



Business Plan

Swift Skies

Business Idea: Drone Entertainment Service

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Executive Summary

Swift Skies
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<p>Management Titles: President Drone Designer/Engineer Accountant Head of Human Resources Director of Marketing/Sales Industry: 711320 Drone Entertainment</p> <p>Number of Employees: 13 Full Time</p> <p>Amount of Financing Sought: 97% Equity vs 3% debt</p> <p>Investment Sources: We need to borrow \$1 million to start up the company. We are going to borrow \$1 million dollars from the bank with a 9% interest rate.</p> <p>Use of Funds: The sunk costs are \$653,200 and the rest of the loans will go towards investing back into the company.</p> <p>Product/service selling price: Small: \$3,499.99 Large: \$14,999.99 for Year 1</p>	<p>Business Description: Swift Skies is a drone entertainment service out of the DC-Metropolitan area (DC, Maryland, Virginia). Drones are sent to customers for a technologically advanced, never seen show.</p> <p>Products/Services: Our drones will be sourced from Lumenier Arora in Florida with a unit variable cost of \$5.41. We are estimating 656 shows for the first year, resulting in \$6,067,061 in revenue. The drones will be shipped from</p> <p>Competitive Advantage: Our company uploads preprogrammed or custom programmed shows as our high-tech advancement. Our early entry into this market is another factor that gives us a competitive edge. We are also much more environmentally friendly in comparison to alternatives such as fireworks or planes that fly banners.</p> <p>Markets: The market we will be targeting is middle to upper class families in the DC-Metropolitan area. Our number one segment will be the Up-and-Comers (Claritas, 2023) because of the 0.11% growth rate and concentration in our respective market. This segment's social media habits and how large it is makes sense for Swift Skies to go after. The market potential is huge, drone light shows are to reach 2.2 billion dollars by 2031 (Correa, 2023).</p>
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Distribution Channels: Swift Skies will be using our website and phone calls to interact with our target market. We chose this market because they are technology savvy and able to navigate websites easily, making this direct to customers (Braxton, 2019).

Competition: Our biggest indirect competitor is fireworks, which is not as technologically innovative and complex as drone programming. Since this is a newer product, it may be difficult to get into the market at first, however once we get our name out there, it will be easier to market with word of mouth. Fireworks can also be dangerous, which makes drones a safer alternative (Enache, 2020).

Financial Projections (Unaudited):

	2024	2025	2026	2027	2028
Revenue:	6,067	14,965	36,131	51,097	99,614 (dollars in
thousands)					
EBIT:	4,371	13,089	33,830	48,498	96,713

Narrative

Elevator Pitch: We are a cutting-edge drone light show company, redefining entertainment with sustainable, innovative, and inclusive displays. Using advanced tech, we create customized shows for any event, from intimate gatherings to lavish weddings. Our skilled team crafts one-of-a-kind spectacles that will leave your guests amazed. Leave behind the limitations and risks of traditional fireworks and join us at for a unique and unforgettable sky experience.

Service Description: Our drone service will enhance the quality of entertainment in the sky. Instead of fireworks, we can ignite the sky with our drones. Our high-quality drones have an eight-by-eight programmable LED grid. Customizable shows can also be requested from the customer and created by our in-house drone programmer.

Competitive Advantage: In comparison to fireworks, drone light shows are more sustainable and inclusive. The disruptive bangs of fireworks are triggering to those who have sensitivities to loud noises. Our existing competitors charge a price only accessible to companies, we are priced cheap enough for individuals. Not to mention the dangers of fireworks. As stated in a 2023 article, Christopher Leach notes that “a man from Northern Kentucky was killed Tuesday evening in a firework accident while celebrating the Fourth of July” (Leach, 2023).

Value Proposition: Swift Skies drone displays can take any occasion to the next level. You and your guests will be dazzled by this emerging, innovative technology few have ever seen before. Swift Skies is the first in the industry to offer this unique experience at a price accessible to individuals. Say goodbye to the discordant, polluting nature of traditional fireworks and hello to innovation and wonder. Say goodbye to the discordant (Valentinuzzi, 2018), polluting nature (Salma et al., 2023) of traditional fireworks and hello to innovation and wonder.

Business Strategy: Our marketing position, differentiation strategy, and sustainability focus. From a marketing position, there is a gap in the market for something that's both affordable and environmentally friendly. We will market our service to fill that gap.

Target Market: Our highest priority target market is Up and Comers. They are growing 0.11% over the next 5 years, enjoy new technology and environmental consciousness. Our second highest priority target market is Networked Neighbors. They are extremely wealthy, and highly concentrated in the North Virginia area. Our third highest priority target market is Fast-Track Families. They have a 0.4% growth rate over the next 5 years, are wealthy, and are highly concentrated in the rural suburbs of North Virginia and Maryland. Our fourth highest priority target market is Young Digeratis. They are extremely wealthy and are concentrated within the urban areas of the DC-Metropolitan Area

Key Strategies: To be successful we implement the key strategies of customization, customer service, and sustainability.

Business Location: Our business will operate out of a warehouse located in Fredericksburg, VA. We will offer our services throughout the entirety of the DC-Metropolitan area. Staying central to this area will give us better control of our quality and costs and help us target our priority markets due to their high concentration in the area.

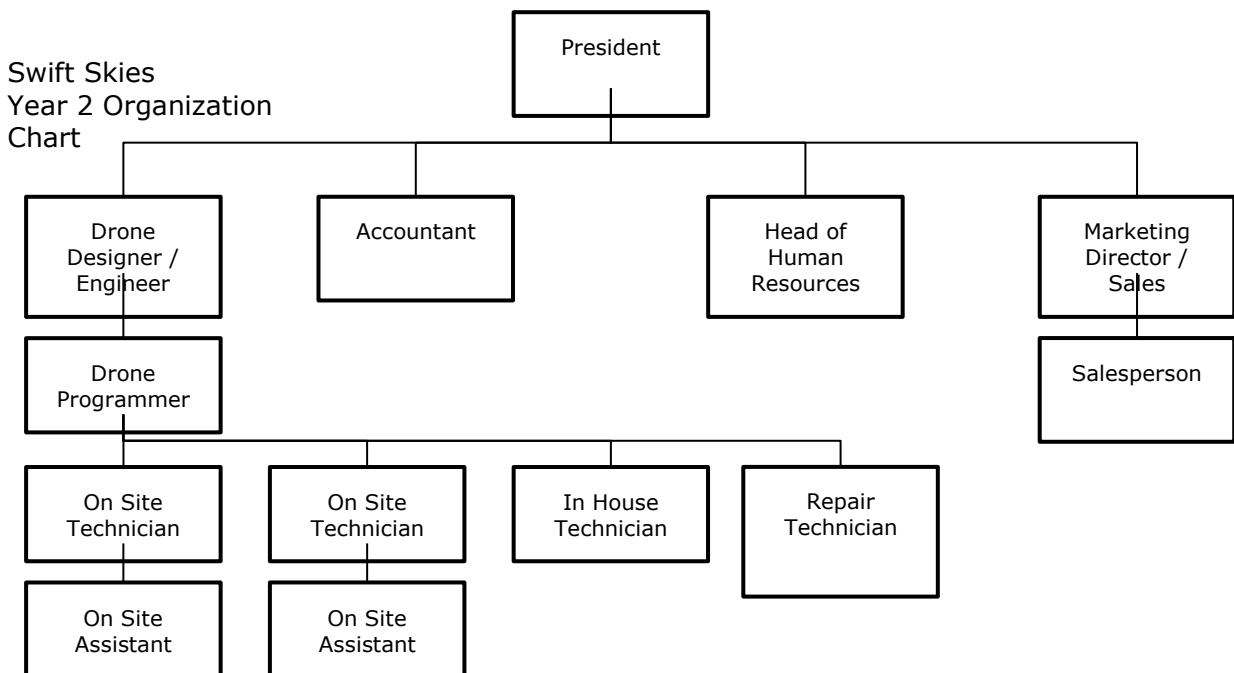
Outsourced Functions: We will be outsourcing drone production as it does not make financial sense to invest in making drones in-house due to the high costs on a low scale.

Financial Performance: From base year on, in the next four years, Swift Skies is looking to increase annual revenues by an average of 72.44%. Our projections are based on the projected annual growth of our target markets. By 2028 we are projected to make an annual net income of \$99,614,152 with a profit margin of 10% per year. In terms of total cost, in our base year, we will incur a total fixed cost of \$1,757,616 and a unit variable cost of \$565.44. From the base year, Swift Skies will have an annual growth in total costs of

38.1% per year. Based on our projections in the first 5 years, we will be able to expand our target market and provide our service on a business-to-business level.

Exhibit 1: Organizational Chart (Y2):
Business Plan Timeline

Day	Goal to accomplish	Day	Goal to accomplish
-30	Finalize business plan and secure leadership	30	Make deal with drone supplier and prototype drone shows
-20	Begin manufacturing hunt	77	Bring supervisors and management on board
-14	Apply for Federal ID number (EIN)	84	Develop marketing, sales, and mission statement
-7	Apply for a business license	144	Hire employees
0	Open bank account	151	Begin marketing promotion and employee orientation including culture
1	Deposit funding and begin bookkeeping	152	Train employees on drones, programming, and marketing
2	Begin hiring employees	159	Kick off business and do first show



Note: In year 3, there will be an additional Drone Programmer, On Site Technician, and an In-House Technician because we are increasing our segment size. Year 3 is the time when the company will begin to ramp up how many shows we are doing a week. In year 4 we will hire another Drone Programmer and another In House Technician. In year 5 we will

add another Drone Programmer and an In-House Technician. There will also be one additional salesperson added in Year 3 and another in Year 5.

Exhibit 2: Pay, mandatory deductions, benefits, knowledge, skills, abilities and motivation table. (Y2) (MGT)

Job Title	Job Description (Knowledge, Skills, and Abilities Required)
President	Manage, organize, and control all employees and processes. In charge of hiring and firing. Makes all final decisions with the input of employees. Represent the business publicly in a positive light. Must have knowledge of the industry as well as people skills.
Drone Designer	Design and create customized shows according to customer's wishes as well as their own expertise using our computer program. Must be able to communicate well with the customer and have extensive knowledge of computer coding.
Drone Programmer	Creates the proprietary program for our custom light shows Upload the programmed shows our drone designer has come up with into each drone in charge of keeping all necessary replacement parts and supplies in stock. Serve as supervisor to the technicians and assistants.
Marketing Head	Market our company by managing social media, creating campaigns, and advertising while staying within budget. Must have an MBA in Marketing.
Salesman	Advertise our company and boost sales through attending trade shows and handling customer service. Represent the business publicly in a positive light. Must be extremely familiar with the business, technology, and mission of the company.
Head of HR	Track employee information. Suggest new ways to boost employee satisfaction to The President. Facilitate a positive working environment by providing emotional support, acting as a mediator for disputes, and supplying other employees with growth opportunities.
On Site Technician	At each show location, provide drone maintenance and repairs that may need to be done. Assist In House Technician when needed. Survey customer satisfaction by collecting feedback after shows then report back to The President. Must have a driver's license. Must have knowledge on drone repair.
On Site Assistant	Assist on Site Technician with any last-minute repairs and maintenance. Unload and reload drones at each show. Must have a driver's license. Must have experience with drone repair.

Exhibit #3: Market Segmentation and Targeting

Segment Name	Size (# of People or Households in Segment)	Growth Projection	Description	Priority level for targeting	Justification for Targeting
Networked Neighbors	1,257,212 Households (US)	0.4% decrease over next 5 years (35-54 age group)	Wealthy families with a median household income of \$318,379. Live in suburban areas mostly with kids. Northern Virginia area has a high index of these people (Loudoun, Fairfax, Falls Church). Sought after high levels of education. These are people who drive luxury cars, eat at high end chains, and do skiing on vacation. These people range from 35 to 54. They mainly use Facebook and Instagram, possibly tiktok.	2	These people are willing to go the extra mile for an event. They are some of the wealthier class and are able to spend more on our upper-end services. Due to the fact that they have children they need to be more involved in social media to look over their children screen habits.
Up-and-Comers	1,917,834 Households (US)	0.11% increase over the next 5 years (age 25 to 44)	Up-and-Comers are younger families, some with children and some just beginning to get married. Found in suburban areas and second cities, these mobile adults, mostly aged 25 to 44, are college graduates who travel frequently and also enjoy using the latest technology. Many are planning for changes in the near future. Areas of interest are around Hampton Roads, Richmond, Northern Virginia, and Lynchburg. Since they are younger	1	These young couples are planning to get married and enjoy new technology. Since this segment is a little younger, they are much more involved in social media. They use tiktok, Instagram, snapchat, and X so marketing to them will not be as difficult as some of the older generations. They are likely to show interest in our drone services from an upcoming wedding.
Fast-track families	2,396,113 Household (US)	0.4% decrease over next 5 years (35-54 age group)	Wealthy Rural family with a median household income of \$121,899. More outdoorsy, living in the countryside. Management and Professional employment with college degrees. These people own a middle range car and enjoy hunting. They range in age from 35-54 and are in rural wealthy areas.	3	This segment of families lives in a rural area, an ideal environment for the shows we offer. In addition to this, these families are bringing in lots of income, therefore can afford our services. This segment is declining slightly which should not be seen as a large problem, as they may move into some of the other groups listed. Our product can be easily marketed to this segment because they use social media very frequently.
Young Digeratis	1,840,730 Household (US)	0.4% decrease over next 5 years (35-54 age group)	Wealthy homeowners with kids with a median household income of 177,083. Live in urban areas with a higher education than a bachelor's degree. High frequency of this segment in the DC area and suburbs near DC such as Arlington County and Alexandria. This segment also wants to be environmentally friendly eating more organic/health foods. These people have millions of dollars in assets. This group has kids, they are more inclined to be on social media.	4	These kinds of families are the kind that are willing to spend extra money on an extravagant birthday party with drones and the likes. This is a good segment because they will only decline by a small amount. By having millions of dollars in assets these people know how to spend their money. Since this segment has children, they are more likely to monitor what they watch on a daily basis which may include them having their own accounts across the most popular social media platforms (Instagram, snapchat, tiktok, etc.).

Repair technician	Provide drone repair and expertise, working alongside the in-house technician
In House Technician	Provide drone maintenance before and after each show. In charge of keeping all necessary replacement parts and supplies in stock. Must have experience with drone repair. And working alongside repair technicians
Accountant	Keep record of all financial accounts as well as customer payments and collections. Ensure all bills are paid on time. Report back to The President with quarterly statements.

Exhibit 4: Market Quantification (MKTG)

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Year	Average Price	Total Fixed Costs	Unit Variable Cost	BEP in Units
2024	\$9,250	\$1,757,616	\$565.44	202
2025	\$9,250	\$2,013,051	\$615.54	233
2026	\$9,000	\$3,073,818	\$665.64	369
2027	\$9,000	\$3,424,853	\$665.64	411
2028	\$8,850	\$5,965,216	\$665.64	729

Our break-even analysis will first increase because the average list prices will not change. The only time the break-even will change is when we decrease the prices. Since we are keeping prices the same the break-even will increase the second year. This makes our break even increase because of the decrease in revenue. Due to our skimming pricing strategy, we are beginning at a higher price point. This will allow us to enter the market at a reasonable cost for this sort of technology. Beginning with this price point is creating the perception of higher quality. This generates higher profits in the short-term while attracting early customers who don't mind paying more.

Exhibit 5: Positioning/Competitive Analysis (MKTG)

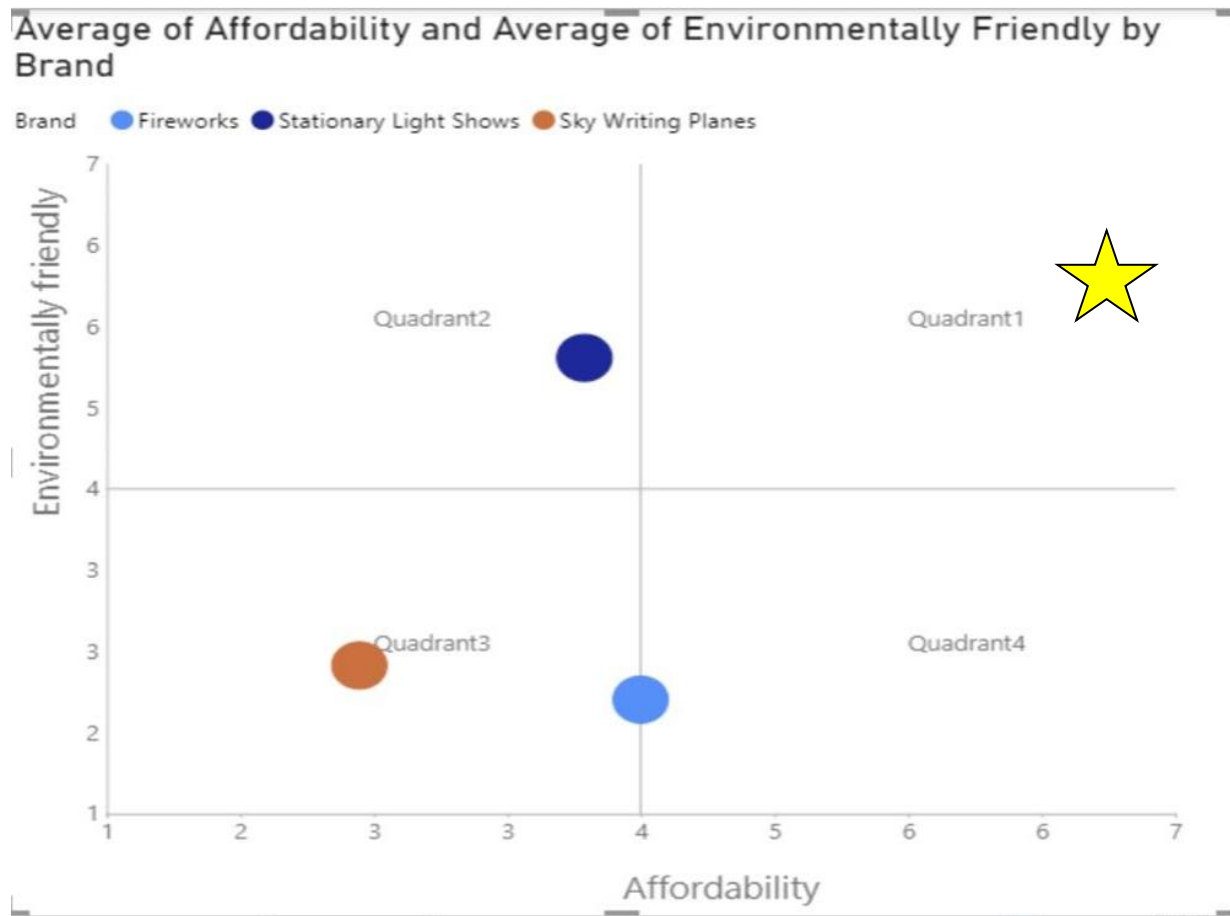
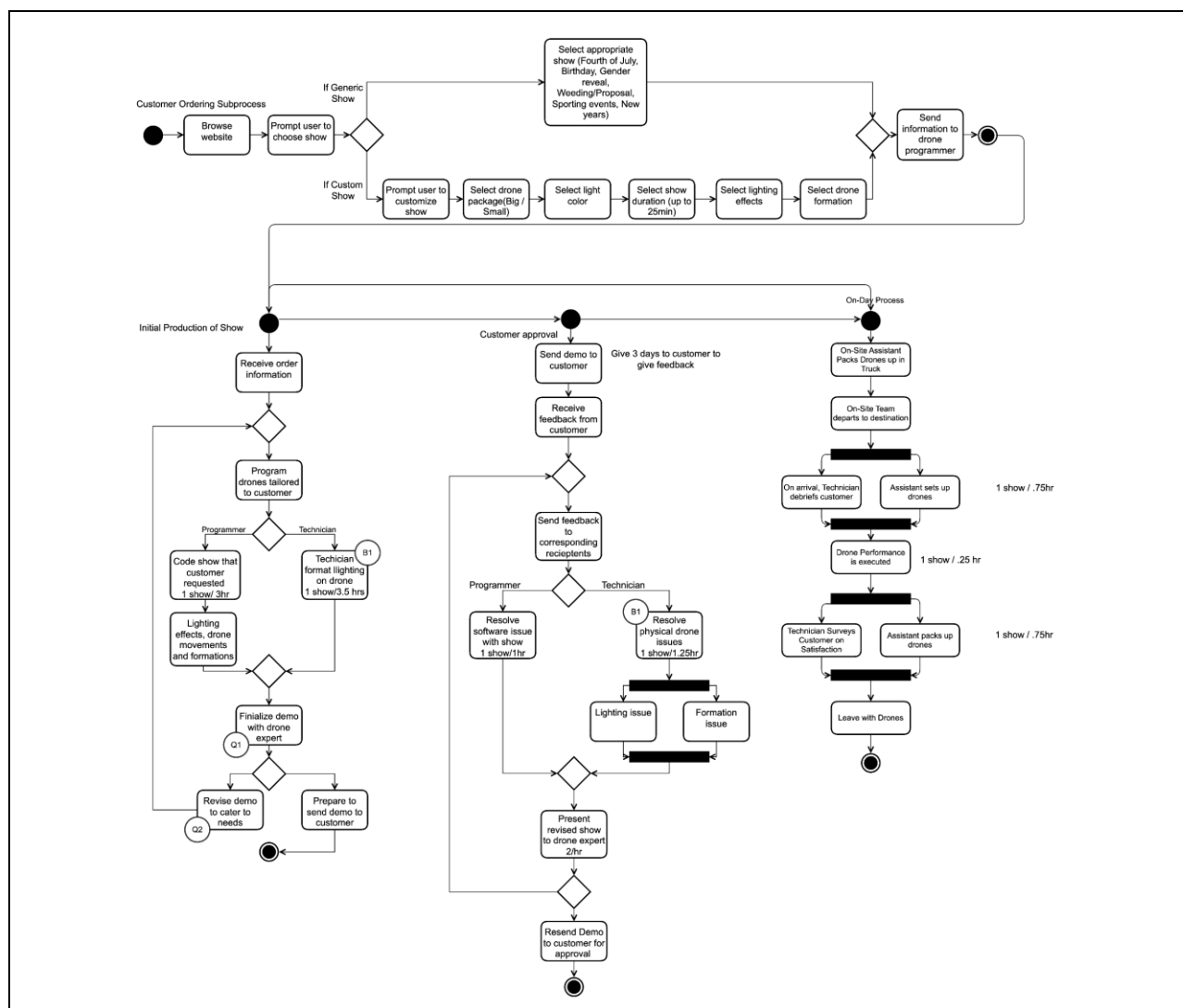


Exhibit #6: Marketing Mix					
Product/Service Branding					
The sleek and simple look of our logo will help towards creating a recognizable and memorable brand. Our eco-friendly and sustainable values are displayed in our logo with the green accents.					
Pricing					
	2024	2025	2026	2027	2028
Unit Variable Cost:	\$5.14	\$5.60	\$6.05	\$6.05	\$6.05
Small Price:	\$3,499.99	\$3,499.99	\$3,299.99	\$3,299.99	\$3,199.99
Large Price:	\$14,999.99	\$14,999.99	\$14,699.99	\$14,699.99	\$14,499.99
Justification: Our competitors' price their drone shows ranging from \$272 to \$500 per drone used in show. Additional to looking at competitors, when looking at our own costs that go directly into providing a show such as commissions, transportation, maintenance/repair, we came up with our prices.					
Distribution/Location Strategy					
<u>Service Teams:</u> We will be providing our services through our website as well as taking inquiries on the phone. We selected this strategy due to the ease and simplicity it provides our customers in their purchasing process. Considering the service does not occur at the same time of purchase, we found this to be the most efficient for all parties. Since our location is in Fredericksburg VA which is in the center of the DMV area.					

Promotional Strategy						
	2024	2025	2026	2027	2028	
Total IMC Budget:	\$164,934	\$183,077	\$309,902	\$328,697	\$529,263	
Campaign #1	Facebook: \$164,934	Facebook: \$183,077	Facebook: \$151,429	Facebook: \$160,614	Facebook: \$258,617	
Campaign #2	-	-	YouTube TV: \$158,473	YouTube TV: \$168,083	YouTube TV: \$270,646	
Campaign #3	-	-	-	-	-	
Our Integrated marketing campaign will consist of social media advertising (Facebook) and YouTube TV advertising in order to incentivize customer loyalty. We feel that in order to reach our mostly middle-aged target market, Facebook will be a very efficient tool (Statista, 2020) and (Vibe, 2022).						
No. of Salespeople:	1	1	2	2	3	
Compensation Method: 67K Salary + 1% commission						

Exhibit 7: Process Map



For each major quality step:

Quality Step	What is measured?	How often?	How will you ensure quality?
Q1	Drone Show Quality	Once	Finalizing the demo with the drone expert.
Q2	Customer Satisfaction	Once	Adjusting the show to the customers' requests.

For each critical resource:

Critical Resource	Brief Description	Unit Cost (in appropriate unit)	How many?
CR1	Drones	\$5.14 per drone	110 to begin

Information about layout and dimensions of facility:

Our main facility will be 3,400 SQ. FT. warehouse in Fredericksburg, VA. With 3 offices for our upper level workers, as well as storage space for our drones, and a truck loading center for our on-site prep.

Exhibit 8: Quality Assurance

Indicate the Dimensions of Quality on which you will focus.	Why is this dimension important, given your industry & target market?	Identify the Quality Step(s) on the Process Flowchart / Service Blueprint to which this corresponds.
Consistency	Consistency is important because drones need to physically function correctly to put on a successful light show. This is important to our customers because if a drone malfunctions, we need to have a replacement so that the show can go on without missing a drone. We	On the day of the show subprocess, putting a concise effort into setting up and packing up for the day.
Responsiveness	Responsiveness is important to our business because we offer customizable shows. It will be important to our overall business model to be able to help and respond to customer's unique and personal situations, wants, requests, and events.	On our process chart, being quick when recreating shows according to customer needs.
Reliability	Reliability is important to our business because as a special occasion orientated service, we need to stick to the schedule of our customers so as not to disrupt their overall plans. Additionally, our service needs to be dependable because of the value we put on our shows advertising them as "the main event" of any celebration.	In the subprocess of repair, possibly adding a process of checking all drones for defects preemptively after/before every show
Expectancy	Expectancy is important to our business due to the nature of our customer base. Mostly, we will be performing at people's special events. If we were to under deliver for a wedding or birthday, that would taint our consumers' special day and thus our image.	The on-site subprocess must be consistent.

Use the space below to describe any additional Proactive Quality Assurance Plans that are not connected to a specific activity on your Process Flowchart / Service Blueprint.

Considering that our business is outsourcing our drones, we will be ensuring quality assurance by having our specialized engineers maintain our drones before and after each show as well as performing test runs. This type of plan reduces the need for time consuming fixes later in the process and reduces quality risks. Our engineer will oversee the design process of customized shows as well as ensuring the drones are functioning for each show.

Describe any reactive quality assurance plans. Include a recovery plan should a customer receive poor quality goods and/or services.

If a problem in one of our services occurs, our on-site staff will ensure that all incidents are documented comprehensively, including details such as location, date, time, and weather conditions. These reports will be analyzed and sent to our drone specialists to improve the quality of our shows by determining and fixing the issue. We will also keep logs to track maintenance check-ups and risk assessments. Feedback surveys from customers after shows will be documented as well in order to identify issues. Aside from how we will handle it internally, externally, we will offer a customer a refund. We will decide their refund using an algorithm that judges' factors such as how much they were charged, what exactly went wrong, and what kind of event it was for.

If you will utilize a quality/process improvement methodology, indicate which:

- ☐ NA
☒ TQM
☐ Six Sigma
☐ ISO
☐ Benchmarking
☐ Other (specify what):

Note: You will not use all of them; only those with highest relevance.

Provide a specific explanation of how your chosen quality methodology relates to your business and how it will be applied:

We chose to use TQM because the three key philosophies of continuous improvement, involvement of everyone in the organization, and customer satisfaction align well with our business. Since our company is a service, continual improvement is not only possible, but necessary to keep up with evolving customer demands and desires. Secondly, involvement of everyone in the organization when improving quality is beneficial to us as we have a variety of specialists on our team who will have valid input. Lastly, the philosophy of customer satisfaction is a large aspect of any service business. Especially for us, we need to meet/exceed customer expectations and demands due to the price of our shows as well as the nature of our shows; such as performing for weddings or special events.

Exhibit 9: Inventory, suppliers & distribution
Inventory & Supplier selection for facilitating goods

Item(s)	Supplier Name & Location (city, state, country)	Reason for selecting this supplier	Supplier lead time (in days)	Freq. of replenishment (in days)	System of management	Mode of transportation
Drones	Lumenier ARORA drones Sarasota, Florida United States	We chose this supplier because they had the best price for drones that fit our needs.	7	We would not need to replenish unless our back-up drone supply starts running low	Fixed Quantity System	<input checked="" type="checkbox"/> Highway <input type="checkbox"/> Rail <input type="checkbox"/> Waterway <input type="checkbox"/> Air
Summary of resources and their shift patterns						
Types of resources used	Total hours required per week (for each type of resource)	# of operating days per week	# of full time (FT) resources required (40 hr/wk)	# of part time (PT) resources required	Shift pattern(s)	
Year 1						
Drone Engineer/designer	40	5	1	0	Mon-Fri 8am-5pm (1 FT)	
Drone programmer	40	5	1	0	Mon-Fri 8am-5pm (1 FT)	
On-site technician	112	7	2	0	*Varies depending on scheduled appointment time and distance. * Mon-Sun 3pm-11 pm (2 FT)	
On-site assistant	112	7	2	0	*Same as on-site technician* Mon-Sun 3pm-11 pm (2 FT)	
In- house technician	40	5	1	0	Mon- Fri 8 am-5 pm (1 FT)	
Repair Technician	40	5	1	0	Mon- Fri 8 am-5 pm (1 FT)	
Year 5						
Drone engineer/designer	40	5	1	0	Mon-Fri 8am-5pm (1 FT)	
Drone programmer	40	5	5	0	Mon-Fri 8am-5pm (1 FT)	
On-site technician	168	7	3	0	Mon-Sun 3pm-11 pm (3 FT)	
On-site assistant	112	7	2	0	Mon-Sun 3pm-11pm (2 FT)	
In- house technician	80	5	5	0	Mon- Fri 8 am-5 pm (2 FT)	
Repair Technician	40	5	1	0	Mon- Fri 8 am-5 pm (1 FT)	

Exhibit 10: Capacity and resources

Exhibit 10: Capacity

	Demand (per hour)	Capacity (per hour)	Utilization (%)	Hours of Operation	Bottleneck name and description	How will you manage /adjust the bottleneck to ensure you can appropriately serve or supply your customers?
At the end of Year 1	0.22	0.2857	77.00%	2920	Drone Technician formatting shows	We will look to hire another technician.
At the end of Year 2	0.55	0.5714	96.25%	2920	Drone Technician formatting shows	This year, we added another technician and programmer. The bottleneck is still the technician
At the end of Year 3	1.38	1.11429	120.57	2920	Drone Technician formatting shows	This year we also added another technician and a programmer. The bottleneck is still the technician
At the end of Year 4	1.94	2.857	84.88%	2920	Drone technician formatting shows	This year we added another technician and programmer. The bottleneck is still the technician
At the end of Year 5	3.85	4.5714	84.22%	2920	Drone technician formatting shows	This year we added 1 technician and 1 programmer. The bottleneck is still the technician

Show your calculations for the following parameters at the end of Year 1.

Hours of operation/month	Demand/month	Demand/hour	Capacity/month	Capacity/hour	Utilization
$(365 \times 8) / (12) = 243$	$(656/12) = 55$	$(656/2920) = 0.22$	$((0.2857 \times 8) \times 30) = 68.568$	0.2857	77.00%

Additional resources (beyond your bottleneck) must be allocated appropriately to support operations. Identify which resources have a significant impact on capacity at start up and describe why these are appropriate amounts of resources at start up.

The most significant impact on capacity at startup will be our drone technician formatting shows. While it significantly limits how many customers we can serve, we can only afford one technician at startup due to their expertise.

Describe adjustments you will make as resource requirements vary with time. Be specific regarding which key resources (beyond your bottleneck) will be adjusted, when and how. If you will make multiple adjustments, explain each.

As our business grows, we plan on regularly expanding our supply of technicians and programmers, then eventually adjusting to our respective bottlenecks which will likely be trucks, and onsite technicians in the further future.

How will you manage seasonality? *If your organization does not have seasonal demand, please check this box:* ☒

Exhibit 11: Income Statement

Pro Forma Income Statement	Key									
	Input Field									
	Build Formula									
	Date Ending		Date Ending		Date Ending		Date Ending		Date Ending	
	2024	%	2025	%	2026	%	2027	%	2028	%
Sales Revenue	\$6,067,993	100.00%	\$14,966,484	100.00%	\$36,134,960	100.00%	\$51,092,943	100.00%	\$99,609,916	100.00%
Materials Cost	\$55,000	15.37%	\$-	0.00%	\$-	0.00%	\$55,000	6.77%	\$-	0.00%
Direct Labor Cost	\$302,917	4.99%	\$454,376	3.04%	\$605,827	1.68%	\$757,279	1.48%	\$908,731	0.91%
Sold	\$357,917	5.90%	\$454,376	3.04%	\$605,827	1.68%	\$812,279	1.59%	\$908,731	0.91%
Gross Profit	\$5,710,076	94.10%	\$14,512,108	96.96%	\$35,529,133	98.32%	\$50,280,664	98.41%	\$98,701,185	99.09%
Operating Expenses										
Indirect Labor Cost	\$1,126,313	18.56%	\$1,197,093	8.00%	\$1,461,800	4.05%	\$1,532,580	3.00%	\$1,726,517	1.73%
Advertising and Promotion Expense	\$120,000	1.98%	\$120,000	0.80%	\$120,000	0.33%	\$120,000	0.23%	\$120,000	0.12%
Drone Repair Supplies Expense	\$100	0.00%	\$100	0.00%	\$100	0.00%	\$100	0.00%	\$100	0.00%
Travel Cost Expense	\$16,653	0.27%	\$16,653	0.11%	\$16,653	0.05%	\$16,653	0.03%	\$16,653	0.02%
Wifi Expense	\$468	0.01%	\$468	0.00%	\$468	0.00%	\$468	0.00%	\$468	0.00%
Utilities Expense	\$1,000	0.02%	\$1,000	0.01%	\$1,000	0.00%	\$1,000	0.00%	\$1,000	0.00%
Phone Service Expense	\$300	0.00%	\$300	0.00%	\$300	0.00%	\$300	0.00%	\$300	0.00%
Commissions Expense	\$870	0.01%	\$870	0.01%	\$870	0.00%	\$870	0.00%	\$870	0.00%
Expense	\$27,500	0.45%	\$30,000	0.20%	\$32,500	0.09%	\$35,000	0.07%	\$37,500	0.04%
LLC Annual Expense	\$650	0.01%	\$650	0.00%	\$650	0.00%	\$650	0.00%	\$650	0.00%
Depreciation Expense	\$45,651	0.75%	\$55,302	0.37%	\$64,953	0.18%	\$74,604	0.15%	\$84,255	0.08%
Domain Name	\$12	0.00%	\$-	0.00%	\$-	0.00%	\$-	0.00%	\$-	0.00%
Expenses	\$1,339,517	22.08%	\$1,422,436	9.50%	\$1,699,294	4.70%	\$1,782,225	3.49%	\$1,988,313	2.00%
Earnings Before Interest and Taxes	\$4,370,559	72.03%	\$13,089,673	87.46%	\$33,829,838	93.62%	\$48,498,440	94.92%	\$96,712,873	97.09%
Interest Expense	\$2,700	0.04%	\$2,522	0.02%	\$2,329	0.01%	\$2,117	0.00%	\$1,887	0.00%
Earnings Before Taxes	\$4,367,859	71.98%	\$13,087,150	87.44%	\$33,827,510	93.61%	\$48,496,322	94.92%	\$96,710,985	97.09%
Income Tax Expense	\$1,159,667	19.11%	\$3,474,638	23.22%	\$8,981,204	24.85%	\$12,875,774	25.20%	\$25,676,767	25.78%
Net Income (Loss)	\$3,208,193	52.87%	\$9,612,512	64.23%	\$24,846,306	68.76%	\$35,620,549	69.72%	\$71,034,219	71.31%
Operating Cash Flow	\$2,913,445		\$9,143,392		\$23,586,178		\$34,742,948		\$67,993,810	
Free Cash Flow	\$2,913,445		\$9,612,512		\$24,846,306		\$35,620,549		\$71,034,219	
Statement of Retained Earnings										
Beginning Balance of Retained Earnings	\$-		\$3,208,193		\$12,820,704		\$37,667,011		\$73,287,559	
Net Income (Loss)	\$3,208,193		9,612,512		24,846,306		35,620,549		71,034,219	
Dividends to Stockholders	\$-		-		-		-		-	
Earnings	\$3,208,193		\$12,820,704		\$37,667,011		\$73,287,559		\$144,321,778	

Exhibit 12: Balance Sheet

[illegible]

Exhibit 13: Cash Flow

Pro Forma Statement of Cash Flows	Key					
	Input Field					
	Build Formula					
	As of Inception Date	Date Ending 2024	Date Ending 2025	Date Ending 2026	Date Ending 2027	Date Ending 2028
Cash Flows From (For) Operations						
Net Income	\$-	\$3,208,193	\$9,612,512	\$24,846,306	\$35,620,549	\$71,034,219
Depreciation	\$-	\$45,651	\$55,302	\$64,953	\$74,604	\$84,255
Changes in Current Assets						
Increase in Accounts Receivable	\$-	(\$404,533)	(\$593,233)	(\$1,411,232)	(\$997,199)	(\$3,234,465)
Increase in Inventory	(\$55,000)	\$-	\$-	\$-	(\$55,000)	\$-
Changes in Current Liabilities						
Increase in Accounts Payable	\$-	\$4,583	\$-	\$-	\$4,583	\$-
Increase in Accrued Labor Costs	\$-	\$59,551	\$68,811	\$86,151	\$95,411	\$109,802
Net Cash Flow From (For) Operating	(\$55,000)	\$2,913,445	\$9,143,392	\$23,586,178	\$34,742,948	\$67,993,810
Cash Flow (For) From Investing Activities						
Fixed Asset Purchases/Sales	(\$598,200)	\$-	\$-	\$-	\$-	\$-
Net Cash Flow (For) From Investing	(\$598,200)	\$-	\$-	\$-	\$-	\$-
Cash Flow From (For) Financing Activities						
Issuance of Common Stock	\$970,000	\$-	\$-	\$-	\$-	\$-
Long Term Debt Borrowings/Repayments	\$30,000	(\$1,975)	(\$2,152)	(\$2,346)	(\$2,557)	(\$2,787)
Dividends Paid to Stockholders	\$-	\$-	\$-	\$-	\$-	\$-
Net Cash Flows From (For) Financing	\$1,000,000	(\$1,975)	(\$2,152)	(\$2,346)	(\$2,557)	(\$2,787)
Net Change in Cash	\$346,800	\$2,911,471	\$9,141,240	\$23,583,832	\$34,740,390	\$67,991,023
Beginning Cash Balance	\$-	\$346,800	\$3,258,271	\$12,399,510	\$35,983,343	\$70,723,733
Net Change in Cash	\$346,800	\$2,911,471	\$9,141,240	\$23,583,832	\$34,740,390	\$67,991,023
Ending Cash Balance	\$346,800	\$3,258,271	\$12,399,510	\$35,983,343	\$70,723,733	\$138,714,756

Exhibit 14: Financial Statement Notes

Exhibit 14. The Example Company Notes to Financial Statements

Note 1: Assumptions

The following assumptions are made in developing the pro forma statements:

Depreciation of fixed assets, drones, are computed as a 3-year useful life.

Accrued wages are assumed to be two-weeks of the annual salaries and wages.

Employee bonuses are 8% of employee salaries and wages.

We will need 110 drones in year 1 to cover our services until year 3 due to 3-year depreciation on the drones. We will buy another 110 in year 4.

Note 2: Investment capital

The initial start-up costs are funded with a \$30,000 secured bank loan that requires 9% interest per year, and this loan is paid off over ten years. We have no other funding other than this loan.

Note 3: Capital investment

The initial capital investment of \$1,000,000 is used to purchase Trucks, drones, computers, furniture. Additional drones are purchased in 2027.

Note 4: Risks

There are many risks and uncertainties associated with the operations of this company. Risks include:

Safety: One of the main risks of drones is if one falls out of the sky due to technical difficulties then it may cause harm to a person. Also, drones need to be aware of other aircrafts, considering FFA rules and regulations.

Economy: A risk associated with our business could be a recession. In a recession, consumers don't have the extra income to spend on unnecessary entertainment services such as ours.

Available skilled labor: Our business location resides in Fredericksburg, Virginia. There is a risk that we won't be able to find high enough qualified individuals in this area due to our technology being relatively new. We may need to offer a high pay to attract these individuals from other cities.

Service Price: Our service is pricier and for wealthier clientele. The high price point, due to the experience curve, makes it inaccessible to most individuals at this time.

Suppliers: If the suppliers do not have the sufficient needs to support our business at the time, we will have to find another supplier. They need to be able to keep up with the demand in order for our company to succeed.

Exhibit 15: Financial Ratios

Financial Ratios Table							Key
							Input Field
							Build Formula
	Date Ending	Date Ending	Date Ending	Date Ending	Date Ending	Industry Average	
	2024	2025	2026	2027	2028	Ratios	
Liquidity Ratios							
Current Ratio	56.09	99.43	173.46	230.65	336.78	1.55	
Quick Ratio	55.26	99.03	173.21	230.3	336.52	1.22	
Operating Cycle	27.64	25.67	24.89	25.12	24.74	22.46	
Leverage Ratios							
Debt/Equity	0.72%	0.20%	0.07%	0.03%	0.01%	0.88	
Times Interest Earned	1618.73	5189.61	14528.12	22904.34	51244.31	9.37	
Asset Management Ratios							
Inventory Turnover	110.33	272.12	657	464.48	905.54	85.45	
Receivables Turnover	15	15	15	15	15	20.07	
Fixed Asset Turnover	10.98	30.1	83.59	142.84	364.29	1.86	
Profitability Ratios							
Gross Profit Margin	94.10%	96.96%	98.32%	98.32%	99.09%	80.37	
Operating Profit Margin	72.03%	87.46%	93.62%	94.92%	97.09%	0.18	
Return on Assets	75.13%	68.91%	63.91%	47.75%	48.74%	0.17	
DuPont Analysis							
Net Profit Margin	52.87%	64.23%	68.76%	69.72%	71.31%	0.16	
Total Asset Turnover	142.10%	107.29%	92.94%	68.49%	68.35%	1.07	
Equity Multiplier	102.21%	101.15%	100.63%	100.46%	100.31%	2.27	
Return on Equity	76.78%	69.70%	64.31%	47.97%	48.89%	0.38	

Code 711320 in the Air Show Organizers without Facilities Industry.

Comparison companies- Intergalactic Fireworks, Wholesale Fireworks, Galaxy Fireworks, FlySigns

Exhibit 16: Financial Analysis

Exhibit 16. The Example Company Financial Analysis of Pro Forma Financial Statements

Liquidity

SwiftSkies maintains a current ratio that is above the industry average for the five years increasing each year. The quick ratio also exceeds what is typical for the industry, indicating excessive investment in non-earning cash and cash equivalents. We feel that these ratios may be optimistic for our company.

The operating cycle is almost equal to the industry median in all five years, which indicates that risk is almost equal to stock-outs. This number stays almost consistent over the years.

Financial leverage

SwiftSkies borrows less money from the market than a typical industry, and we are able to pay off all our debt in a ten-year period. Our capital gained off assets succeeds our debt significantly, making this loan an easy pay-off.

Asset management

The inventory turnover is higher than the average industry, because we do not replenish our drones on a regular basis; we re-use them. Our fixed asset turnover is significantly higher than the industry average. This is because our company has many fixed assets that we are successfully managing to generate sales.

Profitability

Our company will be very profitable because our survey results indicate that many people are not only interested in our product but will be long term customers. It also indicates that many people are interested in a sustainable alternative to fireworks. We have a larger customer base than business to business which is why we are so much larger compared to industry standards. There will be a very large sum of revenue earned when we add another segment to target in our forecasts. This plays a large part in how the company is able to operate and reinvest into the company. We are able to add many more employees throughout the lifetime of the company because of how profitable we are.

DuPont Analysis

The profit margin, asset turnover, and equity multiplier exceed that of the industry. This shows we have a competitive advantage and more leverage than other businesses. This is most likely due to the fact that we sell Business to Consumer as opposed to Business to Business, giving us a wider customer base.

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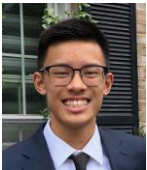

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https://wedding.report/index.cfm/action/wedding_statistics/view/market/id/51/idtype/s/location/Virginia/

Meet the Team!

	<p>Hi, my name is Chelsea Crystal and I am a junior marketing major with a minor in business analytics. I am from Wayne, New Jersey. I live with my mom, dad, and brother who is a sophomore in high school. My hobbies include going on a run, shopping, watching movies, and spending time with friends and family. One of my favorite things to do is take a beach trip.</p>
	<p>Hi, my name is Carolina Spagnuolo and I am a junior accounting major. I am from Randolph, New Jersey! Outside of class I am very family and friends oriented and love being around them constantly. I have two older sisters and a mom and dad that I couldn't live without. I am a member of Zeta Tau Alpha and hold the Sales and Promotions position on the Program Council. My hobbies include dancing, running, long drives and going to the beach!</p>

	<p>Hi, my name is Garrett Bond and I am a junior Business Management major. I am from Richmond, Virginia. I have a sister who also went to JMU and just recently graduated in 2021. Some of my interests outside of the classroom include outdoor adventuring, wellness/nutrition, fitness, and spending time with my family when possible. I am also an active member of Kappa Sigma since 2021.</p>
	<p>Hey! My name is Alan Nguyen and I am a junior Computer Information Systems major from Bristow, Virginia. Outside of this classroom, you can find me pursuing my personal passions of building computers, being outdoors, and hanging out with my family!</p>
	<p>My name is Gillian Seuter and I'm from Delaplane, Virginia. Currently, I'm a senior majoring in Business Management and concentrating in Entrepreneurship at The University of James Madison. Additionally, I'm Co-Membership Chair of the organization Woman in Business as well as a Saleswoman at Puppy City LLC. When I'm not studying or working, I enjoy spending my time cooking, skiing, and caring for animals.</p>
	<p>Hello, my name is Brandon Nguyen and I am a junior Computer Information Systems major with a concentration in info and cybersecurity management. I am from Annandale Virginia and outside of the classroom I enjoy spending time with friends and family, playing and watching sports, and cooking.</p>
	<p>Hi, my name is Hannah Drabeck and I am a junior marketing major. I am from Virginia Beach, Virginia! During my free time I enjoy painting, hiking, thrifting, and going to the beach! Most importantly, I like to spend time with my family as much as I can. I am excited for the semester!</p>