



*No waste. no harm.*

**FILLING GOOD COMMUNITY ZERO WASTE SHOP**

**SHARE OFFER 2020**

An eco-friendly, local way to shop without packaging  
Owned and run by the community for the community

## Welcome to Filling Good

Filling Good was founded early in 2019 by Nelly Semaille, previously a finance manager who moved to Maidenhead in 2019 with her family. Nelly is determined to find a better way to shop, refusing to use plastics and looking to reduce unnecessary packaging and seeking out local, eco-friendly and ethical products.



Filling Good started out as a pop-up store inside the Craft Coop at the Nicolson's Shopping Centre. Opening just two days a week with a limited range of products was never going to be enough for Nelly, but this small start gave her the opportunity to meet hundreds of local people, and to connect with several customers who were very keen on taking a more active role in the shop as it grew.

Market research in Maidenhead and other local towns, combined with customer feedback showed that there was a market for a Zero Waste Shop. It was clear that more and more customers wanted to switch products on their shopping list to local, eco-friendly and ethical items. The Zero Waste movement is taking off nationally, and Filling Good has arrived in Maidenhead at just the right moment to help people reduce their waste and buy better.

Following Nelly's lead, a group of local people came together with a common goal: to create a community owned zero waste shop in Maidenhead, to make it easy for people who wished to live an eco-friendlier life, and to bring the community together. Their shared vision is to offer careful curated products which are as eco-friendly, local, affordable and as healthy as possible and also to provide a welcoming space for activities that raise awareness about climate change, environmental pollution and sustainable lifestyle solutions.

The shop will be owned and run by the community, for the community on cooperative principles; the Directors are delighted to launch the Filling Good community share offer, providing local people with the chance to invest in this exciting, lifechanging opportunity. Investors will receive member benefits, a share of profits, may apply for tax relief on their donation if appropriate, and will also support investment in the organisation and in charitable activities for the community.



The volunteer Directors of Filling Good are as passionate as Nelly, and are all about creating a wonderful, welcoming space that does so much more than could be expected from a 'simple shop'. The Directors invite you to join them on their adventure to change the way that people shop, consume, connect and contribute.

*Nelly, Sophie, Caroline and Samantha*

Directors, Filling Good



The Directors of Filling Good invite you to invest in this Community Share Offer and become part of a new way of living. If you choose to buy shares in Filling Good, you are investing in helping your community to live a more sustainable lifestyle. As a shareholder you will benefit from a return on your investment, subject to the profit of the shop, and may be eligible for Seed Enterprise Investment Scheme of 50% on your investment, while helping to change the way that people shop, consume, connect and contribute. More information on the SEIS can be found here: <https://www.gov.uk/guidance/venture-capital-schemes-tax-relief-for-investors> or for more information please contact us separately. Please inform that we obtained the advance assurance from HMRC will be authorised to issue compliance certificates under Section 257EC(1) of the Income Tax Act (ITA) 2007 (please contact us separately if you wish to see the document). Conditions apply.

## Share offer summary

Share offer opens:	15th of January 2020
Minimum investment:	£100
Maximum investment:	£5,000
Minimum target:	£40,000
Maximum target:	£60,000
Deadline:	15th of February 2020

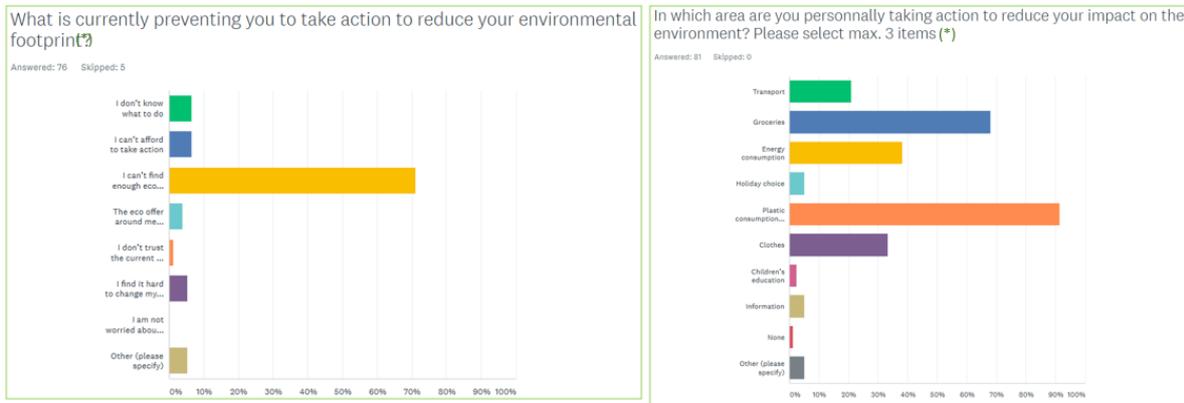
*Capital at risk warning: You could lose some, or all, of the money you invest in this share offer, without recourse to the Financial Services Compensation Scheme or the Financial Ombudsman Service*



## FILLING GOOD – The concept

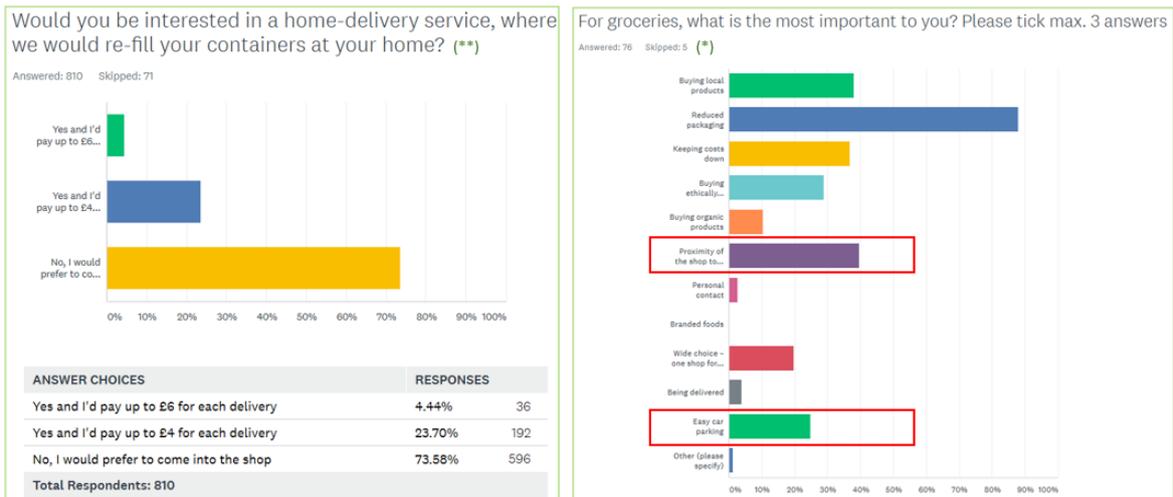
Trying to reduce your plastic consumption, trying to eat local and seasonal, while having a busy life can prove to be very complicated and time consuming, but more and more consumers are concerned about their impact on the environment. At the heart of Filling Good is the wish to provide easy access to eco-friendly, local and ethical everyday products. What do the people of Maidenhead say? We canvassed 81 of local people in March 2019 who told us:

### There is a high consumer interest for eco friendly plastic free groceries, but a lack of offer in Maidenhead



(\*) Market study made online, March 2019

## The consumers want a physical shop, parking possibility and proximity are key



(\*) Market study made online, March 2019

(\*\*) Market study made online in Marlow, Jan 2019

a. Brick and mortar, car park, proximity

The shop should be located in the town centre, with access to a close parking. However, we don't have fix premises yet.

b. Keeping costs down

A lot of consumers are concerned about their grocery bill. Providing an affordable offer seems to be key, and should be possible thanks to the low fixed costs structure of our concept: no business rates, and the shop mainly run by volunteers so low wage costs.

A product range of "affordable basics" will be provided alongside more exclusive items, to make sure the shop is not discriminatory.

c. Buying local and ethical

Numerous local producers are already identified to supply the shop. From bread to jams, fruit and vegetables to honey and more, there are plenty of local small and ethical companies which our customers can support with every purchase they make; and which will make our local community more resilient and sustainable.

d. Range

We need to offer convenience and make sure a big number of swaps vs. the supermarket is possible, in order to attract and retain our customers. A whole meal should be possible to buy, as well as the covering of everyday basic products.

e. Packaging free

The best way of providing packaging free yet high standard of hygiene, aesthetics, and easy operations in the shop is through gravity dispensers. They would represent the vast majority of the shop fitting budget. The customers would come with their containers, weigh them, fill them up, and they would be charge for exactly what they bought.



*Example of gravity dispensers in an existing zero waste shop*

f. Eco-friendly benefit

Direct eco-friendly benefits will be measured through primary packaging reduction, and the lower transport miles of the products bought and consumed. Indirectly, Filling Good will aim to inform the wider population about the 'Zero Waste Lifestyle' and eco-friendly conscious choices, which will, indirectly, also have a positive impact on the environment. Numerous activities to reduce consumption can be organized, including swap events or libraries (for toys, clothes, equipment...), repair cafes, talks, events and workshops.

Even if the best waste is the one which is avoided, we plan to also provide local people with advice on recycling working in conjunction with our local council and other organizations such as Terracycle.

g. Community benefit

This project is about getting better as individuals and as a community, not about blaming and shaming individual behaviour. With a strong code of conduct for members, the goal is to provide a friendly place where customers, members and staff will enjoy spending time together, without being judged.

Filling Good Zero Waste Community Shop (registered CBS 8277)

 [nelly@fillinggood.co.uk](mailto:nelly@fillinggood.co.uk)  079 88 75 16 75  <https://www.fillinggood.co.uk/>

## How we will attract customers

The shop will need to reach a certain customer base to be sustainable and we have factored this into our financial projections. We will ensure that our market grows over time through:

- Location – we will choose a retail unit, for example in the Nicholson Centre, that will deliver sufficient footfall.
- Marketing plan – we will continue to refine our understanding of our customer base and communicate effectively with them. Our members are also our best champions and we will encourage and incentivize them to promote us to friends and family
- We will grow our social media presence (already 500 Facebook likes & 200 Instagram followers)
- We will host regular events that deliver our vision and that can be shared in the local press
- We will provide tasting on site of several products
- Events in the shop to increase footfall and awareness (such as repair cafes, workshops, talks...)
- Membership schemes, offers and discounts; members events



## What does it mean to be an investor?

If you choose to buy shares in Filling Good, you are investing in helping the community to live a more sustainable lifestyle. As a shareholder you will become a member of our Community Cooperative and benefit from a return on your investment, depending on the profit of the shop, while helping to address the climate crisis that we face.

Your investment will enable us to buy the initial stock, the shop fittings, and make a rental contract for leased premises in Maidenhead town centre. We are seeking a minimum total of £40,000 of investment, and a maximum of £60,000 in this share offer.

If you are a UK tax payer you may be eligible for Social Investment Tax Relief (SEIS) of 30% on your investment.

### Who can invest?

We can accept applications for investment from individuals over the age of 16, and from companies and organisations--Each share is worth £1.

As a long-term investment with a return which can span the generations, parents and grandparents can invest in the organisation now for their children and grandchildren. On application, members may indicate a preference to hold shares for a particular period (e.g. five, ten or eighteen years). The Board will make every effort to honour these requests.



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### Undersubscription and oversubscription

If we do not reach the minimum required, we might investigate some alternative loan possibilities. If these options do not succeed, then we will not proceed with the share offer, and any money invested will be returned.

If we reach the minimum but not the maximum investment amount, we will seek to still open a shop, but we may have to compromise on our initial plans, for example the location might be further away from the centre, the shop fittings of lower value and the size of the assortment lower. The more we raise, the more we can have an easy start, providing since the beginning a great shopping experience.

If we are oversubscribed and reach the maximum amount, the share offer will close, and no further investments will be taken.

### Share transfer and withdrawals

You should think of this as a long-term investment, as shares are not transferable; although you can nominate a beneficiary for your shares if you choose. You may apply to withdraw shares and the withdrawal will be authorized at the discretion of the Board. We expect to repay about 10% of the share capital each year from year three onwards, and intend that all members can be repaid within 10 years.

By purchasing shares, you will:

- Gain an equal vote with every other member in how Filling Good is managed
- Be eligible for any interest paid or benefits offered to members
- Be able to participate in the running of the shop. The time you commit to volunteering with Filling Good will give you rights to specific discounts in the shop.
- Help the local community to become more sustainable, by enabling residents to consume in an eco-friendlier way, and providing awareness on environmental matter

### Risks

All investments and commercial activities carry risk. By buying shares you should weigh up financial risk and reward as you would with any other investment opportunities. Please read this document in full including the section on risks below and take appropriate financial advice if you have any doubts.



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## Financial expectations and assumptions

We expect that all investments will receive a return of 5% yearly interest. However, investors should note that the first interest payments will only be made after the society makes sufficient profit to allow us to pay interest, and will be subject to a vote in the AGM; interest payments are projected from year 3 onwards. Please refer to our financial projections on page 13 and 14 for further information.

Please note that the figures given in this share offer are provisional. There remain several key risks around our assumptions, so it's important to read the risk factors on page 12.

### Income

We expect to generate a profit in the Filling Good shop from the third year. We have based our projections on our experience following trial activities in our pop-up shop and our knowledge of the market place, consumer habits and existing zero waste shops.

### Costs

The greatest costs are the premises and wages. Other costs include waste/spillage, insurance and marketing budget, and other running expenses. The cost structure assumes that our status as a community benefit society will enable us to benefit from business rate relief, however the result of the business rates relief application is not known yet. The projection shows donations to the community amounting to £5,000 per year from year 5 onwards.

### Assumptions

The assumptions used are set out below:

- We intend to return all members' capital back over 10 years at an average rate of 10% a year
- Interest payments to members are targeted to be 5%, but the Board will review project performance and determine what rate of interest is affordable on an annual basis. The Board expects 5% to be paid annually for the life of the project but this is not guaranteed. There may be periods when we don't generate sufficient income to pay 5% interest, due to lower demand, but we will seek to minimize these through marketing efforts to increase steadily the customer base and constantly improve the product portfolio
- Administration costs and running costs are estimates
- It is assumed that we will pay £20,000 rent per year, that we will benefit from business rates relief and that premises will not need any significant refitting before opening. These assumptions might change significantly depending on the premises available
- The potential turnover of the shop has been defined by market research with other zero waste shops, size of other similar shops in the neighbourhood, and the average ticket information of the current pop up stall in the Nicholson Centre.



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## About Filling Good

Filling Good will rent premises rather than own a property.

Filling good is a community business, democratically run with an asset lock to preserve the shop for the community. Individuals and organisations that support the objects of Filling Good may become members and have an equal voice in the Society, regardless of shareholding; each member has one vote, regardless of the amount invested. The members elect the Directors, and further applications for membership are approved by the Directors

The rules of Filling Good stipulate the society shall have a Board of at least three Directors elected for 3 years, who can be re-elected at the end of their mandate. Filling Good has three directors and a secretary at present. One director is the owner of The Three Bees Bakery, which products might be stocked by the shop, and processes are in place to avoid conflicts of interest.

No remuneration will be paid by the organisation to Directors for their service as Directors - it is a voluntary role. Directors are committed to putting substantial time into the society. Directors are entitled to claim expenses incurred in their role and may be contracted to undertake professional work if they have the requisite skills and the costs is comparable to other suppliers.

### Governance

Filling Good will hold Annual General Meetings, and additional one-off general meetings if required. The accounts will be published annually, available to all members and on the society's website.

Filling Good is registered as community benefit society, an organisation which enshrines the values of voluntary and open membership, democratic member control, member economic participation, independence, education, and community. The rules of the society are based on a model provided by Cooperatives UK.

An Asset Lock is in place for the society under its registered Rules. If the society were to be dissolved, after repayment of members' capital, assets cannot be shared among individual members. Instead, the assets must be delivered to another asset locked organisation with similar objectives such as a charity or another community benefit society.

The business plan and society's rules are available on our website for review; together with this document they underpin our contract with you as an investor.

## Filling Good directors

### Nelly Semaille



Nelly previously worked in finance and controlling for several different food companies. She moved to Maidenhead about a year ago but has lived in France, Germany, Austria and Belgium. Being an environmentalist and on a zero-waste journey for years, she decided to dedicate herself to setting up a business which would give people the opportunity to adopt a more sustainable lifestyle.

### Sophie Ibison



Sophie worked in the retail trade for a number of years. She (and her 15-year-old daughter) are passionate about removing single use plastic from existence and encouraging others to do so as well. She is excited and delighted to be part of this zero waste, community driven enterprises as creating a brighter future for her daughter and future generations is of vital importance to her.

### Caroline Lyall



Caroline has worked in a variety of commercial roles within the retail sector, mainly merchandising and product selection. After 32 years, she decided to retrain as baker and since opened a home-based bakery supplying the immediate neighbourhood and a delicatessen in Eton as well as a cafe in Maidenhead. Her ethos is to keep things local, organic and as packaging free as possible.

### Sam Greenslade



Sam has recently finished a Biology degree at the University of Kent, including taking a wild module in climate change and conservation. This furthered her understanding of climate issues and made her more determined to live sustainably. From 2017 to 2019 Sam was on the committee of the National Student Fundraising Association, and having grown up in Maidenhead, she has held fundraising events locally.



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## The Share Offer

This share offer is 50,000 shares offered at £1 each. This will finance set-up of the shop, including the initial rent deposit, legal fees, shop fitting and initial stock. The closing date is the 15<sup>th</sup> of February 2020. The Board reserves the right to extend the closing date by 2 weeks if the minimum target is not reached. If the share offer reaches the minimum target but not the maximum target, the Board reserves the right to reopen the offer for up to three weeks later in the year.

The minimum investment is £100 per member and the maximum is £5,000 or such lower amount as takes a member to 10% of the total issued equity. In the event of a member subscribing for such amounts as would take them over this 10% limit, we will contact them before taking their investment to advise them of the maximum they can invest in this offer.

Shares should be regarded as a long-term investment. You should be aware that this offer is unregulated; there is a risk you may lose some, or all, of the amount invested, and there are no statutory rights to compensation or complaint. Shares will not be linked to a particular asset, but be in the society as a whole. Interest will be paid gross and members who are liable to pay income tax will be responsible for declaring this income to HMRC.

Interest payments may be given depending on the financial health of the shop. The projected annual interest on shares is 5% over a 10-year period, paid annually, but will be capped at the higher of 5% or RPI plus 2%. Our aim is that all applicants whose application and payment have been received by the closing date will become members, but investors should note that the number of shares applied for will not guarantee the number of shares received. If the offer is oversubscribed the Board reserves the right to scale down or reject an application.

The shop doesn't have any premises yet. If no suitable premises can be found after a period of one year, the investors will be contacted and will have the possibility to withdraw their shares. In this case the tax relief of 30% on the initial investment won't be any more valid, as the investment in the society has to be held for 3 years.

### Shares and Membership

This is a long-term investment. Shares are not transferable. They will not be traded on any stock exchange. Anyone buying shares on behalf of an organisation or a group of people must specify a person over 16 to act as their nominee and be listed in the share register on behalf of that group. On the death of a member of the society, their personal representative can apply for withdrawal of the shares. Alternatively, shares can be inherited in accordance with instructions in their will.

Shares do not increase in value. Shares may decrease in value if the society experiences unforeseen and substantial losses

Any investor becomes automatically a member for as long as the shares are owned. The membership is lost when an investor withdraws his shares.



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## Repayment

Filling Good expects to repay about 10% of the share capital each year as of year 4, subject to financial performance, and will hold funds available to do this. In addition, the Board may redeem part of the share capital, in which case it will redeem the same proportion of every member's shareholding at £1 per share.

Members may apply to withdraw shares. However, members do not have an absolute right to withdraw shares and are not guaranteed that they will be able to do so. Withdrawal will be authorized at the discretion of the Board, in light of current trading conditions. If cash funds are not immediately available to allow repayment, the Board may authorize an open share offer to raise sufficient funds to allow existing members to have their shares repaid.



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## Risk factors

Filling Good is a community benefit society, and is registered with the Financial Conduct Authority. The prime reason for societies to fundraise is to create social benefit; money paid for shares is not safeguarded by any depositor protection scheme or dispute resolution scheme.

### Investment Risks

All investment and commercial activities carry risk. Applicants should take appropriate advice and make their own risk assessment whilst bearing in mind the social and environmental aspects of the project.

- Your investment is fully at risk. If the business fails, you may lose some, or all, of the money you have invested. Shares in the society are not transferable and therefore cannot be sold except back to the Society for the price paid for them. Your shares may not be withdrawn except at the discretion of the Board. If the society lacks sufficient funds to enable shares to be withdrawn, withdrawal may be delayed.
- The target interest payment is not guaranteed, as the possible returns are based on informed assessments relating to variable, changeable and uncertain factors. You have no right of complaint to the Financial Ombudsman or the Financial Services Compensation Scheme.

### Project risks

There are several risks on the business model, we assess these are mainly the following:

- As Filling Good is a Community Benefit Society with an asset lock, it is eligible to discretionary business rates relief. Several other Community Interest Companies benefit in the borough of 100% business rates relief, which gives us confidence that it should also be the case for Filling Good. However, at this stage we do not have any confirmation on this point. The level of the business rates would depend on the premises location.
- The town centre will go through a major regeneration project in the next couple of years, hence the footfall might be affected if the premises chosen is in the town centre
- The shop would rely on volunteers to be run. Some labour costs have been taken in account but if there are not enough volunteers, the assumed costs might be too low. To mitigate this risk, an engagement plan is going to be setup.
- Any misuse or disrespect of the food safety procedures we would put in place could lead to a food safety incident. Most of the products that are going to be sold are low risks (dry) and hence we feel confident in this area. Moreover 2 of the directors are already trained on the level 2 of Food Safety for Catering.
- More and more people are trying to adopt an eco-friendly lifestyle and avoid waste and plastics, however if this trend should change, which we consider unlikely, the turnover might be affected.



## Financial Projections

### Provisional profit and loss income statement

	Break even	Year 1 2020	Year 2 2021	Year 3 2022	Year 4 2023	Year 5 2024	Year 6 2025	Year 7 2026	Year 8 2027	Year 9 2028	Year 10 2029	Year 11 2030
Turnover gross			63.4%	30.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Turnover net		117,500	192,273	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000
Turnover membership fees		550	660	858	858	858	858	858	858	858	858	858
Total turnover	150,367	118,050	192,933	250,858	250,858	250,858	250,858	250,858	250,858	250,858	250,858	250,858
COGS	105,257	82,250	134,591	175,000	175,000	175,000	175,000	175,000	175,000	175,000	175,000	175,000
Gross Margin	45,110	35,800	58,342	75,858	75,858	75,858	75,858	75,858	75,858	75,858	75,858	75,858
%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
Rent	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000
Charges (electricity etc)	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600
Others	-5,000	-5,000	-2,000	-2,000	-2,000	-2,000	-2,000	-2,000	-2,000	-2,000	-2,000	-2,000
Biz rates	0	0	0	0	0	0	0	0	0	0	0	0
Card fees	-1,700	-1,542	-2,524	-3,281	-3,281	-3,281	-3,281	-3,281	-3,281	-3,281	-3,281	-3,281
Insurance	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700
Salaries	-9,000	-9,000	-18,000	-24,000	-24,000	-24,000	-24,000	-24,000	-24,000	-24,000	-24,000	-24,000
Bookkeeping fees	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160
Internet site fees	-360	-360	-360	-360	-360	-360	-360	-360	-360	-360	-360	-360
Banking fees	-240	-240	-240	-240	-240	-240	-240	-240	-240	-240	-240	-240
Marketing budget	-600	-600	-600	-960	-960	-960	-960	-960	-960	-960	-960	-960
Spillage / waste / sample	-2,700	-2,056	-3,365	-4,375	-4,375	-4,375	-4,375	-4,375	-4,375	-4,375	-4,375	-4,375
Donations					-1,000	-5,000	-5,000	-5,000	-5,000	-5,000	-5,000	-5,000
Lawyer fees		-3,000										
EBITA	50	-11,458	5,793	15,182	14,182	10,182	10,182	10,182	10,182	10,182	10,182	10,182
Shares interests			-1,500	-2,250	-2,000	-1,750	-1,500	-1,200	-900	-600	-300	0
Depreciation	-2,750	-2,750	-3,050	-3,300	-4,900	-4,900	-1,900	-3,200	-2,200	-600	-2,200	-2,200
Profit before taxes	-2,700	-14,208	1,243	9,632	7,282	3,532	6,782	5,782	7,082	8,982	7,682	7,982
Taxes	0	0	-236	-1,830	-1,384	-671	-1,289	-1,099	-1,346	-1,707	-1,460	-1,517
Income		-14,208	1,007	7,802	5,898	2,861	5,493	4,683	5,736	7,275	6,222	6,465

### Balance sheet

2020				
ASSETS			LIABILITIES	
	Gross	Depr	Net	
Fixed assets	11,500	-2,750	8,750	Capital Reserve
Stock	-15,000		15,000	Income
Premises deposit			12,000	
Cash			42	
<b>Total Assets</b>			<b>35,792</b>	<b>Total liabilities</b>
				<b>35,792</b>

2021				
ASSETS			LIABILITIES	
	Gross	Depr	Net	
Fixed assets	13,000	-5,800	7,200	Capital Reserve
Stock	-18,721		18,721	Profit/loss
Premises deposit			12,000	Tax
Cash			614	Shares interest
<b>Total Assets</b>			<b>38,535</b>	<b>Total liabilities</b>
				<b>38,535</b>



2022					
ASSETS			LIABILITIES		
	Gross	Depr	Net		
Fixed assets	18,000	-9,100	8,900	Capital	50,000
				Reserve	-13,201
Stock	-19,838		19,838	Profit/loss	7,802
Premises deposit			12,000	Tax	1,830
Cash			2,942	Shares interest	2,250
				Shares reimbursement	-5,000
<b>Total Assets</b>			<b>43,681</b>	<b>Total liabilities</b>	<b>43,681</b>

2030					
ASSETS			LIABILITIES		
	Gross	Depr	Net		
Fixed assets	33,000	-31,200	1,800	Capital	6,000
				Reserve	32,771
Stock	-19,838		19,838	Profit/loss	6,465
Premises deposit			12,000	Tax	1,517
Cash			7,114	Shares interest	0
				Shares reimbursement	-6,000
<b>Total Assets</b>			<b>40,752</b>	<b>Total liabilities</b>	<b>40,752</b>

## Cash flow planning

	Total 2020	Total 2021	Total 2022	Total 2023	Total 2024	Total 2025	Total 2026	Total 2027	Total 2028	Total 2029	Total 2030
Cash out	-168,008	-192,360	-248,530	-250,756	-249,060	-248,097	-254,465	-248,975	-248,922	-253,983	-248,436
Premises deposit	-12,000	0	0	0	0	0	0	0	0	0	0
Lawyer	-3,000	0	0	0	0	0	0	0	0	0	0
Initial stock	-15,000	-3,721	-1,117	0	0	0	0	0	0	0	0
Shop fitting	-10,000	0	-5,000	-3,000	0	0	-3,000	0	0	-3,000	0
Computer	-1,500	0	0	-2,000	0	0	-2,000	0	0	-2,000	0
Freezers	0	-1,500	0	0	0	0	0	0	0	0	0
Stock replenishment	-82,250	-134,591	-175,000	-175,000	-175,000	-175,000	-175,000	-175,000	-175,000	-175,000	-175,000
Rent	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000	-20,000
Charges (electricity etc)	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600	-3,600
Others	-5,000	-2,000	-2,000	-2,000	-2,000	-2,000	-2,000	-2,000	-2,000	-2,000	-2,000
Biz rates											
Card fees	-1,542	-2,524	-3,281	-3,281	-3,281	-3,281	-3,281	-3,281	-3,281	-3,281	-3,281
Insurance	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700	-700
Salaries	-9,000	-18,000	-24,000	-24,000	-24,000	-24,000	-24,000	-24,000	-24,000	-24,000	-24,000
Bookkeeping fees	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160	-1,160
Internet site fees	-360	-360	-360	-360	-360	-360	-360	-360	-360	-360	-360
Banking fees	-240	-240	-240	-240	-240	-240	-240	-240	-240	-240	-240
Marketing budget	-600	-600	-960	-960	-960	-960	-960	-960	-960	-960	-960
Spillage / waste / samples	-2,056	-3,365	-4,375	-4,375	-4,375	-4,375	-4,375	-4,375	-4,375	-4,375	-4,375
Donations	0	0	0	-1,000	-5,000	-5,000	-5,000	-5,000	-5,000	-5,000	-5,000
Shares interests	0	0	-1,500	-2,250	-2,000	-1,750	-1,500	-1,200	-900	-600	-300
Shares repayments	0	0	-5,000	-5,000	-5,000	-5,000	-6,000	-6,000	-6,000	-6,000	-6,000
Taxes	0	0	-236	-1,830	-1,384	-671	-1,289	-1,099	-1,346	-1,707	-1,460
Cash in	168,050	192,933	250,858	250,858	250,858	250,858	250,858	250,858	250,858	250,858	250,858
Loan	0	0	0	0	0	0	0	0	0	0	0
Share offer / grants	50,000	0	0	0	0	0	0	0	0	0	0
Membership fees	550	660	858	858	858	858	858	858	858	858	858
Turnover	117,500	192,273	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000
Total cashflow	42	572	2,328	102	1,798	2,761	-3,607	1,883	1,936	-3,125	2,422
Cumulated cashflow	42	614	2,942	3,044	4,843	7,604	3,997	5,880	7,817	4,692	7,114

For more information please read the business plan document. The financial forecast file is available on demand per mail.

