

# uTour



*Virtual Technology of the Future*

# Introduction

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- ❖ Kunal Dixit - Chief Financial Officer & Chief Executive Officer
- ❖ Bridget Colliton - Chief Marketing Officer & Chief Sales Officer
- ❖ Simran Likhari - Chief Operating Officer & Chief Product Officer

# Problem Definition

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- ❖ Immense cost of visiting colleges
- ❖ International and out-of-state students struggle to visit colleges
- ❖ Many students are unaware of potential educational opportunities
- ❖ Opportunity: Creating a low-cost, easily-accessible way to visit colleges.

# The uTour Advantage

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- ❖ uTour - Online virtual tours
- ❖ Centralized website, easy tour discovery
- ❖ Features (Patented Gestures, 3D Environment, etc.)
- ❖ Standardization
- ❖ Ease of Use

# Our Product

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## Products:

Single Tours  
Tour Packages  
-  
Tour Hosting (Servers)  
Tour Software/Upload  
Professional Filming

## Platforms:

Computer  
Smartphone  
Tablet  
XBox  
PS3

# Market Analysis

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- ❖ Studies show that many universities are trying to appeal to higher-margin students
- ❖ Two market areas:
  - ❖ Students - 15.5 million
  - ❖ Colleges -
- ❖ Size of Market

# The Value Proposition

- ❖ For Colleges
  - ❖ Attract Overseas/Out-of-State Students
  - ❖ Increase Selection Pool
- ❖ For Students
  - ❖ Cheaper
  - ❖ Easier to Use
  - ❖ More Accessible



# Financials

## uTour 5-Year Financial Plan

### Year 1 model inputs

#### 1. Year-one revenue expectancy

	<u>Charge for Upload</u>	<u>Single Tour</u>	<u>Tour Packages</u>	<u>Hosting Fees</u>	<u>Professional Filming</u>
Number of units sold annually	50	1,000	100	50	10
Average sales price per unit	\$5,000.00	\$4.99	\$19.99	\$1,500.00	\$5,000.00
Annual revenue per product	\$250,000	\$4,990	\$1,999	\$75,000	\$50,000
Total year 1 revenue	\$394,724				

#### 2. Year 1 cost of goods sold

	<u>Charge for Upload</u>	<u>Single Tour</u>	<u>Tour Packages</u>	<u>Hosting Fees</u>	<u>Professional Filming</u>
Expected gross margin per product	0.00%	0.00%	0.00%	70.00%	20.00%
Annual cost of goods sold per product	\$0	\$0	\$0	\$52,500	\$10,000
Total year 1 cost of goods sold	\$52,500				

#### 3. Annual maintenance, repair, and overhaul

Factor (%) on capital equipment

#### 4. Number of years for straight-line depreciation

#### 5. Annual tax rate

#### 6. If long-term debt is being used to finance operations, enter the total loan value.



# Profit & Loss Projections

Year-by-year profit and loss assumptions					
	Year 1	Year 2	Year 3	Year 4	Year 5
Annual cumulative price (revenue) increase	-	100.00%	75.00%	75.00%	50.00%
Annual cumulative inflation (expense) increase	-	5.00%	7.50%	10.00%	12.50%
Interest rate on ending cash balance	0.50%	0.50%	0.50%	0.50%	0.50%
<b>Revenue</b>					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross revenue	\$394,724	\$789,448	\$1,381,534	\$2,417,684	\$3,626,527
Cost of goods sold	52,500	55,125	59,259	65,185	73,333
<b>Gross margin</b>	<b>\$342,224</b>	<b>\$734,323</b>	<b>\$1,322,275</b>	<b>\$2,352,499</b>	<b>\$3,553,193</b>
Other revenue (Real Estate)	\$0	\$0	\$10,000	\$20,000	\$30,000
Interest income	\$0	\$0	\$0	\$0	\$0
<b>Total revenue</b>	<b>\$342,224</b>	<b>\$734,323</b>	<b>\$1,332,275</b>	<b>\$2,372,499</b>	<b>\$3,583,193</b>
<b>Operating expenses</b>					
Sales and marketing	\$25,000	\$26,250	\$28,219	\$31,041	\$34,921
Payroll and payroll taxes	0	\$0	\$0	\$0	\$0
Payroll (Years 1-3: 6, Year 4: 7, Year 5: 8)	\$360,000.00	\$360,000.00	\$360,000.00	\$420,000.00	\$480,000.00
Server	\$15,000.00	\$15,750.00	\$16,931.25	\$18,624.38	\$20,952.42
Maintenance, repair, and overhaul	100	100	100	100	100
Headquarters	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
		\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0
		\$0	\$0	\$0	\$0
<b>Total operating expenses</b>	<b>\$415,100</b>	<b>\$417,100</b>	<b>\$420,250</b>	<b>\$484,765</b>	<b>\$550,973</b>
<b>Operating income</b>	<b>\$(72,876)</b>	<b>\$317,223</b>	<b>\$912,025</b>	<b>\$1,887,734</b>	<b>\$3,032,220</b>
Interest expense on long-term debt	44,870	35,821	26,320	16,344	5,869
<b>Operating income before other items</b>	<b>\$(117,746)</b>	<b>\$281,402</b>	<b>\$885,704</b>	<b>\$1,871,390</b>	<b>\$3,026,351</b>
Loss (gain) on sale of assets	0	0	0	0	0
	0	0	0	0	0
<b>Earnings before taxes</b>	<b>\$(117,746)</b>	<b>\$281,402</b>	<b>\$885,704</b>	<b>\$1,871,390</b>	<b>\$3,026,351</b>
<b>Taxes on income</b>	<b>30%</b>	<b>0</b>	<b>84,421</b>	<b>265,711</b>	<b>561,417</b>
<b>Net income (loss)</b>	<b>\$(117,746)</b>	<b>\$196,981</b>	<b>\$619,993</b>	<b>\$1,309,973</b>	<b>\$2,118,446</b>

# Balance Sheet

uTour  
5-Year Financial Plan  
Balance sheet projections

Assets	Initial balance	Year 1	Year 2	Year 3	Year 4	Year 5
Cash and short-term investments	\$0					
Deferred income tax	0	0	0	0	0	0
Other current assets	5,000	5,000	5,000	5,000	5,000	5,000
<b>Total current assets</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$5,000</b>
Buildings - Rent	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Capital improvements	5,000	5,000	5,000	5,000	5,000	5,000
Machinery and equipment	50,000	50,000	50,000	50,000	50,000	50,000
<b>Net property/equipment</b>	<b>\$70,000</b>	<b>\$70,000</b>	<b>\$70,000</b>	<b>\$70,000</b>	<b>\$70,000</b>	<b>\$70,000</b>
	\$0	\$0	\$0	\$0	\$0	\$0
Long-term investments	0	0	0	0	0	0
Deposits	0	0	0	0	0	0
Other long-term assets	0	0	0	0	0	0
<b>Total assets</b>	<b>\$75,000</b>	<b>\$75,000</b>	<b>\$75,000</b>	<b>\$75,000</b>	<b>\$75,000</b>	<b>\$75,000</b>
Liabilities	Initial balance	Year 1	Year 2	Year 3	Year 4	Year 5
Accounts payable	\$2,000	\$2,000	\$3,000	\$3,000	\$1,500	\$1,500
Accrued expenses	0	0	0	0	0	0
Notes payable/short-term debt	0	0	0	0	0	0
Capital leases	0	0	0	0	0	0
Other current liabilities	100	100	100	100	100	100
<b>Total current liabilities</b>	<b>\$2,100</b>	<b>\$2,100</b>	<b>\$3,100</b>	<b>\$3,100</b>	<b>\$1,600</b>	<b>\$1,600</b>
Long-term debt from loan payment calculator	\$1,000,000	\$819,025	\$629,002	\$429,477	\$219,976	\$0
Other long-term debt	\$0	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
<b>Total debt</b>	<b>\$1,002,100</b>	<b>\$824,125</b>	<b>\$634,102</b>	<b>\$434,577</b>	<b>\$224,976</b>	<b>\$5,000</b>
Other liabilities	0	0	0	0	0	0
<b>Total liabilities</b>	<b>\$1,002,100</b>	<b>\$824,125</b>	<b>\$634,102</b>	<b>\$434,577</b>	<b>\$224,976</b>	<b>\$5,000</b>
Equity	Initial balance	Year 1	Year 2	Year 3	Year 4	Year 5
Owner's equity (common)	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Paid-in capital	250,000	250,000	250,000	250,000	250,000	250,000
Preferred equity	0	0	0	0	0	0
Retained earnings	0	(117,746)	79,235	699,228	2,009,202	4,127,647
<b>Total equity</b>	<b>\$300,000</b>	<b>\$182,254</b>	<b>\$379,235</b>	<b>\$999,228</b>	<b>\$2,309,202</b>	<b>\$4,427,647</b>
<b>Total liabilities and equity</b>	<b>\$1,302,100</b>	<b>\$1,006,379</b>	<b>\$1,013,337</b>	<b>\$1,433,805</b>	<b>\$2,534,178</b>	<b>\$4,432,647</b>

**uTour**  
**5-Year Financial Plan**  
**Loan payment calculator**

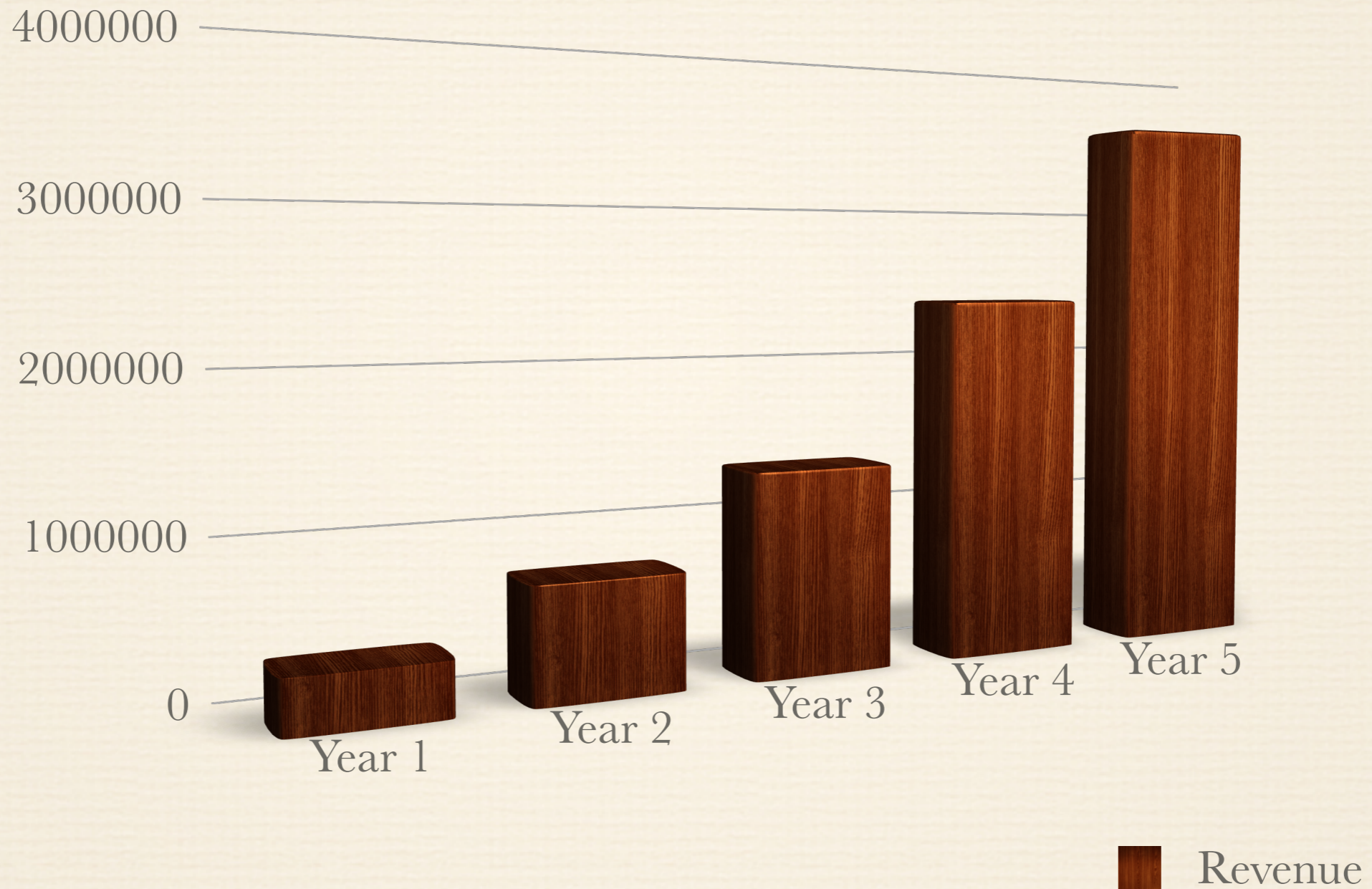
Annual interest rate	5.0%
Monthly rate	0.41%
Loan amount	\$1,000,000
Term of loan (months)	60
Payment	\$(18,820.40)

Note: This calculator can generate principal and interest payments for a period of up to 30 years (360 months).

Month	Principal balance	Principal payment	Interest	Payment
1	\$1,000,000	\$(14,746)	\$(4,074)	\$(18,820)
2	985,254	(14,806)	(4,014)	\$(18,820)
3	970,447	(14,867)	(3,954)	\$(18,820)
4	955,581	(14,927)	(3,893)	\$(18,820)
5	940,653	(14,988)	(3,832)	\$(18,820)
6	925,665	(15,049)	(3,771)	\$(18,820)
7	910,616	(15,110)	(3,710)	\$(18,820)
8	895,506	(15,172)	(3,648)	\$(18,820)
9	880,334	(15,234)	(3,587)	\$(18,820)
10	865,100	(15,296)	(3,525)	\$(18,820)
11	849,804	(15,358)	(3,462)	\$(18,820)
12	834,446	(15,421)	(3,400)	\$(18,820)
13	819,025	(15,484)	(3,337)	\$(18,820)
14	803,542	(15,547)	(3,274)	\$(18,820)
15	787,995	(15,610)	(3,210)	\$(18,820)
16	772,385	(15,674)	(3,147)	\$(18,820)
17	756,711	(15,737)	(3,083)	\$(18,820)
18	740,974	(15,802)	(3,019)	\$(18,820)
19	725,172	(15,866)	(2,954)	\$(18,820)
20	709,306	(15,931)	(2,890)	\$(18,820)
21	693,376	(15,995)	(2,825)	\$(18,820)
22	677,380	(16,061)	(2,760)	\$(18,820)
23	661,320	(16,126)	(2,694)	\$(18,820)
24	645,193	(16,192)	(2,629)	\$(18,820)
25	629,002	(16,258)	(2,563)	\$(18,820)
26	612,744	(16,324)	(2,496)	\$(18,820)
27	596,420	(16,391)	(2,430)	\$(18,820)
28	580,029	(16,457)	(2,363)	\$(18,820)
29	563,572	(16,524)	(2,296)	\$(18,820)
30	547,048	(16,592)	(2,229)	\$(18,820)
31	530,456	(16,659)	(2,161)	\$(18,820)
32	513,797	(16,727)	(2,093)	\$(18,820)
33	497,070	(16,795)	(2,025)	\$(18,820)
34	480,274	(16,864)	(1,957)	\$(18,820)
35	463,411	(16,932)	(1,888)	\$(18,820)
36	446,478	(17,001)	(1,819)	\$(18,820)
37	429,477	(17,071)	(1,750)	\$(18,820)
38	412,406	(17,140)	(1,680)	\$(18,820)
39	395,266	(17,210)	(1,610)	\$(18,820)
40	378,056	(17,280)	(1,540)	\$(18,820)
41	360,776	(17,351)	(1,470)	\$(18,820)
42	343,425	(17,421)	(1,399)	\$(18,820)
43	326,004	(17,492)	(1,328)	\$(18,820)
44	308,512	(17,563)	(1,257)	\$(18,820)
45	290,948	(17,635)	(1,185)	\$(18,820)
46	273,313	(17,707)	(1,114)	\$(18,820)
47	255,606	(17,779)	(1,041)	\$(18,820)
48	237,827	(17,851)	(969)	\$(18,820)
49	219,976	(17,924)	(896)	\$(18,820)
50	202,052	(17,997)	(823)	\$(18,820)
51	184,055	(18,071)	(750)	\$(18,820)
52	165,984	(18,144)	(676)	\$(18,820)
53	147,840	(18,218)	(602)	\$(18,820)
54	129,622	(18,292)	(528)	\$(18,820)
55	111,330	(18,367)	(454)	\$(18,820)
56	92,963	(18,442)	(379)	\$(18,820)
57	74,521	(18,517)	(304)	\$(18,820)
58	56,004	(18,592)	(228)	\$(18,820)
59	37,412	(18,668)	(152)	\$(18,820)
60	18,744	(18,744)	(76)	\$(18,820)

# Loan Payments

# Revenue Projections



# Future Expansion and Exit Potential

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- ❖ Real Estate
- ❖ Museums
- ❖ Historic Sites
  
- ❖ Exit Potential

# uTour - Revolutionizing Tours



Thank you for your time.