

## PowerSouls Europe — Business Model Dashboard

Conservative 36-month monthly model  
for crowdfunding discussions, starting  
in NL and expanding into Europe.

Metric	Year 1	Year 2	Year 3	Notes
Revenue	€288.158	€1.095.801	€3.455.259	Conservative ramp across product lines
Gross Profit	€122.949	€398.049	€1.100.284	After COGS, channel fees and fulfilment
Gross Margin %	42,7%	36,3%	31,8%	Product/channel mix dependent
EBITDA	(€80.378)	€72.105	€576.966	Target: year 3 around €300k
EBITDA Margin %	(27,9%)	6,6%	16,7%	Healthy but not exaggerated
Closing Cash	€64.607	€126.799	€718.694	Includes crowdfunding proceeds
Active Market Equivalent	1,00x	1,80x	2,55x	Market-weighted active countries

Year	Revenue	EBITDA
Year 1	€288.158	(€80.378)
Year 2	€1.095.801	€72.105
Year 3	€3.455.259	€576.966

### Business model logic

1. Storytelling engine  
Books and art create the mythology and brand world.
2. Product ecosystem  
Posters, birth books, food, accessories and plush translate the message into daily life.
3. Distribution layers  
Own platform, related online platforms, physical retailers, publishers and distributors.
4. Europe rollout  
Start in NL, add nearby/language markets, then broader European expansion.
5. Sustainable growth  
Margins fund team expansion without over-promising early volumes.

### Key editable drivers

Crowdfunding proceeds	€150.000
Blended channel fee	23,0%
Marketing % revenue	8,0%
First-year development cost / month	€2.500
Initial setup & crowdfunding cost	-

## PowerSouls Europe Business Model — Key Drivers

Blue/yellow cells are editable assumptions. The full model calculates from these drivers.

Driver	Base Case	Low Case	High Case	Unit	Notes
Model start month	Jul-26	Jul-26	Jul-26	month	Month 1 of the model
Crowdfunding proceeds	€150.000	€150.000	€250.000	€	Funding via STAK certificates; editable
Minimum cash buffer	€25.000	€20.000	€40.000	€	Planning threshold
Blended channel fee / discount	23,0%	27,0%	20,0%	% revenue	Weighted mix of webshop, partners, retail and distributors
Payment / fulfilment variable cost	4,0%	5,0%	3,0%	% revenue	Packaging, PSP, fulfilment not in COGS
Marketing % of revenue	8,0%	10,0%	7,0%	% revenue	Variable marketing / content / ads
Minimum marketing per month	€750	€1.000	€600	€	Floor for social/content activity
Fixed overhead month 1	€2.500	€3.000	€2.250	€	Office, software, accounting, tools
Fixed overhead annual inflation	€0	€0	€0	% p.a.	Simple escalation
Development / DTP cost months 1-12	€2.500	€3.500	€2.000	€ / month	Book production, DTP, design support
Development / DTP cost months 13-24	-	-	-	€ / month	Post-launch production
Development / DTP cost months 25-36	€1.000	€1.500	€800	€ / month	Maintenance
Initial setup & crowdfunding cost	-	-	-	€	Legal, campaign, webshop, production preparation
Working capital % of next month COGS	€0	€0	€0	%	Simple inventory requirement proxy
Capex / tooling month 1	-	-	-	€	Initial production tooling / prototypes
Corporate tax rate	19,0%	19,0%	19,0%	%	Illustrative; not tax advice

## Product Economics

*Editable product-level prices, costs and gross margins. Keep product rows aligned with Unit Drivers.*

Product	ASP €	COGS €	Fulfilment €	Royalty %	Category	Notes	Gross Margin €	Gross Margin %
Main Books — Mother Earth / Sun / Moon	€ 39,00	€12	€5		- Books	Core mythology books	€22	56,4%
Birth Books	€ 22,50	€5	€4		- Books	Gift books for children	€14	60,0%
Original Art Editions	€ 2.000,00	€350	€50		- Art	Limited editions, max 10 per work	€1.600	80,0%
Art Posters	€ 22,50	€6	€5		- Posters	Unlimited prints	€12	53,3%
Educational Posters	€ 39,00	€9	€5		- Posters	Animals, life, nature education	€25	64,1%
Honey	€ 12,95	€5	€2		- Food	Long shelf-life partner product	€6	44,4%
Tea & Herbs	€ 9,95	€4	€1		- Food	Partner product; organic/specialty shops	€5	53,8%
Animal Jewellery	€ 49,95	€19	€3		- Accessories	Animal-symbol jewellery	€28	57,0%
Apparel & Socks	€ 24,95	€9	€4		- Accessories	T-shirts, socks and accessories	€12	47,9%
Folkmanis Puppets*	€ 15,00	€10	€3		- Plush/Toys	Partner puppet line	€3	16,7%
Moon & Sun Plush**	€ 120,00	€35	€10		- Plush/Toys	Own product development	€75	62,5%
Licensing Revenue	€ 1.500,00	-	-		- Licensing	Brand/licence or co-branded commercial rights	€1.500	100,0%

## Sales Channels & Distribution Mix

*Editable sales mix and channel economics. The model uses the blended channel fee in Key Drivers.*

Channel	Target Mix	Channel Fee / Discount	Business Logic
Own webshop	40,0%	8,0%	Direct margin, strongest relationship with tribe members
Partner online platforms	20,0%	18,0%	Related spiritual/educational platforms and marketplaces
Retail stores	30,0%	45,0%	Bookshops, museum shops, organic stores, toy stores
Distributors / publishers	10,0%	55,0%	Lower margin but faster reach across Europe
	<b>Weighted average fee</b>	<b>25,8%</b>	



**Unit Drivers**

Simple volume logic: Units = active month \* base units \* monthly growth \* active market equivalent.

Product	Product Row	Launch Month	Base Monthly Units at												Monthly Unit												Notes	Year 1 Focus																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
			Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27	Jan-28	Feb-28	Mar-28	Apr-28	May-28	Jun-28			Jul-28	Aug-28	Sep-28	Oct-28	Nov-28	Dec-28	Jan-29	Feb-29	Mar-29	Apr-29	May-29	Jun-29																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
Main Books — Mother Earth / Sun / Moon	5	5	100.0	7.0%	First book launch, online + crowdfunding + selected rets	Core	0	0	0	0	100	107	114	123	131	140	150	201	215	230	246	263	282	301	321	341	361	381	401	421	441	461	481	501	521	541	561	581	601	621	641	661	681	701	721	741	761	781	801	821	841	861	881	901	921	941	961	981	1000																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
Birth Books	6	12	200.0	7.0%	Designed and released after main books	Phase 2	0	0	0	0	0	0	0	0	0	0	0	250	268	286	306	328	351	374	397	421	444	468	491	515	538	561	584	607	630	653	676	699	722	745	768	791	814	837	860	883	906	929	952	975	998	1021	1044	1067	1090	1113	1136	1159	1182	1205	1228	1251	1274	1297	1320	1343	1366	1389	1412	1435	1458	1481	1504	1527	1550	1573	1596	1619	1642	1665	1688	1711	1734	1757	1780	1803	1826	1849	1872	1895	1918	1941	1964	1987	2010	2033	2056	2079	2102	2125	2148	2171	2194	2217	2240	2263	2286	2309	2332	2355	2378	2401	2424	2447	2470	2493	2516	2539	2562	2585	2608	2631	2654	2677	2700	2723	2746	2769	2792	2815	2838	2861	2884	2907	2930	2953	2976	2999	3022	3045	3068	3091	3114	3137	3160	3183	3206	3229	3252	3275	3298	3321	3344	3367	3390	3413	3436	3459	3482	3505	3528	3551	3574	3597	3620	3643	3666	3689	3712	3735	3758	3781	3804	3827	3850	3873	3896	3919	3942	3965	3988	4011	4034	4057	4080	4103	4126	4149	4172	4195	4218	4241	4264	4287	4310	4333	4356	4379	4402	4425	4448	4471	4494	4517	4540	4563	4586	4609	4632	4655	4678	4701	4724	4747	4770	4793	4816	4839	4862	4885	4908	4931	4954	4977	5000	5023	5046	5069	5092	5115	5138	5161	5184	5207	5230	5253	5276	5299	5322	5345	5368	5391	5414	5437	5460	5483	5506	5529	5552	5575	5598	5621	5644	5667	5690	5713	5736	5759	5782	5805	5828	5851	5874	5897	5920	5943	5966	5989	6012	6035	6058	6081	6104	6127	6150	6173	6196	6219	6242	6265	6288	6311	6334	6357	6380	6403	6426	6449	6472	6495	6518	6541	6564	6587	6610	6633	6656	6679	6702	6725	6748	6771	6794	6817	6840	6863	6886	6909	6932	6955	6978	7001	7024	7047	7070	7093	7116	7139	7162	7185	7208	7231	7254	7277	7300	7323	7346	7369	7392	7415	7438	7461	7484	7507	7530	7553	7576	7599	7622	7645	7668	7691	7714	7737	7760	7783	7806	7829	7852	7875	7898	7921	7944	7967	7990	8013	8036	8059	8082	8105	8128	8151	8174	8197	8220	8243	8266	8289	8312	8335	8358	8381	8404	8427	8450	8473	8496	8519	8542	8565	8588	8611	8634	8657	8680	8703	8726	8749	8772	8795	8818	8841	8864	8887	8910	8933	8956	8979	9002	9025	9048	9071	9094	9117	9140	9163	9186	9209	9232	9255	9278	9301	9324	9347	9370	9393	9416	9439	9462	9485	9508	9531	9554	9577	9600	9623	9646	9669	9692	9715	9738	9761	9784	9807	9830	9853	9876	9899	9922	9945	9968	9991	10014	10037	10060	10083	10106	10129	10152	10175	10198	10221	10244	10267	10290	10313	10336	10359	10382	10405	10428	10451	10474	10497	10520	10543	10566	10589	10612	10635	10658	10681	10704	10727	10750	10773	10796	10819	10842	10865	10888	10911	10934	10957	10980	11003	11026	11049	11072	11095	11118	11141	11164	11187	11210	11233	11256	11279	11302	11325	11348	11371	11394	11417	11440	11463	11486	11509	11532	11555	11578	11601	11624	11647	11670	11693	11716	11739	11762	11785	11808	11831	11854	11877	11900	11923	11946	11969	11992	12015	12038	12061	12084	12107	12130	12153	12176	12199	12222	12245	12268	12291	12314	12337	12360	12383	12406	12429	12452	12475	12498	12521	12544	12567	12590	12613	12636	12659	12682	12705	12728	12751	12774	12797	12820	12843	12866	12889	12912	12935	12958	12981	13004	13027	13050	13073	13096	13119	13142	13165	13188	13211	13234	13257	13280	13303	13326	13349	13372	13395	13418	13441	13464	13487	13510	13533	13556	13579	13602	13625	13648	13671	13694	13717	13740	13763	13786	13809	13832	13855	13878	13901	13924	13947	13970	13993	14016	14039	14062	14085	14108	14131	14154	14177	14200	14223	14246	14269	14292	14315	14338	14361	14384	14407	14430	14453	14476	14499	14522	14545	14568	14591	14614	14637	14660	14683	14706	14729	14752	14775	14798	14821	14844	14867	14890	14913	14936	14959	14982	15005	15028	15051	15074	15097	15120	15143	15166	15189	15212	15235	15258	15281	15304	15327	15350	15373	15396	15419	15442	15465	15488	15511	15534	15557	15580	15603	15626	15649	15672	15695	15718	15741	15764	15787	15810	15833	15856	15879	15902	15925	15948	15971	15994	16017	16040	16063	16086	16109	16132	16155	16178	16201	16224	16247	16270	16293	16316	16339	16362	16385	16408	16431	16454	16477	16500	16523	16546	16569	16592	16615	16638	16661	16684	16707	16730	16753	16776	16799	16822	16845	16868	16891	16914	16937	16960	16983	17006	17029	17052	17075	17098	17121	17144	17167	17190	17213	17236	17259	17282	17305	17328	17351	17374	17397	17420	17443	17466	17489	17512	17535	17558	17581	17604	17627	17650	17673	17696	17719	17742	17765	17788	17811	17834	17857	17880	17903	17926	17949	17972	17995	18018	18041	18064	18087	18110	18133	18156	18179	18202	18225	18248	18271	18294	18317	18340	18363	18386	18409	18432	18455	18478	18501	18524	18547	18570	18593	18616	18639	18662	18685	18708	18731	18754	18777	18800	18823	18846	18869	18892	18915	18938	18961	18984	19007	19030	19053	19076	19099	19122	19145	19168	19191	19214	19237	19260	19283	19306	19329	19352	19375	19398	19421	19444	19467	19490	19513	19536	19559	19582	19605	19628	19651	19674	19697	19720	19743	19766	19789	19812	19835	19858	19881	19904	19927	19950	19973	19996	20019	20042	20065	20088	20111	20134	20157	20180	20203	20226	20249	20272	20295	20318	20341	20364	20387	20410	20433	20456	20479	20502	20525	20548	20571	20594	20617	20640	20663	20686	20709	20732	20755	20778	20801	20824	20847	20870	20893	20916	20939	20962	20985	21008	21031	21054	21077	21100	21123	21146	21169	21192	21215	21238	21261	21284	21307	21330	21353	21376	21399	21422	21445	21468	21491	21514	21537	21560	21583	21606	21629	21652	21675	21698	21721	21744	21767	21790	21813	21836	21859	21882	21905	21928	21951	21974	21997	22020	22043	22066	22089	22112	22135	22158	22181	22204	22227	22250	22273	22296	22319	22342	22365	22388	22411	22434	22457	22480	22503	22526	22549	22572	22595	22618	22641	22664	22687	22710	22733	22756	22779	22802	22825	22848	22871	22894	22917	22940	22963	22986	23009	23032	23055	23078	23101	23124	23147	23170	23193	23216	23239	23262	23285	23308	23331	23354	23377	23400	23423	23446	23469	23492	23515	23538	23561	23584	23607	23630	23653	23676	23699	23722	23745	23768	23791	23814	23837	23860	23883	23906	23929	23952	23975	23998	24021	24044	24067	24090	24113	24136	24159	24182	24205	24228	24251	24274	24297	24320	24343	24366	24389	24412	24435	24458	24481	24504	24527	24550	24573	24596	24619	24642	24665	24688	24711	24734	24757	24780	24803	24826	24849	24872	24895	24918	24941	24964	24987	25010	25033	25056	25079	25102	25125	25148	25171	25194	25217	25240	25263	25286	25309	25332	25355	25378	25401	25424	25447	25470	25493	25516	25539	25562	25585	25608	25631	25654	25677	25700	25723	25746	25769	25792	25815	25838	25861	25884	25907	25930	25953	25976	25999	26022	26045	26068	26091	26114	26137	26160	26183	26206	26229	26252	26275	26298	26321	26344	26367	26390	26413	26436	26459	26482	26505	26528	26551	26574	26597	26620	26643	26666	26689	26712	26735	26758	26781	26804	26827	26850	26873	26896	26919	26942	26965	26988	27011	2703





**Monthly P&L**

*Formula-driven monthly model linked to product, unit, channel, team and marketing drivers.*

	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27	Jan-28	Feb-28	Mar-28	Apr-28	May-28	Jun-28	Jul-28	Aug-28	Sep-28	Oct-28	Nov-28	Dec-28	Jan-29	Feb-29	Mar-29	Apr-29	May-29	Jun-29	Year 1	Year 2	Year 3			
<b>Revenue by product</b>																																										
Main Books — Mother Earth / Sun / Moon	-	-	-	-	€3.900	€4.173	€4.465	€4.778	€5.112	€5.470	€5.853	€7.828	€8.376	€8.962	€9.590	€10.261	€10.979	€16.917	€18.101	€19.368	€20.724	€22.175	€23.727	€27.927	€29.882	€31.973	€38.013	€40.674	€43.521	€53.976	€57.754	€61.797	€76.495	€81.850	€87.570	€93.710	€41.579	€197.109	€697.222			
Birth Books	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Original Art Editions	-	-	-	-	€20.000	€20.000	€20.000	€10.000	€10.000	€10.000	€10.000	€60.000	€20.000	€20.000	€20.000	€20.000	€20.000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Art Posters	-	-	-	-	-	-	-	-	€1.125	€1.181	€1.240	€1.302	€1.709	€1.795	€1.885	€1.979	€2.078	€2.182	€3.299	€3.463	€3.637	€3.818	€4.009	€4.210	€4.462	€5.105	€5.361	€6.254	€6.567	€6.895	€8.392	€8.811	€9.252	€11.238	€11.800	€12.390	€13.010	€160.000	€60.000	€141.634	€500.994	
Educational Posters	-	-	-	-	-	-	-	-	€1.950	€2.048	€2.150	€2.257	€2.963	€3.111	€3.266	€3.430	€3.601	€3.781	€5.717	€6.003	€6.303	€6.619	€6.950	€7.297	€8.428	€8.849	€9.292	€10.841	€11.383	€11.952	€14.546	€15.273	€16.037	€19.480	€20.454	€21.477	€22.551	€11.368	€64.507	€182.134		
Honey	-	-	-	-	€648	€680	€714	€750	€787	€826	€868	€1.139	€1.196	€1.256	€1.318	€1.384	€1.454	€2.198	€2.308	€2.423	€2.544	€2.671	€2.805	€3.240	€3.402	€3.572	€4.167	€4.375	€4.594	€5.871	€6.164	€7.488	€7.862	€8.255	€8.668	€6.411	€24.796	€70.010				
Tea & Herbs	-	-	-	-	-	-	-	-	€498	€510	€523	€536	€686	€704	€721	€739	€758	€1.146	€1.175	€1.204	€1.234	€1.265	€1.297	€1.462	€1.499	€1.536	€1.750	€1.793	€1.838	€2.184	€2.239	€2.295	€2.721	€2.789	€2.859	€2.930	€2.752	€12.483	€26.433			
Animal Jewellery	-	-	-	-	-	-	-	-	-	-	€999	€1.029	€1.325	€1.365	€1.405	€1.448	€1.491	€1.536	€2.278	€2.346	€2.417	€2.489	€2.564	€2.641	€2.922	€3.082	€3.174	€3.633	€3.742	€3.854	€4.601	€4.739	€4.881	€5.816	€5.991	€6.170	€6.356	€3.353	€24.971	€56.038		
Apparel & Socks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Folkmanis Puppets	-	-	-	-	-	-	-	-	€900	€990	€1.089	€1.198	€1.847	€1.812	€1.993	€2.192	€2.653	€4.202	€4.622	€5.084	€5.593	€6.152	€6.767	€8.188	€9.007	€9.908	€12.109	€13.320	€14.652	€18.882	€20.550	€22.605	€28.766	€31.643	€34.807	€38.288	€5.824	€51.670	€254.338			
Moon & Sun Plush	-	-	-	-	-	-	-	-	€7.200	€7.776	€8.398	€9.070	€12.244	€13.224	€14.282	€15.424	€16.658	€17.991	€27.980	€32.635	€35.246	€38.066	€41.111	€48.940	€52.747	€56.967	€68.361	€73.850	€79.736	€99.815	€107.800	€116.424	€145.462	€157.099	€169.666	€183.240	€44.688	€331.677	€1.311.146			
Licensing Revenue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
<b>Total Revenue</b>	-	-	-	-	<b>€24.548</b>	<b>€24.853</b>	<b>€25.179</b>	<b>€27.200</b>	<b>€28.404</b>	<b>€30.695</b>	<b>€32.113</b>	<b>€36.167</b>	<b>€37.600</b>	<b>€40.211</b>	<b>€43.911</b>	<b>€48.639</b>	<b>€54.400</b>	<b>€62.276</b>	<b>€72.400</b>	<b>€84.392</b>	<b>€98.804</b>	<b>€116.667</b>	<b>€139.013</b>	<b>€168.195</b>	<b>€204.592</b>	<b>€254.705</b>	<b>€314.496</b>	<b>€395.122</b>	<b>€502.621</b>	<b>€642.503</b>	<b>€828.584</b>	<b>€1,085.025</b>	<b>€1,434.380</b>	<b>€1,900.395</b>	<b>€2,508.379</b>	<b>€3,388.486</b>	<b>€4,688.158</b>	<b>€6,591.801</b>	<b>€9,258.259</b>			
<b>Cost of Goods Sold</b>																																										
Main Books — Mother Earth / Sun / Moon COGS	-	-	-	-	€1.700	€1.819	€1.946	€2.083	€2.228	€2.384	€2.551	€3.412	€3.651	€3.907	€4.180	€4.473	€4.786	€7.374	€7.890	€8.443	€9.034	€9.666	€10.343	€11.073	€11.825	€13.607	€14.509	€16.477	€17.730	€18.971	€23.528	€25.175	€26.937	€33.344	€35.678	€38.175	€40.848	€18.124	€85.919	€303.917		
Birth Books COGS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Original Art Editions COGS	-	-	-	-	€4.000	€4.000	€4.000	€2.000	€2.000	€2.000	€2.000	€12.000	€4.000	€4.000	€4.000	€4.000	€4.000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Art Posters COGS	-	-	-	-	-	-	-	-	€525	€551	€579	€608	€798	€838	€879	€923	€970	€1.018	€1.539	€1.616	€1.697	€1.782	€1.871	€1.965	€2.269	€2.383	€2.502	€2.919	€3.065	€3.218	€3.916	€4.112	€4.318	€5.245	€5.507	€5.782	€6.071	€3.060	€17.367	€49.036		
Educational Posters COGS	-	-	-	-	-	-	-	-	€700	€735	€772	€810	€1.064	€1.117	€1.173	€1.231	€1.293	€1.357	€2.052	€2.155	€2.263	€2.376	€2.495	€2.619	€3.025	€3.177	€3.336	€3.892	€4.086	€4.290	€5.222	€5.483	€5.757	€6.993	€7.342	€7.710	€8.095	€4.081	€23.156	€65.381		
Honey COGS	-	-	-	-	€360	€378	€397	€417	€438	€459	€482	€633	€665	€698	€733	€770	€808	€1.222	€1.283	€1.347	€1.415	€1.485	€1.559	€1.801	€1.891	€1.986	€2.317	€2.433	€2.554	€3.109	€3.244	€3.471	€4.590	€4.819	€5.044	€6.171	€6.419	€3.564	€13.786	€38.925		
Tea & Herbs COGS	-	-	-	-	-	-	-	-	€230	€242	€248	€317	€325	€333	€342	€350	€530	€543	€557	€571	€585	€600	€676	€693	€710	€699	€829	€850	€1.010	€1.035	€1.061	€1.289	€1.322	€1.355	€1.672	€1.721	€1.769	€2.122	€2.181	€2.240		
Animal Jewellery COGS	-	-	-	-	-	-	-	-	-	-	€430	€443	€570	€587	€605	€623	€642	€661	€980	€1.010	€1.040	€1.071	€1.104	€1.137	€1.285	€1.326	€1.364	€1.611	€1.659	€1.709	€2.040	€2.101	€2.203	€2.579	€2.656	€2.736	€1.443	€10.748	€24.121			
Apparel & Socks COGS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Folkmanis Puppets COGS	-	-	-	-	-	-	-	-	€750	€825	€908	€998	€1.373	€1.510	€1.661	€1.827	€2.010	€2.211	€3.502	€3.852	€4.237	€4.661	€5.127	€5.639	€6.824	€7.506	€8.256	€10.091	€11.100	€12.210	€15.568	€17.125	€18.838	€23.972	€26.369	€29.006	€31.906	€4.853	€43.058	€211.948		
Moon & Sun Plush COGS	-	-	-	-	-	-	-	-	€2.700	€2.916	€3.149	€3.401	€4.592	€4.959	€5.356	€5.784	€6.247	€6.747	€10.492	€11.332	€12.238	€13.217	€14.275	€15.417	€18.315	€19.780	€21.363	€25.635	€27.686	€29.901	€37.431	€40.425	€43.659	€54.548	€58.912	€63.625	€68.715	€16.758	€124.379	€491.680		
Licensing Revenue COGS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
<b>Total COGS</b>	-	-	-	-	<b>€6.060</b>	<b>€6.197</b>	<b>€6.343</b>	<b>€6.404</b>	<b>€6.929</b>	<b>€10.923</b>	<b>€11.542</b>	<b>€27.009</b>	<b>€20.059</b>	<b>€21.188</b>	<b>€22.400</b>	<b>€20.353</b>	<b>€21.772</b>	<b>€33.547</b>	<b>€35.907</b>	<b>€38.442</b>	<b>€41.168</b>	<b>€44.098</b>	<b>€47.249</b>	<b>€55.703</b>	<b>€69.714</b>	<b>€84.030</b>	<b>€106.305</b>	<b>€131.861</b>	<b>€169.842</b>	<b>€228.283</b>	<b>€304.324</b>	<b>€402.987</b>	<b>€548.548</b>	<b>€748.184</b>	<b>€1,018.250</b>	<b>€1,400.250</b>	<b>€1,920.886</b>	<b>€2,611.422</b>				
Channel fees / retail discounts	-	-	-	-	€5.046	€5.716	€5.791	€6.256	€6.533	€7.000	€7.386	€21.888	€13.248	€13.848	€14.493	€13.027	€13.804	€21.252	€22.630	€24.105	€25.683	€27.373	€29.025	€33.486	€35.582	€37.834	€44.289	€47.178	€50.283	€61.526	€65.684	€70.156	€86.107	€92.091	€98.527	€105.452	€66.276	€252.034	€794.709			
Fulfillment variable cost	-	-	-	-	€982	€994	€1.007	€1.088	€1.136	€1.228	€1.288	€3.907	€2.304	€2.408	€2.520	€2.636	€2.754	€3.896	€4.192	€4.467	€4.761	€5.048	€5.824	€6.188	€6.580	€7.793	€8.205	€8.745	€10.700	€11.423	€12.291	€14.975	€16.016	€17.135	€18.339	€19.626	€21.000	€30.000	€138.210			
<b>Gross Profit</b>	<b>€21.750</b> </																																									

**Monthly Cashflow**

Cashflow links to EBITDA, funding, setup costs, capex and working capital. No circularity.

	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	Aug-27	Sep-27	Oct-27	Nov-27	Dec-27	Jan-28	Feb-28	Mar-28	Apr-28	May-28	Jun-28	Jul-28	Aug-28	Sep-28	Oct-28	Nov-28	Dec-28	Jan-29	Feb-29	Mar-29	Apr-29	May-29	Jun-29	Year 1	Year 2	Year 3		
Opening Cash		€128.250	€114.496	€100.738	€85.460	€82.305	€79.205	€75.438	€70.554	€65.805	€56.142	€46.066	€64.607	€63.656	€63.248	€64.259	€62.304	€58.700	€61.352	€68.491	€77.211	€87.610	€99.794	€112.166	€126.799	€146.264	€165.782	€192.944	€222.604	€251.187	€290.448	€336.261	€380.569	€444.123	€512.720	€586.714	-	€64.607	€126.799		
Crowdfunding Proceeds	€150.000	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EBITDA	(€21.750)	(€13.754)	(€13.758)	(€13.762)	(€3.121)	(€3.063)	(€3.002)	(€4.754)	(€4.500)	(€9.508)	(€6.210)	€16.804	(€669)	(€105)	6499	(€1.600)	(€659)	€3.241	€7.773	€9.401	€11.132	€12.972	€14.485	€15.635	€20.544	€22.587	€28.551	€31.155	€33.943	€41.271	€47.978	€51.948	€66.464	€71.732	€77.375	€83.417	(€80.378)	€72.105	€576.966		
Initial Setup / Crowdfunding Costs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Capex / Tooling	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Inventory / Working Capital Movement	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Cashflow	€128.250	(€13.754)	(€13.758)	(€15.277)	(€3.155)	(€3.100)	(€3.767)	(€4.885)	(€4.748)	(€9.863)	(€10.077)	€18.541	(€951)	(€408)	€1.011	(€1.955)	(€3.603)	€2.851	€7.139	€8.720	€10.399	€12.184	€12.372	€14.633	€19.465	€19.518	€27.162	€29.660	€28.583	€39.261	€45.813	€44.308	€63.555	€68.596	€73.994	€131.980	€64.607	€62.192	€581.895		
Closing Cash	€128.250	€114.496	€100.738	€85.460	€82.305	€79.205	€75.438	€70.554	€65.805	€56.142	€46.066	€64.607	€63.656	€63.248	€64.259	€62.304	€58.700	€61.352	€68.491	€77.211	€87.610	€99.794	€112.166	€126.799	€146.264	€165.782	€192.944	€222.604	€251.187	€290.448	€336.261	€380.569	€444.123	€512.720	€586.714	€718.694	€64.607	€126.799	€718.694		
Minimum Cash Buffer	€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	€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	€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	€25.000	€25.000
Cash Above / (Below) Buffer	€103.250	€89.496	€75.738	€60.460	€57.305	€54.205	€50.438	€45.554	€40.805	€31.142	€21.066	€39.607	€38.656	€38.248	€39.259	€37.304	€33.700	€36.352	€43.491	€52.211	€62.610	€74.794	€87.166	€101.799	€121.264	€140.782	€167.944	€197.604	€226.187	€265.448	€311.261	€355.569	€419.123	€487.720	€561.714	€683.694	€39.607	€101.799	€683.694		

## Funding & STAK Overview

*Illustrative structure only. Legal documentation and tax advice remain separate.*

Item	Base Case	Unit / Explanation	Notes
Powersouls Holding BV	Parent	Structure	Holds IP / group interest
PowerSouls North Europe BV	Operating company	Structure	Commercial rollout North Europe
Stichting Administratiekantoor Powersouls	STAK	Structure	Issues certificates for crowdfunding / partners / tribe
Crowdfunding target	€150.000	€	Editable in Key Drivers
Illustrative certificate price	€5.000	€	Editable here
Illustrative certificates issued	30	certificates	Automatically calculated
Use of funds — book production	35%	%	Editing, DTP, printing preparation
Use of funds — platform / webshop	20,0%	%	Webshop, CRM, reporting
Use of funds — marketing & crowdfunding	20,0%	%	Launch campaign and community
Use of funds — working capital	20,0%	%	Inventory and fulfilment buffer
Use of funds — legal / admin	5,0%	%	STAK, legal, accounting
Total use of funds	100,0%	%	Should equal 100%

## Scenario Analysis

Compact sensitivity  
view. Base model  
uses Key Drivers  
Base Case.

Scenario	Revenue Multiplier	Channel Fee	Marketing %	Funding	Y1 Revenue	Y1 EBITDA	Y2 Revenue	Y2 EBITDA	Y3 Revenue	Y3 EBITDA
Low	0,8x	27,0%	10,0%	€150.000	€230.526	(€78.134)	€876.641	€5.086	€2.764.207	€295.721
Base	1,0x	23,0%	8,0%	€150.000	€288.158	(€80.378)	€1.095.801	€72.105	€3.455.259	€576.966
High	1,2x	20,0%	7,0%	€250.000	€345.790	(€82.622)	€1.314.961	€139.125	€4.146.310	€858.212

## Validation Checks

Basic control checks to keep the workbook reviewable and investor-ready.

Check	Formula / Value	Expected	Status
Channel mix sums to 100%	100,0% 100%		OK
STAK use of funds sums to 100%	100,0% 100%		OK
Year 1 EBITDA > -€150k	(€80.378) > -150k		OK
Year 3 EBITDA around €300k	€576.966 ~300k		Check
Closing cash stays above buffer	€21.066 > 0		OK

## Sources & Notes

*Model uses internally editable assumptions. Replace information with supplier quotes and signed distribution terms when available.*

Topic	Note
Model purpose	Crowdfunding / management planning model. Not investment advice, not a valuation report.
Input sources	Internal PowerSouls product plan
How to update	Change blue/yellow assumption cells in Key Drivers, Products, Channels, Country Rollout, Unit Drivers and Team.
Formula philosophy	Short formulas, direct sheet references, no hidden macros, no circular references, minimal IF usage.
Conservative base case	Revenue ramps gradually from the Netherlands, with modest Europe multipliers
Continuous Updating model	Replace current ASP/COGS information with latest supplier quotes, publisher terms, retailer discounts and fulfilment quotes.