



"Here to Feed When you Need"

Financial Overview

2022-2023

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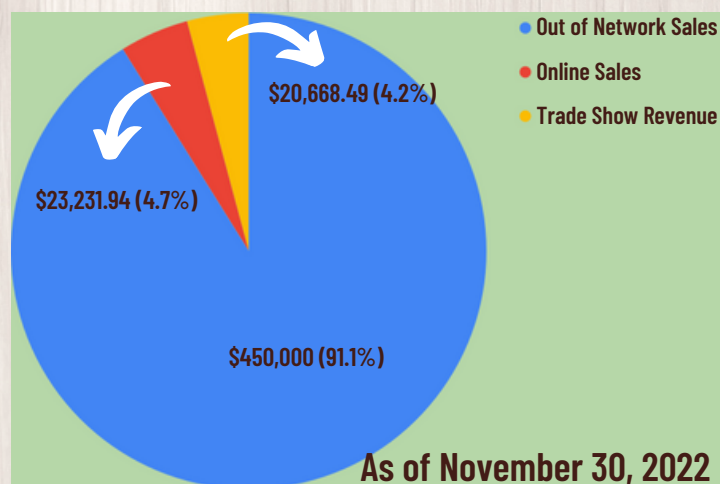
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Company Overview & Financial Highlights

Founded in October 2022, Umami is an LLC Corporation at Fort Hamilton High School in Brooklyn, New York. As a flow-through entity, employees of Umami are exempt from any business-related debts and lawsuits, protecting them from liability and relieving them from double taxation. Umami encourages and educates adolescents to develop a healthy lifestyle by delivering culturally diverse, nutritious, and freshly cooked meals. Umami is a convenient way to fulfill their dietary needs while accommodating their busy schedules.

Umami is a food delivery service that sends freshly cooked meals to the consumer's doorstep. With the guidance of a professional nutritionist, Umami prepares and ships meals packed with the necessary nourishment for a healthy growing teen. Through our partnership with International Kitchen, a local ghost kitchen located in Brooklyn, Umami can offer customers an array of culturally inclusive cuisines. Our self-heating packaging provides consumers with a new and innovative way to heat food conveniently without additional appliances. Through Umami's services, we provide adolescents with a convenient way to develop a healthy lifestyle. Umami sells its meals for an average price of \$15, shipping included, supplying adolescents with restaurant quality meals that are affordable.

Umami was initially capitalized through \$20,000 in seed money, and \$150,000 in equity financing. We were fortunate enough to generate \$450,000 from our school in November 2022, purchasing meals for students events and teacher professional development day. After that sale, Umami began to generate sales through our website and tradeshow.



As of November 30, 2022, Umami has made a total of \$493,900.43 in online sales, our first trade show, and our Out-of-Network sale. From Umami's total sales, our most popular item is our 5 meal a week bundle which provides the consumer with a subscription of 5 fresh prepared meals per week. Starting in December 2022, Umami will begin contributing 1% of all sales to City Harvest, a non-profit organization that aims to end food insecurity in New York through collection of food waste from restaurants, bakeries, and cafes.

Sales projections have been obtained with the estimation that each month sales will increase by 10%. These projections were based on Umami's sales from our first trade show and consumer research. After an overview of sales made from November, it is suggested that our 5 meal bundle subscription are purchased more frequently. The projections for all subscription boxes are expected to rise steadily each month, in hopes our subscribers will continue to invest into Umami. Due to the uniqueness of our products, Umami is more than confident that we will be able to reach these sales projections

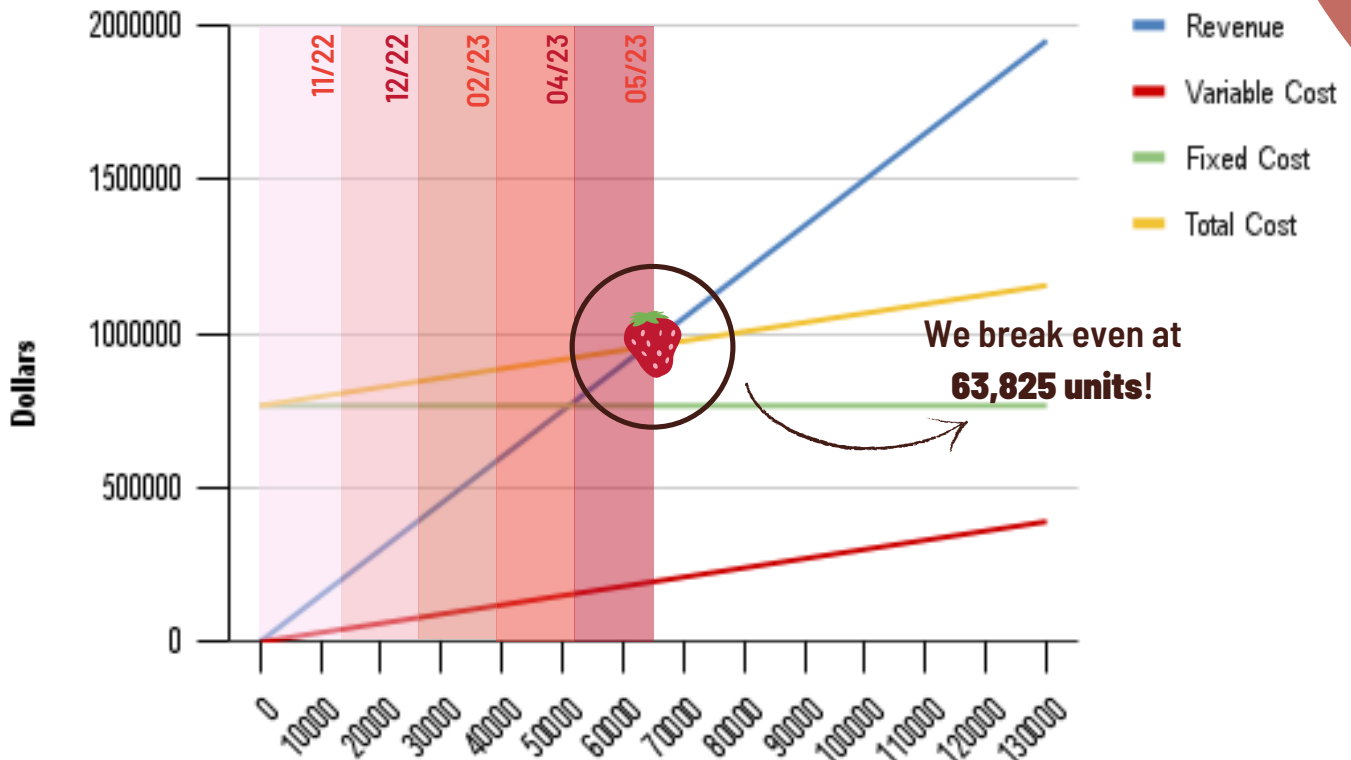
For our profit and loss statements, to calculate our projected sales for the fiscal year, we used the sales revenue made in November to estimate our operating costs for the following months. Looking at our projections, Umami expects to have a profit of \$260,000 by the end of the fiscal year. We believe our projected sales will be achieved due to the success of November's total sales.

Umami	
Summary Profit & Lost	
Dated for End of Fiscal Year - 4/30/2023	
Total Revenue:	\$1,727,593.76
Total COGS:	\$300,000.00
Total Gross Profit:	\$1,427,593.76
Gross Profit Margin:	80%
Total Operating Expenses:	\$776,092.57
Net Fiscal Year Income:	846,884.45

To calculate our break-even point, Umami first averaged the cost of all the bundles offered and took the cost of goods sold per unit. In doing so, we could calculate how many sales we intend to sell per month, while also taking into consideration the expenses of our costs of goods sold per month. In order to break even, Umami must sell about 63,000 units which equates to around \$957,000 in revenue. We feel that this is possible to achieve within our first year due to the sales made at the end of November 30, 2022 having exceed the projected amount.

BREAK EVEN ANALYSIS

Break Even Analysis



Average Selling Price per Sale	\$15.00
Cost of Goods Sold per Sale	\$9.75
Average Profit Rate	80.00%
Annual Fixed Cost	\$765,902.80

Break even point in sales dollars: =	
Average selling price x Breakeven point in units	
Total sales at break even =	\$957,378.50
Break even point in # of sales:	
Breakeven point in units = Fixed costs / (Average selling price - Variable cost per unit)	
Breakeven point in units =	63,825.23

Creating a break-even analysis allows Umami to set realistic goals. The average selling price is **\$15.00**, with an average cost of goods sold per sale being **\$9.75**. Our annual fixed costs are **\$765,902.80**. That produces an average profit rate of **80%**. To calculate our variable costs, we took the average cost of goods sold per sale and multiplied that by the number of units sold. This represents a gross profit margin of **80%**. Every month, Umami has fixed expenses that involve our salaries, rent, payroll tax, advertising, insurance, supplies, and utilities. Throughout the fiscal year, our company will end up spending about **\$127,000** on fixed expenses per month. We have projected to sell 10,694 units per month. Based on these figures, we project that we will break even in April 2023 at **63,825** units, which equates to **\$957,378.50** in sales. We end up breaking even in 5 months.

Balance Sheet Highlights

Umami. LLC	
Balance Sheet	
As of Nov 30, 2022	
Assets	
Current Assets	
Cash	521,306
Total Current Assets	521,306
Fixed Assets	
Computers	16,000
Less: accumulated depreciation	4,000
Total Fixed Assets	12,750
Total Assets	534,056
Liabilities and Stockholders' Equity	
Current Liabilities	
Salaries payable	76,856
Payroll tax payable	35,752
Other payable	5,000
Total Current Liabilities	117,608
Total Liabilities	117,608
Stockholders' Equity	
Common stock, \$10 par value, * # shares issued	170,000
Additional paid-in-capital	
In excess of par value	295,142
Retained earnings	-48,694
Total Stockholders' Equity	416,448
Total Liabilities and Stockholders' Equity	534,056

Umami's balance sheet expresses a strong ability to settle the company's liabilities and debts immediately if needed. Umami is more than capable of covering at least the next four to five months of operating expenses. Throughout the rest of the fiscal year, Umami will have a gradual increase in total projected sales. Although our cash asset has slightly dropped month over month we generated a majority of sales from Out-of-Network contracts. By April, Umami will no longer rely on Out-of-Network contract sales and instead on online sales (including trade shows). Throughout the fiscal year, Umami can use up to \$1,462,336 in Out-of-Network sales. Being fortunate enough to make the Out-of-Network sale, we were able to plan accordingly with the remaining amount. In December, we plan to sell at least \$90,000 in Out-of-Network sales per month. However, after an executive review, we decided to sell an estimated \$230,000 in Out-of-Network sales to use the remaining \$922,336.20 over the rest of the fiscal year.

PROFIT AND LOSS STATEMENT

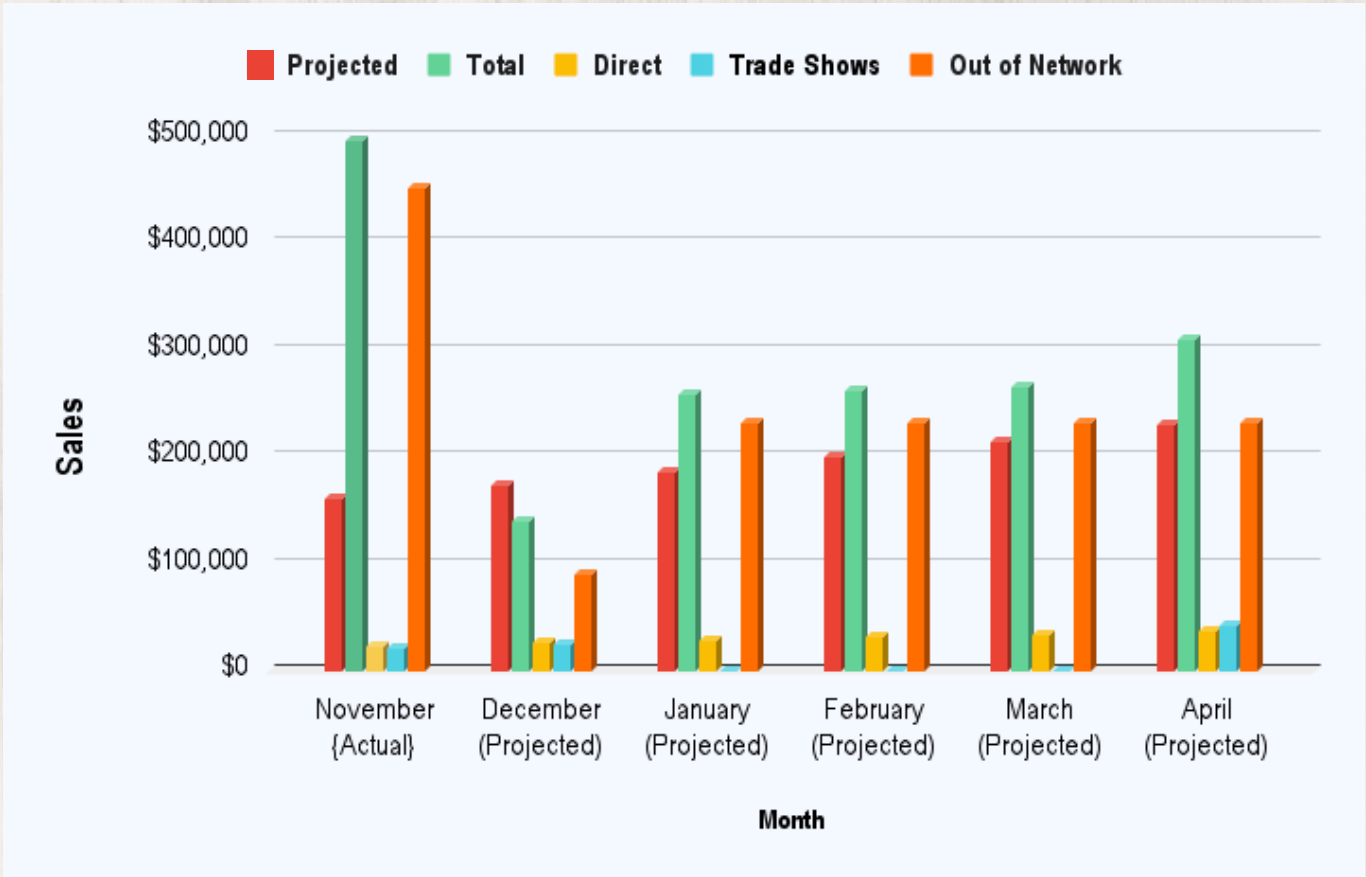
Umami, LLC								
Profit and Loss Statement								
For the Year Ending 4/30/2023								
Month:	November	December (Projected)	January (Projected)	February (Projected)	March (Projected)	April (Projected)	Totals	
Sales revenues								
Out of Network Sales	\$450,000.00	\$90,000.00	\$230,584.05	\$230,584.05	\$230,584.05	\$230,584.05	\$230,584.05	\$1,462,336.20
Online Sales	\$23,231.94	\$25,555.13	\$28,110.65	\$30,921.71	\$34,013.88	\$37,415.27	\$37,415.27	\$179,248.59
Trade show revenues	\$20,668.49	\$23,768.76	\$0.00	\$0.00	\$0.00	\$41,571.72	\$41,571.72	\$86,008.97
Total sales revenues	\$493,900.43	\$139,323.90	\$258,694.70	\$261,505.76	\$264,597.93	\$309,571.04	\$309,571.04	\$1,727,593.76
Cost of goods sold or services	\$0.00	\$100,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$50,000.00	\$300,000.00
Gross profit	\$493,900.43	\$39,323.90	\$208,694.70	\$211,505.76	\$214,597.93	\$259,571.04	\$259,571.04	\$1,427,593.76
Gross profit margin	100%	28%	81%	81%	81%	84%	84%	80%
Operating expenses								
Salaries	\$76,855.90	\$80,141.58	\$77,998.38	\$77,998.38	\$77,998.38	\$77,998.38	\$77,998.38	\$468,991.00
Rent	\$5,067.29	\$5,067.29	\$5,067.29	\$5,067.29	\$5,067.29	\$5,067.29	\$5,067.29	\$30,403.74
Payroll tax	\$35,751.63	\$35,751.64	\$35,751.64	\$35,751.64	\$35,751.64	\$35,751.64	\$35,751.64	\$214,509.83
Advertising	\$0.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00	\$6,000.00
Insurance	\$0.00	\$6,730.00	\$3,365.00	\$3,365.00	\$3,365.00	\$3,365.00	\$3,365.00	\$20,190.00
Supplies	\$0.00	\$2,516.00	\$1,258.00	\$1,258.00	\$1,258.00	\$1,258.00	\$1,258.00	\$7,548.00
Utilities	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00	\$3,300.00
Other	\$5,000.00	\$5,000.00	\$5,075.00	\$0.00	\$0.00	\$10,075.00	\$10,075.00	\$25,150.00
Total operating expenses	\$123,224.82	\$136,956.51	\$130,285.31	\$125,190.31	\$125,190.31	\$135,285.31	\$135,285.31	\$776,092.57
Income from operations	\$370,675.61	-\$97,632.61	\$78,429.39	\$86,315.45	\$89,407.62	\$124,305.73	\$124,305.73	\$651,501.19
Other revenues								
Net income before taxes	\$370,675.61	-\$97,632.61	\$78,429.39	\$86,315.45	\$89,407.62	\$124,305.73	\$124,305.73	\$651,501.19
Net loss or gain after taxes	\$370,675.61	\$97,632.61	\$78,429.39	\$86,315.45	\$89,407.62	\$124,305.73	\$124,305.73	\$846,766.42

*Although the \$450,000 Out-of-Network sale was made in October, the meals weren't supplied to the buyer till November 2022

*For the months of January, February, and March, Umami will not be participating in any trade shows.

As of April 2023, Umami projects an estimated \$1,727,593.76 in total sales revenue for the month. In November, the company produced a total of \$493,900 in total sales revenue. But the majority of the sales were made through the November Out-of-Network sale. For the rest of the fiscal year, Umami plans to make a smaller sale of \$90,000 off of Out of Network sales in December, but in the following months, we want to make a larger sale of \$230,584. Observing "other" expenses, Umami invests in a Nutritionist quarterly, the Nutritionist advises the company on the nutritional needs of adolescents. For each trade show Umami participates in, the company must pay \$5,000 which are also included in our "other" expenses.

Sales Projections



Umami projects steady growth in the meal preparation market. We aim to meet our Units sold in revenue monthly, and our gross profit will steadily increase. Our Out-of-Network contract currently makes up majority of sales, while direct sales and trade show sales follow. However, due to Umami not having any trade shows in January, February, or March, sales are based solely on direct and Out-of-Network sales.

Cash Flow

Description	Actual	Actual	Projected	Projected	Projected	Projected	Projected	Projected Totals	Actuals Totals
	October	November	December	January	February	March	April		
Cash balance at beginning		\$570,000.00	\$21,306.34	\$389,959.32	\$440,560.11	\$519,315.01	\$623,539.42	\$3,064,680.20	570000
Receipts of cash:									
Sales	\$450,000.00	\$23,231.94	\$109,033.65	231,541.07	254,695.18	280,164.69	308,181.16	1,183,616	473,232
Sales tax received		\$1,299.22	\$7,632.36	\$16,207.87	\$17,828.66	\$19,611.53	\$21,572.68	82,853	1,299.22
Investor proceeds	\$120,000.00	\$50,000.00						0	170,000
Beginning balance + cash	\$570,000.00	644,531.16	637,972.35	637,708.26	713,083.95	819,091.23	953,293.27	4,331,149	1,214,531
Payments:									
Cost of merchandise	0	\$0.00	\$107,083.00	\$52,008.00	\$52,008.00	\$52,008.00	\$57,083.00	320,190.00	\$0.00
Net Salaries	0	\$76,855.90	\$78,998.74	\$86,255.88	\$86,255.88	\$86,255.88	\$86,255.88	424,022.26	\$76,855.90
Rent	0	\$5,067.29	\$5,067.29	\$5,067.29	\$5,067.29	\$5,067.29	\$5,067.29	\$2,750.00	\$5,067.29
Advertising/ promotion	0		1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	6,000.00	0
941 Remittance	0	\$35,751.63	\$35,751.64	\$27,494.11	\$27,494.11	\$27,494.11	\$27,494.11	\$145,728.08	\$35,751.63
Insurance	0	\$0.00	\$6,730.00	\$3,365.00	\$3,365.00	\$3,365.00	\$3,365.00	\$20,190.00	\$0.00
Utilities	0	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00	\$550.00	\$2,750.00	\$550.00
Sales tax-7%	0		\$7,632.36	\$16,207.87	\$17,828.66	\$19,611.53	\$21,572.68	82,853.10	\$0.00
Other or miscellaneous	0	\$5,000.00	\$5,000.00	\$5,000			\$10,000	20,000	\$5,000.00
Total payments	0	\$123,224.82	\$248,013.03	\$197,148.15	\$193,768.94	\$195,551.81	\$212,587.96	1,047,069.89	123,224.82
Cash balance at end of	570,000	521,306.34	389,959.32	440,560.11	519,315.01	623,539.42	740,705.31	3,284,079	1,091,306
Net increase or decrease in	570,000	-48,693.66	-131,347.02	50,600.79	78,754.90	104,224.41	117,165.89	219,399	521,306

Umami's Firm Bank Account Balance

US Network Bank

Account details

Account: [Download account details \(Excel\)](#)

Period: from until

Date	Name/Description/Acct#	Ref#	Amount	Balance
Nov. 30, 2022	VE US Network Bank NYC Lightning Business Pitch Financing Acct #630907048	6435552	\$50,000.00	\$521,306.34

As of November 30th, 2022, Umami holds \$521,306.34 in its firm bank account

Citations

1. <https://www.fortunebusinessinsights.com/food-service-market-106277>
2. <https://brandessenceresearch.com/food-and-beverage/prepared-meal-delivery-industry-market-industry-analysis>
3. <https://www.grandviewresearch.com/industry-analysis/meal-kit-delivery-services-market>