



# Teaser inwestycyjny

Krzysztof Janik

**ENTERPRISE STARTUP**

A top-down view of a business meeting around a wooden table. Several people's hands and arms are visible, interacting with various documents, charts, and a laptop. The documents feature pie charts, bar graphs, and text. One document is titled "MARKET ANALYSIS". A small potted plant sits in the center of the table. The word "Problem" is overlaid in large white text.

# Problem

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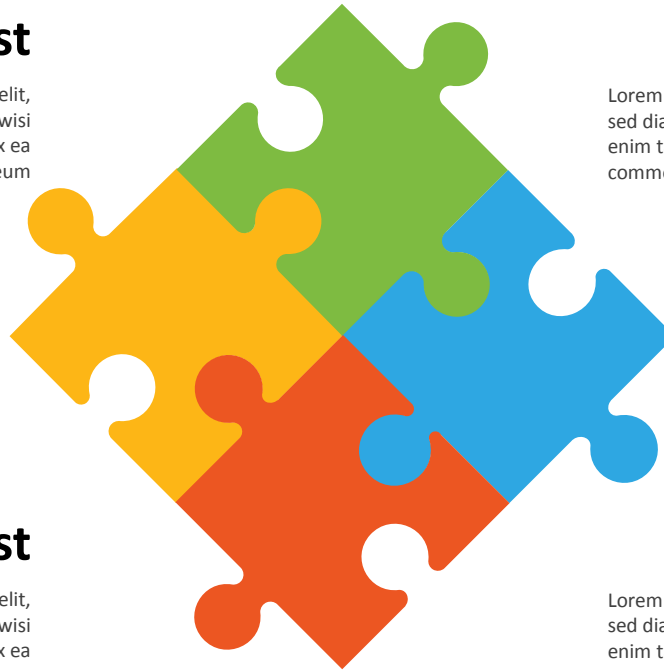
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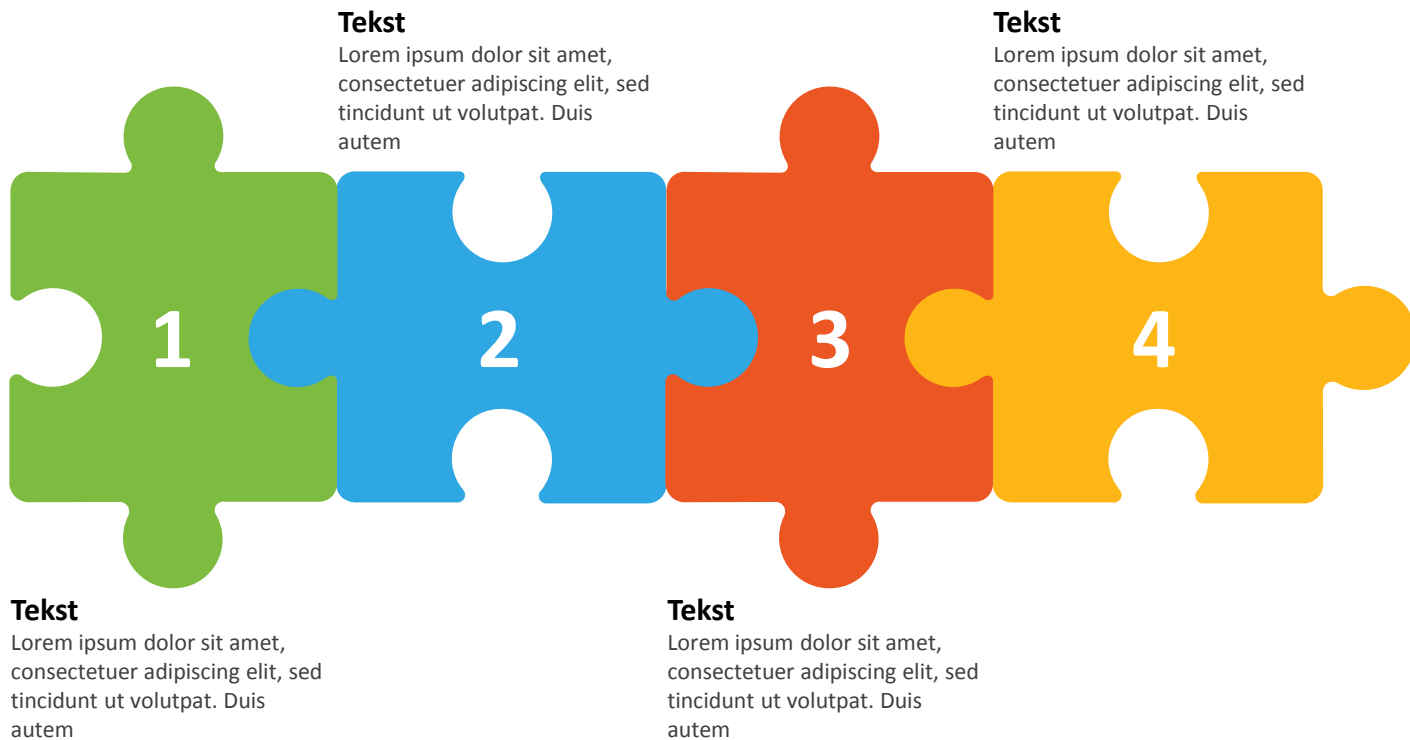
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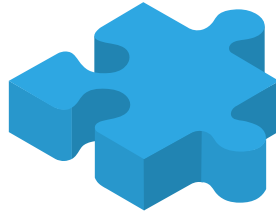
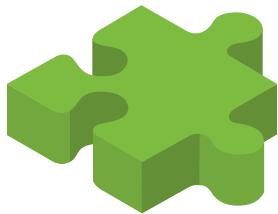
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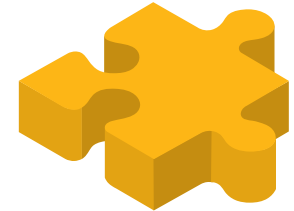


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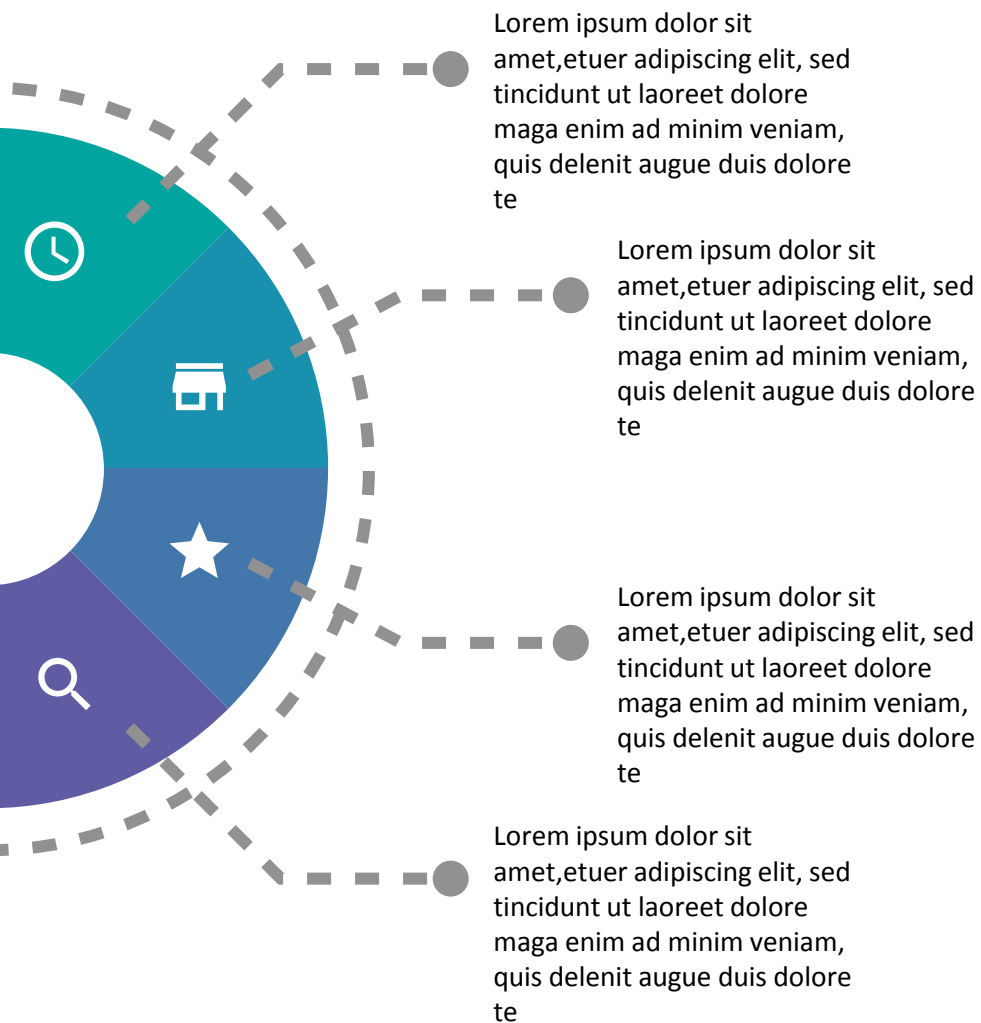
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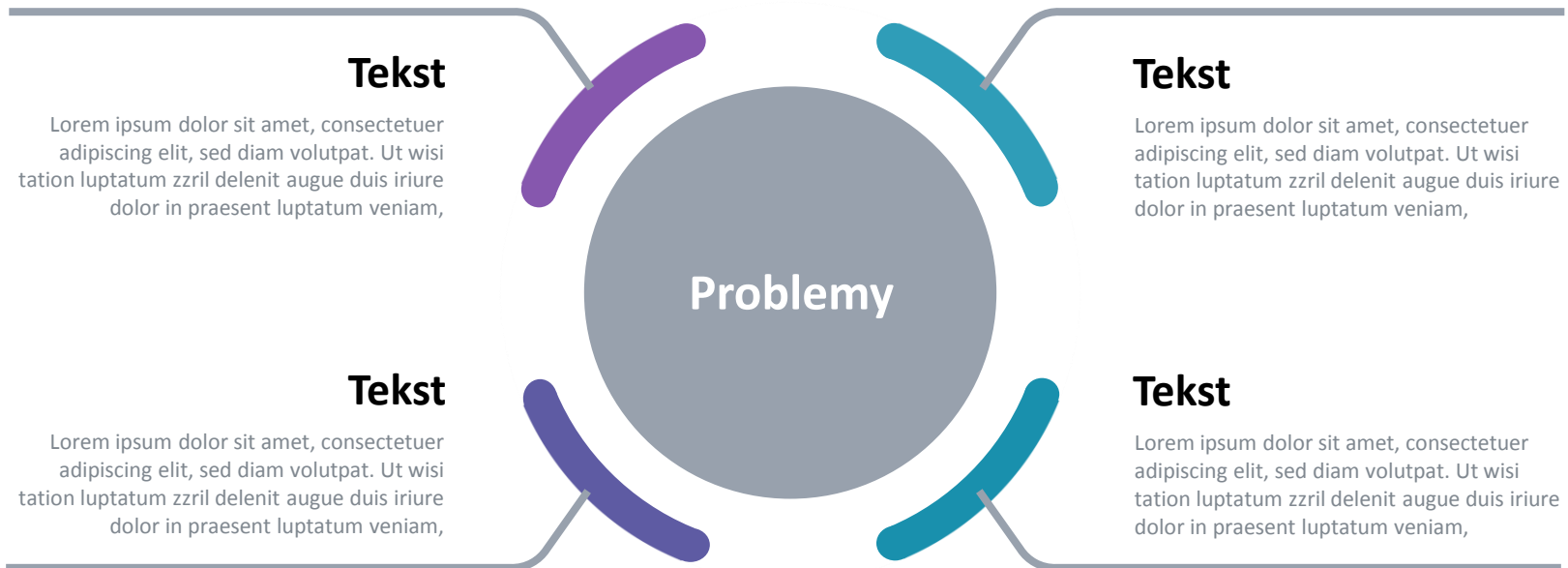


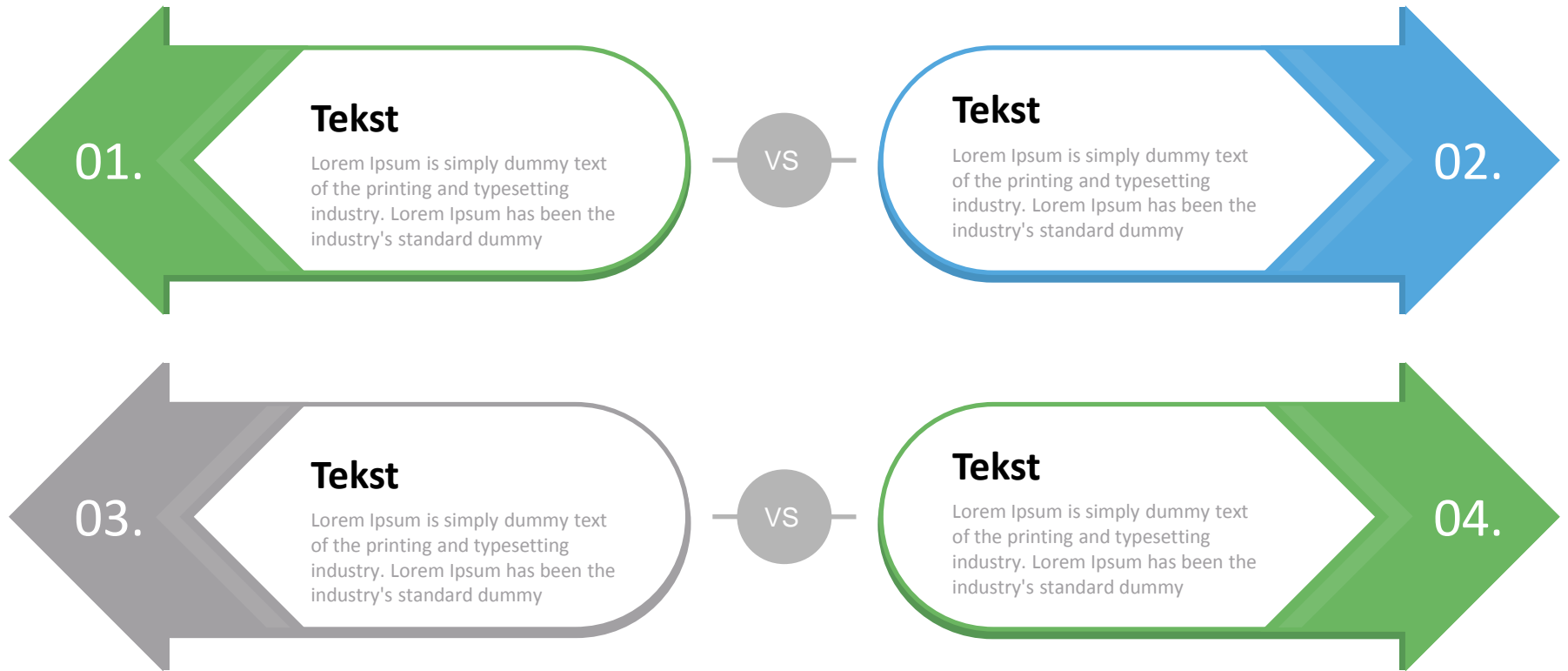
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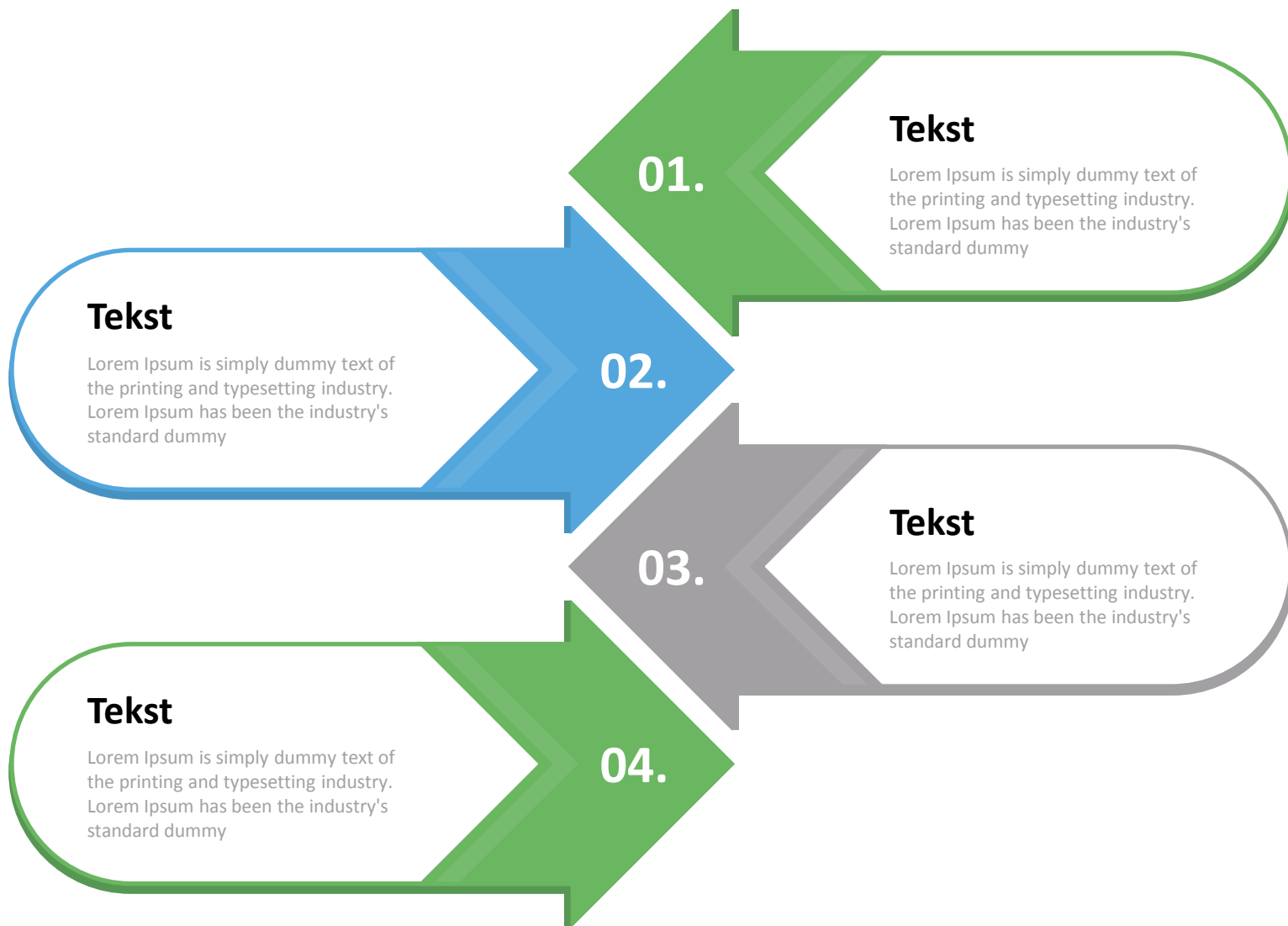


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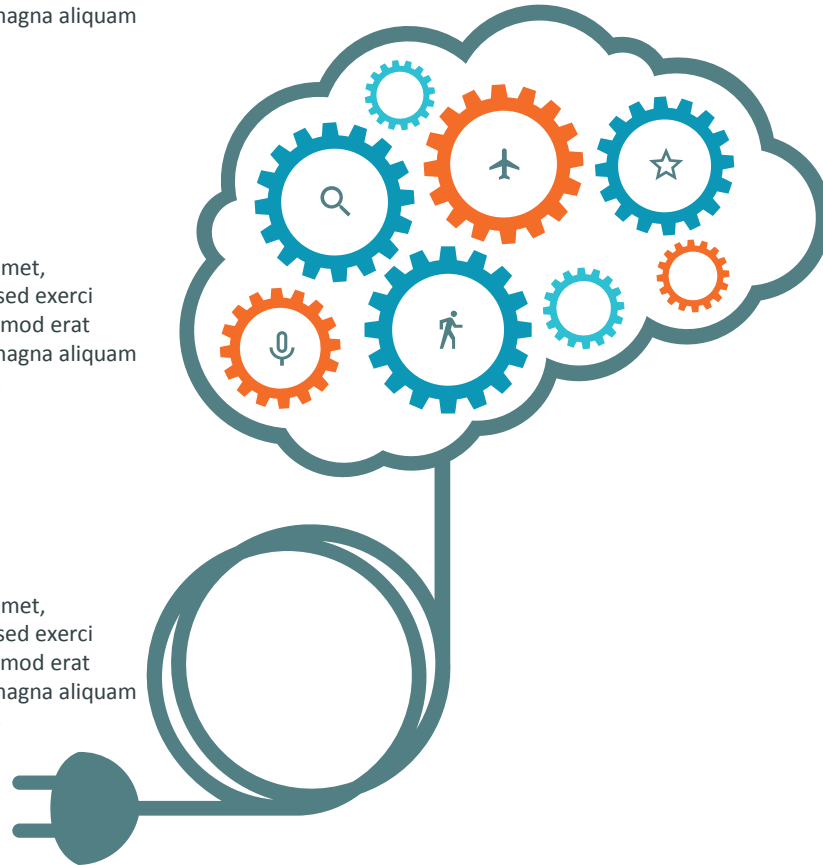
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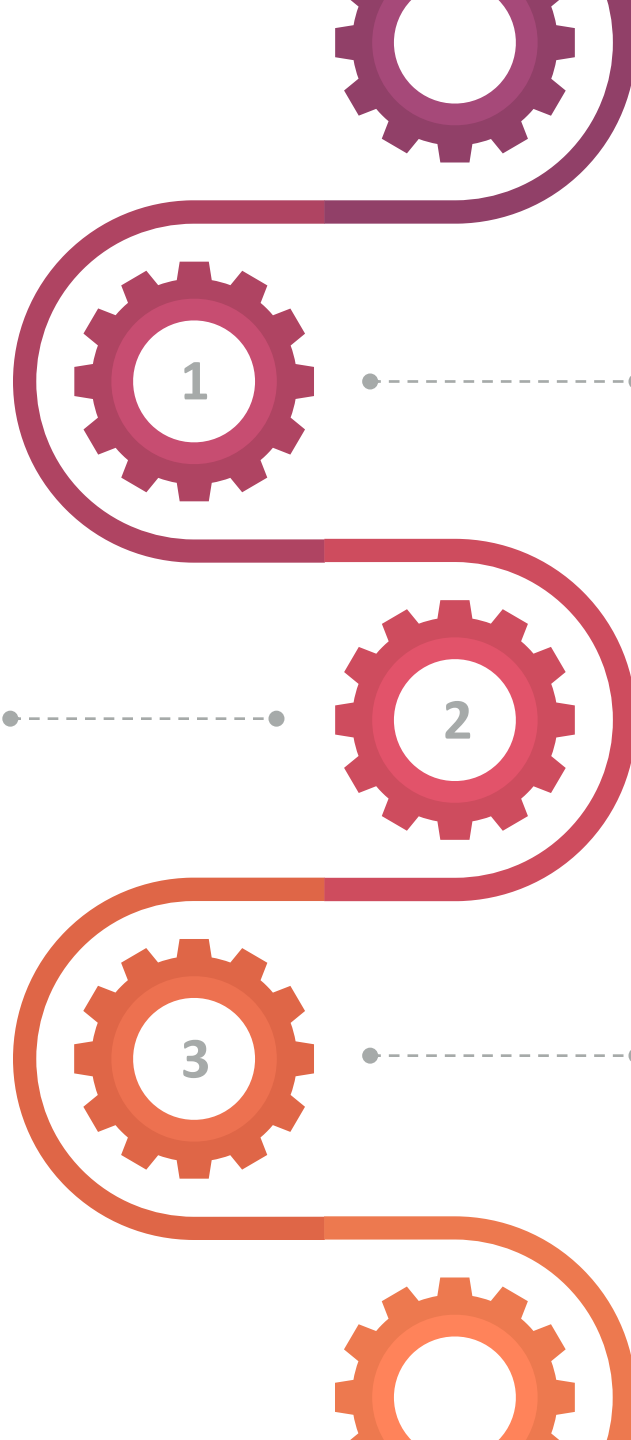
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## Tekst

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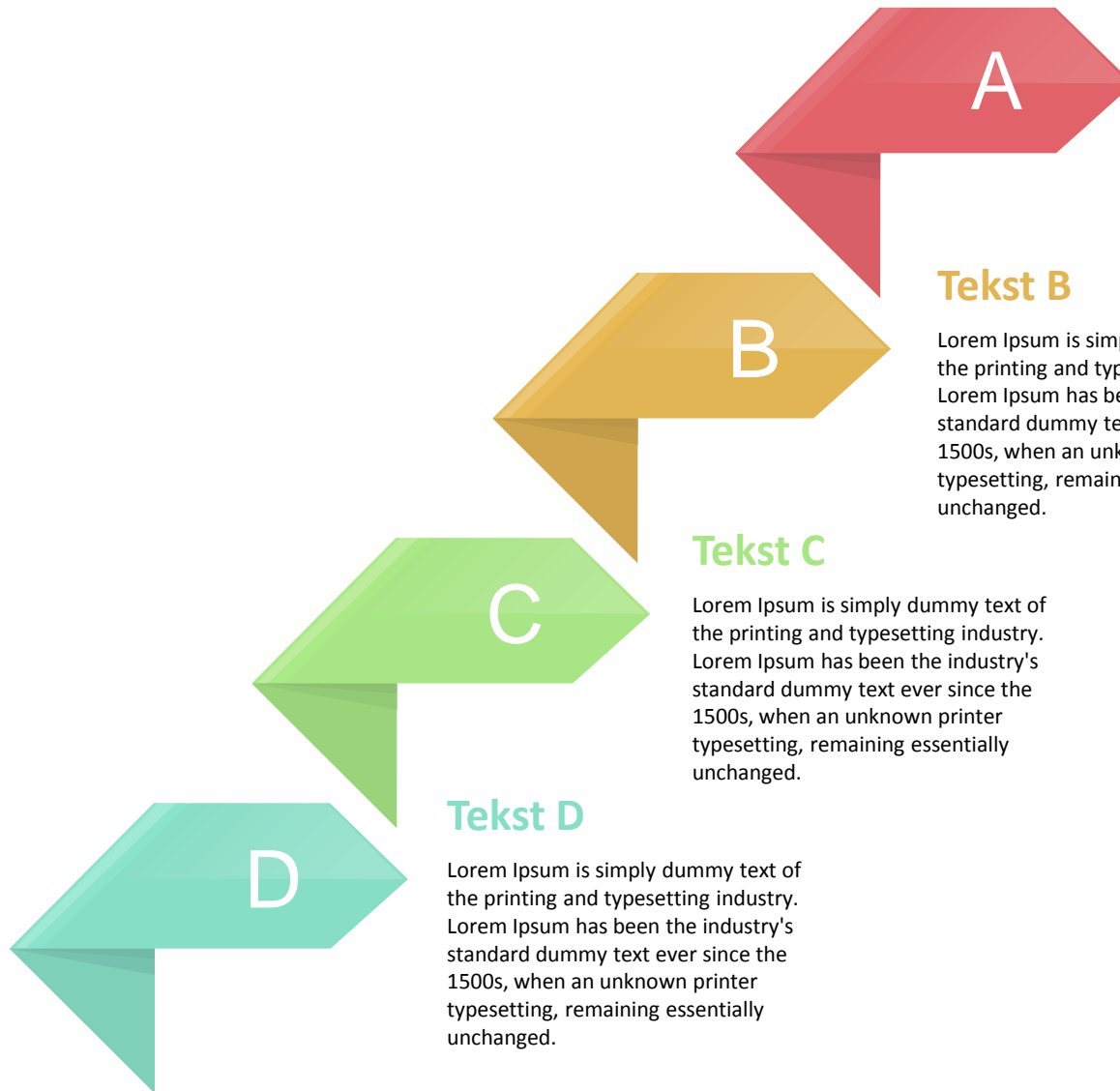
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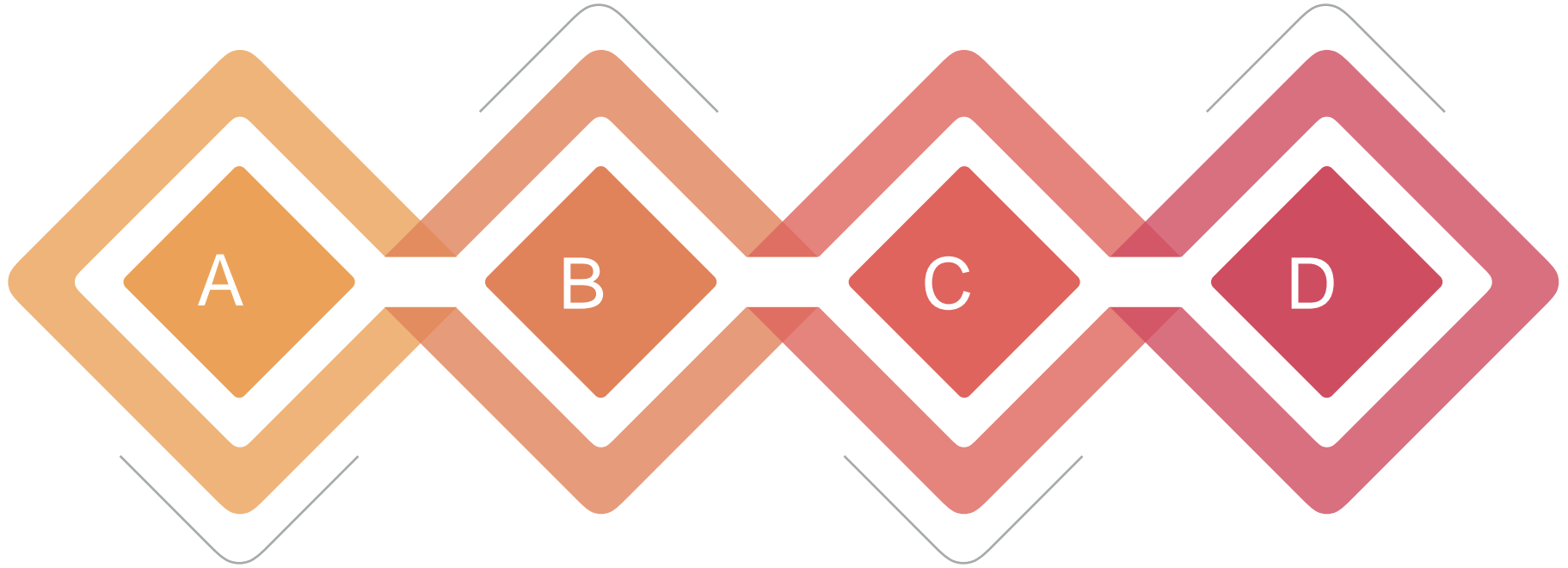
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## Demo tytuł



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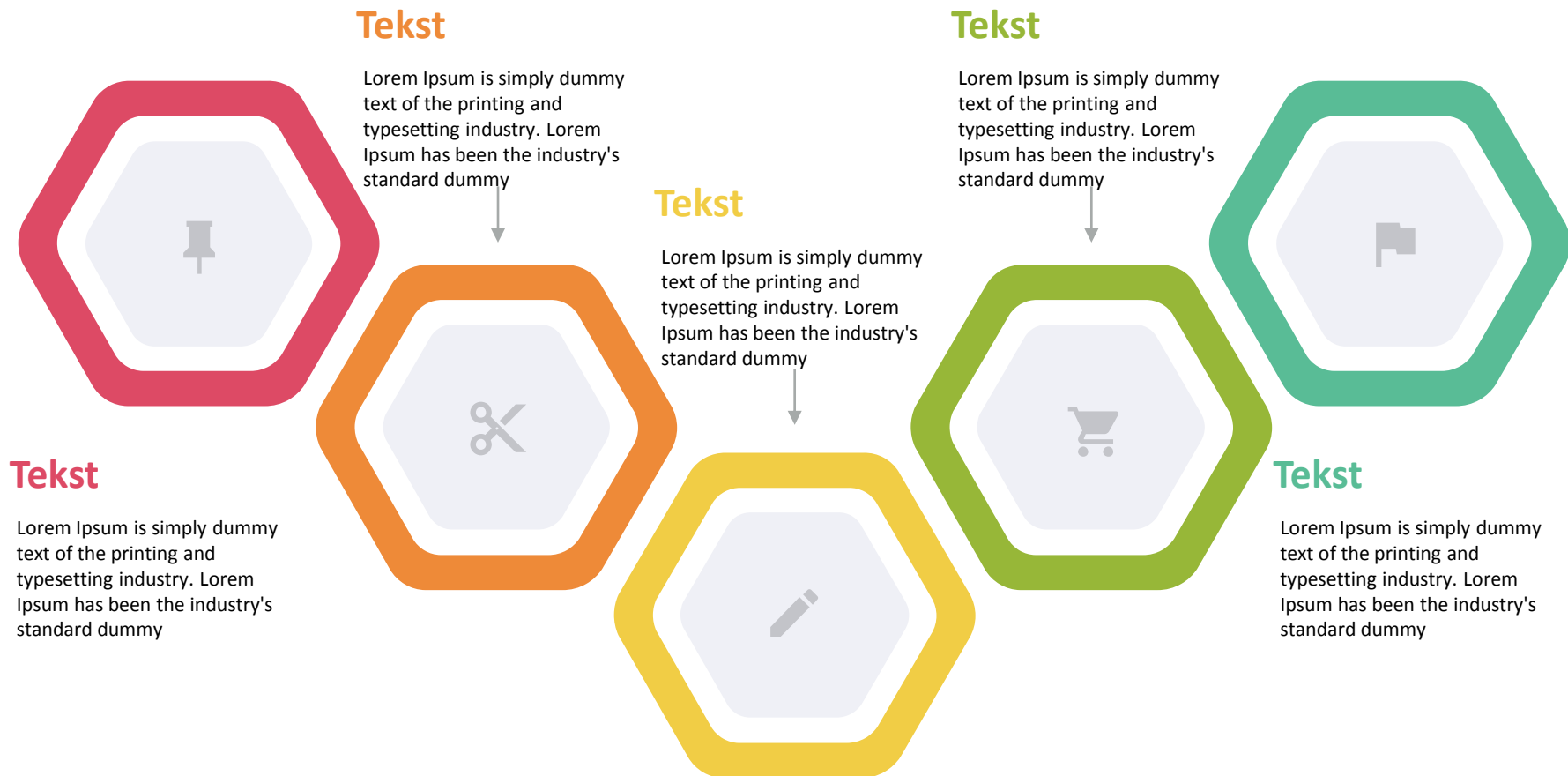
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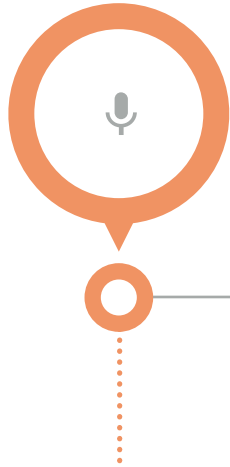
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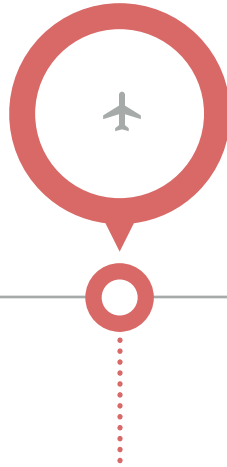






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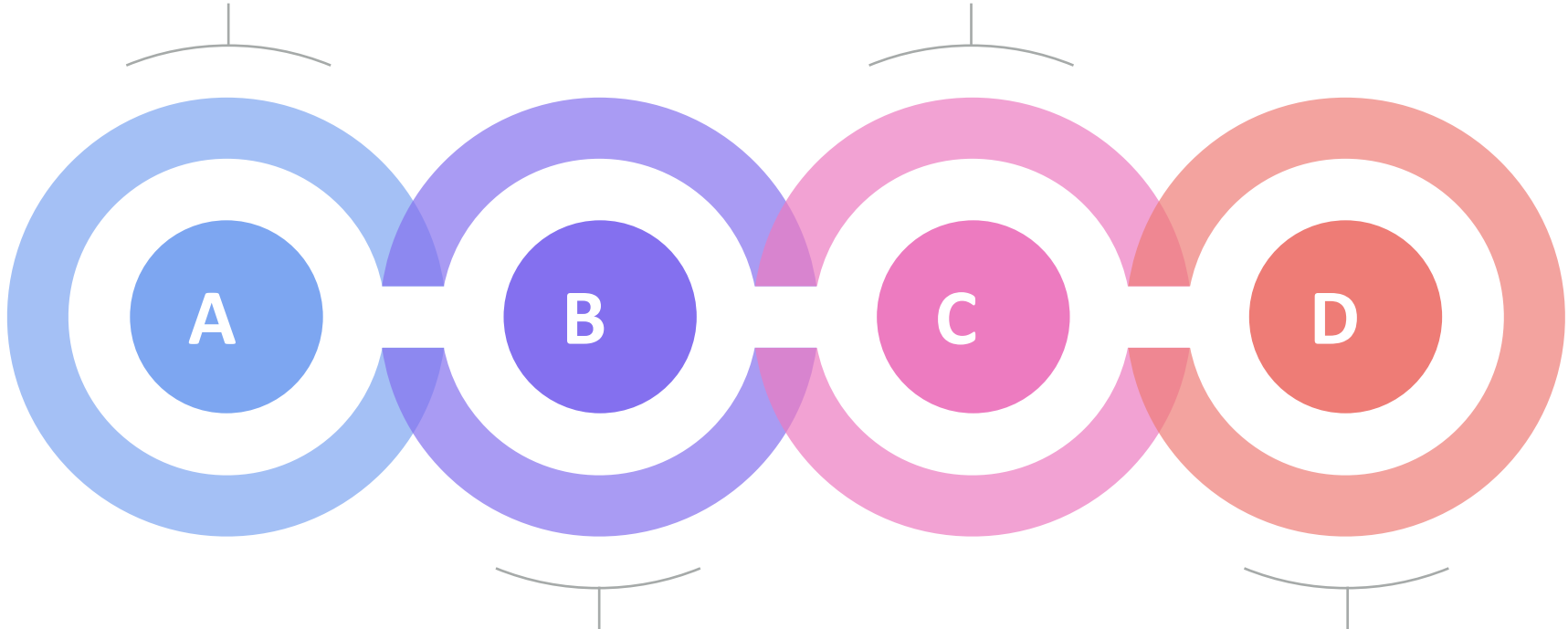
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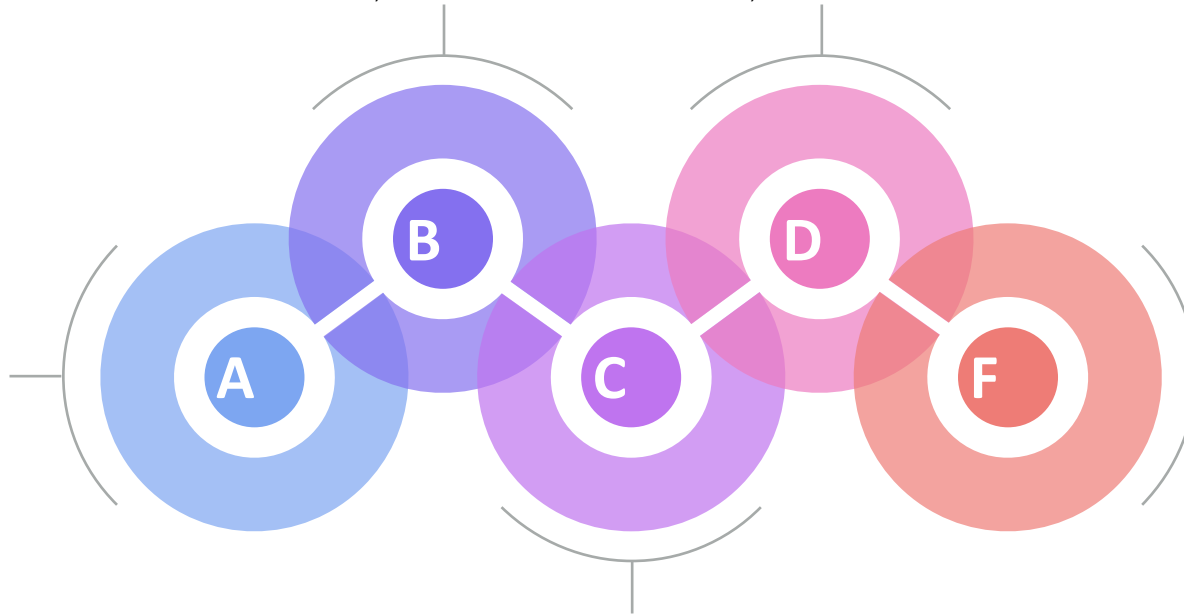
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# Rozwiązanie

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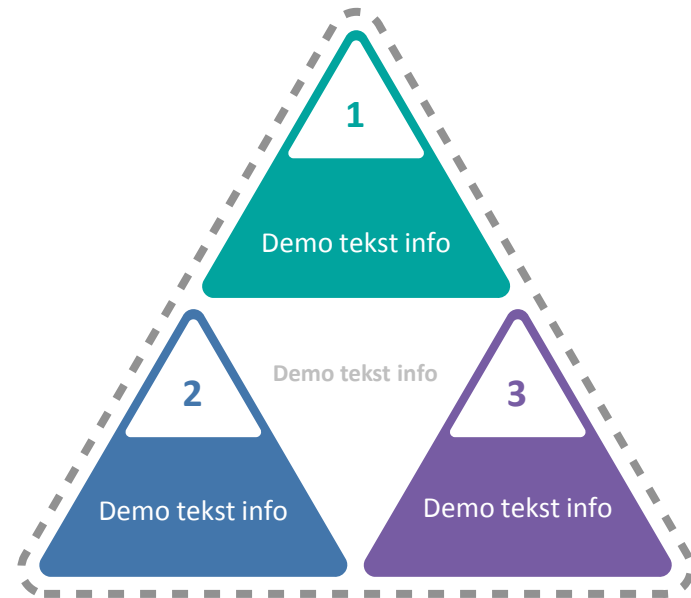
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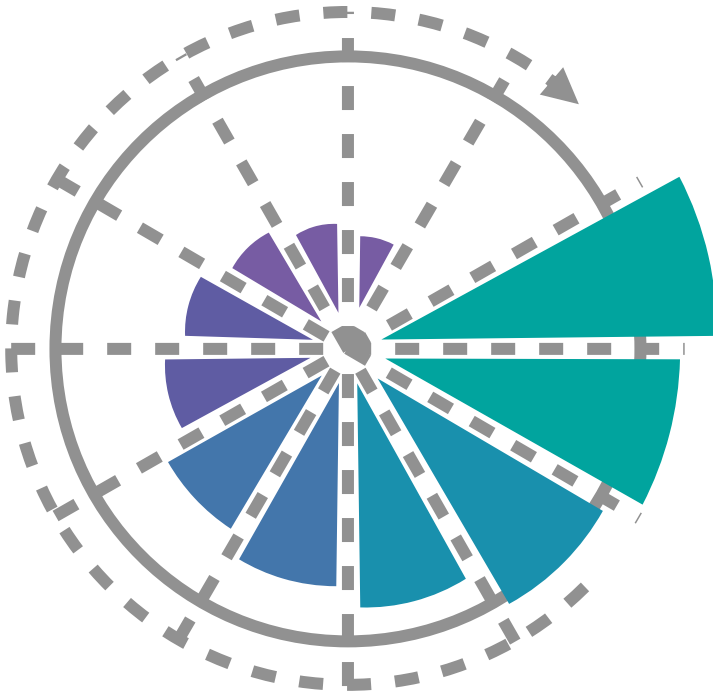




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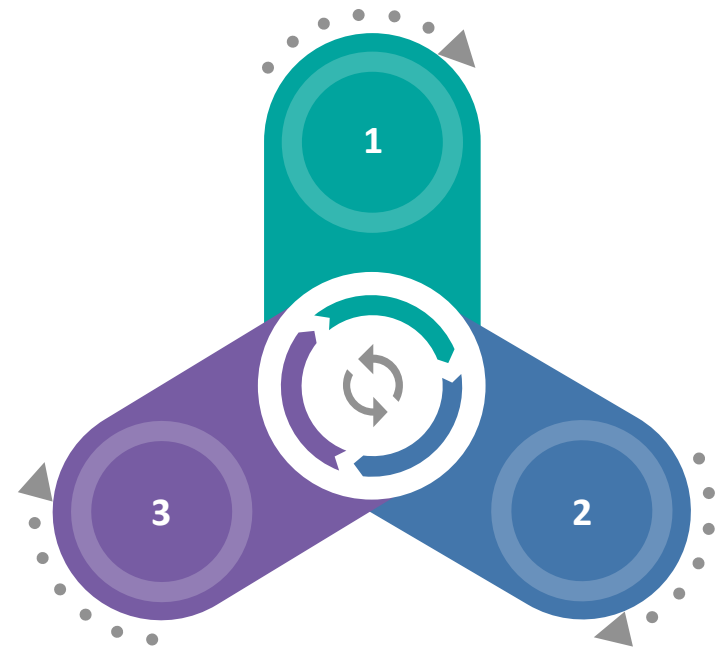
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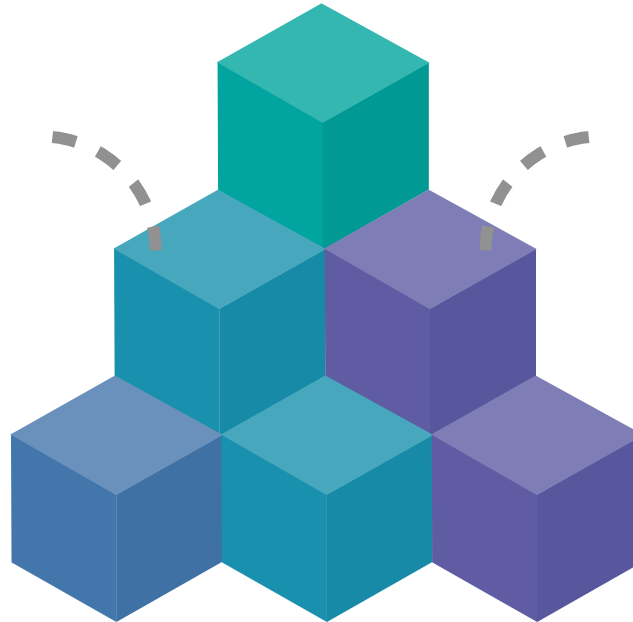
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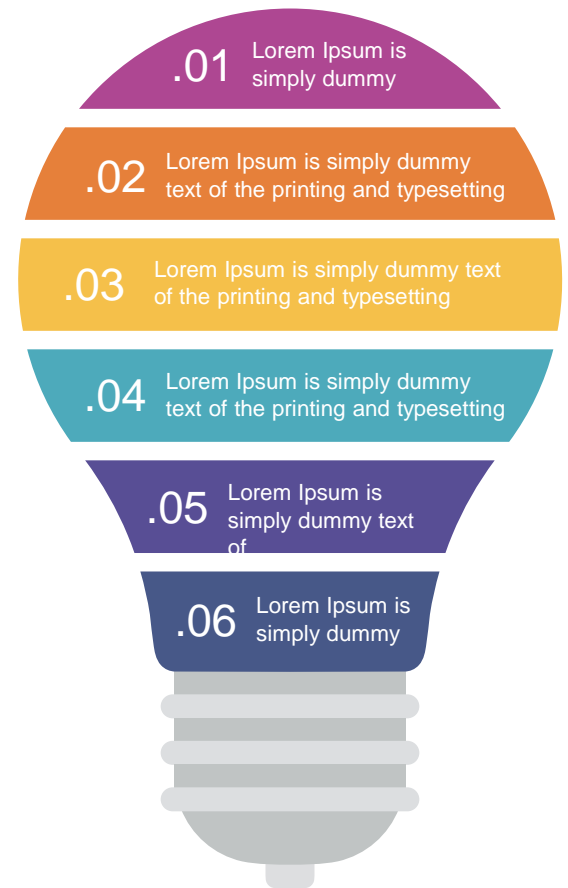
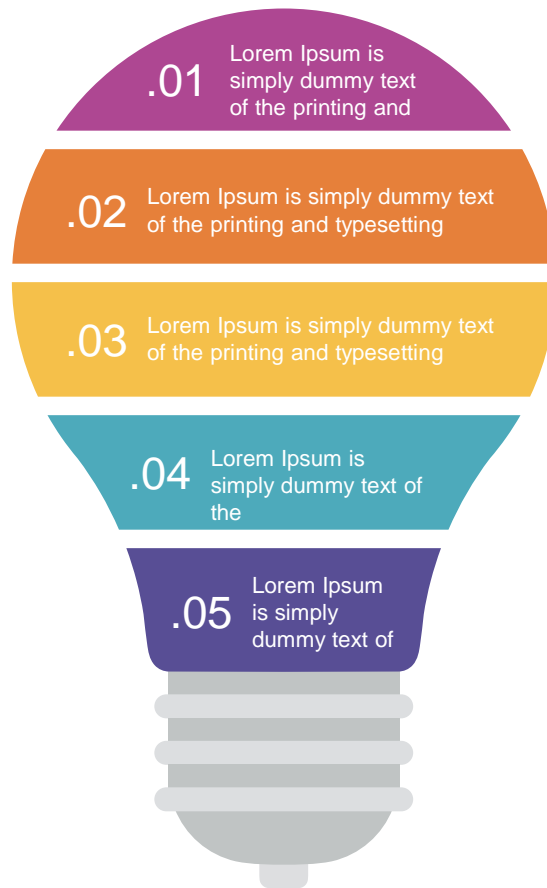
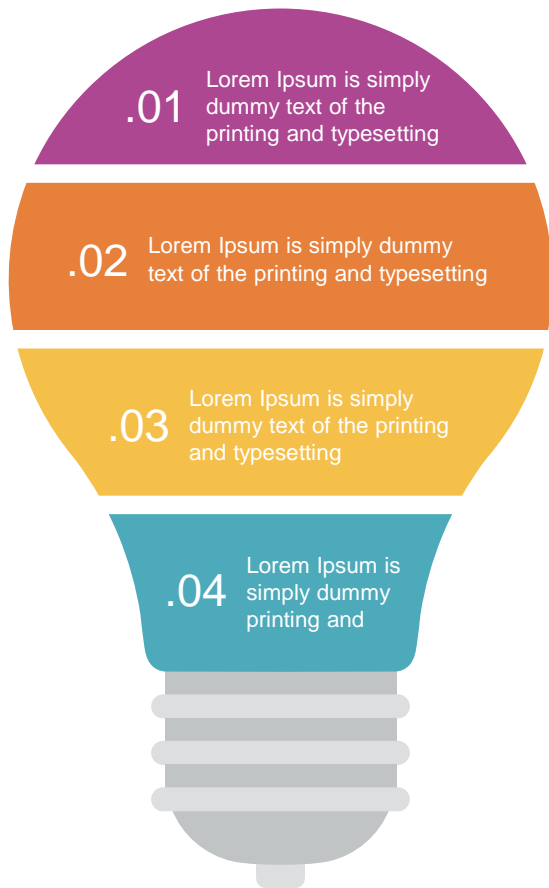
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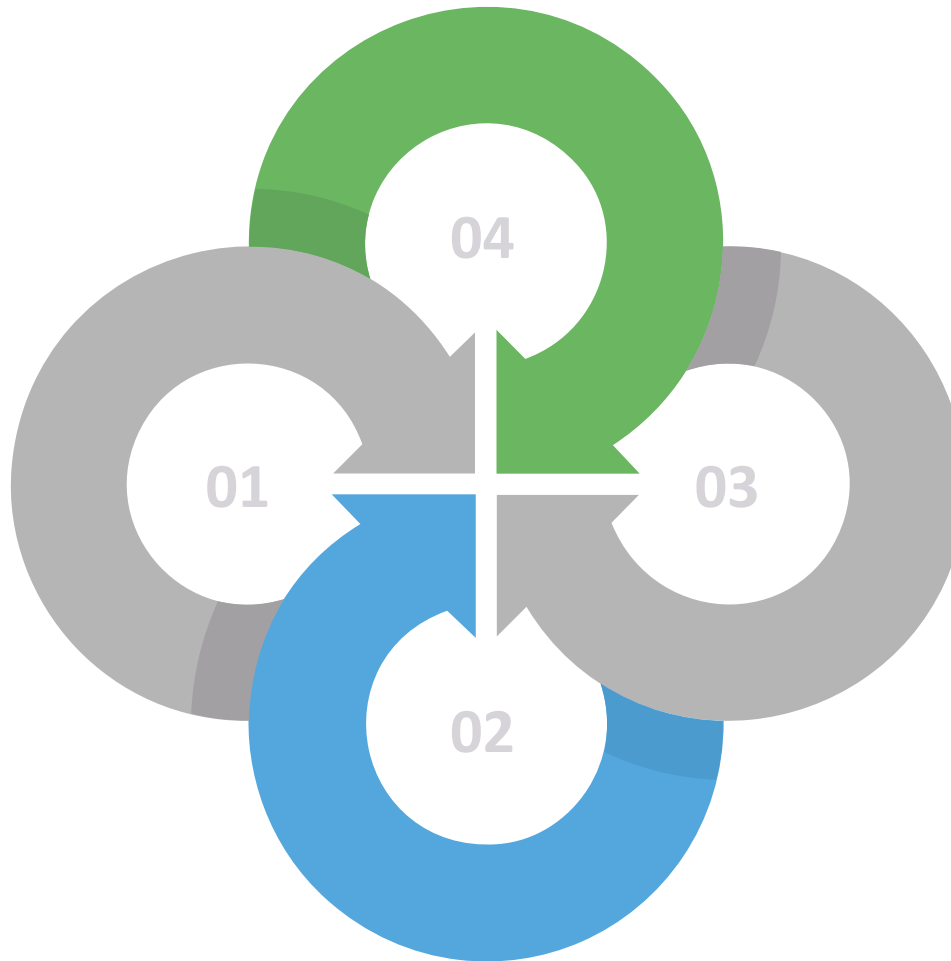
## Tekst

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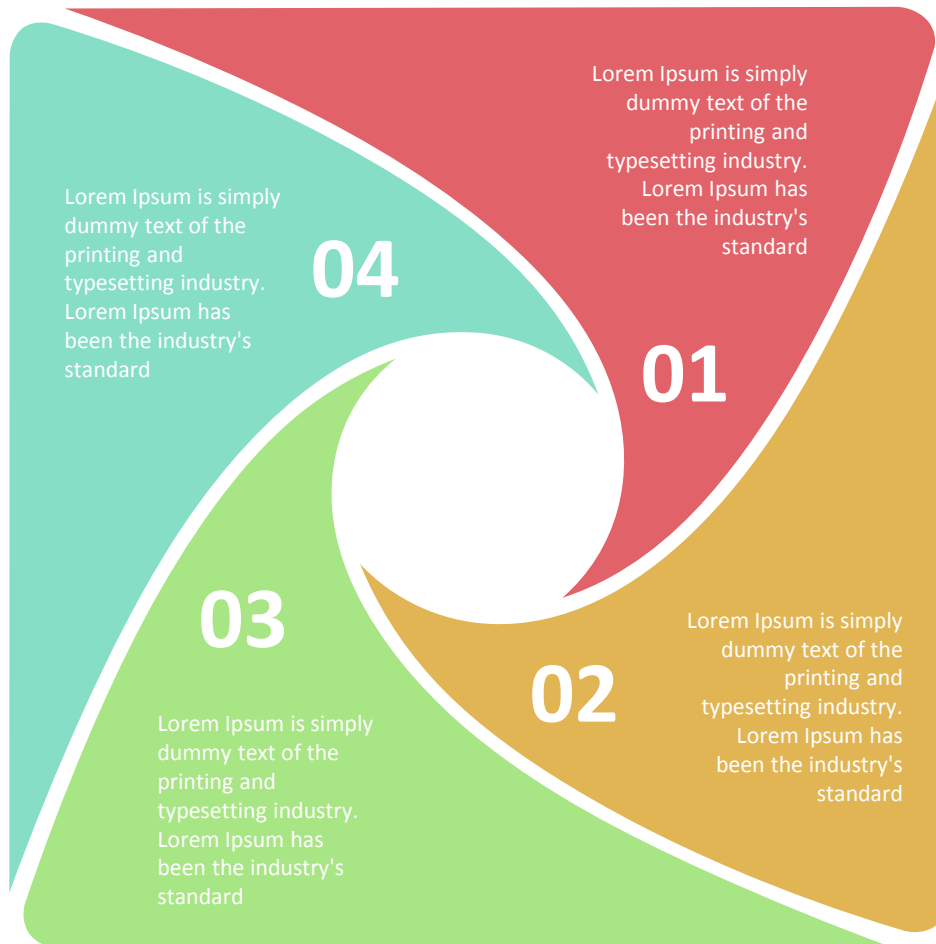
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# Produkt

## Tytuł

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# Tytuł

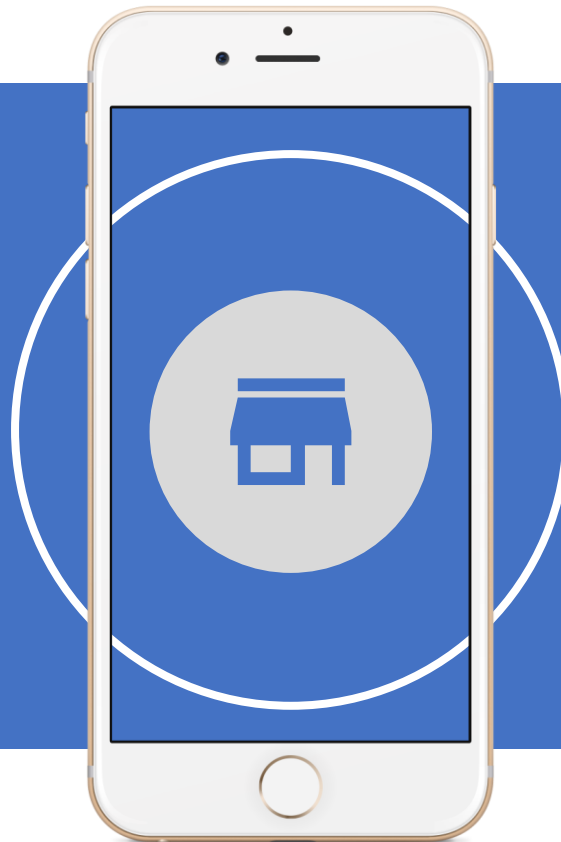
## Dodatkowe info

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type essentially unchanged. It was popularised in the 1960s with the survived not only five centuries, but also the leap into electronic typesetting. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

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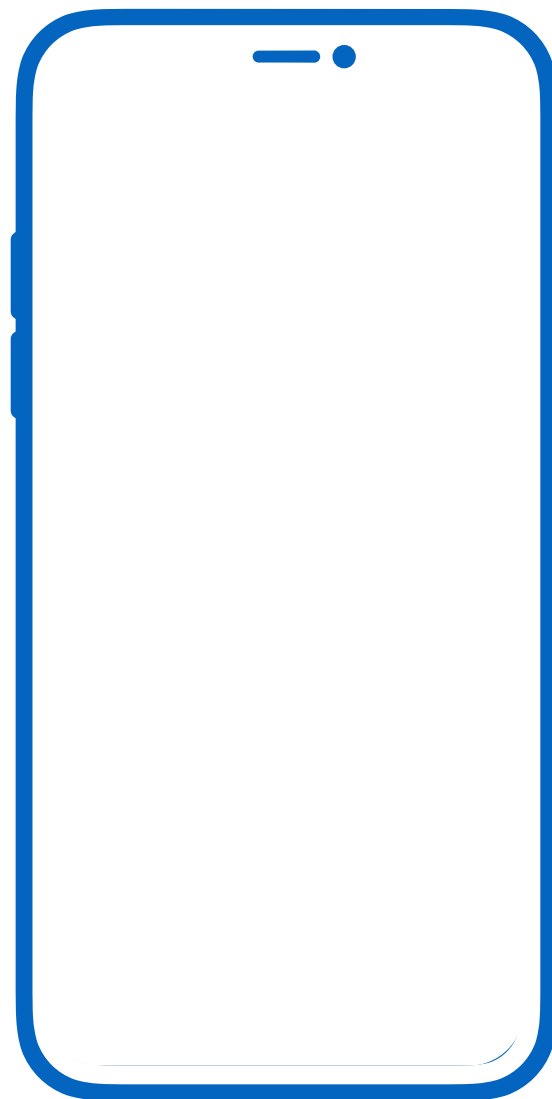
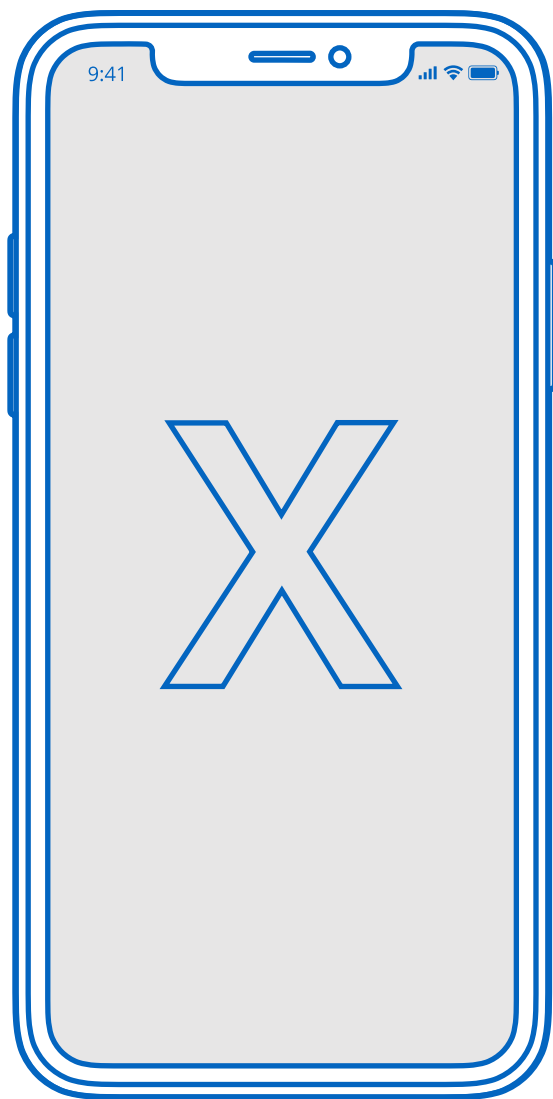
# Tytuł

## Dodatkowe info

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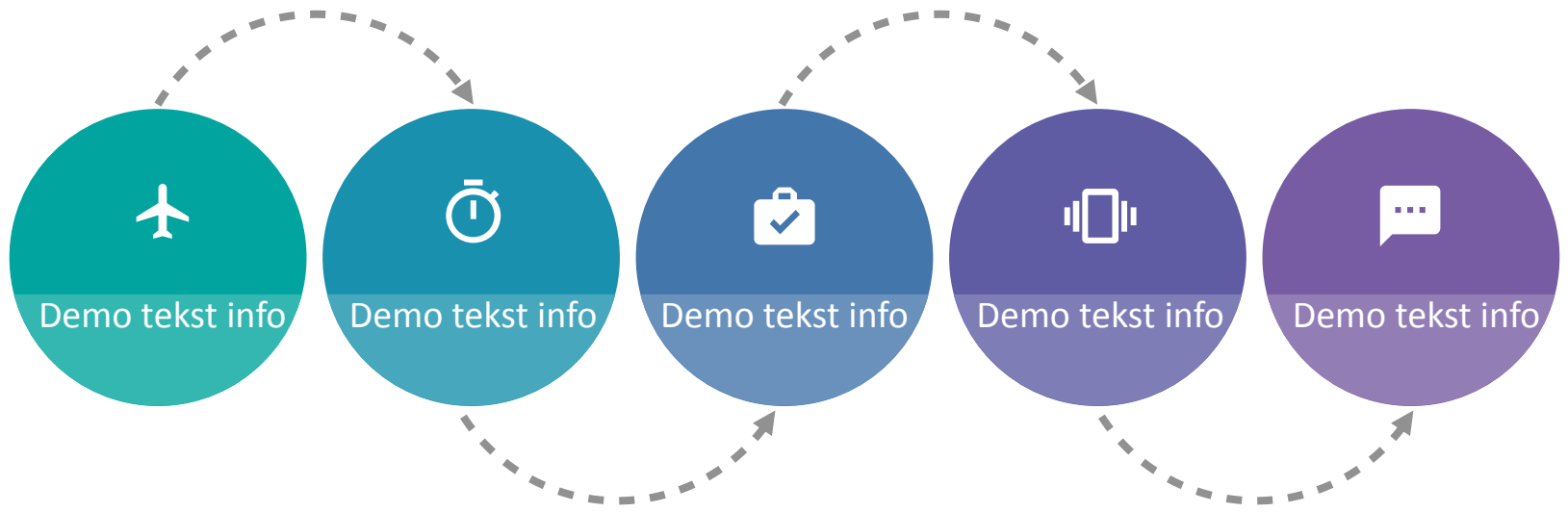
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# Usługi | Produkty





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## Dodatkowe info



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A top-down view of a business meeting around a wooden table. Several people's hands and arms are visible, interacting with documents, a laptop, and coffee cups. The documents contain various business charts, including pie charts and bar graphs. One document is titled 'MARKET ANALYSIS'. The overall scene is semi-transparent, serving as a background for the text.

# Model biznesowy



## Tekst

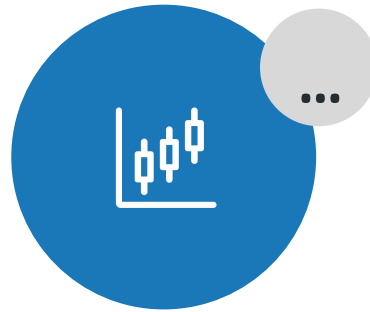
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Lorem Ipsum has been the industry's standard dummy text ever since.

The 1500s, when an unknown printer took a galley of type

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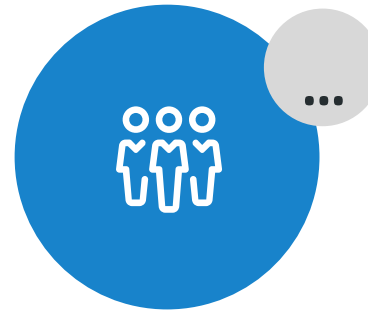
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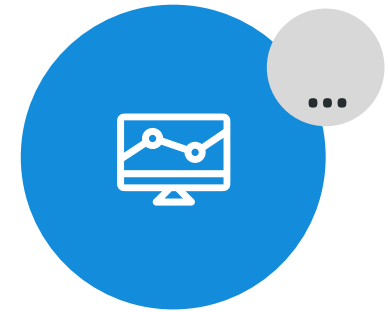
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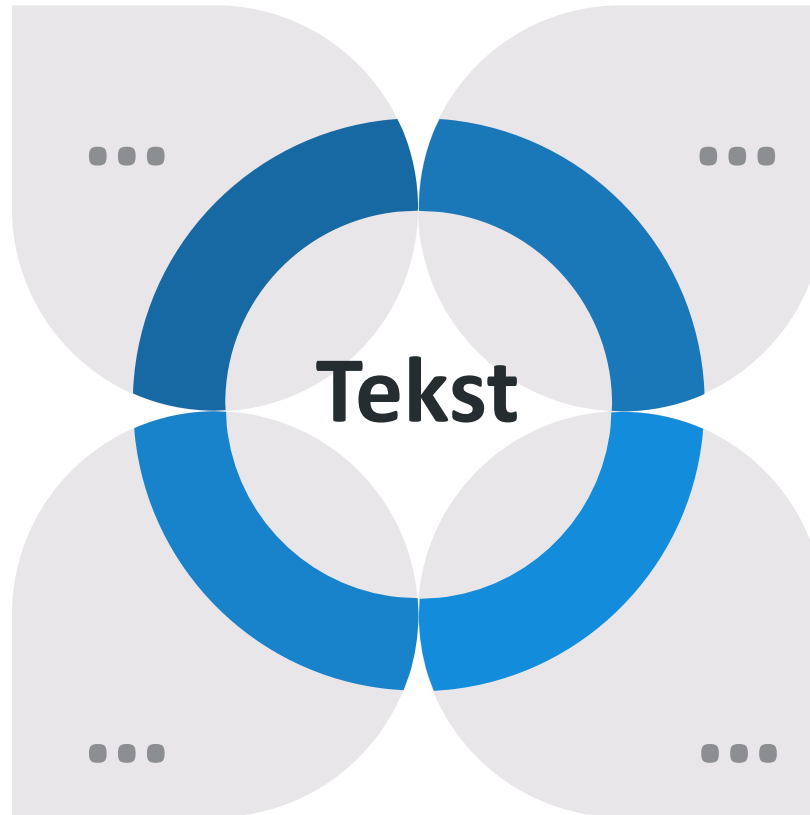
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# Tytuł

## Dodatkowe info

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Tekst



Tekst



Tekst



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Tekst



Tekst

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters

All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of

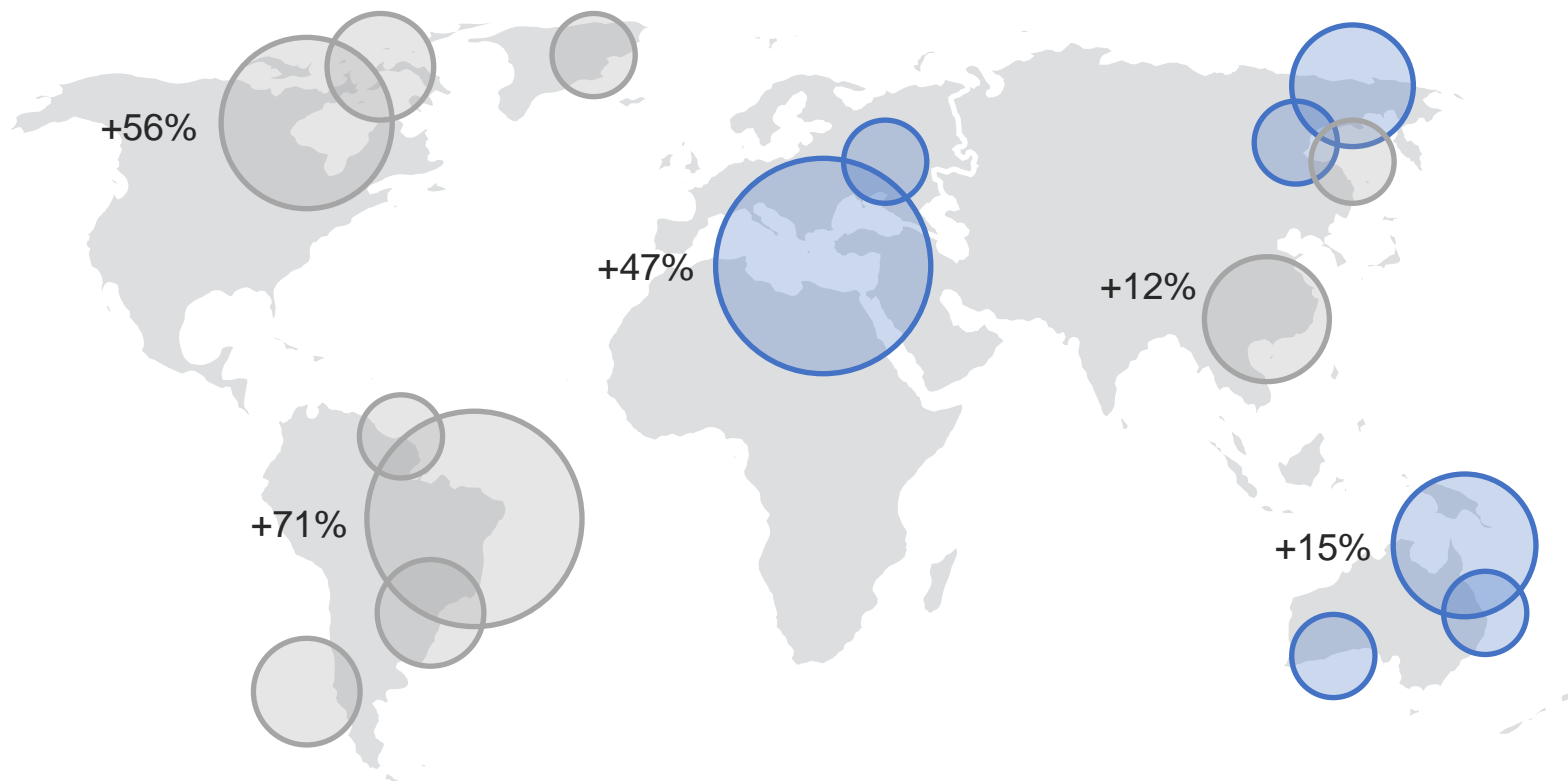
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# Grupa docelowa

# Tytuł

Dodatkowe info







# Tytuł

## Dodatkowe info

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum text, but it has survived not only five centuries, but also the leap into electronic typesetting.

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## Grupa docelowa

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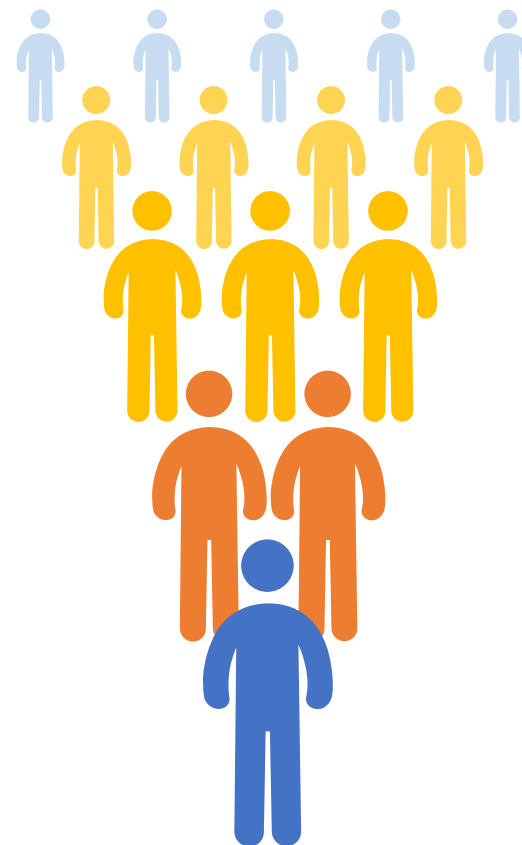
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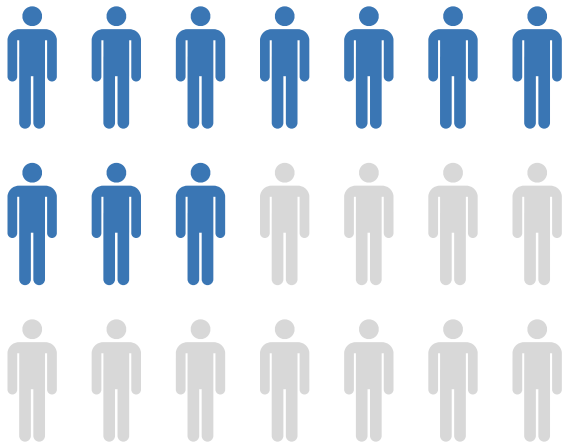
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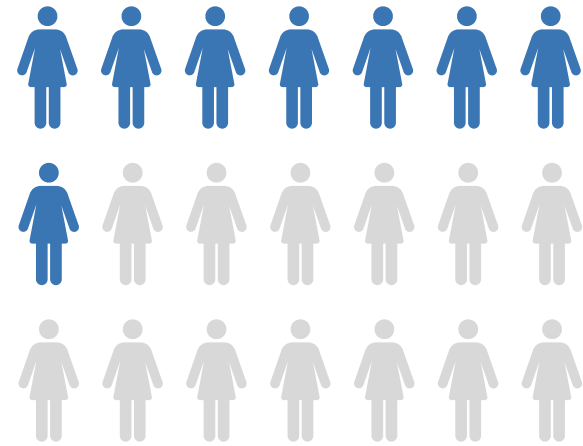




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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer typesetting, remaining denouncing pleasure and praising pain was born and I will give you a complete account of the system, and

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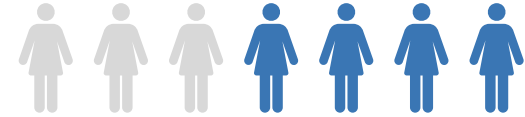


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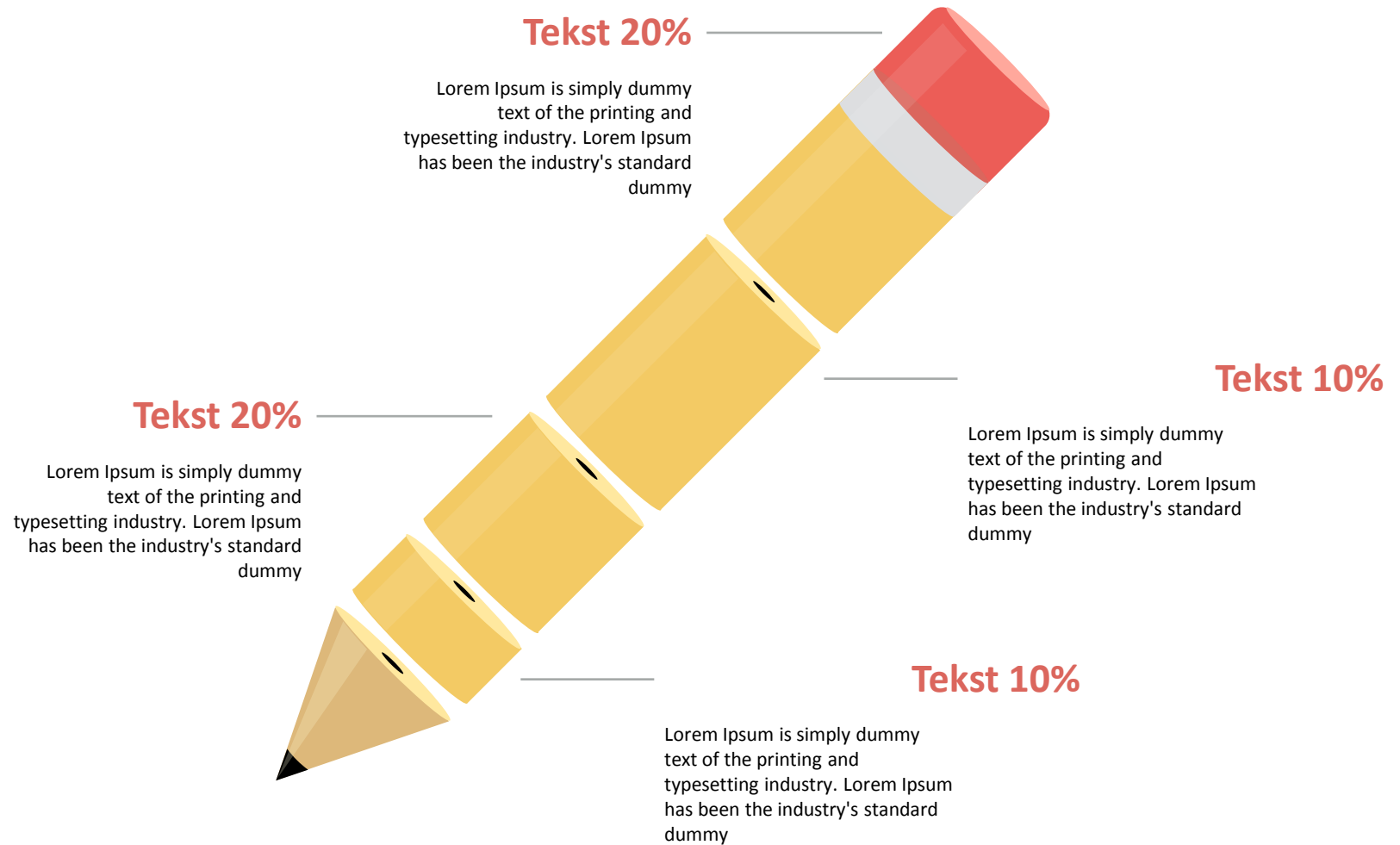


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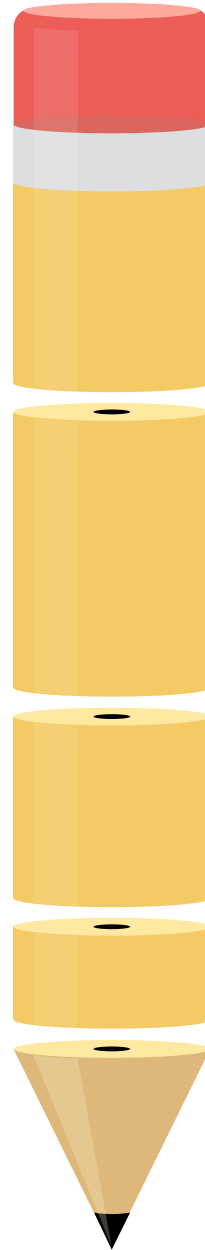
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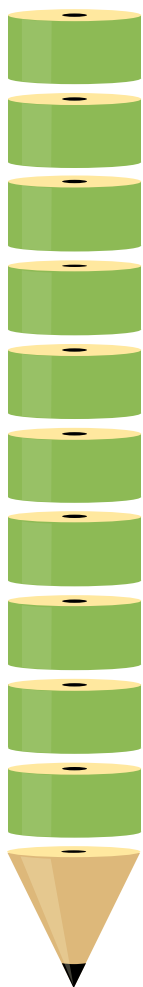
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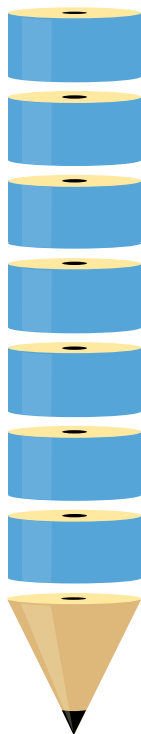
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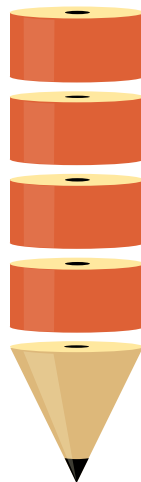
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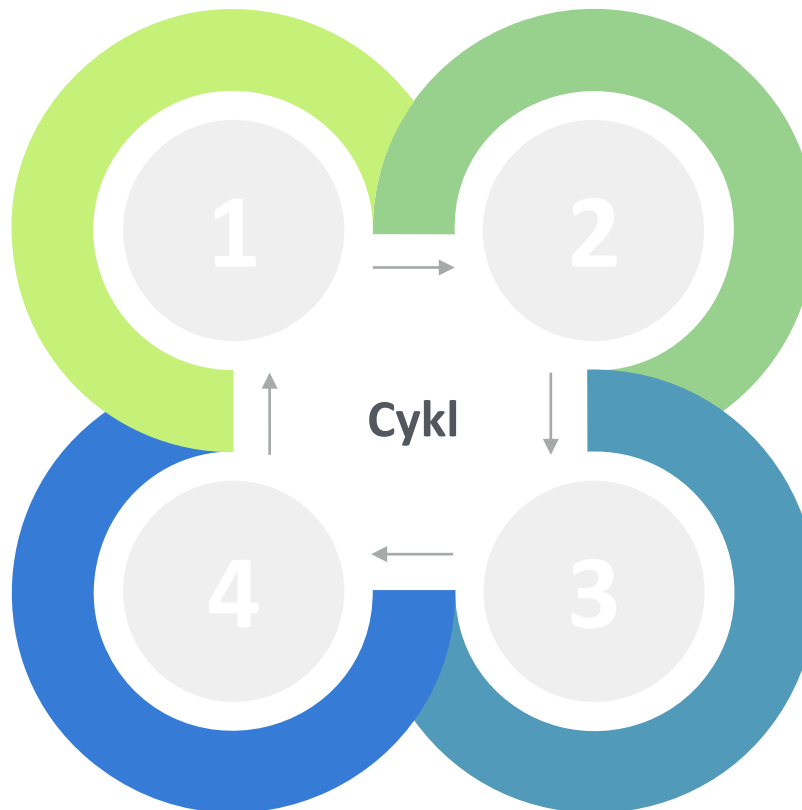
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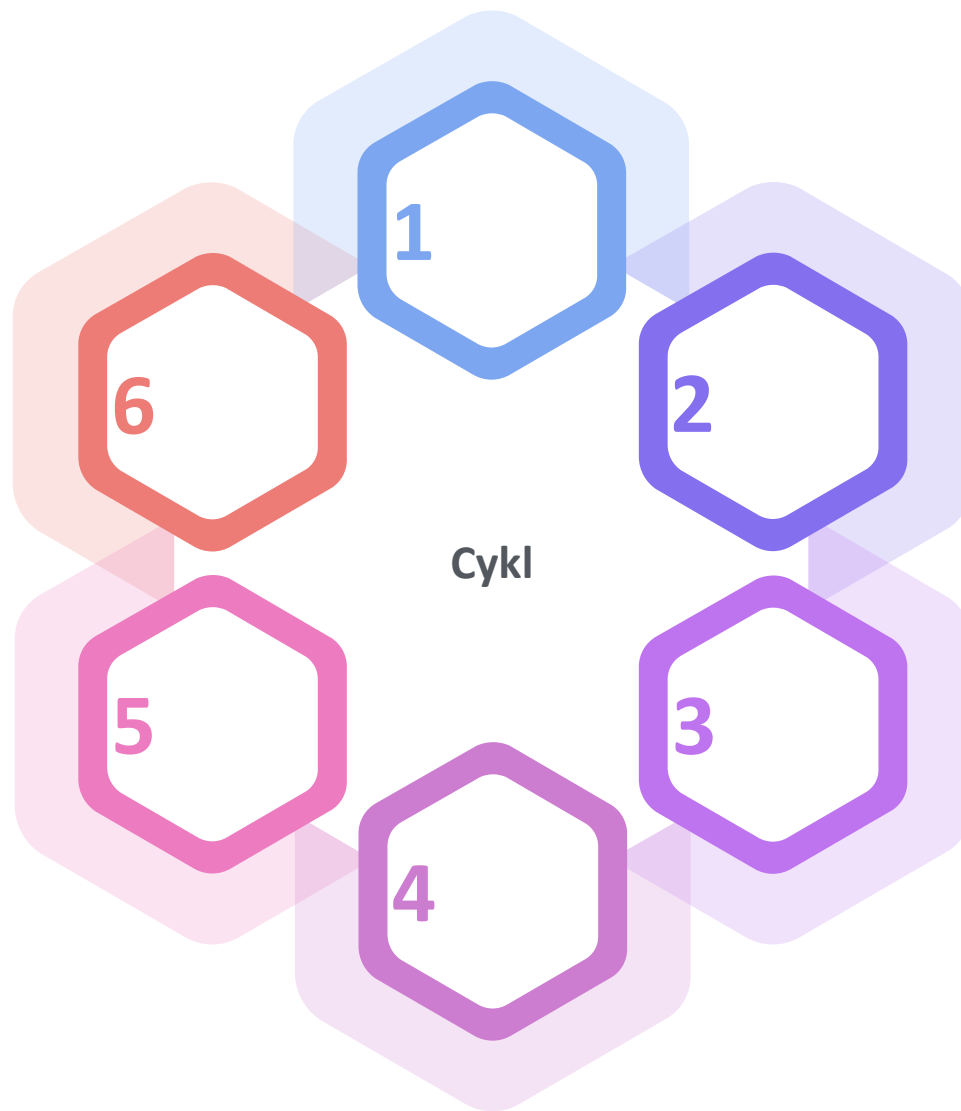
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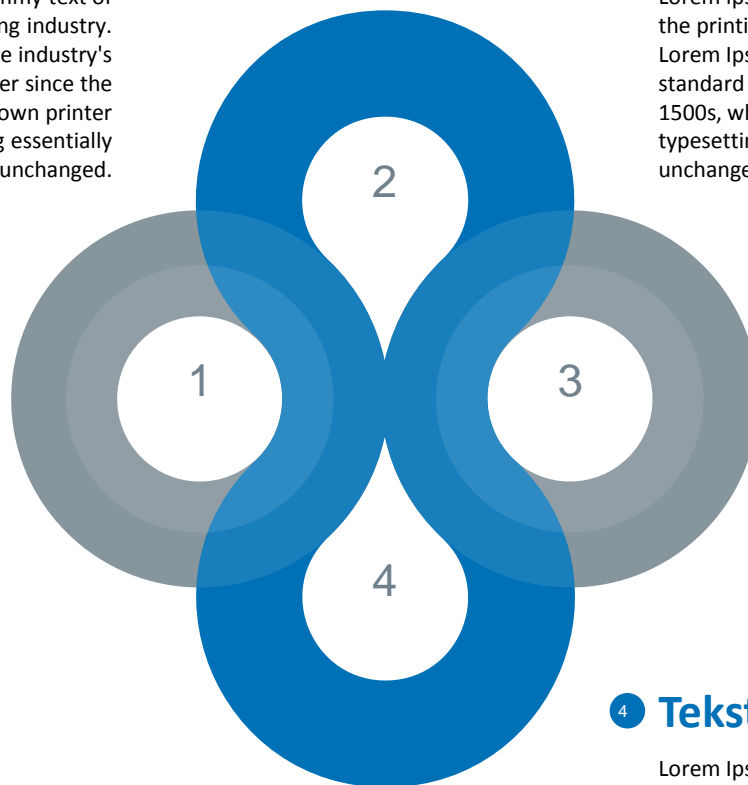
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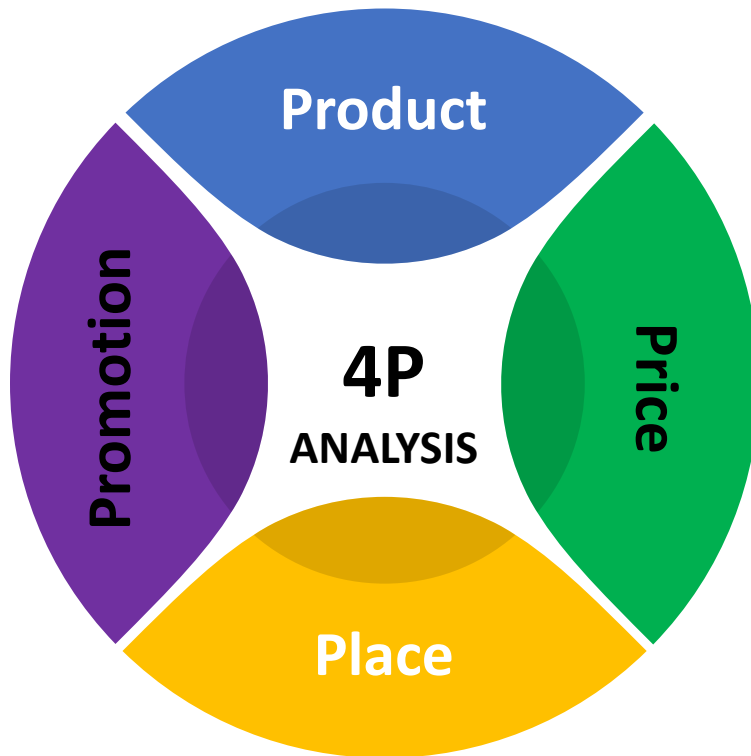




# Strategia

# Tytuł

Dodatkowe info



- **Product** - Lorem Ipsum is simply dummy text standard dummy text ever since the 1500s, when an unknown printer took a galley. The point using
- **Price** - Lorem Ipsum is simply dummy text industry. Lorem Ipsum has been industry's an unknown printer took a galley. The point using
- **Place** - Lorem Ipsum is simply dummy text industry. Lorem Ipsum has been industry's standard dummy text ever since the 1500s, when
- **Promotion** - Lorem Ipsum is simply dummy text standard dummy text ever since the 1500s, when an unknown printer took a galley. The point using

# Tytuł

## Dodatkowe info

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### Product

Lorem Ipsum is simply dummy text industry. Lorem Ipsum has been industry's standard dummy text ever since the 1500s, when an unknown printer took a galley. The point of using Lorem

### Price

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### Place

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### Promotion

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# Tytuł

## Dodatkowe info

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### Product

Lorem Ipsum is simply dummy text of the printing and necessary, making this the typesetting industry.

Lorem Ipsum has been the industry's standard dummy text

The 1500s, when an unknown printer took a galley of type



### Price

Lorem Ipsum is simply dummy text of the printing and necessary, making this the typesetting industry.

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### Place

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### Promotion

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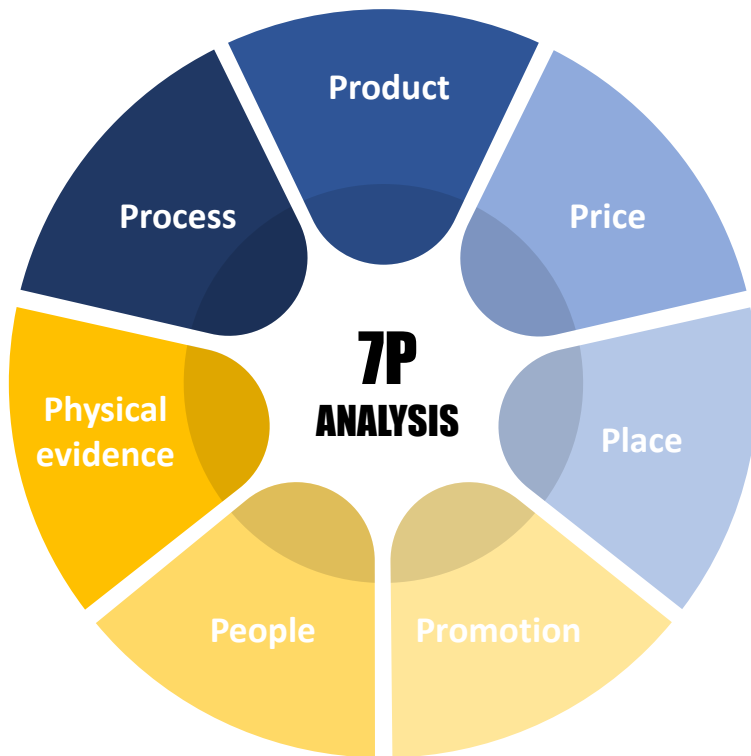
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The 1500s, when an unknown printer took a galley of type

# Tytuł

## Dodatkowe info

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- **Product** - Lorem Ipsum is simply dummy text when an unknown printer took a galley. The point
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- **Place** - Lorem Ipsum is simply dummy text standard dummy text ever since the 1500s, when
- **Promotion** - Lorem Ipsum is simply dummy text standard dummy text ever since the 1500s, when
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- **Process** - Lorem Ipsum is simply dummy text standard dummy text ever since the 1500s, when

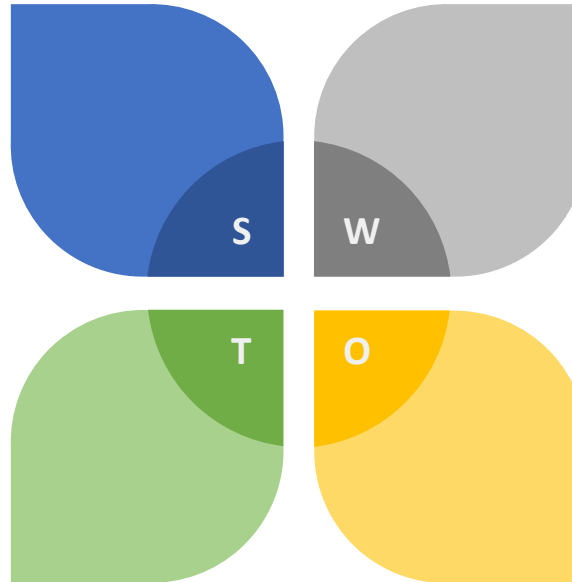




# Analiza SWOT

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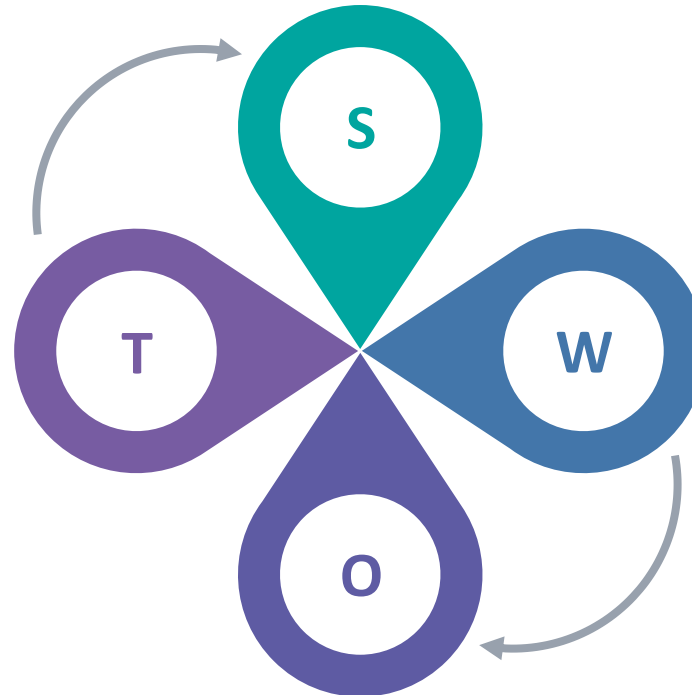
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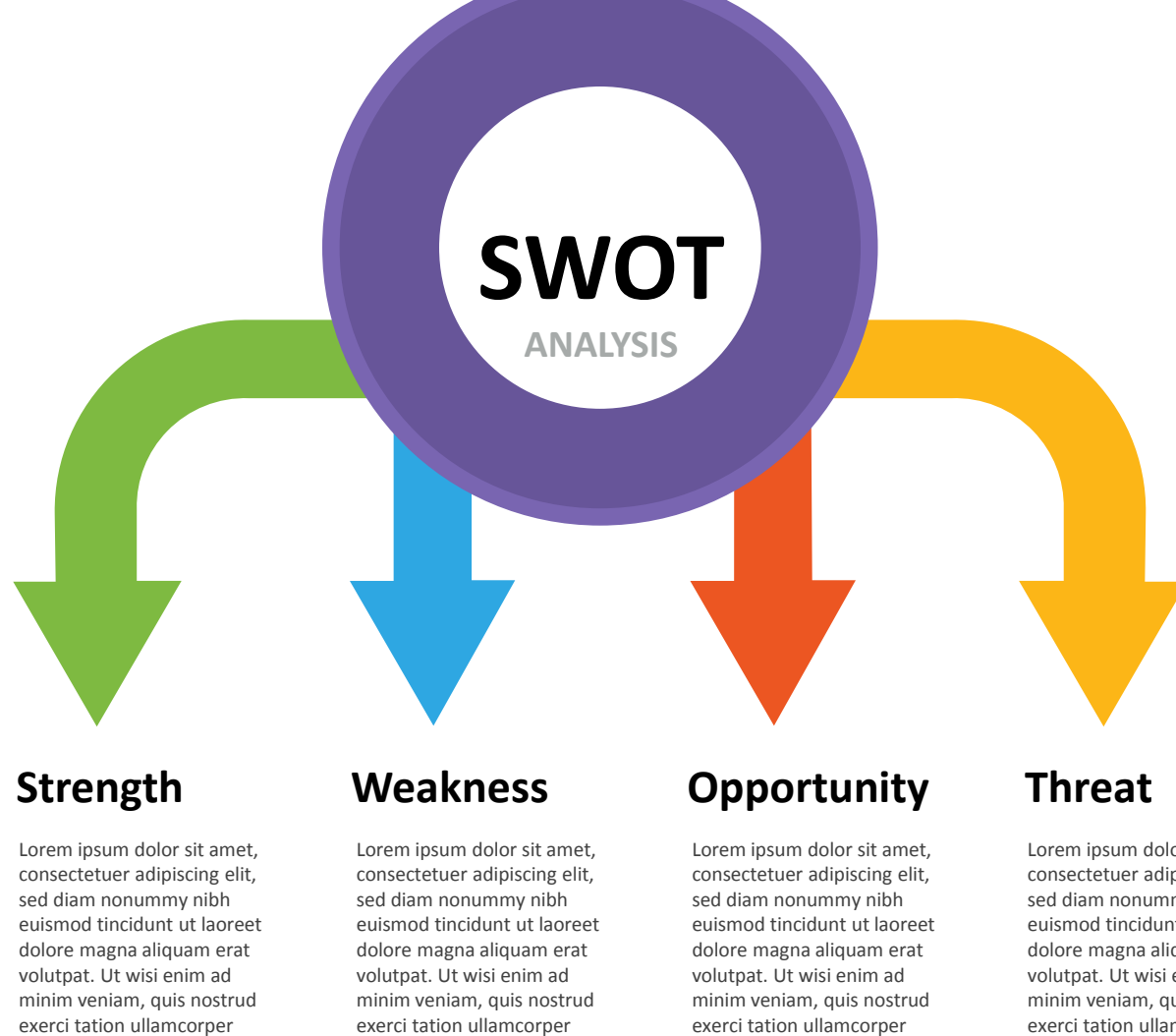


## Threats

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## Opportunity

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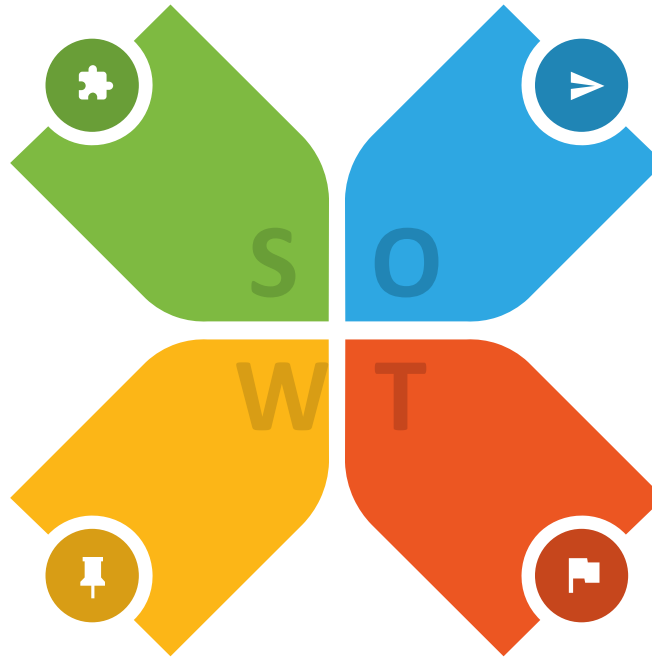


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## Threat

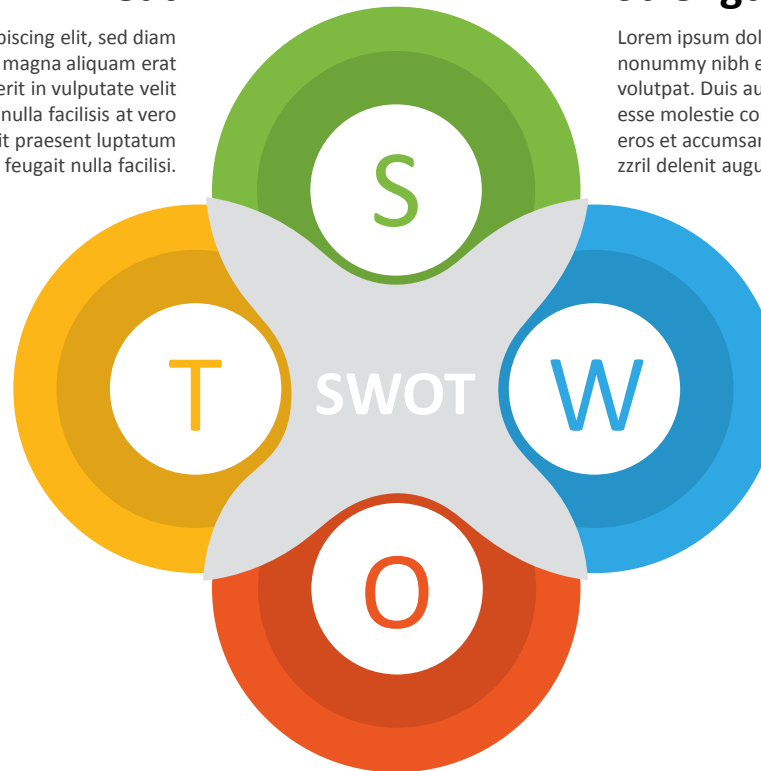
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# Tytuł

## Dodatkowe info

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### Strengths

Lorem Ipsum is simply dummy text of the printing and necessary, making this the typesetting industry.

Lorem Ipsum has been the industry's standard dummy text The 1500s, when an unknown printer took a galley of type



### Weaknesses

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### Opportunities

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### Threats

Lorem Ipsum is simply dummy text of the printing and necessary, making this the typesetting industry.

Lorem Ipsum has been the industry's standard dummy text The 1500s, when an unknown printer took a galley of type





# Lejek sprzedaży



## AWARENESS

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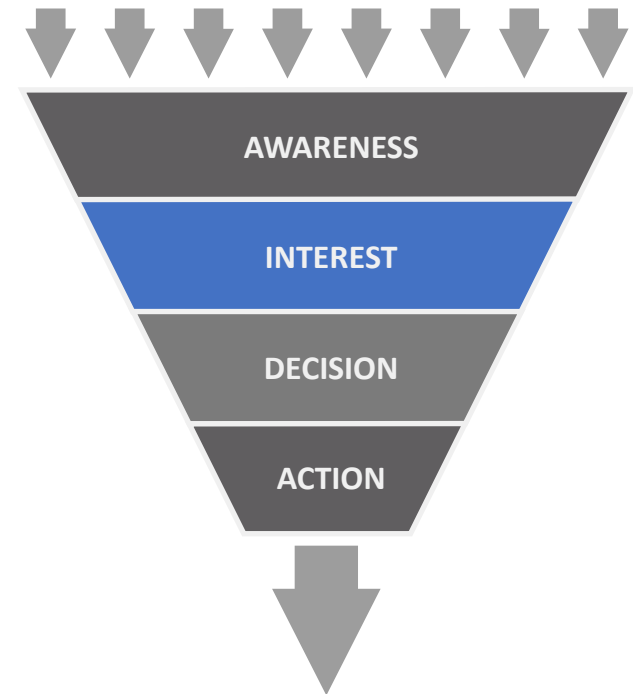
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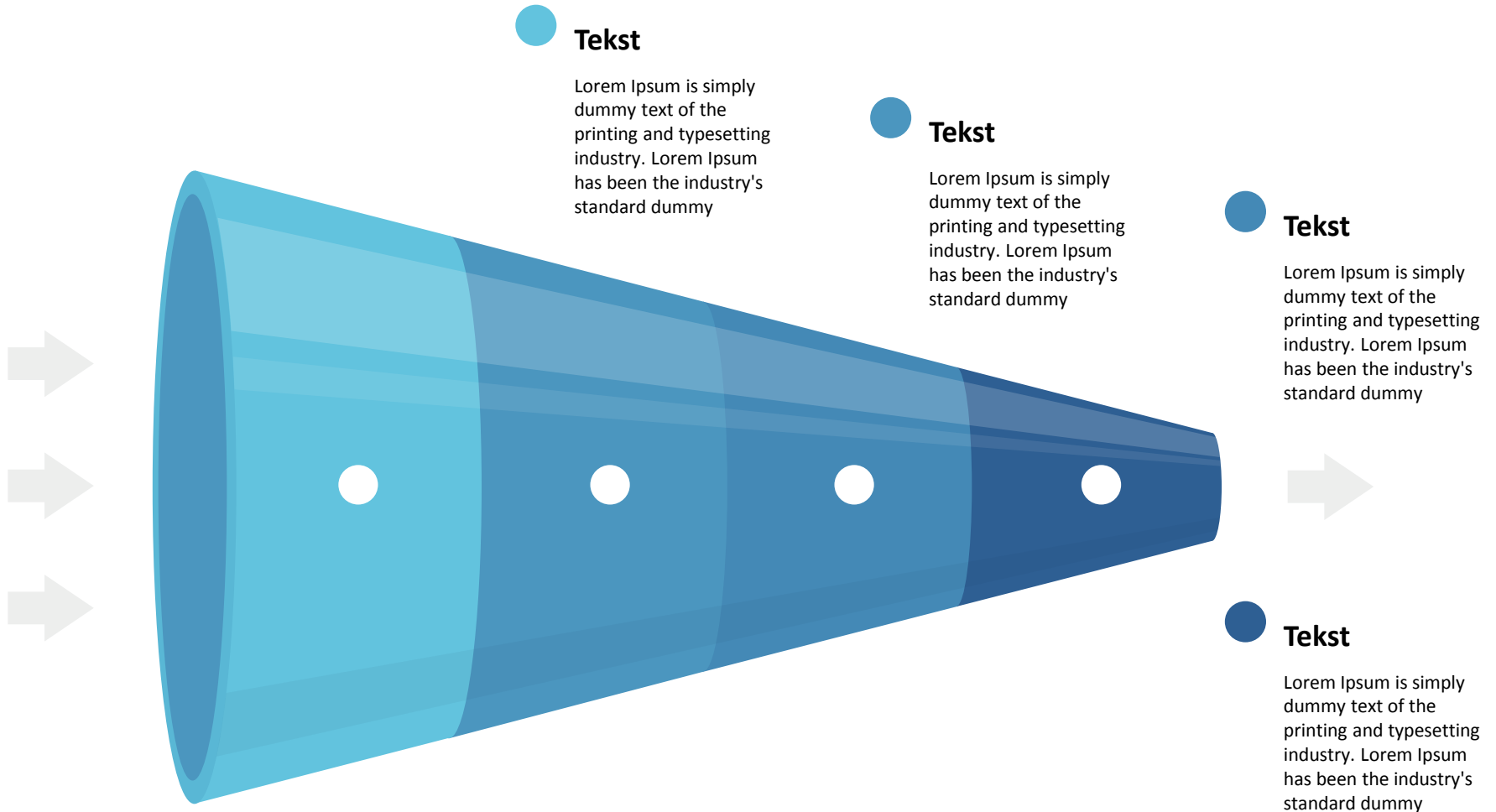
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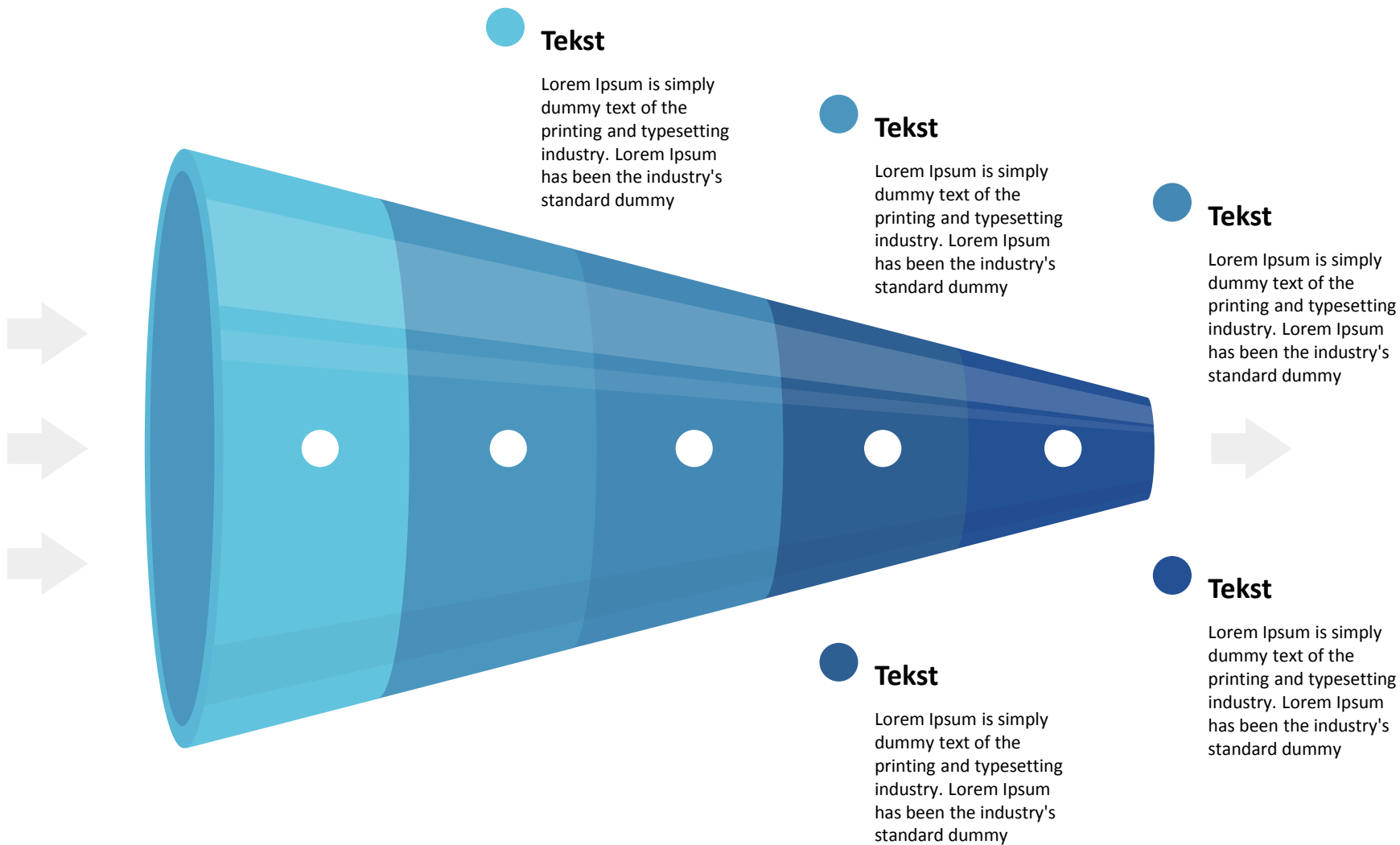
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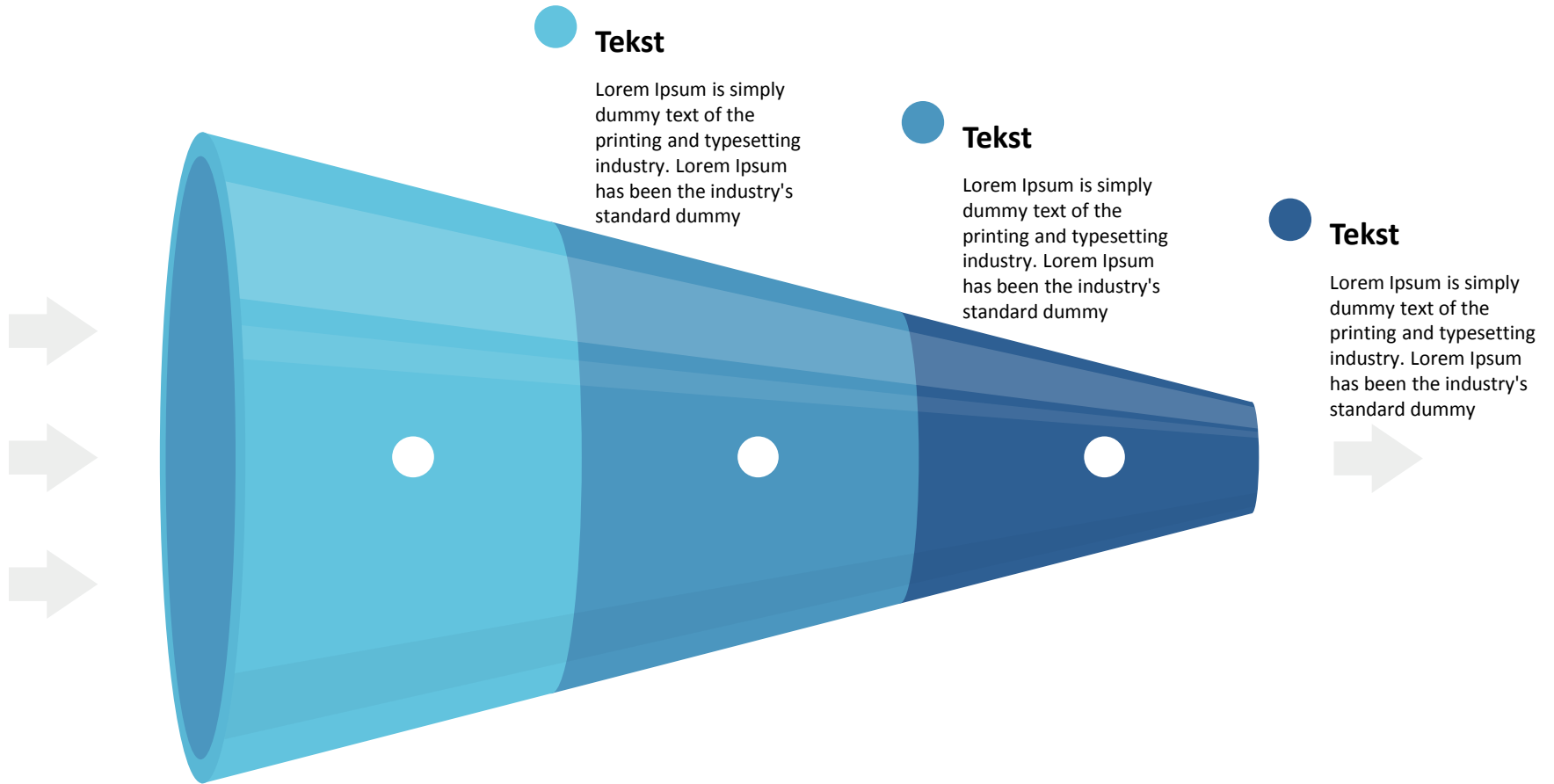
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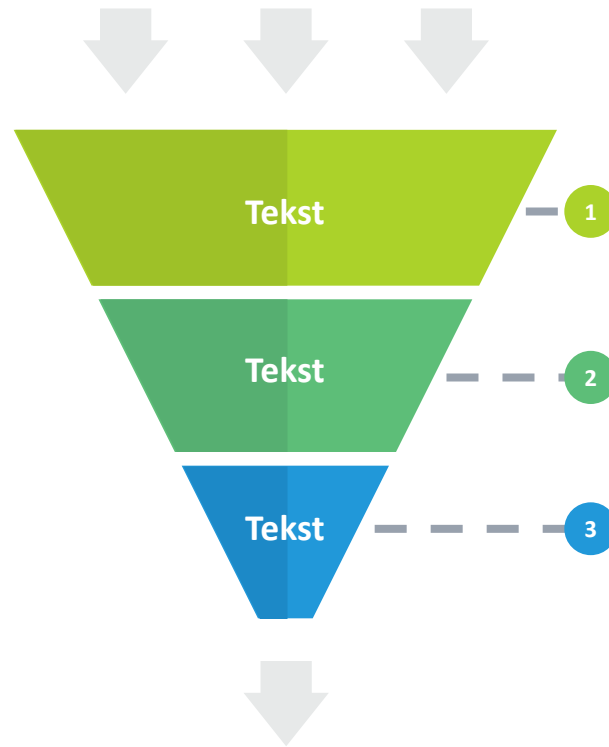
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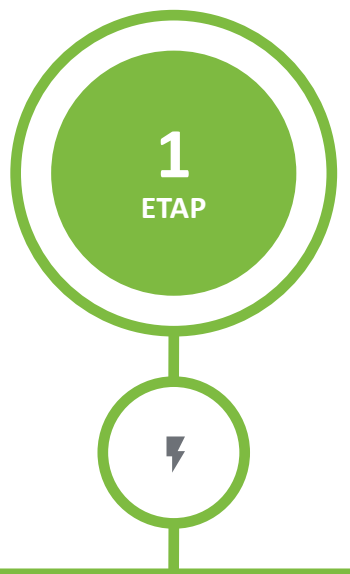




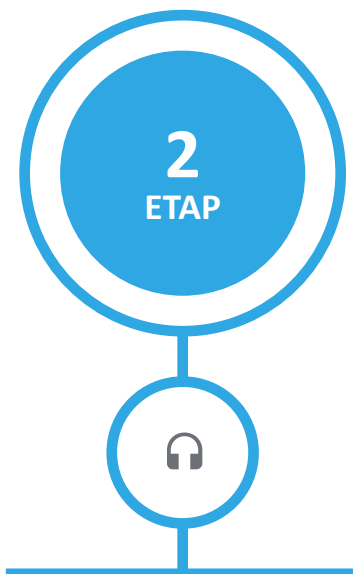




# Etapy projektu



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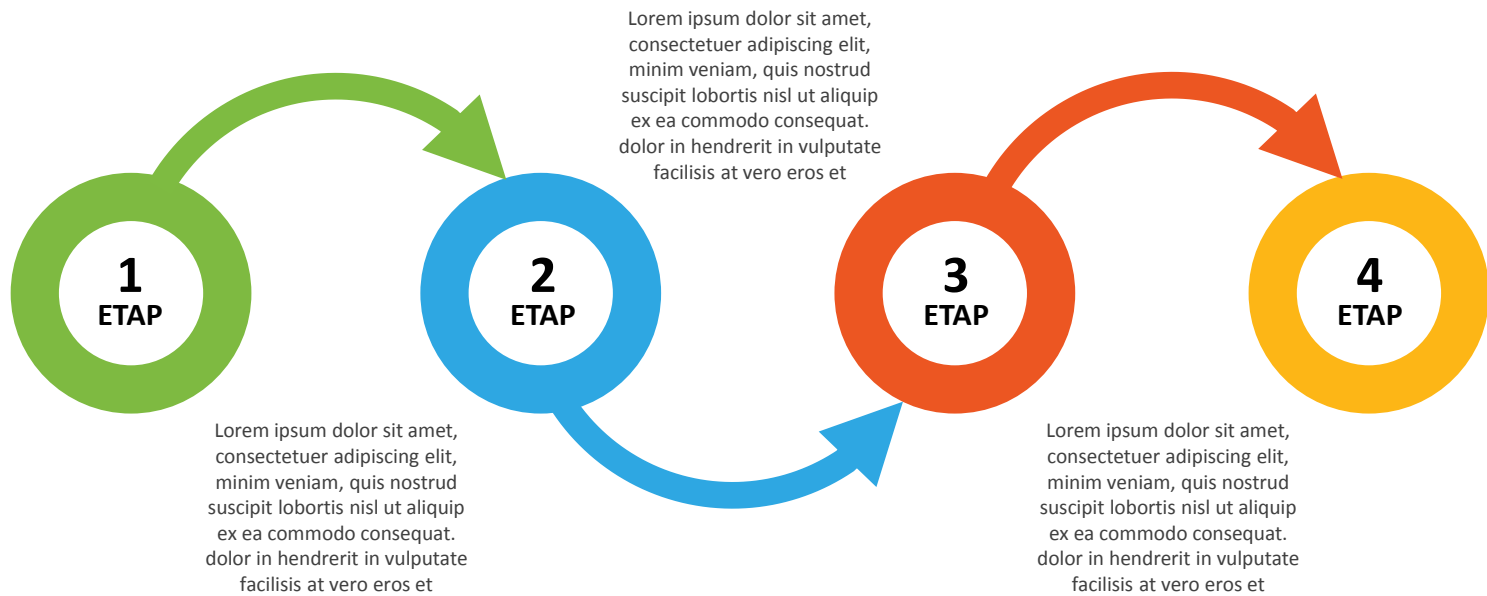
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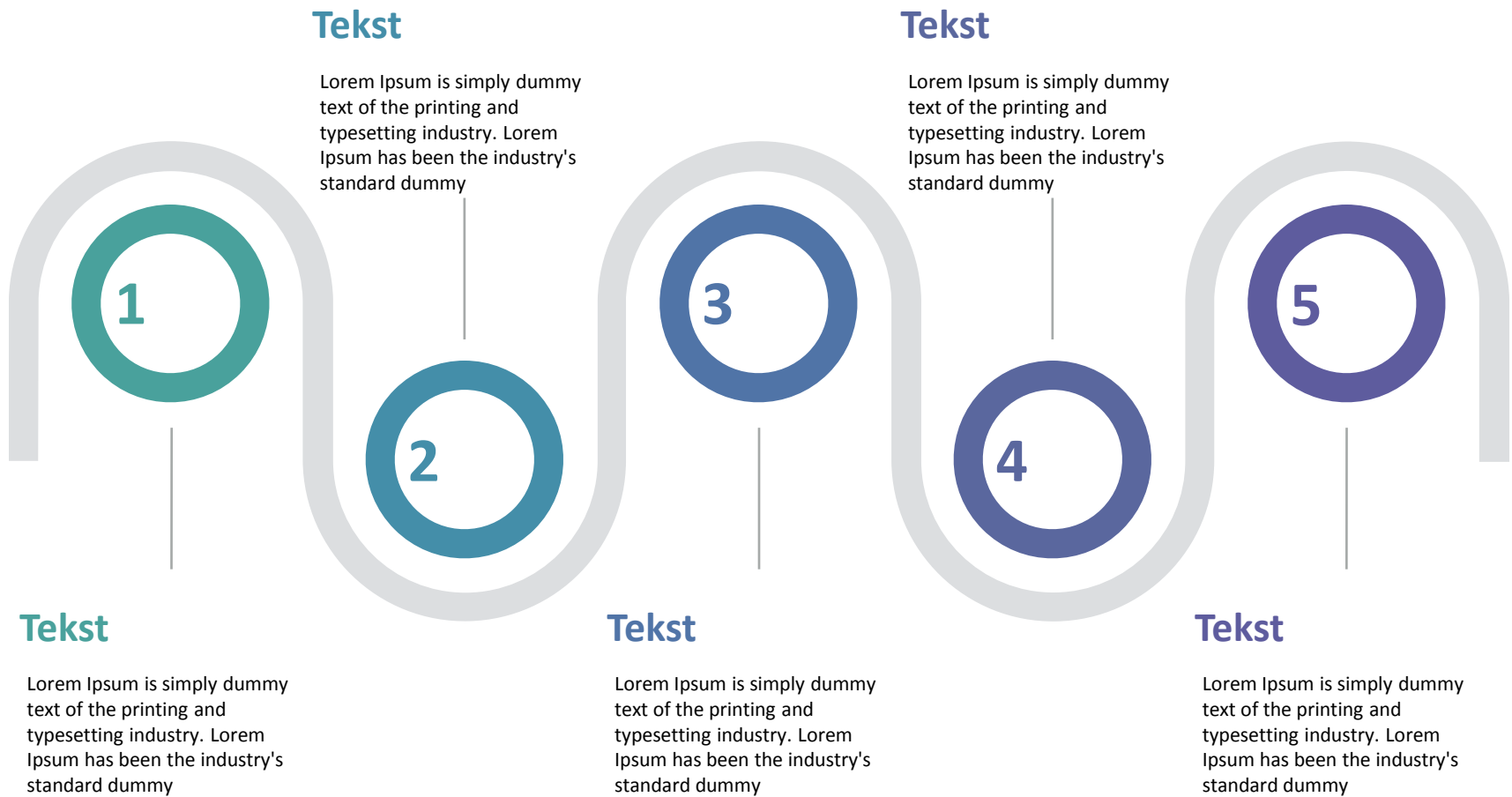
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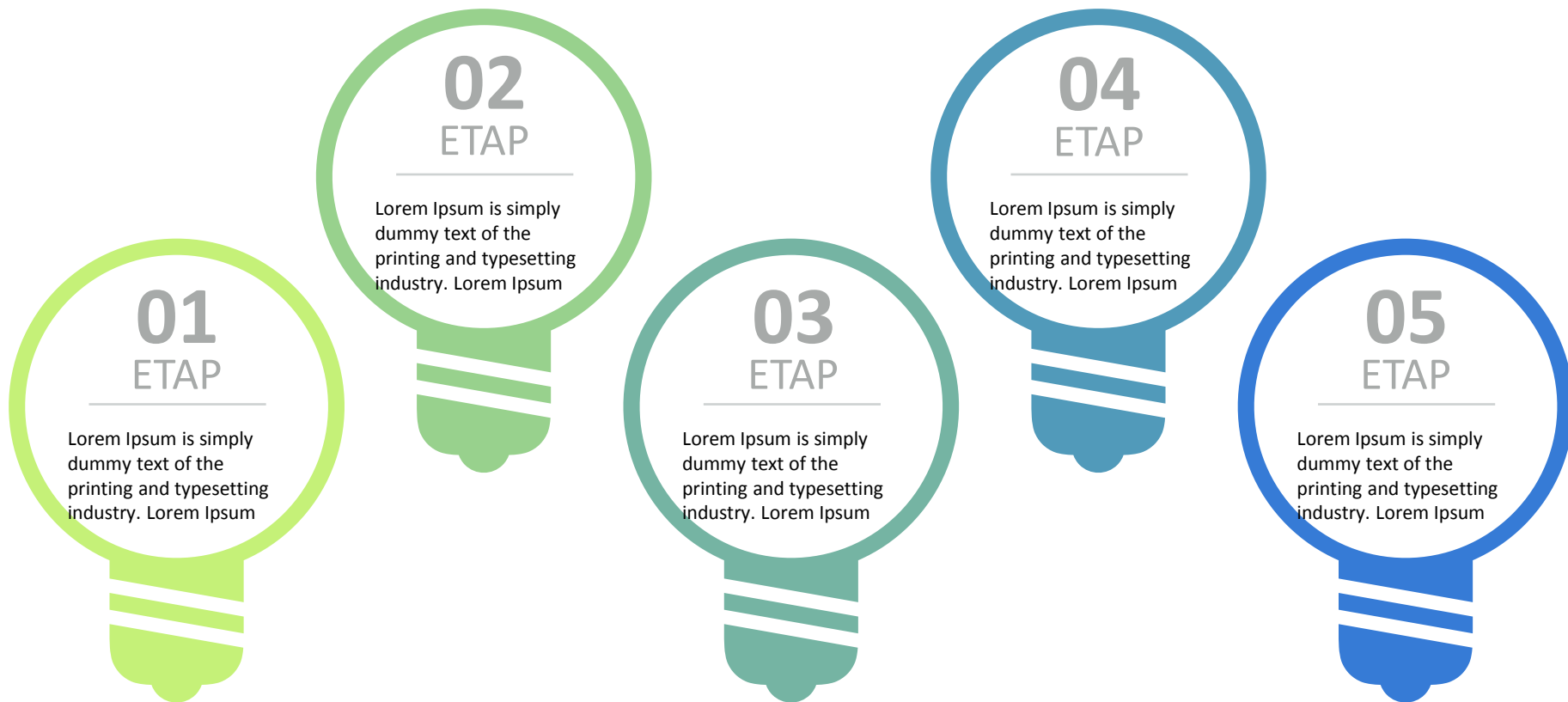
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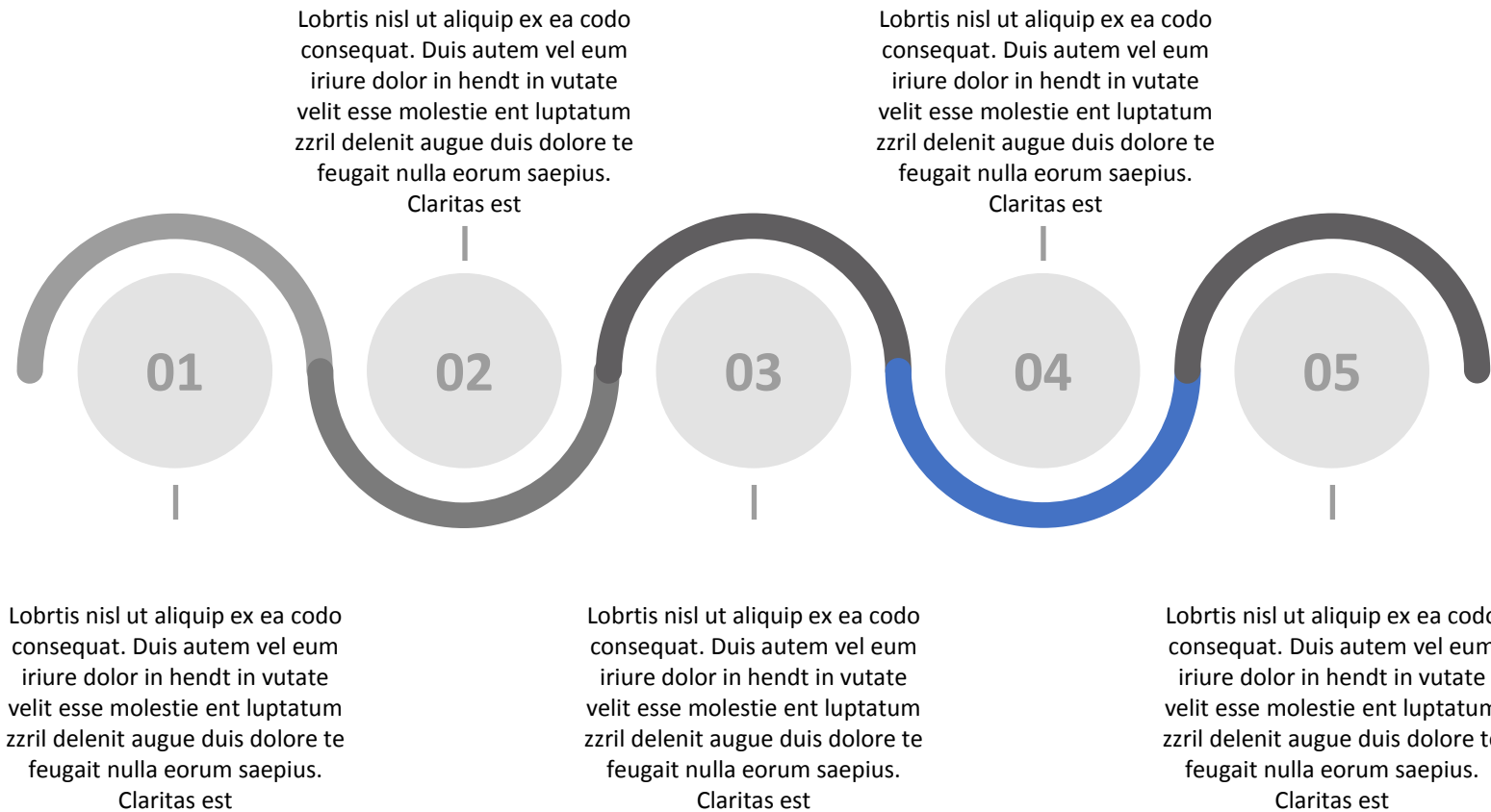
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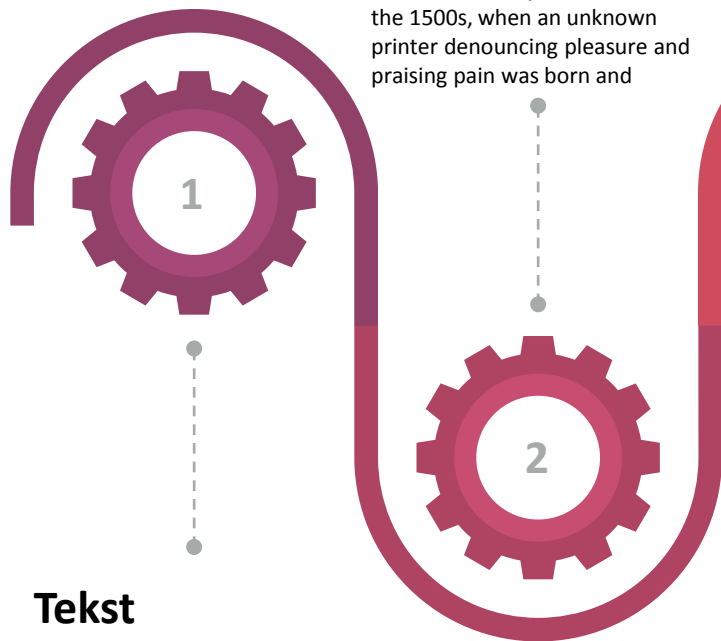


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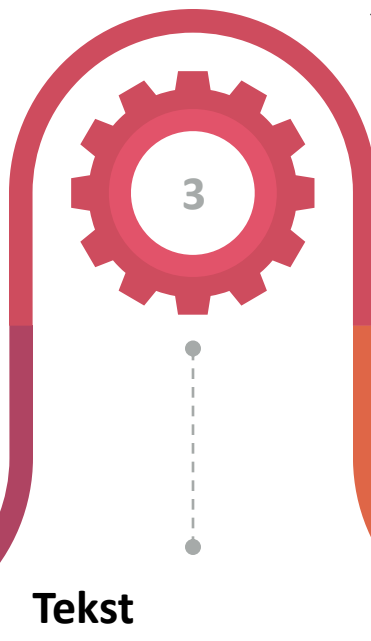


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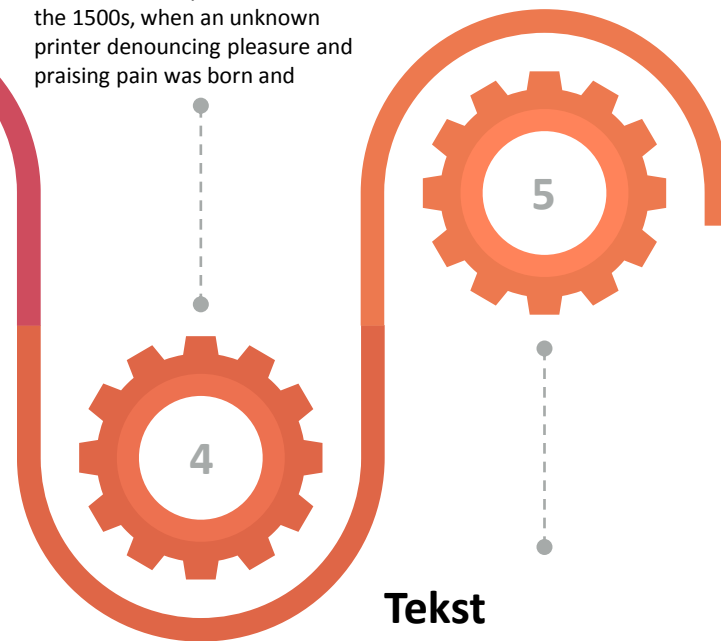


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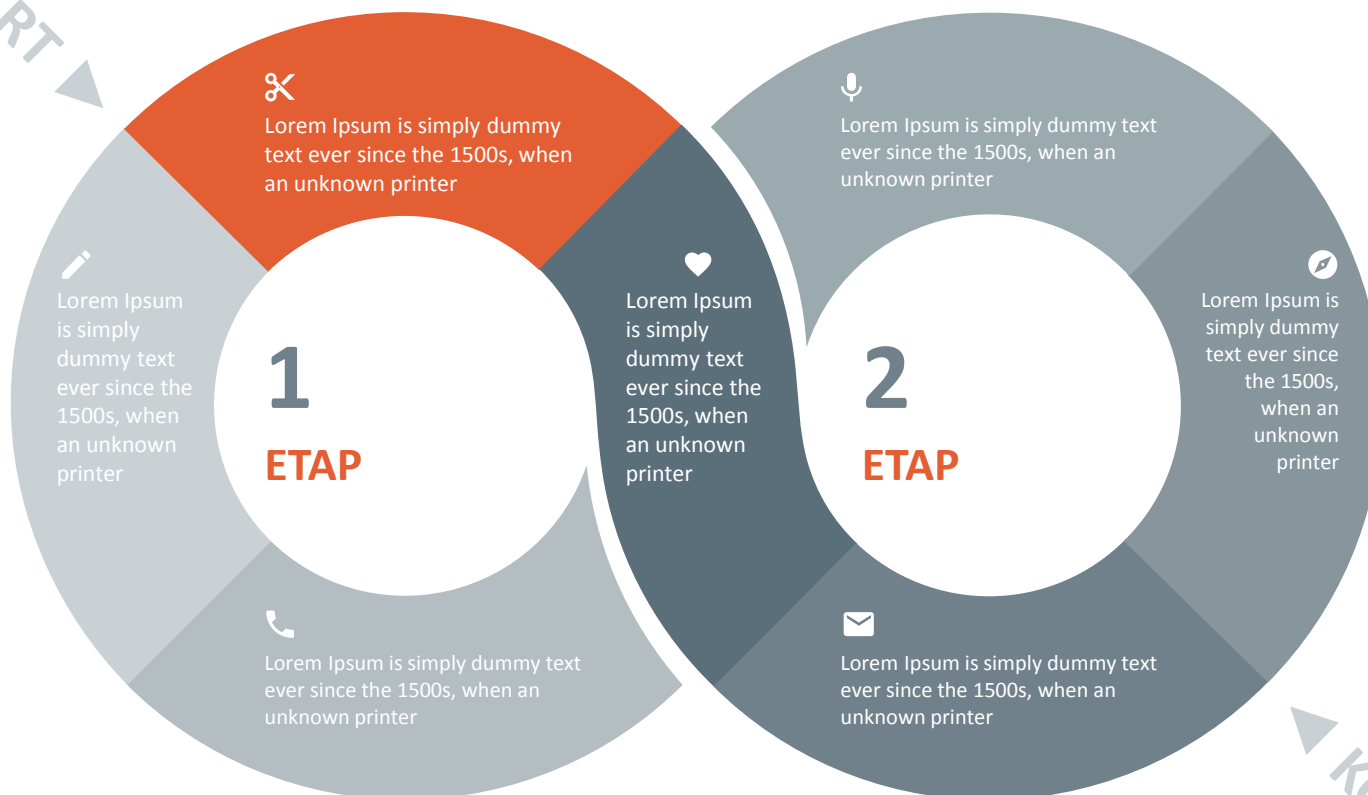
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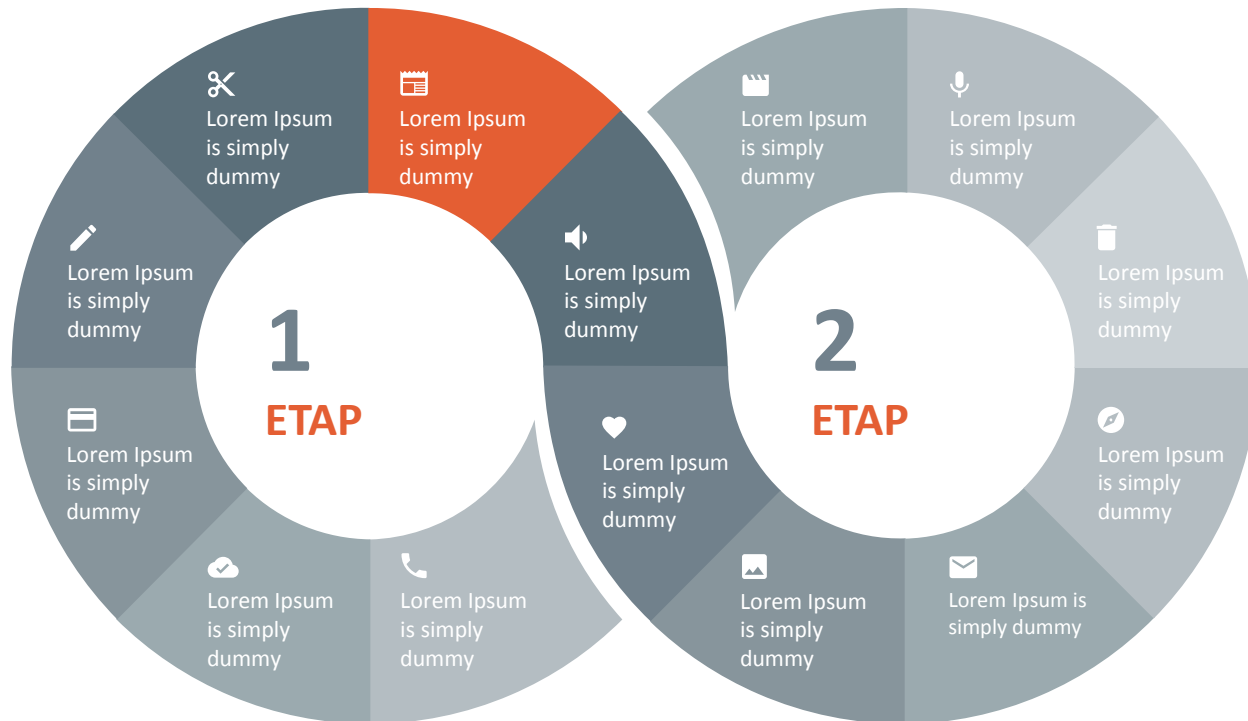


START



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START



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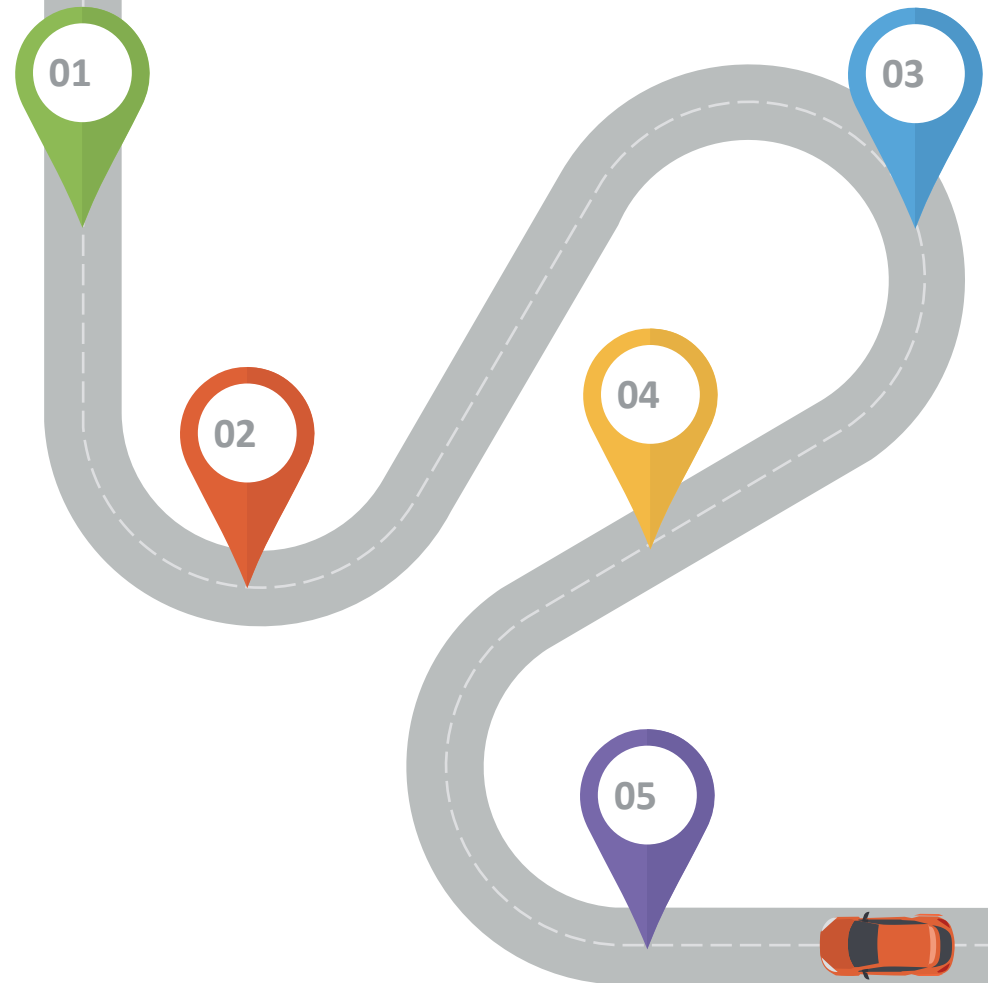
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## Tekst

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## Tekst

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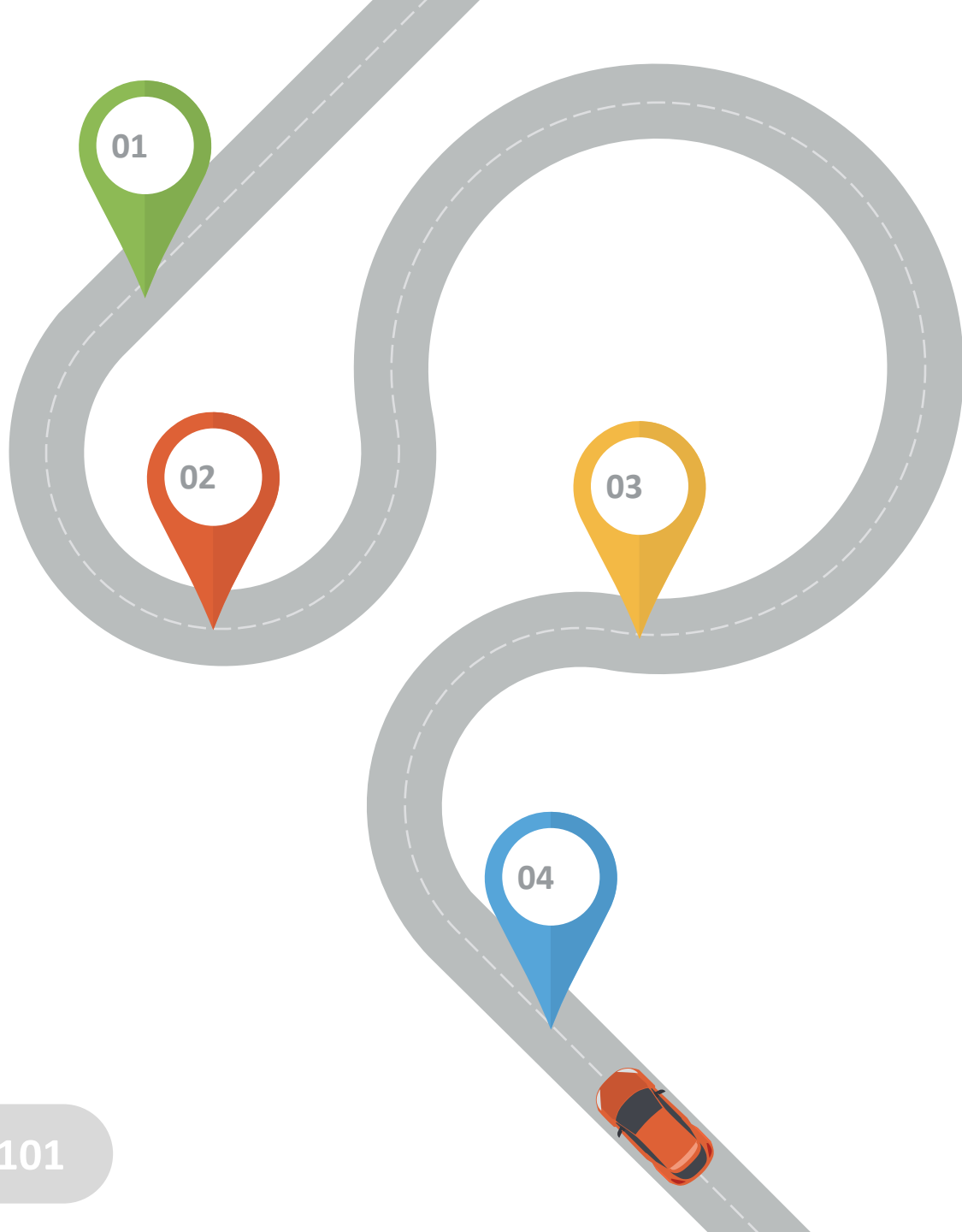
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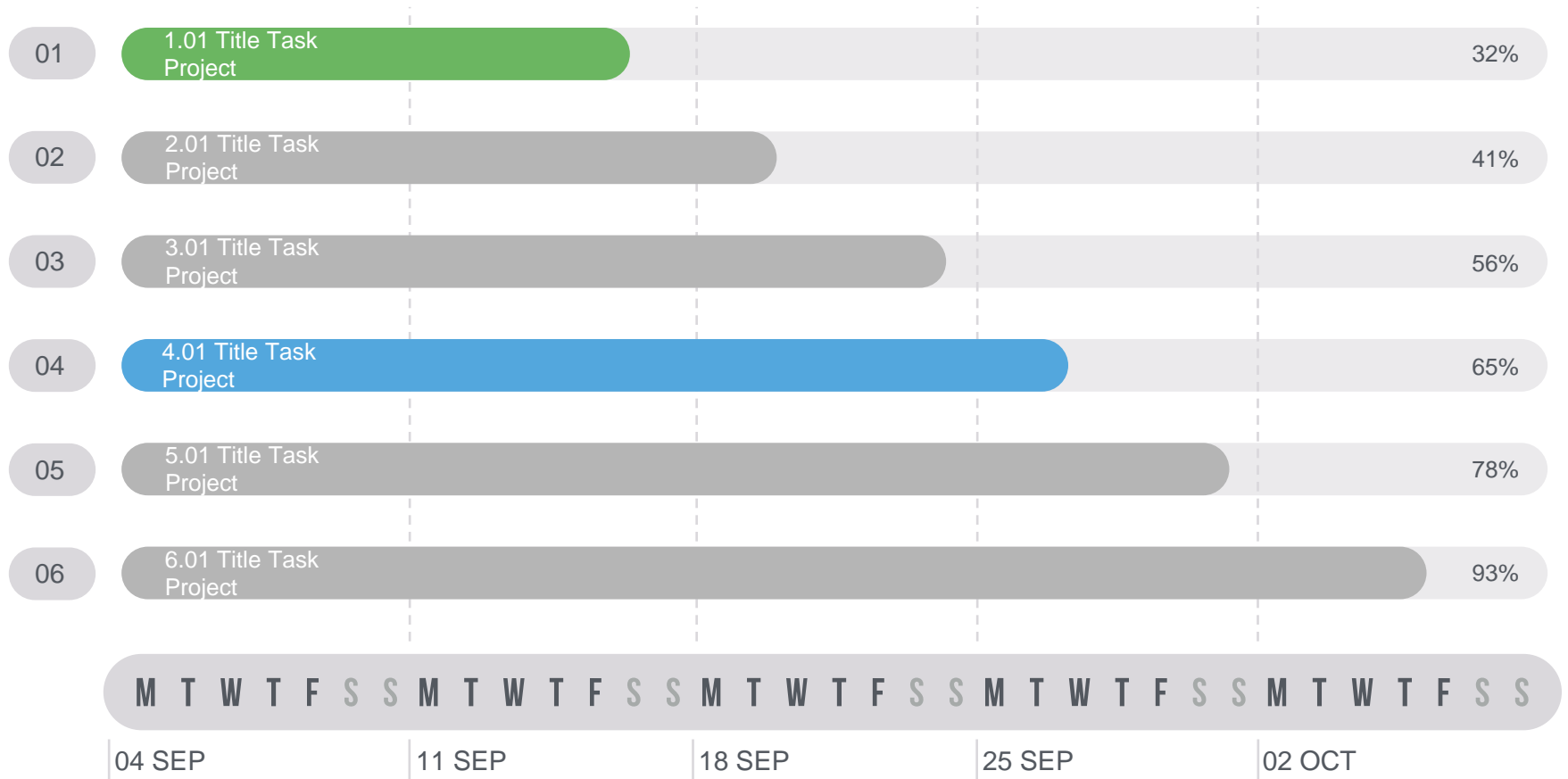


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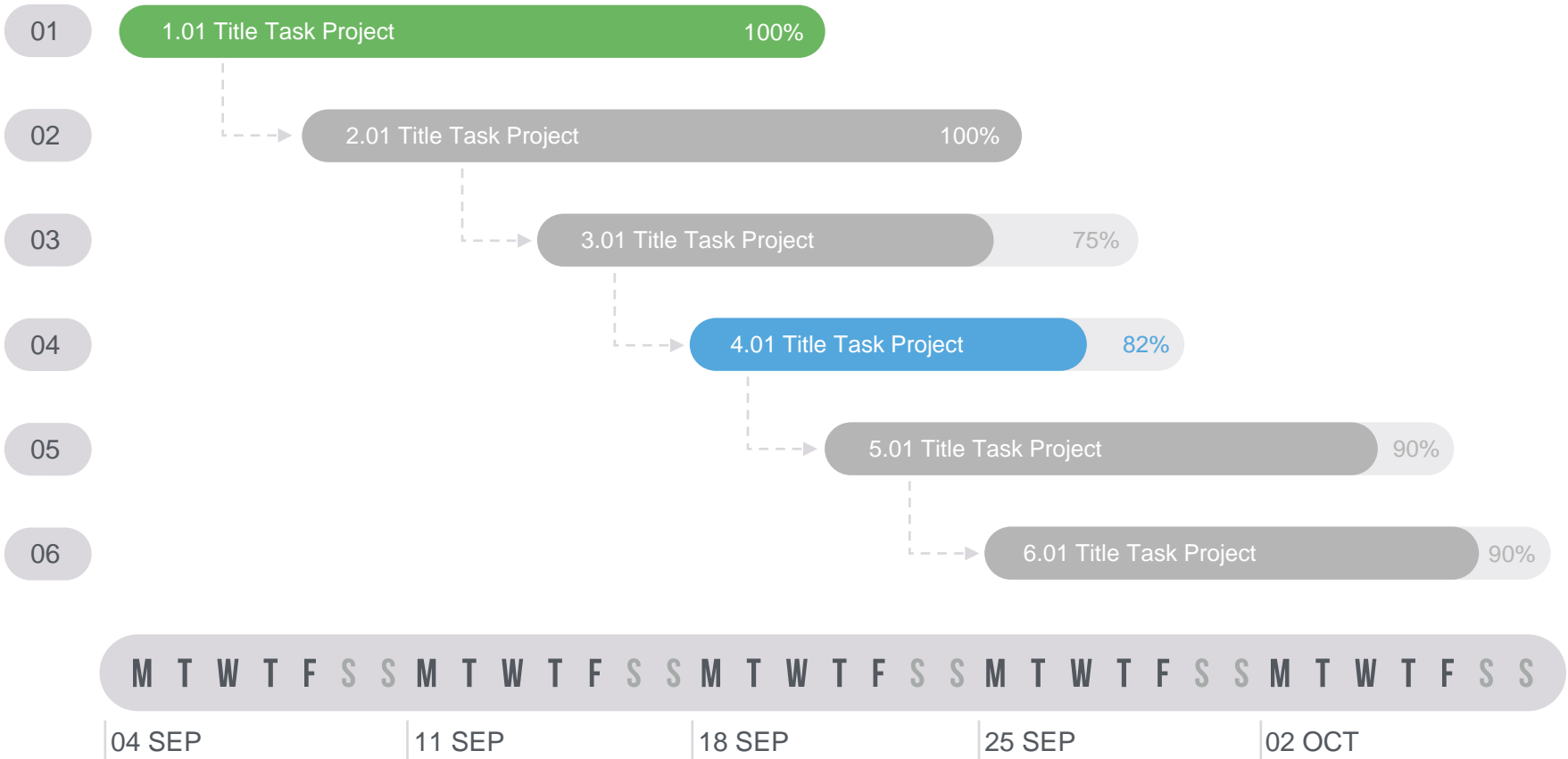
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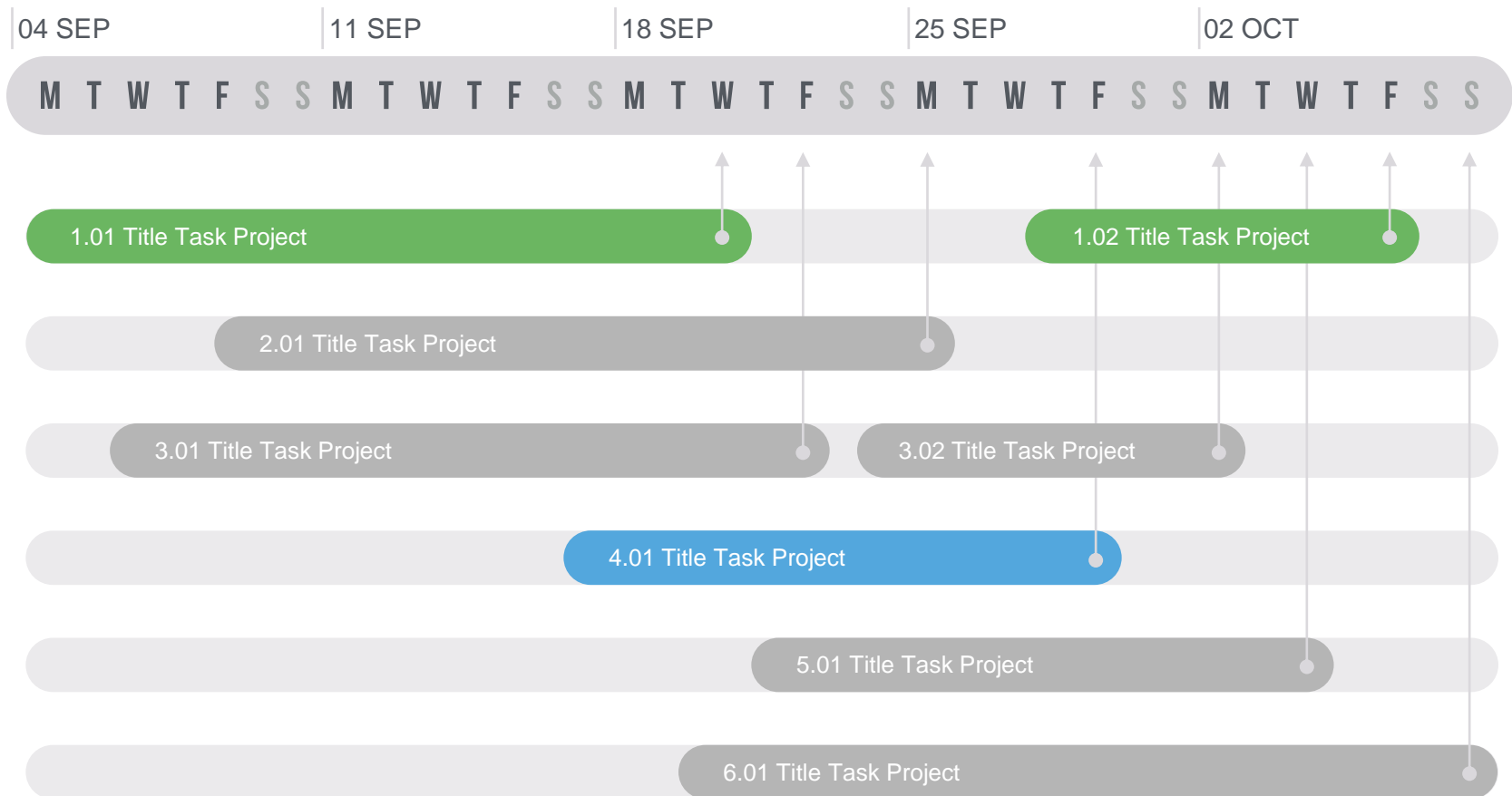


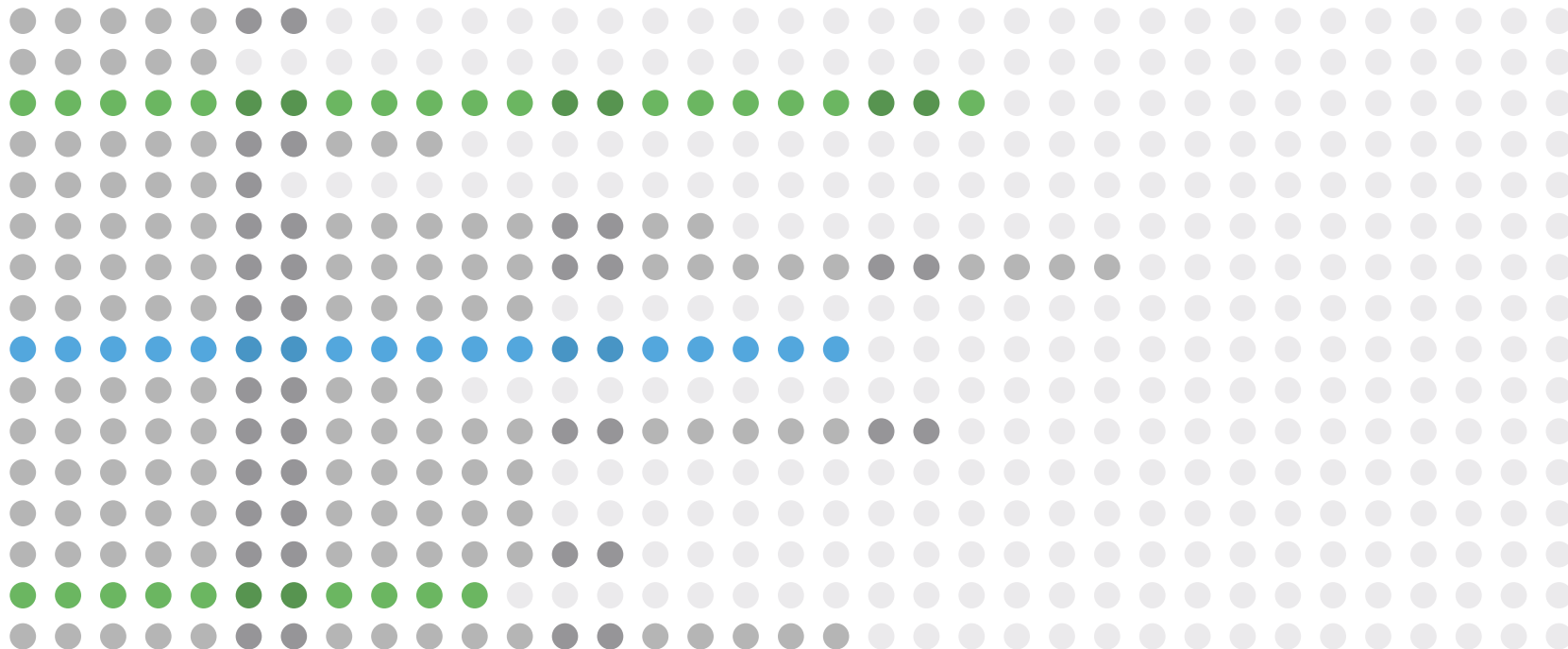
# Harmonogram projektu











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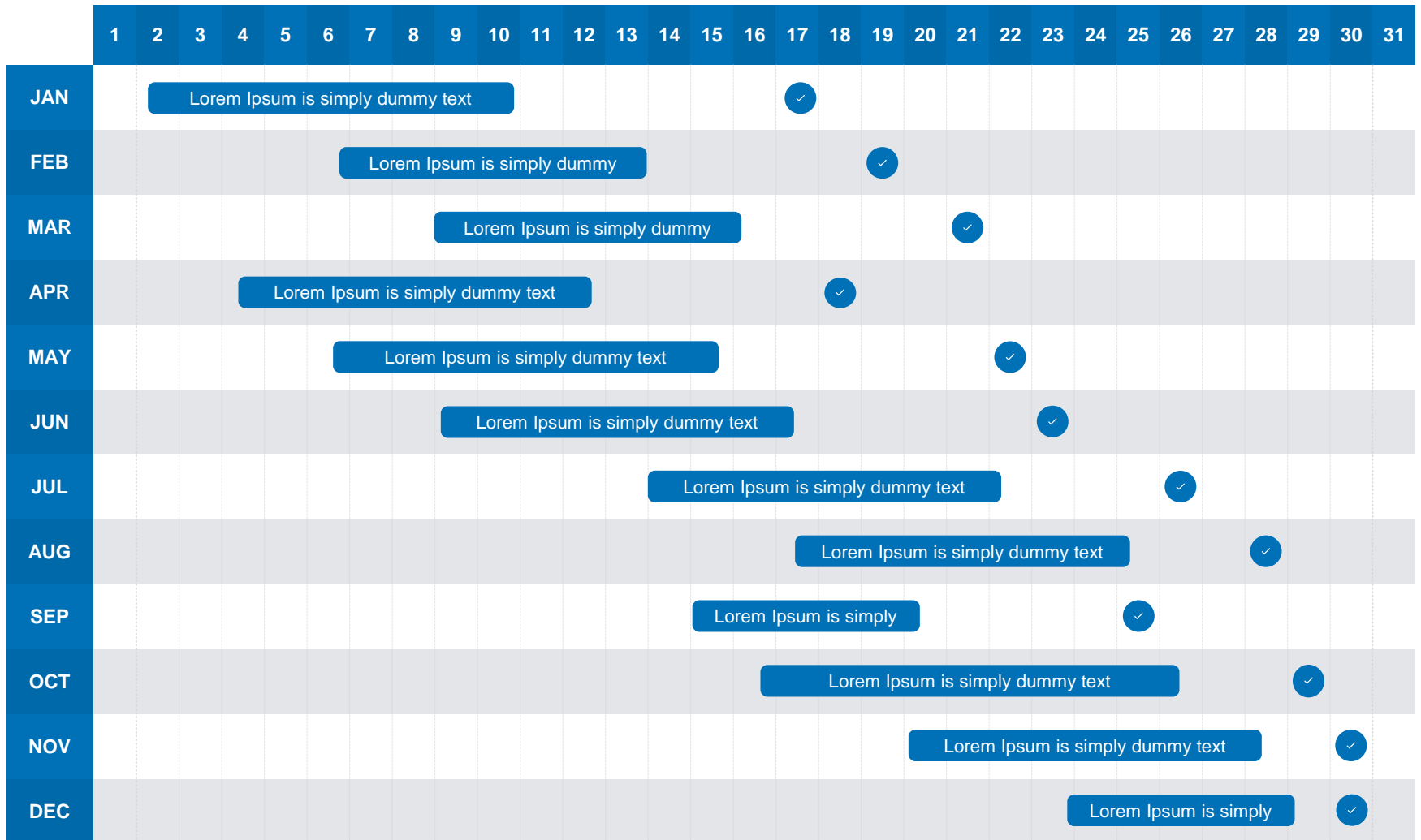
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# Tytuły | Nagrody



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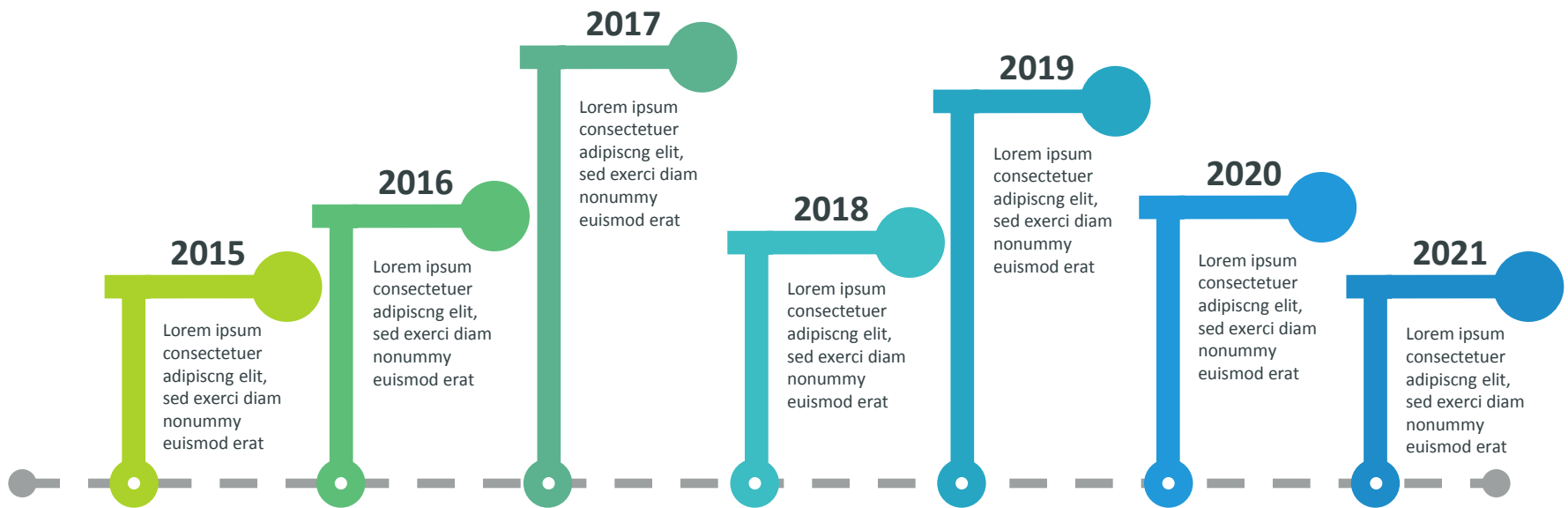
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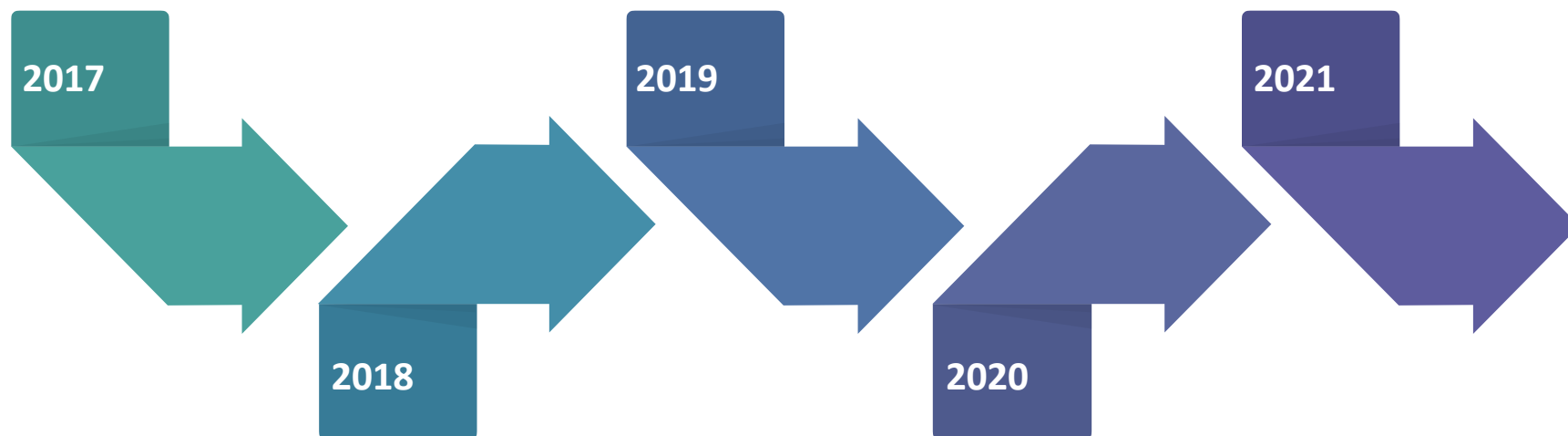
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2018

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2019

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2020

2016



2017



2018



2019



2020



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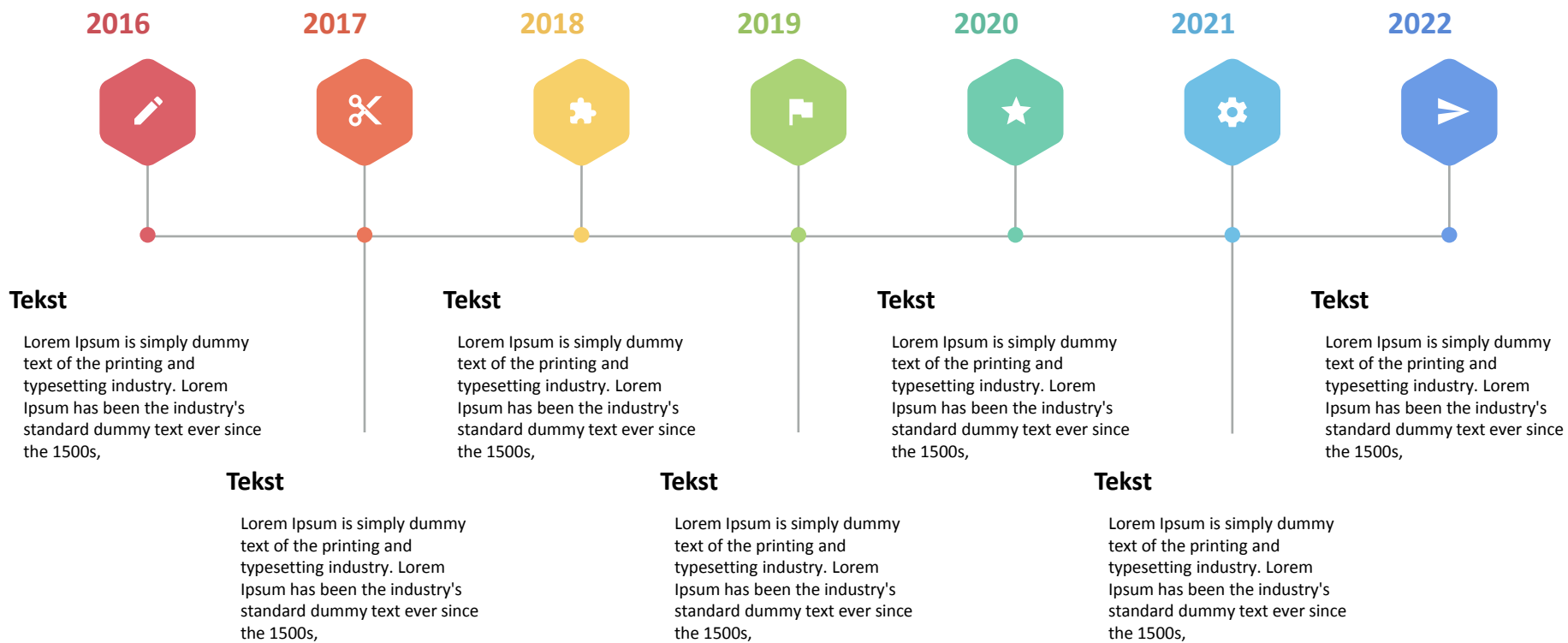
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2018



Tekst

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2020



Tekst

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,

2022



Tekst

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,

2017



Tekst

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,

2019



Tekst

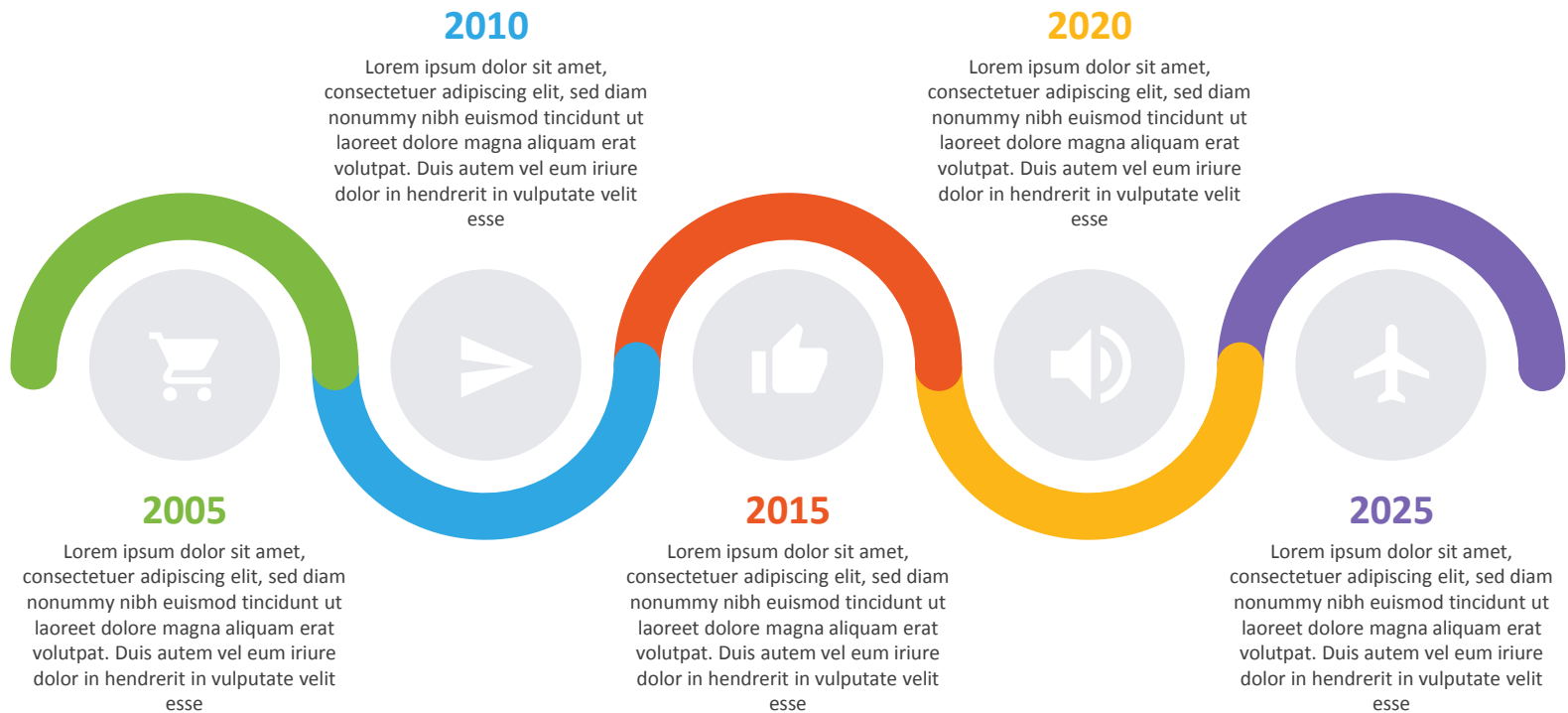
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2021



Tekst

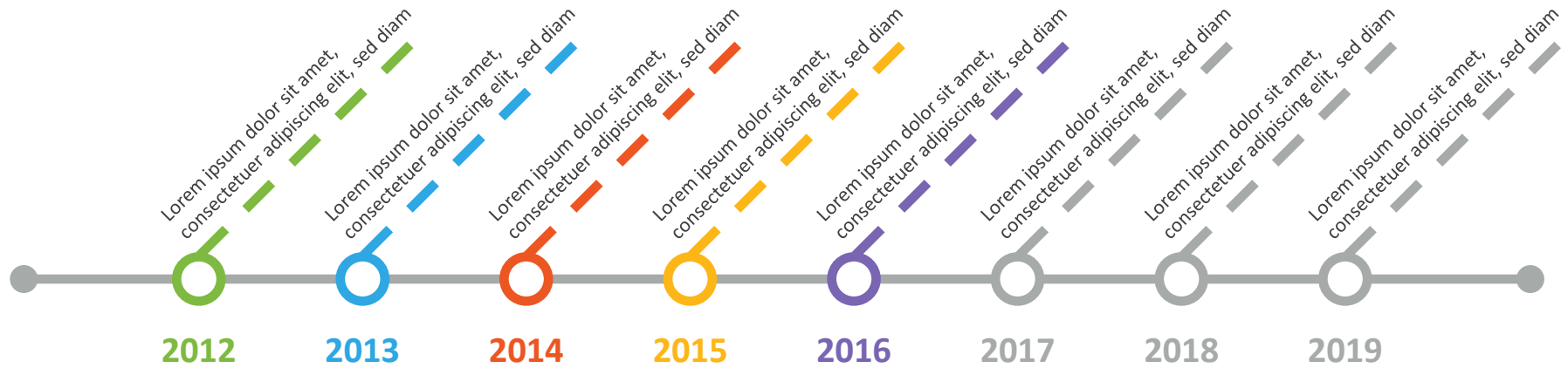
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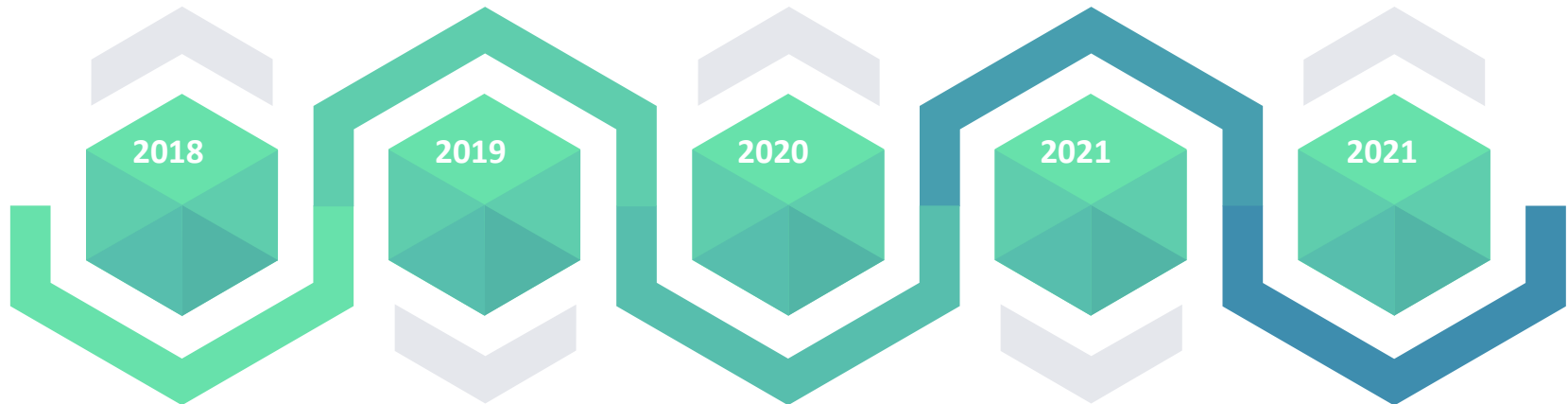
# Tytuł

Dodatkowe info



## Tekst

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy



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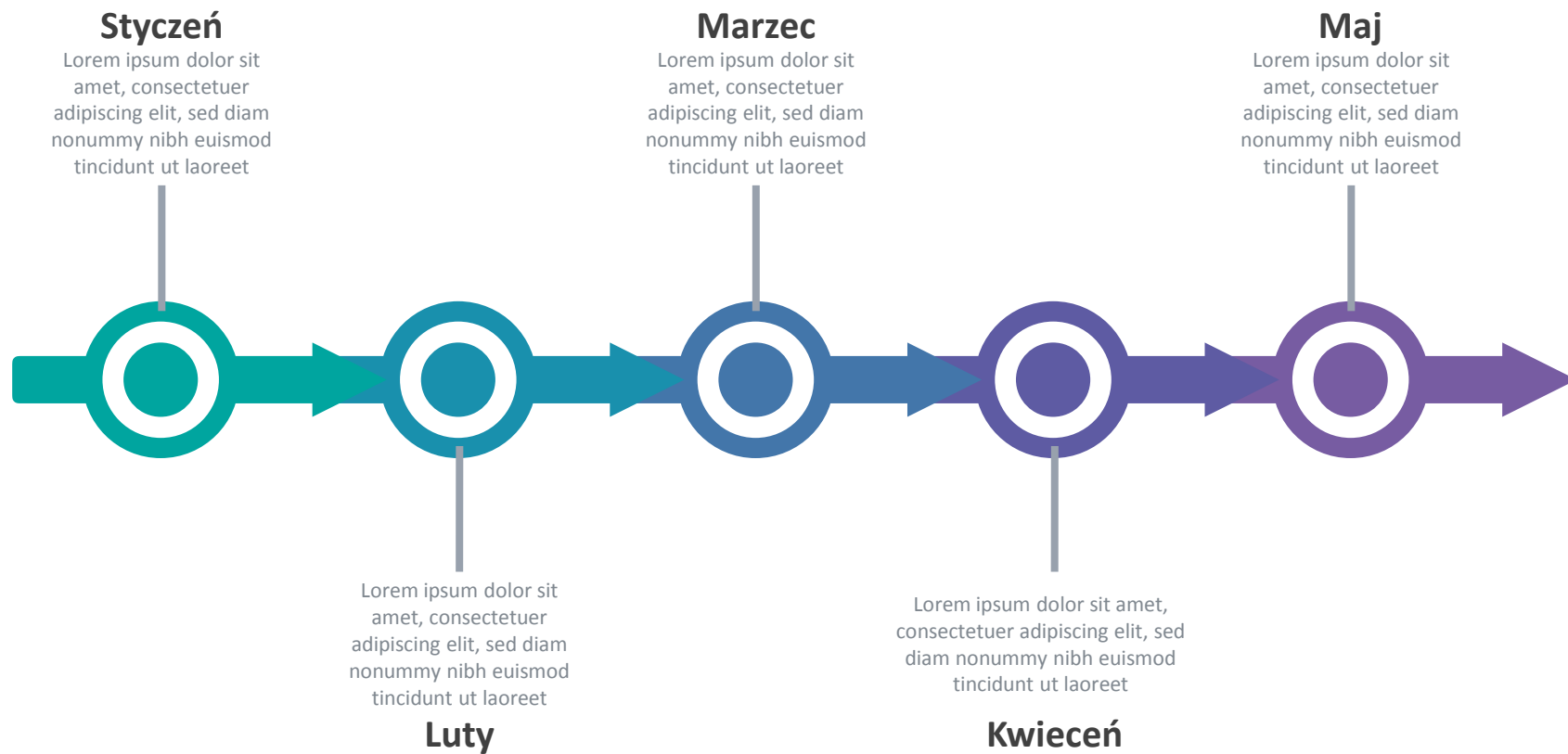
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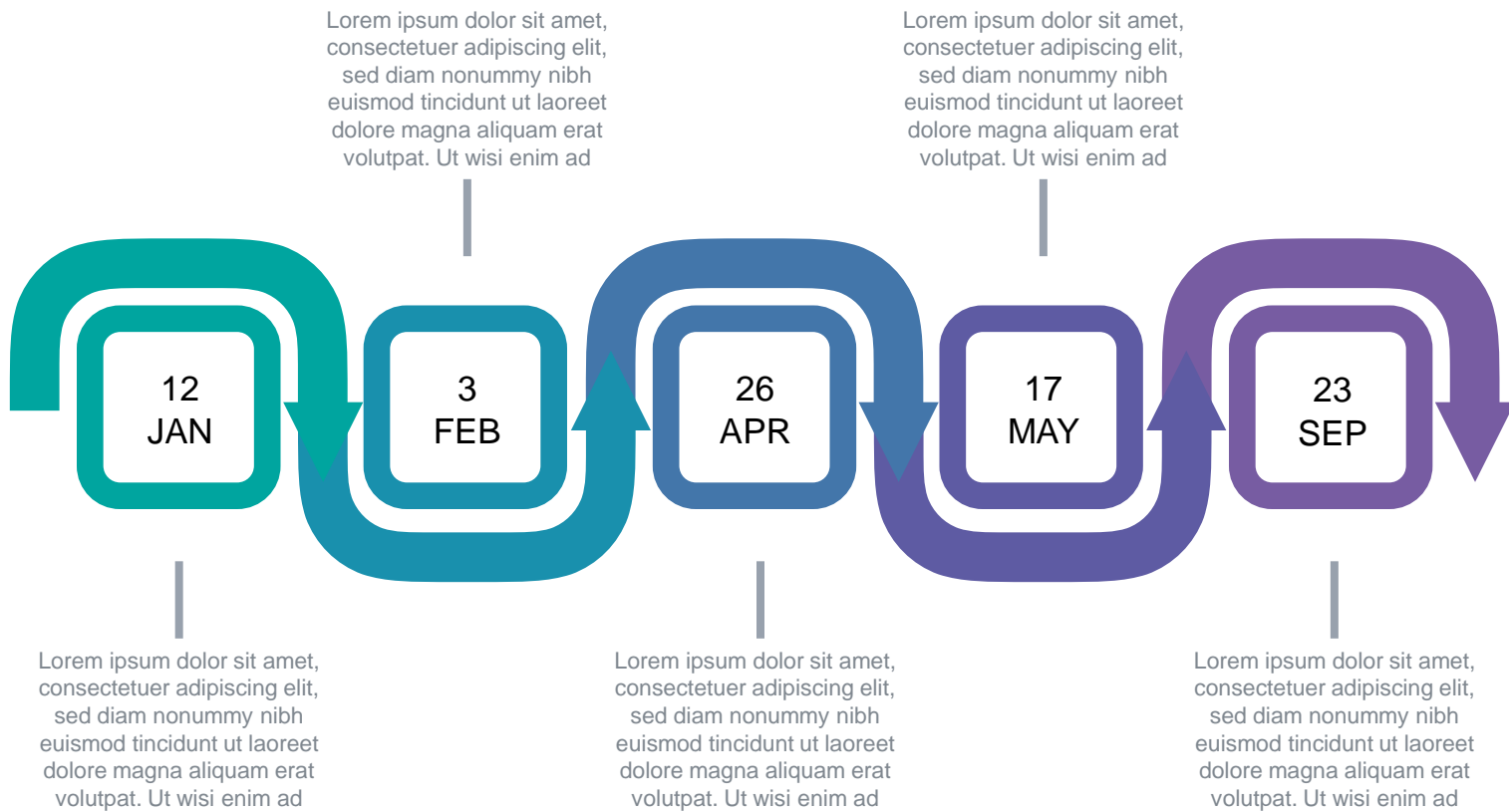
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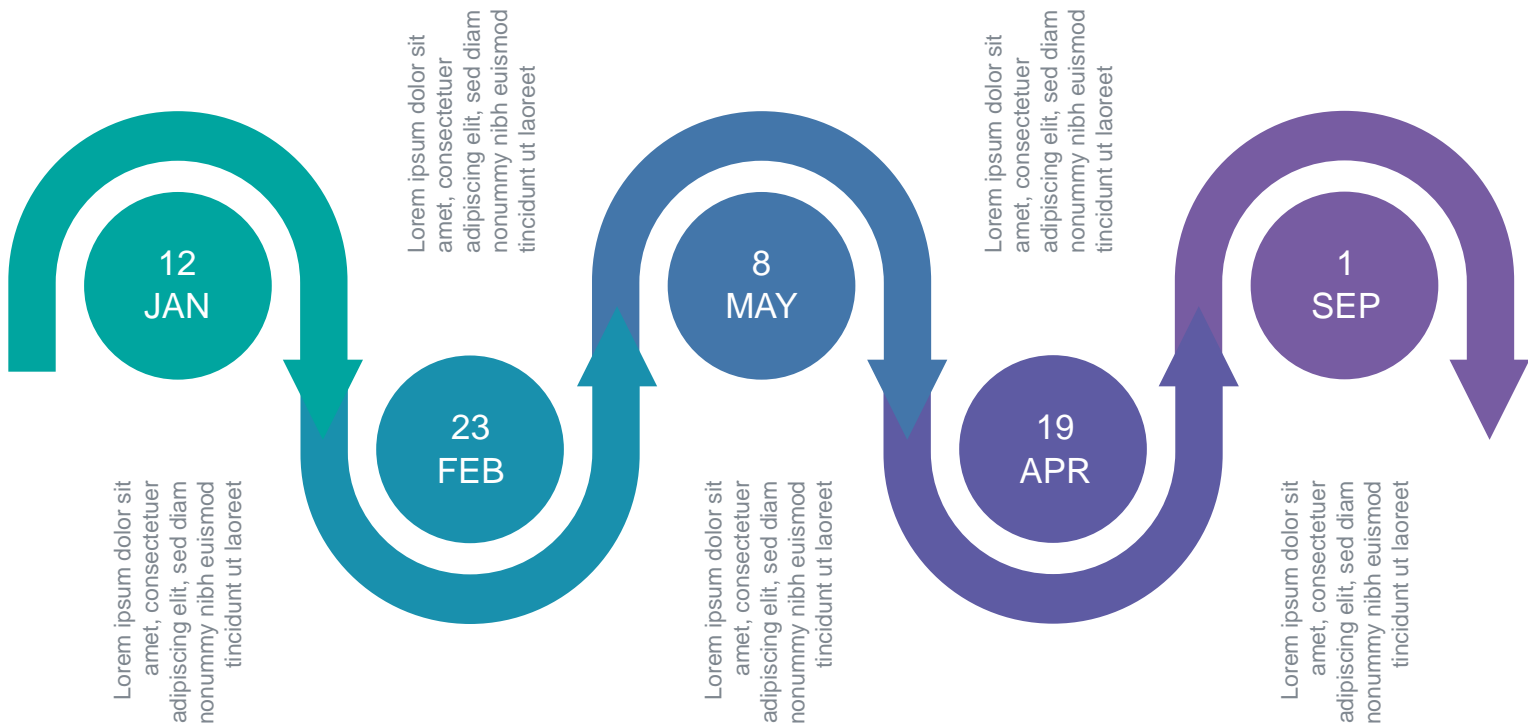
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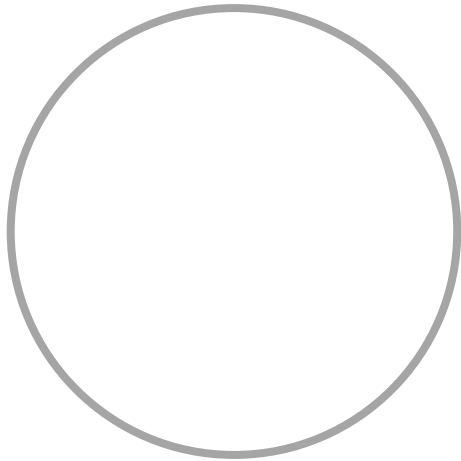


# Zespół

# Tytuł

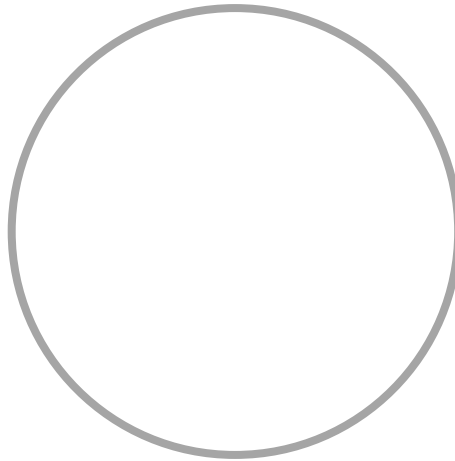
Dodatkowe info

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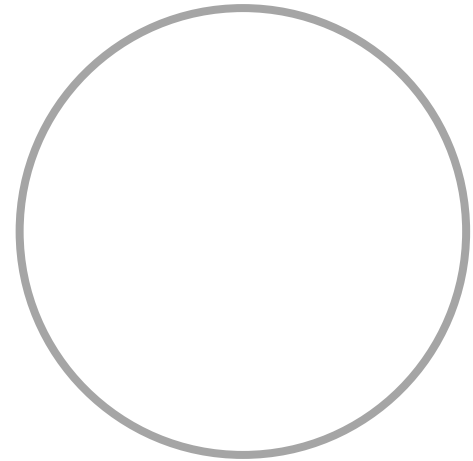
Mary Stark

Lorem Ipsum is simply dummy  
typesetting industry



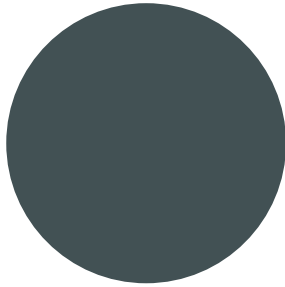
Andy Brown

Lorem Ipsum is simply dummy  
typesetting industry



Lory Freeman

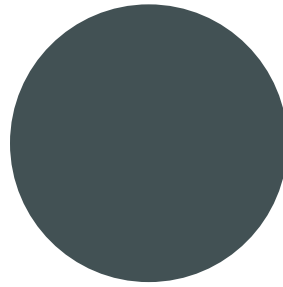
Lorem Ipsum is simply dummy  
typesetting industry



**ANDY FREEMAN**

MANAGER

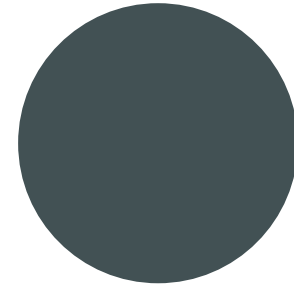
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minim veniam, quis nostrud exerci tation  
ullamcorper suscipit lobortis nisl ut aliquip  
ex ea vulputate velit esse molestie praesent



**ANDY FREEMAN**

MANAGER

Lorem ipsum dolor sit amet, conser  
adipiscing elit, sed diam nonummy nibh  
eismod tincidunt ut laoreet dolore magna  
aliquam erat volutpat. Ut wisi enim ad  
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ullamcorper suscipit lobortis nisl ut aliquip  
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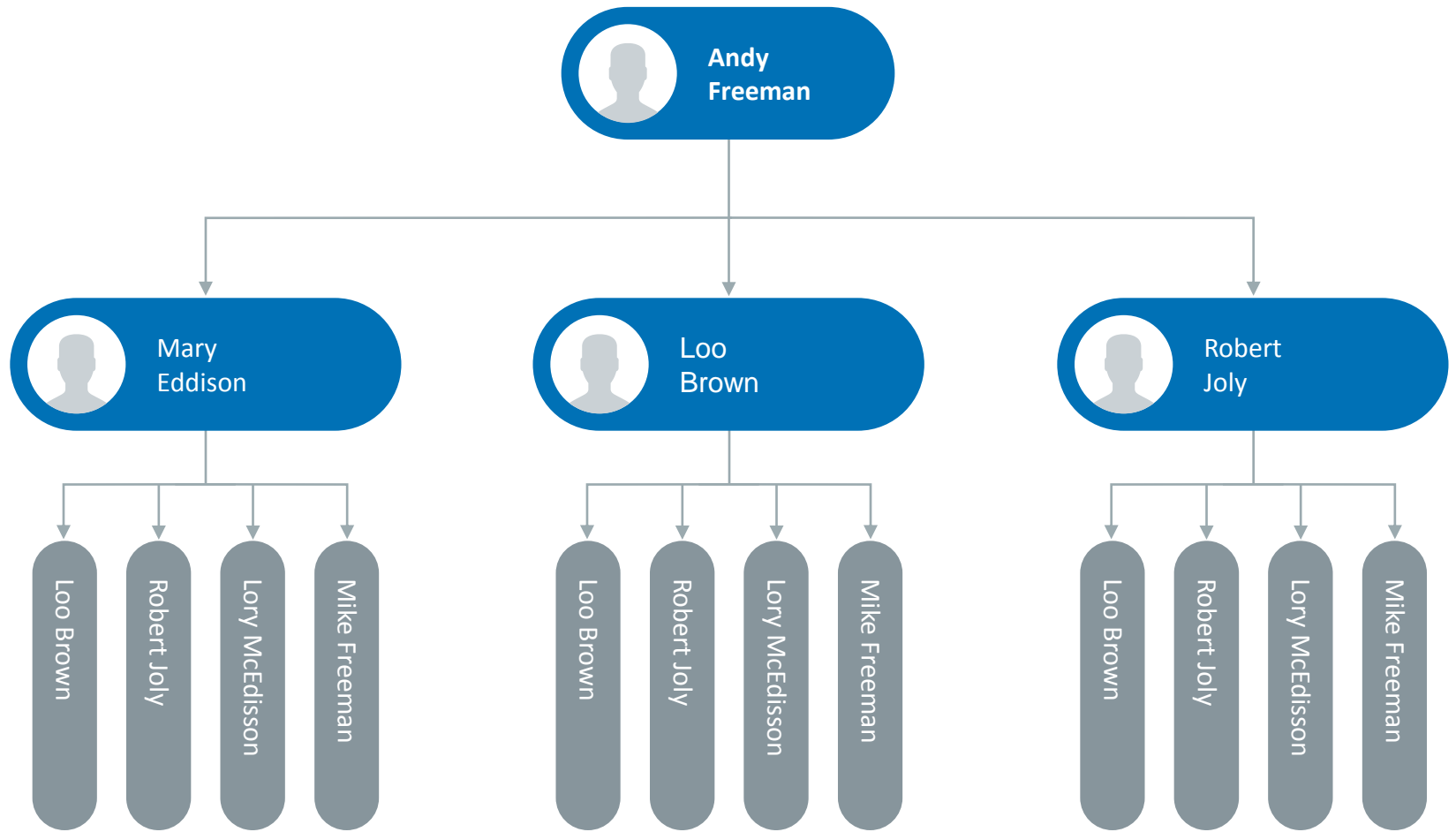
**ANDY FREEMAN**

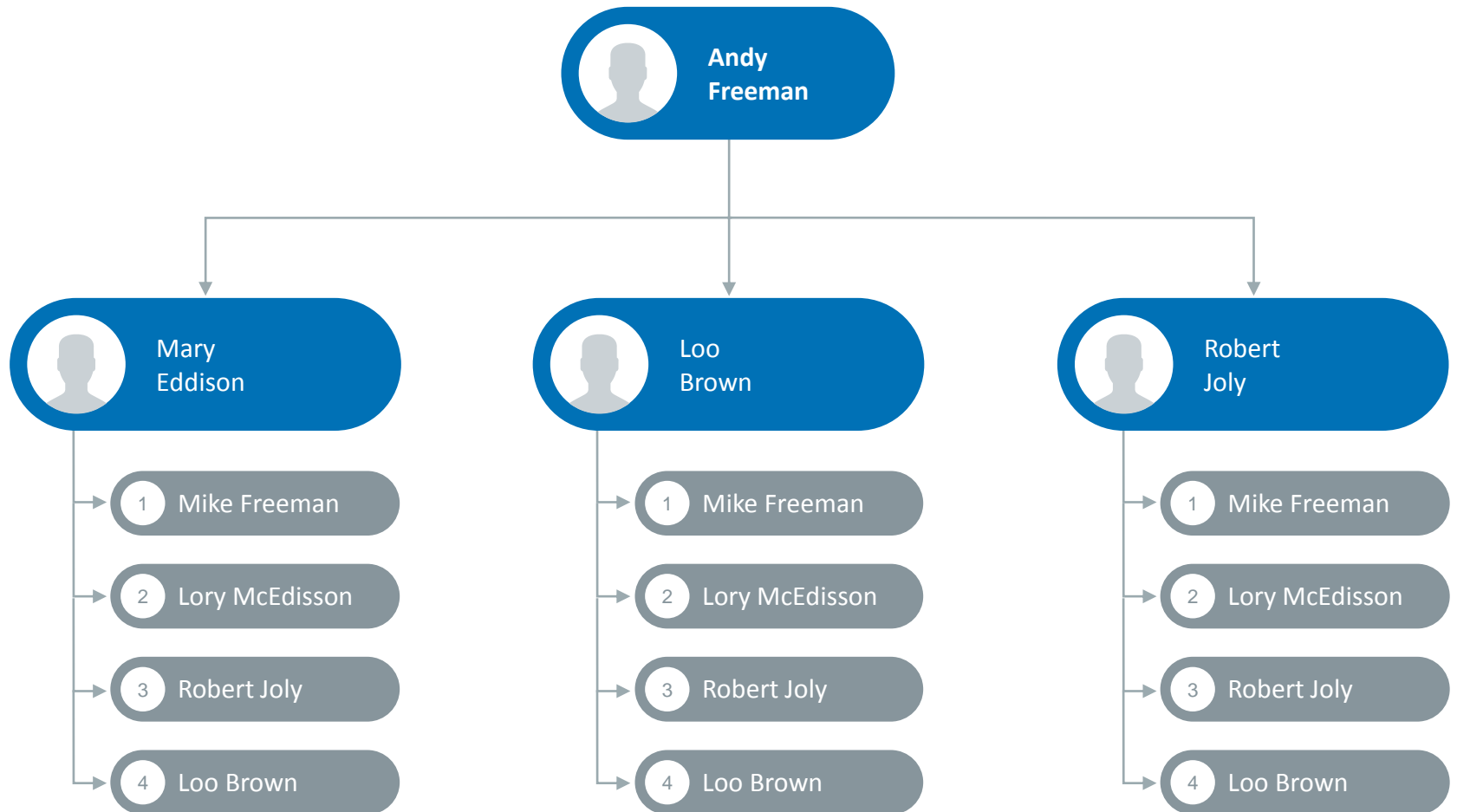
MANAGER

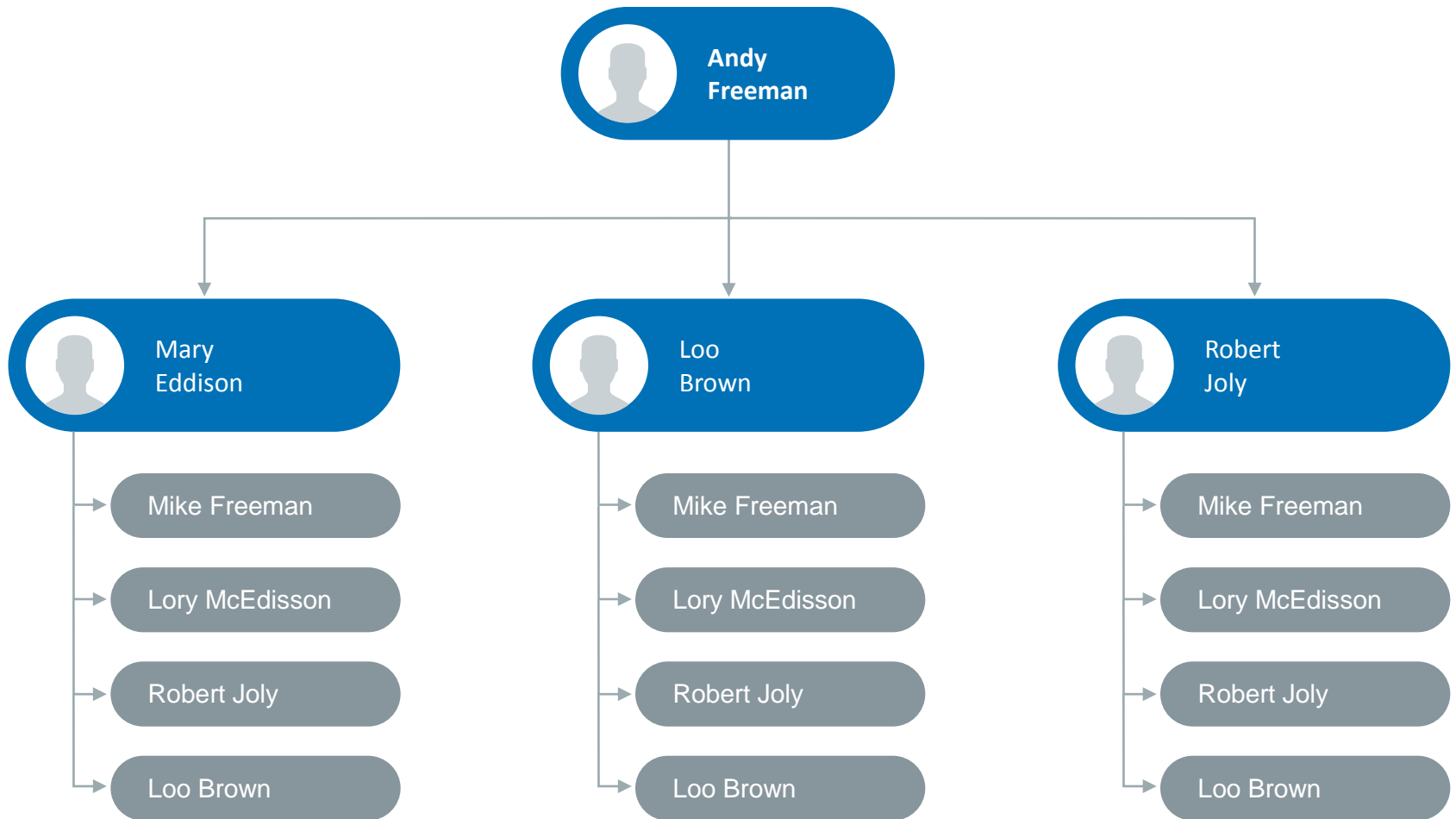
Lorem ipsum dolor sit amet, conser  
adipiscing elit, sed diam nonummy nibh  
eismod tincidunt ut laoreet dolore magna  
aliquam erat volutpat. Ut wisi enim ad  
minim veniam, quis nostrud exerci tation  
ullamcorper suscipit lobortis nisl ut aliquip  
ex ea vulputate velit esse molestie praesent

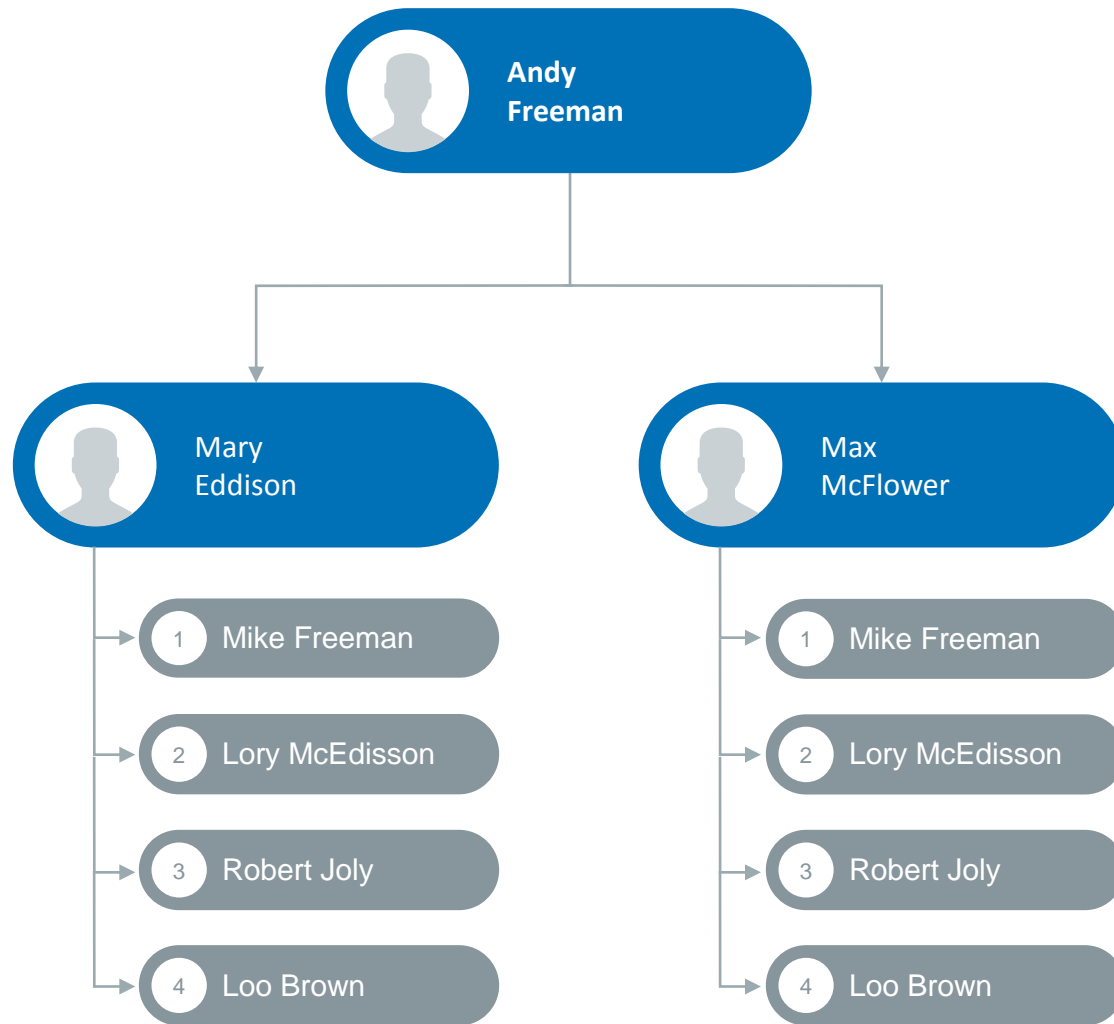


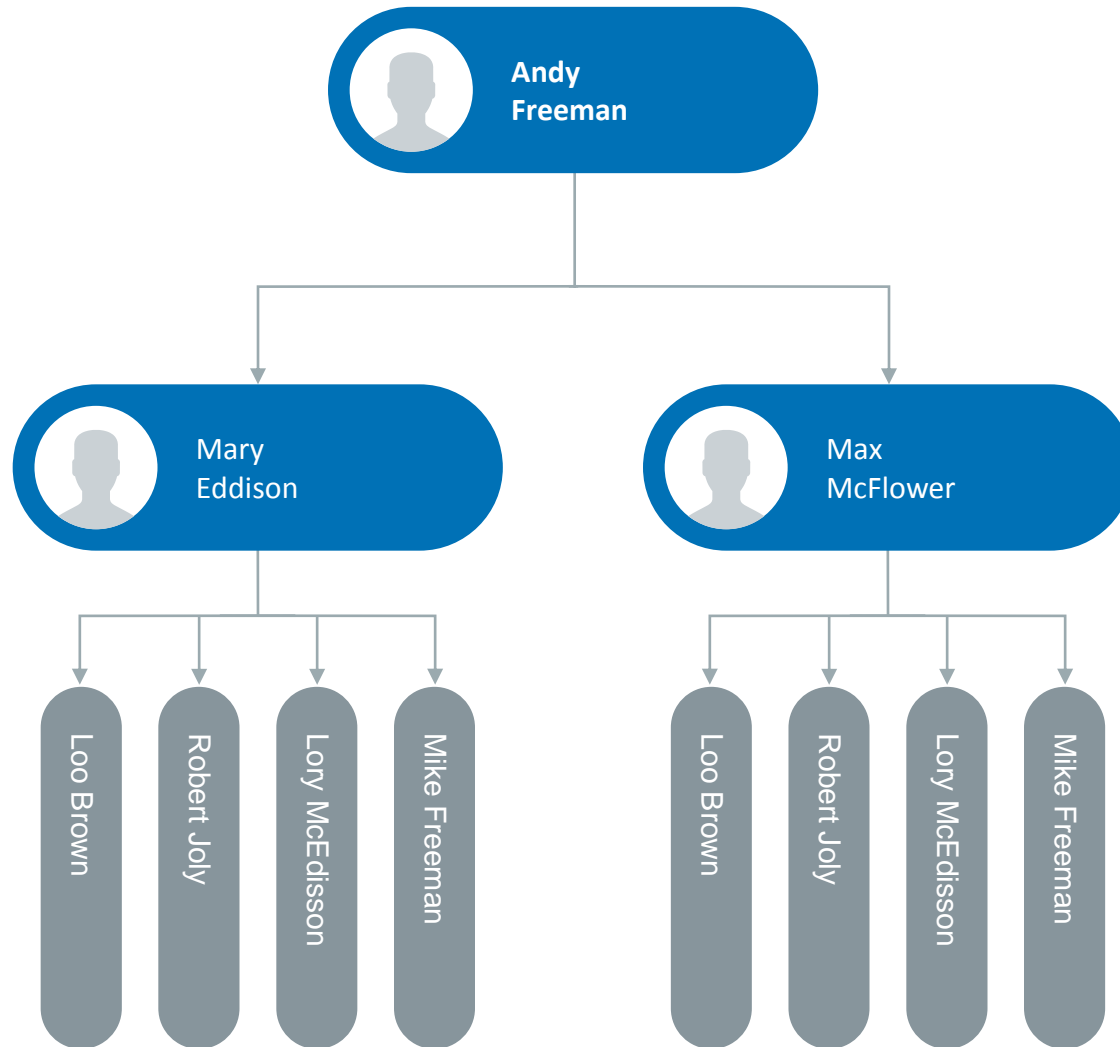


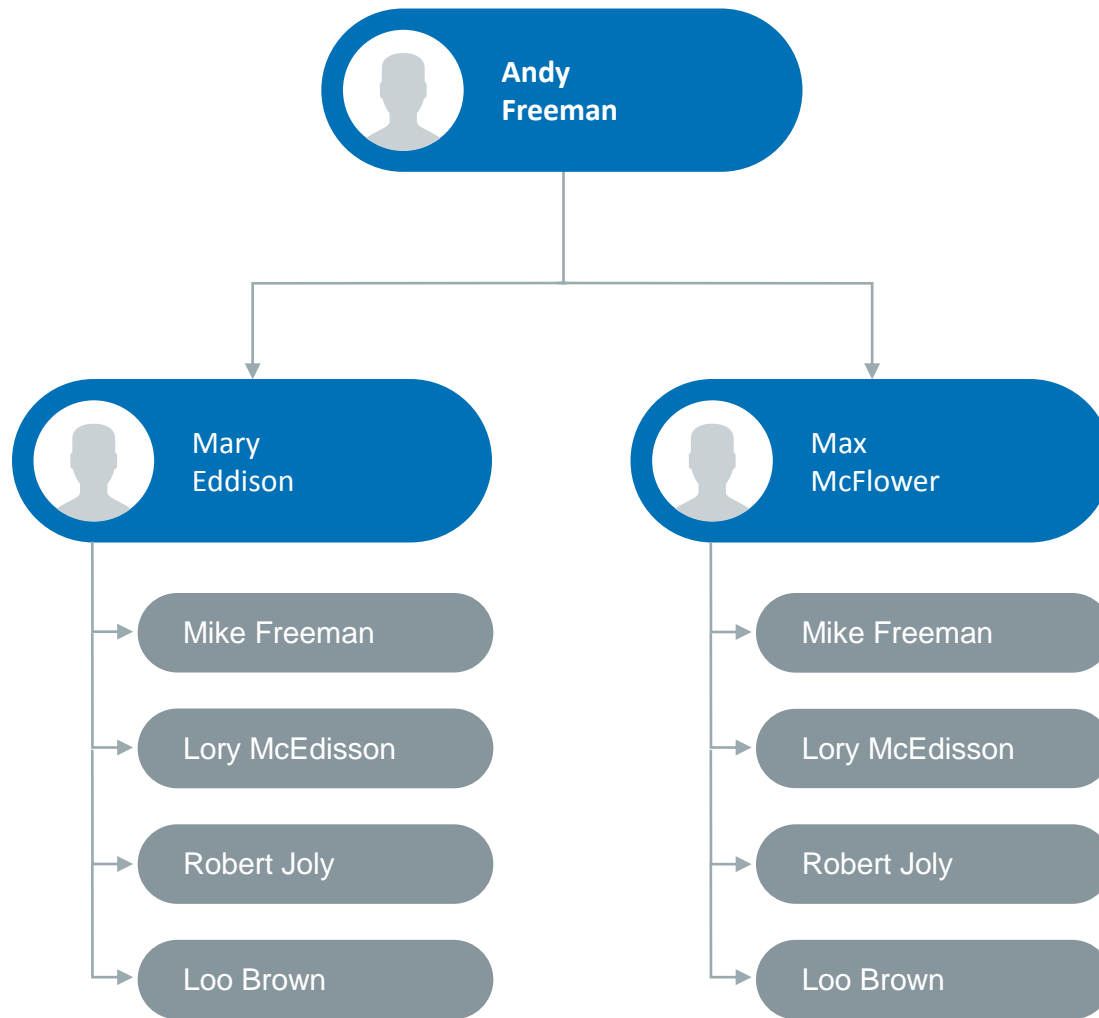










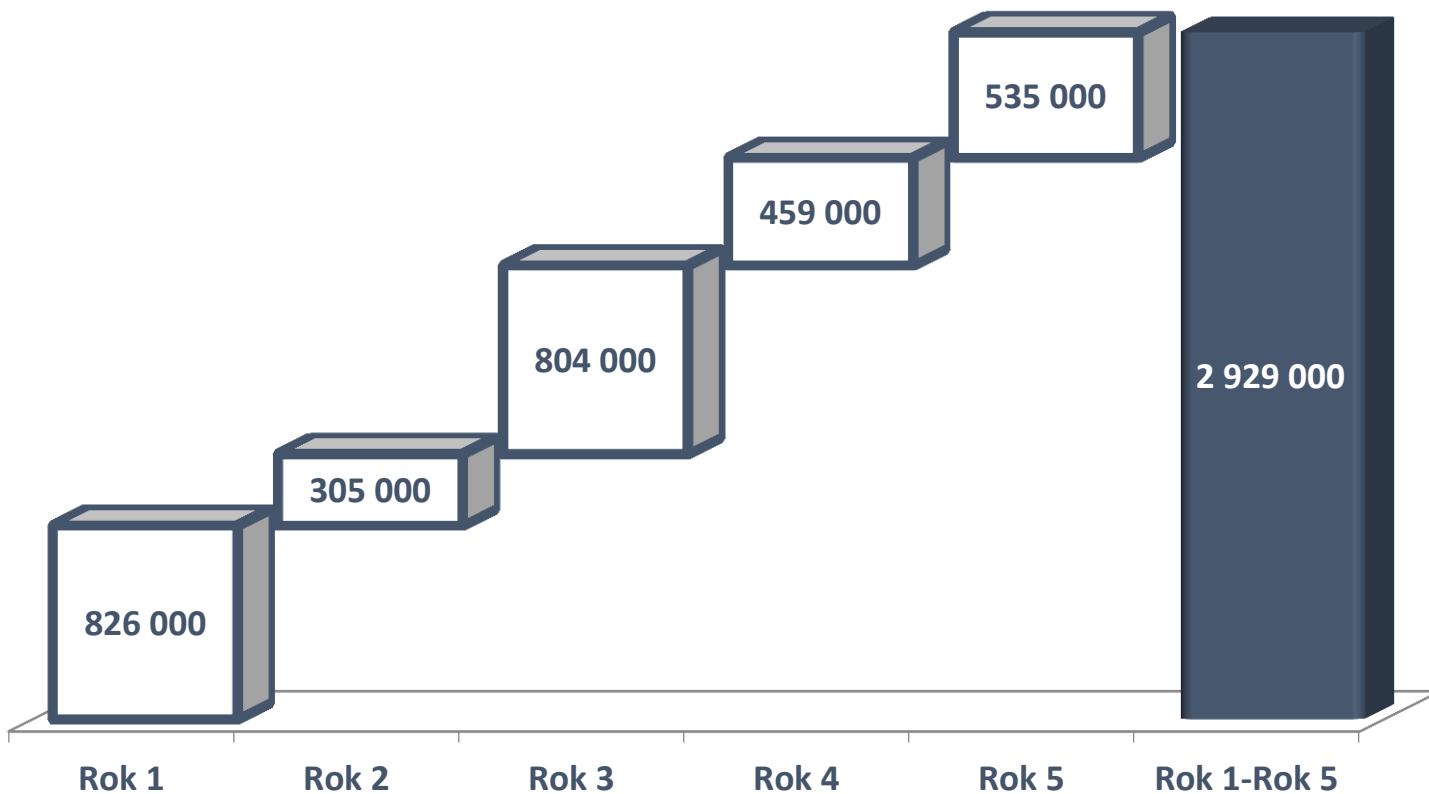


A top-down view of a business meeting around a wooden table. Several people's hands and arms are visible, interacting with various documents, charts, and a laptop. The documents feature pie charts, bar graphs, and text. One document is titled "MARKET ANALYSIS". A laptop is open in the upper right. There are also some glasses of water on the table. The word "Finanse" is overlaid in the center in a large, white, sans-serif font.

# Finanse

# CAPEX

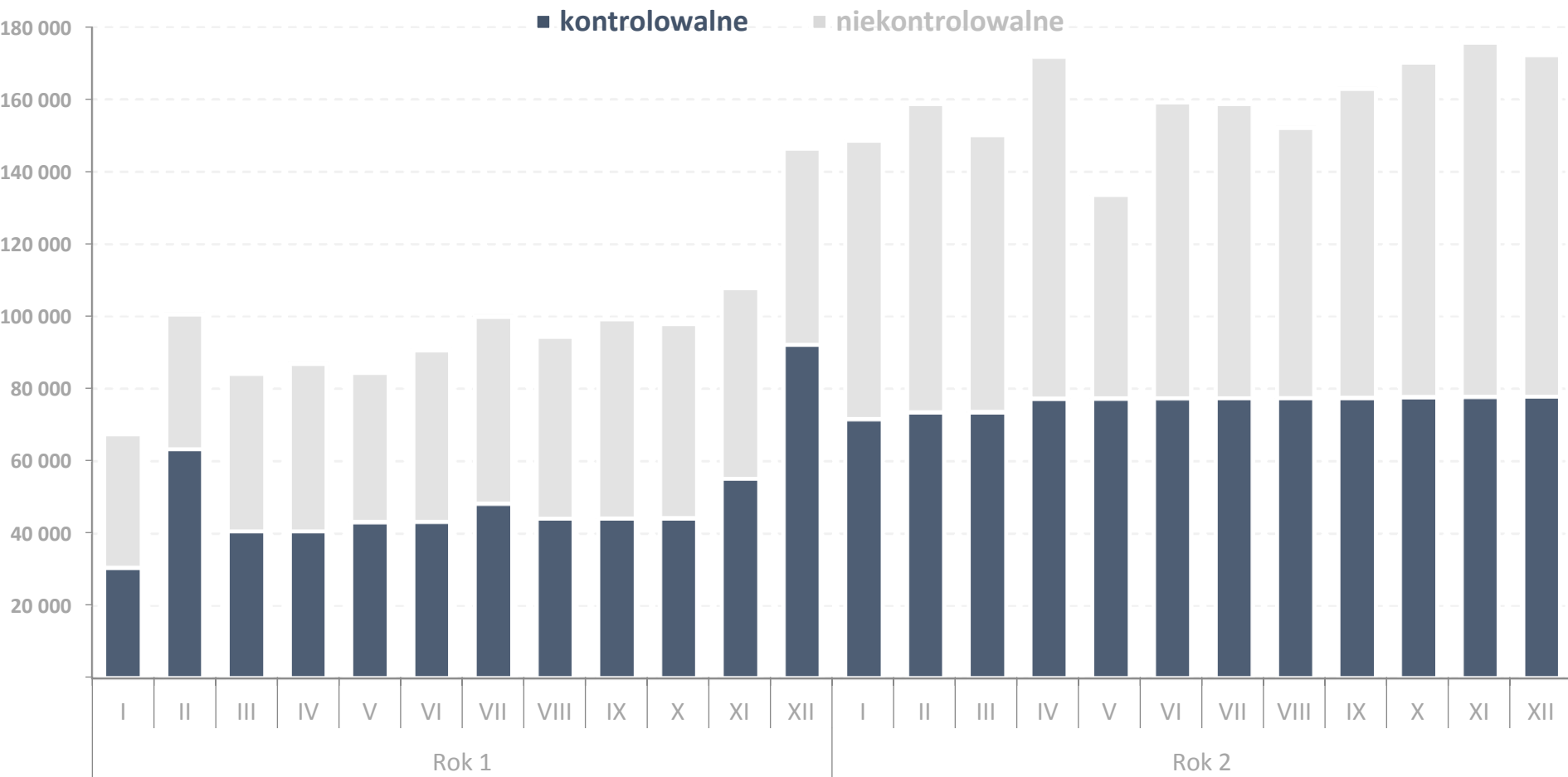
Dostępne po zakupie [Modelu finansowego w excelu](#)





# Koszty

Dostępne po zakupie [Modelu finansowego w excelu](#)

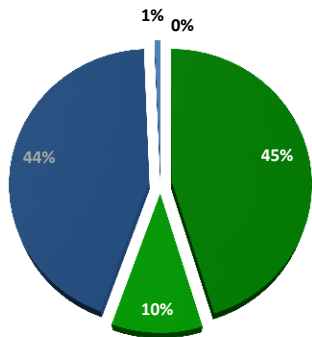


# Przychody | Struktura

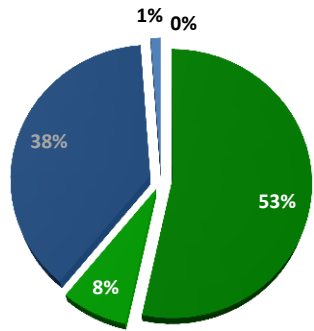
Dostępne po zakupie [Modelu finansowego w excelu](#)



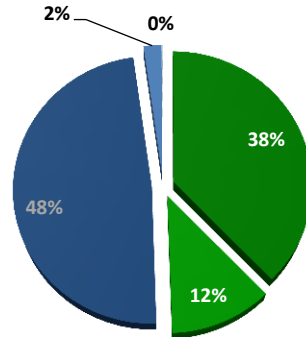
Rok 1



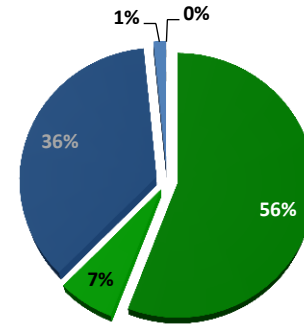
Rok 2



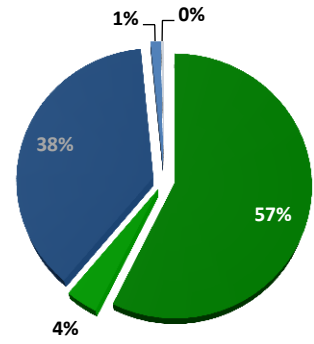
Rok 3



Rok 4



Rok 5



■ Produkcja

■ Projekty

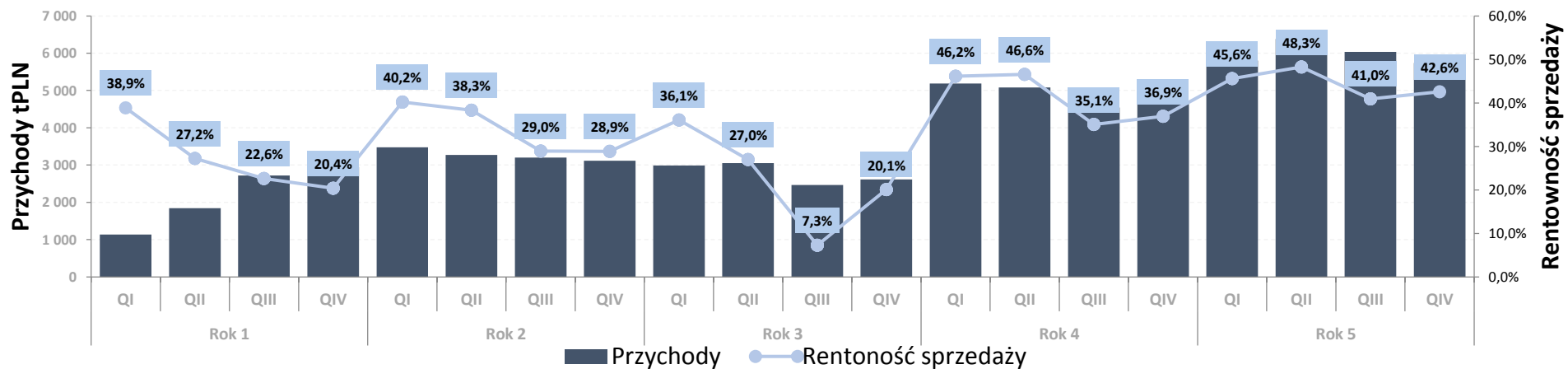
■ Handel

■ Nieruchomości

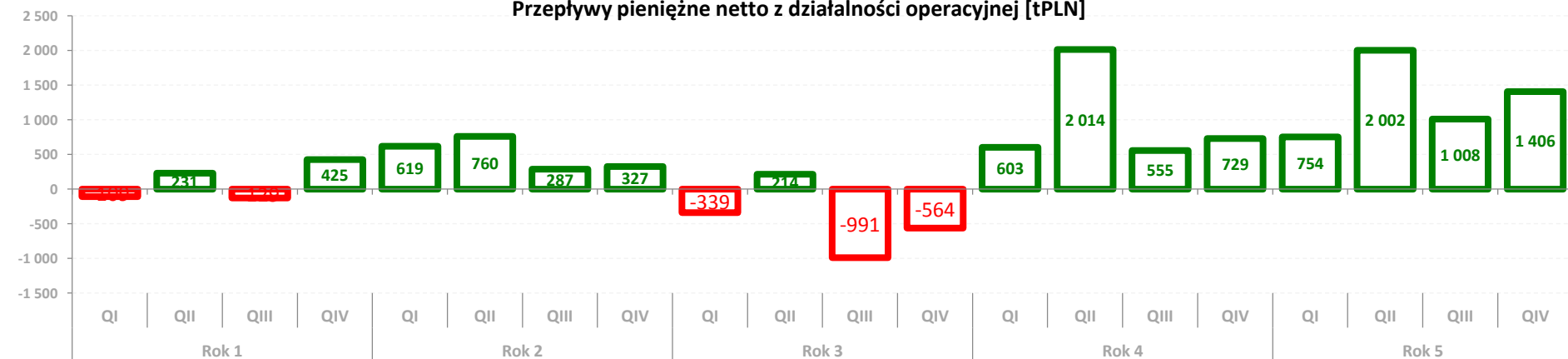
■ Granty i inne

# Wskaźniki KPI

Dostępne po zakupie [Modelu finansowego w excelu](#)



Przepływy pieniężne netto z działalności operacyjnej [tPLN]



# Rachunek zysków i strat

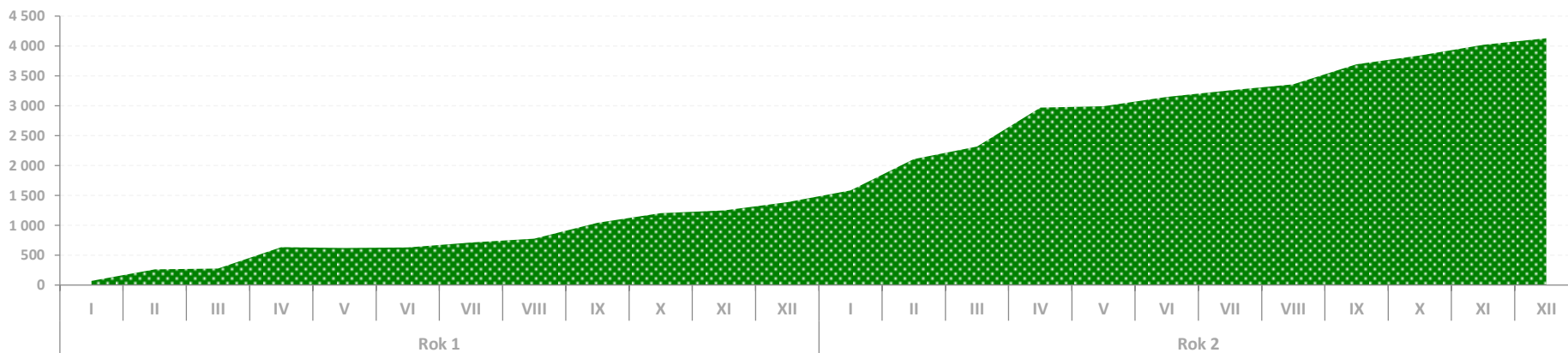
Dostępne po zakupie [Modelu finansowego w excelu](#)

| Pozycje   | Rok 1      | Rok 2      | Rok 3      | Rok 4       | Rok 5       |
|---|------------|------------|------------|-------------|-------------|
| A. Przychody netto                                | 8 644 530  | 13 073 834 | 11 126 660 | 19 537 448  | 23 962 206  |
| B. Koszt wytworzenia sprzedanych produktów, usług | -6 483 304 | -8 589 398 | -8 513 567 | -11 434 896 | -13 315 794 |
| C. Zysk brutto ze sprzedaży (Strata) (A + B)      | 2 161 226  | 4 484 436  | 2 613 093  | 8 102 552   | 10 646 412  |
| % przychodów netto                                | 25%        | 34%        | 23%        | 41%         | 44%         |
| D. Koszty zarządu i administracji                 | -339 546   | -802 730   | -883 003   | -971 303    | -1 068 434  |
| E. Koszty sprzedaży i marketingu                  | -593 109   | -1 030 523 | -1 824 556 | -2 070 627  | -2 336 509  |
| F. Pozostałe przychody operacyjne                 | 37 900     | 101 357    | 219 444    | 265 839     | 225 495     |
| G. Pozostałe koszty operacyjne                    | -107 500   | -94 800    | -97 200    | -87 771     | -30 171     |
| H. EBIT (C + D + E + F + G)                       | 1 158 971  | 2 657 739  | 27 778     | 5 238 689   | 7 436 793   |
| % przychodów netto                                | 13%        | 20%        | 0%         | 27%         | 31%         |
| I. Przychody finansowe                            | 0          | 0          | 7 083      | 9 222       | 65 288      |
| K. Koszty finansowe                               | -38 553    | -50 280    | -65 708    | -66 273     | -37 511     |
| K. Zysk brutto (H + I + J)                        | 1 120 418  | 2 607 459  | -30 846    | 5 181 638   | 7 464 570   |
| L. Podatek dochodowy                              | -212 879   | -487 501   | -163 098   | -794 969    | -1 418 268  |
| M. Zysk netto (K + L)                             | 907 539    | 2 119 959  | -193 945   | 4 386 669   | 6 046 302   |
| % przychodów netto                                | 10%        | 16%        | -2%        | 22%         | 25%         |
| EBITDA (EBIT+amortyzacja)                         | 1 386 245  | 2 739 004  | 131 488    | 5 351 676   | 7 600 318   |
| % przychodów netto                                | 16%        | 21%        | 1%         | 27%         | 32%         |

# RZiS | Wskaźniki KPI

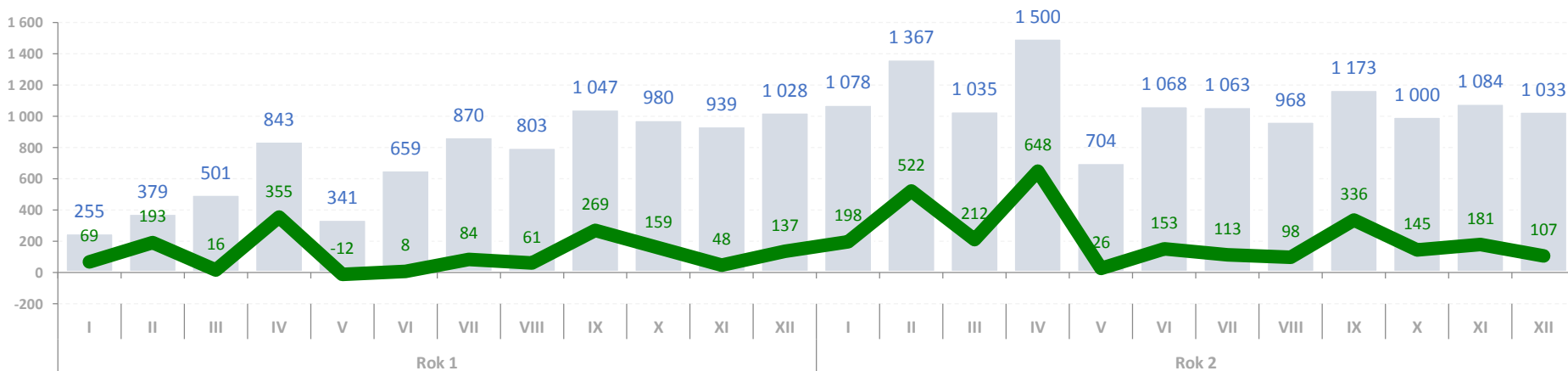
Dostępne po zakupie [Modelu finansowego w excelu](#)

■ Skum. EBITDA



■ Przychody netto

■ EBITDA



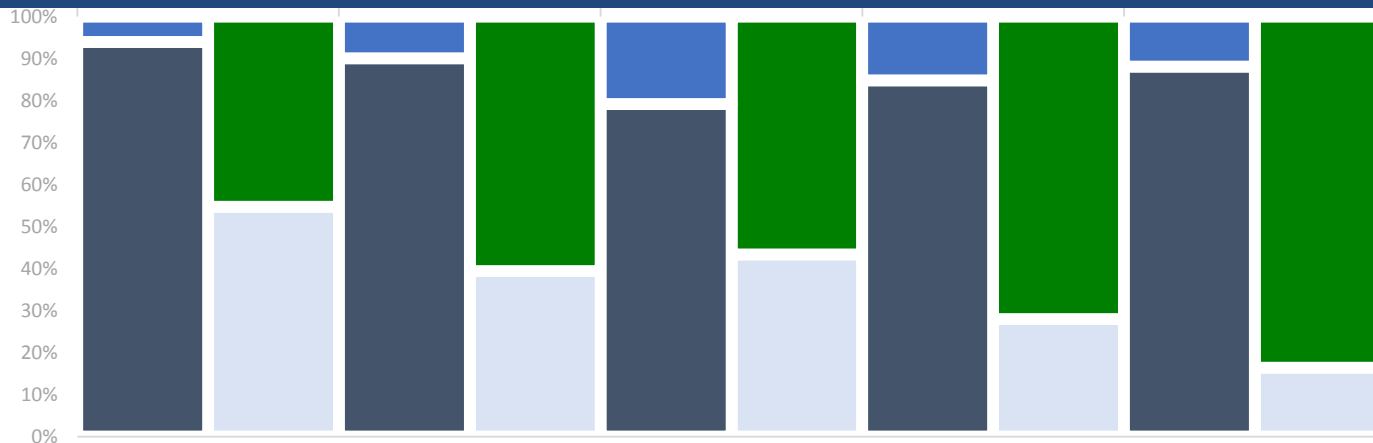
# Aktywa

Dostępne po zakupie [Modelu finansowego w excelu](#)

| Aktywa   | Rok 1            | Rok 2            | Rok 3            | Rok 4             | Rok 5             |
|--|------------------|------------------|------------------|-------------------|-------------------|
| <b>Aktywa trwałe</b>                               | <b>230 021</b>   | <b>630 756</b>   | <b>1 341 713</b> | <b>1 693 058</b>  | <b>2 009 783</b>  |
| I. Aktywa trwałe & wartości niematerialne i prawne | 230 021          | 535 756          | 1 236 046        | 1 582 058         | 1 953 533         |
| II. Inwestycje długoterminowe                      | 0                | 95 000           | 0                | 32 000            | 0                 |
| III. Pożyczki długoterminowe                       | 0                | 0                | 105 667          | 79 000            | 56 250            |
| <b>Aktywa obrotowe</b>                             | <b>3 584 245</b> | <b>5 717 187</b> | <b>5 112 085</b> | <b>9 474 178</b>  | <b>14 845 230</b> |
| I. Zapasy  | 197 910          | 185 082          | 276 748          | 313 493           | 402 633           |
| II. Produkcja w toku                               | 276 550          | 625 827          | 1 077 260        | 1 658 137         | 2 397 314         |
| III. Produkty gotowe                               | 282 649          | 361 940          | 1 355 767        | 1 278 174         | 1 508 440         |
| IV. Należności                                     | 1 264 016        | 1 278 739        | 1 581 846        | 2 043 224         | 2 530 648         |
| należności z tyt. VAT                              | 0                | 8 144            | 498 354          | 0                 | 0                 |
| należności od kontrahentów                         | 1 264 016        | 1 270 595        | 1 083 493        | 2 041 974         | 2 363 982         |
| kredyty i pożyczki                                 | 0                | 0                | 0                | 1 250             | 166 667           |
| V. Środki pieniężne                                | 1 563 120        | 3 265 599        | 820 464          | 4 181 149         | 8 006 195         |
| VI. Rozliczenia międzyokresowe                     |                  |                  |                  |                   |                   |
| <b>Aktywa razem</b>                                | <b>3 814 266</b> | <b>6 347 943</b> | <b>6 453 797</b> | <b>11 167 236</b> | <b>16 855 013</b> |

Aktywa i źródła finansowania aktywów

- Aktywa trwałe
- Aktywa obrotowe
- Kapitał (fundusz) własny
- Zobowiązania



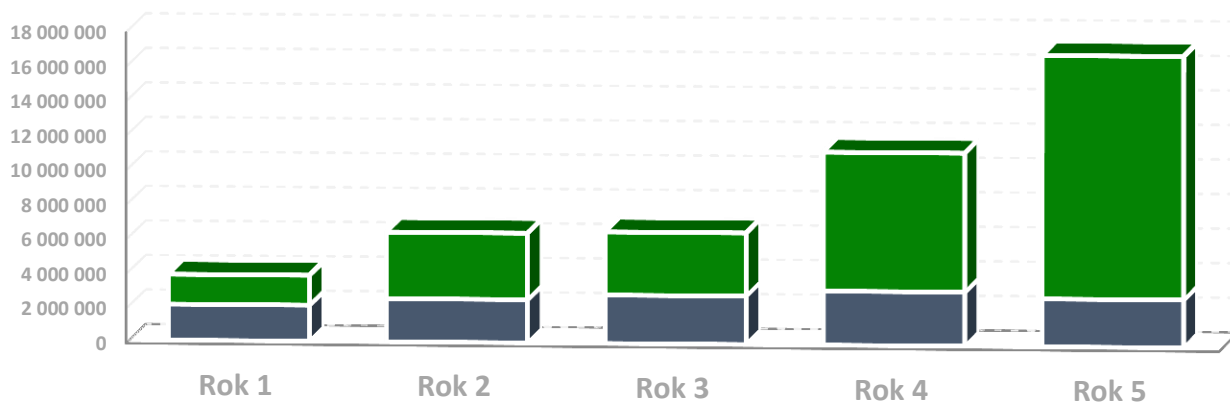
# Pasywa

Dostępne po zakupie [Modelu finansowego w excelu](#)

| Pasywa   | Rok 1            | Rok 2            | Rok 3            | Rok 4             | Rok 5             |
|--|------------------|------------------|------------------|-------------------|-------------------|
| <b>Kapitał (fundusz) własny</b>                        | <b>1 727 539</b> | <b>3 847 497</b> | <b>3 653 552</b> | <b>8 040 221</b>  | <b>14 086 523</b> |
| I. Kapitał (fundusz) podstawowy                        | 820 000          | 820 000          | 820 000          | 820 000           | 820 000           |
| II. Zyski zatrzymane                                   | 907 539          | 3 027 497        | 2 833 552        | 7 220 221         | 13 266 523        |
| <b>Zobowiązania</b>                                    | <b>2 086 727</b> | <b>2 500 446</b> | <b>2 800 245</b> | <b>3 127 015</b>  | <b>2 768 490</b>  |
| I. Zobowiązania długoterminowe                         | 820 000          | 911 875          | 919 375          | 851 875           | 124 643           |
| obligacje  | 820 000          | 750 000          | 810 000          | 720 000           | 60 000            |
| kredyty i pożyczki                                     | 0                | 161 875          | 109 375          | 131 875           | 64 643            |
| II. Zobowiązania krótkoterminowe                       | 1 266 727        | 1 480 237        | 1 839 203        | 2 275 140         | 2 643 847         |
| z tytułu dostaw i usług                                | 1 105 858        | 1 353 178        | 1 629 203        | 1 923 556         | 2 262 554         |
| zob. kredyty i pożyczki                                | 110 000          | 110 000          | 210 000          | 260 000           | 260 000           |
| z tytułu podatków, ceł, ubezpieczeń i innych świadczeń | 13 449           | 17 060           | 0                | 63 829            | 100 125           |
| zobowiązania z tyt. VAT                                | 37 421           | 0                | 0                | 27 755            | 21 168            |
| III. Rozliczenia międzyokresowe                        | 0                | 108 333          | 41 667           | 0                 | 0                 |
| <b>Pasywa razem</b>                                    | <b>3 814 266</b> | <b>6 347 943</b> | <b>6 453 797</b> | <b>11 167 236</b> | <b>16 855 013</b> |

■ Zobowiązania

■ Kapitał (fundusz) własny



# Cash flow

Dostępne po zakupie [Modelu finansowego w excelu](#)

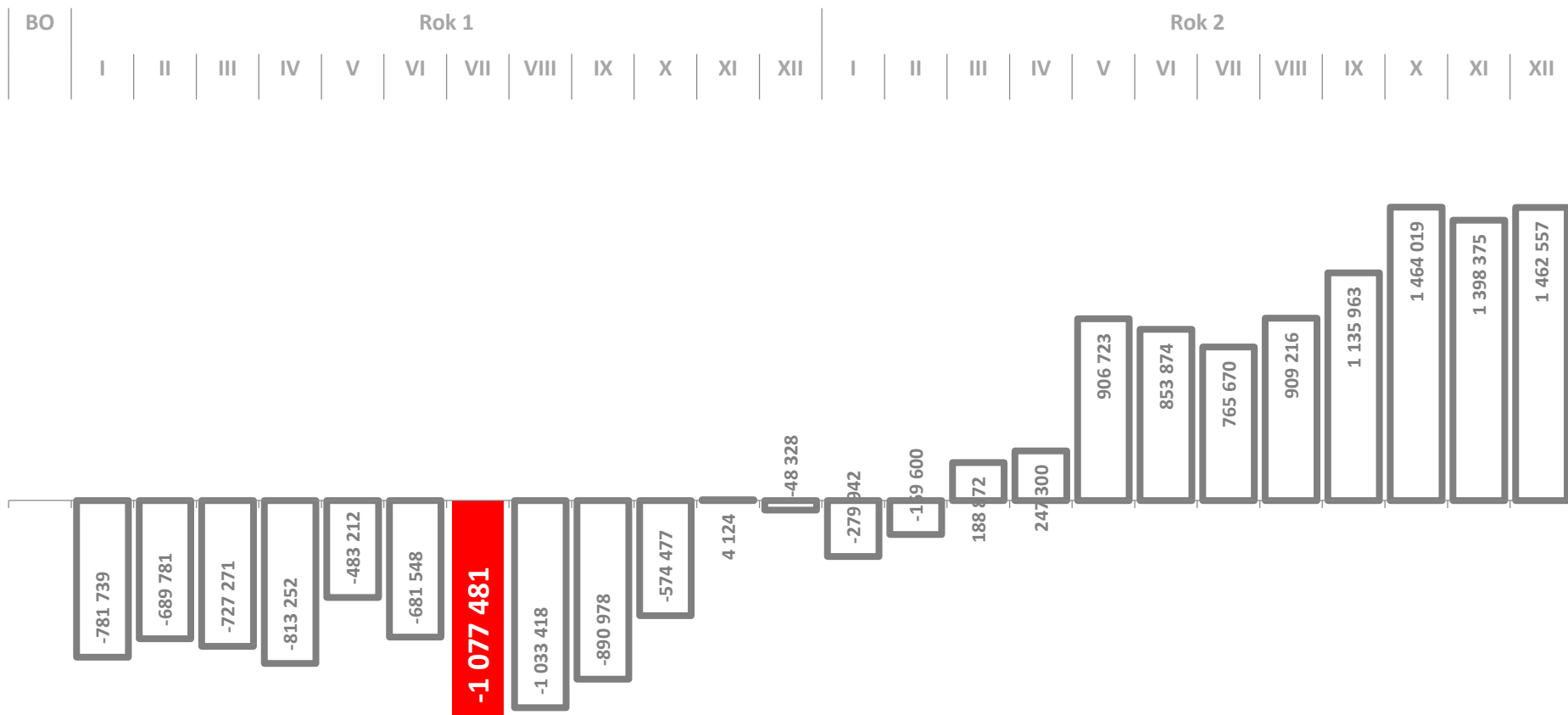
| Cash flow   | Rok 1            | Rok 2            | Rok 3             | Rok 4            | Rok 5            |
|---|------------------|------------------|-------------------|------------------|------------------|
| <b>A. Przepływy pieniężne z działalności operacyjnej</b>          |                  |                  |                   |                  |                  |
| I. Zysk (strata) netto  | 907 539          | 2 119 959        | -193 945          | 4 386 669        | 6 046 302        |
| II. Korekty razem   | -491 071         | -127 074         | -1 485 399        | -485 849         | -876 134         |
| III. Przepływy pieniężne netto                                    | 416 467          | 1 992 884        | -1 679 344        | 3 900 820        | 5 170 168        |
| <b>B. Przepływy pieniężne z działalności inwestycyjnej</b>        |                  |                  |                   |                  |                  |
| I. Wpływy   | 500 000          | 0                | 125 417           | 99 639           | 234 621          |
| II. Wydatki   | 964 795          | 482 000          | 933 000           | 556 000          | 815 000          |
| III. Przepływy pieniężne netto                                    | -464 795         | -482 000         | -807 583          | -456 361         | -580 379         |
| <b>C. Przepływy pieniężne z działalności finansowej</b>           |                  |                  |                   |                  |                  |
| I. Wpływy   | 1 980 000        | 290 000          | 560 000           | 435 000          | -660 000         |
| II. Wydatki   | 368 553          | 98 405           | 518 208           | 518 773          | 104 743          |
| III. Przepływy pieniężne netto                                    | 1 611 448        | 191 595          | 41 792            | -83 773          | -764 743         |
| <b>D. Przepływy pieniężne netto razem (A.III + B.III + C.III)</b> | <b>1 563 120</b> | <b>1 702 479</b> | <b>-2 445 135</b> | <b>3 360 686</b> | <b>3 825 046</b> |
| E. Środki pieniężne na początek okresu                            | 0                | 1 563 120        | 3 265 599         | 820 464          | 4 181 149        |
| <b>F. Środki pieniężne na koniec okresu (D + E)</b>               | <b>1 563 120</b> | <b>3 265 599</b> | <b>820 464</b>    | <b>4 181 149</b> | <b>8 006 195</b> |





# Zapotrzebowanie na finansowanie

Dostępne po zakupie [Modelu finansowego w excelu](#)

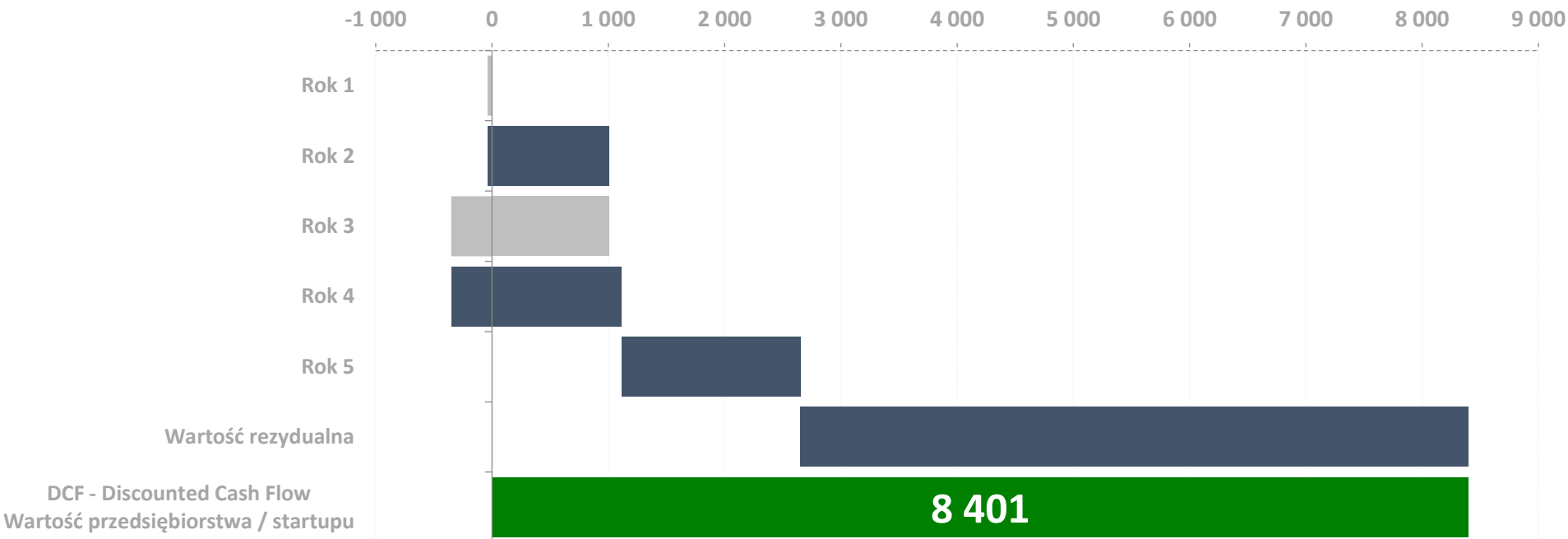


# Wycena DCF

Dostępne po zakupie [Modelu finansowego w excelu](#)



| Pozycje  | Rok 1        | Rok 2        | Rok 3         | Rok 4        | Rok 5        | Wartość rezydualna |
|--|--------------|--------------|---------------|--------------|--------------|--------------------|
| Przepływy pieniężne netto (bez finansowania i inwestycji kapitałowych)   | -48          | 1 606        | -2 587        | 3 469        | 4 507        | 20 894             |
| stopa dyskonta   | 0,81         | 0,65         | 0,52          | 0,42         | 0,34         | 0,28               |
| <b>Zdyskontowane przepływy środków pieniężnych netto</b>                 | <b>-39</b>   | <b>1 044</b> | <b>-1 357</b> | <b>1 467</b> | <b>1 537</b> | <b>5 748</b>       |
| <b>DCF - Discounted Cash Flow</b><br>Wartość przedsiębiorstwa / startupu | <b>8 401</b> |              |               |              |              |                    |

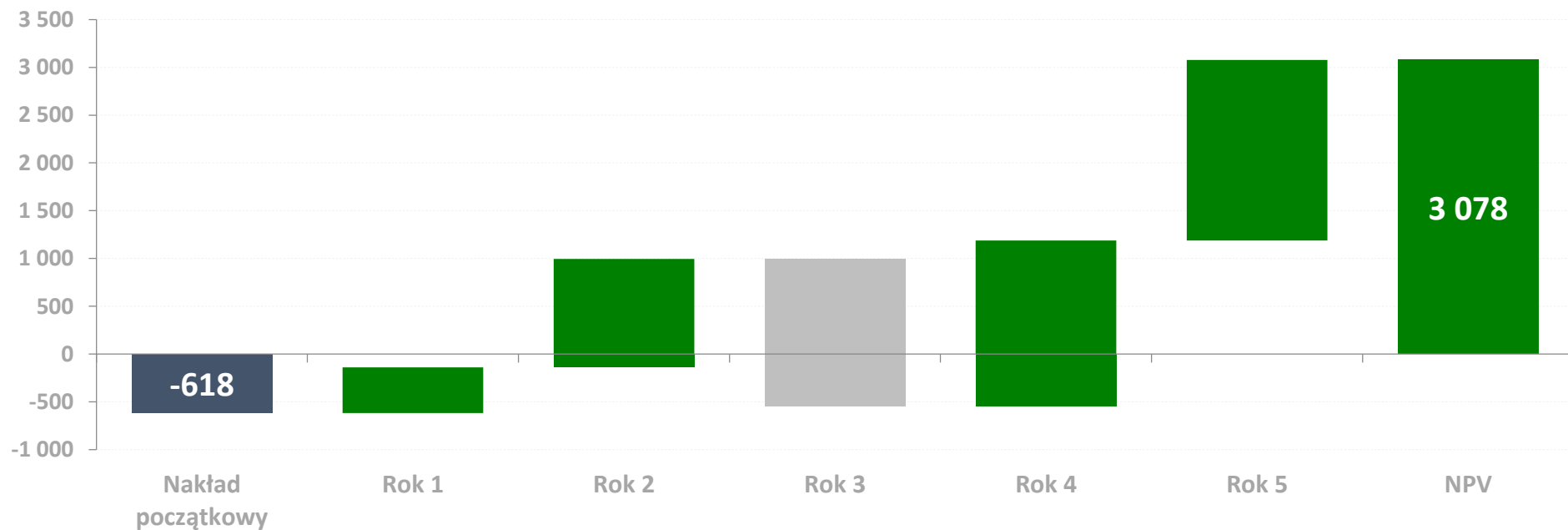


# Ocena opłacalności NPV

Dostępne po zakupie [Modelu finansowego w excelu](#)



| Pozycje   | Nakład początkowy | Rok 1      | Rok 2        | Rok 3         | Rok 4        | Rok 5        |
|---|-------------------|------------|--------------|---------------|--------------|--------------|
| Przepływy pieniężne netto (bez finansowania i inwestycji kapitałowych)                    | -618              | 569        | 1 606        | -2 587        | 3 469        | 4 507        |
| stopa dyskonta  | 1,00              | 0,84       | 0,71         | 0,59          | 0,50         | 0,42         |
| <b>Zdyskontowane przepływy środków pieniężnych netto</b>                                  | <b>-618</b>       | <b>479</b> | <b>1 134</b> | <b>-1 535</b> | <b>1 730</b> | <b>1 888</b> |
| <b>NPV - Net Present Value</b>  | <b>3 078</b>      |            |              |               |              |              |
| <b>IRR (stopa dyskontna, przy której NPV wynosi 0. Graniczna stopa zwrotu inwestycji)</b> | <b>114,14%</b>    |            |              |               |              |              |





# Kontakt

# Tytuł

## Dodatkowe info

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### Tekst

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an.



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# Kontakt



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# Zakup prezentacji w PowerPoint

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