



HIBIZ



Table of Contents

1.0 Executive Summary	1
1.1 Mission.....	2
1.2 Objectives	2
2.0 Company Summary	2
2.1 Company Ownership	2
2.2 Start-up Summary.....	2
Table: Start-up.....	2
Table: Start-up Funding.....	4
Chart: Start-up.....	5
3.0 Services	Error! Bookmark not defined.
4.0 Market Analysis Summary.....	5
4.1 Market Segmentation	5
Chart: Market Analysis (Pie)	Error! Bookmark not defined.
Table: Market Analysis	Error! Bookmark not defined.
4.2 Target Market Segment Strategy.....	Error! Bookmark not defined.
4.3 Competition and Buying Patterns	Error! Bookmark not defined.
5.0 Strategy and Implementation Summary	5
5.1 Competitive Edge	7
5.2 Sales Strategy	Error! Bookmark not defined.
5.2.1 Sales Forecast.....	Error! Bookmark not defined.
Chart: Sales Monthly.....	7
Table: Sales Forecast.....	7
5.3 Milestones	Error! Bookmark not defined.
5.3 Milestones	Error! Bookmark not defined.
Table: Milestones.....	Error! Bookmark not defined.
6.0 Management Summary	Error! Bookmark not defined.
6.1 Personnel Plan	Error! Bookmark not defined.
Table: Personnel.....	Error! Bookmark not defined.
7.0 Financial Plan	Error! Bookmark not defined.
7.1 Important Assumptions	Error! Bookmark not defined.
Table: General Assumptions	Error! Bookmark not defined.
7.2 Break-even Analysis.....	Error! Bookmark not defined.
7.2 Break-even Analysis.....	Error! Bookmark not defined.
Table: Break-even Analysis.....	Error! Bookmark not defined.
Chart: Break-even Analysis.....	Error! Bookmark not defined.
7.3 Projected Profit and Loss.....	Error! Bookmark not defined.
Table: Profit and Loss.....	Error! Bookmark not defined.
7.4 Projected Cash Flow	Error! Bookmark not defined.
7.4 Projected Cash Flow	Error! Bookmark not defined.
Chart: Cash.....	Error! Bookmark not defined.
Table: Cash Flow	Error! Bookmark not defined.
7.5 Projected Balance Sheet.....	Error! Bookmark not defined.
7.5 Projected Balance Sheet.....	Error! Bookmark not defined.
Table: Balance Sheet	Error! Bookmark not defined.
7.6 Business Ratios	Error! Bookmark not defined.
Table: Ratios	Error! Bookmark not defined.
Table: Sales Forecast.....	Error! Bookmark not defined.
Table: Personnel	Error! Bookmark not defined.
Table: Personnel	Error! Bookmark not defined.
Table: General Assumptions	Error! Bookmark not defined.
Table: General Assumptions	Error! Bookmark not defined.
Table: Profit and Loss	Error! Bookmark not defined.
Table: Profit and Loss	Error! Bookmark not defined.

Table of Contents

Table: Cash Flow.....	Error! Bookmark not defined.
Table: Cash Flow.....	Error! Bookmark not defined.
Table: Balance Sheet.....	12
Table: Balance Sheet.....	12

1.0 Executive Summary

Hibiz In-dining is an internet based social network group that uses a network of host chefs in various downtown and campus town apartment buildings who each cater to within their apartment community an exotic meal once a week to the signed on residents as a group of guests who take-a-way the dinner for in-apartment dining.

The Market

MIT's research on motivating habits and incentive driven offers show the base threshold motivation levels are very low and this propels the underlying offer to grow exponentially. The Red Balloon test as it is called fuels the growth of internet based social endeavors such as Airbnb, Uber and now Hibiz. Airbnb started with initial sales of just \$1000 and has a projected valuation of over \$1billion. Uber is similarly valued at over a billion.

Hibiz will be targeting three distinct groups. The first is the single child family. Mothers who work daytime appreciate the economic and convenience of mid-week respite. The second group which is growing at 10% with more than the first child. The last group of customers are the new couples, both working and needing private time at private home dinners but are pushed for time.

Competitive Edge

The distinct competitive edge is the never-ending attention to detail and customer service. The host chefs assigned to their block recognize that their mission is to ensure that their customers have the finest dinner with their preparations. The income factor for them becomes a needed source and with share options in the corporation they are further incentivized to do whatever it takes to ensure the guests happiness. Their second competitive edge is the unique facility. The facility is so wonderful in part because of the actual structure involved in the easy and cost effective dinner service and which the wonderful meals provided. Guests are informed through their Facebook account. Any changes in the menu is reflected on the Hibiz web site. It is also unique as well as a simple process for them.

Management Team

Hibiz will execute on its strong business because of its structure and its management. The five members in the top management group will participate and manage their fields within presumed tasks:

1. The chef/hosts are recruited via Google ads, neighbourhood newsheets and stuffing into mailboxes of targeted apartment buildings. Identifying and sign-ups of the chef/hosts, and managing these chef hosts is the forte of the Chef/Hosts manager.
2. Quality control, cuisine appraisal and health & safety training is the prerogative of the Cuisine manager.
3. Customer/Guest liaison is the job of the Sales manager whose basic communication link and conversion method is via email and Facebook.
4. Back-end technology will be the main work of the Chief Technology Officer.
5. Overall management duties including financial management will be controlled by the General Manager.

The people involved in the above will be Margaret Lye, Mike Helm, Anusha Elliott, Maria Dukarm and Jay Srirekam.

Appendix

1.1 Mission

The Mission of Hibiz is to empower mainly women with an additional monthly income while assuring quality dinners for families with the minimum expense and adding free time for them c by relieving them of working at home after work. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.

1.2 Objectives

The objectives of is to bspread the connectivity globally with a first level of 1000 buildings in the major cities of Canada and the United States, moving next to Germany and the U.K.

- To create internet controlled in-ding experiences globally where the primary goal is to exceed customer's expectations.
- The usage of the end-users to collect and share meta-data.
- To increase our number of end-users from a first level base of 20,000 by 40% per year through the needs latent in the urban populace and through superior service and value.
- To develop a sustainable growing business, surviving off its own cash flow.

2.0 Company Summary

Hibiz has already fulfilled its initial task of proof of concept.

2.1 Company Ownership

Hibiz is seeking venture capital to begin the process of adding apartment blocks and desinating hosts/chefs. Its initial focus will be campus communities throughout Canada and the U.s

2.2 Start-up

Start-up expenses include:

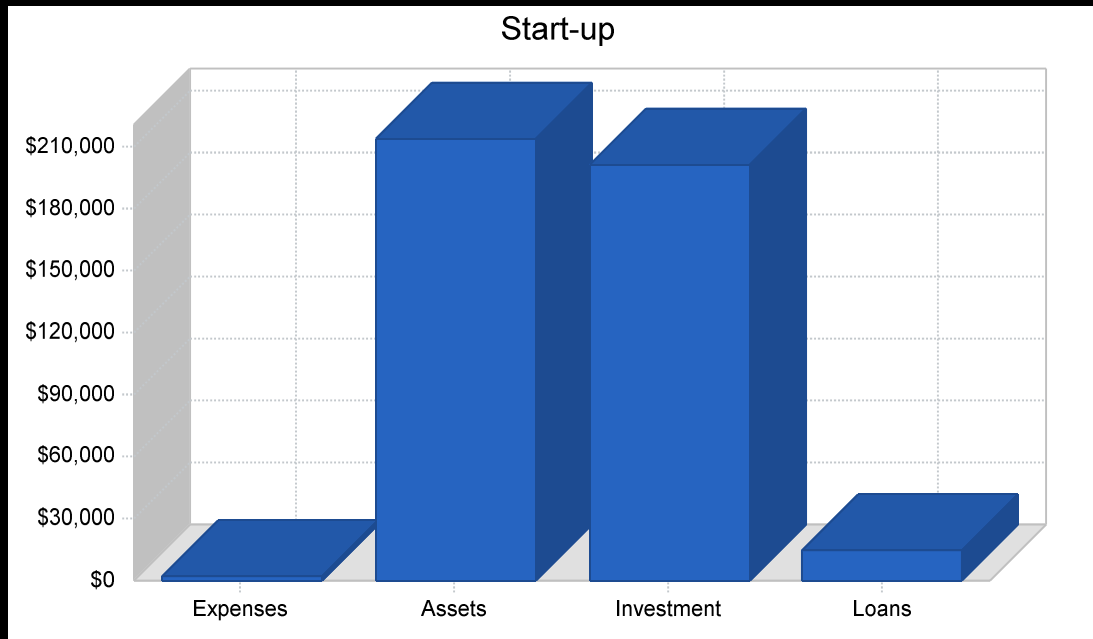
- Computer systems and the basics in communications, office furniture, etc
- Travel to initiate the next campus zone.
- Programmers, organizational staff
- Advertising.

Appendix

Table: Start-up Funding

<i>Start-up Funding</i>	
Start-up Expenses to Fund	\$1,800
Start-up Assets to Fund	\$214,200
Total Funding Required	\$216,000
Assets	
Non-cash Assets from Start-up	\$203,000
Cash Requirements from Start-up	\$11,200
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$11,200
Total Assets	\$214,200
Liabilities and Capital	
Liabilities	
Current Borrowing	\$2,400
Long-term Liabilities	\$10,000
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$2,000
Total Liabilities	\$14,400
Capital	
Planned Investment	
Investor 1	\$201,600
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
Total Planned Investment	\$201,600
Loss at Start-up (Start-up Expenses)	(\$1,800)
Total Capital	\$199,800
Total Capital and Liabilities	\$214,200
Total Funding	\$216,000

Chart: Start-up



4.0 Market Analysis Summary

4.1 Market Segmentation

Our campus customers can be broadly divided into three groups (please note it is possible to divide the customers in to much smaller groups, but we have chosen not to):

1. **Campus staff.**
2. **Students living in the campus.**
3. **Other residents including parents who live with students.**

A similar model will be planned when Hibiz expands from the initial campus base to residential apartments in city core districts.

5.0 Strategy and Implementation Summary

Hibiz will be using advertising on the internet and utilizing Facebook as a main thrust. This strategy has been tested and has proven its viability with positive results and "viral-bilities" that enhance growth and development as well as sustainability. In addition to Facebook

Appendix

and other social networks as a marketing and growth strategy, the Hibiz website will complement the social networks while being a complete source of information about services.

Appendix

5.1 Competitive Edge

- **Attention to personalized service.** While all guests of Hibiz should reasonably expect good service, there are ways of setting and increasing the like factor. These will be incorporated in the total offering and the unrelenting pursuit of personal attention.

The feeling of personal attention, or more accurately defined as a sense of person concern, really adds a positive dimension to the Hibiz experience

Chart: Sales Monthly

Table: Sales Forecast over 3 years

Facebook is used to generate guests (members) in eac community. Operators (one per community) are enlists via google ads and twitter and viral markeing methods including the MIT red ballon syste.

The overall Hibiz network is used to market directly to pre-packaged food manufacturers for new product introductions and tests. The following assumptions are for the hibiz segment of the business.

The third-party segment will be a powerful revenue generator with a growing strength and importance for the food industry as a whole as it penetrates and grows.

1 k 64k per mth

64 k to 1.5million per mth

1.5million 4.5 million

Apartments # 80, 1600 4500

Host chefs 80, 1450, 4000

Guests 1,800 30,000 100,000

@ cities/towns 1 30 90

20% residual=

12k 300k 1.1million

Admin expenses 28k, 120k, 360k

Appendix

Net income per month -16k , +180k, +1.1million

Valuation start 10% of 3rd yr valuation 140 million

1st round 1.52million for 12% at pre-value 12.6 million

Issued shares 100 million @ 12.6 cents each value 0 par value

This round 12 million shares @12.6 cents

Authorized shares 280 million

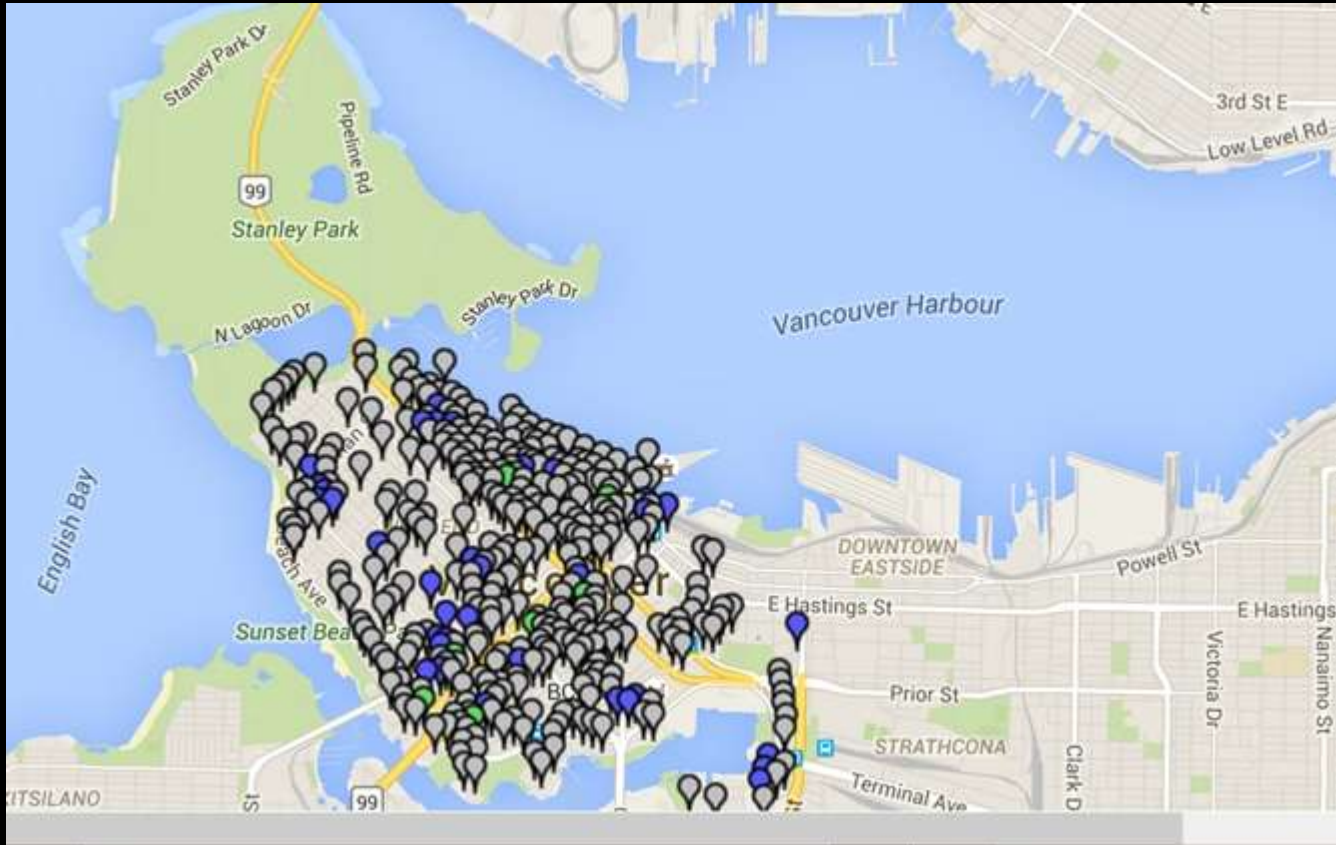
3rd yr value per share estimate 50 cents

Return on investment 4x

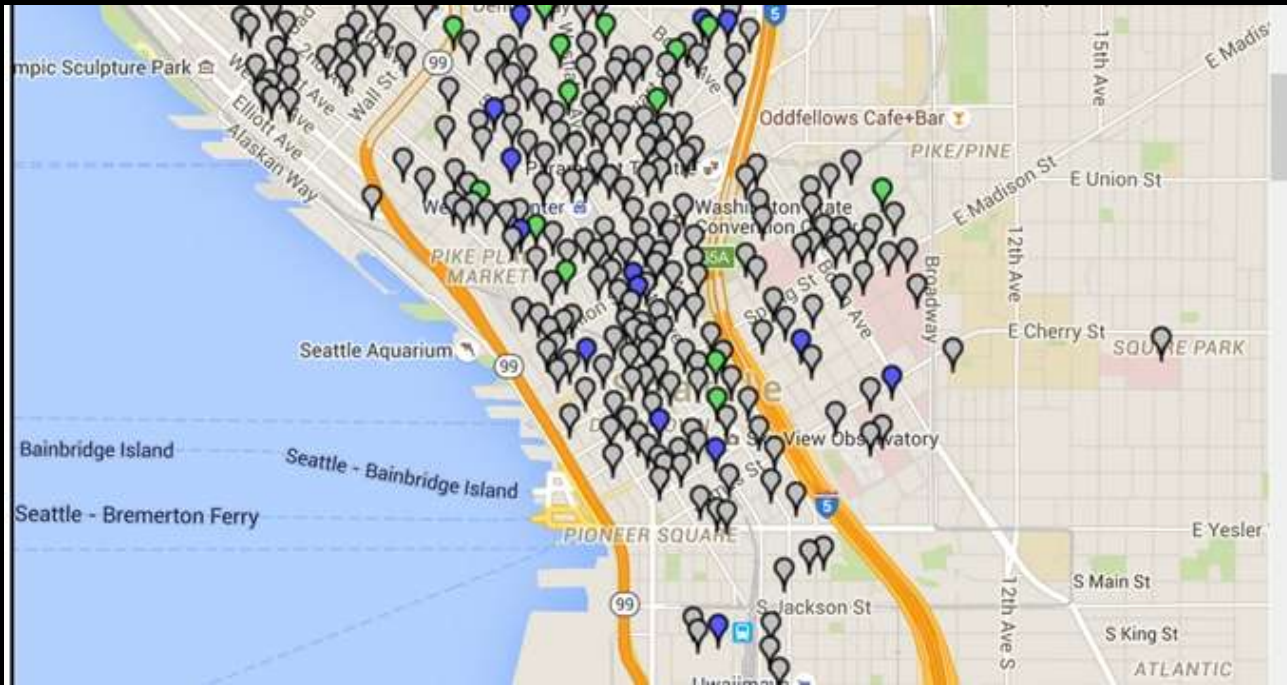
56 million shares set aside at 25 cents option for

Appendix

<http://skyscraperpage.com/cities/maps/?cityID=1&lat=49.2898324744&lng=-123.0984059469&z=13>



Vancouver, BC, downtown



Seattle, WA, downtown

Global Cities



Appendix

Table: Balance Sheet

Pro Forma Balance Sheet

	Starting Balances	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Assets													
Current Assets													
Cash	\$11,200	\$10,914	\$9,584	\$8,283	\$8,200	\$6,012	\$3,892	\$2,028	\$577	\$3,091	\$1,158	\$926	\$1,563
Accounts Receivable	\$0	\$0	\$0	\$0	\$572	\$1,276	\$1,357	\$1,335	\$1,693	\$2,531	\$3,190	\$3,644	\$3,747
Inventories	\$1,500	\$1,500	\$1,500	\$1,500	\$1,509	\$1,379	\$1,300	\$1,383	\$2,011	\$3,060	\$3,349	\$3,968	\$3,573
Other Current Assets	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Total Current Assets	\$14,200	\$13,914	\$12,584	\$11,283	\$11,781	\$10,168	\$8,049	\$6,245	\$5,780	\$10,181	\$9,197	\$10,039	\$10,383
Long-term Assets													
Long-term Assets	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Accumulated Depreciation	\$0	\$1,667	\$3,334	\$5,001	\$6,668	\$8,335	\$10,002	\$11,669	\$13,336	\$15,003	\$16,670	\$18,337	\$20,004
Total Long-term Assets	\$200,000	\$198,333	\$196,666	\$194,999	\$193,332	\$191,665	\$189,998	\$188,331	\$186,664	\$184,997	\$183,330	\$181,663	\$179,996
Total Assets	\$214,200	\$212,247	\$209,250	\$206,282	\$205,113	\$201,833	\$198,047	\$194,576	\$192,444	\$195,178	\$192,527	\$191,702	\$190,379
Liabilities and Capital													
Current Liabilities													
Accounts Payable	\$0	\$1,045	\$1,016	\$1,016	\$1,982	\$2,319	\$2,297	\$2,525	\$3,604	\$4,933	\$4,451	\$5,314	\$4,001
Current Borrowing	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$4,400
Other Current Liabilities	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$5,800	\$5,800	\$5,800	\$5,800
Subtotal Current Liabilities	\$4,400	\$5,445	\$5,416	\$5,416	\$6,382	\$6,719	\$6,697	\$6,925	\$8,004	\$13,133	\$12,651	\$13,514	\$14,201
Long-term Liabilities	\$10,000	\$10,000	\$10,000	\$10,000	\$9,917	\$9,833	\$9,750	\$9,667	\$9,583	\$9,500	\$9,417	\$9,333	\$9,250
Total Liabilities	\$14,400	\$15,445	\$15,416	\$15,416	\$16,298	\$16,552	\$16,447	\$16,592	\$17,587	\$22,633	\$22,067	\$22,847	\$23,451
Paid-in Capital	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600	\$201,600
Retained Earnings	(\$1,800)	(\$1,800)	(\$1,800)	(\$1,800)	(\$1,800)	(\$1,800)	(\$1,800)	(\$1,800)	(\$1,800)	(\$1,800)	(\$1,800)	(\$1,800)	(\$1,800)
Earnings	\$0	(\$2,998)	(\$5,966)	(\$8,934)	(\$10,986)	(\$14,519)	(\$18,200)	(\$21,816)	(\$24,943)	(\$27,254)	(\$29,341)	(\$30,945)	(\$32,873)
Total Capital	\$199,800	\$196,802	\$193,834	\$190,867	\$188,814	\$185,281	\$181,600	\$177,984	\$174,857	\$172,546	\$170,459	\$168,855	\$166,927
Total Liabilities and Capital	\$214,200	\$212,247	\$209,250	\$206,282	\$205,113	\$201,833	\$198,047	\$194,576	\$192,444	\$195,178	\$192,527	\$191,702	\$190,379
Net Worth	\$199,800	\$196,802	\$193,834	\$190,867	\$188,814	\$185,281	\$181,600	\$177,984	\$174,857	\$172,546	\$170,459	\$168,855	\$166,927

North America

1	New York City	United States	6,428	5,944	8,175,133
2	Toronto	Canada	2,361	2,084	2,615,060
3	Chicago	United States	1,177	1,163	2,833,321
4	Mexico	Mexico	855	836	8,694,753
5	Vancouver	Canada	870	682	616,537
6	Montreal	Canada	791	644	1,649,519
7	Los Angeles	United States	617	551	3,849,378
8	Houston	United States	490	466	2,144,491
9	Washington	United States	602	466	601,723
10	Honolulu	United States	480	457	377,260
11	San Francisco	United States	472	440	805,235
12	Ottawa	Canada	492	407	883,391
13	Philadelphia	United States	397	368	1,526,006
14	Boston	United States	364	335	617,594
15	Calgary	Canada	382	333	1,096,833
16	Miami	United States	335	323	404,048
17	Dallas	United States	313	302	1,232,940
18	Panama	Panama	291	291	668,927
19	Atlanta	United States	304	275	486,411
20	Edmonton	Canada	292	264	812,201
21	Denver	United States	285	261	600,158

Appendix

22	Mississauga	Canada	313	260	713,443
23	Seattle	United States	263	243	608,660
24	Arlington	United States	249	224	189,453
25	Minneapolis	United States	221	197	372,811
26	Detroit	United States	224	195	713,777
27	Santo Domingo	Dominican Republic	187	187	913,540
28	Las Vegas	United States	213	177	583,756
29	Baltimore	United States	194	171	631,366
30	Burnaby	Canada	183	168	223,218
31	Miami Beach	United States	183	160	89,104
32	Pittsburgh	United States	182	157	312,819
33	San Diego	United States	159	156	1,307,402
34	Portland	United States	168	151	583,776
35	Fort Lauderdale	United States	160	146	185,804
36	Winnipeg	Canada	188	146	663,617
37	St. Louis	United States	166	144	319,294
38	Huixquilucan (Mexico)	Mexico	139	139	233,722
39	London	Canada	190	139	366,151
40	Guadalajara (Jalisco)	Mexico	142	132	1,469,140
41	Kansas City	United States	190	132	459,787
42	San Juan	United States	128	125	428,591
43	Austin	United States	147	124	790,390
44	Nashville	United States	133	120	569,891
45	Cincinnati	United States	137	118	314,154
46	New Orleans	United States	132	117	484,674
47	Hamilton	Canada	160	116	519,949

Appendix

EUROPE.

1	Kiev	Ukraine	1,139	1,117	2,660,401
2	London	United Kingdom	647	592	7,512,400
3	Moscow	Russia	562	543	11,279,599
4	Kharkiv	Ukraine	397	385	1,470,900
5	Rotterdam	Netherlands	379	359	617,693
6	Amsterdam	Netherlands	358	347	833,989
7	Berlin	Germany	394	337	3,562,166
8	Frankfurt	Germany	296	288	716,277
9	St. Petersburg	Russia	290	261	4,848,700
10	Paris	France	245	215	2,193,031
11	Madrid	Spain	223	207	3,255,944
12	The Hague	Netherlands	210	201	508,034
13	Birmingham	United Kingdom	212	196	1,001,200
14	Riga	Latvia	222	194	727,578
15	Warsaw	Poland	199	193	1,711,466
16	Brussels	Belgium	180	175	1,138,854
17	Wroclaw	Poland	237	168	635,280
18	Vienna	Austria	200	162	1,797,337
19	Barcelona	Spain	163	157	1,615,908
20	Odessa	Ukraine	163	157	1,012,500
21	Hamburg	Germany	176	155	1,786,278
22	Poznan	Poland	170	150	564,951
23	Munich	Germany	178	146	1,489,332
24	Rostov-on-Don	Russia	145	143	1,089,261
25	Milan	Italy	139	136	1,321,113
26	Manchester	United Kingdom	141	127	441,200

Appendix

ASIA

1	Tokyo	Japan	1,258	1,232	8,583,481
2	Shanghai	China	1,227	1,222	13,523,900
3	Hong Kong	China	1,032	1,022	6,994,500
4	Bangkok	Thailand	686	682	8,280,925
5	Dubai	United Arab Emirates	563	552	1,764,702
6	Singapore	Singapore	471	451	4,987,600
7	Seoul	South Korea	442	440	10,356,000
8	Taipei	Taiwan	438	428	2,719,293
9	Chongqing	China	379	373	4,133,663
10	Kaohsiung	Taiwan	349	348	1,526,594
11	Istanbul	Turkey	368	347	14,160,467
12	Mumbai	India	348	346	14,282,734
13	Beijing	China	352	338	7,602,069
14	Guangzhou	China	412	336	7,251,900
15	Shenzhen	China	320	319	3,307,700
16	Kuala Lumpur	Malaysia	318	315	1,627,172
17	Taichung	Taiwan	310	310	1,064,440
18	Jakarta	Indonesia	288	284	8,792,000
19	Shijiazhuang	China	294	279	9,040,000
20	Incheon	South Korea	215	212	2,657,698
21	George Town	Malaysia	190	189	510,996
22	Chengdu	China	186	185	10,440,000
23	Dalian	China	183	182	5,580,000
24	Xiamen	China	182	181	1,570,000

Appendix

25	Abu Dhabi	United Arab Emirates	179	176	859,749
26	Busan	South Korea	175	173	3,813,814
27	Makati (Manila)	Philippines	163	163	444,867
28	Osaka	Japan	168	162	2,633,685
29	Ankara	Turkey	165	160	3,641,931
30	Ho Chi Minh City	Vietnam	155	155	7,162,864
31	Shenyang	China	143	138	6,890,000
32	Wuhan	China	141	138	7,810,000
33	Tel Aviv	Israel	130	129	384,600
34	Doha	Qatar	148	123	392,400

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Appendix

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