



The
EAST AFRICA
SEAWEED COMPANY LIMITED
Excellence in Africa

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The East Africa Seaweed Company is a key player in the new frontier of the blue economy, which is defined by the World Bank as: “The sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystem.”

As the first private company on Mainland Tanzania, designed with these objectives in mind; The East Africa Seaweed Company operates under a symbiotic relationship of sustainability between coastal communities and the gifts of the sea upon which we depend.

PRODUCTS

We collect, wild seaweeds, wild algae, farm-raised algae, natural marine products and process them in preparation for the export market and local distribution.

Some of our unprocessed products include: Wholesale Seaweed, Retail Seaweed and Seaweed Powder

We also process finished products of food goods, nutraceuticals and personal hygiene products utilizing natural ingredients found in coastal environment.

Some of our processed personal products includes Soap, Lotions, Deodorant, Beauty Creams, Haircare Products and Toothpaste.

Some of our processed food products includes Seaweed Gels, Seaweed Capsules.

Some of our processed nutraceutical products includes Seaweed Capsules, Vitamin supplements and empty seaweed based capsules.

We also intend to invest in Mariculture with the intent to raise Oysters and shellfish for possible export on the international market.

REAL ESTATE DEVELOPMENT and TOURISM

To ensure our presence in the communities in which we operate, we invest in the development of Real Estate properties, Hotels, Restaurants, Cruises and Entertainment Venues on Mainland Tanzania and bordering islands within the Marine Reserve System and publish promotional materials such as short documentaries, films, music videos, websites and literature, towards attracting investors and customers to our business.

ENVIRONMENTAL SERVICES



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Our first priority is to supply the global consumer with the highest quality marine based products and services from mainland Tanzania.

To serve our customers well, we are determined to ensure that the beaches in our collection areas are clean of debris and human pollutants such as plastics, discarded nets and waste materials.

We conduct regular beach cleaning missions as the “Friends of the Dar Es Salaam Marine Reserve” and engage stakeholders and our surrounding communities to support and participate in this effort which ultimately benefits the entire community.

EDUCATIONAL SERVICES

Through our Community Outreach Missions; we educate coastal communities on best conservation practices and provide measurable incentives for good community stewardship towards our initiatives.

EMPLOYMENT OPPORTUNITIES

We create long-term sustainable employment for local Tanzanians in the communities in which we operate and contract based employment for project specialist in which we prospect for new opportunities.

To keep our supply chain viable for our export market, we provide support for small coastal businesses who depend on the sea, by purchasing goods from their coastal farms and collection site, bringing much needed financial resources to impoverished areas.

Our goal is to perform extend our services along the entire coastline of Tanzania, as we expand our coastal collection sites, we also expand our initiatives

Our mission is to be a key stakeholder in the promotion of a clean, attractive and sustainable beach and marine culture on mainland Tanzania.

INTELLECTUAL PROPERTY

Lease: We have signed a 10 year lease on 2 separate plots of Real Estate Development project in Bahari Beach Dar Es Salaam where we have invested over \$200, 000 USD to the development of a Beachside Villa capable of hosting weddings and private retreats on one Plot and Developed the 2nd plot as a manufacturing and processing station for seaweed processing.



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Trade Secrets: Business Modelling and project Development (All employees and contractors must sign non disclosures and non-compete to protect trade secrets of the East Africa Seaweed Company)

Trademarks: The East Africa Seaweed Company, owns all rights to the Logo and visual designs.

MARKETING STRATEGY

The Marketing strategy of the East Africa Seaweed company is to employ the use of international retailers and attract buyers to our website.

We also visit international trade shows where we can connect with international buyers for our seaweed and employ social media.



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IMPLEMENTATION SCHEDULE and EXPENDITURE
BREAKDOWN

PHASE 1: 24 MONTHS

Activities: Lease, Leasehold Improvements, Purchasing Company Vehicle, Business Registration and Documentation, Building Drying Sheds, Screens, Hiring 20 Seaweed collectors, Operations Manager, Executive Assistant, Community Outreach Director, Graphics, purchasing equipment, packaging, testing, branding, marketing, processing, Research and Development, Sales:

248,000 USD Expenditure

MILESTONE: Up and Running Website, Online Advertisements, Packaged and Labeled Products in Amazon Store within the first **6 Months of acquiring seaweed collection and Export license.**

PHASE 2: 24-36 MONTHS

Activities: Purchasing Leased Land from Landlord, Leasing additional land for restaurants and Building Restaurant and Spa, attending Trade Show, hiring 20 seaweed collectors, 4 Community Outreach Directors, 3 Processing Associates, building 2 boats to assist with collection, beach cleaning and Tourist efforts. Hiring Boat Captain and 12 man crew, purchasing beach cleaning equipment

Light Manufacturing Seaweed Gels, Seaweed Powder Retailing Rock Salt and Anchovies from local collectors and Mariculture experimentation.

50,000 USD Expenditure

MILESTONE: Get packaged seaweed into a Major Brick and Mortar Retailer and obtain a Supplier Contract for Wholesale Seaweeds to international manufacturers and Reaching 1 Million USD in Sales

Opening our wellness and healing retreat for international tourists in Bahari Beach, Opening restaurant concessions in Bahari Beach Area



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PHASE 3: 36-48 Months

Activities: Leasing Commercial Land, Building Processing Facilities, purchasing processing equipment, Manufacturing Toothpaste, Lotion, Scented Soaking Salts, Body Scrubs, Seaweed Soaps, Moisturizing Creams, indoor and outdoor fertilizers. visiting beauty conferences and trade shows, Hiring 25 processing technicians and 50 seaweed collectors. Opening 2 Restaurants, 2 Spas, Building 6 Boats and Hiring 60 employees to manage our tourism business.

\$250, 000 USD Expenditure

MILESTONE: 5 Million USD in Sales

PHASE 4: 46-60 Months:

Activities: Leasing new properties for restaurants and hotels Obtaining ISO Standards for manufacturing facility, purchasing equipment for cosmetics and Microcrystalline Capsule Making Machinery. Employing over 1,500 processing employees, restaurant staff, shipping agents, seaweed collectors, purchasing beach cleaning equipment

MILESTONE: Become #1 Supplier in Africa of wholesale raw seaweeds, processed seaweed products and seaweed based Microcrystalline capsules and a Major provider of quality Eco Friendly Tourism and Entertainment facilities on Mainland Tanzania.



SEAWEED FEASIBILITY STUDY

Global Seaweed Industry is worth over 15 Billion USD in 2021 Total Value of Industrial Products from Seaweed 600 Million USD

CAGR 8.7% to exceed 29 Billion by 2025

China is the worlds largest importer of Seaweed worth 277 Mil USD, 159 Mil USD in Japan and 59 MIL USD in the United States with Europe as a major importer of processed Seaweed Gels and Powders.

The world is demanding wild seaweed from unpolluted waters.

Seaweed Sells for approximately \$10-16 USD Per Ounce, \$60 USD Per Pound and \$420-500 USD Per 10 Pound Bulk.

MAINLAND TANZANIA SEAWEED FEASIBILITY STUDY

Mainland Tanzania has a small Seaweed Industry, that was abandoned in favor of farm raising Seaweed in Zanzibar. Only a few small seaweed farmers exists on mainland Tanzania, presenting an opportunity for harvesting wild seaweed and keeping Seaweed farmers viable by purchasing seaweeds directly from them when our wild seaweed is not in season.

Seaweed harvesting is in decline due to lack of interest from locals and not enough interest from foreigners.

Zanzibar Sea Moss has a booming Sea Moss Industry but is in decline due to disease of Seaweed

Mainland Tanzania Seaweed primarily comes from coastal towns and is farm raised and harvested by boats and has long and costly transportation costs.

Seaweed harvested in Tanzania is targeted specifically at the Export market, The East Africa Seaweed Company has an opportunity to bring our seaweed products to the local consumer through our restaurants and distribution to local supermarkets.



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OUR OPPORTUNITY

Wild Seaweed comes directly to our property in Bahari Beach, Dar Es, Salaam and is not being harvested by anyone else in the City of Dar es Salaam.

In Fact The East Africa Seaweed Company is the first Company/Individual to hold a seaweed collection license on Mainland Tanzania and that gives us a major potential for reaching our goals.

We Have the Space and financial resources to Facilitate Our Operations

We Have the Experience and Knowledge to create and scale our process

We also have affordable rent and labor costs.

We have the opportunity to vitalize our local community opportunities for employment and the possibility of the development of a sustainable industry in our area as well as the opportunity to purchase rock sea salt from the community and small anchovies which are in abundance.

SWOTS ANALYSIS

STRENGTH: We have the opportunity to take and lead an entire Industry of Wild Seaweed from Mainland Tanzania

WEAKNESS: East Africa is Far Distance to US and European Market and shipping costs may be challenging.

OPPORTUNITIES: Able to Open Amazon store from Tanzania, Able to Digitally Market at a competitive pace, able to control the entire process from collection to drying, packaging and export, Employ and train local Tanzanians and raise level of education and cost of living.
Opportunity to

THREATS: This project may suffer from project CREEP on deliverables due to limitations of local labor pool and therefore growth and development for deliverables must be in pace with human training and education capacity.

SOLUTION: Hire International Professionals, Volunteers and Contractors for short periods to come to Tanzania and train local staff on high skilled jobs. Tanzanians will then take over these jobs for the long term, keeping our company resilient and raising the quality of living for Tanzanian people.



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JOB CREATION

Throughout the lifetime of this project, we expect to hire at least 1,000 -1,500 trained and skilled professional Tanzanian citizens employed in various job opportunities.

Due to the nature of our business, job prospects will range from basic skills such as Seaweed collection Beach Cleaners to pharmaceutical professionals and Tourism professionals who will help us to accomplish our goals.

SOURCES OF FUNDS: Please see financial Statements



CAPACITY OF PROJECT

The East Africa Seaweed Company can earn upwards of Nine Million 9,000,000 USD in the first 5 years with projection of sales from only 6 products.

As our business models depends on leases and other inputs we are only using projections of our 6 immediate products which are:

Bulk Raw Unprocessed Seaweed for Manufacureres

Packaged Raw Seaweed for Consumers

Processed Seaweed Gel for Consumer

Processed Seaweed Powder for Manufacturers and Consumers

Bulk Sea Sea Salt

Bulk Dried Seaweeds.

Please see financial documents for full projections

Sales Forecast Years 1-5
EAST AFRICA SEAWEED COMPANY LIMITED

Sales Forecast Year 1-5

Prepared by:

Company Name:

Rena Bruce-Miller

East Africa Seaweed Company

Growth Rate Year 1 to Year 2: 10.00%

Growth Rate Year 2 to Year 5: 20.00%

Product Lines	Year 1 Totals	Month 1	Month 2	Month 3	Month 4
Bulk Seaweed					
100 Sold	5277986	0	0	0	0
Total Sales	\$ 5,277,986	-	-	-	-
Total COGS	\$ 198,000	-	-	-	-
Total Margin	\$ 5,079,986	-	-	-	-
Retail Seaweed					
300 Sold	0	0	0	0	10
Total Sales	\$ -	-	-	-	1,250
Total COGS	\$ -	-	-	-	20
Margin	\$ -	-	-	-	1,230
Processed Seaweed gel					
200 Sold	0	0	0	0	0
Total Sales	\$ -	-	-	-	-
Total COGS	\$ -	-	-	-	-
Margin	\$ -	-	-	-	-
Processed Seaweed Powder					
500 Sold	0	0	0	0	0
Total Sales	0	-	-	-	-
Total COGS	\$ -	-	-	-	-
Margin	\$ -	-	-	-	-
Bulk Seasalt					
100 Sold	0	0	0	0	0
Total Sales	\$ -	-	-	-	-
Total COGS	\$ -	-	-	-	-
Margin	\$ -	-	-	-	-
Bulk Small Fish					
100 Sold	0	0	0	0	0
Total Sales	\$ -	-	-	-	-
Total COGS	\$ -	-	-	-	-
Margin	\$ -	-	-	-	-
Total Units Sold	5277986	0	0	0	10
Total Sales	\$ 5,277,986	\$ -	\$ -	\$ -	\$ 1,250
Total Cost of Goods Sold	\$ 198,000	\$ -	\$ -	\$ -	\$ 20
Total Margin	\$ 5,079,986	\$ -	\$ -	\$ -	\$ 1,230

Sales Forecast Years I-5

Annual totals are all 6 Startup revenue streams, please find

\$ 203,961 \$ 1,096,389 \$ 1,315,667
3.86% 20%

Product Lines	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
Bulk Seaweed							
100 Sold	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-
Total Margin	-	-	-	-	-	-	-
Retail Seaweed							
300 Sold	20	30	40	50	60	70	80
Total Sales	2,500	3,750	5,000	6,250	7,500	8,750	10,000
Total COGS	40	60	80	100	120	140	160
Margin	2,460	3,690	4,920	6,150	7,380	8,610	9,840
Processed Seaweed gel							
200 Sold	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-
Processed Seaweed Powder							
500 Sold	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-
Bulk Seasalt							
100 Sold	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-
Bulk Small Fish							
100 Sold	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-
Total Units Sold	20	30	40	50	60	70	80
Total Sales	\$ 2,500	\$ 3,750	\$ 5,000	\$ 6,250	\$ 7,500	\$ 8,750	\$ 10,000
Total Cost of Goods Sold	\$ 40	\$ 60	\$ 80	\$ 100	\$ 120	\$ 140	\$ 160
Total Margin	\$ 2,460	\$ 3,690	\$ 4,920	\$ 6,150	\$ 7,380	\$ 8,610	\$ 9,840

Sales Forecast Years 1-5

based on
 due
 and below

Product Lines	Month 12	Year 2 Totals	Category Breakdown	Category / Total	Month 1	Month 2
Bulk Seaweed						
100 Sold	0	5,481,947		0.0%	0	0
Total Sales	-	\$ 5,481,947	100.0%	0.0%	-	-
Total COGS	-	\$ 208,048	3.8%	0.0%	-	-
Total Margin	-	\$ 5,273,899	96.2%	0.0%	-	-
Retail Seaweed						
300 Sold	90	450		0.0%	0	0
Total Sales	11,250	\$ 56,250	100.0%	0.0%	-	-
Total COGS	180	\$ 900	1.6%	0.0%	-	-
Margin	11,070	\$ 55,350	98.4%	0.0%	-	-
Processed Seaweed gel						
200 Sold	0	0		0.0%	0	0
Total Sales	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	\$ -	0.0%	0.0%	-	-
Margin	-	\$ -	0.0%	0.0%	-	-
Processed Seaweed Powder						
500 Sold	0	0		0.0%	0	0
Total Sales	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	\$ -	0.0%	0.0%	-	-
Margin	-	\$ -	0.0%	0.0%	-	-
Bulk Seesalt						
100 Sold	0	0		0.0%	0	0
Total Sales	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	\$ -	0.0%	0.0%	-	-
Margin	-	\$ -	0.0%	0.0%	-	-
Bulk Small Fish						
100 Sold	0	0		0.0%	0	0
Total Sales	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	\$ -	0.0%	0.0%	-	-
Margin	-	\$ -	0.0%	0.0%	-	-
Total Units Sold	90	450			0	0
Total Sales	\$ 11,250	\$ 56,250			\$ -	\$ -
Total Cost of Goods Sold	\$ 180	\$ 900			\$ -	\$ -
Total Margin	\$ 11,070	\$ 5,329,249			\$ -	\$ -

Sales Forecast Years 1-5

Product Lines	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
Bulk Seaweed								
100 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Total Margin	-	-	-	-	-	-	-	-
Retail Seaweed								
300 Sold	0	12	24	36	48	60	72	84
Total Sales	-	1,500	3,000	4,500	6,000	7,500	9,000	10,500
Total COGS	-	24	48	72	96	120	144	168
Margin	-	1,476	2,952	4,428	5,904	7,380	8,856	10,332
Processed Seaweed gel								
200 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Processed Seaweed Powder								
500 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Bulk Seasalt								
100 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Bulk Small Fish								
100 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Total Units Sold	0	12	24	36	48	60	72	84
Total Sales	\$ -	\$ 1,500	\$ 3,000	\$ 4,500	\$ 6,000	\$ 7,500	\$ 9,000	\$ 10,500
Total Cost of Goods Sold	\$ -	\$ 24	\$ 48	\$ 72	\$ 96	\$ 120	\$ 144	\$ 168
Total Margin	\$ -	\$ 1,476	\$ 2,952	\$ 4,428	\$ 5,904	\$ 7,380	\$ 8,856	\$ 10,332

Sales Forecast Years 1-5

Product Lines	Month 11	Month 12	Year 3 Totals	Category Breakdown	Category / Total	Month 1	Month 2
Bulk Seaweed							
100 Sold	0	0	6,578,336		0.0%	0	0
Total Sales	-	-	\$ 6,578,336	100.0%	0.0%	-	-
Total COGS	-	-	\$ 249,658	3.8%	0.0%	-	-
Total Margin	-	-	\$ 6,328,678	96.2%	0.0%	-	-
Retail Seaweed							
300 Sold	96	108	540		0.0%	0	0
Total Sales	12,000	13,500	\$ 67,500	100.0%	0.0%	-	-
Total COGS	192	216	\$ 1,080	1.6%	0.0%	-	-
Margin	11,808	13,284	\$ 66,420	98.4%	0.0%	-	-
Processed Seaweed gel							
200 Sold	0	0	0		0.0%	0	0
Total Sales	-	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	-	\$ -	0.0%	0.0%	-	-
Margin	-	-	\$ -	0.0%	0.0%	-	-
Processed Seaweed Powder							
500 Sold	0	0	0		0.0%	0	0
Total Sales	-	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	-	\$ -	0.0%	0.0%	-	-
Margin	-	-	\$ -	0.0%	0.0%	-	-
Bulk Seasalt							
100 Sold	0	0	0		0.0%	0	0
Total Sales	-	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	-	\$ -	0.0%	0.0%	-	-
Margin	-	-	\$ -	0.0%	0.0%	-	-
Bulk Small Fish							
100 Sold	0	0	0		0.0%	0	0
Total Sales	-	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	-	\$ -	0.0%	0.0%	-	-
Margin	-	-	\$ -	0.0%	0.0%	-	-
Total Units Sold	96	108	540			0	0
Total Sales	\$ 12,000	\$ 13,500	\$ 67,500			\$ -	\$ -
Total Cost of Goods Sold	\$ 192	\$ 216	\$ 1,080			\$ -	\$ -
Total Margin	\$ 11,808	\$ 13,284	\$ 6,395,098			\$ -	\$ -

Sales Forecast Years 1-5

Product Lines	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
Bulk Seaweed								
100 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Total Margin	-	-	-	-	-	-	-	-
Retail Seaweed								
300 Sold	0	14	29	43	58	72	86	101
Total Sales	-	1,800	3,600	5,400	7,200	9,000	10,800	12,600
Total COGS	-	29	58	86	115	144	173	202
Margin	-	1,771	3,542	5,314	7,085	8,856	10,627	12,398
Processed Seaweed gel								
200 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Processed Seaweed Powder								
500 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Bulk Seasalt								
100 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Bulk Small Fish								
100 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Total Units Sold	0	14	29	43	58	72	86	101
Total Sales	\$ -	\$ 1,800	\$ 3,600	\$ 5,400	\$ 7,200	\$ 9,000	\$ 10,800	\$ 12,600
Total Cost of Goods Sold	\$ -	\$ 29	\$ 58	\$ 86	\$ 115	\$ 144	\$ 173	\$ 202
Total Margin	\$ -	\$ 1,771	\$ 3,542	\$ 5,314	\$ 7,085	\$ 8,856	\$ 10,627	\$ 12,398

Sales Forecast Years 1-5

Product Lines	Month 11	Month 12	Year 4 Totals	Category Breakdown	Category / Total	Month 1	Month 2
Bulk Seaweed							
100 Sold	0	0	7,894,003		0.0%	0	0
Total Sales	-	-	\$ 7,894,003	100.0%	0.0%	-	-
Total COGS	-	-	\$ 249,658	3.2%	0.0%	-	-
Total Margin	-	-	\$ 7,644,345	96.8%	0.0%	-	-
Retail Seaweed							
300 Sold	115	130	648		0.0%	0	0
Total Sales	14,400	16,200	\$ 81,000	100.0%	0.0%	-	-
Total COGS	230	259	\$ 1,296	1.6%	0.0%	-	-
Margin	14,170	15,941	\$ 79,704	98.4%	0.0%	-	-
Processed Seaweed gel							
200 Sold	0	0	0		0.0%	0	0
Total Sales	-	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	-	\$ -	0.0%	0.0%	-	-
Margin	-	-	\$ -	0.0%	0.0%	-	-
Processed Seaweed Powder							
500 Sold	0	0	0		0.0%	0	0
Total Sales	-	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	-	\$ -	0.0%	0.0%	-	-
Margin	-	-	\$ -	0.0%	0.0%	-	-
Bulk Seasalt							
100 Sold	0	0	0		0.0%	0	0
Total Sales	-	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	-	\$ -	0.0%	0.0%	-	-
Margin	-	-	\$ -	0.0%	0.0%	-	-
Bulk Small Fish							
100 Sold	0	0	0		0.0%	0	0
Total Sales	-	-	\$ -	0.0%	0.0%	-	-
Total COGS	-	-	\$ -	0.0%	0.0%	-	-
Margin	-	-	\$ -	0.0%	0.0%	-	-
Total Units Sold	115	130	648			0	0
Total Sales	\$ 14,400	\$ 16,200	\$ 81,000			\$ -	\$ -
Total Cost of Goods Sold	\$ 230	\$ 259	\$ 1,296			\$ -	\$ -
Total Margin	\$ 14,170	\$ 15,941	\$ 7,724,049			\$ -	\$ -

Sales Forecast Years 1-5

Product Lines	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10
Bulk Seaweed								
100 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Total Margin	-	-	-	-	-	-	-	-
Retail Seaweed								
300 Sold	0	17	35	52	69	86	104	121
Total Sales	-	2,160	4,320	6,480	8,640	10,800	12,960	15,120
Total COGS	-	35	69	104	138	173	207	242
Margin	-	2,125	4,251	6,376	8,502	10,627	12,753	14,878
Processed Seaweed gel								
200 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Processed Seaweed Powder								
500 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Bulk Seasalt								
100 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Bulk Small Fish								
100 Sold	0	0	0	0	0	0	0	0
Total Sales	-	-	-	-	-	-	-	-
Total COGS	-	-	-	-	-	-	-	-
Margin	-	-	-	-	-	-	-	-
Total Units Sold	0	17	35	52	69	86	104	121
Total Sales	\$ -	\$ 2,160	\$ 4,320	\$ 6,480	\$ 8,640	\$ 10,800	\$ 12,960	\$ 15,120
Total Cost of Goods Sold	\$ -	\$ 35	\$ 69	\$ 104	\$ 138	\$ 173	\$ 207	\$ 242
Total Margin	\$ -	\$ 2,125	\$ 4,251	\$ 6,376	\$ 8,502	\$ 10,627	\$ 12,753	\$ 14,878

Sales Forecast Years 1-5

Product Lines	Month 11	Month 12	Year 5 Totals	Category Breakdown	Category / Total
Bulk Seaweed					
100 Sold	0	0	9,472,804		0.0%
Total Sales	-	-	\$ 9,472,804	100.0%	0.0%
Total COGS	-	-	\$ 249,658	2.6%	0.0%
Total Margin	-	-	\$ 9,223,146	97.4%	0.0%
Retail Seaweed					
300 Sold	138	156	778		0.0%
Total Sales	17,280	19,440	\$ 97,200	100.0%	0.0%
Total COGS	276	311	\$ 1,555	1.6%	0.0%
Margin	17,004	19,129	\$ 95,645	98.4%	0.0%
Processed Seaweed gel					
200 Sold	0	0	0		0.0%
Total Sales	-	-	\$ -	0.0%	0.0%
Total COGS	-	-	\$ -	0.0%	0.0%
Margin	-	-	\$ -	0.0%	0.0%
Processed Seaweed Powder					
500 Sold	0	0	0		0.0%
Total Sales	-	-	\$ -	0.0%	0.0%
Total COGS	-	-	\$ -	0.0%	0.0%
Margin	-	-	\$ -	0.0%	0.0%
Bulk Seasalt					
100 Sold	0	0	0		0.0%
Total Sales	-	-	\$ -	0.0%	0.0%
Total COGS	-	-	\$ -	0.0%	0.0%
Margin	-	-	\$ -	0.0%	0.0%
Bulk Small Fish					
100 Sold	0	0	0		0.0%
Total Sales	-	-	\$ -	0.0%	0.0%
Total COGS	-	-	\$ -	0.0%	0.0%
Margin	-	-	\$ -	0.0%	0.0%
Total Units Sold	138	156	778		
Total Sales	\$ 17,280	\$ 19,440	\$ 97,200		
Total Cost of Goods Sold	\$ 276	\$ 311	\$ 1,555		
Total Margin	\$ 17,004	\$ 19,129	\$ 9,318,791		

Start-Up Expenses Year I (Starting Balance Sheet)

Prepared By:
Renae Bruce-Miller

Company Name:
East Africa Seaweed Company

expenses incurred over 19 months to develop, launch an market the East Africa Seaweed Company Already Paid by Ow

Fixed Assets	Amount	Depreciation (years)	Notes
Real Estate 10 Year-Land Lease	-	Not Depreciated	
Real Estate-Buildings	3,000	20	
Leasehold Improvements	188,325	7	
Equipment	3,500	7	Screens, Packaging, Phones Laptop
Furniture and Fixtures	8,000	5	Furniture
Vehicles	2,500	5	
Appliances	7,000	5	Ref, TVs, Stove, Blenders, Air Cond.
Total Fixed Assets	\$ 212,325		
Operating Capital	Amount	Notes	
Pre-Opening Salaries and Wages	2,160	Harvesters, Cleaners, Managers	
Licenses, Permits, Registrations	7,714	Business Registration, Work Permits, Licenses, Etc	
Utilities	360	Domain Registration, Hosting, Web Advertising, Internet and Utilities	
Legal and Accounting Fees	150	Accounting and Corporate Registration	
Rent Deposits	500	Home Office 50% of rent	
Travel Expenses	150	Gas, Trade Show representation, Air and accommodations	
Supplies	1,200	Bulk Packaging, Boxes, Sealing Equipment	
Advertising and Promotions	1,500	Google Ads, Ad creation, distribution	
Graphics	600	Logo, Packaging, Printed Materials	
Other Initial Start-Up Costs	4,240	Site Development, Drying Sheds, Screens and Equipment	
Working Capital (Cash On Hand)	17,380		
Total Operating Capital	\$ 35,954		
Total Required Funds	\$ 248,279		

Sources of Funding	Percentage	Totals	Loan Rate	Term in Months	Monthly Payments	Notes
Owner's Equity	94.00%	215,000			0	Prepaid Expenses
Outside Investors	4.00%	49,800			0	Convertible Notes
Additional Loans or Debt	0.00%	0				Convertible Notes
Commercial Loan	0.00%	-	0.00%	120	-	Current Needs
Commercial Mortgage	0.00%		0.00%	240	-	
Credit Card Debt	0.00%		0.00%	60	-	
Vehicle Loans	0.00%		0.00%	48	-	
Other Bank Debt	0.00%		5.00%	36	-	
Total Sources of Funding	106.65%	\$ 264,800			\$ -	
Total Funding Needed		\$ (16,521)				

Calculating Cash on Hand	
Cash	15,000
+ Accounts Receivable	-
+ Prepaid Expenses	-
- Accounts Payable	-
- Accrued Expenses	-
Total Cash on Hand	\$ 15,000

Start-Up Expenses Year I (Starting Balance Sheet)

Prepared By:
Renae Bruce-Miller

Company Name:
East Africa Seaweed Company

expenses incurred over 19 months to develop, launch an market the East Africa Seaweed Company Already Paid by Ow

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+ Accounts Receivable	-
+ Prepaid Expenses	-
- Accounts Payable	-
- Accrued Expenses	-
Total Cash on Hand	\$ 15,000