SAMPLE: ENTREPRENEUR PROFILE



1.- The founder has formal studies in Culinary Arts and **can** expertly manage both kitchen operations and food safety protocols.

2.- He has solid experience in Gastronomy Administration, so he **can** easily control budgets and ingredient inventory.

3.- As a natural entrepreneur, he **must** use effective sales strategies to attract new customers in the local neighborhood.

4.- Thanks to his professional preparation, he **should** analyze market trends every month to keep the pizza menu modern and exciting.

5.- He has excellent customer service skills and **can** communicate clearly with clients to build strong commercial loyalty.

6.- With his strategic vision, he **may** expand the brand into a small commercial food truck business by the end of next year.

SAMPLE: PRODUCT PROFILE



1.- You **can** see the hot mozzarella cheese stretching perfectly, so we **must** serve it immediately to guarantee the best texture



2.- You **should** choose our handmade food because this authentic culinary passion **may** transform an ordinary dinner into a gourmet experience.



3.- A fast delivery **may** be the perfect solution for your family dinner when you do not want to cook.



4.- You **can** order the most delicious homemade pizza today via WhatsApp, so you **should** send us a message to enjoy it tonight!

SAMPLE: FINANCIAL SIMULATOR

Homestvle Pizza Co. - Financial Simulator

1. Strategic Project Input Parameters

Total Initial Capital	$2,000,000	CLP	*Total funding budget allocated for launch*
Monthly Fixed Costs	$1,500,000	CLP	*Baseline structural outflows (Target Break-Even)*
Initial Working Capital Reserv	$500,000	CLP	*Liquid cushion reserved for daily operations*
Pizza Selling Price per Unit	$10,000	CLP	*Average target price per large pizza*
Variable Cost per Unit	$4,000	CLP	*Raw materials, dough, cheese, pepperoni, box*

2. Calculated Financial Metrics & Break-Even Targets

Unit Contribution Margin	$6,000	CLP	*Net margin retained per unit sold (= Price - Var Cost)*
Break-Even Volume Threshold	250	Pizzas	*Units required to completely clear fixed expenses*
Minimum Sales Revenue Targe	$2,500,000	CLP	*Gross sales volume needed to hit zero loss boundary*
Maximum Structural Cash Run	1.3	Months	*Available operational timeframe assuming zero sales*

3. Volume-Price Sensitivity & Cash Level Matrix

Volume Sold (Pizzas)	Total Inflows (Revenue)	Total Variable Costs	Total Fixed Costs	Net Operational Profit/Loss	Ending Cash Level (Liquidity Portfolio)
0	$0	$0	$1,500,000	-$1,500,000	-$1,000,000
50	$500,000	$200,000	$1,500,000	-$1,200,000	-$700,000
100	$1,000,000	$400,000	$1,500,000	-$900,000	-$400,000
150	$1,500,000	$600,000	$1,500,000	-$600,000	-$100,000
200	$2,000,000	$800,000	$1,500,000	-$300,000	$200,000
250	$2,500,000	$1,000,000	$1,500,000	$0	$500,000
300	$3,000,000	$1,200,000	$1,500,000	$300,000	$800,000
350	$3,500,000	$1,400,000	$1,500,000	$600,000	$1,100,000
400	$4,000,000	$1,600,000	$1,500,000	$900,000	$1,400,000
450	$4,500,000	$1,800,000	$1,500,000	$1,200,000	$1,700,000
500	$5,000,000	$2,000,000	$1,500,000	$1,500,000	$2,000,000

** Note: The light blue row identifies the critical Break-Even Point where net operational profit is exactly zero and initial working capital remains fully intact.*