

BUSINESS PLAN / FINANCIAL FORECAST

FieldSprout Sampling

A proposed campaign agency coordinating client-owned free samples, authorized venues and purchased local field delivery.

PLANNING EDITION / 2026-10-24

YEAR 1 REVENUE

391,200.00

USD

YEAR 1 NET INCOME

-61,102.08

USD

STARTUP USES

23,669.20

USD

Your guide to the plan

Detailed · Clear & Professional | Investor fundraising

Forecast from 2027-01-01 | 3 operating years | USD | base

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Planning forecast. Assumptions require review; proposed funding is not secured.

01 Executive summary

FieldSprout Sampling proposes a local campaign sampling agency with outsourced field teams in Moderate-cost US local campaign market with storage-office hub. A proposed campaign agency coordinating client-owned free samples, authorized venues and purchased local field delivery. The central launch decision is: Can booked campaign fees cover outside field commitments and cash needs before clients pay?

Business overview

Authorized brand and agency buyers commissioning a defined sampling campaign with available products and approved venues. One demand pool of eight booked campaigns monthly is allocated once among five channels at the retained mix and campaign fees. Outside field teams are direct purchased services. The paid project manager, owner and administrative support coordinate delivery; no invented field-hour capacity is assigned to them. The scenario is limited to this operating format; activity outside it needs its own inputs.

Key priorities

Validate booked campaigns through authorized field delivery, accepted reporting and payment. Record the total coordination effort and outside commitments. Enquiries from brands do not prove demand for eight campaigns or demonstrate that suppliers can cover overlapping dates. The proposed first operating month is January 2027. The owner should confirm service readiness, paid staffing and available cash before opening the calendar.

Financial highlights

The proposal requires \$234,711.19 in equity. Launch spending is \$23,669.20, leaving \$211,041.99 in opening cash. Year 1 revenue is \$391,200.00 and net income is -\$61,102.08. The first-year operating shortfall means sales do not yet cover the paid team and overhead. Funding provides time to establish demand; it does not remove that shortfall. The initial project outlay is not recovered within three operating years.

02 Company & management

FieldSprout Sampling proposes the operating format described in this example. The responsible management team must confirm legal formation, scope, paid staffing, commercial terms and cash controls before opening.

Company background

FieldSprout Sampling is a fictional independent agency coordinating local activations from a modest hub. Clients supply and own the free samples. The agency earns campaign fees, not the retail value of products handed to participants.

Ownership & management

The proposed owner contribution is \$234,711.19 and covers all modeled equity. No external equity is included. Contributions and operating remuneration are separate; the listed paid roles do not establish the owner's employment or tax status.

Team & responsibilities

A paid project manager and working owner/account director coordinate campaigns, supported by quarter-time administration. Outside field staffing is purchased separately and fully costed. Eight expected campaigns is a demand input; it does not establish a usable crew or venue calendar. Project manager: 1 × \$6,000.00 monthly, plus a 15% employer-cost allowance; Owner director: 1 × \$6,666.67 monthly, plus a 15% employer-cost allowance; Operations: 1 × \$916.67 monthly, plus a 15% employer-cost allowance. Paid roles are counted once in operating expenses. A zero employer allowance excludes burden from the forecast; it does not prove that no statutory charge or benefit is owed. Confirm the actual roster and fully loaded pay before launch.

03

Products & business model

The offer is limited to work the team can define, price and deliver consistently. Each agreement should identify the buyer, included tasks, access requirements, deliverables, acceptance and payment terms.

Products & services

Retail circuits, street activations, event booths, campus tours and office drops divide the same campaign pool. A scope defines locations, shifts, product quantities, staffing, permissions and reporting. Consumable cups, gloves and packaging belong to the agency; the sample goods remain client-owned.

Pricing & revenue streams

8 expected completed campaign units per month before ramp and seasonality. This is one demand pool; there is no independent capacity ceiling. Validate paid delivery and scheduling separately before accepting that workload. 5 mutually exclusive service shares allocate that pool once. Each price is per completed campaign. The 1-month ramp, 0% annual requested-volume growth, normalized monthly seasonality and 2% annual price growth are illustrative. Fractional units are expected monthly averages, not partial completed customer assignments. Actual scheduling, completed work and collections still need validation. Retail demos: 35% of the shared demand pool at \$2,500.00 per completed campaign. Street sampling: 20% of the shared demand pool at \$4,500.00 per completed campaign. Event booths: 20% of the shared demand pool at \$6,000.00 per completed campaign. Campus tours: 15% of the shared demand pool at \$5,000.00 per completed campaign. Office drops: 10% of the shared demand pool at \$3,500.00 per completed campaign. Fees exclude customer sales tax. Confirm scope and any exceptional materials before accepting a fixed price. Displayed shares are rounded to two decimals; calculations retain the full-precision mix.

Customer value

The proposed benefit is coordinated distribution with an agreed field record and clear responsibilities. A campaign should document activity without presenting sample counts as proven sales conversion. No promise of universal venue access or guaranteed consumer purchase follows from handing out a product.

04 Market & competition

The initial market is the specific buyer and buying occasion described below. The launch should be justified by paid work in a practical service area, rather than by applying a market-share percentage to a broad industry estimate.

Target customers

Authorized brand and agency buyers commissioning a defined sampling campaign with available products and approved venues. Confirm who commissions the work, who supplies access or records and who authorizes payment. Keep the initial territory small enough to support the promised response and delivery time.

Demand & validation

Validate booked campaigns through authorized field delivery, accepted reporting and payment. Record the total coordination effort and outside commitments. Enquiries from brands do not prove demand for eight campaigns or demonstrate that suppliers can cover overlapping dates.

Competition & positioning

Alternatives include other activation agencies, internal brand teams and venue-managed promotions. Compare actual locations, shifts, field staffing, product handling and reporting. A published price for one promotional shift does not establish the full campaign fee.

05 Marketing & sales

The acquisition process should bring in work that fits the team and produces collected contribution after delivery costs. Track qualified opportunities, accepted quotes, completed work and cash received as separate steps.

Customer acquisition

Proposed channels are brand/agency introductions and accurate sample campaign proposals. Baseline prospecting differs from referral commissions. Qualify product availability, permissions and decision authority before paying for a venue or making a binding field-staff reservation.

Sales process

Agree campaign scope, client-supplied sample readiness, venue duties, field coverage, acceptance and changes. Fifteen weighted collection days approximate the retained half-immediate/half-net-30 mix. Advance balances and their liabilities are not modeled separately; confirm actual terms before committing supplier cash.

Retention & measurement

Close with agreed field records and an account of unused client goods. Price the next campaign as new booked work rather than assuming automatic renewal. Track supplier reliability, returns and invoice aging alongside client satisfaction.

06

Operations & milestones

Operating delivery must fit the actual premises, equipment, paid roster and service window. Confirm required resources and permissions before accepting customer or participant commitments.

Facilities & resources

Laptops, reusable tables/tents, shelving, handling carts and field devices support launch. Only agency-owned disposable packaging/consumables enter stock. Field staffing, logistics and venue permissions are purchased services, while client samples and outside-team equipment are not agency inventory. The refundable premises deposit is paid before opening and remains at cost without depreciation in the asset ledger; no refund is assumed. This aggregation is a planning proxy rather than formal accounting classification. The launch asset budget is Laptops and peripherals: \$3,600.00; Reusable demo tables and tents: \$4,500.00; Storage shelving: \$1,500.00; Handling carts and hand trucks: \$1,000.00; Field tablets and chargers: \$1,200.00; Refundable workspace deposit: \$3,000.00.

Service delivery

Confirm the client brief and goods, secure authorized venues and field coverage, dispatch materials, supervise the agreed activation and reconcile reports and remaining stock. The demand model has no physical ceiling; each booked campaign still needs a real staffing and logistics plan.

Launch & development milestones

Verify product-handling limits, venues, suppliers, insurance and hub terms. Complete paid campaigns through reporting and collection before committing to overlapping dates. Keep the initial eight-campaign average until actual paid evidence supports a revised demand and cash scenario. The initial funding proposal of \$144,486.55 leaves a lowest forecast cash balance of -\$80,224.64. The revised proposal adds \$90,224.64 of uncommitted owner cash, bringing total proposed funding to \$234,711.19. Revenue and paid costs are unchanged; the added reserve targets a selected \$10,000 minimum cash balance and does not remove the operating loss.

07

Funding request & use of funds

All proposed equity must be available before launch payments. The funding plan separates equipment and setup spending from the cash reserve needed to support operations.

Use of funds

Launch spending totals \$23,669.20: \$14,800.00 for assets and refundable deposits, \$7,500.00 for expensed setup and \$1,369.20 for opening inventory. Refundable deposits (Refundable workspace deposit: \$3,000.00) are paid once before opening and held at cost without depreciation in the planning asset ledger. This aggregates their carrying value with other assets as a planning proxy; refund timing, impairment and formal accounting classification are not modeled. Deposit cash is unavailable for operations. Additional site work needs scoped quotes.

Sources of funding

Total proposed equity is \$234,711.19, entirely from the owner. This contribution is uncommitted. No external investors or borrowing are included, and financing receipts are separate from earned revenue.

Owner contribution

The owner must confirm availability and transfer of the proposed \$234,711.19 contribution. The saved payroll rows fund continuing operating work separately from contributed capital. Equipment, setup, supplier and payroll obligations require cash even when additional time is contributed.

Funding request

No external equity is requested. Receiving the proposed owner equity leaves \$211,041.99 of opening cash and a forecast funding gap of \$0.00. Confirm the owner's available funds and transfer date before committing launch payments.

08

Financial plan

The forecast covers January 2027-December 2029 in USD, with launch spending reported separately. Its usefulness depends on the service mix, fee, staffing cost and collection terms below.

Forecast assumptions

8 expected completed campaign units per month before ramp and seasonality. This is one demand pool; there is no independent capacity ceiling. Validate paid delivery and scheduling separately before accepting that workload. 5 mutually exclusive service shares allocate that pool once. Each price is per completed campaign. The 1-month ramp, 0% annual requested-volume growth, normalized monthly seasonality and 2% annual price growth are

illustrative. Fractional units are expected monthly averages, not partial completed customer assignments. Actual scheduling, completed work and collections still need validation.

Named direct costs total 49% of operating receipts. External field staffing: 30% of operating receipts, 0% allocated to tangible stock; Campaign freight and travel: 8% of operating receipts, 0% allocated to tangible stock; Venue access and permits: 5% of operating receipts, 0% allocated to tangible stock; Sampling consumables and packaging: 6% of operating receipts, 100% allocated to tangible stock. Only tangible material shares enter purchased stock; purchased services, assistance and paid employee costs do not. All paid-role rows remain separate operating expenses. Fixed salary and overhead assumptions grow 3% annually. Collections use 15 days. Inventory uses 21 physical material days applied once to each material share. Supplier payments use 2 effective total-direct-cost days across material purchases and outside services, a blended timing approximation rather than a material-only credit schedule. Displayed rates and stock days are rounded to two decimals; calculations retain full input precision. The 21% income-tax provision is a scenario input. Personal taxes and customer sales-tax remittances are outside this scenario. Role-specific employer allowances follow the saved payroll rows.

Financial outlook

Year 1: revenue \$391,200.00, EBITDA -\$58,102.08, net income -\$61,102.08 and closing cash \$137,704.84. Year 2: revenue \$399,024.00, EBITDA -\$61,664.28, net income -\$64,664.28 and closing cash \$75,708.48. Year 3: revenue \$407,004.48, EBITDA -\$65,369.76, net income -\$68,369.76 and closing cash \$10,000.00. The first-year operating shortfall means sales do not yet cover the paid team and overhead. Funding provides time to establish demand; it does not remove that shortfall. EBITDA excludes depreciation, interest and income tax; net income includes depreciation and the tax provision.

Cash needs & financial resilience

The lowest forecast cash balance is \$10,000.00, and the funding gap is \$0.00. Positive monthly operating EBITDA is not reached within the three years. The initial project outlay is not recovered within three operating years. Cash differs from profit because of equipment spending, depreciation, collection delays and financing. Review the monthly low point before committing the reserve.

Debt & repayment

No debt or investor distributions are included. Any borrowing option needs an amount, draw date, interest rate and repayment schedule before its affordability can be assessed. Pre-tax project payback measures recovery of the operating investment; it is not a promised dividend, investor return or financing approval.

09

Risks & contingencies

The main exposure is committing paid resources before collected sales justify them. The owner should use the service-specific risks below to decide when to narrow the offer, defer spending or stop.

Key risks

A late product shipment, lost venue, absent field worker or weather disruption can waste prepaid services and coordination time. Campaign averages hide different shift counts and logistics complexity. Free sample value does not provide cash to pay agency suppliers.

Contingency actions

Use product/permission readiness gates, clear supplier cancellation terms and a dated cash commitment review. Test fewer campaigns and slower client receipts while retaining paid coordination. Decline scopes requiring cold-chain or nationwide logistics beyond the selected format.

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Supporting documents

The launch decision needs commercial evidence as well as a forecast. Maintain an organized working file so that costs, commitments and delivery capacity can be reviewed before money is spent.

Available supporting information

The operating proposal defines the customer, service boundary, paid roles, launch assets and collection terms. The accompanying annual financial statements set out earnings, cash flow and the balance sheet for the three-year period. All funding remains a proposal; the business is at the prelaunch stage.

Documents to obtain

Actual client/sample terms, venue permissions, field staffing and logistics quotes, insurance, consumable baskets, supplier terms and paid campaign reports remain outstanding. No retailer access agreement, client contract or measured conversion result is supplied. Record the actual fee, total delivery effort and date of payment for each trial assignment. Update the forecast and funding decision when quotes, commitments or measured results change a material assumption.

THE FINANCIAL FORECAST

Annual financial appendix

All amounts are USD and cover the forecast period. Operating years exclude pre-opening expenses; closing balances are never added together.

Cash & operating summary

Indicator	USD
Minimum cash, including prelaunch	10,000.00
Unfunded cash gap	0.00
Operating-period net income	-194,136.12
Final closing cash	10,000.00

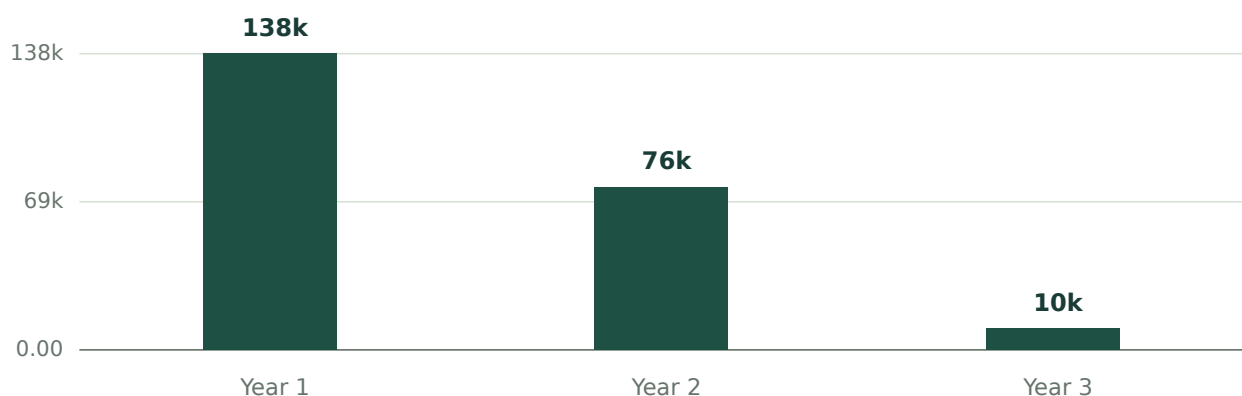
Profit and loss - USD

Item	Year 1	Year 2	Year 3
Revenue	391,200.00	399,024.00	407,004.48
Cost of goods sold	191,688.00	195,521.76	199,432.08
Gross profit	199,512.00	203,502.24	207,572.40
Operating expenses	257,614.08	265,166.52	272,942.16
EBITDA	-58,102.08	-61,664.28	-65,369.76
Depreciation	3,000.00	3,000.00	3,000.00
Interest expense	0.00	0.00	0.00
Income tax	0.00	0.00	0.00
Net income	-61,102.08	-64,664.28	-68,369.76

Cash flow - USD

Item	Year 1	Year 2	Year 3
Opening cash	211,041.99	137,704.84	75,708.48
Operating cash flow	-73,337.15	-61,996.36	-65,708.48
Investing cash flow	0.00	0.00	0.00
Financing cash flow	0.00	0.00	0.00
Net cash movement	-73,337.15	-61,996.36	-65,708.48
Closing cash	137,704.84	75,708.48	10,000.00

Closing cash, year by year



Year-end cash balances. Exact figures appear in the cash-flow table above.

Balance sheet - USD

Item	Year 1	Year 2	Year 3
Cash	137,704.84	75,708.48	10,000.00
Receivables	16,300.00	16,626.00	16,958.52
Inventory	1,369.20	1,396.58	1,424.51
Assets and deposits	11,800.00	8,800.00	5,800.00
Total assets	167,174.04	102,531.06	34,183.03
Payables	1,064.93	1,086.23	1,107.96
Loan balances	0.00	0.00	0.00
Total liabilities	1,064.93	1,086.23	1,107.96
Equity	166,109.11	101,444.83	33,075.07
Reconciliation difference	0.00	0.00	0.00

Launch budget & proposed funding

Item	USD
Setup expenses	7,500.00
Asset purchases	14,800.00
Opening stock purchases	1,369.20
Equity contributions	234,711.19
Loan proceeds	0.00
Cash at launch	211,041.99
Opening inventory balance	1,369.20
Opening loan balance	0.00

Operating break-even - USD

Measure	Year 1	Year 2	Year 3
Break-even revenue	516,150.71	531,635.35	547,584.55
Margin of safety	-124,950.71	-132,611.35	-140,580.07

Project payback

Measure	Forecast result
Initial project outlay (USD)	23,669.20
Payback	Not recovered within the forecast
Final cumulative project cash (USD)	-224,711.19

Review before committing

11 financial checks passed; 0 require attention. The forecast is a planning scenario, not an audit, financing approval or promised return.

Planning model, not audited accounts or tax advice. Revenue follows the selected sales or service activity. Any modeled subscriptions use monthly billing. Annual prepayments, milestone invoices, unbilled contract assets, customer taxes, seller settlements, capitalized interest and tax-loss carryforwards are not modeled. Refundable launch deposits are included at cost; refund timing, impairment and formal classification are outside scope.

Collection and supplier terms use 30-day monthly interpolation. Inventory purchases and non-stock direct costs use supplier terms; operating costs, setup costs, taxes and opening stock are paid immediately. Stock coverage applies only to linked goods costs. Production stock is tracked separately at unit cost.

Fictional editorial scenario. Prices, workload, wages, costs and financing are illustrative planning inputs, not current quotes, measured local averages or actual organization results.

2027-2029 holds the source initial roster, workload, mix and base fees; later expansion is omitted. Fees grow 2%, paid/fixed costs 3%; payroll adds 15% employer allowance and uses prorated cent-rounded budgets. Named direct costs stay separate. Physical material stock days apply once; AP uses effective mixed-cost days. Deposits are paid at cost with no depreciation or assumed refund. Credit-loss provisions become cash buffers; asset depreciation is illustrative.

Role-specific employer-cost allowances follow the saved paid-role rows; zero excludes employer burden rather than proving no obligation. The 21% income-tax provision is an explicit scenario input. A zero input excludes entity income taxes from these results and establishes no exemption; personal taxes, customer sales-tax receipts/remittances and distributions are outside the scenario.

All equity is proposed, uncommitted month-0 cash. No debt is modeled. Opening cash is a reserve, not an extra startup expense. Asset/setup/insurance/premises allowances need scoped quotes; the listed refundable deposits are included, while unquoted additional site works are excluded.

Inventory days are physical material coverage applied once to each named COGS row's inventory share. Payment days are the effective blended delay across all direct-cost purchases and services, not a physical material supplier term. The shared payment schedule is a simplified timing proxy; material-specific supplier schedules are not modeled.

Refundable deposits are paid once before opening and retained at cost without depreciation in the planning asset ledger. Assets and deposits are aggregated as a planning proxy; their formal accounting classification, impairment, refund timing and recovery are not modeled. Deposit cash is not available operating cash.

Calculation basis: operating and pre-opening periods remain separate. Stock, supplier terms, depreciation and debt terms affect profit and cash differently. Payback is project cash before financing, not an investor distribution. Review the assumptions and accounting policies alongside these statements.