



AMBIENTE ARTES

Address 63 Curve St #A
Asheville, NC 28801
United States
Telephone (828) 333-7192
Email ok@ambienteartes.com

Owner Information

Name	Years Experience	Credit Score
Vitor Sá	15	720
Carol Schäffer	10	700

Performance Results

Financial Ratio Forecasts (3rd Year Industry Comparison)	Forecasted Ratio	Industry Average
Current Ratio	9.91	0.70
% Profit Before Taxes/Tangible Net Worth	48.12	50.30
Debt/Worth	0.12	999.90

Financial Analysis Forecast	FY1	FY2	FY3
Total Revenue	\$60,623	\$108,977	\$170,635
Total Operating Expenses	\$57,347	\$101,296	\$164,158
Net Profit After Tax	\$3,047	\$7,144	\$6,024
Debt	\$7,429	\$4,139	\$612
Net Cash Flow	\$10,705	\$3,524	\$1,773
Total Liabilities and Capital	\$10,705	\$13,905	\$15,074
Net Worth	\$2,409	\$8,913	\$14,388

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Business Plan



Business Idea

Ambiente Artes is a Consultancy firm born in Brazil with clients in New York and Washington DC and now offering our services in Asheville/NC. With more than 15 years of experience in Photography, Videography, Visual Design, Environmental and Creative Consultancy our list of clients includes Apremavi, The Forest Dialog, Google Pixel, Google Pixelbook, Waymo, IUCN: International Union for Conservation of Nature, Rousso Apparel Group, and Casa de Maryland. We work to empower businesses and individuals that make a positive impact on our planet.

The primary address of the business is:

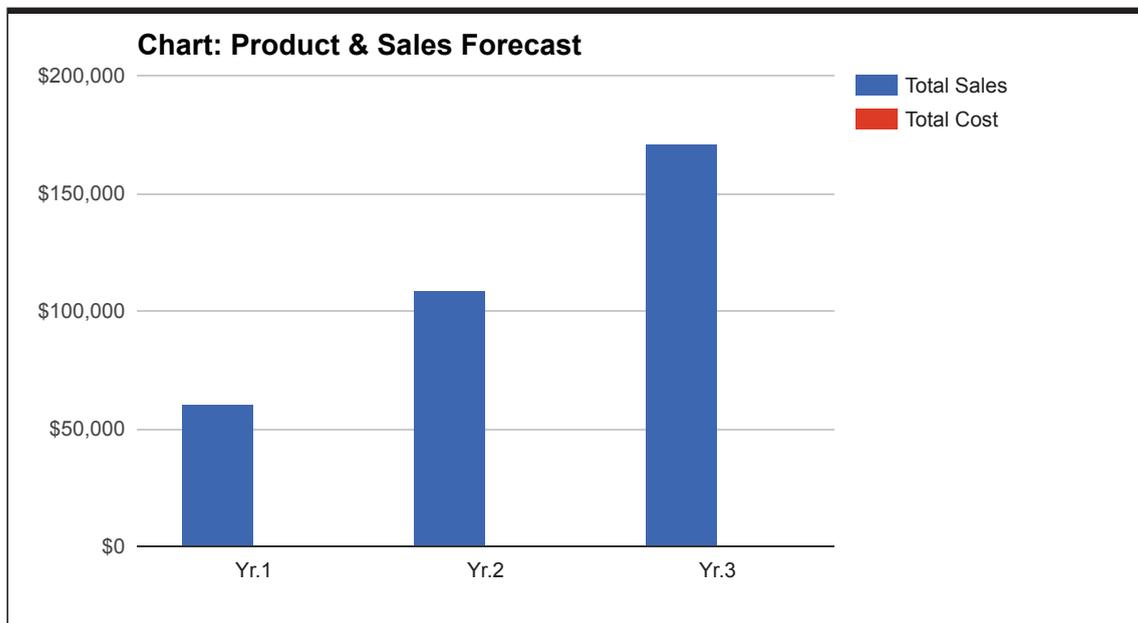
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Product & Sales

The company's Sales forecast is \$60,623 in the first year, \$108,977 in the second year and \$170,635 in the third year. This results in a Gross Profit of \$60,623, \$108,977 and \$170,635. We are expecting to start slow and grow our business during the Summer and Fall, with slower movement during the Winter. On the second and third years, we are projecting an increasing our revenue by prospecting more clients and adding more personnel to our team of creatives.



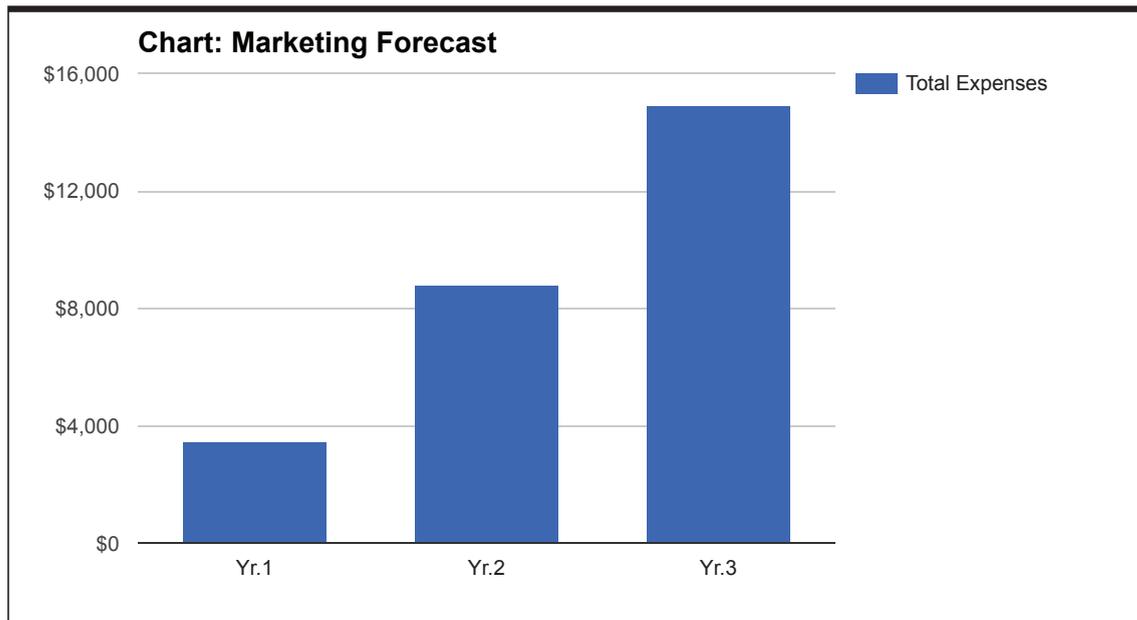
Product & Sales Forecast	Yr.1	Yr.2	Yr.3
Photography 1h			
Unit Price	\$155.00	\$180.00	\$190.00
Units Sold	48	60	78
Photography 2h			
Unit Price	\$255.00	\$277.00	\$299.00
Units Sold	19	29	39
Photography 4h			
Unit Price	\$499.00	\$422.00	\$555.00
Units Sold	7	10	14
Website design and development			
Unit Price	\$1,555.00	\$1,777.00	\$1,999.00
Units Sold	12	24	36
Visual Design			
Unit Price	\$255.00	\$277.00	\$299.00
Units Sold	21	38	55
Instagram Startup			
Unit Price	\$300.00	\$322.00	\$355.00
Units Sold	38	49	55
Social media assistant			
Unit Price	\$55.00	\$66.00	\$55.00
Units Sold	23	42	82
Branding			
Unit Price	\$355.00	\$355.00	\$399.00
Units Sold	23	40	60
Totals			
Total Sales	\$60,623	\$108,977	\$170,635
Total Cost	\$0	\$0	\$0



Marketing

Ambiente Artes is expecting to spend a total of \$3,500 on marketing in the first year, \$8,800 in the second year and \$14,900 in the third year. The company plans to spend an average of 7.53% of its sales revenue on marketing expenses. Most of our budget will be spent on Paid campaigns on Facebook, Instagram, and Adwords, using printed media as a support to maintain a local presence on the local art scene.

Marketing Forecast	Yr.1	Yr.2	Yr.3
Expenses			
Print Advertising	\$1,200	\$2,400	\$2,400
Internet Advertising	\$2,000	\$6,000	\$12,000
Business Cards	\$300	\$400	\$500
Totals			
Total Expenses	\$3,500	\$8,800	\$14,900



Management

Ambiente Artes's management includes the following individuals:

Carolina Schäffer,
Biologist, Photographer, Graphic Designer and Social Media Strategist

I planted my first tree when I was 1 year old. At 10, I attended my first World Environmental Forum. By the age of 18, I had already gone to countless protests in order to bring people awareness on the importance of nature. A biologist with a Master of Science degree in Botany, I have been working with the Government, Nongovernmental Organizations and Financial Support Companies. One of the most remarkable experiences I had so far was working for Apremavi, an NGO that has planted more than 8.5 million trees from the Atlantic rainforest, and realizing that the struggle for a sustainable, fair country is much more than merely a job, it is a mission. The future where I want to live is directly influenced by my habits and choices. Therefore, and for the love that the forests taught me to have, the reality that I choose to build today is based on the expansion of consciousness, multiplication of knowledge, in the diffusion of ideas. I truly believe that if we communicate with the entire population about the urgency and importance of being agents of change, we will have an army of hummingbirds seeking to save our planet.

Vitor Sá,
Photographer and Art Director

Vitor is a Brazilian photographer, visual storyteller & digital influencer. Co-creator of #suaflores. His content has a deep consciousness of color, light and a strong sense of composition. He pursues the simple things in life and makes us aware of them. His photography works include landscapes, cityscapes, portrait, lifestyle, travel, street photography, still life, and photojournalism. Brand ambassador for multiple Alphabet companies including Google Pixel Phones, Google Pixelbook, and Waymo, Vitor has been using a Google Pixel phone as his main gear since 2017 and official member of the #teampixel community since 2018. His work was featured several times on @google, @googlepixel, and @madebygoogle.

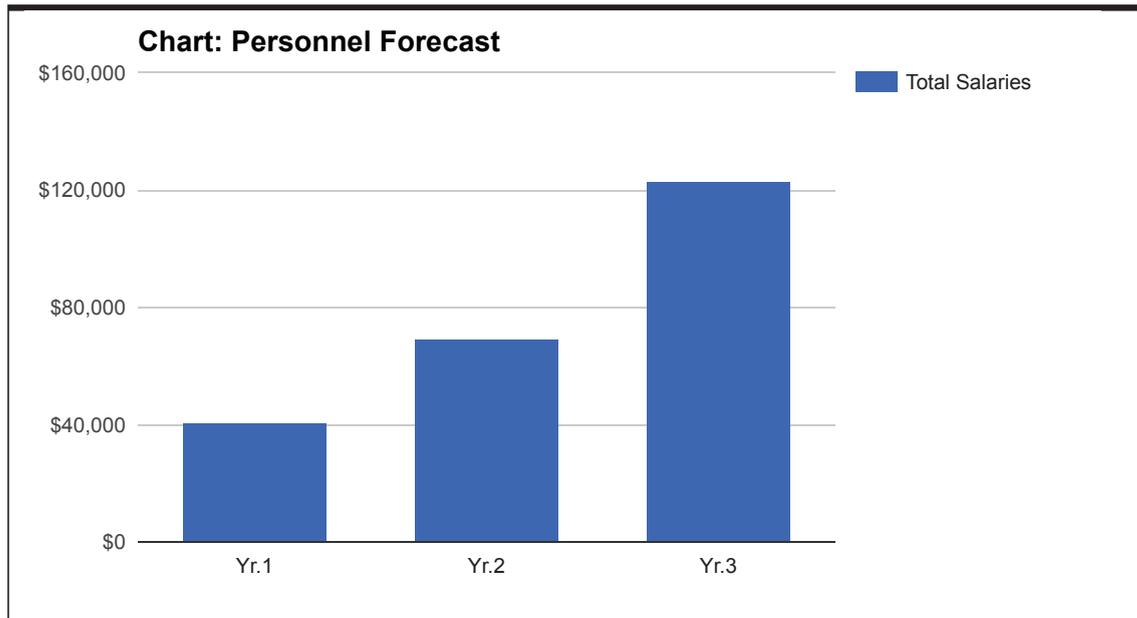


Personnel

Ambiente Artes is projecting a total payroll expense of \$41,000 in the first year, \$69,000 in the second year and \$123,000 in the third year. The percentage of payroll taxes and benefits for all payroll positions averages 5%. Across the board, 0% of all employee's time is spent on Direct Labor.

The company is projecting average sales per employee of \$18,902.

Personnel Forecast	Yr.1	Yr.2	Yr.3
Salaries			
Carol Schäffer	\$20,000	\$30,000	\$50,000
Vitor Sá	\$20,000	\$30,000	\$50,000
Outsourcing Creative #1	\$1,000	\$3,000	\$5,750
Outsourcing Creative #2	\$0	\$3,000	\$5,750
Outsourcing Creative #3	\$0	\$3,000	\$5,750
Outsourcing Creative #4	\$0	\$0	\$5,750
Totals			
Total Salaries	\$41,000	\$69,000	\$123,000



Financial Forecast

The company has a starting cash balance of \$0. The owners plan to contribute \$0 in capital funding and take out \$0 in draws.

Accounts Payables are set to 0 days, while Accounts Receivables are set to 30 days. The company is forecasting that 0% of their total sales will be on credit.

The company has one loan for a total outstanding debt of \$10,000. Additionally, the company is forecasting \$28,490 in Total Expenses for the first three years of operations.

All forecasts in this business plan utilize Accrual Basis accounting.

Expenses	Year 1	Year 2	Year 3
Legal and Accounting	\$500	\$1,000	\$2,000
Creative Cloud	\$650	\$650	\$650
Insurance	\$720	\$1,000	\$2,000
Later	\$930	\$1,200	\$1,200
VSCO	\$60	\$60	\$60
Quickbooks	\$120	\$120	\$120
Unfold	\$50	\$50	\$50
Macbook Pro	\$3,000	\$0	\$0
Studio Equipment	\$300	\$0	\$0
New Cameras	\$0	\$10,000	\$0
Macbook Pro	\$0	\$0	\$5,000

Loans	Amount
MountainBiz	\$10,000



Profit & Loss

Ambiente Artes is forecasting Gross Profit for the first year of operations at \$60,623, increasing to \$108,977 in the second year and increasing to \$170,635 in the third year.

The average Gross Margin is 100%.

The company is forecasting Operating Expenses, including payroll, of \$57,347 in the first year, \$101,296 in the second year and \$164,158 in the third year.

Net Profit After Taxes is projected at \$3,047 based on an expected income tax of \$229 in the first year, \$7,144 in the second year based on an expected income tax of \$538 and \$6,024 in the third year based on an expected income tax of \$453. The owners plan to take a draw or dividend of \$0 in the first year, \$0 in the second year and \$0 in the third year. The company is forecasting Retained Earnings of \$3,047 in the first year, \$7,144 in the second year and \$6,024 in the third year.

Profit & Loss Forecast	Yr.1	Yr.2	Yr.3
Revenue			
Sales	\$60,623	\$108,977	\$170,635
Other Income	\$0	\$0	\$0
COGS	\$0	\$0	\$0
Gross Profit	\$60,623	\$108,977	\$170,635
Payroll Expenses			
Salaries	\$41,000	\$69,000	\$123,000
Payroll Taxes and Benefits	\$6,000	\$9,000	\$15,000
Operating Expenses			
Creative Cloud	\$650	\$650	\$650
Depreciation	\$0	\$0	\$0
Insurance	\$720	\$1,000	\$2,000
Interest Expense	\$517	\$416	\$178
Later	\$930	\$1,200	\$1,200
Legal and Accounting	\$500	\$1,000	\$2,000
Macbook Pro	\$0	\$0	\$5,000
Marketing	\$3,500	\$8,800	\$14,900
New Cameras	\$0	\$10,000	\$0
Quickbooks	\$120	\$120	\$120
Studio Equipment	\$300	\$0	\$0
Unfold	\$50	\$50	\$50
VSCO	\$60	\$60	\$60
Totals			
Total Operating Expenses	\$57,347	\$101,296	\$164,158
Earnings before Taxes	\$3,276	\$7,681	\$6,477
Income Taxes	\$229	\$538	\$453
Owners Draws/Dividends	\$0	\$0	\$0
Retained earnings	\$3,047	\$7,144	\$6,024





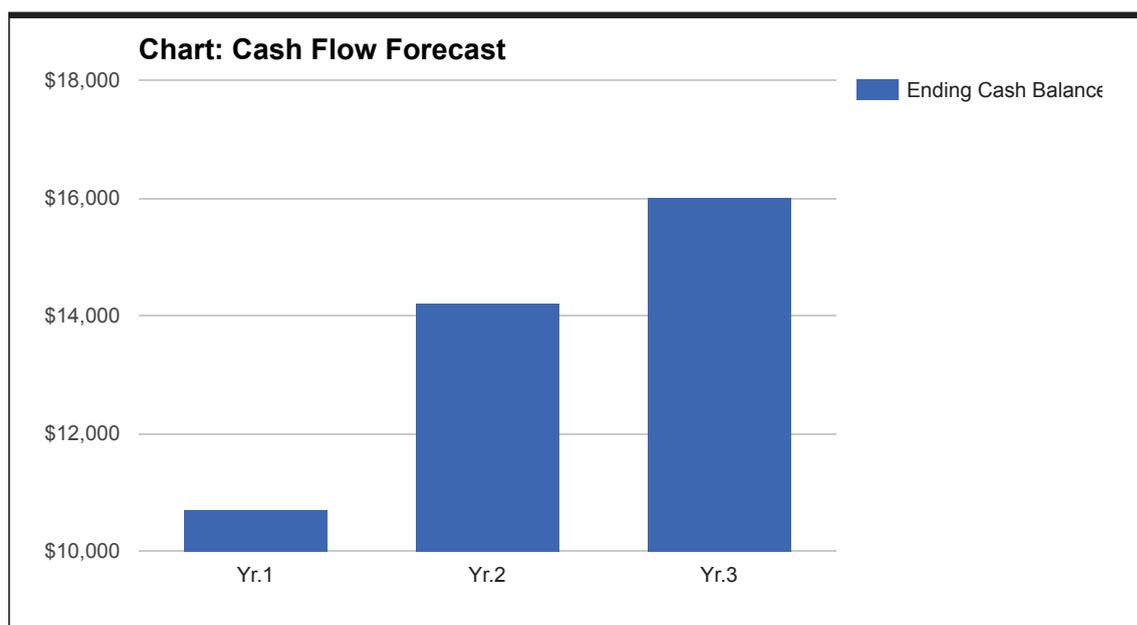
Cash Flow

The owners have invested a total of \$0 and have or are seeking loans totaling \$10,000.

Ambiente Artes is forecasting Net Cash Flow for the first year of operations at \$10,705, decreasing to \$3,524 in the second year and decreasing to \$1,773 in the third year.

The Ending Cash Balance for the first year of operations is projected at \$10,705, increasing to \$14,229 in the second year and increasing to \$16,002 in the third year.

Cash Flow Forecast	Yr.1	Yr.2	Yr.3
Cash In			
Sales	\$60,623	\$108,977	\$170,635
Other Income	\$0	\$0	\$0
Loans Requiring Payback	\$10,000	\$0	\$0
Investments	\$0	\$0	\$0
Total Cash In	\$70,623	\$108,977	\$170,635
Cash Out			
COGS	\$0	\$0	\$0
Other Expenses	\$15,830	\$31,880	\$40,980
Payroll	\$41,000	\$69,000	\$123,000
Cash Paid for Taxes	\$0	\$868	\$1,177
Cash Paid for Fixed Assets	\$0	\$0	\$0
Loan Principal Payments	\$2,571	\$3,289	\$3,527
Loan Interest Payments	\$517	\$416	\$178
Owners Draws and Dividends	\$0	\$0	\$0
Changes in Other Assets	\$0	\$0	\$0
Total Cash Out	\$59,918	\$105,453	\$168,862
Net and Balance			
Starting Cash Balance	\$0	\$10,705	\$14,229
Net Cash Flow	\$10,705	\$3,524	\$1,773
Ending Cash Balance	\$10,705	\$14,229	\$16,002



Balance Sheet

Ambiente Artes is forecasting Current Assets for the first year of operations at \$10,705, increasing to \$14,229 in the second year and increasing to \$16,002 in the third year.

Additionally, the company is forecasting Fixed Assets for the first year operations at \$0, remaining the same at \$0 in the second and third year.

Current Liabilities for the first year of operations is forecasted at \$3,874, increasing to \$4,400 in the second year and decreasing to \$1,615 in the third year.

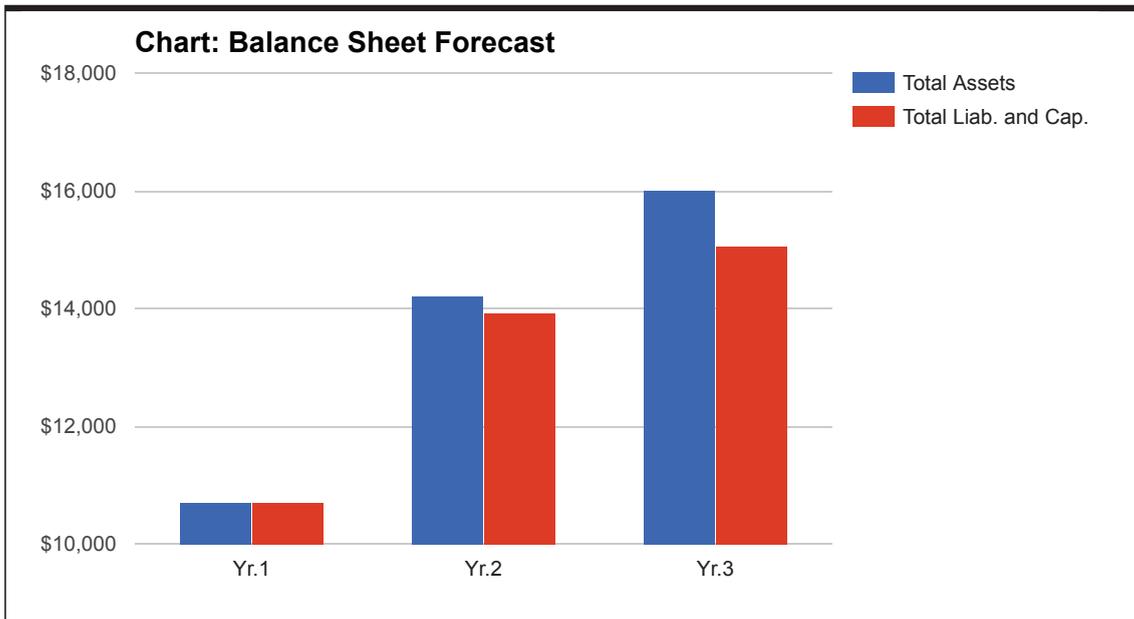
Long Term Liabilities for the first year of operations is projected at \$4,422, decreasing to \$916 in the second year and decreasing to \$0 in the third year.

Capital for the first year of operations is forecasted at \$2,409, increasing to \$8,589 in the second year and increasing to \$13,459 in the third year.

The company's Total Liabilities and Capital for the first year of operations is \$14,005, increasing to \$13,905 in the second year and increasing to \$15,074 in the third year.



Balance Sheet Forecast	Yr.1	Yr.2	Yr.3
Current Assets			
Cash	\$10,705	\$14,229	\$16,002
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Total Current Assets	\$10,705	\$14,229	\$16,002
Fixed Assets			
Fixed Assets	\$0	\$0	\$0
Less Accumulated Depreciation	\$0	\$0	\$0
Net Fixed Assets	\$0	\$0	\$0
Other Assets			
Other Assets	\$0	\$0	\$0
Current Liabilities			
Accounts Payable	\$868	\$1,177	\$1,003
Deferred Revenue	\$0	\$0	\$0
Short Term Debt	\$3,006	\$3,224	\$612
Total Current Liabilities	\$3,874	\$4,400	\$1,615
Long Term Liabilities			
Long-Term Loans	\$4,422	\$916	\$0
Total Capital	\$2,409	\$8,589	\$13,459
Totals			
Total Assets	\$10,705	\$14,229	\$16,002
Total Liabilities and Capital	\$10,705	\$13,905	\$15,074



Profit & Loss Detail - Year 1	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo. 5	Mo. 6	Mo. 7	Mo. 8	Mo. 9	Mo. 10	Mo. 11	Mo. 12	Yr.1
Revenue													
Sales	\$2,365	\$2,830	\$4,150	\$4,250	\$5,459	\$6,014	\$7,799	\$7,988	\$7,599	\$6,599	\$3,495	\$2,075	\$60,623
Other Income	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
COGS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Gross Profit	\$2,365	\$2,830	\$4,150	\$4,250	\$5,459	\$6,014	\$7,799	\$7,988	\$7,599	\$6,599	\$3,495	\$2,075	\$60,623
Payroll Expenses													
Salaries	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,533	\$3,533	\$3,533	\$3,533	\$3,533	\$3,333	\$41,000
Payroll Taxes and Benefits	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$6,000
Operating Expenses													
Totals													
Total Operating Expenses	\$5,028	\$4,538	\$4,597	\$4,615	\$4,664	\$4,962	\$4,861	\$4,859	\$4,858	\$4,856	\$4,855	\$4,653	\$57,347
Earnings before Taxes	\$-2,663	\$-1,708	\$-447	\$-365	\$795	\$1,052	\$2,938	\$3,129	\$2,741	\$1,743	\$-1,360	\$-2,578	\$3,276
Income Taxes	\$-186	\$-120	\$-31	\$-26	\$56	\$74	\$206	\$219	\$192	\$122	\$-55	\$-180	\$229
Owners Draws/Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Retained earnings	\$-2,663	\$-1,708	\$-447	\$-365	\$740	\$978	\$2,733	\$2,910	\$2,549	\$1,621	\$-1,360	\$-2,578	\$3,047



Cash Flow Detail - Year 1													
	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo. 5	Mo. 6	Mo. 7	Mo. 8	Mo. 9	Mo. 10	Mo. 11	Mo. 12	Yr.1
Cash In													
Sales	\$2,365	\$2,830	\$4,150	\$4,250	\$5,459	\$6,014	\$7,799	\$7,988	\$7,599	\$6,599	\$3,495	\$2,075	\$60,623
Other Income	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Loans Requiring Payback	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Investments	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash In	\$2,365	\$12,830	\$4,150	\$4,250	\$5,459	\$6,014	\$7,799	\$7,988	\$7,599	\$6,599	\$3,495	\$2,075	\$70,623
Cash Out													
COGS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Expenses	\$1,695	\$1,205	\$1,205	\$1,225	\$1,275	\$1,575	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275	\$1,275	\$15,830
Payroll	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,333	\$3,533	\$3,533	\$3,533	\$3,533	\$3,533	\$3,333	\$41,000
Cash Paid for Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cash Paid for Fixed Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Loan Principal Payments	\$0	\$0	\$250	\$252	\$253	\$255	\$256	\$258	\$259	\$261	\$262	\$264	\$2,571
Loan Interest Payments	\$0	\$0	\$58	\$57	\$55	\$54	\$52	\$51	\$49	\$48	\$46	\$45	\$517
Owners Draws and Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Changes in Other Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Out	\$5,028	\$4,538	\$4,847	\$4,867	\$4,917	\$5,217	\$5,117	\$5,117	\$5,117	\$5,117	\$5,117	\$4,917	\$59,918
Net and Balance													
Starting Cash Balance	\$0	\$-2,663	\$5,628	\$4,931	\$4,314	\$4,856	\$5,653	\$8,335	\$11,206	\$13,687	\$15,169	\$13,547	\$0
Net Cash Flow	\$-2,663	\$8,292	\$-697	\$-617	\$542	\$797	\$2,682	\$2,871	\$2,482	\$1,482	\$-1,622	\$-2,842	\$10,705
Ending Cash Balance	\$-2,663	\$5,628	\$4,931	\$4,314	\$4,856	\$5,653	\$8,335	\$11,206	\$13,687	\$15,169	\$13,547	\$10,705	\$10,705



Balance Sheet Detail - Year 1													
	Mo. 1	Mo. 2	Mo. 3	Mo. 4	Mo. 5	Mo. 6	Mo. 7	Mo. 8	Mo. 9	Mo. 10	Mo. 11	Mo. 12	Yr. 1
Current Assets													
Cash	\$-2,663	\$-4,372	\$-4,818	\$-5,184	\$-4,444	\$-3,466	\$-733	\$2,176	\$4,726	\$6,346	\$4,987	\$2,409	\$2,409
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Assets	\$-2,663	\$5,628	\$4,931	\$4,314	\$4,856	\$5,653	\$8,335	\$11,206	\$13,687	\$15,169	\$13,547	\$10,705	\$10,705
Fixed Assets													
Fixed Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Less Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Fixed Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other Assets													
Other Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Current Liabilities													
Accounts Payable	\$0	\$0	\$0	\$0	\$56	\$129	\$335	\$554	\$746	\$868	\$868	\$868	\$868
Deferred Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Short Term Debt	\$0	\$2,837	\$2,853	\$2,870	\$2,887	\$2,903	\$2,920	\$2,937	\$2,954	\$2,972	\$2,989	\$3,006	\$3,006
Total Current Liabilities	\$0	\$2,837	\$2,853	\$2,870	\$2,942	\$3,033	\$3,255	\$3,491	\$3,700	\$3,840	\$3,857	\$3,874	\$3,874
Long Term Liabilities													
Long-Term Loans	\$0	\$7,163	\$6,896	\$6,628	\$6,358	\$6,086	\$5,813	\$5,538	\$5,261	\$4,983	\$4,704	\$4,422	\$4,422
Total Capital	\$-2,663	\$-4,372	\$-4,818	\$-5,184	\$-4,444	\$-3,466	\$-733	\$2,176	\$4,726	\$6,346	\$4,987	\$2,409	\$2,409
Totals													
Total Assets	\$-2,663	\$5,628	\$4,931	\$4,314	\$4,856	\$5,653	\$8,335	\$11,206	\$13,687	\$15,169	\$13,547	\$10,705	\$10,705
Total Liabilities and Capital	\$-2,663	\$5,628	\$4,931	\$4,314	\$4,856	\$5,653	\$8,335	\$11,206	\$13,687	\$15,169	\$13,547	\$10,705	\$10,705

