

# Trails for All



# Business Plan

Advanced Product Design

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## Trails for All Business Plan

### Executive Summary:

Our company, Trails for All was developed around the idea that outdoor recreation is a necessity and not just a need. The product that we developed is a mobile application/website that is primarily focused on assisting the disabled community have better access to hiking trails and was intended to fill the void that currently exists in the market

We are seeking \$5,000,000 of seed funding with a total cash requirement of \$18,000,000 for the initial development and first three years of operation.

**The Need:** “People with disabilities who want to enjoy a stress-free hiking experience need a way to access hiking trails easily in order to be more independent and confident outdoors”

**The Product:** Trails for All is a hiking application/website that has all the essential elements required to make trails more accessible to the disabled community. Trail information in hiking apps such as AllTrails or Gaia GPS is limited to trail length, elevation gain, the time required, etc. With Trails for All, the user gets access to information such as difficulty level for a disabled person, type of terrain (paved, stony, etc), sun exposure, etc. These features give us an advantage over our competitors and would attract more users.

**The Strategy:** We plan to develop a beta version using the seed funding and do a local release in a particular locality. This would help us to incorporate user feedback into future versions more effectively. Further, we would be launching an improved version across the nation in the last quarter of 2024, which would be a fully-fledged website that has all the listed features.

Copyrights will be acquired for all the text and media on the website, and the code for the mobile applications. Trails for All will have a free version containing advertisements, and a premium version without ads for which a user must pay \$14.99 annually.

**The Team:** We are four students, Kyra Anderson, Anna Lugthart, Anil Karathra, and India Johnson, from the University of Colorado Boulder who came together around a common passion of making outdoor recreation accessible to the disabled community.

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### **Background:**

Common sources of information for trails—maps, online services, apps, etc.—provide broad-level information for the average hiker. People with disabilities, however, often require additional information these sources lack. Sun exposure, proximity and accessibility of parking, and specifics of trail surfaces were all brought up in user interviews.

Reviews can also provide useful information for people as they prepare to hike a trail. For people with disabilities, seeing reviews from someone with a similar level of ability is of particular value. Since disabilities come in many forms, it is important that hikers are able to find the information most pertinent to their needs.

Navigating sources of information for trails can be a hurdle in and of itself. For example, some people require inverted colors, larger fonts, or text to speech. Being able to easily access information in a variety of formats is crucial.

Though many existing services meet one or more of these criteria, we have yet to find one that accomplishes them all. Since trails provide recreation, exercise, mental clarity, and a sense of adventure, we strongly believe everyone is entitled to these experiences. However, without reliable sources of accessibility-oriented trail information, many people with disabilities opt to stay indoors.

These factors all led to our need statement: “People with disabilities who want to enjoy a stress-free hiking experience need a way to access hiking trails easily in order to be more independent and confident outdoors”.

### **Product:**

Initial brainstorming led our group towards searching for a common theme or passion that the team shared. Quickly, we landed on sport and recreation. We wanted to challenge ourselves by working on a product with a target audience that is often excluded or exploited by the outdoors.

In the ideation process, we decided to help people with disabilities and interviewed them to determine their needs. Based on their needs of difficulty navigating rough terrain,

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seeking independence and enjoyment, and striving to stay safe outdoors, we created several prototypes to test which one would be the most beneficial for them. The prototypes created and tested with our users were an app/website to help them access trails, a tread for wheelchairs that can go over rough terrain, a kayak crane to help them get into and out of kayaks, and a VR Oculus simulation for hiking. Based on their feedback, the majority of users felt the app/website was most useful.

This led us to the prototyping gate of fine tuning the app/website's contents and usability. Small details such as icons, color options, font, audio controls, image displays and other miscellaneous details that are often overlooked when it comes to digital components for people with disabilities, so we asked our users' for feedback and tailored our final app/website to their preferences.

Through the iterations above, we landed on a digital application that allows users to discover trails and local parks that may offer those who are handicapped an opportunity to explore the outdoors. Our website called Trails for All, is a site intended to help people with disabilities easily access hiking trails. Our group is passionate about making sure that anyone who wants to, is able to enjoy the outdoors. Our mission is to make hiking a fun, relaxing activity to partake in by using our site.

Much of getting to where we are now with Trails for All is due to our users and user feedback. Throughout the product design process our group was fortunate enough to make close relations with many of our target users. Spending much of our time interviewing, surveying, and sharing intimate stories about their experience as someone with a disability, we were able to get a more fulfilled image of what our product would look like from ideation to concept and now prototype. Ultimately, our group valued their guidance with the hope of achieving the ultimate goal of delighting our users at the end of all of this!

### **Market Analysis:**

#### Addressable Market:

Our project is focused on making the outdoors more accessible to the disabled community. We intend to fulfill this goal through a unique hiking app/website that prioritizes accessible trails and other outdoor recreational activities.

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Hiking is one of the most popular outdoor activities in the United States, with a steady increase in the number of participants since 2007 as seen in Figure 1. The number of people who went hiking in 2019 was close to 49.6 million, which accounts for 16.4% of the country's population. The statistics show an increase of nearly 17 million from 2007 when only 10.4% (32.5 million people) of the population went on a hike. Further, the two main causes for this increase were stated as a growing awareness of local hiking routes and increased accessibility with better waymarking and infrastructure. Such rapid growth would not have occurred without the advancements that have happened in the technology field which has helped in mapping numerous trails and making them known to hikers.

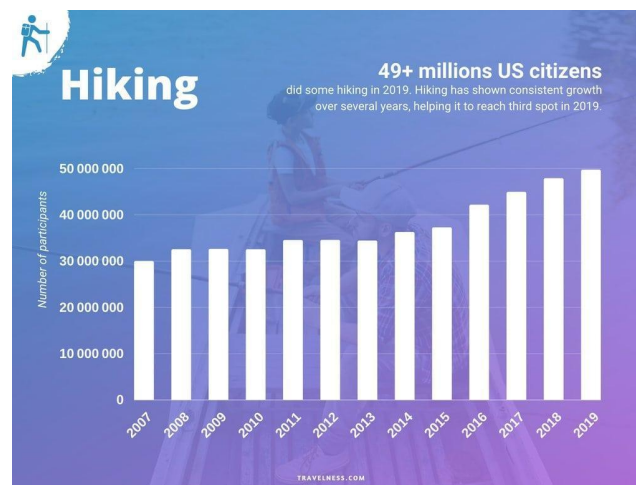


Figure 1: Growth of Hikers in the United States [Source: *travelness.com*]

Another factor to consider is the number of disabled people in the country. According to the Centers for Disease Control and Prevention (CDC), 13.7% (45.47 million people) of the US population have a disability related to mobility as seen in Figure 2. This number will increase at a constant rate based on historical statistics. Outdoor recreation for this community is important since it can enhance their mental and physical health. Besides being active, it helps in instilling a sense of inclusivity for these people.

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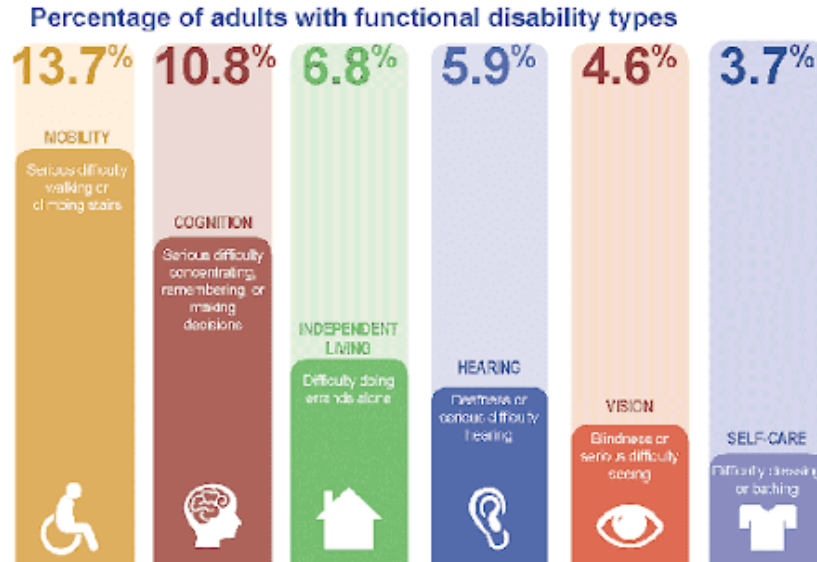


Figure 2: Breakdown of People with Disabilities Who Would Potentially Go Hiking [Source: CDC]

### Market Dynamics:

There are currently multiple hiking applications and websites in the market, which can be downloaded from the App Store, Play Store, or accessed through any web browser. Most of these applications have a free version which may have pop-up advertisements or limit certain features, and a premium version which the users can access by paying a subscription fee.

The market for our product includes disabled persons, as well as hikers. According to our research, one-third of the US population falls into either one or both groups. Hence, we are addressing a market of approximately 100 million adults (over the age of 18).

Even though the growth of hiking apps is difficult to predict, the recent success of AllTrails, the hiking app with the largest market share, shows an evident demand for similar products. AllTrails in 2020, surpassed the 1 million mark in terms of premium users and reported year-over-year growth of 36% in the number of active monthly users globally.

The number of hikers has an average growth rate of approximately 5.4% year-over-year based on past statistics, whereas the number of people with disabilities increases at a relatively lower rate of 0.1%, thanks to advancements in the medical field.

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As Trails for All begins to penetrate the market, it should not fundamentally change it. However, it should slightly change the hiking market to create a more inclusive community that can better accommodate non-able bodied people.

### Competitive Analysis

The most used hiking app/ website is AllTrails with more than 1 million paid users. Further, AllTrails is used by approximately 35% of the global hiking population which makes them our biggest competitor. Other commonly used hiking apps/websites include but are not limited to Gaia GPS, Spyglass, Avenza Maps, etc.

Although all these apps/ websites that are currently available are incredibly helpful in finding trails and tracking hikes, they offer minimal or no support for the disabled community. Our product aims to fill this void by prioritizing accessible trails, while also catering to the needs of the general hiking population. Such a feature gives us a unique advantage over our competitors by attracting not just hikers but also disabled people who want to enjoy the outdoors.

### **Intellectual Property:**

#### Closest Intellectual Property:

There were various websites that did attempt to create a place where people with disabilities could find local trails that had ample accessibility information. The site closest to our product is called Access Recreation. It is a Portland, Oregon based website that provides information about local hiking trails and outdoor facilities for people with disabilities. They developed their own guidelines to follow for trail accessibility and go into great detail for each trail page. On each specific trail page, they have an in-depth description of what the trail is, a map of the trail or park, photos of the trail and the terrain, photos and descriptions on how to access the trail, and amenities that are available at the trail. They also include video descriptions on some of their trail pages. Additionally, they did have a copyright that terminated in 2021.

#### Intellectual Property Workaround and Strategy:

What sets us apart from Access Recreation and other similar websites is that our site is much more user friendly and navigable. Access Recreation has a lot of words describing the trails, but no icons to quickly tell if the trail is accessible or not. Additionally, they do

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not have a reviews section and people using the site are not able to filter trails by their specific disabilities.

Trails for All will have search bars on each page to make everything easy to find. The site will also allow users to filter out trails that are tailored to their preference. The site will have less text, and more icons that make the information on the site more digestible and easier to scan through quickly. There will also be a review section that can auto-populate from our users' reviews and can be filtered by specific disabilities or key words. To protect our own intellectual property, we plan to create a copyright for our website so others cannot use our design or layout.

### **Operating Plan:**

#### Milestones:

In order to get to market, we need to accomplish several things.

Our first step, which we've already completed, is to create a proof of concept website based on multiple iterations of user feedback. This website does not need to be fully functional, but instead should demonstrate what we aim to achieve with our product and how we want it to look. Important features at this step include layout, styling, fonts, and icons. It should also include the visual elements of any key interactive website mechanics, like review submission.

Once we and our users are satisfied with this initial version, we'll need to develop a fully functional website. Building on our previous prototypes and user interviews, we'll synthesize a polished, original site using HTML, CSS, and JavaScript. All of the non-functional features from the proof of concept website should now work. Additional features may include a search bar, accounts, and the ability for users to suggest new trails.

As we approach launch, we'll need to copyright our website, incorporate, and hire a lawyer. We'll need to purchase a domain name and adequate server space. As more trails, reviews, and photos get added to the site we'll need to continue purchasing server space to ensure we can store new information and keep the site running fast.

We'll also need to expand our team. At first these people can work remotely, but as the website grows we'll need to purchase office space, computers, and other equipment to keep operations running.



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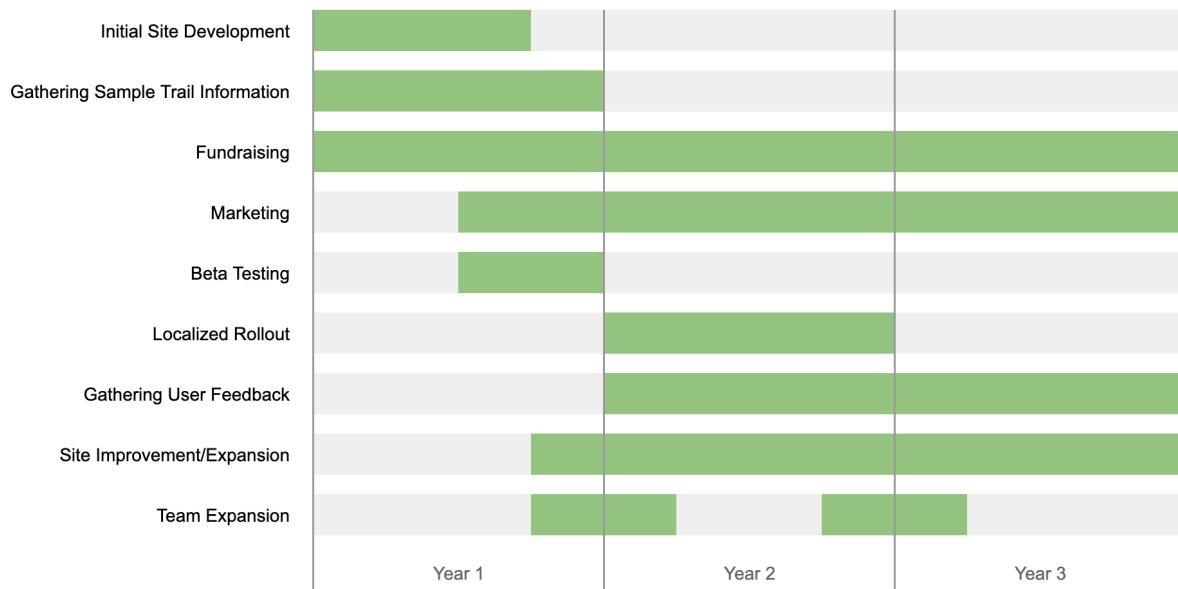
Finally, we need to establish revenue streams for our site, including ads, subscriptions, and merchandise. These will give us the ability to pay for server space and expand our site to other regions.

### Development Approach:

We aim to start with a limited, local rollout and scale up over time. This offers several benefits. Firstly, it allows us to start out with a small, manageable user pool. We can use this time to gauge user interest, work out the kinks, and improve our site. Boulder would be an ideal location to start as it has a wide variety of trails and potential users.

Secondly, it allows us to maintain more ownership over the company. We can use revenue from ads, subscriptions, and merchandise sales to grow, limiting our need to take out loans or sell ownership.

Our plan is to spend the first year fundraising, developing the site, and testing with a small team. In the back half of the year, we'll also begin marketing and scaling up our team. The second year, we'll roll out our product at a local scale and use feedback from users to improve our site. We'll also continue fundraising and marketing. As we approach the end of the year we'll further expand our team. The third year and beyond, we'll continue expanding our site and team, branching out to other parts of Colorado, then the rest of the country. We will continue marketing throughout. The full three year plan can be seen in the Gantt Chart in Figure 3 below.



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Figure 3: Gantt Chart for Operating Plan

### Financial Analysis:

### Operating Plan:

<b>Operating Plan</b>														
	Quarter												Year	
	1	2	3	4	5	6	7	8	9	10	11	12	4	5
<b>Phase 1</b>														
Planning														
Business Analysis														
Design and Pre-development														
<b>Phase 2</b>														
UI Design														
App Development/ Website														
Back-end development														
Front-end development														
<b>Phase 3</b>														
Beta Testing														
Localized launch														
Finalization and Launch														
Post-launch support and maintenance														

	Quarter												Year	
	1	2	3	4	5	6	7	8	9	10	11	12	4	5
<b>Development Team</b>														
Web Developer	1	1	1	1	1	1	1	1	1	2	2	2	2	2
iOS App Developer	1	1	1	1	1	1	1	1	1	2	2	2	2	2
Android App Developer	1	1	1	1	1	1	1	1	1	2	2	2	2	2
Back-end Developer	0	0	0	0	0	1	1	1	1	2	2	2	2	2
Front-end Developer	0	0	0	0	0	1	1	1	1	2	2	2	2	2
UI/UX Designer	0	0	2	2	2	2	2	2	2	3	3	3	3	3
Quality Assurance Engineer	0	0	0	0	0	1	1	1	1	1	1	1	2	2
<b>SG&amp;A</b>														
Project Manager	1	1	1	2	2	2	2	2	2	2	2	2	2	2
Business Analyst	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Marketing Specialist	0	0	0	0	0	0	1	1	1	1	1	1	1	1
<b>Totals</b>														
COGS	3	3	5	5	2	8	8	8	8	14	14	14	15	15
SG&A	2	2	2	3	3	3	4	4	4	4	4	4	4	4

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## Revenue Model:

Key Assumptions					
Assumption	#	Source			
Market size	100,000,000	CDC, traveliness.com			
Average Growth Rate	5%	Calculated from historical stats			
% of market who may install application	45%	Competitor analysis			
Average Selling Price of premium version	15	Company research			
% decrease of Average Selling Price	0%	estimate			
Revenue per click for ads	0.16	is.com			

US Market Model						
Year	12/31/23	12/31/24	12/31/25	12/31/26	12/31/27	Comments
Hiking app users	45,000,000	47,430,000	49,991,220	52,690,746	55,536,046	= # hiking app users grown at 5%
% of hiking app users who use our service	0.0%	0.0%	8.0%	35.0%	60.0%	assumption
Total number of downloads	-	-	3,999,298	18,441,761	33,321,628	= # of hiking app users * % of hiking app users who use our service
% of users who subscribe	0.0%	0.0%	0.5%	0.8%	1.2%	assumption
Total Premium subscriptions	-	-	19,996	147,534	399,860	= % of users who subscribe * total downloads
ASP	\$ 15	\$ 15	\$ 15	\$ 15	\$ 15	= ASP estimate
<b>Ad revenue</b>			<b>\$ 639,888</b>	<b>\$ 2,950,682</b>	<b>\$ 5,331,460</b>	
<b>Revenue</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 939,835</b>	<b>\$ 5,163,693</b>	<b>\$ 11,329,353</b>	

## COS Analysis:

Employee Information							
	12/31/23	12/31/24	12/31/25	12/31/26	12/31/27	COMMENTS	
Developer/Engineer	3	6	11	12	12	- These #'s are an average of the staffing levels from the Operating Plan for each year.	
UI/UX Designer	2	2	3	3	3		
Project Manager	2	2	2	2	2		
Other Management	1	2	2	2	2		
<b>Salary Assumptions</b>		<b>Factor</b>	<b>Salary</b>				
Developer/Engineer	2.0	120,000				- assumptions on salary are from Larry T.	
UI/UX Designer	2.0	90,000				- assumptions on - "factor" takes into account health care costs and other, non salary related employee costs - per Larry T.	
Project Manager	1.5	100,000				- "factor" takes into account health care costs and other, non salary related employee costs - per Larry T.	
Other Management	1.5	80,000					
Yearly salary increase	2.5%						
<b>Fully Burdened Salary</b>		<b>12/31/23</b>	<b>12/31/24</b>	<b>12/31/25</b>	<b>12/31/26</b>	<b>12/31/27</b>	
Developer/Engineer	240,000	246,000	252,150	258,454	264,915	= salary * factor * yearly salary increase	
Designer	180,000	184,500	189,113	193,840	198,686		
Project Manager	150,000	153,750	157,594	161,534	165,572		
Other Management	120,000	123,000	126,075	129,227	132,458		
<b>Product related expenses (Cost of Sales - COS)</b>							
<b>Development Cost</b>		<b>12/31/23</b>	<b>12/31/24</b>	<b>12/31/25</b>	<b>12/31/26</b>	<b>12/31/27</b>	
# of engineers/ developers	3	6	11	12	12	- from employee table above	
Fully loaded employee cost	240,000	246,000	252,150	258,454	264,915	- from fully burdened salary table above	
# of designers	2	2	3	3	3	- from employee table above	
Fully loaded employee cost	180,000	184,500	189,113	193,840	198,686	- from fully burdened salary table above	
# of project managers	2	2	2	2	2	- from employee table above	
Fully loaded employee cost	100,000	102,500	105,063	107,689	110,381	- from fully burdened salary table above	
# of other management staff	1	2	2	2	2	- from employee table above	
Fully loaded employee cost	80,000	82,000	84,050	86,151	88,305	- from fully burdened salary table above	
<b>Total development cost</b>	<b>1,360,000</b>	<b>2,214,000</b>	<b>3,719,213</b>	<b>4,070,647</b>	<b>4,172,413</b>	= # of employees * salary (for each type of employee)	
<b>Office Space Cost</b>		<b>12/31/23</b>	<b>12/31/24</b>	<b>12/31/25</b>	<b>12/31/26</b>	<b>12/31/27</b>	
Cost per Sq foot	25.00	25.63	26.27	26.92	27.60	= cost per sq foot * inflation assumption	
Inflation	n/a	2.5%	2.5%	2.5%	2.5%	- assumption	
# of sq feet / employee	175	175	190	190	190	- assumption (typical space needs)	
# of employees	8	12	18	19	19	- from employee table above	
Sq ft required	1,400	2,100	3,420	3,610	3,610	- # of employees * sq ft per employee	
Projected Sq footage	2,500	2,500	4,000	4,000	4,000	- note: typically you buy space in blocks so you don't have to move a lot	
<b>Office Space Cost</b>	<b>62,500</b>	<b>64,063</b>	<b>105,063</b>	<b>107,689</b>	<b>110,381</b>	= Cost per Square foot * projected Sq footage	
<b>Cost of Sales</b>		<b>12/31/23</b>	<b>12/31/24</b>	<b>12/31/25</b>	<b>12/31/26</b>	<b>12/31/27</b>	
Total development cost	1,360,000	2,214,000	3,719,213	4,070,647	4,172,413	- from table above	
Office Space Cost	62,500	64,063	105,063	107,689	110,381	- from table above	
<b>Total COS</b>	<b>1,422,500</b>	<b>2,278,063</b>	<b>3,824,275</b>	<b>4,178,336</b>	<b>4,282,794</b>	= sum of mfg labor cost, facility cost and raw material costs	

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## Opex Analysis:

Employee Information						Comments
	12/31/23	12/31/24	12/31/25	12/31/26	12/31/27	
<b>Development Team</b>						
Web Developer	1	1	2	2	2	
iOS App Developer	1	1	2	2	2	
Android App Developer	1	1	2	2	2	
Back-end Developer	0	1	2	2	2	
Front-end Developer	0	1	2	2	2	
UI/UX Designer	2	2	3	3	3	
Quality Assurance Engineer	0	1	1	2	2	
<b>SG&amp;A</b>						
Project Manager	2	2	2	2	2	
Business Analyst	1	1	1	1	1	
Marketing Specialist	0	1	1	1	1	
<b>Salary Assumptions</b>						
	Factor	Salary				
Developer/ Engineer	2.0	120,000.0				
UI/UX Designer	2.0	90,000.0				
Project Manager	1.5	100,000.0				
Other Management	1.5	80,000.0				
Yearly salary increase	2.5%					
<b>Fully Burdened Salary</b>						
	12/31/23	12/31/24	12/31/25	12/31/26	12/31/27	
Developer/ Engineer	240,000	246,000	252,150	258,454	264,915	= salary * factor * yearly salary increase
UI/UX Designer	180,000	184,500	189,113	193,840	198,686	
Project Manager	150,000	153,750	157,594	161,534	165,572	
Other Management	120,000	123,000	126,075	129,227	132,458	
<b>Operating Expenses (Op Ex)</b>						
<b>R&amp;D Spending</b>						
	12/31/23	12/31/24	12/31/25	12/31/26	12/31/27	
# of engineers/ developers	3	6	11	12	12	- from employee table above
Fully loaded employee cost	240000	246000	252150	258453.75	264915.0938	- from fully burdened salary table above
# of designers	2	2	3	3	3	- from employee table above
Fully loaded employee cost	180000	184500	189112.5	193840.3125	198686.3203	- from fully burdened salary table above
<b>Annual R&amp;D expenditures</b>	<b>1,080,000</b>	<b>1,845,000</b>	<b>3,340,988</b>	<b>3,682,966</b>	<b>3,775,040</b>	= # of employees * salary (for each type of employee)
<b>SG&amp;A Spending</b>						
	12/31/23	12/31/24	12/31/25	12/31/26	12/31/27	
# of project managers	2	2	2	2	2	- from employee table above
Fully loaded employee cost	100000	102500	105062.5	107689.0625	110381.2891	- from fully burdened salary table above
# of other management staff	1	2	2	2	2	- from employee table above
Fully loaded employee cost	80000	82000	84050	86151.25	88305.03125	- from fully burdened salary table above
<b>Annual SG&amp;A Expenditure</b>	<b>280,000</b>	<b>369,000</b>	<b>378,225</b>	<b>387,681</b>	<b>397,373</b>	= # of employees * salary (for each type of employee)
<b>Facilities</b>						
	12/31/23	12/31/24	12/31/25	12/31/26	12/31/27	
Cost per Sq foot	25.00	25.63	26.27	26.92	27.60	= cost per sq foot * inflation assumption
<b>Inflation</b>	n/a	2.5%	2.5%	2.5%	2.5%	- assumption
# of sq feet / employee	175	175	190	190	190	- assumption (typical space needs)
# of employees	8	12	18	19	19	- from employee table above
Sq ft required	1,400	2,100	3,420	3,610	3,610	- assumption (typical space needs)
Projected Sq footage	2,500	2,500	4,000	4,000	4,000	- note: typically you buy space in blocks so you don't have to move a lot
<b>Annual Facility Cost</b>	<b>62,500</b>	<b>64,063</b>	<b>105,063</b>	<b>107,689</b>	<b>110,381</b>	= Cost per Square foot * projected Sq footage
<b>Operating Expenses</b>						
	12/31/23	12/31/24	12/31/25	12/31/26	12/31/27	
Annual R&D expenditures	1,080,000	1,845,000	3,340,988	3,682,966	3,775,040	- from table above
Annual SG&A Expenditure	280,000	369,000	378,225	387,681	397,373	- from table above
Annual Facility Cost	62,500	64,063	105,063	107,689	110,381	- from table above
<b>Total Operating Expenses</b>	<b>1,422,500</b>	<b>2,278,063</b>	<b>3,824,275</b>	<b>4,178,336</b>	<b>4,282,794</b>	= sum of R&D expenses, SG&A expenses and facility cost

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## Income Statement:

Annual Income Statement	1 Projected 12/31/23	2 Projected 12/31/24	3 Projected 12/31/25	4 Projected 12/31/26	5 Projected 12/31/27	Comments / Notes
<b>Revenue</b>						
App Subscription	0	0	299,947	2,213,011	5,997,893	- From the market model
Ad Revenue	639,888	2,950,682	5,331,460			
<b>Total Revenue</b>	<b>0</b>	<b>0</b>	<b>939,835</b>	<b>5,163,693</b>	<b>11,329,353</b>	
<b>Cost of Sales</b>						
Total development cost	1,360,000	2,214,000	3,719,213	4,070,647	4,172,413	
Office Space Cost	62,500	64,063	105,063	107,689	110,381	
<b>Total COS</b>	<b>1,422,500</b>	<b>2,278,063</b>	<b>3,824,275</b>	<b>4,178,336</b>	<b>4,282,794</b>	- From the costs analysis spreadsheet
% of Revenue	0%	0%	407%	81%	38%	
<b>Gross Profit</b>	<b>(1,422,500)</b>	<b>(2,278,063)</b>	<b>(2,884,440)</b>	<b>985,357</b>	<b>7,046,559</b>	= Revenue - COGS
Gross Margin	0%	0%	-307%	19%	62%	= Gross Margin / Revenue
<b>Operating Expense</b>						
R&D expenditures	1,080,000	1,845,000	3,340,988	3,682,966	3,775,040	- From the costs analysis spreadsheet
SG&A Expenditure	280,000	369,000	378,225	387,681	397,373	- From the costs analysis spreadsheet
Facility Cost	62,500	64,063	105,063	107,689	110,381	- From the costs analysis spreadsheet
<b>Total Operating Expense</b>	<b>1,422,500</b>	<b>2,278,063</b>	<b>3,824,275</b>	<b>4,178,336</b>	<b>4,282,794</b>	= SUM of R&D, SG&A & Facilities Costs
% of Revenue	0%	0%	407%	81%	38%	= Operating Expense / Revenue
<b>EBITDA</b>	<b>(2,845,000)</b>	<b>(4,556,125)</b>	<b>(6,708,715)</b>	<b>(3,192,978)</b>	<b>2,763,765</b>	= Gross Margin - Total Operating Expenses
EBITDA Margin	0%	0%	-714%	-62%	24%	
<b>Depreciation &amp; Amortization</b>						
Depreciation	0	0	0	0	0	
Amortization	0	0	0	0	0	
<b>Total Depreciation &amp; Amortization</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>EBIT</b>	<b>(2,845,000)</b>	<b>(4,556,125)</b>	<b>(6,708,715)</b>	<b>(3,192,978)</b>	<b>2,763,765</b>	
EBIT Margin	0%	0%	-714%	-62%	24%	
Interest Expense	0	0	0	0	0	
Income Tax	0	0	0	0	0	
<b>Net Income</b>	<b>(2,845,000)</b>	<b>(4,556,125)</b>	<b>(6,708,715)</b>	<b>(3,192,978)</b>	<b>2,763,765</b>	
	0%	0%	-714%	-62%	24%	

## Cash Requirements:

Trails for All Cash Requirements						Comments / Notes
	12/31/23	12/31/24	12/31/25	12/31/26	12/31/27	
<b>Net Income</b>	<b>(2,845,000)</b>	<b>(4,556,125)</b>	<b>(6,708,715)</b>	<b>(3,192,978)</b>	<b>2,763,765</b>	- From the Income Statement
<b>Capital Equipment Purchased</b>						
# of non-mfg employees	8	12	18	19	19	- From the employee summary on the costs analysis sheet
Cost of computers, phones, desks / ee	7,500	7,500	7,500	7,500	7,500	- Assumption of capital equipment purchased per employee
Computers, phones, desks, etc	60,000	30,000	105,000	37,500	105,000	= # of employees * employee cost
<b>Total Capital Equipment Purchase</b>	<b>60,000</b>	<b>30,000</b>	<b>105,000</b>	<b>37,500</b>	<b>105,000</b>	= Sum of computers, phones, etc + clean room + mfg equipment
<b>Total Cash Flow from the Year</b>	<b>(2,905,000)</b>	<b>(4,586,125)</b>	<b>(6,813,715)</b>	<b>(3,230,478)</b>	<b>2,658,765</b>	- Income (or loss) from the year + other cash outflows (like capital equipment or inventory)
<b>Cumulative Cash Flow</b>	<b>(2,905,000)</b>	<b>(7,491,125)</b>	<b>(14,304,840)</b>	<b>(17,535,318)</b>	<b>(14,876,553)</b>	- Total cash flow over the course of your business
<b>Cash Needs</b>						
Cash Balance	(2,905,000)	(2,491,125)	695,160	(2,535,318)	3,123,447	= Cash Flow from the year + Post-financing cash in the bank
Suggested Amount Financed	5,000,000	10,000,000		3,000,000		- Assumption / "plug" based on fund raising strategy
Post-financing Cash in the Bank	2,095,000	7,508,875	695,160	464,682	3,123,447	- If this is <0, then you are bankrupt

## Trails for All Business Plan

### **Team:**

#### Our Team:

The following is our team's current members:

Kyra Anderson is a senior in Mechanical Engineering and has experience with design and development. She is passionate about spending time outdoors and staying active. Additionally she loves to cook, swim, and travel in her free time.

Anil Karathra is a first year graduate student in Mechanical Engineering student who has experience in mechanical product design and development. He received his B-tech in Mechanical Engineering from A.P.J Abdul Kalam Technological Univeristy in Kerala, India and has previously worked as Design Engineer for a start-up organizaition. Apart from his professional career, he loves to play soccer, bike and is also an amateur singer and guitarist.

Anna Lugthart is a first year graduate student in Mechanical Engineering, an amateur coder, and a lover of the outdoors. She received her BS in Mechanical Engineering at Northwestern University and has worked a year and a half in industry. In her free time, she enjoys hiking, camping, and trying her hand at any new skill she can.

India Johnson is a second year graduate student in ATLAS Creative Technology & Design Program. Her previous education including a Bachelor's degree from Michigan State was focused on Textile and Fashion Design. Away from her studies, she's a part of the University of Colorado Women's Cross Country & Track team, an avid outdoor enthusiast, and cat lover.

#### Team Development:

As the team begins to expand, future roles will fit into 4 departments: Development, Sales, Marketing, and Administration.

## Trails for All Business Plan

As we approach our initial launch, we'll need to fill several new positions. In Development, we'll need a small team of software developers to expand and improve our website. In Sales, we'll need an accountant. In Marketing, we'll need to hire someone to advertise our site. In Administration, we'll need a chief executive officer (CEO). At this stage, the role of CEO will likely be filled by someone on our team. We will also temporarily need a small team to gather sample trail data and people to test our software before releasing it to the public.

As the website grows we'll need to add more positions. In Development, we'll expand our team of software developers. In Sales, we'll hire customer service personnel. We may also hire more accountants if necessary. In Marketing, we'll hire more people to form an advertising team. In Administration, we will hire a chief financial officer (CFO) and chief operating officer (COO). As any other needs become evident, we'll expand our team to accommodate.