



Strategic Business Plan

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1.0 Executive Summary

The purpose of this business plan is to raise and examine the allocation of \$200,000 for the continued expansion of a unique company that provides women with community, networking opportunities, education, and programs for personal and professional growth. Global Powerful Women LLC (“the Company”) was founded by Rashida Azizi (who serves as CEO). The Company is based in Las Vegas, Nevada. Over the next five years, Management intends to aggressively expand the operations of the business domestically and within selected international markets. The Company was founded in February of 2024.

The Operations

Through Global Powerful Women’s expansive operations, women are provided numerous opportunities for advancement and networking. The Company will continue to host large scale events that bring women together to foster positive relationships on a personal and professional level. The business’ mission is to empower and uplift women by working together to achieve their greatest potential. Over the next five years, the Company will create substantial education and empowerment focused media content that will complement the membership and event driven operations of the business.

In regards to revenue generation, Global Powerful Women principally earns its income via membership fees. This revenue is highly recurring in nature as these fees are directly billed via credit/debit card on a monthly basis. It should be noted that individuals are not charged for becoming members. Only business accounts incur the annual \$1,000 fee. Beyond membership income, the business generates revenue from ongoing sponsorship among companies that want to showcase their products/services to members. Over the next five years, these revenues will continue to expand as the Company hosts a greater number of events that feature sponsorship-based advertisements.

The third section of the business plan will further document the operations of Global Powerful Women.

Financing

At this time, Management is seeking \$200,000 of capital for the expansion of the Company’s operations. Primarily, this financing will be used for the following:

- Expanding marketing operations
- General working capital
- Expanded event hosting

The second section of the business plan will further discuss the usage of funds. Moving forward, Global Powerful Women would be a strong candidate for a working capital line of credit given the highly recurring income generated from membership fees as well as substantial revenues from sponsorship operations. However, this document assumes that the Company will finance its growth with the retained earnings of the business.

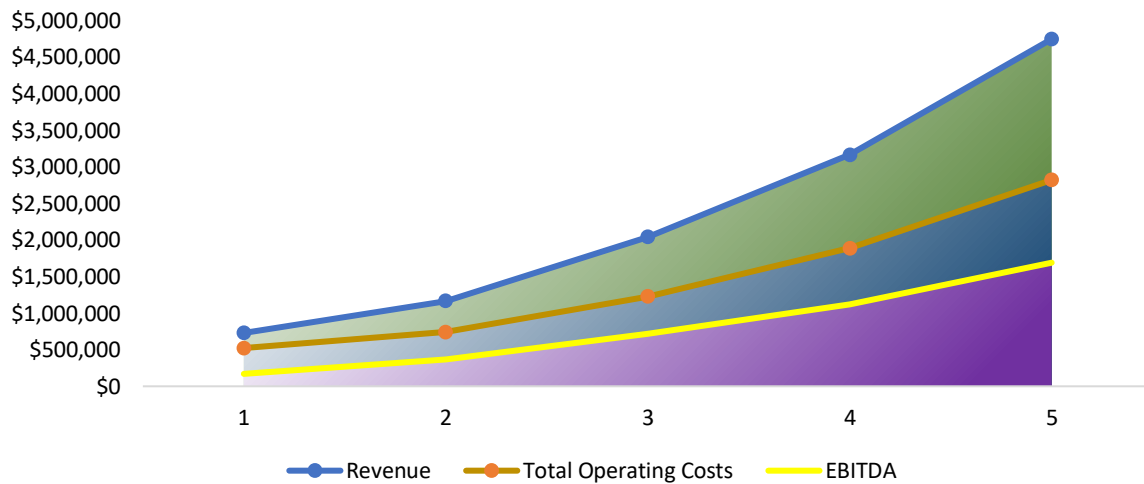
The Future

Over the next five years, the Company will expand its operations on a national and international basis through continued reinvestment in order to establish new chapters in major and minor metropolitan area markets. The business may also establish offices in other major metropolitan areas in order to operate with a greater degree of capital efficiency.

Revenue Forecast

Proforma Profit and Loss (Yearly)					
Year	1	2	3	4	5
Revenue	\$729,000	\$1,166,400	\$2,041,200	\$3,163,860	\$4,745,791
Cost of Revenue	\$36,450	\$58,320	\$102,060	\$158,193	\$237,290
Gross Profit	\$692,550	\$1,108,080	\$1,939,140	\$3,005,667	\$4,508,502
Total Operating Costs	\$522,615	\$740,079	\$1,226,510	\$1,885,165	\$2,819,192
EBITDA	\$169,935	\$368,001	\$712,630	\$1,120,502	\$1,689,310

Revenue, Operating Costs, EBITDA



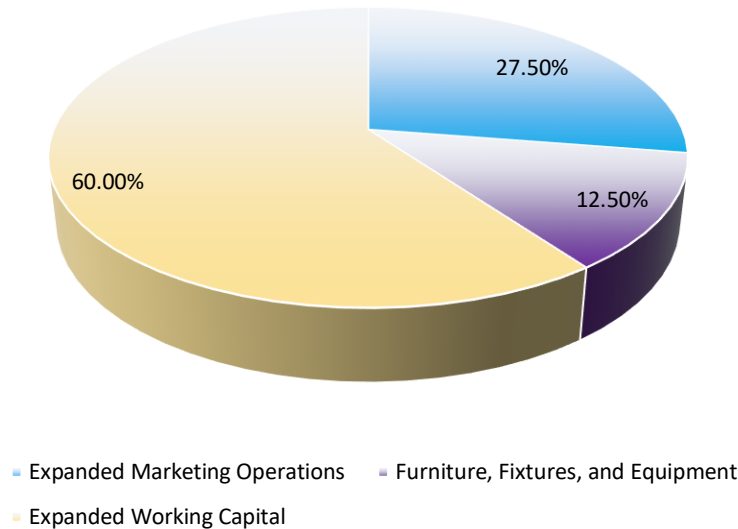
2.0 The Financing

2.1 Funds Required

The Foundation will require a cash inflow of \$200,000 to properly expand the operations outlined in this document. The funds are to be allocated as follows:

Use of Funds	
Expanded Marketing Operations	\$55,000
Furniture, Fixtures, and Equipment	\$25,000
Expanded Working Capital	\$120,000
Total	\$200,000

Use of Funds



2.2 Investor Equity

This will be further discussed during negotiation.

2.3 Management Equity

This will be further discussed during negotiation.

2.4 Exit Strategies

In the event that the business is to be sold, Management will work with a qualified business broker in order to divest the business to a third party. Similar businesses typically are sold for three to five times the prior year's earnings. However, this event is not expected to occur for a substantial period of time.

3.0 Operations

As discussed in the executive summary, Global Powerful Women is a business dedicated to providing a wide range of services that bring women together with the ultimate goal of providing empowerment, education, and upward mobility. Members are able to develop friendships and professional relationships that will last a lifetime through the ongoing programs offered.

In regards to events, these gatherings are held monthly. Currently, these gatherings are exclusively held in Las Vegas. With the capital sought in this document, the Company will be able to establish new chapters throughout the United States and on a global level. As the Company expands, the frequency of gatherings will increase as well. Beyond larger scale events, Global Powerful Women will promote smaller gatherings especially among women that are seeking to understand that the business provides and its value.

For media content, the Company will produce numerous videos that discuss topics that are faced by modern women on a global basis while creating content that furthers education and training. Members will have exclusive access to this content through the Global Powerful Women website. The Company will also release selected videos on YouTube and Tik Tok in order to further create brand name recognition.

The Company's primary growth will continue to come from its membership driven operations. These revenues are highly recurring, which allows Global Powerful Women to remain profitable while being able to more effectively allocate capital for expansion. The Company, throughout the life of the business, will provide no-cost memberships to individuals. This will further facilitate rapid onboarding.

As the Company's membership base grows, Global Powerful Women will be able to charge larger fees among corporate sponsors. A major value for the Company's membership operations is that enrollees are provided discounts for numerous products and services provided by sponsors.

As it relates to sponsorship, the Company will continue to work with companies that tend to focus on adult female demographics. Banners (at events) and advertisements will continue to be provided to sponsors. Management will continue to foster ongoing sponsorship relationships with online universities, retailers, specialized education providers, and related entities.

4.0 Overview of the Organization

4.1 Registered Name

Global Powerful Women LLC. The business is registered as a limited liability company in the State of Nevada.

4.2 Commencement of Operations

Management anticipates that the organization will expand its operations in early 2025. The Company was founded in February of 2024.

4.3 Vision Statement

Management anticipates that Global Powerful Women will generate \$4.7 million by the fifth year of operations.

4.4 Organizational Objectives

- Continue to maintain strong relationships with partners that continue to provide referrals to Global Powerful Women.
- Develop strong relationships with entities that will provide continuous sponsorship for events hosted by the Company.
- Maintain fiscally sound operating procedures that will ensure the longevity of the Company.
- Complete disclosure and transparency regarding all financial transactions.
- Remain within the letter of the law regarding all facets of operation.
- Leverage social media in order to create substantial interest for Global Powerful Women among female owned and operated businesses.
- Use search engine optimization for the Company's website.
- Maintain ongoing partnerships with colleges and universities that will promote educational opportunities to members.
- Promote inclusion and positivity among all members and partners.
- Encourage leadership and representation among women seeking to expand themselves professionally.

4.5 Founder's Personal Statement



My journey as woman began as an Afghan refugee. As a child I was exposed to many harsh challenges that so many women, in various parts of the world, still face today. Later in life I would relocate to the US and then Europe where I'd discover new opportunities and freedoms, yet still encounter challenges and hurdles unique to women. Working to help empower, support, encourage and uplift all women, locally and Internationally, and to help them find equality and unlock their full potential has always been at the center of my heart.

Our mission is to create supportive, empowering communities to help empower and uplift all women locally and abroad. To help create a world where everyone is treated with respect, kindness and love, regardless of gender, race or religion.

Through local network & community chapters, content and programs we work to make women smile, feel valued, find joy in life and achieve their potential.

We hope you'll join and support us in our efforts, not only will you grow and unlock your best self you'll be part of a movement to help other women locally and abroad do the same.

5.0 Strategic Analysis

5.1 External Environment Analysis

The business of maintaining a membership driven enterprise has moderately difficult operations to manage. This section of analysis will detail the overall economic climate, the industry, and competitive issues.

Currently the economic climate in the United States is moderate. The fallout from the COVID-19 pandemic has been resolved. Interest rates have risen substantially over the past twelve months as the US Federal Reserve has taken measures to control inflation. It is expected that ongoing interest rate adjustments will be done on a measured basis as inflation rates have begun to decrease.

However, any issues with the economy will only have a minimal impact on Global Powerful Women's ability to generate revenue. The business will continue to earn highly recurring streams for revenue from its membership-based operations. This income will contribute to the ongoing economic stability of the business. Additionally, the business will continue to work with corporations that will provide ongoing sponsorship for the business.

5.2 Industry Analysis

As of 2024, there are 53,000 companies that provide membership-based services to people and businesses throughout the country. This industry is exceptionally large, and it includes many different types of enterprises that gear their respective operations toward a number of demographics.

Each year the industry generates more than \$12 billion of revenue. The industry also employs more than 250,000 people.

The expected continued growth of these businesses is expected to mirror the general population growth plus the rate of inflation.

5.3 Target Market Attributes

Among women that will engage Global Powerful Women for its broad range of programs, the following profile is noted:

- Annual income ranging from \$75,000 to \$350,000+
- Is seeking an inclusive group that focuses on female advancement, education, and personal growth.
- Will attend one to two hosted events on a monthly basis
- Lives within 50 miles of a major metropolitan area
- Generally between the ages of 25 to 50 (people of all ages are welcome to join).

Within the United States, there are 100 million people that fall into the above demographic profile. Any woman that has an interest in expanding themselves both personally and professionally is a potential member of Global Powerful Women.

5.4 Competition

The Company will face minor competitive issues as it progresses through its operations. The business will principally face competition among not-for-profit organizations that focus on women's education and personal growth needs. However, Global Powerful Women is taking a drastically different approach to female empowerment. The unique events and ongoing programs focused on education as well as community engagements will provide the Company with a major differentiating factor. Additionally, for individuals – membership in this enterprise is completely free of charge.

6.0 Key Strategic Issues

6.1 Sustainable Operations

The Company will be able to maintain successful business operations because of the following:

- Continuous revenue generation from recurring memberships will allow the business to operate profitably in any economic climate.
- The numerous programs available through Global Powerful Women are in immense demand among women seeking to advance their careers while fostering new personal relationships in a community setting.
- A highly motivated and experienced Management Team led by Rashida Azizi as CEO.
- Controllable operating costs will allow for greater allocation of capital towards expanding operations.
- The Company's events and networking activities will continue to provide an immense differentiating factor.

6.2 Basis for Growth

Global Powerful Women will grow through several avenues:

- Organic growth through increased online driven marketing campaigns.
- Hosting of major events throughout the United States and international markets to further increase brand name recognition.
- Partnerships with other female-empowerment and education focused organizations that will provide referrals for membership.

7.0 Marketing Plan

7.1 Marketing Objectives

- Maintain strong relationships with corporations that will provide ongoing sponsorship to Global Powerful Women.
- Leverage social media marketing to expand the Company’s membership base.
- Use search engine optimization to increase organic marketing results.

7.2 Revenue Forecasts

Yearly Sales Forecast					
Year	1	2	3	4	5
Membership Fees	\$486,000	\$777,600	\$1,360,800	\$2,109,240	\$3,163,861
Sponsorship and Event Income	\$218,700	\$349,920	\$612,360	\$949,158	\$1,423,737
Advertisements and Other Income	\$24,300	\$38,880	\$68,040	\$105,462	\$158,193
Totals	\$729,000	\$1,166,400	\$2,041,200	\$3,163,860	\$4,745,791

Gross Profit					
Year	1	2	3	4	5
Total	\$692,550	\$1,108,080	\$1,939,140	\$3,005,667	\$4,508,502

7.3 Revenue Assumptions

Year 1

- From late 2024 through early 2025, the Company will expand its operations using the capital sought in this document.
- Global Powerful Women expects to achieve revenues of \$729,000 in the first year of expanded operations.

Year 2

- Management anticipates that it will expand its marketing and advertising campaigns with a focus on recruiting new sponsorships.
- Management will further expand its online focused marketing through search engine optimization and targeted social media.
- Revenues will reach \$1.1 million.

Years 3-5

- Management anticipates that it will increase its revenue to approximately \$4.7 million in the fifth year of expanded operations.
- At this point, Global Powerful Women will continue to make substantial reinvestments into its national and international level marketing campaigns.

7.4 Marketing Strategies

Management intends on using numerous marketing strategies that will continue to create national level awareness for Global Powerful Women. Foremost, timely coverage of Global Powerful Women will be further directed through ongoing press relations, news releases and feature stories targeted at female business and entrepreneurial focused communities and other media outlets. Publicity activities will be designed to generate ongoing coverage about Global Powerful Women in targeted media by providing writers and editors with newsworthy releases, features, stories, briefs, and visual material for their columns and stories. In-depth coverage may also be obtained about the Company hosting in-house interviews with Rashida Azizi.

Global Powerful Women maintains an expansive website (GlobalPowerfulWomen.org) that showcases its operations, its programs, events, membership operations, and how to contact the business. The website has functionality to enroll as a member. The platform is both mobile device and search engine friendly. Over the next twelve months, the Company will work with a national level SEO firm so that when relevant searches are conducted – the website will appear frequently within the search results.

Management will expand the Company's online presence among all social media platforms including Facebook, Instagram, LinkedIn, and YouTube. The Global Powerful Women will have a number of professionally created videos that showcase operations and the Company's commitment to empowering women. As discussed earlier, the Company intends to create a wide breadth of media content that will be shown on the website. A portion of these videos will be distributed to YouTube and Tik Tok, which will further increase brand name visibility for Global Powerful Women.

A major component of the Company's operations are events that focus on networking. Global Powerful Women will continue to host large scale events. These events will continue to occur at least twelve times per year in each city that maintains a chapter. Management anticipates that these events will be held in different cities throughout the life of the business so that the organization can garner greater exposure for the Global Powerful Women brand name.

8.0 Organizational Plan

8.1 Corporate Organization



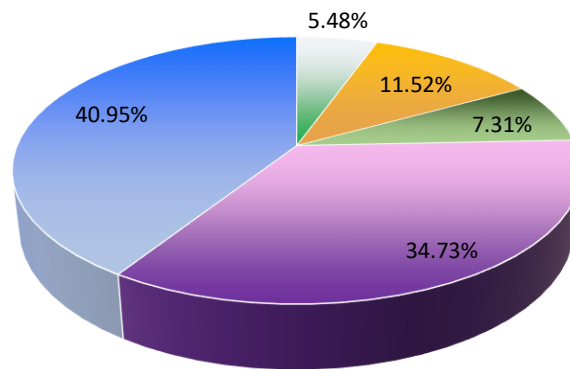
8.2 Organizational Budget

Personnel Plan - Yearly					
Year	1	2	3	4	5
CEO	\$75,000	\$76,500	\$78,030	\$79,591	\$81,182
Operations Director	\$52,500	\$53,550	\$109,242	\$111,427	\$170,483
Administrative Director	\$50,000	\$51,000	\$52,020	\$106,121	\$108,243
Marketing Staff	\$47,500	\$96,900	\$197,676	\$352,852	\$514,155
Operations Staff	\$80,000	\$122,400	\$208,080	\$339,587	\$606,162
Total	\$305,000	\$400,350	\$645,048	\$989,576	\$1,480,226

Numbers of Personnel (Year End Headcount)					
Year	1	2	3	4	5
CEO	1	1	1	1	1
Operations Director	1	1	2	2	3
Administrative Director	1	1	1	2	2
Marketing Staff	1	2	4	7	10
Operations Staff	2	3	5	8	14
Totals	6	8	13	20	30

8.2 Organizational Budget (Cont.)

Personnel Summary



■ CEO ■ Operations Director ■ Administrative Director ■ Marketing Staff ■ Operations Staff

9.0 Financial Plan

9.1 Underlying Assumptions

The Company has based its proforma financial statements on the following:

- Management anticipates that its growth rate will be 60% per year (CAGR).
- Global Powerful Women will settle short term payables on a monthly basis.
- The Company will acquire \$200,000 for expansion purposes.

9.2 Financial Highlights

- Recurring streams of revenue from membership operations will create an immense valuation for the business.
- Substantial income from event hosting.

9.3 Sensitivity Analysis

The Company's revenues are only modestly sensitive to negative changes in the economy. During times of economic recession, the demand for memberships (among corporations) may wane slightly. However, Global Powerful Women targets profitable enterprises that will continue to engage the business for its networking opportunities and other benefits. The Company will have highly controllable operating costs, which will further contribute to the economic stability of the business.

9.4 Source of Funds

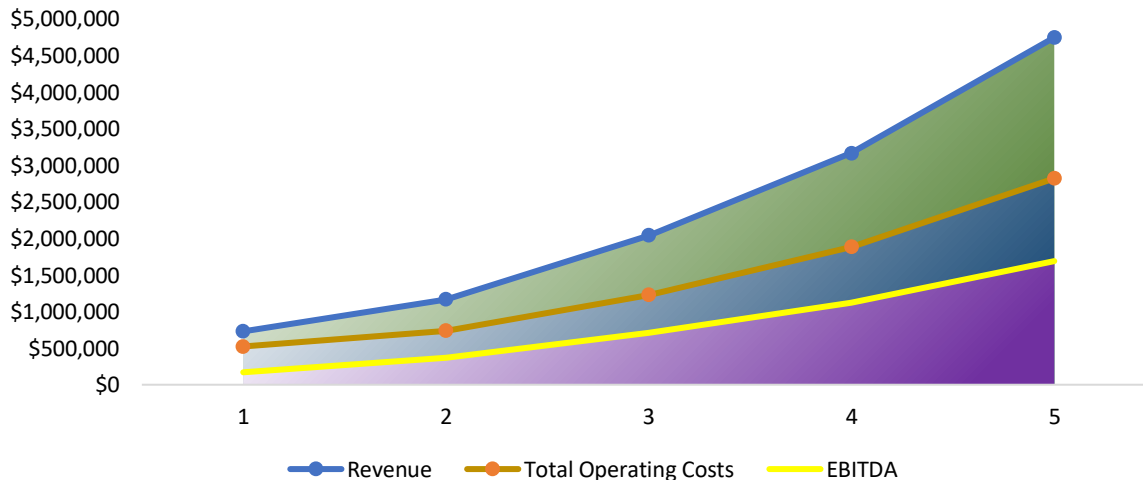
Financing	
Equity	
Investors	\$200,000.00
Total Equity Financing	\$200,000.00
Banks and Lenders	
Total Debt Financing	\$0.00
Total Financing	\$200,000.00

9.5 Financial Proformas

A) Profit and Loss Statement

Proforma Profit and Loss (Yearly)					
Year	1	2	3	4	5
Revenue	\$729,000	\$1,166,400	\$2,041,200	\$3,163,860	\$4,745,791
Cost of Revenue	\$36,450	\$58,320	\$102,060	\$158,193	\$237,290
Gross Margin	95.00%	95.00%	95.00%	95.00%	95.00%
Gross Profit	\$692,550	\$1,108,080	\$1,939,140	\$3,005,667	\$4,508,502
Expenses					
Payroll	\$305,000	\$400,350	\$645,048	\$989,576	\$1,480,226
General and Administrative	\$5,468	\$8,748	\$15,309	\$23,729	\$35,593
Travel Costs	\$18,225	\$29,160	\$51,030	\$79,097	\$118,645
Professional Fees and Licensure	\$5,000	\$7,500	\$11,250	\$16,875	\$25,313
Insurance Costs	\$10,000	\$15,000	\$20,250	\$27,338	\$36,906
Marketing Costs	\$65,610	\$104,976	\$183,708	\$284,747	\$427,121
Event Costs	\$87,480	\$139,968	\$244,944	\$379,663	\$569,495
Misc. Costs	\$2,500	\$3,750	\$5,625	\$8,438	\$12,656
Payroll Taxes	\$23,333	\$30,627	\$49,346	\$75,703	\$113,237
Total Operating Costs	\$522,615	\$740,079	\$1,226,510	\$1,885,165	\$2,819,192
EBITDA	\$169,935	\$368,001	\$712,630	\$1,120,502	\$1,689,310
Federal Income Tax	\$41,703	\$90,786	\$176,106	\$276,756	\$416,970
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0
Depreciation Expenses	\$3,125	\$4,856	\$8,207	\$13,479	\$21,428
Net Profit	\$125,108	\$272,359	\$528,317	\$830,267	\$1,250,911
Profit Margin	17.16%	23.35%	25.88%	26.24%	26.36%

Revenue, Operating Costs, EBITDA



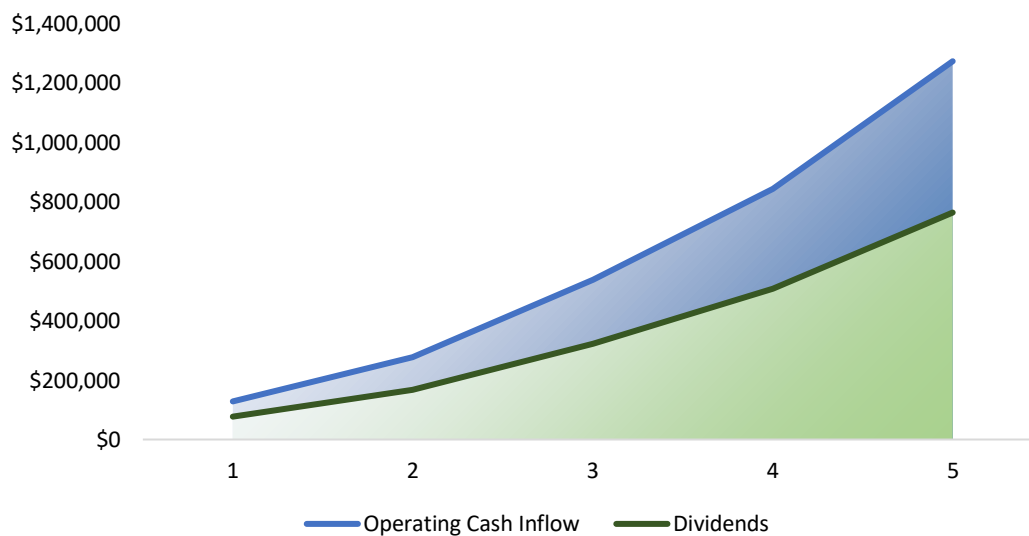
B) Common Size Income Statement

Proforma Profit and Loss (Common Size)					
Year	1	2	3	4	5
Revenue	100.00%	100.00%	100.00%	100.00%	100.00%
Cost of Revenue	5.00%	5.00%	5.00%	5.00%	5.00%
Gross Profit	95.00%	95.00%	95.00%	95.00%	95.00%
Expenses					
Payroll	41.84%	34.32%	31.60%	31.28%	31.19%
General and Administrative	0.75%	0.75%	0.75%	0.75%	0.75%
Travel Costs	2.50%	2.50%	2.50%	2.50%	2.50%
Professional Fees and Licensure	0.69%	0.64%	0.55%	0.53%	0.53%
Insurance Costs	1.37%	1.29%	0.99%	0.86%	0.78%
Marketing Costs	9.00%	9.00%	9.00%	9.00%	9.00%
Event Costs	12.00%	12.00%	12.00%	12.00%	12.00%
Misc. Costs	0.34%	0.32%	0.28%	0.27%	0.27%
Payroll Taxes	3.20%	2.63%	2.42%	2.39%	2.39%
Total Operating Costs	71.69%	63.45%	60.09%	59.58%	59.40%
EBITDA	23.31%	31.55%	34.91%	35.42%	35.60%
Federal Income Tax	5.72%	7.78%	8.63%	8.75%	8.79%
State Income Tax	0.00%	0.00%	0.00%	0.00%	0.00%
Interest Expense	0.00%	0.00%	0.00%	0.00%	0.00%
Depreciation Expenses	0.43%	0.42%	0.40%	0.43%	0.45%
Net Profit	17.16%	23.35%	25.88%	26.24%	26.36%

C) Cash Flow Analysis

Proforma Cash Flow Analysis - Yearly					
Year	1	2	3	4	5
Cash From Operations	\$128,233	\$277,215	\$536,524	\$843,746	\$1,272,339
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$128,233	\$277,215	\$536,524	\$843,746	\$1,272,339
Other Cash Inflows					
Equity Investment	\$200,000	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$10,000	\$10,500	\$11,025	\$11,576	\$12,155
Total Other Cash Inflows	\$210,000	\$10,500	\$11,025	\$11,576	\$12,155
Total Cash Inflow	\$338,233	\$287,715	\$547,549	\$855,322	\$1,284,494
Cash Outflows					
Repayment of Principal	\$0	\$0	\$0	\$0	\$0
A/P Decreases	\$7,000	\$7,350	\$7,718	\$8,103	\$8,509
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$25,000	\$13,861	\$26,826	\$42,187	\$63,617
Dividends	\$76,940	\$166,329	\$321,914	\$506,248	\$763,403
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$108,940	\$187,540	\$356,458	\$556,538	\$835,529
Net Cash Flow	\$229,293	\$100,175	\$191,091	\$298,784	\$448,965
Cash Balance	\$229,293	\$329,468	\$520,559	\$819,343	\$1,268,308

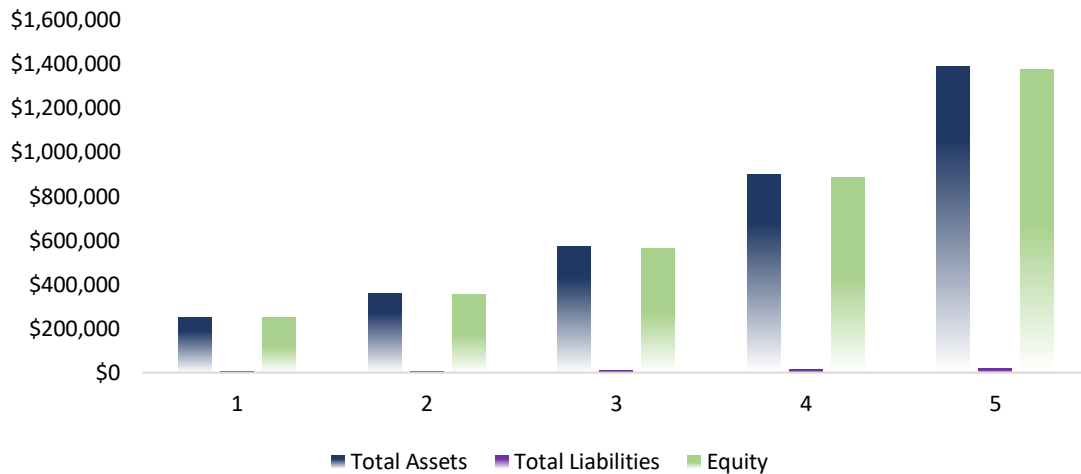
Cash Flow Analysis



D) Balance Sheet

Proforma Balance Sheet - Yearly					
Year	1	2	3	4	5
Assets					
Cash	\$229,293	\$329,468	\$520,559	\$819,343	\$1,268,308
Fixed Assets	\$25,000	\$38,861	\$65,687	\$107,874	\$171,491
Accumulated Depreciation	(\$3,125)	(\$7,981)	(\$16,188)	(\$29,667)	(\$51,095)
Total Assets	\$251,168	\$360,348	\$570,058	\$897,550	\$1,388,705
Liabilities and Equity					
Accounts Payable	\$3,000	\$6,150	\$9,458	\$12,930	\$16,577
Long Term Liabilities	\$0	\$0	\$0	\$0	\$0
Other Liabilities	\$0	\$0	\$0	\$0	\$0
Total Liabilities	\$3,000	\$6,150	\$9,458	\$12,930	\$16,577
Equity	\$248,168	\$354,198	\$560,601	\$884,620	\$1,372,128
Total Liabilities and Equity	\$251,168	\$360,348	\$570,058	\$897,550	\$1,388,705

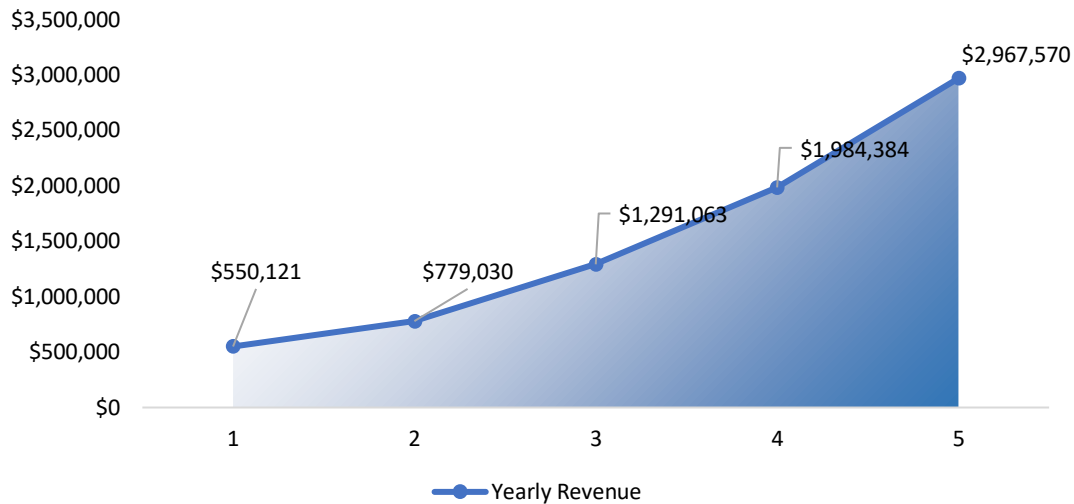
Balance Sheet



9.6 Breakeven Analysis

Monthly Break Even Analysis					
Year	1	2	3	4	5
Monthly Revenue	\$45,843	\$64,919	\$107,589	\$165,365	\$247,298
Yearly Revenue	\$550,121	\$779,030	\$1,291,063	\$1,984,384	\$2,967,570

Breakeven Analysis



9.7 Business Ratios

Business Ratios - Yearly					
Year	1	2	3	4	5
Revenue					
Sales Growth	0.0%	60.0%	75.0%	55.0%	50.0%
Gross Margin	95.0%	95.0%	95.0%	95.0%	95.0%
Financials					
Profit Margin	17.16%	23.35%	25.88%	26.24%	26.36%
Assets to Liabilities	83.72	58.59	60.28	69.41	83.77
Equity to Liabilities	82.72	57.59	59.28	68.41	82.77
Assets to Equity	1.01	1.02	1.02	1.01	1.01
Liquidity					
Acid Test	76.43	53.57	55.04	63.37	76.51
Cash to Assets	0.91	0.91	0.91	0.91	0.91

Appendix A - SWOT Analysis

Strengths

- Strong demand for expansive programs that provide ongoing networking opportunities, gatherings, personal community expansion, and specialized educational materials.
- Global Powerful Women is currently operational and poised for expansive growth over the next five years.
- Qualified and experienced Founder/CEO, Rashida Azizi.
- Highly controllable operating costs as a function of revenue will allow for capital to be allocated toward ongoing expansion.
- The Company's operations are highly scalable, and the Company will be able to expand its operations throughout the entirety of the United States and international markets.

Weaknesses

- Adverse market conditions can impact revenue (limited risk for the reasons discussed earlier).
- Ongoing competition among entities that operate in a similar capacity.

Opportunities

- Organic growth through increased marketing efforts.
- Expansion of operations to include large-scale events in other markets in order to drive a greater membership base.
- Develop ongoing relationships with third-party organizations that will promote the operations of Global Powerful Women.

Threats

- Inflation could cause operating costs to increase.

Appendix B - Critical Risks and Problems

Development Risk – Low

The primary development risk now faced by Global Powerful Women is Management's ability to raise the requisite capital sought in this business plan. The secondary development risk is Management's ability to continually expand the reach of Global Powerful Women so that the Company can provide a greater degree of services to women throughout the United States and internationally.

Financing Risk – Low/Moderate

At this time, Management requires \$200,000 of capital in order to expand Global Powerful Women's operations. The risks that are associated with this capital are offset by the high margin incomes generated from membership and event operations.

Marketing Risk – Moderate

Management intends to use the marketing strategies outlined in the seventh section of the business plan. However, these marketing strategies are expensive and may not generate the financial results anticipated in this business plan. These risks will be tempered through Rashida Azizi's continuous marketing of Global Powerful Women to women throughout the United States.

Management Risk – Low

The Company's Founder/CEO (Rashida Azizi) is experienced and knowledgeable regarding all aspects of the Global Powerful Women's broad range programs specific for women empowerment and administrative operations. She will be able to effectively bring the operations of the business to expansive profitability by the end of the first year of expanded operations.

Valuation Risk – Low

The valuation risk is offset by:

- Highly recurring income from the Company's membership operations.
- Controllable operating costs will allow for ongoing reinvestment into expansion.

Exit Risk – Low

Given the membership driven nature of Global Powerful Women, the business could easily be sold for a substantial earnings multiple to a third party. As discussed earlier, the Company would work with a qualified business broker to manage the sale. However, Rashida Azizi intends to operate this enterprise for a substantial period of time.

Appendix C - Reference Sources

All statistics and market information were obtained through:

1. IBISWorld
2. Statista

Appendix D – Expanded Profit and Loss Statements

Profit and Loss Statement (First Year)							
Months	1	2	3	4	5	6	7
Revenue	\$52,500	\$54,000	\$55,500	\$57,000	\$58,500	\$60,000	\$61,500
Cost of Revenue	\$2,625	\$2,700	\$2,775	\$2,850	\$2,925	\$3,000	\$3,075
Gross Profit	\$49,875	\$51,300	\$52,725	\$54,150	\$55,575	\$57,000	\$58,425
Expenses							
Payroll	\$25,417	\$25,417	\$25,417	\$25,417	\$25,417	\$25,417	\$25,417
General and Administrative	\$456	\$456	\$456	\$456	\$456	\$456	\$456
Travel Costs	\$1,519	\$1,519	\$1,519	\$1,519	\$1,519	\$1,519	\$1,519
Professional Fees and Licensure	\$417	\$417	\$417	\$417	\$417	\$417	\$417
Insurance Costs	\$833	\$833	\$833	\$833	\$833	\$833	\$833
Marketing Costs	\$5,468	\$5,468	\$5,468	\$5,468	\$5,468	\$5,468	\$5,468
Event Costs	\$7,290	\$7,290	\$7,290	\$7,290	\$7,290	\$7,290	\$7,290
Misc. Costs	\$208	\$208	\$208	\$208	\$208	\$208	\$208
Payroll Taxes	\$1,944	\$1,944	\$1,944	\$1,944	\$1,944	\$1,944	\$1,944
Total Operating Costs	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551
EBITDA	\$6,324	\$7,749	\$9,174	\$10,599	\$12,024	\$13,449	\$14,874
Federal Income Tax	\$3,003	\$3,089	\$3,175	\$3,261	\$3,346	\$3,432	\$3,518
State Income Tax	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation Expenses	\$260	\$260	\$260	\$260	\$260	\$260	\$260
Net Profit	\$3,060	\$4,399	\$5,738	\$7,078	\$8,417	\$9,756	\$11,095

Profit and Loss Statement (First Year Cont.)

Month	8	9	10	11	12	Year 1
Revenue	\$63,000	\$64,500	\$66,000	\$67,500	\$69,000	\$729,000
Cost of Revenue	\$3,150	\$3,225	\$3,300	\$3,375	\$3,450	\$36,450
Gross Profit	\$59,850	\$61,275	\$62,700	\$64,125	\$65,550	\$692,550
Expenses						
Payroll	\$25,417	\$25,417	\$25,417	\$25,417	\$25,417	\$305,000
General and Administrative	\$456	\$456	\$456	\$456	\$456	\$5,468
Travel Costs	\$1,519	\$1,519	\$1,519	\$1,519	\$1,519	\$18,225
Professional Fees and Licensure	\$417	\$417	\$417	\$417	\$417	\$5,000
Insurance Costs	\$833	\$833	\$833	\$833	\$833	\$10,000
Marketing Costs	\$5,468	\$5,468	\$5,468	\$5,468	\$5,468	\$65,610
Event Costs	\$7,290	\$7,290	\$7,290	\$7,290	\$7,290	\$87,480
Misc. Costs	\$208	\$208	\$208	\$208	\$208	\$2,500
Payroll Taxes	\$1,944	\$1,944	\$1,944	\$1,944	\$1,944	\$23,333
Total Operating Costs	\$43,551	\$43,551	\$43,551	\$43,551	\$43,551	\$522,615
EBITDA	\$16,299	\$17,724	\$19,149	\$20,574	\$21,999	\$169,935
Federal Income Tax	\$3,604	\$3,690	\$3,776	\$3,861	\$3,947	\$41,703
State Income Tax	\$0	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0
Depreciation Expenses	\$260	\$260	\$260	\$260	\$260	\$3,125
Net Profit	\$12,434	\$13,774	\$15,113	\$16,452	\$17,791	\$125,108

Profit and Loss Statement (Second Year)					
Quarter	Year 2				
	Q1	Q2	Q3	Q4	Year 2
Revenue	\$282,852	\$288,684	\$294,516	\$300,348	\$1,166,400
Cost of Revenue	\$14,143	\$14,434	\$14,726	\$15,017	\$58,320
Gross Profit	\$268,709	\$274,250	\$279,790	\$285,331	\$1,108,080
Expenses					
Payroll	\$100,088	\$100,088	\$100,088	\$100,088	\$400,350
General and Administrative	\$2,187	\$2,187	\$2,187	\$2,187	\$8,748
Travel Costs	\$7,290	\$7,290	\$7,290	\$7,290	\$29,160
Professional Fees and Licensure	\$1,819	\$1,856	\$1,894	\$1,931	\$7,500
Insurance Costs	\$3,750	\$3,750	\$3,750	\$3,750	\$15,000
Marketing Costs	\$25,457	\$25,982	\$26,506	\$27,031	\$104,976
Event Costs	\$33,942	\$34,642	\$35,342	\$36,042	\$139,968
Misc. Costs	\$909	\$928	\$947	\$966	\$3,750
Payroll Taxes	\$7,427	\$7,580	\$7,733	\$7,886	\$30,627
Total Operating Costs	\$182,869	\$184,303	\$185,737	\$187,171	\$740,079
EBITDA	\$85,841	\$89,947	\$94,053	\$98,160	\$368,001
Federal Income Tax	\$22,016	\$22,470	\$22,924	\$23,377	\$90,786
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0
Depreciation Expenses	\$1,214	\$1,214	\$1,214	\$1,214	\$4,856
Net Profit	\$62,611	\$66,264	\$69,916	\$73,568	\$272,359

Profit and Loss Statement (Third Year)					
Quarter	Year 3				
	Q1	Q2	Q3	Q4	Year 3
Revenue	\$494,991	\$505,197	\$515,403	\$525,609	\$2,041,200
Cost of Revenue	\$24,750	\$25,260	\$25,770	\$26,280	\$102,060
Gross Profit	\$470,241	\$479,937	\$489,633	\$499,329	\$1,939,140
Expenses					
Payroll	\$161,262	\$161,262	\$161,262	\$161,262	\$645,048
General and Administrative	\$3,712	\$3,789	\$3,866	\$3,942	\$15,309
Travel Costs	\$12,758	\$12,758	\$12,758	\$12,758	\$51,030
Professional Fees and Licensure	\$2,728	\$2,784	\$2,841	\$2,897	\$11,250
Insurance Costs	\$5,063	\$5,063	\$5,063	\$5,063	\$20,250
Marketing Costs	\$44,549	\$45,468	\$46,386	\$47,305	\$183,708
Event Costs	\$61,236	\$61,236	\$61,236	\$61,236	\$244,944
Misc. Costs	\$1,364	\$1,392	\$1,420	\$1,448	\$5,625
Payroll Taxes	\$12,337	\$12,337	\$12,337	\$12,337	\$49,346
Total Operating Costs	\$305,008	\$306,088	\$307,167	\$308,247	\$1,226,510
EBITDA	\$165,233	\$173,849	\$182,466	\$191,082	\$712,630
Federal Income Tax	\$42,706	\$43,586	\$44,467	\$45,347	\$176,106
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0
Depreciation Expenses	\$2,052	\$2,052	\$2,052	\$2,052	\$8,207
Net Profit	\$120,476	\$128,211	\$135,947	\$143,683	\$528,317

Profit and Loss Statement (Fourth Year)					
Quarter	Year 4				
	Q1	Q2	Q3	Q4	Year 4
Revenue	\$767,236	\$783,055	\$798,875	\$814,694	\$3,163,860
Cost of Revenue	\$38,362	\$39,153	\$39,944	\$40,735	\$158,193
Gross Profit	\$728,874	\$743,903	\$758,931	\$773,959	\$3,005,667
Expenses					
Payroll	\$247,394	\$247,394	\$247,394	\$247,394	\$989,576
General and Administrative	\$5,754	\$5,873	\$5,992	\$6,110	\$23,729
Travel Costs	\$19,774	\$19,774	\$19,774	\$19,774	\$79,097
Professional Fees and Licensure	\$4,092	\$4,177	\$4,261	\$4,345	\$16,875
Insurance Costs	\$6,834	\$6,834	\$6,834	\$6,834	\$27,338
Marketing Costs	\$69,051	\$70,475	\$71,899	\$73,322	\$284,747
Event Costs	\$94,916	\$94,916	\$94,916	\$94,916	\$379,663
Misc. Costs	\$2,046	\$2,088	\$2,130	\$2,173	\$8,438
Payroll Taxes	\$18,926	\$18,926	\$18,926	\$18,926	\$75,703
Total Operating Costs	\$468,788	\$470,457	\$472,126	\$473,795	\$1,885,165
EBITDA	\$260,086	\$273,446	\$286,805	\$300,165	\$1,120,502
Federal Income Tax	\$67,113	\$68,497	\$69,881	\$71,265	\$276,756
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0
Depreciation Expenses	\$3,370	\$3,370	\$3,370	\$3,370	\$13,479
Net Profit	\$189,603	\$201,579	\$213,555	\$225,530	\$830,267

Profit and Loss Statement (Fifth Year)					
Quarter	Year 5				
	Q1	Q2	Q3	Q4	Year 5
Revenue	\$1,150,854	\$1,174,583	\$1,198,312	\$1,222,041	\$4,745,791
Cost of Revenue	\$57,543	\$58,729	\$59,916	\$61,102	\$237,290
Gross Profit	\$1,093,312	\$1,115,854	\$1,138,397	\$1,160,939	\$4,508,502
Expenses					
Payroll	\$370,056	\$370,056	\$370,056	\$370,056	\$1,480,226
General and Administrative	\$8,631	\$8,809	\$8,987	\$9,165	\$35,593
Travel Costs	\$29,661	\$29,661	\$29,661	\$29,661	\$118,645
Professional Fees and Licensure	\$6,138	\$6,265	\$6,391	\$6,518	\$25,313
Insurance Costs	\$9,226	\$9,226	\$9,226	\$9,226	\$36,906
Marketing Costs	\$103,577	\$105,712	\$107,848	\$109,984	\$427,121
Event Costs	\$142,374	\$142,374	\$142,374	\$142,374	\$569,495
Misc. Costs	\$3,069	\$3,132	\$3,196	\$3,259	\$12,656
Payroll Taxes	\$28,309	\$28,309	\$28,309	\$28,309	\$113,237
Total Operating Costs	\$701,043	\$703,546	\$706,050	\$708,553	\$2,819,192
EBITDA	\$392,269	\$412,308	\$432,347	\$452,386	\$1,689,310
Federal Income Tax	\$101,115	\$103,200	\$105,285	\$107,370	\$416,970
State Income Tax	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0
Depreciation Expenses	\$5,357	\$5,357	\$5,357	\$5,357	\$21,428
Net Profit	\$285,796	\$303,751	\$321,705	\$339,659	\$1,250,911

Appendix E – Expanded Cash Flow Analysis

Cash Flow Analysis (First Year)								
Month	1	2	3	4	5	6	7	8
Cash From Operations	\$3,320	\$4,660	\$5,999	\$7,338	\$8,677	\$10,016	\$11,356	\$12,695
Cash From Receivables	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$3,320	\$4,660	\$5,999	\$7,338	\$8,677	\$10,016	\$11,356	\$12,695
Other Cash Inflows								
Equity Investment	\$200,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$833	\$833	\$833	\$833	\$833	\$833	\$833	\$833
Total Other Cash Inflows	\$200,833	\$833	\$833	\$833	\$833	\$833	\$833	\$833
Total Cash Inflow	\$204,154	\$5,493	\$6,832	\$8,171	\$9,511	\$10,850	\$12,189	\$13,528
Cash Outflows								
Repayment of Principal	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
A/P Decreases	\$583	\$583	\$583	\$583	\$583	\$583	\$583	\$583
A/R Increases	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$25,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$25,583	\$583	\$583	\$583	\$583	\$583	\$583	\$583
Net Cash Flow	\$178,570	\$4,910	\$6,249	\$7,588	\$8,927	\$10,266	\$11,606	\$12,945
Cash Balance	\$178,570	\$183,480	\$189,729	\$197,317	\$206,244	\$216,511	\$228,116	\$241,061

Cash Flow Analysis (First Year Cont.)

Month	9	10	11	12	Year 1
Cash From Operations	\$14,034	\$15,373	\$16,712	\$18,052	\$128,233
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$14,034	\$15,373	\$16,712	\$18,052	\$128,233
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$200,000
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$833	\$833	\$833	\$833	\$10,000
Total Other Cash Inflows	\$833	\$833	\$833	\$833	\$210,000
Total Cash Inflow	\$14,867	\$16,207	\$17,546	\$18,885	\$338,233
Cash Outflows					
Repayment of Principal	\$0	\$0	\$0	\$0	\$0
A/P Decreases	\$583	\$583	\$583	\$583	\$7,000
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$0	\$0	\$0	\$0	\$25,000
Dividends	\$0	\$0	\$0	\$76,940	\$76,940
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$583	\$583	\$583	\$77,523	\$108,940
Net Cash Flow	\$14,284	\$15,623	\$16,962	-\$58,638	\$229,293
Cash Balance	\$255,345	\$270,968	\$287,931	\$229,293	\$229,293

Cash Flow Analysis (Second Year)

Quarter	Year 2				Year 2
	Q1	Q2	Q3	Q4	
Cash From Operations	\$63,825	\$67,478	\$71,130	\$74,782	\$277,215
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$63,825	\$67,478	\$71,130	\$74,782	\$277,215
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$2,546	\$2,599	\$2,651	\$2,704	\$10,500
Total Other Cash Inflows	\$2,546	\$2,599	\$2,651	\$2,704	\$10,500
Total Cash Inflow	\$66,371	\$70,076	\$73,781	\$77,486	\$287,715
Cash Outflows					
Repayment of Principal	\$0	\$0	\$0	\$0	\$0
A/P Decreases	\$1,782	\$1,819	\$1,856	\$1,893	\$7,350
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$13,861	\$0	\$0	\$0	\$13,861
Dividends	\$0	\$0	\$0	\$166,329	\$166,329
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$15,643	\$1,819	\$1,856	\$168,222	\$187,540
Net Cash Flow	\$50,728	\$68,257	\$71,925	-\$90,736	\$100,175
Cash Balance	\$280,021	\$348,278	\$420,204	\$329,468	\$329,468

Cash Flow Analysis (Third Year)

Quarter	Year 3				
	Q1	Q2	Q3	Q4	Year 3
Cash From Operations	\$122,527	\$130,263	\$137,999	\$145,735	\$536,524
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$122,527	\$130,263	\$137,999	\$145,735	\$536,524
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$2,674	\$2,729	\$2,784	\$2,839	\$11,025
Total Other Cash Inflows	\$2,674	\$2,729	\$2,784	\$2,839	\$11,025
Total Cash Inflow	\$125,201	\$132,992	\$140,783	\$148,574	\$547,549
Cash Outflows					
Repayment of Principal	\$0	\$0	\$0	\$0	\$0
A/P Decreases	\$1,871	\$1,910	\$1,949	\$1,987	\$7,718
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$26,826	\$0	\$0	\$0	\$26,826
Dividends	\$0	\$0	\$0	\$321,914	\$321,914
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$28,698	\$1,910	\$1,949	\$323,902	\$356,458
Net Cash Flow	\$96,503	\$131,082	\$138,834	-\$175,328	\$191,091
Cash Balance	\$425,972	\$557,053	\$695,887	\$520,559	\$520,559

Cash Flow Analysis (Fourth Year)					
Quarter	Year 4				
	Q1	Q2	Q3	Q4	Year 4
Cash From Operations	\$192,973	\$204,949	\$216,924	\$228,900	\$843,746
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$192,973	\$204,949	\$216,924	\$228,900	\$843,746
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$2,807	\$2,865	\$2,923	\$2,981	\$11,576
Total Other Cash Inflows	\$2,807	\$2,865	\$2,923	\$2,981	\$11,576
Total Cash Inflow	\$195,780	\$207,814	\$219,847	\$231,881	\$855,322
Cash Outflows					
Repayment of Principal	\$0	\$0	\$0	\$0	\$0
A/P Decreases	\$1,965	\$2,006	\$2,046	\$2,087	\$8,103
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$42,187	\$0	\$0	\$0	\$42,187
Dividends	\$0	\$0	\$0	\$506,248	\$506,248
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$44,152	\$2,006	\$2,046	\$508,334	\$556,538
Net Cash Flow	\$151,628	\$205,808	\$217,801	-\$276,453	\$298,784
Cash Balance	\$672,187	\$877,995	\$1,095,797	\$819,343	\$819,343

Cash Flow Analysis (Fifth Year)					
Quarter	Year 5				
	Q1	Q2	Q3	Q4	Year 5
Cash From Operations	\$291,153	\$309,108	\$327,062	\$345,016	\$1,272,339
Cash From Receivables	\$0	\$0	\$0	\$0	\$0
Operating Cash Inflow	\$291,153	\$309,108	\$327,062	\$345,016	\$1,272,339
Other Cash Inflows					
Equity Investment	\$0	\$0	\$0	\$0	\$0
Increased Borrowings	\$0	\$0	\$0	\$0	\$0
Sales of Business Assets	\$0	\$0	\$0	\$0	\$0
A/P Increases	\$2,948	\$3,008	\$3,069	\$3,130	\$12,155
Total Other Cash Inflows	\$2,948	\$3,008	\$3,069	\$3,130	\$12,155
Total Cash Inflow	\$294,101	\$312,116	\$330,131	\$348,146	\$1,284,494
Cash Outflows					
Repayment of Principal	\$0	\$0	\$0	\$0	\$0
A/P Decreases	\$2,063	\$2,106	\$2,148	\$2,191	\$8,509
A/R Increases	\$0	\$0	\$0	\$0	\$0
Asset Purchases	\$63,617	\$0	\$0	\$0	\$63,617
Dividends	\$0	\$0	\$0	\$763,403	\$763,403
Preferred Equity Payment	\$0	\$0	\$0	\$0	\$0
Total Cash Outflows	\$65,680	\$2,106	\$2,148	\$765,594	\$835,529
Net Cash Flow	\$228,421	\$310,010	\$327,983	-\$417,448	\$448,965
Cash Balance	\$1,047,764	\$1,357,774	\$1,685,757	\$1,268,308	\$1,268,308