	$000,000	$000,000	$000,000	$000,000
Telephone/Internet	$000,000	$000,000	$000,000	$000,000	$000,000
Website Hosting/Updates	$000,000	$000,000	$000,000	$000,000	$000,000
Marketing & Advertising	$000,000	$000,000	$000,000	$000,000	$000,000
Supplies	$000,000	$000,000	$000,000	$000,000	$000,000
Utilities	$000,000	$000,000	$000,000	$000,000	$000,000
Professional Services	$000,000	$000,000	$000,000	$000,000	$000,000
Travel & Entertainment	$000,000	$000,000	$000,000	$000,000	$000,000
Startup Cost	$000,000	$000,000	$000,000	$000,000	$000,000
Cleaning	$000,000	$000,000	$000,000	$000,000	$000,000
Promotional Materials	$000,000	$000,000	$000,000	$000,000	$000,000
Miscellaneous Expenses	$000,000	$000,000	$000,000	$000,000	$000,000
Depreciation	$000,000	$000,000	$000,000	$000,000	$000,000
Payroll Taxes	$000,000	$000,000	$000,000	$000,000	$000,000
Total Personnel	$000,000	$000,000	$000,000	$000,000	$000,000
Total Operating Expenses	$000,000	$000,000	$000,000	$000,000	$000,000
Profit Before Interest and Taxes	$000,000	$000,000	$000,000	$000,000	$000,000
EBITDA	$000,000	$000,000	$000,000	$000,000	$000,000
Interest Expense	$000,000	$000,000	$000,000	$000,000	$000,000
Taxes Incurred	$000,000	$000,000	$000,000	$000,000	$000,000
Net Profit	$000,000	$000,000	$000,000	$000,000	$000,000
Net Profit/Revenue	$000,000	$000,000	$000,000	$000,000	$000,000

PROJECTED CASH FLOW

The following depicts NN's projected cash flow:

Pro Forma Cash Flow

	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Revenue	$000,000	$000,000	$000,000	$000,000	$000,000
Proceeds from Line-of-Credit	$000,000	$000,000	$000,000	$000,000	$000,000
Proceeds from Bank Loan	$000,000	$000,000	$000,000	$000,000	$000,000
Owner Contribution	$000,000	$000,000	$000,000	$000,000	$000,000
Proceeds From Long-term Assets	$000,000	$000,000	$000,000	$000,000	$000,000
Proceeds from Investor	$000,000	$000,000	$000,000	$000,000	$000,000
Subtotal Cash Received	$000,000	$000,000	$000,000	$000,000	$000,000
Expenditures					
Expenditures from Operations					
Total Personnel	$000,000	$000,000	$000,000	$000,000	$000,000
Bill Payments	$000,000	$000,000	$000,000	$000,000	$000,000
Subtotal Spent on Operations	$000,000	$000,000	$000,000	$000,000	$000,000
Additional Cash Spent					
Investor Repayment	$000,000	$000,000	$000,000	$000,000	$000,000
Start-up Costs	$000,000	$000,000	$000,000	$000,000	$000,000
Principal Loan Repayment	$000,000	$000,000	$000,000	$000,000	$000,000
Purchase Inventory	$000,000	$000,000	$000,000	$000,000	$000,000
Purchase Long-term Assets	$000,000	$000,000	$000,000	$000,000	$000,000
Dividends Paid	$000,000	$000,000	$000,000	$000,000	$000,000
Subtotal Cash Spent	$000,000	$000,000	$000,000	$000,000	$000,000
Net Cash Flow	$000,000	$000,000	$000,000	$000,000	$000,000
Cash Balance	$000,000	$000,000	$000,000	$000,000	$000,000

Year 1 Cash

- Net Cash Flow
- Cash Balance

PROJECTED BALANCE SHEET

Following is the projected balance sheet of NN.

Pro Forma Balance Sheet

	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	$000,000	$000,000	$000,000	$000,000	$000,000
Inventory	$000,000	$000,000	$000,000	$000,000	$000,000
Other Current Assets	$000,000	$000,000	$000,000	$000,000	$000,000
Total Current Assets	$000,000	$000,000	$000,000	$000,000	$000,000
Long-term Assets					
Long-term Assets	$000,000	$000,000	$000,000	$000,000	$000,000
Accumulated Depreciation	$000,000	$000,000	$000,000	$000,000	$000,000
Total Long-term Assets	$000,000	$000,000	$000,000	$000,000	$000,000
Other Assets					
Other Assets	$000,000	$000,000	$000,000	$000,000	$000,000
Total Assets	$000,000	$000,000	$000,000	$000,000	$000,000
Liabilities and Capital					
Current Liabilities					
Accounts Payable	$000,000	$000,000	$000,000	$000,000	$000,000
Current Borrowing	$000,000	$000,000	$000,000	$000,000	$000,000
Other Current Liabilities	$000,000	$000,000	$000,000	$000,000	$000,000
Subtotal Current Liabilities	$000,000	$000,000	$000,000	$000,000	$000,000
Long-term Liabilities	$000,000	$000,000	$000,000	$000,000	$000,000
Total Liabilities	$000,000	$000,000	$000,000	$000,000	$000,000
Paid-in Capital	$000,000	$000,000	$000,000	$000,000	$000,000
Retained Earnings	$000,000	$000,000	$000,000	$000,000	$000,000
Earnings	$000,000	$000,000	$000,000	$000,000	$000,000
Total Capital	$000,000	$000,000	$000,000	$000,000	$000,000
Total Liabilities and Capital	$000,000	$000,000	$000,000	$000,000	$000,000
Net Worth	$000,000	$000,000	$000,000	$000,000	$000,000

SENSITIVITY ANALYSIS

The sensitivity analysis below assumes that revenues are 10% higher or 10% lower than figures projected earlier in this business plan.

Best Case Scenario
(Revenue Increases by 10%)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	$000,000	$000,000	$000,000	$000,000	$000,000
Cost of Goods	$000,000	$000,000	$000,000	$000,000	$000,000
Gross Margin	$000,000	$000,000	$000,000	$000,000	$000,000
Gross Margin/Revenue	$000,000	$000,000	$000,000	$000,000	$000,000
Operating Expenses	$000,000	$000,000	$000,000	$000,000	$000,000
Net Profit	$000,000	$000,000	$000,000	$000,000	$000,000
Cash Flow	$000,000	$000,000	$000,000	$000,000	$000,000
Cash Balance	$000,000	$000,000	$000,000	$000,000	$000,000
Net Profit/Revenue	$000,000	$000,000	$000,000	$000,000	$000,000

Worst Case Scenario
(Revenue Decreases by 10%)

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	$000,000	$000,000	$000,000	$000,000	$000,000
Cost of Goods	$000,000	$000,000	$000,000	$000,000	$000,000
Gross Margin	$000,000	$000,000	$000,000	$000,000	$000,000
Gross Margin/Revenue	$000,000	$000,000	$000,000	$000,000	$000,000
Operating Expenses	$000,000	$000,000	$000,000	$000,000	$000,000
Net Profit	$000,000	$000,000	$000,000	$000,000	$000,000
Cash Flow	$000,000	$000,000	$000,000	$000,000	$000,000
Cash Balance	$000,000	$000,000	$000,000	$000,000	$000,000
Net Profit/Revenue	$000,000	$000,000	$000,000	$000,000	$000,000

APPENDIX: YEAR ONE FINANCIALS

Year 1 Income Statement

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Subtotal Cost of Revenue	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Merchant Credit Card Fees	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Total Cost of Revenue	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Gross Margin	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Gross Margin/Revenue	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Expenses												
Rent	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
General Insurance Liability	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Business License/Permits	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Telephone/Internet	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Website Hosting/Updates	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Marketing & Advertising	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Supplies	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Utilities	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Professional Services	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Travel & Entertainment	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Startup Cost	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Cleaning	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Promotional Materials	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Miscellaneous Expenses	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Depreciation	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Payroll Taxes	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Total Personnel	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Total Operating Expenses	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Profit Before Interest and Taxes	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Interest on Loan Repayment	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Taxes Incurred	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Net Profit	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000
Net Profit/Revenue	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000	$000,000