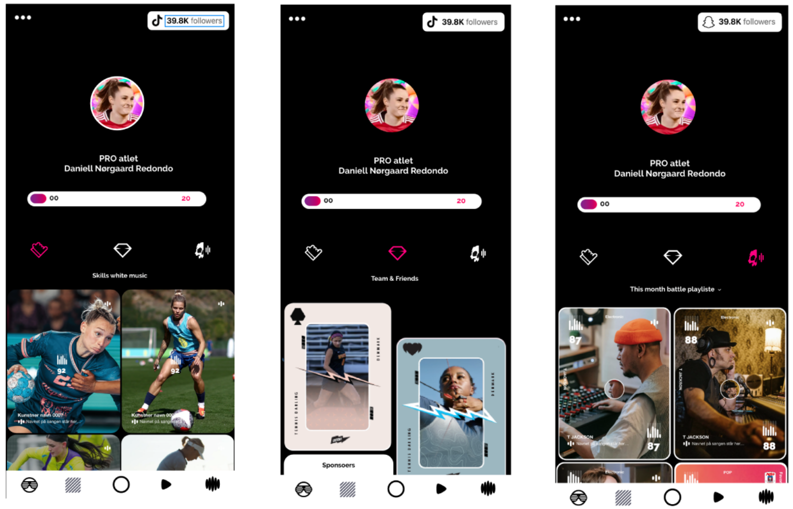
Music before sports events

Music before sports events

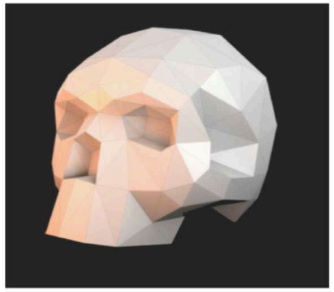
Promotion & Branding

Moving speaker
Sport event rental

Music from the platform








1. Soccer Stadiums.
2. Beach volleyball.
3. Street basketbal.
4. Street soccer
5. Marathon.
6. Bike race.

Budget proposal - Promotion of OOOIII

Mobile speaker rental - We make money while promoting

CARGO BIKE RENTAL — BUDGET OVERVIEW

Rental of cargo bike with sound system to sports clubs

START-UP INVESTMENT			
Cargo bike with powerful sound system (incl. setup)	50.000 DKK	One-time investment	
Spare batteries (2 pcs.)	12.000 DKK	One-time investment	
Branding & wrap (bike + speaker)	8.000 DKK	One-time investment	
Insurance (commercial, rental)	6.000 DKK	One-time investment	
Marketing & website	5.000 DKK	One-time investment	
TOTAL START-UP INVESTMENT	**81.000 DKK**		

PRICING — RENTAL LEVELS

Segment	Min. rental (DKK)	Max. rental (DKK)	Typical client
1st–2nd division football	10.000 DKK	20.000 DKK	Local / regional clubs
Superliga football	30.000 DKK	75.000 DKK	Top clubs, large exposure
Handball / ice hockey	10.000 DKK	25.000 DKK	Division clubs
Events & finals / cup matches	40.000 DKK	75.000 DKK	Play-offs, cup games

ONGOING OPERATING COSTS (ESTIMATE)		
Service & maintenance (bike + sound)	1.000 DKK	per month
Transport to stadiums	1.000 DKK	per match (avg.)
Driver / operator (if needed)	650 DKK	per match (avg.)
Music licences (KODA/Gramex)	200 DKK	per month
Administration & accounting	500 DKK	per month

SCENARIO CALCULATOR — MONTHLY EARNINGS

Adjust the blue input cells to calculate your expected earnings

INPUT ASSUMPTIONS (blue = adjustable)		
Matches per month	8	count
Average rental per match	25.000 DKK	DKK
Variable costs per match	1.500 DKK	DKK
Fixed monthly costs	2.200 DKK	DKK
Total start-up investment	81.000 DKK	DKK

CALCULATED RESULT	
Gross revenue per month	200.000 DKK
Variable costs per month	12.000 DKK
Fixed costs per month	2.200 DKK
Total costs per month	14.200 DKK
NET RESULT per month	**185.800 DKK**
Net result per year	2.229.600 DKK
Break-even (months)	0,436

ANNUAL SCENARIOS — SIDE-BY-SIDE COMPARISON

Three scenarios based on number of matches and average rental price

	CONSERVATIVE	MODERATE	OPTIMISTIC
Matches per month	4	8	12
Avg. rental per match	15.000 DKK	25.000 DKK	40.000 DKK
Variable costs per match	1.500 DKK	1.500 DKK	1.500 DKK
Fixed costs per month	2.200 DKK	2.200 DKK	2.200 DKK

CALCULATED RESULT			
Gross revenue per month	60.000 DKK	200.000 DKK	480.000 DKK
Total costs per month	8.200 DKK	14.200 DKK	20.200 DKK
Net result per month	**51.800 DKK**	**185.800 DKK**	**459.800 DKK**
Net result per year	621.600 DKK	2.229.600 DKK	5.517.600 DKK
Break-even (months)	1,564	0,436	0,176

ANNUAL BUDGET — MONTHLY BREAKDOWN													
Line item	**Jan**	**Feb**	**Mar**	**Apr**	**May**	**Jun**	**Jul**	**Aug**	**Sep**	**Oct**	**Nov**	**Dec**	**TOTAL**
ASSUMPTIONS													
Matches per month	4	4	6	8	8	4	2	2	8	10	10	8	**74**
Avg. rental per match (DKK)	25.000	25.000	25.000	25.000	25.000	25.000	25.000	25.000	25.000	25.000	25.000	25.000	**25.000**
REVENUE													
Rental income	100.000 DK	100.000 DK	150.000 DK	200.000 DK	200.000 DK	100.000 DK	50.000 DKK	50.000 DKK	200.000 DK	250.000 DK	250.000 DK	200.000 DK	**1.850.000 DKK**
COSTS													
Variable costs (transport + operator)	6.000 DKK	6.000 DKK	9.000 DKK	12.000 DKK	12.000 DKK	6.000 DKK	3.000 DKK	3.000 DKK	12.000 DKK	15.000 DKK	15.000 DKK	12.000 DKK	**111.000 DKK**
Service & maintenance	1.000 DKK	1.000 DKK	1.000 DKK	1.000 DKK	1.000 DKK	1.000 DKK	1.000 DKK	1.000 DKK	1.000 DKK	1.000 DKK	1.000 DKK	1.000 DKK	**12.000 DKK**
Music licences	200 DKK	200 DKK	200 DKK	200 DKK	200 DKK	200 DKK	200 DKK	200 DKK	200 DKK	200 DKK	200 DKK	200 DKK	**2.400 DKK**
Administration	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	**6.000 DKK**
Insurance	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	500 DKK	**6.000 DKK**
Total costs	**8.200 DKK**	**8.200 DKK**	**11.200 DKK**	**14.200 DKK**	**14.200 DKK**	**8.200 DKK**	**5.200 DKK**	**5.200 DKK**	**14.200 DKK**	**17.200 DKK**	**17.200 DKK**	**14.200 DKK**	**137.400 DKK**
NET RESULT	**91.800 DKK**	**91.800 DKK**	**138.800 DK**	**185.800 DK**	**185.800 DK**	**91.800 DKK**	**44.800 DKK**	**44.800 DKK**	**185.800 DK**	**232.800 DK**	**232.800 DK**	**185.800 DK**	**1.712.600 DKK**
Cumulative (accumulated)	10.800 DKK	102.600 DKK	241.400 DKK	427.200 DKK	613.000 DKK	704.800 DKK	749.600 DKK	794.400 DKK	980.200 DKK	1.213.000 DKK	1.445.800 DKK	1.631.600 DKK	—