

Action plan and cash flow 2016-2019

OÜ Waterflight's 4-year main action plan is detailed in the strategic stair model below. The main goals of the company are gathered into one whole chart by different development directions to view the consistency and intersections more easily.

				2019
				Main market EU and USA Sales of 80 products
	2016	2017	2018	
Main goal of the year	Finding investors, Fundwise campaign to raise 99 000 euros Main markets Estonia/Finland Sales of 7 products	Main market Scandinavia Sales of 20 products	Main markets Scandinavia and Europe; We have found resellers in US and the cooperation is effective. Sales of 35 products	
Staff	Fixed roles in the team Marketing and sales manager is hired An active manager is hired (part time), board members work without pay	If need be and the budget allows, more employees will be hired	Sales system has been developed and is effective	
Processes	We have found an investor, some customers and resellers We have begun launching the Swimitation in Estonia and Finland; marketing campaigns (press, marketing events, expo etc)	We have reached agreements with resellers/sales consultants in Scandinavia The cooperation with unions for people with disabilities is effective	The cooperation with sales consultants and/or resellers is effective	Continuous product development and different models have been developed according to the customers' demands, always being the leader in the field
Investments in fixed assets	Workout video app Cost 25 000 euros	We have established an office; Computers, furniture and a printer-copier has been purchased		
Overhead costs	Staff costs Costs for expos etc Costs for sales promotion materials: webpage, product catalogue, videos and other marketing materials	Staff costs Production costs Marketing costs Office costs Rent and utilities	Staff costs Production costs Marketing costs Office costs Rent and utilities	Staff costs Production costs Marketing costs Office costs Rent and utilities PS additionally, development costs for new product if so decided

CASH FLOW PROGNOSIS

OÜ Waterflight's Fundwise.me campaign, December 2015

Year	2016	2017	2018	2019	TOTAL
Sales, pcs	7	20	35	80	142
Selling price for the bath	13 500	13 905	14 322	14 752	
Sales	94 500	278 100	501 275	1 180 145	2 054 020
Share capital contributions	99 000				99 000
Cash inflow	193 500	278 100	501 275	1 180 145	2 153 020
Material	42 130	120 188	193 835	402 656	758 811
Marketing	51 260	17 857	28 800	59 826	157 742
Administration	4 149	11 835	19 087	39 651	74 722
Staff	62 086	88 558	142 824	296 689	590 157
Investments in fixed assets	25 000				25 000
Cash outflow	184 625	238 439	384 546	798 822	1 606 432
Outcome	8 875	39 661	116 729	381 323	546 588
	9,4%	14,3%	23,3%	32,3%	26,6%