

SUN MOON

BUSINESS PLAN

bit.ly/smsnacksve 

[@sunmoonsnacksve](https://www.instagram.com/sunmoonsnacksve) 

15500 Legacy Rd, Tustin, CA 92782 



BUSINESS OVERVIEW

Naturally Balanced like **Day** and **Night**

Founded in 2025 in Tustin, CA, SunMoon Snacks is dedicated to improving everyday wellness through purposeful snacking. As an **LLC** operating under the Virtual Enterprise network, the company benefits from **strong liability protection** and **tax efficiency** while maintaining the **flexibility** needed for growth. SunMoon Snacks offers snacks with **natural, locally sourced ingredients** that serve a clear purpose: supporting energy, focus, and relaxation.

Mission Statement

"To make wellness effortless through dual-purpose functional snacks that naturally fit into your day and support you in every moment."

Our Vision

"Shaping a future where convenience and wellness go hand in hand, reducing the need for unhealthy snacking."

Problem Statement

Snacking has become a daily necessity for busy students and young adults who depend on quick, convenient food to keep up with their busy schedules. However, most snack options are highly processed, low in nutrition, and fail to provide lasting energy or focus. Over 60% of the average youth's daily calories come from ultra-processed foods that cause quick spikes, crashes, and poor sleep due to additives (CDC, 2023). Research shows that 90% of adults snack daily, yet most rely on sugar and carb-heavy snacks that lead to fatigue, anxiety, and poor recovery (NLM, 2022). With 70% of college students reporting insufficient sleep and 50% facing daytime exhaustion (PMC, 2022), there is a growing need for convenient, functional snacks that match their pace while supporting real nutrition, energy, and focus.

Solution Statement

SunMoon Snacks replaces unhealthy snacking with multi-functional Sun and Moon Packs that support wellness from morning to night. Sun Packs deliver clean, steady energy with ingredients that help you stay alert, focused, and productive during the day. Moon Packs support rest, recovery, and digestion with naturally soothing ingredients that help the body unwind and reset at night. Together, they turn snacking into a purposeful daily routine that supports you through busy schedules. Offered in convenient bundles, our snacks help customers build a consistent, balanced lifestyle by making it easy to choose nourishment that matches the rhythm of your day. SunMoon Snacks offers intentional, functional nourishment designed for busy students and young adults who want health without sacrificing convenience or flavor.

Product Overview

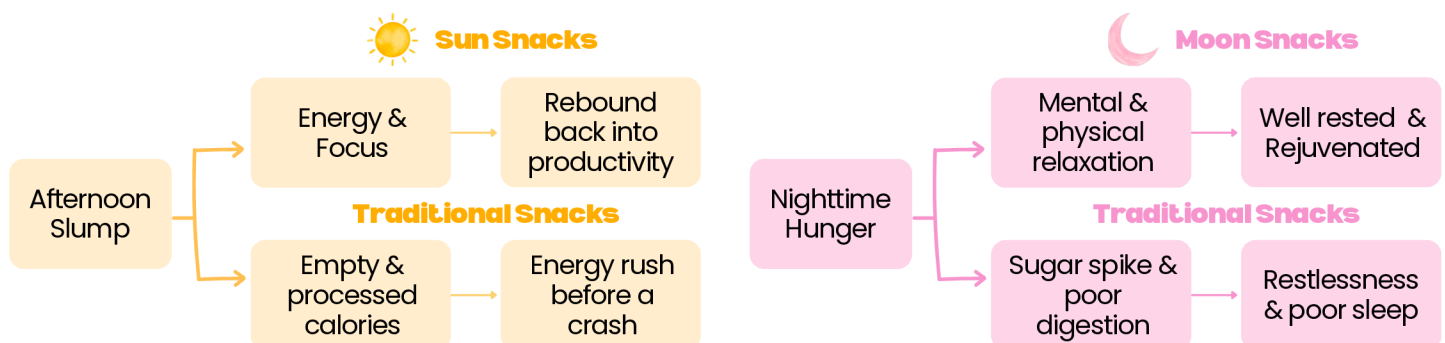


Sun Snacks help customers power through the day with steady focus and energy for school, work, and active lifestyles.

Moon Snacks support calm and recovery after long days, making it easier to rest, reset, and recharge.

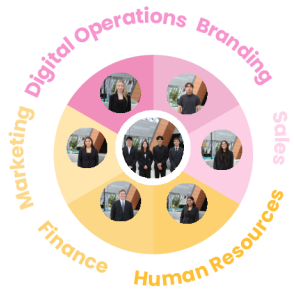
Affordable bundle pricing (up to 30% savings) makes routine wellness accessible to our target market. At \$2.50 a serving, this allows teens and young adults to rely on SunMoon Snacks as a source of daily nutrition.

Performance Advantage



Company Organization

SunMoon Snacks uses a circular organization structure centered around the CEO and COO, with department heads for Marketing, Branding and Design, Sales and Product Development, Accounting and Finance, Digital Operations, and Human Resources positioned around them. This model promotes equality, open communication, and strong collaboration across all teams.



Company Goals

Short Term | Recruitment

Recruit 30 influencer ambassadors by 2026 through targeted outreach to loyal customers via our email database and social media channels. Growing our ambassador program increases brand awareness.

Long Term | Expansion

Generate 15% of total sales from the European market by launching a localized snack line and adapting flavors and marketing to regional preferences.

Short Term | Loyalty

Generate 30% of total sales from repeat customers through trade show incentives, including giveaways, discounts, and freebies. These retention strategies increase customer loyalty.

Long Term | Partnership

Support regenerative farming practices across five partner farms through long-term sourcing partnerships and sustainability incentives.

SWOT Analysis

STRENGTHS



Dual-Value Branding provides a clear brand differentiation

Filling the Market Gap provides healthier alternatives

Local Community Development strengthens sustainability

OPPORTUNITIES



Entering Grocery stores opens B2B prospects, expands distribution

Seasonal & Limited products boosts customer loyalty and engagement

Academic Engagement strengthens target market connection

WEAKNESSES



New and Unproven Brand limits our consumer trust

Ingredient Concern with consumers who are unfamiliar

Limited Physical Distribution with limited product access

THREATS



Supply Chain Disruptions where ingredients face shortages

Consumer Skepticism mitigated through transparency

Poor consumer nutrition habits relying on unhealthy foods

Business Risks & Mitigations

Supply Chain Disruptions

We source with fresh ingredients from local farmers therefore one of our threats ingredient shortages. This is significant to the pace of our production operations and meeting the demand of our customer base.

Mitigation: Establishing partnerships with multiple suppliers that can support the restoration of our supply chain.

High Production Costs

Clean, high-quality ingredients increase COGS and may limit profit margins.

Mitigation: Bundle pricing, negotiate supplier contracts, & increase recurring revenue through Equinox bundle.

The Normalization of Poor Nutrition

Currently Gen Z's calorie intake is made up of ultra-processed food (67%) which limits their spending on nourishing snacks.

Mitigation: Leveraging our promotional materials to push out educational campaigns about balancing a busy lifestyle while staying nourished that influences consumers to purchase our snacks.

Primary Target Market

This demographic consists of Gen Z, and they aspire to achieve a balanced lifestyle, however, they struggle with a lack of nutrition, energy, and sleep. SunMoon Snacks tailors to active college students who schedules make it difficult to eat healthy. **Research at university campuses demonstrates that in over two semesters, 44% of all food purchases consisted of quick, convenient, unhealthy snacks, while only 22% comprised healthy snacks.** Settling for convenient and generic options, they develop unhealthy eating habits that affect their performance throughout the day.

Demographics	Psychographics
Age: 18-25 (Gen Z). Individual Income : \$50k	Values: Mindful eating, physical & mental fulfillment
Housing status: Living on campus (college or university)	Behaviors: Works part-time, studies frequently
Geographics: Suburban areas in the US	Pain Points: Lack of sleep, energy, and nutrition

Secondary Target Market

Our secondary target market profiles corporate professionals aged 25-35, ideally working a full-time job earning at least \$70,000 annually. Their pain points include struggling to achieve a work-life balance and being stressed about fulfilling their priorities such as their work projects, hobbies, and physical and mental well-being, inconsistent sleep schedules and daytime drowsiness.

Product



Sun Packs are formulated with energizing ingredients such as matcha, almonds, oats, turmeric, and whole grains to provide steady energy, mental clarity, and improved focus. These snacks help students and professionals stay alert when participating in their daily routine.



Moon Packs use naturally calming ingredients including chamomile, cherries, magnesium-rich nuts, dark chocolate, and oats to support relaxation, digestion, and recovery. These snacks support our target market unwind, improve sleep quality, and reset after long, demanding days.

Promotion



TikTok and Instagram are the primary promotional platforms as Instagram remains the top platform for Gen Z and Millennial engagement (used by 78%), followed by TikTok (49%) for snack and wellness content. Followed up by our email campaigns where we publish discounts and bundles, giveaways, and corporate social responsibility campaigns. One of our promotional strategies on social media includes a collaboration with our target market, recruiting them as ambassadors who share personal routines and showcase how they incorporate SunMoon snacks into their lifestyle, adding community and credibility to our brand.

Pricing

SunMoon Snacks is sold exclusively in bundle formats - Sun Bundles, Moon Bundles, and the annual Equinox Bundle - ensuring consistency, habit-building, and stronger daily routines for our consumers.

Small Bundles: \$149.99

Large Bundles: \$499.99

Equinox Bundle (Annual): \$1,229.99

Placement

Our bundles are available for purchase on our website, at trade shows, and pop-up events. For future collaborations, SunMoon Snacks is in the process of signing a business-to-business sales contract with grocery stores such as , Sprouts, Whole Foods, and Costco. These retailers fit into the wellness and nutritious category, which will maintain our image on their shelf as their values also align with ours.

Positioning

Multifunctional Benefits



Natural Nourishment



Versatility



Grab-and-Go Ease



SunMoon Snacks positions itself as a multi-functional, natural, versatile and convenient, alternative to unhealthy and generic snacks for consumers. We differentiate ourselves with ingredients that fuel optimum daily activities and enhance wellness and performance to achieve lifestyle balance.

Company Financials

Balance Sheet

As of December 31st

\$510.65

Average
RPU

63.72%

Average
Profit Margin

\$185.72

Average
COGS

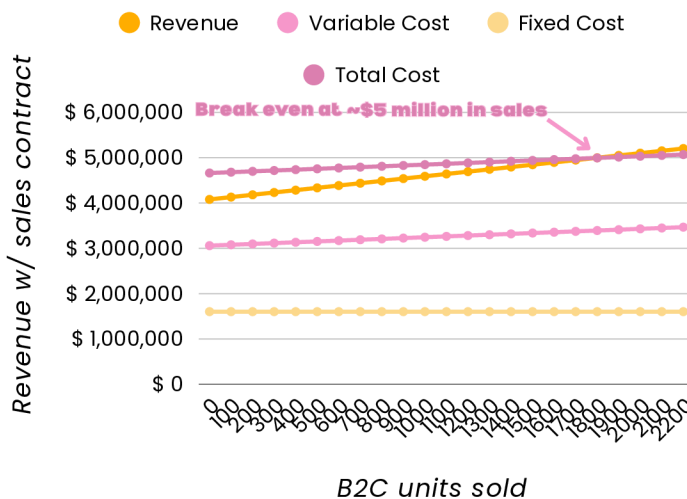
CURRENT ASSETS		LIABILITIES	
Cash in Bank	\$ 14,243.43	Inventory Payable	\$ 786,884.29
Accounts Receivable	\$ 1,020,000.00	Payroll Taxes (941 & 401(k)) Payable	\$ 41,255.19
Supplies	\$ 49.55	Samples Payable	\$ 3,000.00
TOTAL CURRENT ASSETS	\$ 1,034,292.98	VE Sales Tax	\$ 3,755.67
		TOTAL ACCTS Payable	\$ 834,895.15
FIXED ASSETS		LONG TERM DEBT	
Computers	\$ 3,939.78	Bank Loans Payable (+ interest)	\$ 144,026.99
Depreciation - Computers	\$ 67.93	TOTAL LIABILITIES	\$ 978,922.14
Furniture & Fixtures	\$ 1,237.87		
Depreciation - Furniture & Fixtures	\$ 21.34	OWNER'S EQUITY	
Office Equipment	\$ 2,837.60	Paid-in Capital (Investors)	\$ 50,000.00
Depreciation - Office Equipment	\$ 48.92	Common Stock (Seed money)	\$ 50,000.00
Other Purchases: R&D & Annual Subscription	\$ 5,192.34	Retained Earnings	\$ (31,649.29)
Depreciation - Other Purchases	\$ 89.52	TOTAL OWNER'S EQUITY	\$ 68,350.71
TOTAL FIXED ASSETS	\$ 12,979.87	TOTAL LIABILITIES & EQUITIES	\$1,047,272.85
TOTAL ASSETS	\$1,047,272.85		

Total Assets = Total Liabilities

SunMoon Snacks currently has **\$1,034,292** in current assets. This is mostly in our accounts receivable due to an issue with VE where we have not been paid for our wholesale contract yet. We currently have **\$14,243** in our bank account and **\$12,979** in fixed assets for a total of **\$1,047,272** in total assets. On the liabilities side, we have **\$834,895** in accounts payable with **\$786,884** of that in inventory payable. This is due to the same issue with our sales contract which we are actively working to fix. Additionally, we have **\$144,026** outstanding on our loan and **\$100,000** in investments from our angel investors. In total, that leaves our liabilities and equities at the same **\$1,047,272**.

\$1.2 million in revenue to-date

Break-Even Analysis

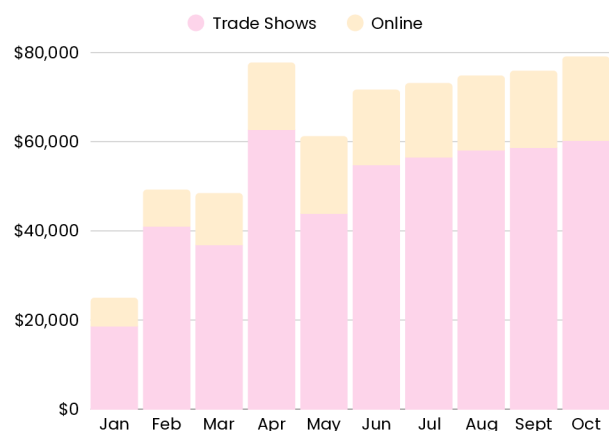


To reach our break even point in one fiscal year, our company must sell **1,791** units in addition to the **240** units from our commercial contract. With an average RPU of **\$510.65** and average COGS of **\$185.29** per unit, our average profit margin is **63.72%** with our commercial contract having a **25%** profit margin. We project to break even at **\$4,994,547** of revenue for FY2026 (**\$4,080,000** from contract and **\$914,547** from direct consumer sales)

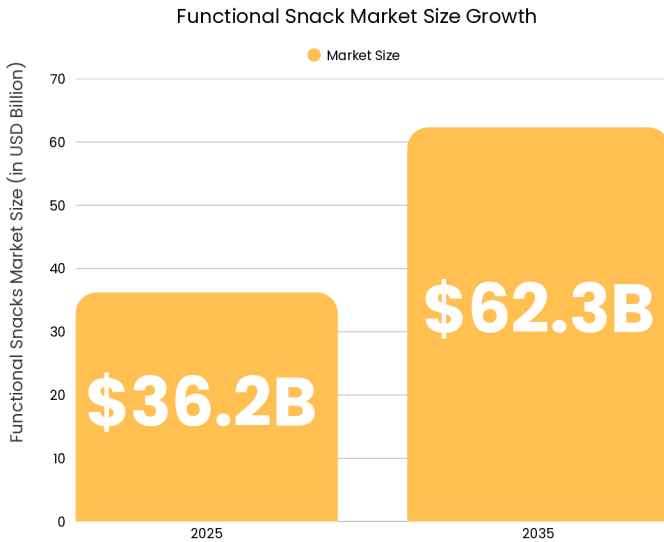
Profit & Loss Summary

	Thru Dec Actuals	Thru April 2025 Projected
Total Revenue	\$ 1,210,410.05	\$ 3,026,986.95
COGS	\$ 833,576.67	\$ 1,849,904.67
Gross Profit	\$ 376,833.38	\$ 1,177,326.24
Gross Profit Margin	31.13%	38.89%
Total Operating Expenses	\$ 408,482.68	\$ 969,709.83
Net Income	\$ (31,649.30)	\$ 207,616.41

Sales Projections



COMPETITIVE ANALYSIS



DOMESTIC MARKET OVERVIEW

Survey data shows that the market for functional snacks that improve health or performance is growing, with the global functional snacks market valued at approximately USD 36.2 billion as of 2025. Additionally, the Food and Health Industry is experiencing significant growth, exceeding the value prediction by over 600 billion (USD), with consumers looking for nutrient-rich and organic alternatives and following a clean trend.

70%

Want healthier snacking options

56%

Replace Meals with Snacks

GLOBAL INDUSTRY & DEMAND

In the global market, the wellness and energy snack industry is seeing growth in demand in response to the rising popularity for nutrient rich and convenient snacks that align with the customers' life style. Consumers in regions like the Asia Pacific contribute about **15% of the global revenue and Europe**, predicted to see a CAGR **growth of 7%**, seek snacks that are readily available and are easy to take on the go while also delivering the essential nutrients. Globally, the industry is expected to grow to a CAGR of **7.5%-8%** which tells us that the industry will **experience steady growth** in the coming years.

VIRTUAL ENTERPRISE INDUSTRY

The VE health and personal wellbeing industry has a total of 234,296 transactions, with 151,453 incoming. The incoming net volume is estimated to be around \$381,960,480, with a net of \$89,494,611. This industry shows **high customer spending and demand**, driven by consumer focus on health, nutrition, and personal wellbeing, making it an ideal market for SunMoon Snacks.

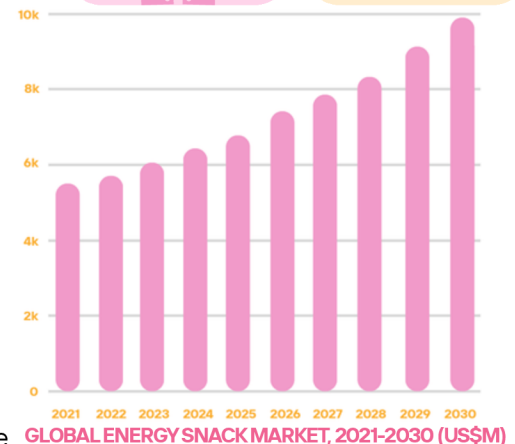
\$381M

Incoming Volume



386K

Active Transactions



INTERNATIONAL EXPANSION

To expand into foreign markets, we will utilize a localization strategy to better serve customers and culturally adapt to a specific foreign country. Localization includes the creation of new flavors and snacks that are curated to the tastes and preferences of people in different regions based on market research. For example, in Europe, we might introduce snacks with popular flavors like hazelnut, dark chocolate, or sea salt, appealing to regional preferences. These specialized snacks give **SunMoon Snacks** a competitive edge and an increase in reach.

CURRENT ECONOMIC CHALLENGES

The prices of our premium products pose as an economic challenge, as the rising costs of everyday items increase causing consumers cut back on their purchasing. McKinsey's America the Frugal Consumer survey states that **55% of Americans reported continuing to look for ways to save money, such as paying more attention to value and purchasing more items in bulk**. We are addressing this by expanding our product line of bulk bundles, helping to ease customer spending while maintaining our premium value and quality.



COMPETITIVE ANALYSIS

REAL WORLD COMPETITORS

				
Nutrient Profile			✦	☀️
Multifunctional Benefits			✦	☀️
Wellness Focus	✦	✦		☀️
Lifestyle Integration				☀️

In the real market, there are relatively few snack brands that curate a multi-functional snack that is lifestyle oriented to integrate healthy nutrition habits. Most companies focus on just one aspect, such as being wellness focused or they offer the same snack with artificial additives (non-nutritional profiles) to expand their range of benefits. **CLIF Bars** and **KIND Bars** deliver nutrients but contain lots of saturated fats and added sugars. **That's It** bars are simple but lack variety in nutrient content, benefits, and around the clock support. In comparison to these brands in the market, SunMoon is differentiable as we prioritize lifestyle integration such as around the clock support, bringing wellness into everyday life through lifestyle-focused products.

VIRTUAL ENTERPRISE COMPETITORS

				
Nutrient Profile	✦	✦	✦	☀️
Multifunctional Benefits	✦		✦	☀️
Wellness Focus		✦	✦	☀️
Lifestyle Integration				☀️

In the VE market, there are no competitors with products that curate their snacks to align with the time of the day. The competitors are more focused simply on health. Our first competitor, **Squiggle** uses repurposed produce and ingredients to make healthy and affordable snacks, salads, smoothies, and juices. **Enera** focuses on delivering benefits like energy and clarity while using clean ingredients. They offer protein shakes, energy drinks, and energy bars all without artificial additives. Finally, **Zenergy** crafts bundles for day and night where they include temperature controlled pillows, blankets, natural energy drinks, immunity shots, protein powder, etc. Our VE competitors offer many products focused on energy content but they lack lifestyle integration and do not align their products with the body's biological clock, which regulates physical, mental, and behavioral changes.

SWOT ANALYSIS

STRENGTHS



Dual-Value Branding provides a clear brand differentiation



Filling the Market Gap provides healthier alternatives



Local Community Development strengthens sustainability

OPPORTUNITIES



Entering Grocery stores opens B2B prospects, expands distribution



Seasonal & Limited products boosts customer loyalty and engagement



Academic Engagement strengthens target market connection

WEAKNESSES



New and Unproven Brand limits consumer trust



Ingredient Concern with consumers unfamiliar



Limited Physical Distribution with limited product access

THREATS



Supply Chain Disruptions where ingredients face shortages



Consumer Skepticism mitigated through transparency



Poor consumer nutrition habits relying on unhealthy foods

STRENGTHS

SunMoon Snacks' strengths lie in our natural, multifunctional, and versatile products that provide purpose-driven benefits. **Approximately 70% of products in the current snack market are considered unhealthy, while about 61% of consumers choose snacks for health benefits, indicating a demand for healthier alternatives.** Our products help address this imbalance by offering convenient, nutritious options that align with consumer health preferences. Partnerships with local farmers support the use of sustainable, high-quality ingredients, further meeting demand for healthier snack choices.

WEAKNESSES

As a new brand, we recognize the challenge of **building trust with a lack of establishment, reputation, and potentially unfamiliar ingredients to new consumers.** Through leveraging our social media strategies, business-to-business and influencer partnerships, and seasonal or exclusive bundles that creates loyalty and excitement, we mitigate this challenge by increasing brand recognition and trust. Supported by research, our transparent ingredient formulation establishes us as a credible and trustworthy brand, building both our trust and credibility.

OPPORTUNITIES

Future opportunities for SunMoon Snacks include **entering grocery stores through B2B contracts, seasonal products, and academic engagement.** Partnering with grocery stores through B2B contracts allows us to expand distribution by connecting directly with target market and showcasing our products to retailers. Additionally, seasonal flavors and bundles create excitement, while academic engagement embeds the brand within campus life, attracting new customers while strengthening loyalty. Together, these opportunities keep SunMoon relevant, visible, and aligned with evolving consumer trends.

THREATS

The external threat of **poor nutrition poses a challenge for SunMoon Snacks with GenZ's preference for ultra-processed food can limit interest in healthier options.** To mitigate, we will leverage our positioning of convenient and versatile alternatives encouraging healthier options, reducing the impact of normalized poor nutrition habits. Supply chain disruptions, especially shortages, pose a threat with our reliance on ingredients from local farmers. We will maintain partnerships with multiple suppliers ensuring we have a stable supply chain. Additionally, ensuring our ingredient labeling is transparent through social media will mitigate the possible consumer threat of lack of ingredient clarity.

MARKETING MIX AND STRATEGIES

Consumer Values/ Characteristics

Struggles with health, energy, and sleep

Gen Z & Millennials who value transparency & credibility

Values high-quality, purpose-driven products

Enjoys brand engagement, support, rewards, early access, and member perks

Awareness

Consideration

Conversion

Loyalty

Marketing Strategies

Social Media, Promotion, Partnerships

Product placement, B2B, Email Campaigns

Positioning, Event Marketing Promotion

SunMoon Loyalty Program, Social Media Ambassadors

AWARENESS

SOCIAL MEDIA

Our social media strategies are designed to meet our target market where they are most active: **TikTok and Instagram**. 89% Gen Z users use Instagram and TikTok. 81% of millennials use Instagram, while 51% use TikTok. These platforms are essential for engagement and product discovery. By producing wellness-centered, lifestyle-driven content, it increases influence for our audience to adopt balanced, functional snacking habits that support a healthier lifestyle.

Instagram 
78%
(Gen Z)

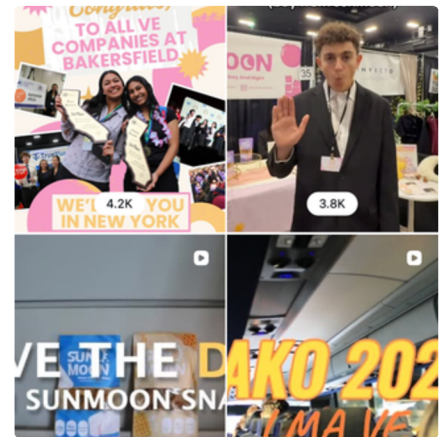
engagement for snack and wellness content

TikTok 
49%
(Millennial)

26,000
Social Media Monthly Views
as of February 2026

PROMOTION

SunMoon Snack Circle is a promotional program designed to increase brand awareness while creating loyalty and community around SunMoon Snacks. Loyal repeat customers are recruited through our email database to become ambassadors who promote our brand values, bundles, and intentional lifestyle through authentic social media content and trade show representation. This consumer-driven promotion increases credibility, expands our reach to new audiences, and strengthens brand visibility. In return, ambassadors receive exclusive perks, such as discounts and special bundles, which encourage consistent exposure. With 40% of consumers more likely to remain loyal when engaged in an online brand community, this program serves as a high-impact **promotional strategy** that supports both **awareness** and **customer retention**.



CONSIDERATION



SunMoon Snacks utilizes **email campaign** marketing to cultivate direct, long-term relationships with customers by delivering exclusive content, early access offers, and wellness information. This approach is particularly effective for our target market (Gen Z), as 81% of individuals in this demographic check their emails daily, with 58% checking multiple times, ensuring consistent engagement. Our email campaigns specifically **increase consideration**, transforming initial brand awareness into ongoing consumer engagement. Consumers gain insight into SunMoon Snacks' products, values, and lifestyle alignment, enhancing relevance and increasing **conversion**. By consistently presenting visually appealing content, product highlights, and seasonal promotions, our email campaigns build trust and familiarity, strengthening purchase consideration and increasing the likelihood of **conversion**.

MARKETING MIX AND STRATEGIES

PLACEMENT

SunMoon Snacks effectively uses **placement** across its website, tradeshow, national retail locations (Costco), and pop-up experiences to strengthen the consideration stage of the marketing funnel. These key placement components allow consumers to explore the full product line, compare options with competitors, and develop informed preferences. In-store sampling provides a direct taste experience that builds confidence and reduces purchase hesitation. Presence in trusted local markets and established national retailers also reinforces credibility and brand reliability. Overall, this multi-channel placement approach effectively increases consumer trust, **supports decision-making**, and strengthens the likelihood of purchase.



B2B PARTNERSHIPS

SunMoon Snacks' business-to-business partnership with **Costco** is a key component of **placement** and consumer **consideration**, providing future **international visibility**, credibility, and high-traffic distribution. In-store sampling enables customers to experience product quality firsthand, reducing hesitation and enhancing purchase confidence. This partnership reinforces brand credibility and supports informed decision-making at the point of purchase. Strong B2B relationships strategically position SunMoon Snacks within trusted retail environments, directly strengthening consumer consideration and purchase intent. Future expansion into target B2B partners (Whole Foods, Walmart, Sprouts) will further increase reach and market impact.

CONVERSION

POSITIONING

SunMoon Snacks' **positioning** emphasizes natural, multifunctional benefits and convenient versatility that clearly communicate value at the point of decision. By reducing uncertainty and aligning with modern consumer needs, this benefit-driven message strengthens purchase confidence and supports **conversion**. Together, these factors make the brand more compelling and increase consideration.

Multifunctional Benefits



Naturally enhances energy + relaxation

Natural Nourishment



Organic ingredients

Versatility



Snacks in a variety of forms (other than bars)

Grab-and-Go Ease



Simple + compact packaging

EVENT MARKETING



Purchase the seasonal bundle

Complementary treat

Email 

Tradeshow 

62%



sales from giveaway campaign

Event marketing is a **conversion** strategy that turns interest into immediate sales through targeted emails and trade show incentives. Offering seasonal bundles with a complimentary treat creates value, reduces purchase hesitation, and encourages repeat business. With 62% of sales generated from our giveaway campaign, this approach effectively **converts prospects into customers**.



CONVERSION POSITIONING



SunMoon Snacks' **conversion** strategy aligns healthy snacking with a goal-oriented, **elevated lifestyle** that fits naturally into consumers' daily routines. By reinforcing wellness benefits and validating the consumer's choice at the point of purchase, we increase purchase confidence, encourage repeat purchasing, and increase **customer loyalty**.

LOYALTY

AMBASSADOR SPOTLIGHT SERIES

The SunMoon Snacks Circle ambassador program builds customer **loyalty** by using social media to showcase authentic connections between ambassadors and the brand. Sharing experiences, participating in challenges, and engaging with the community creates long-term engagement, reinforce brand identity, and turns participants into loyal brand advocates.



SUNMOON CIRCLE LOYALTY PROGRAM

SunMoon's Circle Loyalty Program is a tiered, **points-based rewards system** designed to encourage repeat purchases and build **long-term engagement**. Members earn points with every purchase, motivating habitual use and helping turn customers into loyal brand advocates. In addition to accumulating points, participants gain early access to seasonal bundles and exclusive products, as well as special perks such as discounts, limited-edition merchandise, and other member-only benefits. This program strengthens customer retention by rewarding consistent support and reinforcing the lifestyle-driven values of the SunMoon Snacks brand.

MARKETING SMART GOALS

SHORT-TERM GOALS (2026)

30% sales from repeat customers

Achieve 30% of sales from repeat customers through our loyalty and ambassador programs, and trade show incentives that boost customer loyalty.

Recruit 30 influencer ambassadors

Partner with 30 influencers who align with a balanced, healthy lifestyle to join the SunMoon Snack Circle.

LONG-TERM GOALS (2030)

B2B Contract Expansion

Secure 5 B2B contracts and expand into local wellness stores every two months to increase distribution and establish long-term retail partnerships.

Global Expansion

Expand our international presence by entering European markets. Generating at least 15% of sales from Europe while also launching a new functional snack line

MARKETING MIX AND BUDGET

PRODUCT DESCRIPTION AND PRICING

Sun Packs pair matcha, almonds, oats, turmeric, and whole grains to deliver steady energy, mental clarity, and focused productivity for busy students and professionals. Moon Packs blend chamomile, cherries, magnesium-rich nuts, dark chocolate, and oats to promote relaxation, digestion, and deep recovery, helping users unwind and reset after long, demanding days.

Sun Bundle



Morning Matcha Bites

Clarity Crunch

Coco-Oat Cookies

Berry & Beet Crisps

Equinox Bundle



360 Sun Packs

360 Moon Packs

Day + Night Variety

\$1269.99

Moon Bundle



Cherry Chomps

Bedtime Bark

Rejuvenating Jerky

Moon Cheese Bites

PRICING STRATEGY

Pricing is based on 4 factors for our bundles

- Materials costs for ingredients and packaging
- Competitor prices
- Disposable income of our target market
- Maximizing profit margin

Bundles are structured to provide premium quality and quantity, with options that scale to customer needs: 60-pack Small Sun, 80-pack Small Moon, 240-pack Large Sun, 320-pack Large Moon, and 720-pack Equinox Bundle. Larger bundles encourage healthier snacking by supporting consistent and daily use.

Size/Price	Sun Bundle qty.	Moon Bundle qty.
(S) \$149.99	x 60	x 80
(L) \$569.99	x 240	x 320

MARKETING BUDGET OVERVIEW

Utilizing our **\$10,000 monthly budget**, we strategically divided our spending across five key categories: promotions/discounts/giveaways, search engine optimization (SEO), and tradeshow pop-ups, as well as social media marketing. We allocated **\$2,500** to promotions, discounts, and giveaways, an investment that proved highly effective, as **62%** of our total sales came from the Equinox Bundle, a value deal combining our Sun and Moon bundles at a discounted price. Next, we dedicated **\$1,500** to our conversion strategy. Our allocation to SunMoon Snacks' conversion strategy is effective because it targets high-intent buyers at the decision stage, increasing purchase confidence and driving measurable sales growth. By improving our ranking and discoverability, we positioned the company to strengthen both sales and brand awareness. For tradeshow pop-ups, we invested **\$1,200**, which significantly contributed to our performance, with final sales totaling **\$32,879.14**, suggesting that in-person engagement and sampling boosted conversions. We also allocated **\$1,000** to social media marketing to build our brand voice, strengthen community engagement, and develop a loyal consumer base. In total, we spent **\$6,200**, leaving **\$3,800** remaining in our monthly budget for future strategic opportunities.

PROMOTIONS/DISCOUNTS
\$2500

CONVERSION STRATEGY
\$1500

TRADESHOW POP-UPS
\$1200

SOCIAL MEDIA MARKETING
\$1000

Financial Highlights

Financial Standards

Sunmoon Snacks LLC maintains high standards of fiscal transparency by adhering to the **10 Generally Accepted Accounting Principles (GAAP)**. This ensures our data is consistent, comparable, and reliable.

- **Accrual Basis Accounting:** We record revenue when earned and expenses when incurred to provide a clear matching of our monthly performance.
- **Consistency Principle:** Our reporting methods remain consistent across all periods to enable accurate year-over-year comparisons.

Management Philosophy

"1 hour of work today = 10 hours next month"

We emphasize doing work correctly the first time to ensure long-term operational efficiency.

Angel Investors

SunMoon Snacks LLC is backed by a **\$100,000** seed investment raised through strategic partnerships with industry leaders. This funding was contributed equally (**\$50,000**) by our angel investors to scale our wholesale and retail operations.

**Elevation
Ventures**

Neil Rickner

**Seaberry
Farms**

Wenfei Uva

Our Investor Philosophy: Sunmoon Snacks LLC utilizes a strategic value-add model for our initial seed funding. We don't just seek capital; we seek partners who secure our supply chain and validate our mission. By integrating our primary producers (farmers) as equity holders, we create a closed-loop system of accountability and shared success, the **cycle of care**.

Wholesale Revenue & Margin Analysis

We use a **~60% cumulative margin strategy** to maximize value for every stakeholder across the supply chain. By strategically splitting this margin, we achieve a high-volume **25% gross profit** for the brand while ensuring our products remain accessible to our consumers.

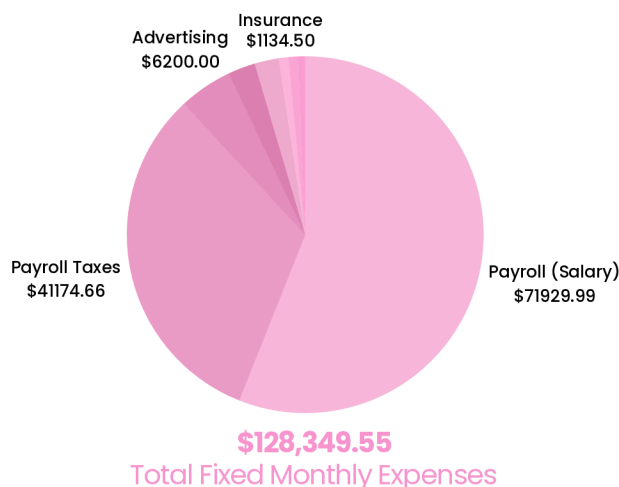
Stakeholder	Margin Split
SunMoon Snacks LLC	25%
Costco (Retailer)	12%
Target Consumer	23%

SunMoon Snacks LLC operates a high-volume wholesale model anchored by a strategic partnership with Costco. This contract serves as our primary revenue driver.

Total Montly Volume	20 Pallets
Wholesale Unit Price	\$17,000 per pallet
Production Cost (COGS)	\$12,750 per pallet
Gross Monthly Revenue	\$340,000
Monthly Gross Profit	\$85,000

Monthly Expenses

SMS incurs \$128,000 in fixed expenses per month. The vast majority of this goes to pay our employees, who account for 88.1% of our out-of-pocket costs. Additionally, we pay \$6,200 in advertising, \$3,180 in office rent, and the remaining 4.6% in miscellaneous expenses.



Quick Ratios

1.087:1

Assets:Liabilities

0.383:1

Cash: Liabilities

-2.56%

EBITDA

As a new business, it is important for us to understand the company's financial health. By reviewing our quick ratios, we can identify issues that need to be addressed. Our assets-to-liabilities ratio indicates that, if we were to liquidate Sun Moon Snacks today, we could pay off all our debts. This is good for our investors as it means they will not be liable for any additional debts we owe. For our cash-to-liabilities ratio, it shows that if we used all the cash in our account, we would be able to pay off only 38.3%. This is not optimal, and we are currently working with VE to get our sales contract paid.

Our TTM EBITDA is -2.56%, which indicates we either have too high base operating expenses or insufficient sales volume. Due to limitations of the VE simulation, we cannot reduce personnel; therefore, we are targeting increased sales at trade shows.

Break Even & Sales Analysis

\$510.65

Average
RPU

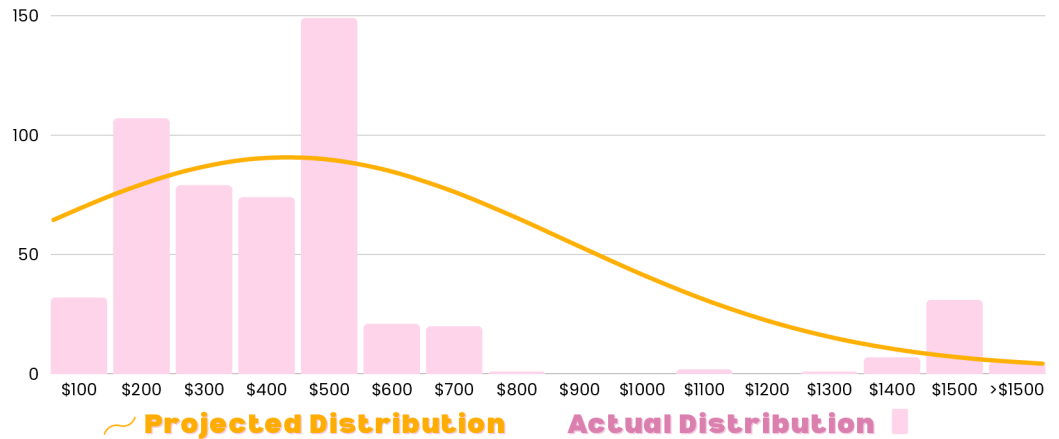
63.72%

Average
Profit Margin
(w/o ONC)

\$185.72

Average
COGS

All-Time Sales Distribution (Actuals)

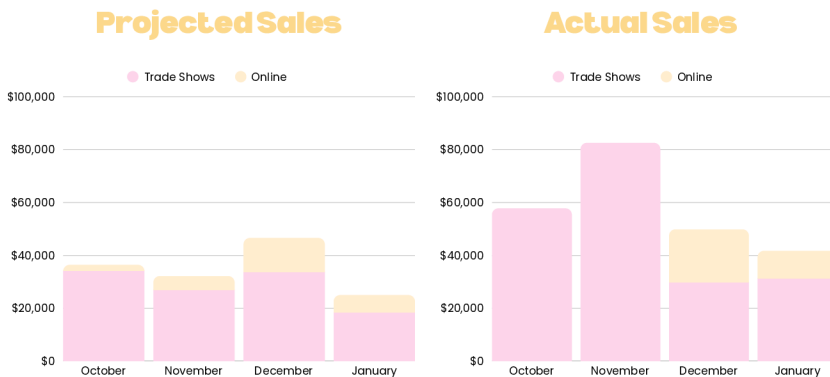


This chart shows that most of our sales fall between \$200 and \$500, with peak sales at \$500. This matters because it shows where customers are most comfortable spending, meaning this price range is the most dependable source of revenue and should be the focus for pricing and sales strategies.

Sales above \$700 are less frequent, with only a few high-value orders above \$1,000. Large purchases like that help boost revenue, but are inconsistent, so the company can't depend on them alone.

\$1.2 million in revenue to-date

Monthly Sales



These graphs compare our projected sales (left) vs our actual sales (right) and show that our actual sales have exceeded our projections every month. This means that demand for our product has been more than expected, and our sales strategies were effective, helping boost the value of our company. Our sales in November increased significantly due to having more team members actively selling at the tradeshow, which allowed us to reach more customers. For November and December, we had a limited number of people selling at the tradeshow, which limited our reach.

During October and November, we had no online sales because our website hadn't been launched yet. Having more sales than projected shows that our product is strong even without online sales.

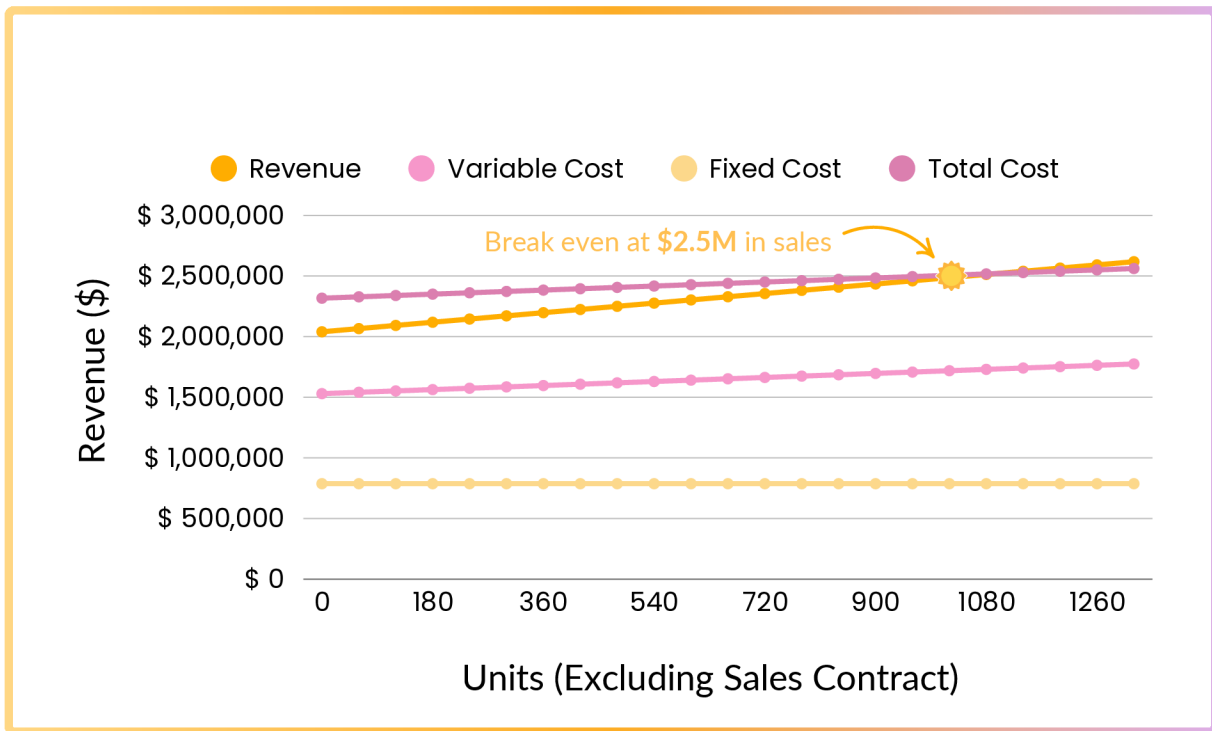
Purchasing Habits

The Small Moon bundle is the most bought product, with 164 units sold. It is the least expensive product, making it the best option for our customers who aren't willing to fully commit to a healthier lifestyle yet. Due to the lower price, small moon bundles make up a total of 11.54% of our revenue.

In the same period, we sold 75 Equinox bundles, but it accounts for 45.74% of all revenue. This shows us that there still is a large market for our long commitment bundles and a group of customers who are ready to commit and want to save money in the long run.

Due to this split in our customer base, we have found that there are 2 distinct mindsets of our customers. The first one is someone who hears of our multifunctional benefits and is interested in purchasing a snack pack to try out. The other is someone who already values healthier snacks and is willing to purchase in bulk to save money.

Break Even Analysis



All-Time Sales Distribution (Actuals)

Break even at:

\$2,475,117 sales w/o ONC

\$435,117 sales w/ ONC

$$\text{Breakeven} = \frac{\text{Fixed costs} - \text{Profit from Network Contract}}{\text{Average selling price per unit} - \text{average variable cost per unit}}$$

To break even by April 2026, we will need to sell approximately 852 units at \$ 510 each. We have acquired the figure of \$510 by taking the average price of each transaction to determine the amount the average customer spends between online and at our trade shows. This is in addition to the 120 pallets that we will have sold to our B2B partner Costco by that point. After combining that with our fixed costs and COGS, we are left with a total of \$3,710,668 in gross revenue, with or \$1,670,668 without our sales contract.

When looking at a per-month basis, we need to sell 142 units per month to stay profitable. In October, we made 122 sales and ended with a loss of \$13000. This aligns with our monthly break-even analysis, where we undersold by 20 units and ended up making a small loss for the month. In November, we made exactly 142 sales, which would indicate that we should perfectly break even for the month. Instead, we made a small profit of \$4000, which indicates that our average RPU was higher than expected. In December, we made 138 sales and had a loss of \$22000. This is a greater loss than anticipated, which shows us that customers are purchasing less than before per transaction. Finally, in January, we made 128 sales and had a loss of \$14000. This tracks with our break-even chart, which shows us that the numbers that we are using are giving us accurate projections.

Profit & Loss Statement

SunMoon Snacks							
Profit & Loss Statement							
2025-2026							
Month	October	November	December	January	February	March	April
	(Actuals)	(Actuals)	(Actuals)	(Actuals)	(Projected)	(Projected)	(Projected)
Sales							
Business to Business	\$ 340,000.00	\$ 340,000.00	\$ 340,000.00	\$ 340,000.00	\$ 340,000.00	\$ 340,000.00	\$ 340,000.00
Trade Show	\$ 57,785.96	\$ 82,548.50	\$ 29,902.65	\$ 30,946.29	\$ 40,935.00	\$ 59,207.25	\$ 100,652.32
Internet	\$ -	\$ -	\$ 19,928.98	\$ 10,956.31	\$ 8,298.00	\$ 11,617.00	\$ 15,102.00
Monthly Subscriptions	\$ -	\$ -	\$ 243.96	\$ 243.96	\$ 243.96	\$ 243.96	\$ 243.96
Cost of Goods Sold	\$ 275,481.78	\$ 279,374.60	\$ 278,720.29	\$ 268,098.88	\$ 274,790.78	\$ 283,427.28	\$ 301,399.31
GROSS PROFIT	\$ 122,304.18	\$ 143,173.90	\$ 111,355.30	\$ 114,047.68	\$ 114,686.18	\$ 127,640.92	\$ 154,598.97
Operating Expenses							
Salary (Office & Overhead)	\$ 73,945.31	\$ 73,945.31	\$ 73,945.31	\$ 71,929.99	\$ 71,929.99	\$ 71,929.99	\$ 71,929.99
941	\$ 43,915.19	\$ 43,915.19	\$ 41,255.19	\$ 39,092.66	\$ 39,092.66	\$ 39,092.66	\$ 39,092.66
401 (k)	\$ 2,140.00	\$ 2,140.00	\$ 2,140.00	\$ 2,082.00	\$ 2,082.00	\$ 2,082.00	\$ 2,082.00
Rent	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00
Utilities	\$ 658.00	\$ 658.00	\$ 658.00	\$ 658.00	\$ 658.00	\$ 658.00	\$ 658.00
Insurance	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00	\$ 85.00
Supplies	\$ 49.55	\$ 49.55	\$ 49.55	\$ 49.55	\$ 49.55	\$ 49.55	\$ 49.55
Advertising	\$ 5,200.00	\$ 5,200.00	\$ 5,200.00	\$ 5,200.00	\$ 5,200.00	\$ 5,200.00	\$ 5,200.00
Samples	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
Legal Expenses	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00
Loan Interest	\$ 1,156.25	\$ 1,141.02	\$ 1,125.67	\$ 1,110.21	\$ 1,094.62	\$ 1,078.92	\$ 1,063.09
Other Expenses	\$ -	\$ 3.24	\$ (0.31)	\$ 0.09	\$ -	\$ -	\$ -
Shipping costs	\$ 411.48	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Software	\$ 103.92	\$ 103.92	\$ 103.92	\$ 103.92	\$ 103.92	\$ 103.92	\$ 103.92
Management	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00	\$ 280.00
VE Sales Tax	\$ 3,906.81	\$ 4,779.28	\$ 3,755.67	\$ 2,808.63	\$ 3,710.77	\$ 5,330.12	\$ 8,699.87
Trade Show Booth Costs	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -
General Liability	\$ -	\$ -	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00	\$ 60.00
Commercial property	\$ -	\$ -	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00
Workers Comp	\$ -	\$ -	\$ 739.50	\$ 739.50	\$ 739.50	\$ 739.50	\$ 739.50
Depreciation	\$ 227.72	\$ 227.72	\$ 227.72	\$ 227.72	\$ 227.72	\$ 227.72	\$ 227.72
TOTAL OPERATING EXPENSES	\$ 136,129.23	\$ 138,578.23	\$ 133,775.22	\$ 128,577.27	\$ 129,463.73	\$ 131,067.37	\$ 134,421.30
NET PROFIT/LOSS BEFORE TAXES	\$ (13,825.05)	\$ 4,595.67	\$ (22,419.92)	\$ (14,529.59)	\$ (14,777.55)	\$ (3,426.45)	\$ 20,177.67
Income Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
NET PROFIT/LOSS AFTER TAX	\$ (13,825.05)	\$ 4,595.67	\$ (22,419.92)	\$ (14,529.59)	\$ (14,777.55)	\$ (3,426.45)	\$ 20,177.67
Owner draw or dividends	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
RETAINED EARNINGS	\$ (13,825.05)	\$ 4,595.67	\$ (22,419.92)	\$ (14,529.59)	\$ (14,777.55)	\$ (3,426.45)	\$ 20,177.67
RETAINED EARNINGS w/ other months	\$ (13,825.05)	\$ (9,229.37)	\$ (31,649.29)	\$ (46,178.88)	\$ (60,956.43)	\$ (64,382.87)	\$ (44,205.20)

P & L Analysis

Since SunMoon Snacks has opened, we have sold a total of \$1.59 million in snacks. Our COGS vary between each size of bundle, with larger packs offering a better deal to our customers. Our B2C profit margin is 63% while our B2B profit margin is 25%.

To date, we've had \$1,592,556 in gross revenue and \$ 1,101,657 in COGS, leaving \$490,881 in gross profit. This leaves a gross profit margin of 30.82%, which is to be expected as most of our sales are coming from the sales contract, which has a lower margin. We had \$537,059 in fixed costs, giving us a loss of only \$46,178 in our first 4 months of operation.

We are registered as an LLC, which gives us the option to be taxed as an S-Corp. We opted for this to avoid double taxation for our investors. Since we are an S-Corp, profits and losses pass through to shareholders, so the 21% corporate tax for C-Corporations in the VE economy does not apply to our P&L.

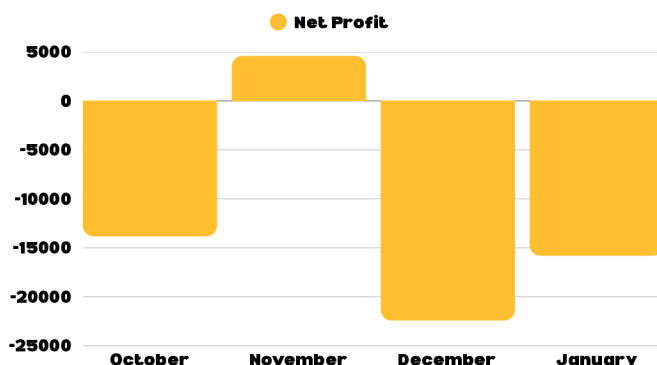
Income Streams

Our current main income stream, with 83% of our total revenue, is our Sales Contract. Trade shows serve as our second largest source of income, allowing us to sell directly to customers and build brand awareness. A smaller portion of income comes from online sales, where customers can purchase products remotely. We have a monthly subscription of \$243 per month, which runs as part of a pilot for payment plans. We later decided that this was not optimal as our product requires a large upfront payment for manufacturing.

P&L Summary

	Thru Jan Actuals	Thru April 2026 Projected
Total Revenue	\$ 1,592,556.61	\$ 2,849,100.06
COGS	\$ 1,101,675.55	\$ 1,961,292.93
Gross Profit	\$ 490,881.06	\$ 887,807.13
Gross Profit Margin	30.82%	31.16%
Total Operating Expenses	\$ 537,059.94	\$ 932,012.33
Net Income	\$ (46,178.88)	\$ (44,205.20)

Profit per Month



Sales Projections

We project that by April 2026, SunMoon Snacks will generate approximately \$2,849,100 in gross revenue. The projected COGS are \$1,961,292, leaving \$887,807 in gross profit. We expect to spend \$932,012 in operating expenses. After accounting for these expenses, we project a net loss of approximately \$44,205 by April, telling us that we will not be profitable by the end of our first fiscal year. However, first-year losses are common due to initial startup expenses and early investments in operations.

Balance Sheet

CURRENT ASSETS		LIABILITIES	
Cash in Bank	\$ 455,787.37	Inventory Payable	\$ 1,037,912.66
Accounts Receivable	\$ 825,714.29	Payroll Taxes (941 & 401(k)) Payable	\$ 0.06
Supplies	\$ 49.55	Samples Payable	\$ 4,000.00
TOTAL CURRENT ASSETS	\$ 1,281,551.21	VE Sales Tax	\$ 6,564.30
FIXED ASSETS		TOTAL ACCTS Payable	\$ 1,048,477.02
Computers	\$ 3,871.85	LONG TERM DEBT	
Less: Accumulated Depreciation - Computers	\$ 67.93	Bank Loans Payable (+ interest)	\$ 142,005.21
Furniture & Fixtures	\$ 1,216.53	TOTAL LIABILITIES	\$ 1,190,482.23
Less: Accumulated Depreciation - Furniture & Fixtures	\$ 21.34	OWNER'S EQUITY	
Office Equipment	\$ 2,788.68	Paid-in Capital (Investors)	\$ 100,000.00
Less: Accumulated Depreciation - Office Equipment	\$ 48.92	Common Stock (Seed money)	\$ 50,000.00
Other Purchases: R&D & Annual Subscription	\$ 5,102.82	Retained Earnings	\$ (46,178.88)
Depreciation - Other Purchases	\$ 89.52	TOTAL OWNER'S EQUITY	\$ 103,821.12
TOTAL FIXED ASSETS	\$ 12,752.16	TOTAL LIABILITIES & EQUITIES	\$1,294,303.37
TOTAL ASSETS	\$1,294,303.37		

Total Assets = 1,294,303.37

Total Liabilities = 1,294,303.37

Assets

On the asset side, we have \$455,787.37 in our bank account, providing a strong reserve of liquid assets for daily operations and unexpected expenses. Because we operate using a just-in-time system, we do not hold inventory on hand, which also lowers our risks as a business. The majority of our assets are in our accounts receivable, coming from our B2B contract with our partner store, Costco. There have been issues with payment amounts, and we are working to fix this. Finally, we have fixed assets which depreciate linearly over the course of 5 years.

Liabilities

As our balance sheet shows, we have large liabilities, including our bank loan with \$142,005.21 still outstanding. Our total owner's equity is \$103,821.12, which includes paid-in capital, common stock, and retained earnings. The largest liability we currently have is inventory payable, which is due to an issue that we've had with getting our sales contract sorted out. We are actively working with our wholesale purchaser to resolve the issue, and it should be fixed soon. Other than that, we have very few accounts payable, which shows that we can stay on top of our monthly expenses.

The balance sheet shows that we are on top of our payments, and we know where everything is. On a monthly basis, we have multiple accountants independently balance the sheet and then cross-check results to confirm accuracy. This shows our commitment to GAAP's principles of consistency (regular reporting), Relevance (this guides future decisions),

Cash Budget

	Actual	Actual	Actual	Actual	Projected	Projected	Projected
Description	October	November	December	January	February	March	April
Cash balance at beginning of period:	\$ -	\$ 93,658.44	\$ 3,710.79	\$ 14,243.23	\$ 455,787.37	\$ 423,067.46	\$ 393,924.11
Receipts of cash:							
Sales	\$ 57,785.96	\$ 82,548.50	\$ 50,075.59	\$ 42,146.56	\$ 389,233.00	\$ 389,233.00	\$ 389,233.00
Sales Contract	\$ -	\$ -	\$ -	\$ 534,285.71			
Loan proceeds	\$ -	\$ 150,000.00	\$ -	\$ -	\$ -	\$ -	\$ -
Investor proceeds	\$ 50,000.00	\$ -	\$ 50,000.00	\$ 50,000.00	\$ -	\$ -	\$ -
Total receipts	\$ 107,785.96	\$ 232,548.50	\$ 100,075.59	\$ 626,432.27	\$ 389,233.00	\$ 389,233.00	\$ 389,233.00
Beginning balance + cash receipts	\$ 107,785.96	\$ 326,206.94	\$ 103,786.38	\$ 640,675.50	\$ 845,020.37	\$ 812,300.46	\$ 783,157.11
Payments:							
Cost of merchandise	\$ -	\$ 46,692.38	\$ -	\$ 17,070.51	\$ 292,959.41	\$ 289,382.85	\$ 313,744.92
Net Salaries	\$ -	\$ 147,890.40	\$ 73,945.31	\$ 71,929.88	\$ 73,945.31	\$ 73,945.31	\$ -
Accounts payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Rent	\$ -	\$ 5,600.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00
Advertising/ promotion	\$ -	\$ 10,400.00	\$ 5,200.00	\$ 5,200.00	\$ 5,200.00	\$ 5,200.00	\$ 5,200.00
941 Remittance	\$ -	\$ 87,830.38	\$ -	\$ 80,347.79	\$ 43,915.19	\$ 43,915.19	\$ 43,915.19
Insurance	\$ -	\$ 170.00	\$ 984.50	\$ 984.50	\$ 85.00	\$ 85.00	\$ 85.00
Accounting and legal fees	\$ -	\$ 500.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00
Utilities	\$ -	\$ 1,316.00	\$ 658.00	\$ 658.00	\$ 658.00	\$ 658.00	\$ 658.00
Interest	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Pension, 401(k)	\$ -	\$ 4,280.00	\$ 2,140.00	\$ 2,082.00	\$ 2,140.00	\$ 2,140.00	\$ 2,140.00
Freight out	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sales tax-7%	\$ -	\$ 8,686.09	\$ -	\$ -	\$ -	\$ -	\$ -
Loan Payment	\$ -	\$ -	\$ 3,131.98	\$ 3,131.98	\$ -	\$ -	\$ -
Property Management	\$ -	\$ -	\$ 280.00	\$ 280.00	\$ -	\$ -	\$ -
Other or miscellaneous	\$ 14,127.52	\$ 9,130.90	\$ 153.36	\$ 153.47	\$ -	\$ -	\$ -
Corporate tax	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total payments	\$ 14,127.52	\$ 322,496.15	\$ 89,543.15	\$ 184,888.13	\$ 421,952.91	\$ 418,376.35	\$ 368,793.11
Cash balance at end of period:	\$ 93,658.44	\$ 3,710.79	\$ 14,243.23	\$ 455,787.37	\$ 423,067.46	\$ 393,924.11	\$ 414,364.00
Net increase or decrease in cash	\$ 93,658.44	\$ (89,947.65)	\$ 10,532.44	\$ 441,544.14	\$ (32,719.91)	\$ (29,143.35)	\$ 20,439.89

Account	Account no	Balance
SunMoon Snacks (Budget Checking)	631584269	\$455,787.37

Expenses

Expenses are the costs needed to keep the business running and maintain product quality and service. Our major costs include inventory, payroll, rent, utilities, marketing, taxes, and regular loan payments. Payroll is our biggest expense, while inventory costs bounce around depending on how much we sell and need to restock.

We also pay taxes and loan interest. We pay them to stay compliant with the rules and reduce debt. All these costs support our day-to-day operations and allow us to continue getting products to customers. Costs may vary month to month due to restocking and operational needs, which can temporarily lower cash even when sales are strong.

Profit

Sun Moon Snacks derives most of its profits from its sales. November was our most profitable month, generating \$82,548.50 in sales profits. In addition, we secured startup funding from angel investors and received \$150,000, as well as \$534,285.71 from our sales contract with Costco.

Beginning Cash Balance

(February 2026): \$455,787.37

Projected Ending Cash Balance

(April 2026): \$414,364.00

Cash flow

Our Cash flow records monthly expenses and profits, allowing us to cross-check with other sheets to ensure our finances are accurate.

October through January show our actual financial data, while February through April show projections based on sales trends and operational costs.

Our Cash Budget and Flow documents keep our investors informed about our current and future funding needs, ensuring they understand how much money we require to continue operating.

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SUN MOON

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