



THE COMPANY
BUSINESS PLAN 2024 - 2025

Our company, Ademass Comunicación y Marketing SL, with the trade name Ademass Training Development, is 25% owned by our 4 founding partners, and is based in Malaga, Spain.

It began its activity in March 2023, although the technological development of the training platform had already been underway for a few months before, and has not stopped since then.

The platform was operational for our students since the end of May 2023 and since June 2023 the number has been increasing without interruption.

The financing of our activity has been from the beginning with our own funds, contributed by the partners, reaching the figure of 160,000 euros.

This amount, in accordance with our forecasts, will provide us with sustained growth until the end of 2025.

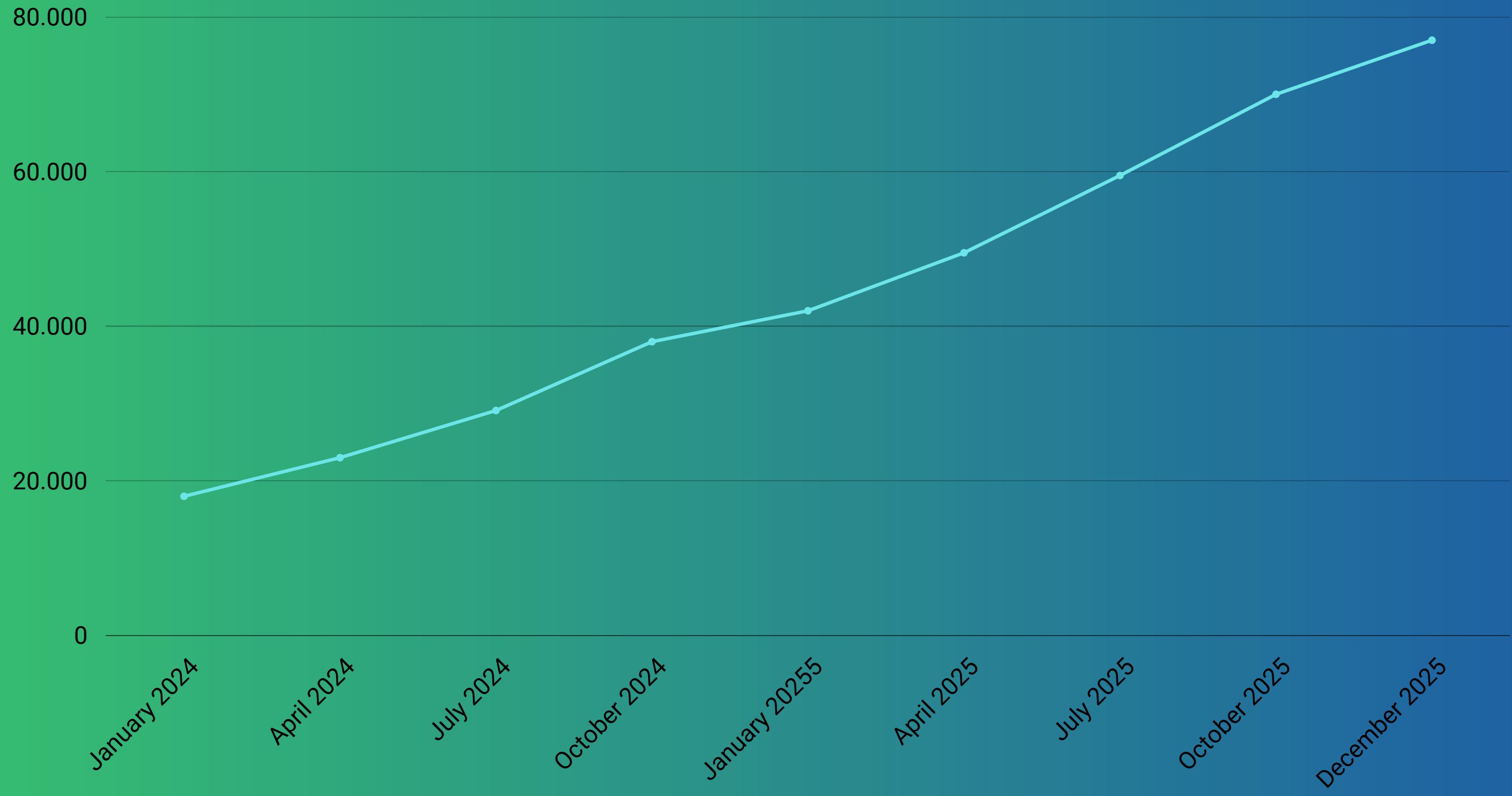
The return of the initial contribution to the partners will be completed in June 2025.

All the services that the platform provides to our students are completely free, this being a non-negotiable commitment of our company.

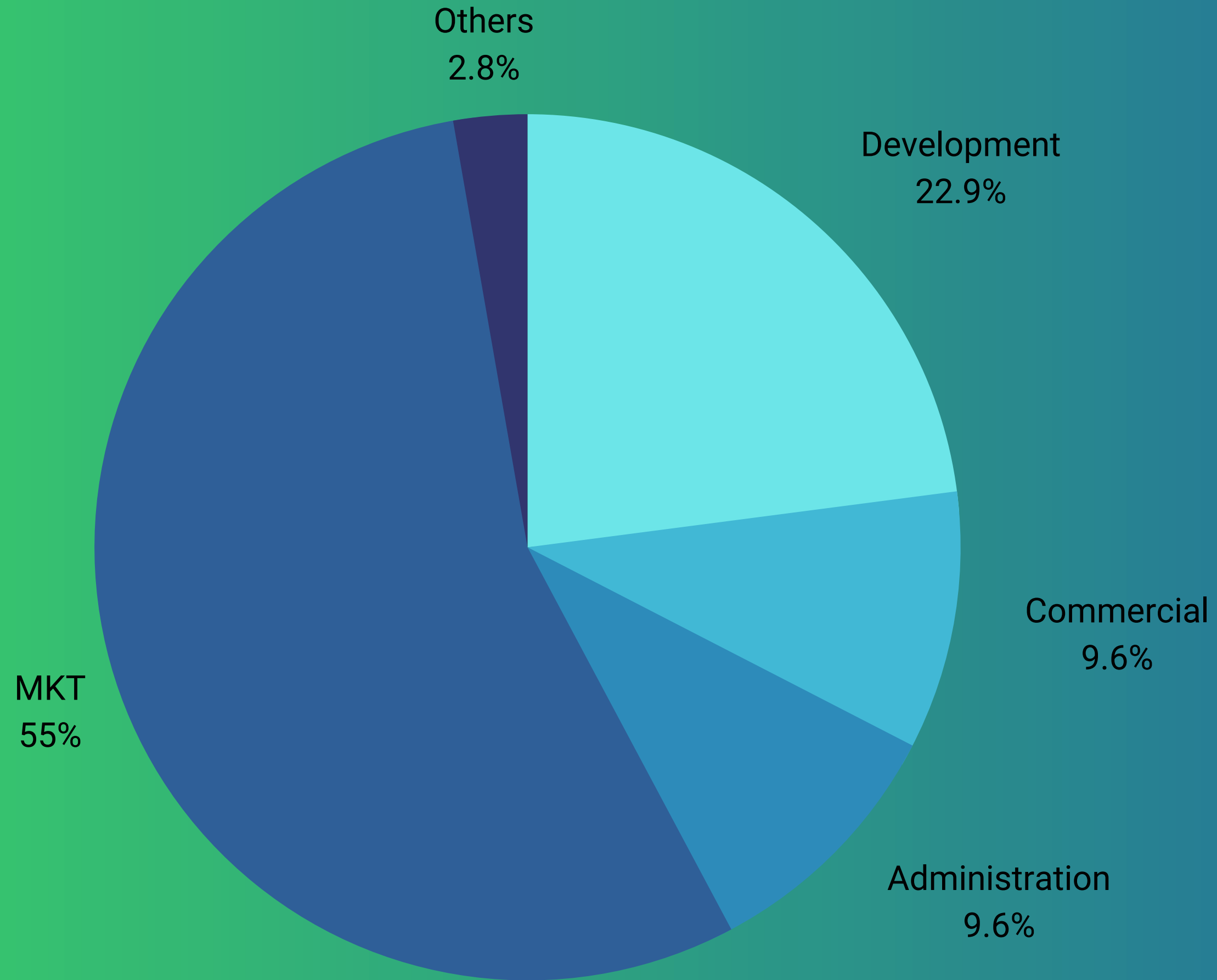
Our main revenue model is premium technology talent search services for companies, taking advantage of our extensive student database. Thus, for each student we insert into the labor market, we invoice the hiring company for the equivalent of one month of land plus taxes. The average ticket is €1,800 per contract..

These income will be complemented by those generated by advertising on our platform and by the sale of expanded products and fan tokens.

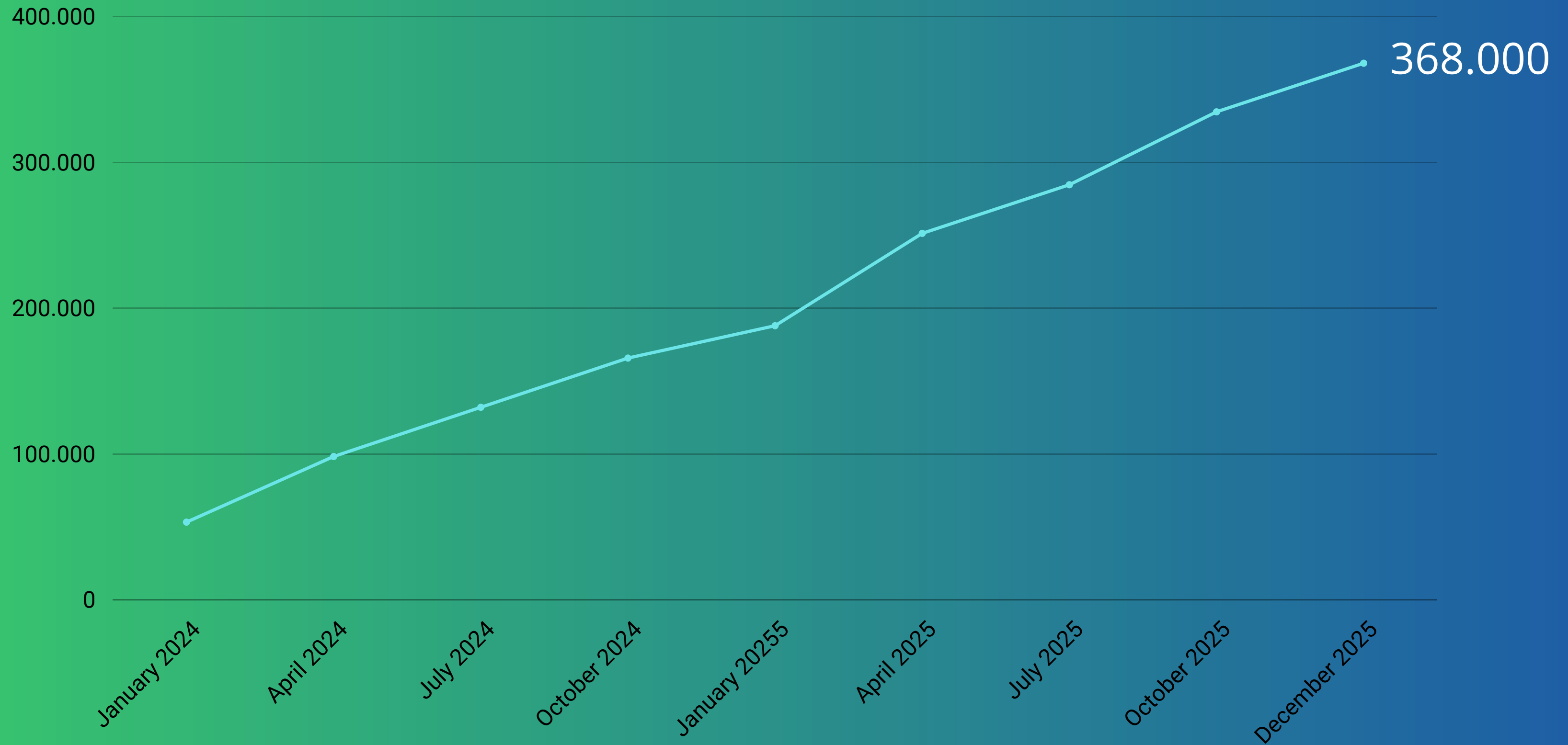
Monthly income forecast



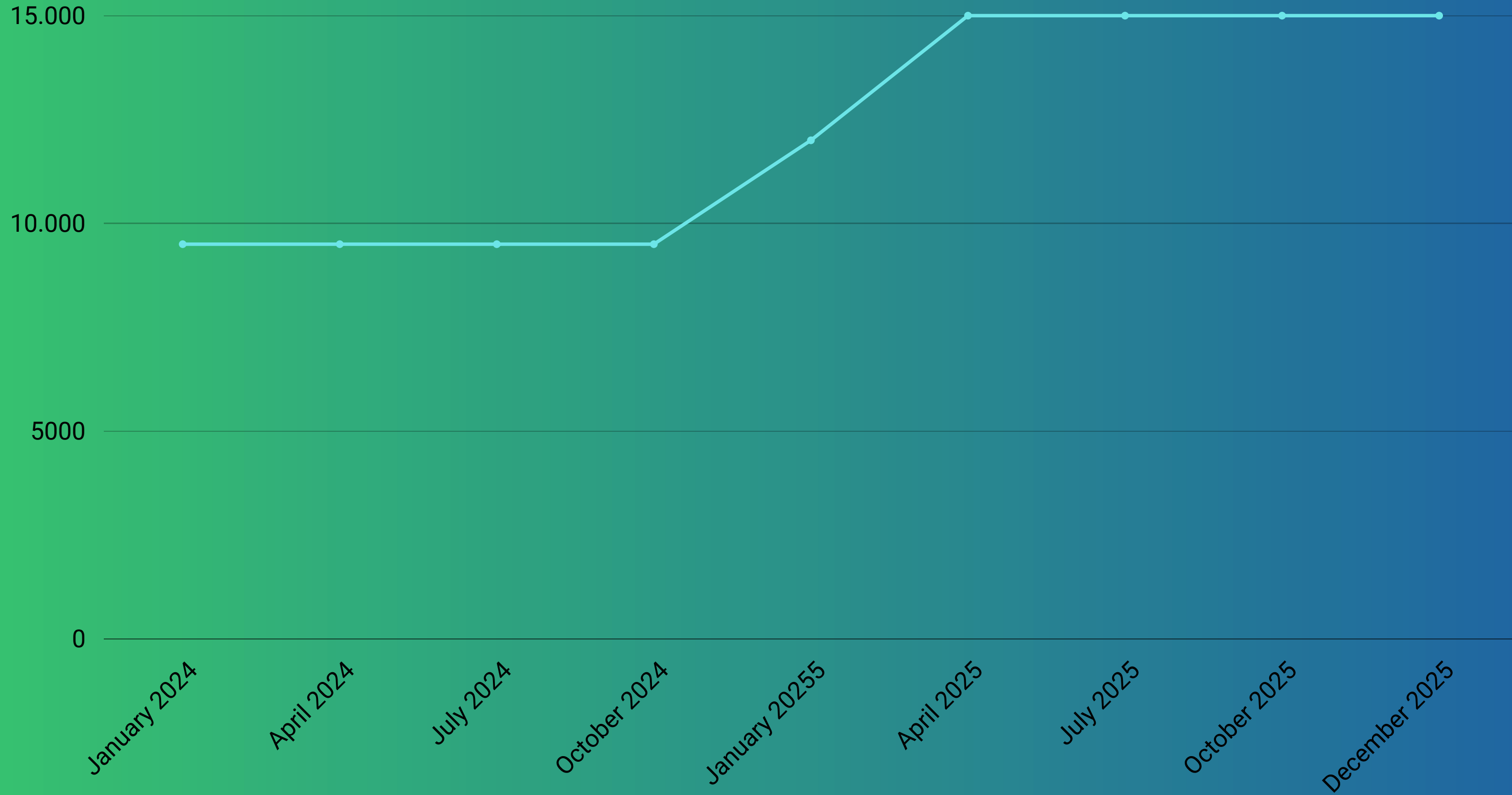
Expense structure



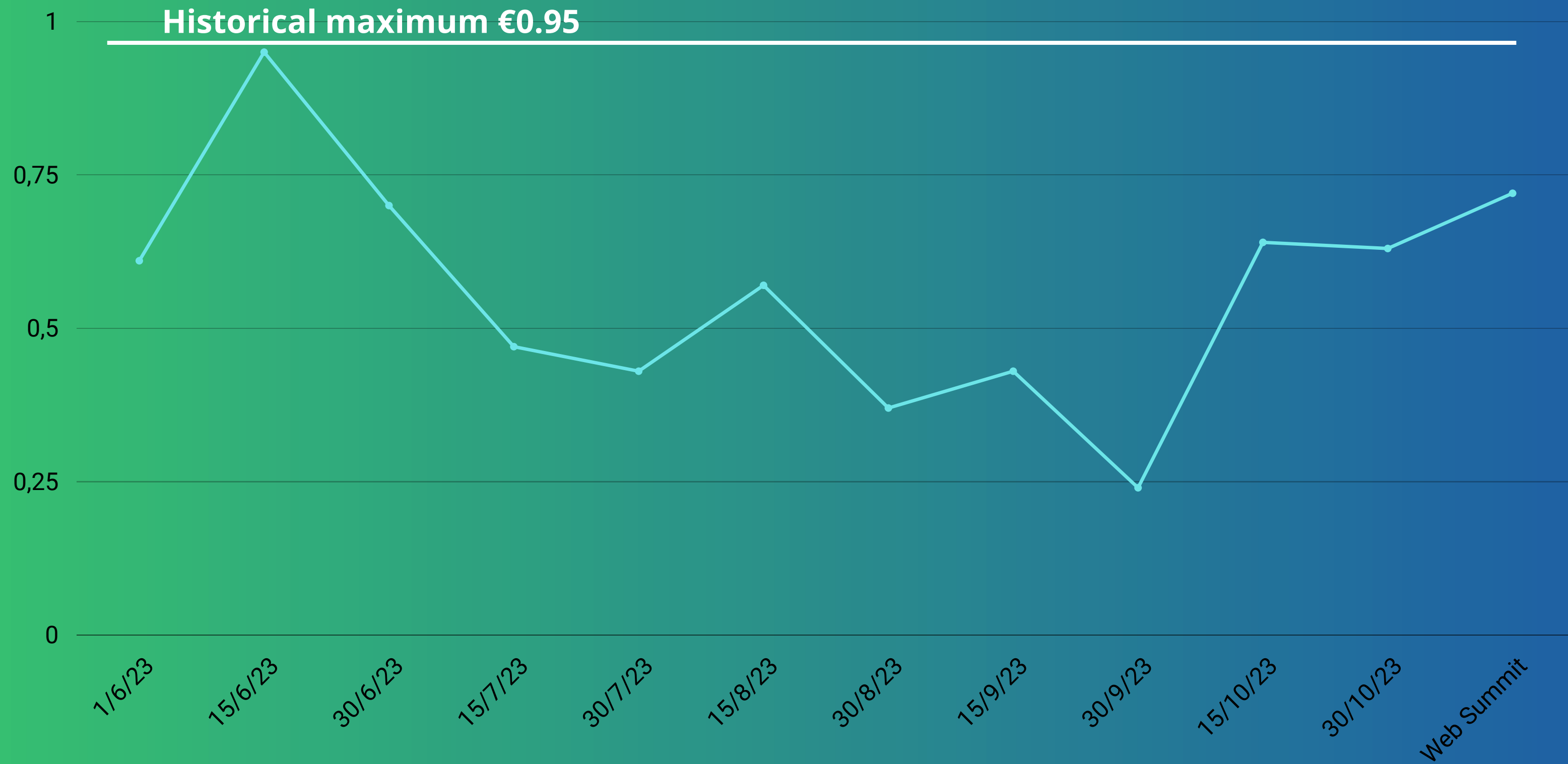
Student increase forecast



MKT expense forecast



Conversion Cost Evolution by fortnights



What do we need?

We are fully aware of how ideal it would be to find a partner or strategic travel companion on our path that adds value to our company, in addition to experience, contacts, resources... And of course, adequate capital, and in the appropriate form, that leads us to achieve the objectives much sooner than expected or those objectives are much greater.

In this sense, we have very excitedly accepted the invitation to attend the Web Summit 2023, where we hope to advance in the search for the ideal travel companion.