1.1 Objectives

The company's objectives are

1. To be the premier provider of educational digital content in Haiti and the wider Caribbean.
2. To leverage the eLearning support infrastructure to develop additional revenue streams primarily in the areas of
    - Virtualization
    - Software as a Service
    - Infrastructure as a Service
    - Colocation

Our primary goals include:

1. Digitize X books within the first five years
2. Build a first class delivery system for digital content within six months
3. $250,000.00 in gross revenue in the first year
4. Build an additional Data Center within the next five years
5. Become a fully licensed telecommunication company within two years

Currently, there are no other companies providing eLearning or cloud computing services in Haiti. The company believes that by entering the marketplace first and by offering outstanding services and establishing quality facilities, it will become, and remain, the t leader in these industries in Haiti.

Our fundamental objective is to dominate these market segments, confident that we will continue to thrive if we maintain a steadfast focus on quality and affordability

1.2 Mission

SICSA is an innovative technology company that specializes in providing educational digital content and other cloud computing services. We are committed to developing a new market space within the country of Haiti and to making a strong entry in a rapidly expanding global marketplace for eLearning and cloud computing services. We believe strongly that our reach and impact will not be constrained by geography. Our focus and commitment will be more determine our success.

1.3 Keys to Success

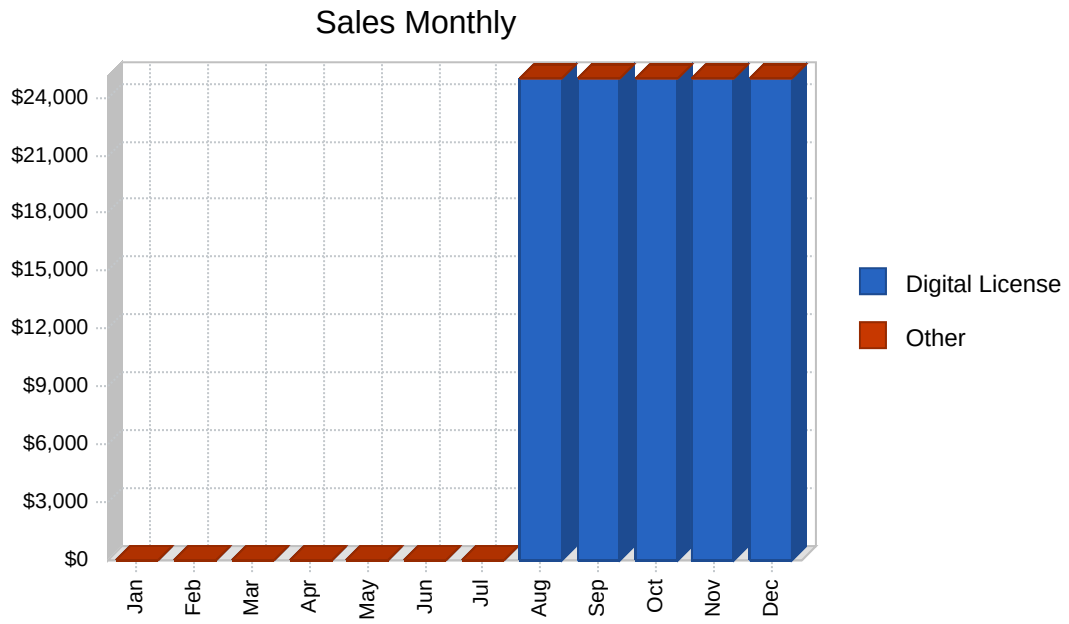
Keys to success for the company will include:

1. Secure an agreement for the use of towers
2. Obtain a telecommunication license for data transmission
3. Leverage infrastructure and in-house expertise into multiple revenue generation opportunities.
4. Ability to network and build relationships within the industry.

2.1 Company Ownership

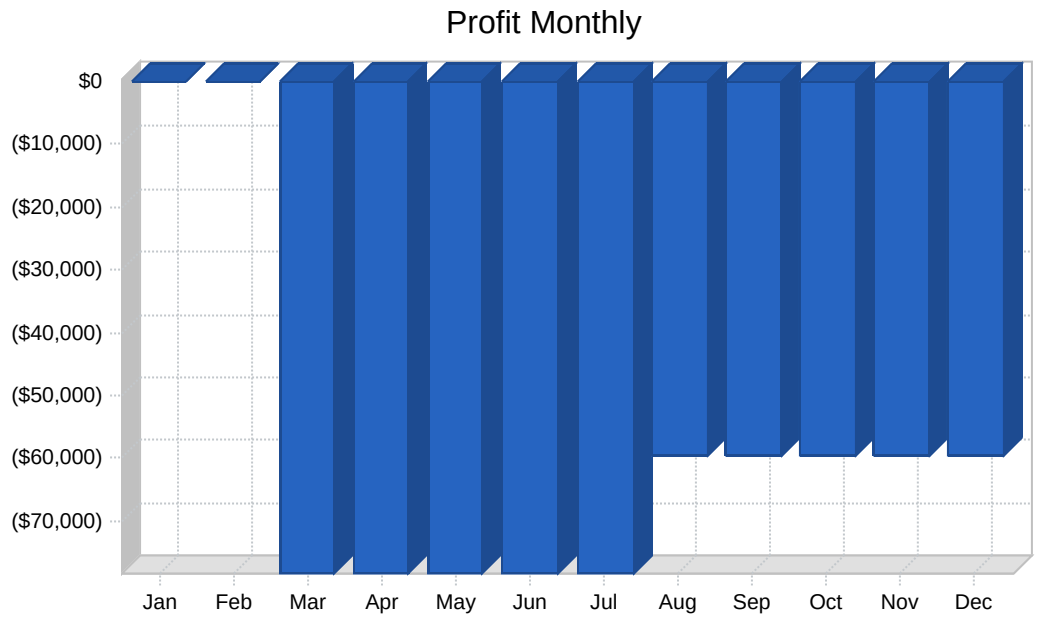
Maison Deschamps-Frisches currently owns 100% of the shares of SICSA

Sales Forecast					
	2012	2013	2014	2015	2016
Unit Sales					
Digital License	6,250	0	0	0	0
Other	0	0	0	0	0
Total Unit Sales	6,250	0	0	0	0
Unit Prices	2012	2013	2014	2015	2016
Digital License	$20.00	$20.00	$20.00	$20.00	$20.00
Other	$0.00	$0.00	$0.00	$0.00	$0.00
Sales					
Digital License	$125,000	$0	$0	$0	$0
Other	$0	$0	$0	$0	$0
Total Sales	$125,000	$0	$0	$0	$0
Direct Unit Costs	2012	2013	2014	2015	2016
Digital License	$5.00	$0.00	$0.00	$0.00	$0.00
Other	$0.00	$0.00	$0.00	$0.00	$0.00
Direct Cost of Sales					
Digital License	$31,250	$0	$0	$0	$0
Other	$0	$0	$0	$0	$0
Subtotal Direct Cost of Sales	$31,250	$0	$0	$0	$0



Pro Forma Profit and Loss					
	2012	2013	2014	2015	2016
Sales	$125,000	$0	$0	$0	$0
Direct Cost of Sales	$31,250	$0	$0	$0	$0
Other Costs of Sales	$0	$0	$0	$0	$0
Total Cost of Sales	$31,250	$0	$0	$0	$0
Gross Margin	$93,750	$0	$0	$0	$0
Gross Margin %	75.00%	0.00%	0.00%	0.00%	0.00%

Expenses					
Salary Expat	$275,000	$0	$0	$0	$0
Salary Local	$93,330	$0	$0	$0	$0
ONA Local Staff	$5,830	$0	$0	$0	$0
13th Month Local Staff	$7,750	$0	$0	$0	$0
Social Benefits Local Staff	$3,330	$0	$0	$0	$0
Social Benefits Expat	$6,670	$0	$0	$0	$0
Travel Expenses	$4,170	$0	$0	$0	$0
Health Insurance	$6,670	$0	$0	$0	$0
Vehicle Expenses	$3,330	$0	$0	$0	$0
Vehicle Insurance	$2,500	$0	$0	$0	$0
House Rent for Staff	$60,000	$0	$0	$0	$0
Training	$8,330	$0	$0	$0	$0
Repair and Maintenance	$8,330	$0	$0	$0	$0
Communication Fees	$5,830	$0	$0	$0	$0
Office Supplies	$5,000	$0	$0	$0	$0
Marketing and Advertising	$25,000	$0	$0	$0	$0
Security	$50,000	$0	$0	$0	$0
Vehicle Expenses	$1,670	$0	$0	$0	$0
Vehicle Insurance	$2,080	$0	$0	$0	$0
Professional Fees (Legal, Audit, Fiscality)	$12,500	$0	$0	$0	$0
Maintenance	$8,330	$0	$0	$0	$0
Building Insurance	$33,330	$0	$0	$0	$0
Fuel	$146,000	$0	$0	$0	$0
Other Expenses	$8,330	$0	$0	$0	$0
Total Operating Expenses	$783,310	$288,750	$0	$0	$0
Profit Before Interest and Taxes	($689,560)	($288,750)	$0	$0	$0
EBITDA	($689,560)	($288,750)	$0	$0	$0
Interest Expense	$0	$0	$0	$0	$0
Taxes Incurred	$0	$0	$0	$0	$0
Net Profit	($689,560)	($288,750)	$0	$0	$0
Net Profit/Sales	-551.65%	0.00%	0.00%	0.00%	0.00%



Appendix

Pro Forma Profit and Loss												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sales	$0	$0	$0	$0	$0	$0	$0	$25,000	$25,000	$25,000	$25,000	$25,000
Direct Cost of Sales	$0	$0	$0	$0	$0	$0	$0	$6,250	$6,250	$6,250	$6,250	$6,250
Other Costs of Sales	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Cost of Sales	$0	$0	$0	$0	$0	$0	$0	$6,250	$6,250	$6,250	$6,250	$6,250
Gross Margin	$0	$0	$0	$0	$0	$0	$0	$18,750	$18,750	$18,750	$18,750	$18,750
Gross Margin %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	75.00%	75.00%	75.00%	75.00%	75.00%
Expenses												
Payroll	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Marketing/Promotion	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Depreciation	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Salary Expat			$27,500	$27,500	$27,500	$27,500	$27,500	$27,500	$27,500	$27,500	$27,500	$27,500
Salary Local			$9,333	$9,333	$9,333	$9,333	$9,333	$9,333	$9,333	$9,333	$9,333	$9,333
ONA Local Staff			$583	$583	$583	$583	$583	$583	$583	$583	$583	$583
13th Month Local Staff			$775	$775	$775	$775	$775	$775	$775	$775	$775	$775
Social Benefits Local Staff			$333	$333	$333	$333	$333	$333	$333	$333	$333	$333
Social Benefits Expat			$667	$667	$667	$667	$667	$667	$667	$667	$667	$667
Travel Expenses			$417	$417	$417	$417	$417	$417	$417	$417	$417	$417
Health Insurance			$667	$667	$667	$667	$667	$667	$667	$667	$667	$667
Vehicle Expenses			$333	$333	$333	$333	$333	$333	$333	$333	$333	$333
Vehicle Insurance			$250	$250	$250	$250	$250	$250	$250	$250	$250	$250
House Rent for Staff			$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000	$6,000
Training			$833	$833	$833	$833	$833	$833	$833	$833	$833	$833
Repair and Maintenance			$833	$833	$833	$833	$833	$833	$833	$833	$833	$833
Communication Fees			$583	$583	$583	$583	$583	$583	$583	$583	$583	$583
Office Supplies			$500	$500	$500	$500	$500	$500	$500	$500	$500	$500
Marketing and Advertising			$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500	$2,500
Security			$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000	$5,000
Vehicle Expenses			$167	$167	$167	$167	$167	$167	$167	$167	$167	$167
Vehicle Insurance			$208	$208	$208	$208	$208	$208	$208	$208	$208	$208
Professional Fees (Legal, Audit, Fiscality)			$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250	$1,250
Maintenance			$833	$833	$833	$833	$833	$833	$833	$833	$833	$833
Building Insurance			$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333	$3,333
Fuel			$14,600	$14,600	$14,600	$14,600	$14,600	$14,600	$14,600	$14,600	$14,600	$14,600
Other Expenses			$833	$833	$833	$833	$833	$833	$833	$833	$833	$833

Total Operating Expenses	$0	$0	$78,331	$78,331	$78,331	$78,331	$78,331	$78,331	$78,331	$78,331	$78,331	$78,331
Profit Before Interest and Taxes	$0	$0	($78,331)	($78,331)	($78,331)	($78,331)	($78,331)	($59,581)	($59,581)	($59,581)	($59,581)	($59,581)
EBITDA	$0	$0	($78,331)	($78,331)	($78,331)	($78,331)	($78,331)	($59,581)	($59,581)	($59,581)	($59,581)	($59,581)
Interest Expense	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Taxes Incurred	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Net Profit	$0	$0	($78,331)	($78,331)	($78,331)	($78,331)	($78,331)	($59,581)	($59,581)	($59,581)	($59,581)	($59,581)
Net Profit/Sales	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	-238.32%	-238.32%	-238.32%	-238.32%	-238.32%