

USALandscape Materials

Address PO Box 3173
Renton, Washington
98056 United States

Telephone (206) 659-1807

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Owner Information

Name	Years Experience	Credit Score
Jim Coutts	20	670
Sharon Coutts	16	760

Performance Results

Financial Ratio Forecasts (3rd Year Industry Comparison)	Forecasted Ratio	Industry Average
Current Ratio	3.47	1.30
% Profit Before Taxes/Tangible Net Worth	66.39	23.60
Debt/Worth	0.41	2.00

Financial Analysis Forecast	FY1	FY2	FY3
Total Revenue	\$222,514,600	\$445,029,200	\$1,112,573,000
Total Operating Expenses	\$3,807,293	\$5,054,174	\$8,973,678
Net Profit After Tax	\$47,672,891	\$97,704,118	\$247,633,249
Debt	\$0	\$0	\$0
Net Cash Flow	\$92,697,255	\$130,991,262	\$346,166,199
Total Liabilities and Capital	\$92,709,958	\$223,698,223	\$569,861,425
Net Worth	\$60,072,891	\$157,777,009	\$405,410,258

EPS Score

628

About the Enloop Performance Score (EPS Score)

Enloop's Performance Evaluation system provides users with a method to evaluate the likelihood of failure or success for business profiles that have undergone Enloop's business planning process. Based on a combined analysis of any business plan's EPS Score, Ratio Analysis, Cash Balance, and Net Worth results, the plan is assigned either a 'Pass' or 'Fail' result.

Certificate of Business Planning

Distinction

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CERTIFIED

BUSINESS PLAN

USA Landscape Materials

Has passed the requirements for effective Business Plan development with an
Enloop Performance Score (EPS) of

628

CERTIFICATE NUMBER: K8F8GA85JX

VERIFICATION LINK: <https://www.enloop.com/apps/e/epsCert?id=K8F8GA85JX>

SCORE VERSION: 1.2

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Business Plan

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Business Idea

USA Landscape Materials, formed as a Limited Liability Company, is a four or more-year-old company operating in the Landscaping Services industry. The company's NAICS code is 561730. USA Landscape Materials operates primarily as a service provider. The company's Federal Employer Identification Number (FEIN) is (Available upon request).

The company is owned by:

Jim Coutts, who has 20 years of experience in the industry and a credit score of 670.

Sharon Coutts, who has 15 years of experience in the industry and a credit score of 760.

The primary mailing address of the business is:

PO Box 3173
Renton, Washington 98056
United States
(206) 659-1807
info@usalandscapematerials.com
Web: www.usalandscapematerials.com

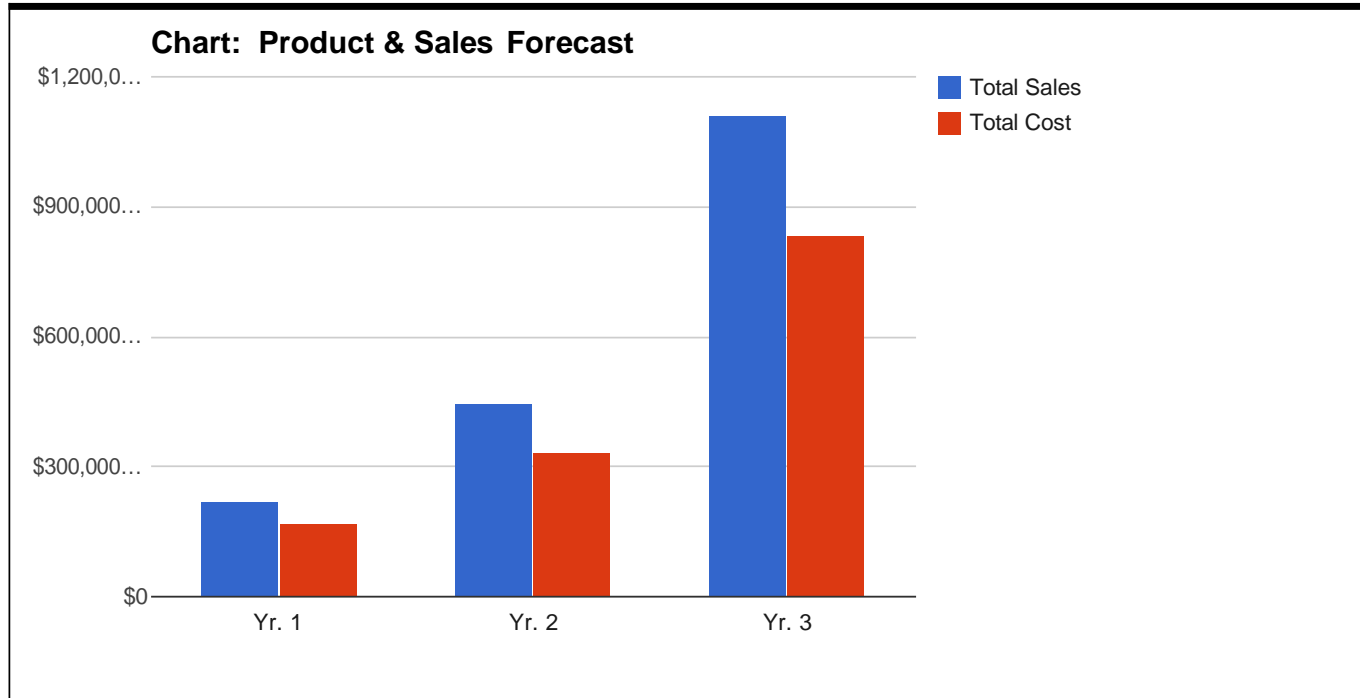
The starting date of this business plan is March 2015.

In the past year, the company had \$0 in revenue with \$0 in net profit, a cash balance of \$28,000 and \$0 in debt.

Product & Sales

The company's Sales forecast is \$222,514,600 in the first year, \$445,029,200 in the second year and \$1,112,573,000 in the third year. This results in a Gross Profit of \$55,628,650, \$111,257,300 and \$278,143,250.

Product & Sales Forecast	Yr. 1	Yr. 2	Yr. 3
Landscape Materials Sales			
Unit Price	\$1,400.00	\$1,400.00	\$1,400.00
Units Sold	158,939	317,878	794,695
Unit Cost	\$1,050.00	\$1,050.00	\$1,050.00
Inventory Added	158,939	317,878	794,695
Inventory Remaining	0	0	0
Totals			
Total Sales	\$222,514,600	\$445,029,200	\$1,112,573,000
Total Cost	\$166,885,950	\$333,771,900	\$834,429,750



Marketing

USA Landscape Materials is expecting to spend a total of \$2,393,000 on marketing in the first year, \$3,371,000 in the second year and \$6,515,000 in the third year. The company plans to spend an average of 0.81% of its sales revenue on marketing expenses.

Personnel

The company's management includes the following individuals:

Jim Couts, CEO/Founder

CEO

Past experiences speaks for itself:

Experienced Business Developer - With a strong 20 years of computer programming within various languages and business finance experience. Offering 20+ years of success leading all phases of multidisciplinary technology projects, business models and "never-ending" commitment to others.

Business strategist - Planned and managed multimillion-dollar projects aligning business goals with technology solutions to drive process improvements, competitive advantage and bottom-line gains.

Excellent communicator - Advantage of technical, business and financial awareness to communicate effectively with client executives and their respective teams.

Expert in agile and waterfall project management methodologies - Able to manage large project teams and known for high-quality deliverables that meet or exceed timeline and budgetary targets.

Responsible for the overall planning, organizing, and execution of all functions for WinnComm, LLC. This includes directing all operations to meet customer requirements as well as the support and maintenance of existing applications and development of new technical solutions.

- Analyze complex business needs presented by the clients and recommend technical solutions for WinnComm, LLC and the clients.
- Ensures the consistency and maintainability of existing applications by creating, maintaining, and enforcing standards/procedures for implementing technical solutions.
- Directs operations in executing production tasks according to a documented schedule that meets or exceeds WinnComm, LLC and customer expectations.
- Produces detailed timeline for each application release and implements effective project control by monitoring the progress of the software release and reporting the status to all personnel.
- Directs and prioritizes the work load of subordinate personnel.
- Reviews all designs, code and unit test plans where applicable.
- Approves all business requirements prior to the technical solution and ensures everything is in place before releasing.
- Participates on all hardware and software evaluations and maintains vendor contracts.
- Represents the IT function at customer review meeting when appropriate.
- Perform liaison duties between users, operations, and programming personnel in the areas of systems design, modifications or troubleshooting.

Enterprise Applications Leadership

- Lead the team in the development and maintenance of application road maps for all enterprise systems
- Work closely with business and investment leadership on project sponsorship, scheduling requirements/conflicts and vendor management
- Establish and verify IT Application controls and successfully complete audits without deficiencies
- Increased customer response 500%, capacity 55%, safety 75%, and reduced inventory 50% at WinnComm, LLC.

Sharon Coutts, VP of Communications/Founder

Storytelling: Content Strategy: Crisis Communications

Offering more than 15 plus years' experience as a strategic, successful, and creative public relations storyteller including four years of freelance journalism. An expert in media relations, message development and framing stories that attracts attention and gets results with target audiences. Poised and competent team builder and leader who thrives in fast-paced corporate environments but remains flexible and uses an innovative approach to challenging public relations issues. Recently won a 2015 PRSA Totem award.

Areas of Expertise

- Media & analyst relations
- Public Relations Strategy
- Market research
- High-tech PR experience
- Exceptional writer
- Social media management
- Launched consumer clothing line
- Spokesperson Experience
- Crisis Communications

Career Achievements

Initiated groundbreaking PR campaign for a high-tech company which secured 66% additional media stories. Managed the Mission's reputation and messaging for spokesperson during a crisis situation. Initiated public relations campaign for the Mission's 2014 fall campaign One City/One Hope that garnered 21 percent increase in media coverage, resulting in the strongest fundraising season on record.

Developed unique story which led to major local media coverage for Climb of a Lifetime (homeless men recovering from addiction climbed Mt. Rainier) that increased Mission brand identity to new audiences. Reporter and photojournalist won Emmy and Edward R. Murrow awards.

Daria Prokofeva, Creative Director

Creative Director: NoDesign Untold

Well rounded and very creative Sydney (AU) based Graphic Designer with more than 14 years of exp. and Photographer with more than 7 years of exp. No borders matter in the world of Internet. Have an extremely wide range of visual skills and not going to stop learning new ones!

With close to 14 years of experience in the creative design field >> from traditional ad agencies, to web startups and online/offline publishing, I have a solid foundation of knowledge that helps me execute successful concepts and solve problems through design for international level clientele. I've managed teams, and I've 'cowboyed' it alone. I'm a good communicator, and I play well with others.

Previously held positions: Pre-press operator at two printing house, Graphic Designer at two printing houses, two design-studios and one publishing house, Art-editor, Art-director of a Glossy magazine.

Professional strengths

- Versatility
- Flexibility
- Tech savviness High
- speed of work Time-
- consciousness
- Reliability, high attention to detail and precise understanding of the clients' needs.
- Multilingual: English, Russian, HTML, Clients'

Claudio Cruz, International Client Relations Director

International Client Relations Director

Offering more than 15 years of sales, marketing and customer service for a variety of industries. My expertise stems from my CEO and sales experience and I have the ability to analyze market trends and develop strategies that will help attract influential clients to make any business grow and thrive. I work well independently or in a team environment. His multi-lingual abilities allow him to assist local and international clients.

Areas of Expertise

- CEO
- Sales & Marketing
- Client Relations
- Employee Relations
- Customer Service
- Business Accounting
- Multi-Lingual
- Military
- Computer knowledge

Verona Cruz, AP/AR Office Director

Professional Summary

Offering more than 13 years' experience as an administrative project manager with expertise in database administration and client relations. Poised and competent team builder and leader who thrives in fast-paced corporate environments but remains flexible and uses an innovative approach to project management issues.

Versatile Administrative Manager who applies exceptional organizational skills while overseeing both smaller and larger administrative teams. Adept at coordinating meetings and conference calls, planning itineraries and designing detailed spreadsheets. Focused on ensuring efficient office operations through effective management methods.

Core Qualifications

Capable of managing multiple tasks with an emphasis on retaining quality standards - Ability to quickly assess and prioritize projects and office tasks - Familiar with all MS Office Suite applications - Proficient at evaluating problems and quickly devising practical solutions - Ability to meet tight deadlines - Good team player and motivator - Excellent research skills

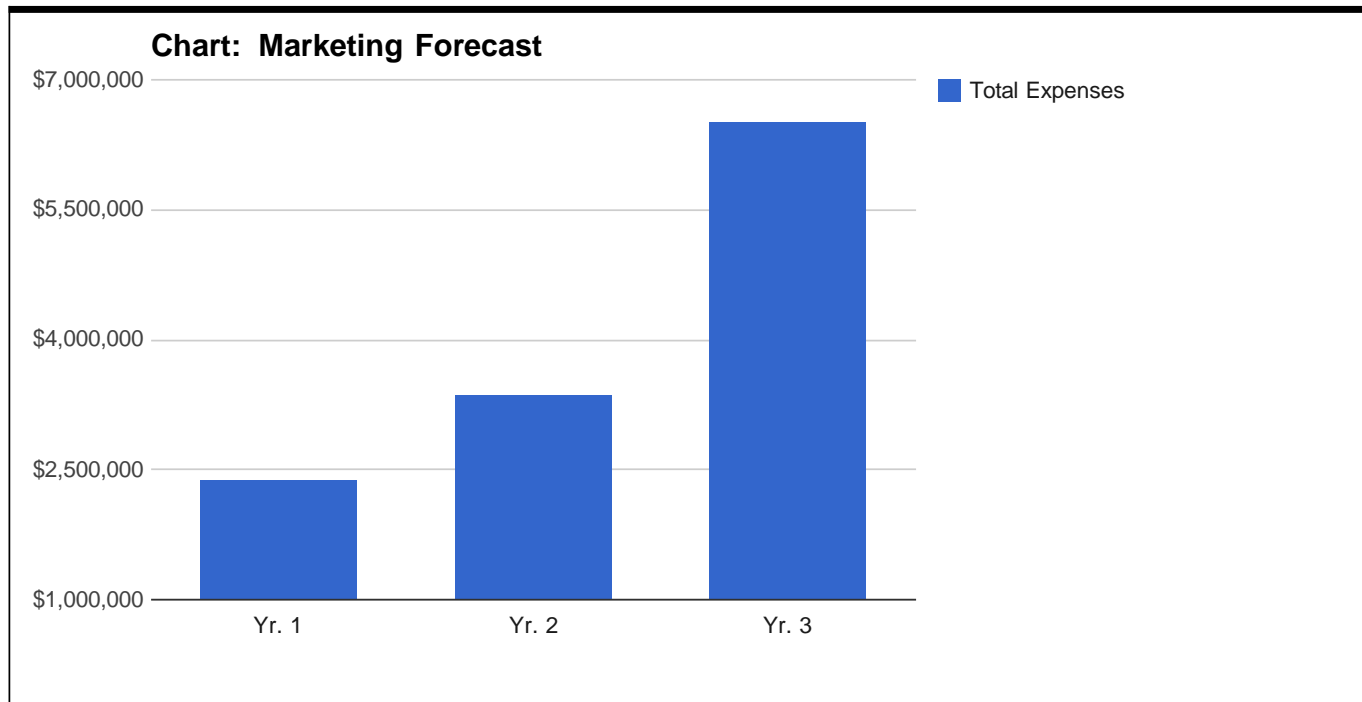
Areas of Expertise

- Assist with event fairs
- Sales of rental properties
- Process Improvement
- Database Administration
- Account Management
- Budgeting
- Vendor Management
- Customer Service
- Strategic Planning
- Solid Communication Skills
- Leadership

USA Landscape Materials is projecting a total payroll expense of \$1,082,000 in the first year, \$1,114,790 in the second year and \$1,151,875 in the third year. The percentage of payroll taxes and benefits for all payroll positions averages 7.2%. Across the board, 0% of all employee's time is spent on Direct Labor.

The company is projecting average sales per employee of \$59,337,227.

Marketing Forecast	Yr. 1	Yr. 2	Yr. 3
Expenses			
Online Marketing	\$750,000	\$750,000	\$1,500,000
Radio and Television Ads	\$750,000	\$1,500,000	\$1,500,000
Social Media	\$78,000	\$156,000	\$390,000
Print Advertising	\$650,000	\$650,000	\$2,000,000
Bus Ads	\$65,000	\$65,000	\$325,000
Email Marketing	\$100,000	\$100,000	\$500,000
Public Relations	\$0	\$150,000	\$300,000
Totals			
Total Expenses	\$2,393,000	\$3,371,000	\$6,515,000



Financial Forecast

The company has a starting cash balance of \$0. The owners plan to contribute \$0 in capital funding and take out \$0 in draws.

Accounts Payables are set to 60 days, while Accounts Receivables are set to 10 days. The company is forecasting that 0% of their total sales will be on credit.

The company has one investor(s) who has invested \$12,400,000. Additionally, the company is forecasting \$1,959,307 in Total Expenses and \$15,700 in Fixed Assets for the first three years of operations.

All forecasts in this business plan utilize Accrual Basis accounting.

Profit & Loss

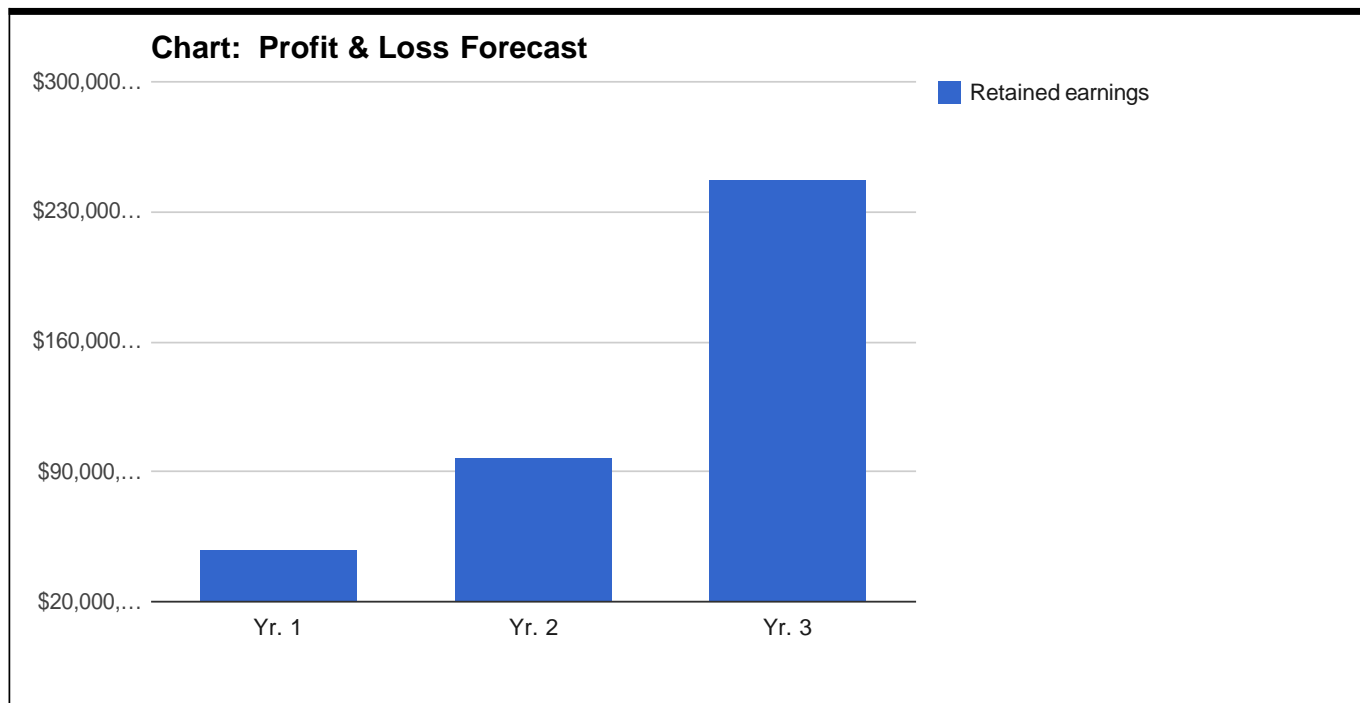
USA Landscape Materials is forecasting Gross Profit for the first year of operations at \$55,625,653, increasing to \$111,254,303 in the second year and increasing to \$278,140,253 in the third year.

The average Gross Margin is 25%.

The company is forecasting Operating Expenses, including payroll, of \$3,807,293 in the first year, \$5,054,174 in the second year and \$8,973,678 in the third year.

Net Profit After Taxes is projected at \$47,672,891 based on an expected income tax of \$4,145,469 in the first year, \$97,704,118 in the second year based on an expected income tax of \$8,496,010 and \$247,633,249 in the third year based on an expected income tax of \$21,533,326. The owners plan to take a draw or dividend of \$0 in the first year, \$0 in the second year and \$0 in the third year. The company is forecasting Retained Earnings of \$47,672,891 in the first year, \$97,704,118 in the second year and \$247,633,249 in the third year.

Profit & Loss Forecast	Yr. 1	Yr. 2	Yr. 3
Revenue			
Sales	\$222,514,600	\$445,029,200	\$1,112,573,000
Other Income	\$0	\$0	\$0
COGS	\$166,888,947	\$333,774,897	\$834,432,747
Gross Profit	\$55,625,653	\$111,254,303	\$278,140,253
Payroll Expenses			
Salaries	\$1,082,000	\$1,114,790	\$1,151,875
Payroll Taxes and Benefits	\$80,304	\$82,615	\$85,254
Operating Expenses			
Depreciation	\$0	\$0	\$0
Employee Training	\$10,500	\$10,500	\$52,500
Interest Expense	\$0	\$0	\$0
Marketing	\$2,393,000	\$3,371,000	\$6,515,000
Office Expenses	\$230,000	\$460,000	\$1,150,000
Software	\$3,780	\$7,560	\$11,340
Trade Membership Expenses	\$6,800	\$6,800	\$6,800
Website Expense	\$909	\$909	\$909
Totals			
Total Operating Expenses	\$3,807,293	\$5,054,174	\$8,973,678
Earnings before Taxes	\$51,818,360	\$106,200,129	\$269,166,575
Income Taxes	\$4,145,469	\$8,496,010	\$21,533,326
Owners Draws/Dividends	\$0	\$0	\$0
Retained earnings	\$47,672,891	\$97,704,118	\$247,633,249



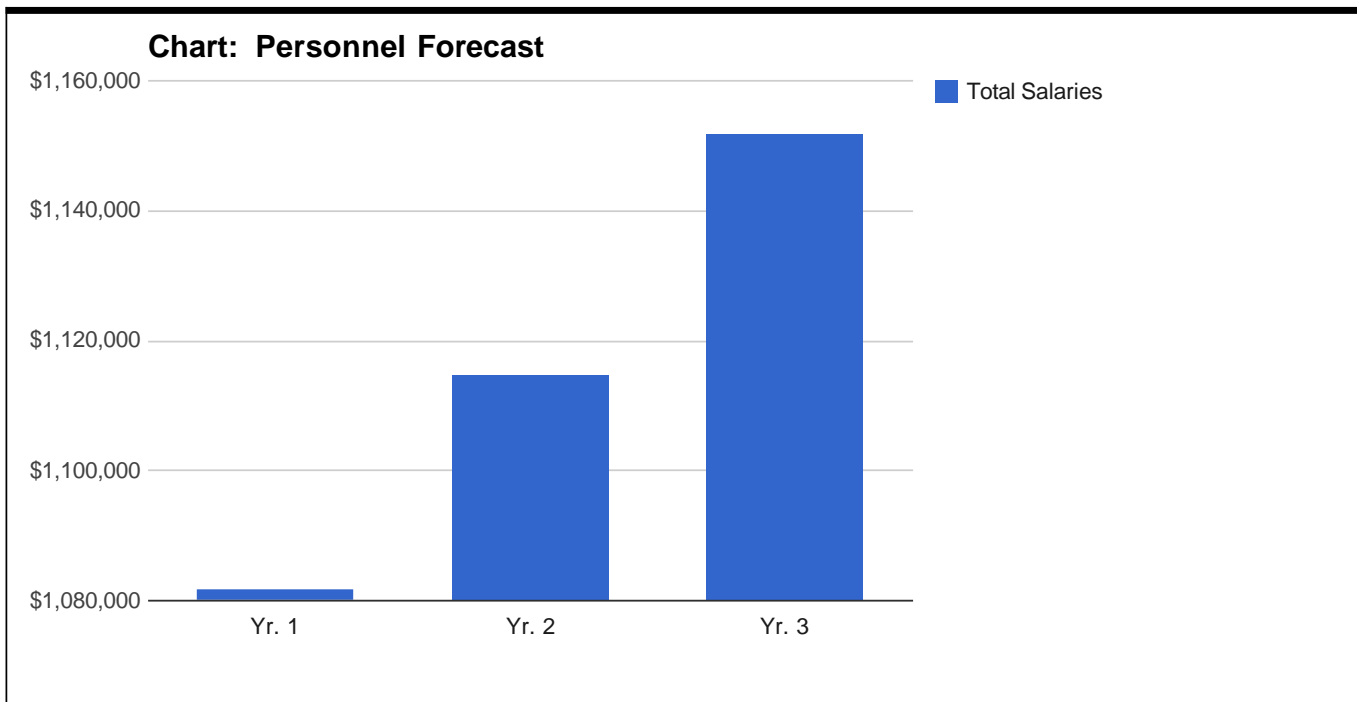
Personnel Forecast	Yr. 1	Yr. 2	Yr. 3
Salaries			
CEO/Founder	\$213,000	\$213,000	\$213,000
VP of Communications/Founder	\$213,000	\$213,000	\$213,000
International Client Relations Director	\$88,200	\$92,610	\$97,240
Creative Director	\$120,000	\$126,000	\$132,000
AP/AR Office Director	\$75,000	\$78,750	\$82,688
Research	\$20,000	\$21,000	\$25,000
Developer	\$103,200	\$108,360	\$113,778
Front End Developer	\$83,200	\$87,360	\$91,728
Content Marketer/Writer	\$88,200	\$92,610	\$97,241
Marketing Director	\$78,200	\$82,100	\$86,200
Totals			
Total Salaries	\$1,082,000	\$1,114,790	\$1,151,875

Cash Flow

The owners have invested a total of \$0 and have or are seeking loans totaling \$0.

USA Landscape Materials is forecasting Net Cash Flow for the first year of operations at \$92,697,255, increasing to \$130,991,262 in the second year and increasing to \$346,166,199 in the third year.

The Ending Cash Balance for the first year of operations is projected at \$92,697,255, increasing to \$223,688,517 in the second year and increasing to \$569,854,717 in the third year.

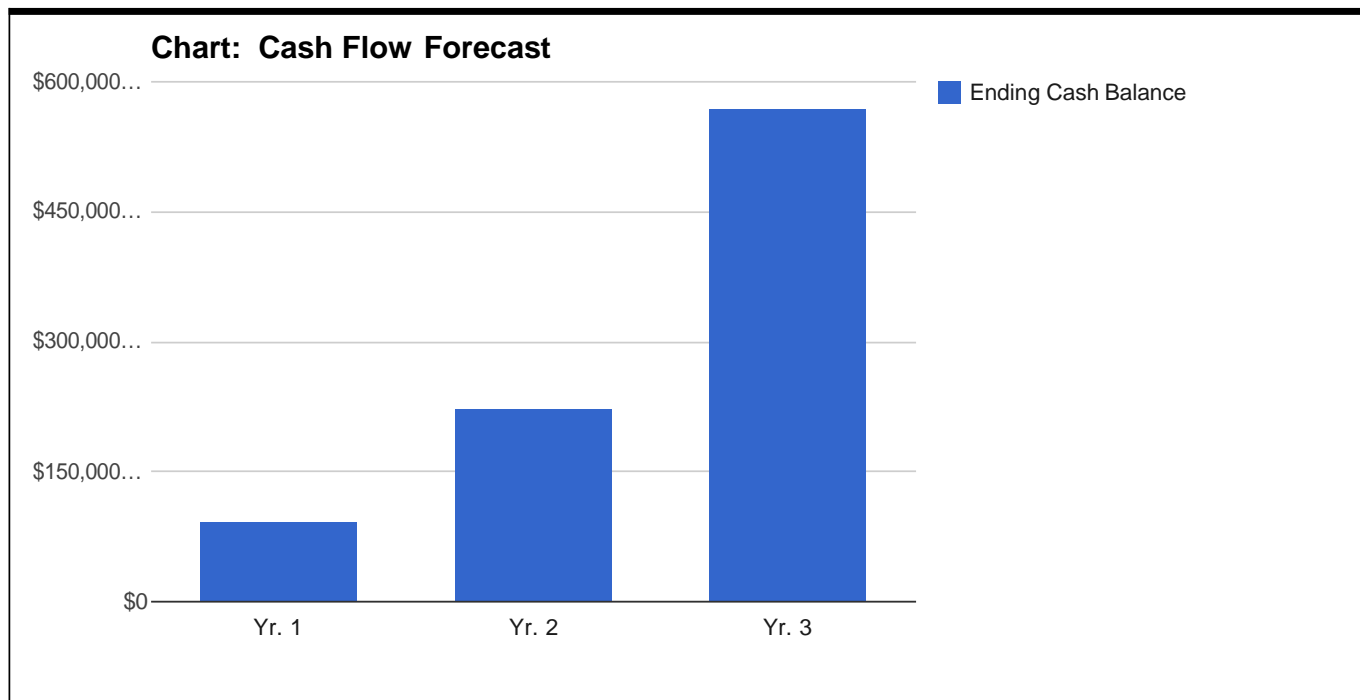


Mission

USA Landscape Materials is an ecommerce site that allows homeowners, contractors, etc. to access landscape & gardening materials online 24/7, using zip code per a geo-targeting feature built in the backend of the code on the Website. We are like hotels.com of the landscaping business.

It also gives garden & product suppliers the opportunity to market to their current & potential customers online. Many of the small businesses can't afford an online ecommerce presence. USA Landscape Materials staff will handle the Web context and orders. In exchange, USA Landscape Materials receives wholesale prices or below. We mark up the price online to consumers and USA Landscape Materials receives a percentage of the marked-up price.

Cash Flow Forecast	Yr. 1	Yr. 2	Yr. 3
Cash In			
Sales	\$223,124,233	\$445,638,833	\$1,114,401,899
Other Income	\$0	\$0	\$0
Loans Requiring Payback	\$0	\$0	\$0
Investments	\$12,400,000	\$0	\$0
Total Cash In	\$235,524,233	\$445,638,833	\$1,114,401,899
Cash Out			
COGS	\$139,451,978	\$306,338,421	\$752,129,312
Other Expenses	\$2,277,300	\$3,739,807	\$7,183,597
Payroll	\$1,082,000	\$1,114,790	\$1,151,875
Cash Paid for Taxes	\$0	\$3,454,553	\$7,770,915
Cash Paid for Fixed Assets	\$15,700	\$0	\$0
Loan Principal Payments	\$0	\$0	\$0
Loan Interest Payments	\$0	\$0	\$0
Owners Draws and Dividends	\$0	\$0	\$0
Changes in Other Assets	\$0	\$0	\$0
Total Cash Out	\$142,826,978	\$314,647,571	\$768,235,699
Net and Balance			
Starting Cash Balance	\$0	\$92,697,255	\$223,688,517
Net Cash Flow	\$92,697,255	\$130,991,262	\$346,166,199
Ending Cash Balance	\$92,697,255	\$223,688,517	\$569,854,717



Market & Industry

USA Landscape Materials is an ecommerce site that allows homeowners, contractors, etc. to access landscape & gardening materials online 24/7, using zip code per a geo-targeting feature built in the backend of the code on the Website. We are like hotels.com of the landscapingbusiness.



2015

Uber — the world's largest taxi company owns no vehicles.

Facebook — the world's largest and most popular media owner creates no content.

Airbnb — the world's largest accommodation provider owns no real estate, as well as Hotels.com.

Alibaba — the most valuable retailer has no inventory.

1800Flowers.com — no flower inventory.

winnComm
BUSINESS DEVELOPMENT
PRESENTS:

USALandscapeMaterials.com

- no topsoil, barb inventory and etc.
- **over 86,5+ million homeowners**
- spend an average of **\$1k to \$1.8k/year** for their landscape in the USA alone to market;
- it gives the small suppliers the opportunity to get on the web and market.

TALK ABOUT INNOVATION.

For more information
contact
Jim Coutts
with
Jim@WinnComm.net
for possible investment.

Balance Sheet

USA Landscape Materials is forecasting Current Assets for the first year of operations at \$92,697,255, increasing to \$223,688,517 in the second year and increasing to \$569,854,717 in the third year.

Additionally, the company is forecasting Fixed Assets for the first year operations at \$15,700, remaining the same at \$15,700 in the second and third year.

Current Liabilities for the first year of operations is forecasted at \$32,637,067, increasing to \$65,921,214 in the second year and increasing to \$164,451,167 in the third year.

Long Term Liabilities for the first year of operations is projected at \$0, remaining the same at \$0 in the second and third year.

Capital for the first year of operations is forecasted at \$60,072,891, increasing to \$157,777,009 in the second year and increasing to \$405,410,258 in the third year.

The company's Total Liabilities and Capital for the first year of operations is \$92,709,958, increasing to \$223,698,223 in the second year and increasing to \$569,861,425 in the third year.

Problem Solving

Often times, homeowners & contractors are busy. They don't have time to go down, check out the supplies they need, pick up their order and then drive it home to complete their project. We do the legwork for them. The only thing they have to do is order online in the convenience of their own home, any time of the day. The rest will be taken care of by USA Landscape Materials and the supplier. They will find their order delivered within a couple of days.

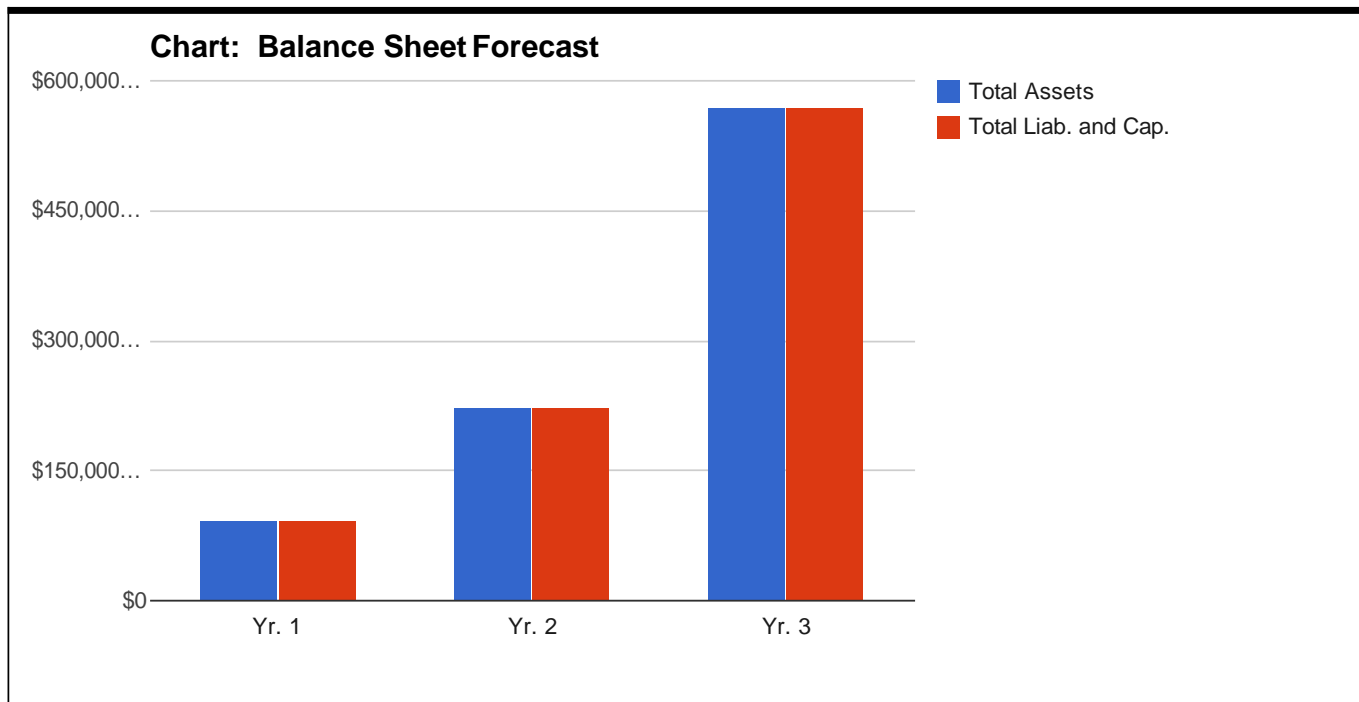
Also, most suppliers are small businesses. They do not have the money or time to marketing their business online. They can't afford websites, marketing professionals, etc. USA Landscape can do the online marketing for them, keeping their supplies and costs up-to-date.

USALandscapeMaterials.com will handle all of the big data storage, processing, and handling of deliveries. Suppliers can then tell their customers they can find them online and order 24/7 from the convenience of their home, on their mobile device and etc...

Operations

Website, database structure, all of the code is in place. CMS, ERP, all custom built. Business License is in place under our parent company WinnComm, LLC of Washington State.

Balance Sheet Forecast	Yr. 1	Yr. 2	Yr. 3
Current Assets			
Cash	\$92,697,255	\$223,688,517	\$569,854,717
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Total Current Assets	\$92,697,255	\$223,688,517	\$569,854,717
Fixed Assets			
Fixed Assets	\$15,700	\$15,700	\$15,700
Less Accumulated Depreciation	\$2,997	\$5,994	\$8,991
Net Fixed Assets	\$12,703	\$9,706	\$6,709
Other Assets			
Other Assets	\$0	\$0	\$0
Current Liabilities			
Accounts Payable	\$32,027,434	\$64,701,948	\$161,403,003
Deferred Revenue	\$609,633	\$1,219,266	\$3,048,164
Short Term Debt	\$0	\$0	\$0
Total Current Liabilities	\$32,637,067	\$65,921,214	\$164,451,167
Long Term Liabilities			
Long-Term Loans	\$0	\$0	\$0
Total Capital	\$60,072,891	\$157,777,009	\$405,410,258
Totals			
Total Assets	\$92,709,958	\$223,698,223	\$569,861,425
Total Liabilities and Capital	\$92,709,958	\$223,698,223	\$569,861,425



Competitive Edge

Zero competition like this business model. There is no other company competing in this industry in the United States except the largest suppliers that have the time and staff to market their products online. Since it's untapped, please see the following two articles for the consumer side for statistics:

<http://www.houselogic.com/news/home-improvement/average-home-owner-spending-4000-remodeling-year/>
<http://www.scarborough.com/press-room/news/nearly-half-all-american-homeowners-give-green-thumbs-home-improvements>

As marketers looking to reach gardening homeowners which are over 86 Million homeowners across the USA as of 2012 per the US Census, USA Landscape Materials will be the central focal point to this reach without problem. The biggest unique aspect of our service is that USA Landscape Materials helps both the consumer (homeowner) and the small Business (supplier). We add online convenience to both audiences.

Expenses	Year 1	Year 2	Year 3
Software	\$3,780	\$7,560	\$11,340
Employee Training	\$10,500	\$10,500	\$52,500
Website Expense	\$909	\$909	\$909
Office Expenses	\$230,000	\$460,000	\$1,150,000
Trade Membership Expenses	\$6,800	\$6,800	\$6,800

Fixed Assets	Cost
Servers	\$13,200
Office Furniture	\$2,500

Investors	Year 1	Year 2	Year 3
N/A	\$12,400,000	\$0	\$0

Ratios (Year Three)

Common Ratios	Company	Industry
Current Ratio	3.47	1.30
% Profit Before Taxes/Tangible Net Worth	66.39	23.60
Debt/Worth	0.41	2.00