

Ancient Astronaut Theory Training Academy
BUSINESS PLAN

August 2020

Steven G. Porter

Owner/CEO

Ancient Astronaut Theory Training Academy

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I. Executive Summary

Business Overview

Ever wonder how someone becomes certified to be an Ancient Astronaut Theorist? There is nothing official , no degree's or certifications. So, I decided to create a Program myself!

Coming in 2023, The Ancient Astronaut Theory Training Academy will launch the Ancient Astronaut Theory Certification Program! It will be will taught online by me from my home office in Arizona and available worldwide. It will consist of 3 courses based on my 3 college level textbooks that I wrote specially for the program.

I'm still working creating the Course, becoming certified to teach in Arizona etc. and completing my Doctorate before launch! Please email grimkillswitch@area420grimkillswitch.com for more information...

Products / Services Offered

You have not yet completed this section of your business plan.

Success Factors

You have not yet completed this section of your business plan.

II. Company Overview

Below is a snapshot of Ancient Astronaut Theory Training Academy since its inception:

- Date of formation: 01-01-2020
- Is your business already in operation? Yes
- Legal Structure: Sole Proprietorship

III. Industry Analysis

Industry Overview

You have not yet completed this section of your business plan.

Relevant Market Size

Our relevant market size is the annual revenue that our company could attain if we owned 100% market share.

Our relevant market size is calculated as follows:

- Number of customers who might be interested in purchasing our products and/or services each year? 1,000,000
- Amount these customers might be willing to spend, on an annual basis, on our products and/or services? \$500
- Our relevant market size: \$500,000,000

As the analysis shows, our relevant market is large enough for our company to enjoy considerable success.

IV. Customer Analysis

Below is a description of who our target customers are, and their core needs.

Target Customers

Below is a profile of our target customers:

- Values/Beliefs: Ancient Astronaut Theory

Customer Needs

Below is a profile of the needs that our target customers have:

- Other: Certification

V. Competitive Analysis

The following is an overview of Ancient Astronaut Theory Training Academy's competitors.

Direct Competitors

The following companies are our direct competitors.

You have not yet completed this section of your business plan.

Indirect Competitors

The following companies are our indirect competitors.

You have not yet completed this section of your business plan.

Competitive Advantages

You have not yet completed this section of your business plan.

VI. Marketing Plan

Our marketing plan, included below, details our products and/or services, pricing, promotions plans and distribution strategy.

Products, Services & Pricing

- **Product/Service #1 Name: Ancient Astronaut Theory Certification**
 - Product/Service benefits: Official title of "Ancient Astronaut Theorist"
 - Product/Service Price: 1,500
- **Product/Service #2 Name: Ancient Astronaut Theory 101**
 - Product/Service benefits: Course Textbook
 - Product/Service Price: 5
- **Product/Service #3 Name: Ancient Astronaut Theory 201**
 - Product/Service benefits: Course textbook
 - Product/Service Price: 5
- **Product/Service #4 Name: Ancient Astronaut Theory 301**
 - Product/Service benefits: Course textbook
 - Product/Service Price: 5

Promotions Plan

Ancient Astronaut Theory Training Academy will use the following tactics to attract new customers:

- Blogs, Podcasts, etc:
- Online Marketing:

Distribution Plan

Customers can buy from us via the following methods :

- Company website:
- Distributors:
- Other retailers and/or websites:

VII. Operations Plan

Our Operations Plan details:

1. The key day-to-day processes that our business performs to serve our customers
2. The key business milestones that our company expects to accomplish as we grow

Key Operational Processes

The key day-to-day processes that our business performs to serve our customers are as follows:

You have not yet completed this section of your business plan.

Milestones

The key business milestones that our company expects to accomplish as we grow include the following:

- **1. To Be Completed By : 2021-01-31**
 - Accomplishment #1: Publish Ancient Astronaut Theory 101
- **2. To Be Completed By : 2022-01-31**
 - Accomplishment #1: Publish Ancient Astronaut Theory 201
- **3. To Be Completed By : 2022-09-01**
 - Accomplishment #1: complete Graduate Certificate in Teaching from Pima Community College to become certified to teach in Arizona
 - Accomplishment #2: c
- **4. To Be Completed By : 2023-01-31**
 - Accomplishment #1: Publish Ancient Astronaut Theory 301
- **5. To Be Completed By : 2023-08-15**
 - Accomplishment #1: Launch of the Ancient Astronaut Theory Training Academy Certification program
- **6. To Be Completed By : 2023-09-01**
 - Accomplishment #1: complete Doctorate of Business Administration Degree from Bellvue University to help legitimize the Academy

VIII. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

Management Team Members

- **Name : Steven G. Porter**
 - Title: Owner/CEO
 - Background:
- **Name : Kathlene A. Porter**
 - Title: Mrs
 - Background:

Management Team Gaps

You have not yet completed this section of your business plan.

Board Members

You have not yet completed this section of your business plan.

IX. Financial Plan

Revenue Model

Ancient Astronaut Theory Training Academy generates revenues via the following:

- Sales of products/services:
- Advertising sales:

Summary

Below is an overview of our expected financial performance over the next five years:

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues	\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
Direct Expenses	\$0	\$0	\$0	\$0	\$0
Gross Profit	\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
Gross Profit (%)	100%	100%	100%	100%	100%
Other Expenses	\$0	\$0	\$0	\$0	\$0
EBITDA	\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
Depreciation	\$0	\$0	\$0	\$0	\$0
Amortization	\$0	\$0	\$0	\$0	\$0
Interest Expense	\$0	\$0	\$0	\$0	\$0
Income Tax Expense	\$0	\$0	\$0	\$0	\$0
Net Income	\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424

Funding Requirements/Use of Funds

To successfully execute on our business plan, we require \$100,000 in outside funding.

The primary uses of this funding include:

- Product Development: \$40,000
- Marketing: \$1,000

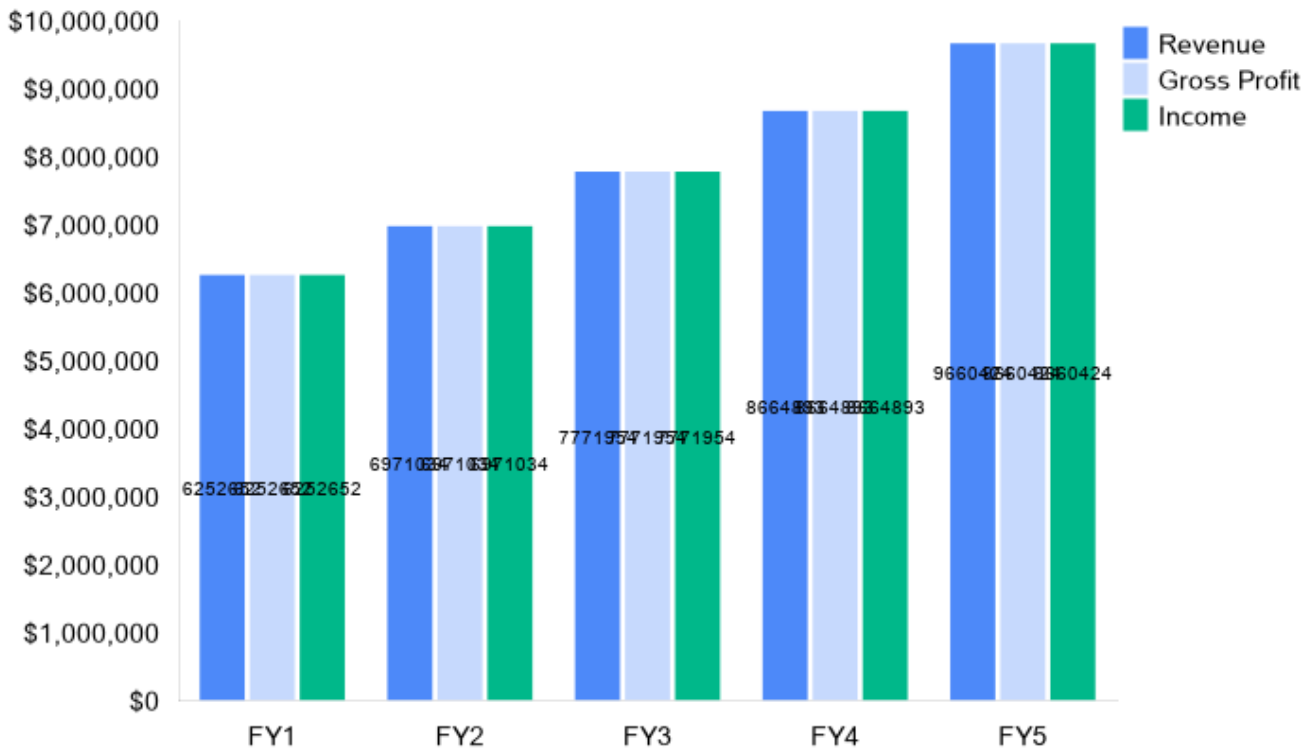
Exit Strategy

We expect that investors will be able to cash out on their investment in our company via Acquisition.

We expect to achieve this goal by 2040.

Financial Projections

Projected Sales, Gross Profit & Net Income



Ancient Astronaut Theory Training Academy Business Plan

5 Year Annual Income Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
Revenues						
	Revenues	\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
Total Revenues		\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
Direct Costs						
	Direct Costs	\$0	\$0	\$0	\$0	\$0
Total Direct Costs		\$0	\$0	\$0	\$0	\$0
GROSS PROFIT		\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
GROSS PROFIT %		100%	100%	100%	100%	100%
Other Expenses						
	Salaries	\$0	\$0	\$0	\$0	\$0
	Marketing Expenses	\$0	\$0	\$0	\$0	\$0
	Rent/Utility Expenses	\$0	\$0	\$0	\$0	\$0
	Other Expenses	\$0	\$0	\$0	\$0	\$0
Total Other Expenses		\$0	\$0	\$0	\$0	\$0
EBITDA		\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
	Depreciation	\$0	\$0	\$0	\$0	\$0
	Amortization	\$0	\$0	\$0	\$0	\$0
EBIT		\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
	Interest Expense	\$0	\$0	\$0	\$0	\$0
PRETAX INCOME		\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
	Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
	Taxable Income	\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
	Income Tax Expense	\$0	\$0	\$0	\$0	\$0
NET INCOME		\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
	Net Profit Margin (%)	100%	100%	100%	100%	100%

Ancient Astronaut Theory Training Academy Business Plan

5 Year Annual Balance Sheet

		FY 1	FY 2	FY 3	FY 4	FY 5
ASSETS						
	Cash	\$6,252,652	\$13,223,686	\$20,995,641	\$29,660,534	\$39,320,958
	Other Current Assets	\$0	\$0	\$0	\$0	\$0
	Total Current Assets	\$6,252,652	\$13,223,686	\$20,995,641	\$29,660,534	\$39,320,958
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Acc Amortization	\$0	\$0	\$0	\$0	\$0
	Net Intangibles	\$0	\$0	\$0	\$0	\$0
	Fixed Assets	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
	Accum Depreciation	\$0	\$0	\$0	\$0	\$0
	Net fixed assets	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
	Preliminary Exp	\$0	\$0	\$0	\$0	\$0
	TOTAL ASSETS	\$6,282,652	\$13,253,686	\$21,025,641	\$29,690,534	\$39,350,958
LIABILITIES & EQUITY						
	Current Liabilities	\$0	\$0	\$0	\$0	\$0
	Debt outstanding	\$0	\$0	\$0	\$0	\$0
	Total Liabilities	\$0	\$0	\$0	\$0	\$0
	Share Capital	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
	Retained earnings	\$6,252,652	\$13,223,686	\$20,995,641	\$29,660,534	\$39,320,958
	Total Equity	\$6,282,652	\$13,253,686	\$21,025,641	\$29,690,534	\$39,350,958
TOTAL LIABILITIES & EQUITY		\$6,282,652	\$13,253,686	\$21,025,641	\$29,690,534	\$39,350,958

5 Year Annual Cash Flow Statement

		FY 1	FY 2	FY 3	FY 4	FY 5
CASH FLOW FROM OPERATIONS						
	Net Income (Loss)	\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
	Change in Working Capital	\$0	\$0	\$0	\$0	\$0
	Plus Depreciation	\$0	\$0	\$0	\$0	\$0
	Plus Amortization	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Operations	\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
CASH FLOW FROM INVESTMENTS						
	Fixed Assets	(\$30,000)	\$0	\$0	\$0	\$0
	Intangible Assets	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Investments	(\$30,000)	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING						
	Cash from Equity	\$30,000	\$0	\$0	\$0	\$0
	Cash from Debt financing	\$0	\$0	\$0	\$0	\$0
	Net Cash Flow from Financing	\$30,000	\$0	\$0	\$0	\$0
	Net Cash Flow	\$6,252,652	\$6,971,034	\$7,771,954	\$8,664,893	\$9,660,424
	Cash at Beginning of Period	\$0	\$6,252,652	\$13,223,686	\$20,995,641	\$29,660,534
		\$6,252,652	\$13,223,686	\$20,995,641	\$29,660,534	\$39,320,958