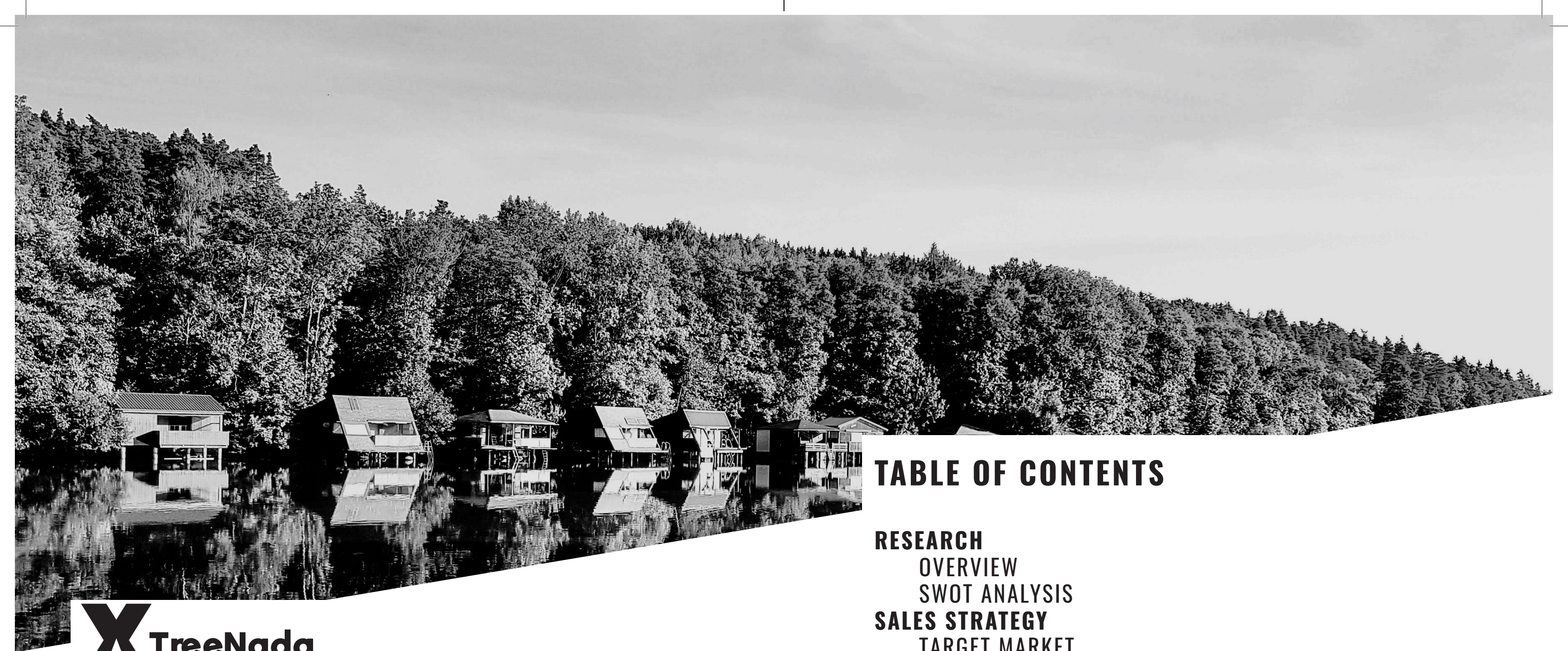




XTreeNada

Exceptional, personalized building products for lifetimes of good



The information contained in this Confidential Information Memorandum (“Memorandum”) has been prepared for the sole purpose of providing qualified interested parties with general information to assist them in their evaluation of the Company.

The Memorandum is not intended to provide the sole basis for the evaluation of the Company or any other evaluation and does not purport to contain all of the information that may be required to evaluate the Transaction. Each potential investor must rely on its own appraisal of the Transaction and its own independent verification of the information in the Memorandum and any other investigation it may deem necessary for the purposes of determining whether to submit a proposal in connection with the Transaction.

Please review additional information related to the Memorandum, found on page 38.

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“If you want to change the world then change your metaphor.”

Joseph Campbell.

I believe the problem in the building industry can be found at its core: The wrong metaphor is being used to ascribe purpose. When we see this industry as simply building or constructing, we remove the humanistic elements of gathering and relationship. If the discussion were to focus first on people, and next on construction, the questions asked would be entirely different.

Within the industry, we ask how we can build faster. This line of thinking assumes the current models are unchangeable and the only option is to improve on an already broken system. We accept the seeming immovable factors, such as labor costs and time, and instead attempt to work around them. Efficiencies are created, but not fully adapted, because they are not scalable due to nontransferable capital constrictions or systems.

By instead focusing on gathering, we immediately draw circles around the entire community we are trying to serve. We see that labor is not the problem – community access to training and development is. We see that home prices are not the issue – the way in which we approach the process is.

Our mission is one of discovery, one of disrupting the current metaphor and shifting the discussion to gathering and inherent worth. We believe with this mindset we have found suitable and transferable solutions that will only continue to grow with us.

In doing so, we envision turning our cities from battlegrounds to playgrounds. This implies that all the resources for a healthy city already exist. We just have to create the space for its members to thrive: the playground. TreeNada is not just a company assembling homes, but a company identifying the hidden in order to train and develop them for their own well-being and contributions.

Providing exceptional, personalized building products for lifetimes of good is our mission. This statement is translated into two action-steps: (1) serving our team, and (2) equipping our team to serve our clients. We believe in cultivating a strong culture rooted in honor, transparency, and vulnerability. Along with our mission statement, these core values make up the foundation of TreeNada and drive us to provide a place for team members to learn, thrive and be valued.

With this framework, we will continue to find products to enrich our environment while offering clients the very best to improve their lives. After all, we are not just constructing buildings. We are creating gathering spaces for first steps, holiday dinners, surprise parties, and much more.

Dave Williams
Founder & CEO



Providing the best building products for individual homeowners and the collective world.

TreeNada engineers high-quality, affordable, and sustainable products designed to last generations.

- Providing building materials that are holistically sustainable and quick to install, more cost-effective than traditional methods, and much longer lasting.

- Offering affordable financing that provides low-barrier financing for the new homeowner.

- Recognizing that climate change and diminishing resources are harsh current realities that affect every global citizen. It is an integral part of the TreeNada mission to enhance quality of life, and positive environmental impact is a crucial ingredient.

As individual employees and a collective whole, TreeNada vows to be exceptional in all efforts; remaining humble with a bias for positive action.

CORE VALUES

HONOR

In any given situation or relationship, TreeNada holds all involved parties in high esteem. We view each interaction as an unique opportunity to better understand and serve others.

TRANSPARENCY

TreeNada chooses to be authentic in successes as well as failures. We prioritize and value honest conversations and feedback. Through embracing radical transparency, we believe that all stakeholders are benefitted.

TENACITY

TreeNada is a company defined by hardwork and persistence. We achieve goals no matter the challenges.

VULNERABILITY

TreeNada fosters a work culture that embraces individuality and security. We believe that each team member should be comfortable to express who they are and what they need to be successful.

SERVANT LEADERSHIP

TreeNada views serving others as a great priviledge and responsibility. We endeavor to continuously understand the needs of those around us and determine our role in meeting those needs.

TreeNada views company culture as a fundamental determinant of corporate success. Culture dictates the people we hire, how we train them, and how we work together as a team. If our mission statement provides a goal destination, then our culture dictates who is along for the ride and how comfortable the resulting journey is.

The building blocks for our culture are made up of five core values: Honor, transparency, tenacity, vulnerability, and servant leadership. Consequently, we are intentional in crafting stakeholder relations with businesses, staff members, and customers who appreciate and embody these values as well.

In the midst of day-to-day operations, we remember that it is our job to foster the culture we desire so these values may successfully exist. Fundamentally, we believe a healthy culture is built from strategic communication, affirmation, and evaluation.

Communications is holistic, with verbal and visual components. We continuously work with key stakeholders to instill a deep understanding of the work we do, as well as the purpose behind it. At TreeNada every internal meeting has a reserved portion of time for communicating needs and thoughts associated with the overall mission and culture.

Internal team-based affirmation strategies are also required to promote cohesion and intentionality. Directly tied to the core values, affirmation strategies are designed to actualize what it looks like to be honorable, transparent, vulnerable, and serving.

As a reminder of our commitment to these beliefs, we choose to display our core values via office workspaces, TreeNada.us, promotional materials, and more. Everyone who chooses to be a part of our journey is welcome and considered a fundamental player in bringing the TreeNada culture to life.

RESEARCH

OVERVIEW



PRODUCT RESEARCH

TreeNada products are not only cutting-edge but also unique. In comparison, most alternative products are wood-based and are much more expensive.

There exist some alternative consumer options that broach the concept of efficiency building and lower pricing. However, no existing offerings provide the holistic value that TreeNada products do.

First and foremost, the structural components of any building project are paramount. Next, the exterior is addressed with equal attention and care, and finally the interior of the home.

Given this, TreeNada has focused all 2020 efforts towards structural components.



	TreeNada	Stick Frame Building*
Wall & Floor Systems	\$21,024	\$21,000
Framing Labor	\$5,120	\$13,500
Insulation	Included (\$0)	\$6,000
Totals**	\$26,144	\$40,500

* Per square foot of the home.

** Prices are based on bids from Mid Oregon Builders.

*** With installation.

Gross Margin***	Total Costs	Total Costs	Total Costs
Totals	\$25,532.73	\$47,240.00	\$21,707.27
GM			46%

14,356

TOTAL SAVINGS

35

PERCENT SAVED

7

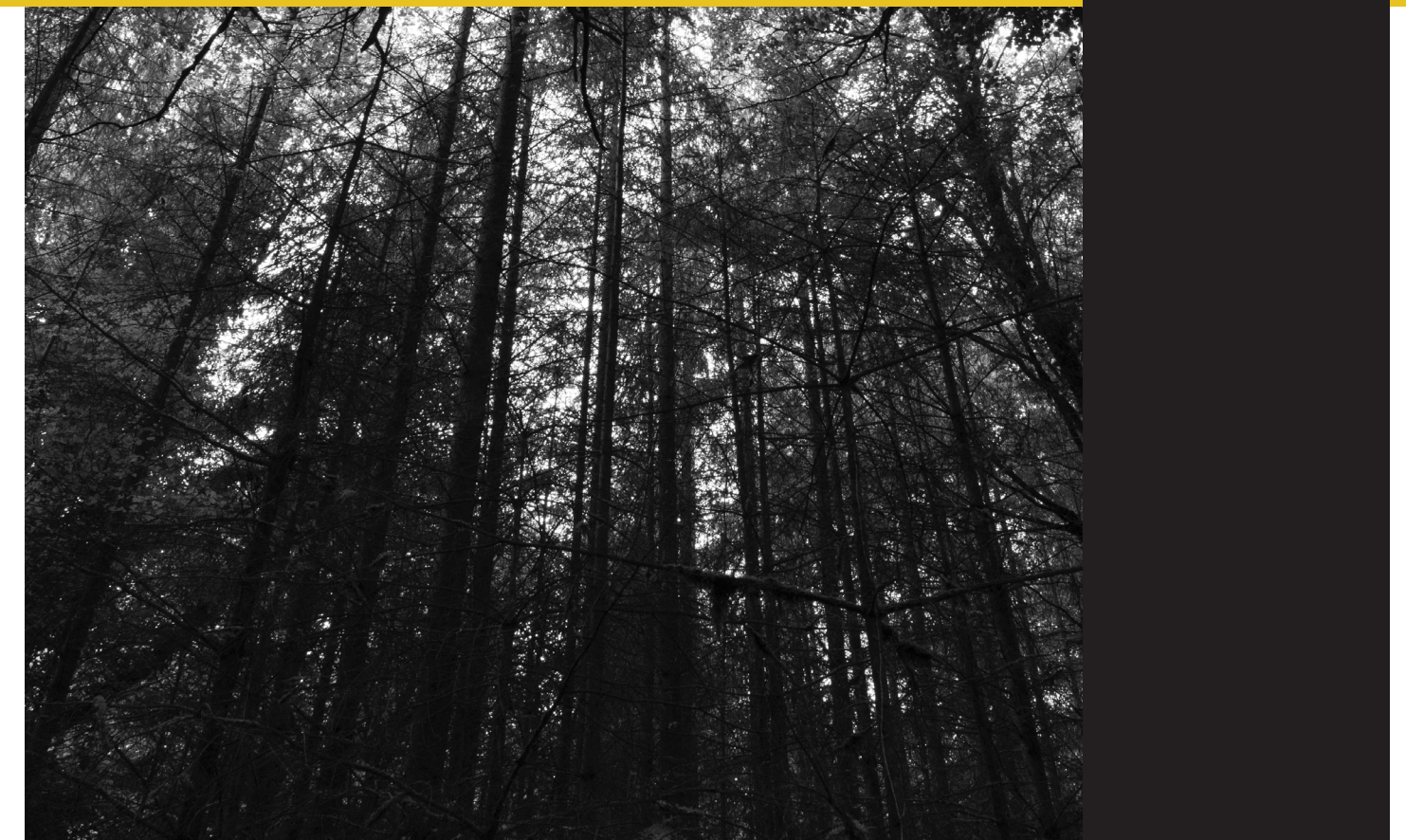
DAYS SAVED

COMPETITOR ANALYSIS

TreeNada's key competitors are currently big-box building supply chains, lumber yards, and comparable offerings from sites like Amazon.

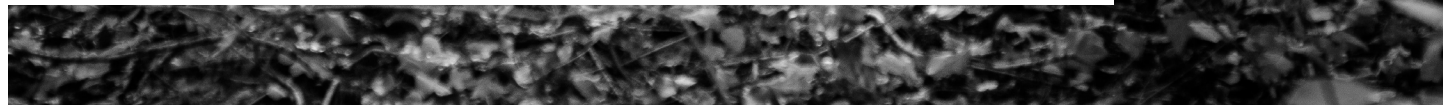
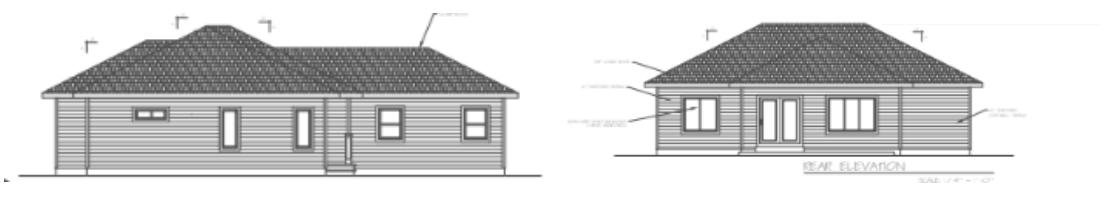
While all of these are worth considering, they often do not offer the same quality, sustainability, timeliness, or accessibility that TreeNada products do. The TreeNada model also offers local expertise and support, as well as education and training for consumers.

Lastly, TreeNada products arrive ready-to-assemble and are packaged to guarantee the components necessary for project completion.





Let's build with the future in mind.



SWOT ANALYSIS

Speed | Panelized building is significantly faster than traditional methods of building, and TreeNada products are shipped insulated with windows and doors preinstalled.

Cost | TreeNada projects cost significantly less than traditional exterior systems.

Quality | Offerings are not only less expensive, but also longer lasting, less harmful to the environment and individuals, and more energy efficient.

Sustainability | All products are made from recycled materials, and limit wood usage and waste. Panels are also energy efficient and can last indefinitely before eroding.

Customizable | Every building project is completely customizable.

Scalable | Combining the synergies of local builders and costs results in extreme scalability. Without the barrier of extensive capital needed in execution, TreeNada may expand rapidly.

Labor Force | In the future, TreeNada plans to focus on developing a Vocational Training Program (VTP). TreeNada will equip under-served youth via training which will transition to long-term employment, if appropriate. This creates a labor force for TreeNada, a traditional challenge for the industry as a whole.

Patents | The TreeNada building methodology and products are all unique and in the process of being patented. As of March of 2020, three products have been submitted for patents.

Unfamiliarity | Many consumers and builders are not aware that the panelization method exists. This means that trusted and strong reviews are paramount for TreeNada moving forward.

Resourcing Materials | Due to the current global economy, resourcing of materials may be difficult. More specifically, many plants are shut-down and shipping is less timely than usual. Operations may need to be adjusted and reassessed after the market has recovered.

Education | In part due to lack of awareness, there is a learning curve for builders and subcontractors using TreeNada products. This includes plumbers, electricians, sheet-rockers, siding and finishing contractors. Therefore, training will be provided by TreeNada.

Payment | As with all building projects, full payment is not delivered until the structure is complete. This necessitates additional leveraging, which is not always beneficial, such as in times of recession, and can equate to less ability to move nimbly as a company. That said, the business is structured in a way that takes into consideration leveraging and uses financial models to capitalize on tax breaks and other beneficial features of appropriate leveraging.

Limited Workforce | Across the country, builders are suffering from a shortage of skilled labor. This will affect TreeNada as well, unless a solution is found. Therefore, the strategy is to develop a new labor force beginning 2021 via a VTP. This program has been tested in many US cities and Dave Williams brings nearly ten years of experience creating such programs.

STRENGTHS

WEAKNESSES

SWOT ANALYSIS

Currently, most U.S. cities are facing a shortage of affordable housing as well as skilled labor to produce it. Builders must either increase the sale prices of homes, which forces consumers out of the market, or shrink profit margins to remain competitive – often forcing business closures.

However, homebuilders are poised to close out 2020 on a high. The National Association of Home Builders reported that builder confidence has reached the highest level since 1999.

Nonetheless, it's worth asking: If 97% of homes are built via a traditional method, and homebuilding sentiment is at an all-time high, why are demands not being met? Simple: It's because traditional methods cost too much or lack a skilled labor force.

In 2019 alone, over one million housing units were completed in the United States. Modular, precut, and panelized construction combined only accounted for three percent of those built. However, panelized housing projects are typically more affordable, timely, and sustainable. At the end of Q3 2019, via the AEI Housing Center, the U.S. had under three months of housing inventory, when the U.S. needs five months of inventory to meet demands.

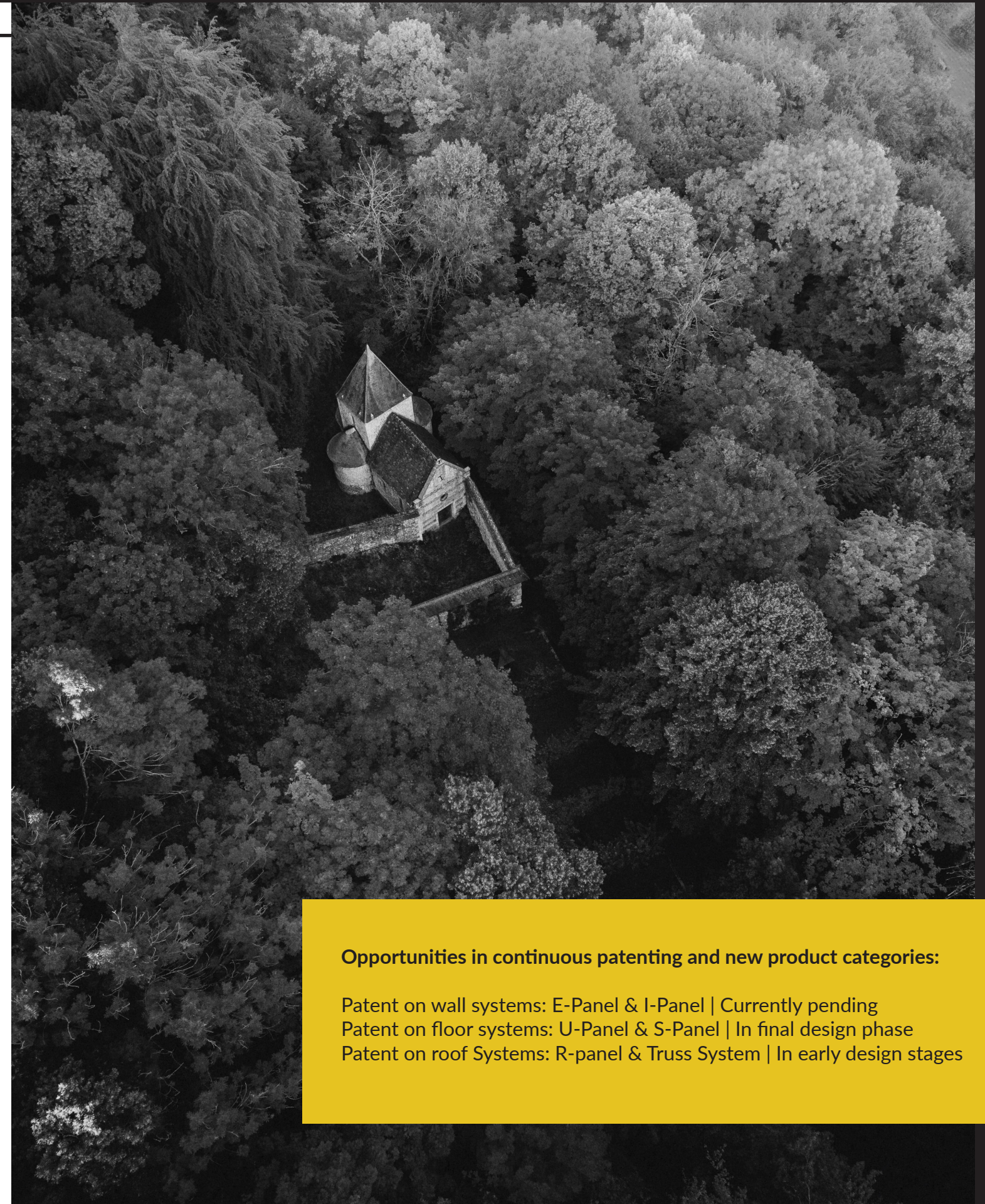
Corresponding to the latest Trulia poll, twice as many home buyers would choose buying a new home over an existing one. Furthermore, housing starts and permitting activity continued to increase through November of 2019. Nonetheless, while housing shortages are fueling intense demand for new homes, labor shortages and rising building costs have caused challenges.

Massive population growth is also redefining the nation's economic landscape. By 2022, the U.S. population is expected to reach over 339 million. The median age for first-time home buyers is between 32 and 33, an age group that currently encompasses roughly 4.4 million people. Coming up next is the 4.8 million 26 and 27-year-olds who will buy homes in about the next six years. Entry-level homes will become even scarcer as first-time buyers increase.

As population growth fuels an ever-increasing demand for homes, construction will likely become one of the fastest-growing industries, with a four-and-a-half percent projected growth rate over the next five years. Construction revenue is anticipated to exceed \$1.5 trillion in 2022, with residential building accounting for the lion's share at \$571 billion.

During the first part of 2020, the number of single-family permits issued nationwide increased by more than eight percent, reaching 279,302. Meanwhile, a new wave of tariffs is expected to drive up material costs. Though lumber prices have fallen from a record high, new tariffs on imports include around 600 home-construction products, representing roughly \$10 billion.

Between slimming profit margins and economic uncertainty, home builders face concern over coming changes. Beneath the surface, there are also inherent and correlated needs of a strong labor force, quality materials, better efficiencies, and more.



OPPORTUNITIES

Opportunities in continuous patenting and new product categories:

- Patent on wall systems: E-Panel & I-Panel | Currently pending
- Patent on floor systems: U-Panel & S-Panel | In final design phase
- Patent on roof Systems: R-panel & Truss System | In early design stages

SWOT ANALYSIS

“

Business model duplication is a significant point of contention for TreeNada. While there have been external attempts to bring steel to the residential building marketplace, the market was always either unprepared, or the method was inferior to current practices.

However, the TreeNada model is designed to solve these problems while also being duplicable – a threat which is mitigated via extensive patenting.

Online distributors can match TreeNada in delivering directly to the consumer, but they require precise knowledge of the building process. Thus, they are not a typical resource.

Big-box supply stores are also able to provide consumers with ample products, but the target audience is typically the remodel and home-improvement consumer. Home builders tend to avoid these stores due to retail pricing and in-person buying challenges. Most builders who purchase Home Depot and Lowes products are home re-modelers.

Lumber yards Lumber yards are all primary distributors for homebuilders. These businesses are designed to meet builder needs and deliver mass quantities directly to project sites. Yet, lumber yards often send excess material and it is also not unusual for lumberyards to lack necessary products. By comparison, TreeNada panels come ready for install.

Wood-framed panelization plants can match TreeNada's speed and pricing structure for producing wall panels. However, walls require time for insulation to be installed, are vulnerable to mold and thermal-bridging, and are much heavier and more difficult to install.

Entekra™ is a design, engineering, and manufacturing company that provides a fully integrated off-site solution for residential and commercial construction. Since 2018, its team has built ~175,000 homes for assembly. One home can be assembled in 24 hours. *Location* | California, with plans to expand. A recent \$45MM investment from LP will help.

Erickson Companies offer complete framing solutions for residential and multi-family homebuilders, including interior and exterior wall panels, stairways and structural components, roof systems and roof trusses, and floor trusses. *Location* | Core markets are Arizona, Northern California and the greater Reno, Nevada area.

Build Smart provides a structural open-wall system with pre-installed windows and doors, a continuous insulation and an integrated weather-resistant barrier on the exterior. Build Smart is also developing monitoring systems, low-energy lighting, and conditioning ERV. *Location* | Kansas, deliver anywhere in the U.S. Will, most likely expand in Pennsylvania.

Blueprint Robotics owns a 200,000-square-foot factory in Baltimore and currently offers one of the most comprehensive integrated panelized products on the market. *Location* | In Baltimore, intending to expand.

During the initial operation analysis, TreeNada planned to source materials outside of the United States. However, it was decided to instead source within the border. There are various findings to support this decision, such as the mitigation of tariffs, and fewer shipping delays. This strategy also gives value in the ability to market as “American Made.”

SALES STRATEGY



TARGET MARKET

Builders are key players in the construction process. Local and regional home builders provide a means to scale sales in target areas. For example, one sale to a home builder may lead to 100 new projects. Over time, builders provide organic marketing because of established relationships with homeowners.

To capture this consumer segment, TreeNada will (1) identify active builders, (2) create a connection via a scheduled sales meeting, (3) prove value through models and testimonials, (4) earn the privilege of collaboration, (5) begin methodology training, (6) add trainees to “approved builder list,” and (7) continue fostering relationships for future growth.

Direct-to-Consumer is defined as a business model in which companies sell directly to consumers. This framework saves time and money by reducing the need for a “middle-man.” In this case, TreeNada products would be presented and sold on the corporate website or an alternative online distributor.

Therefore, a majority of marketing dollars will be allocated to capturing consumers for these spaces. While costly, this strategy yields higher profit margins than relying on organic marketing alone.

Move-Up Buyers generally “move up” once the equity position in their current homes cover a down payment. Decreased building costs would make “move-up” homes more accessible and attractive.

Baby Boomers are increasingly retiring and looking to downsize to retirement communities, prompting construction activity in that space. At the same time, some choose to “age in place” in existing homes. If there were spaces designed in line with the Americans with Disabilities Act (ADA) available for these consumers, existing homes would be released to the market.

Entry-Level is a term used to define homes that families transitioning away from renting can afford to buy. Low-barrier financing is often offered, as well as accessible entry-level prices. However, due to the proliferating building costs, these homes are increasingly hard to produce.

Low-income housing

is another related major market segment. Nearly two-thirds of renters nationwide say they cannot afford to buy homes and saving for their down payments is challenging: Home prices are rising at twice the rate of wage growth. According to research from the Advocacy Group Home, 11 million Americans spend more than half of their paycheck on rent. Harvard researchers also found that in 2016, nearly half of renters were cost-burdened (defined as spending 30 percent or more of their income on rent). The National Low Income Housing Coalition reported that a renter working full time and earning minimum wage could afford a two-bedroom apartment in zero counties nationwide.

Even as the economy continues to grow and the housing market rebounds from the Great Recession, Americans face widening inequality, and an inability to comfortably pay for housing as wage growth stagnates and housing costs climb.

One reason for rising home prices is increased costs of construction due to a surge in land prices, fees, labor and materials. Even with a myriad of building models, such as panelizing, modular, and traditional methods, prices have not been largely affected. Furthermore, panelizing homes the current way saves time, but not costs, because of the upfront capital required to make these plants operational.

“ 11 million Americans spend over half of their paycheck on rent and nearly half of renters spend 30 percent or more of their income on rent. ”

DISTRIBUTION CHANNELS

Offline

An “Amazon Go” physical retail location will offer small parts and creative elements for homes. Functioning as a curated space for consumers to shop for smaller items, the retail location will offer products and inspiration. This will also be a space for consumers to speak with knowledgeable staff, receive training, attend events, and more. For Baby Boomers and other similar demographics, a physical location will provide the in-person shopping experience they often prefer.

Wholesale models will be used to sell construction items to “approved builders.” Interior furnishings may also be offered. Eventually, wholesale will be expanded to include hotel, restaurant, and office chains alongside traditional construction projects.

Trade Shows allow local, regional, and national builders to buy directly from TreeNada. These events will serve as a connection with individual builders and showcase products. Although shows may not generate immediate sales, they will help grow potential clientele lists and name recognition.

Online

TreeNada.us is an accessible and visually appealing site that allows consumers to purchase the products needed to complete their plans. From the larger building materials of a new abode, to the cutlery and drinkware used at a family dinner, TreeNada.com is a hub for making possibilities a reality. After customizations are complete, consumers will be connected to a TreeNada Approved Builder to bring their visions to life. Logistically, the website could also be used to gain consumer insights, reach new markets, generate loyalty, and more.

Amazon.com will also be utilized to sell a majority of TreeNada home products. However, larger components such as walls, roofs, and floor panels will be sold exclusively through TreeNada.us.



63%
of shopping
begins online

Oberlo, 2020

THE MODEL

ONE

Prove the Concept

Find and identify a minimum of one builder in each market to let them use products at discounted price to prove the concept. TreeNada sales staff will be overseeing this effort and identifying potential builders. Furthermore, it will serve as a low-risk example and learning opportunity for local builders.

TWO

Sell to Local Builders

Transitioning builders from users to consumers will be completed through a local, and strictly commissioned, TreeNada sales force.

Each salesperson will be trained, given scripts for consistent value-driven language, and supported in cultivating relationships within the community.

THREE

Build “Approved Builders” List

Builders will be trained in effective use of TreeNada products via individually-identified and referred projects.

The relationship with local builders is mutually beneficial and maximizes product sales. Additionally, builders will be offered products at a wholesale rate; further incentivizing exclusive use.

FOUR

Tiny House Sales

Generate revenue via online sales of tiny homes. This tactic allows TreeNada to expand its consumer base while also creating brand awareness and positive societal impact.

Customers will have the chance to receive discounted housing after meeting annual income qualifications. This initiative will also help to create a stronger brand via Amazon and TreeNada.us, where a majority of the tiny homes will be available.

FIVE

Generate Direct-to-Consumer Sales

A majority of revenue is expected to come from online direct-to-consumer sales, either from TreeNada.us or from an approved site such as Amazon.com.

Beyond simply purchasing products, consumers will also have the opportunity to design homes, create individualized budgets, choose an “approved builder” in their chosen area, and more.

SIX

Scale and Repeat

After all of the previous model components are completed, TreeNada will scale through repeating this entire process in additional qualified and viable areas within the United States and abroad.

To be identified as an expansion city, there must be a minimum of five percent home appreciation year-over-year, a healthy economic base, and a five year positive growth trend.

PRODUCTS

TreeNada uses a three-pronged approach to product development: structural, exterior, and interior. The first priority is always to create a better alternative to current systems and products. TreeNada then addresses exterior products, and the third priority addresses interior goods. During this process, creating quality sustainable solutions is a key focus alongside excellent service.

All TreeNada Structural systems are unique offerings that are in the process of being patented. For example, one patent addresses protecting the unique engineering of the roof and floor systems, which are made entirely from steel. Currently, there are no competitors making partially assembled panels with this feature.

E-Panel

The TreeNada flagship panel. Constructed with 24-gauge galvanized steel, it boasts 5.5 inches of EPS. At minimum, this panel offers a high R-value and can be customized to any width. Furthermore, each panel can be designed to allow for doors and windows. The panels are also much lighter than wood-framed walls (e.g., a 4'x8' panel weighs only 40 pounds). All panels come equipped with electrical chases standard and can include additional chases as needed.

I-Panel

A TreeNada interior panel made with 24-gauge galvanized steel and with either 3.5 inches of EPS or without for additional cost savings. These panels are designed to attach seamlessly to the E-Panel system.

DF-Panel

This panel is made with #2 or better Douglas-fir lumber and may be used with the E-Panel System.

U-Panel

A TreeNada floor panel designed to take the place of current wood-based floor systems, and it is made with steel and EPS. The U-Panel will be ready to take to market by the 4th quarter of 2020.

S-Panel

This TreeNada foundation panel is being designed to take the place of current cement foundation methods. Besides being a faster alternative, this product is also less expensive. The S-Panel will be ready to take to market by the 4th quarter of 2020.

R-Panel

A roof panel is in the design phase, expected to be priced and ready for the marketplace 2021.

Truss System

TreeNada intends to produce a panelized truss system that is lighter than wood and faster to install. Rather than placing one truss at a time, which is the typical method, this system will use a multi-truss approach for increased efficiencies.

TreeNada also offers builders the choice to have products installed in-house at low pricing and with proven installation proficiencies. This service is seen as an "add-on" and helps sell products in new cities by mitigating unfamiliarity. In the long term, Approved Builders will oversee all installations.

PRICE & PROMOTION

TreeNada's success and value proposition relies on many factors, summarized in four main components: Pricing, Labor, Materials, and Marketing.

PRICE

TreeNada materials prices match the industry while overall building installation costs are far lower than all other on-site builders.

This allows TreeNada to maintain an edge over competition while also offering value to consumers. Pricing capabilities also equip TreeNada to use profits to assist lower-income populations via qualified offerings.

LABOR

Because of the unique TreeNada panel system, builders are able to construct walls on-site in a fraction of the time.

For example, a typical 1,500 square foot home takes about 15 days on average using traditional methods to frame and prepare for siding.

The TreeNada system typically takes five days to complete such a project.

MATERIALS

TreeNada panel systems typically save considerable engineering costs.

Thus, TreeNada projects a high gross profit margin, allowing for a flexible pricing model as the building industry continues to grow.

Additionally, products are able to be priced lower in new markets to establish a foothold.

MARKETING

TreeNada plans to market both digitally and physically. These interactions will primarily take place via websites such as TreeNada.us and Amazon.com, as well as through builder and customer reviews.

TreeNada products are made with observable quality, which will also help to generate organic marketing via loyal and satisfied consumers.

2020

2nd Quarter

U-Panel and S Panel systems brought to market

2021

2nd Quarter

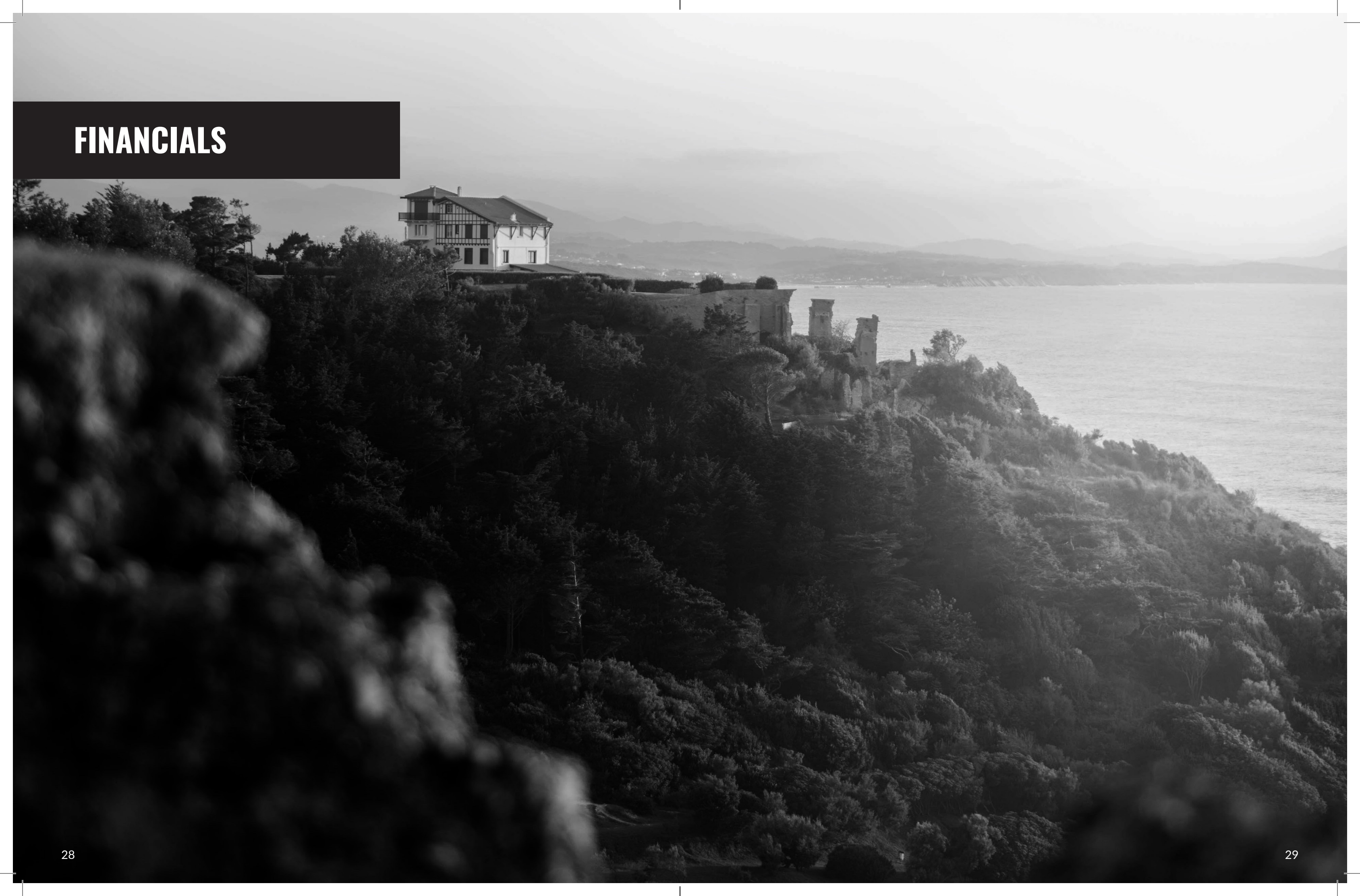
R-Panel and Truss systems brought to market

2021

4th Quarter

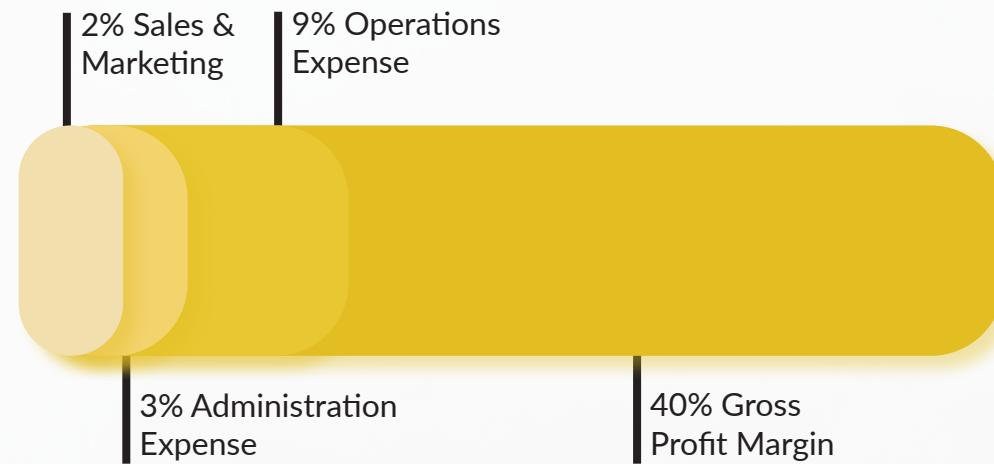
Exterior systems brought to market

FINANCIALS

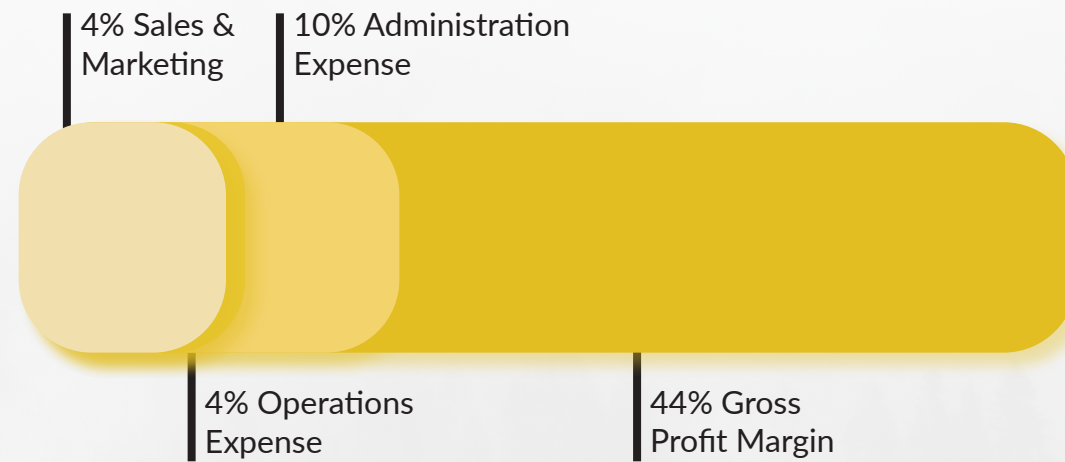


EBITDA

2020



2021



2022



INCOME STATEMENT

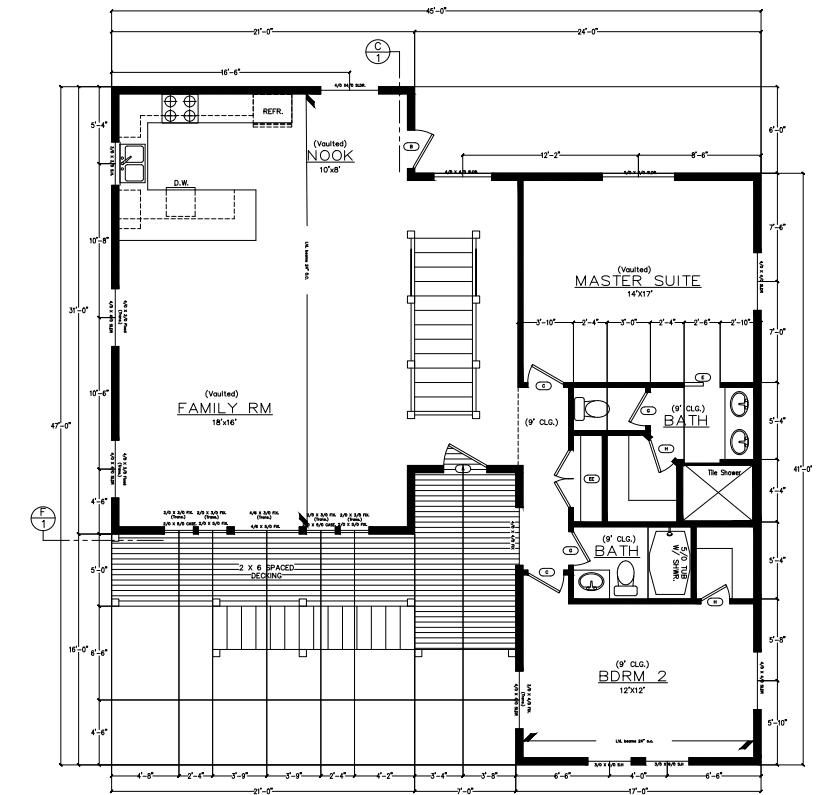
TreeNada Co. 3 Year Financial Projections Income Statement

	2020	2021	2022
REVENUE			
Panel Sales	\$ 581,256	\$ 2,485,080	\$ 4,548,960
Other revenue	\$ 200,000	\$ 1,000,000	\$ 2,500,000
Gross Revenue	\$ 781,256	\$ 3,485,080	\$ 7,048,960
Adjustments	\$ (17,438)	\$ (74,552)	\$ (136,469)
Credit Card Fees	\$ (7,000)	\$ (35,000)	\$ (87,500)
Net Revenue	\$ 756,818	\$ 3,375,528	\$ 6,824,991
COGS			
Cost of Goods Sold	\$ 456,481	\$ 1,884,906	\$ 3,790,794
GROSS MARGIN			
Gross Margin	\$ 300,337	\$ 1,490,621	\$ 3,034,197
GM %	40%	44%	44%
Cost of Sales	\$ 17,438	\$ 124,254	\$ 318,427
CONTRIBUTION MARGIN			
CM %	37%	40%	40%
OPERATING EXPENSES			
Administration	\$ 24,101	\$ 325,487	\$ 348,687
Operations	\$ 66,250	\$ 134,220	\$ 167,775
Marketing & Sales	\$ 17,438	\$ 124,254	\$ 227,448
TOTAL OPERATING EXPENSES	\$ 107,788	\$ 583,961	\$ 743,910
EBITDA	\$ 175,111	\$ 782,406	\$ 1,971,860
EBITDA %	23%	23%	29%
Amortization	\$ (27,500)	\$ (57,500)	\$ (87,500)
Depreciation	\$ (1,380)	\$ (2,366)	\$ (2,366)
EBIT	\$ 146,231	\$ 722,540	\$ 1,881,994
EBIT %	19%	21%	28%
Interest Expense	\$ 21,710	\$ 37,218	\$ 37,218
Interest Income/Extraordinary	\$ -	\$ -	\$ -
PRE-TAX EARNINGS (LOSS)	\$ 124,521	\$ 685,322	\$ 1,844,776
Taxes	\$ -	\$ -	\$ -
NET INCOME (LOSS)	\$ 124,521	\$ 685,322	\$ 1,844,776

BALANCE SHEET

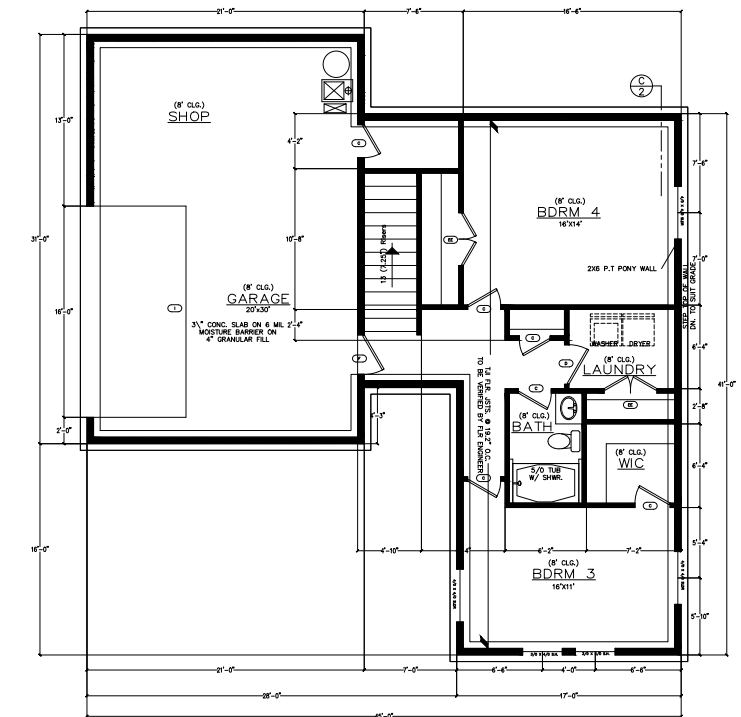
TreeNada Co. 3 Year Financial Projections Balance Sheet

	2020	2021	2022
CASH AND CASH EQUIVALENTS	\$ 274,525	\$ 959,847	\$ 2,804,623
ACCOUNTS RECEIVABLE	\$ 281,791	\$ 416,161	\$ 841,437
ALLOWANCE FOR BAD DEBT	\$ -	\$ -	\$ -
ACCOUNTS RECEIVABLE, NET	\$ 281,791	\$ 416,161	\$ 841,437
INVENTORY (See Key Assumption sheet)	\$ 76,080	\$ 314,151	\$ 631,799
ADJUSTMENTS	\$ -	\$ -	\$ -
INVENTORY, NET	\$ 76,080	\$ 314,151	\$ 631,799
PREPAIDS & OTHER CUR. ASSETS	\$ -	\$ -	\$ -
TOTAL CURRENT ASSETS	\$ 632,396	\$ 1,690,159	\$ 4,277,859
PROPERTY, PLANT AND EQUIP.	\$ 7,000	\$ 7,000	\$ 7,000
LESS: ACCUMULATED DEPRECIATION	\$ (1,380)	\$ (3,746)	\$ (6,113)
PROPERTY, PLANT AND EQUIP., NET	\$ 5,620	\$ 3,254	\$ 887
INTANGIBLE ASSETS	\$ 272,500	\$ 242,500	\$ 212,500
OTHER NON-CURRENT ASSETS	\$ -	\$ -	\$ -
TOTAL NON-CURRENT ASSETS	\$ 278,120	\$ 245,754	\$ 213,387
TOTAL ASSETS	\$ 910,515	\$ 1,935,913	\$ 4,491,247
LIABILITIES AND EQUITY			
ACCOUNTS PAYABLE	\$ 100,826	\$ 220,235	\$ 404,428
CREDIT CARDS	\$ -	\$ -	\$ -
ACCRUED INTEREST	\$ -	\$ -	\$ -
OTHER CURRENT LIABILITIES	\$ -	\$ -	\$ -
TOTAL CURRENT LIABILITIES	\$ 100,826	\$ 220,235	\$ 404,428
CAPITAL LEASES	\$ -	\$ -	\$ -
LOAN FROM SHAREHOLDERS	\$ 93,044	\$ 55,826	\$ 18,609
INVESTOR DEBT	\$ -	\$ -	\$ -
TOTAL LONG TERM LIABILITIES	\$ 93,044	\$ 55,826	\$ 18,609
TOTAL LIABILITIES	\$ 193,870	\$ 276,062	\$ 423,036
OPENING BALANCE, EQUITY	\$ 50,000	\$ 50,000	\$ 50,000
NEW EQUITY INVESTMENT	\$ -	\$ -	\$ -
PREFERRED STOCK	\$ 584,916	\$ 1,471,012	\$ 3,725,640
RETAINED EARNINGS	\$ -	\$ 81,729	\$ 138,839
NET INCOME - CURRENT	\$ 81,729	\$ 57,110	\$ 153,731
TOTAL STOCKHOLDERS EQUITY	\$ 716,645	\$ 1,659,851	\$ 4,068,210
TOTAL LIABILITIES AND EQUITY	\$ 910,515	\$ 1,935,913	\$ 4,491,247



1ST FLOOR PLAN

SCALE: 1/4" = 1'-0"



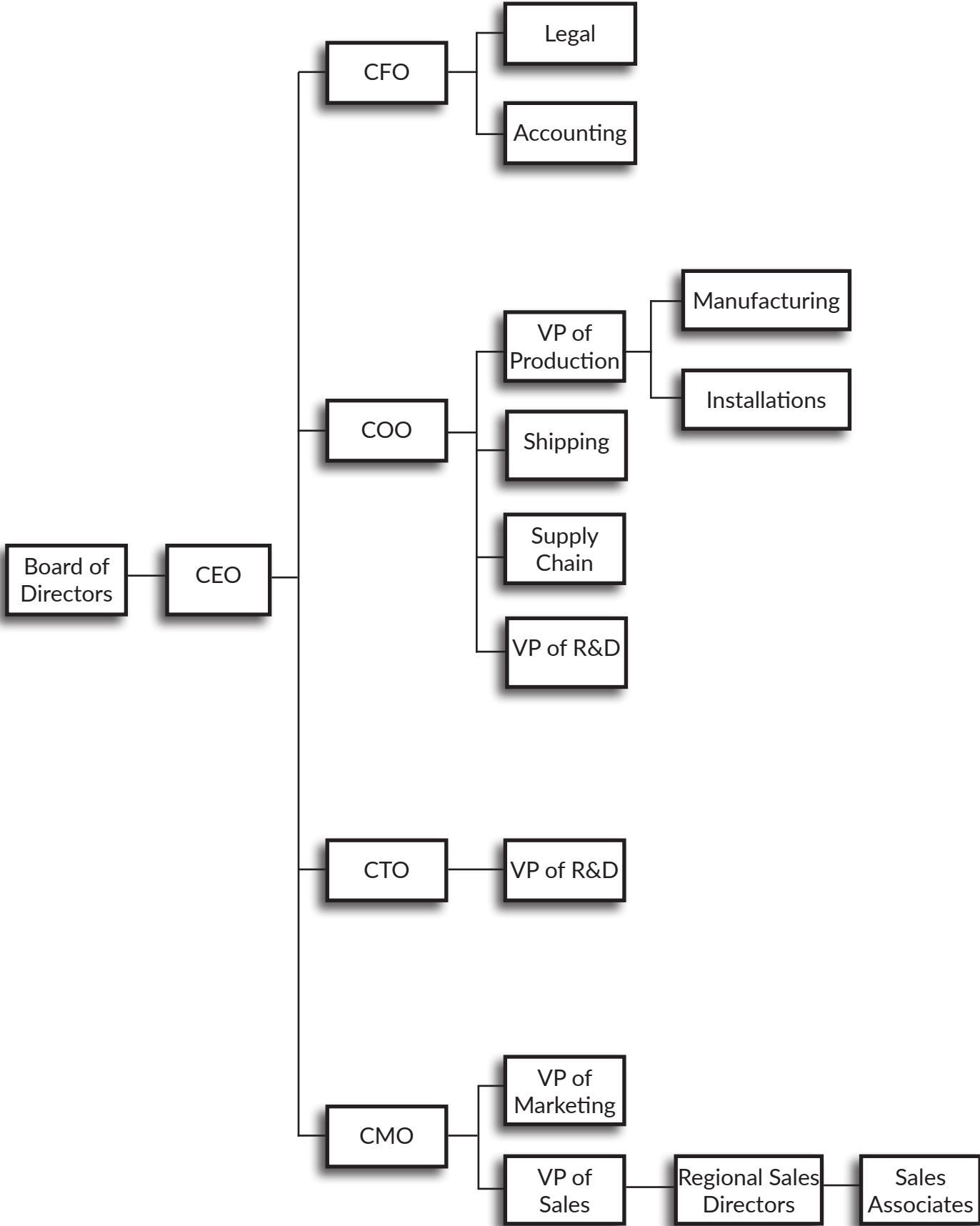
LOWER FLOOR/FOUNDATION PLAN

SCALE: 1/4" = 1'-0"

For more information related to financial modeling, forecasting, etc., please contact us at hello@TreeNada.com

CORPORATE STRUCTURE

ORGANIZATIONAL CHART



TREENADA FOUNDER & CEO



Dave Williams
Dave@TreeNada.us

Dave Williams started in the trades in 1999 and has since been involved in all facets of construction. Ultimately becoming a builder in 2007, Dave quickly realized that panelized methods increase both profit margins and building efficiencies.

In addition to his construction experience, Dave also has history building non-profit organizations centered on increasing the standard of living for the disenfranchised. His passion for this comes from his own experience of being a homeless teen, high school drop-out, and a two-time cancer survivor.

Having served on numerous nonprofit boards, owned and sold various companies, Dave has grown a small non-profit organization to one that served the entire state of Oregon with a 6 million dollar annual budget. He has also managed a construction company that built 15 homes a year since 2012.

Dave believes that the most successful business models are those that serve the needs of the society as well as those of the company itself. All communities suffer from a decrease in affordable housing and labor, and TreeNada has the power to meet those needs using a mutually-beneficial approach that eradicates divisions while supporting the economy.



CONFIDENTIAL INFORMATION MEMORANDUM

The information contained in this Confidential Information Memorandum ("Memorandum") has been prepared for the sole purpose of providing qualified interested parties with general information to assist them in their evaluation of the Company.

The Memorandum has been prepared from information, estimates and assumptions provided by the management of Treenada Co. ("Management") and other sources believed to be reliable. Use of this Memorandum is governed by the terms of a signed confidentiality agreement ("Confidentiality Agreement"), which strictly limits the use, circulation and reproduction of the information embodied herein. Any person in possession of the Memorandum should read and understand such Confidentiality Agreement before reading the Memorandum. **THE MEMORANDUM MAY NOT BE REPRODUCED OR DISTRIBUTED TO OTHERS IN WHOLE OR IN PART.** Recipients of the Memorandum are bound by the Confidentiality Agreement and acknowledge and agree that (1) all of the information contained herein represents confidential information pursuant to the Confidentiality Agreement and is of a strictly confidential nature, (2) they will not, directly or indirectly, disclose or permit their directors, officers, employees or representatives to disclose such information and (3) they will use the Memorandum and any related information only to evaluate a specific transaction ("Transaction") with the Company and for no other purpose.

The Memorandum is not intended to provide the sole basis for the evaluation of the Company or any other evaluation and does not purport to contain all of the information that may be required to evaluate the Transaction. Each potential investor must rely on its own appraisal of the Transaction and its own independent verification of the information in the Memorandum and any other investigation it may deem necessary for the purposes of determining whether to submit a proposal in connection with the Transaction.

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REFERENCES



<https://www.oberlo.com/blog/online-shopping-statistics>